

# BUSINESS WALK SERIES

A METRO PULSE PROGRAM



a METRO  CHAMBER production

## EL DORADO HILLS | APRIL 20, 2012

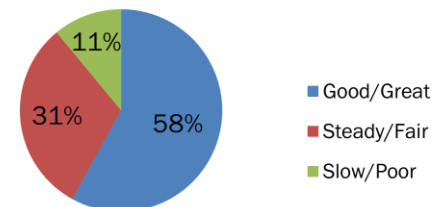
### POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. On April 20, 2012, thirty volunteer business and civic leaders visited 166 businesses in El Dorado Hills. Volunteer business walkers were successful in interviewing 143 of the businesses visited. Their conversation focused on three basic questions: how is business, what do you like about doing business in El Dorado Hills, and what should be done to improve doing business in El Dorado Hills?

#### Question 1: How Is Business?

Over half of the companies described their business as **good/great** when asked how business is doing overall. They attributed this to the economy starting to recover, positive weather changes, chain/company recognition and recent growth. Over a quarter of the companies interviewed stated they are **steady/fair**. The majority of those companies mentioned that their profit/loss margins have stayed consistent over the past few months and/or years. Slight growth was expressed for many of the businesses that were “steady” but they still acknowledged that some months are uncertain. The companies who described themselves as **slow/poor** referenced a decrease in sales from the previous year, difficulties related to the economy and lack of signage/name recognition in the surrounding area.

How's business?



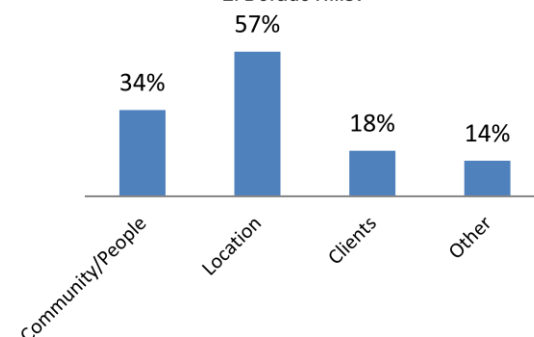
#### Question 2: What do you like about doing business in the area?

**Location** was the top reason why businesses enjoy doing business in El Dorado Hills. Respondents expressed that being able to both live and work in the area not only equates to a more balanced lifestyle but it also allows them to better cater to their community's needs. Easy access to Highway 50 is also helpful when traveling to Folsom, Sacramento, and South Lake Tahoe.

A significant number of participants mentioned the **community/people** as the reason they enjoy doing business in the area. They attribute their success to the friendly people, a safe living environment, and strong community support. Respondents mentioned that the community demographics and local programs have helped their businesses flourish. Numerous respondents also enjoy the small town feel and that most of the community shops local.

“Regulars” was the main word used to describe the **clients** in El Dorado Hills. Expressing that loyal clients and strong relationships are what creates a successful business. Owners said that their clients are family oriented, educated, and nice. They also appreciate the fact that they can get to know their customers on a one-on-one basis. Some respondents provided several **other** reasons for liking El Dorado Hills, including: community events, good parking, and a safe area.

What do you like about doing business in El Dorado Hills?



### Question 3: What should be done to improve business?

Nineteen percent of the surveyed businesses said that **nothing** in El Dorado Hills needs improvement. However, many respondents are looking for the **economy** to turn around. Owners admitted that they have noticed clients not making certain purchases or using services like they have in the past; this sluggish foot traffic is affecting all parts of El Dorado Hills. A need for more **marketing/events** was also suggested as an area for improvement. Owners are looking for more access to advertising so they are able to promote not only their business, but El Dorado Hills. They also believe that more industry specific and family oriented events would help business.

Although respondents are looking for more events, **government oversight** is also a concern, addressing that there are too many burdensome regulations, redundant permits and high fees relating to business expenses. Lower taxes/gas prices and fewer business license requirements would help keep businesses from closing down. **Signage** was also mentioned by twelve percent of the respondents. Businesses acknowledged that their companies are not all visible from the street and because of that, adequate signage is so important. Additional visibility is especially needed for the businesses that are not right off Highway 50.

More **development** in the area was also mentioned. Some suggestions include: more breakfast places, a shooting range, a Trader Joe's, a hardware store, additional bike paths, and an overall need for more restaurants. **Parking** is also a perceived problem in El Dorado Hills. There is not only a need for more parking but also, a need for customer parking regulations in certain spots during concerts or other events. **Other** issues mentioned: having the Chamber/County shop local, rattlesnake protection and education, overflow cleanup of trash dumpsters, more transportation options from the Business Park to other parts of El Dorado Hills, and more diversity in the area.

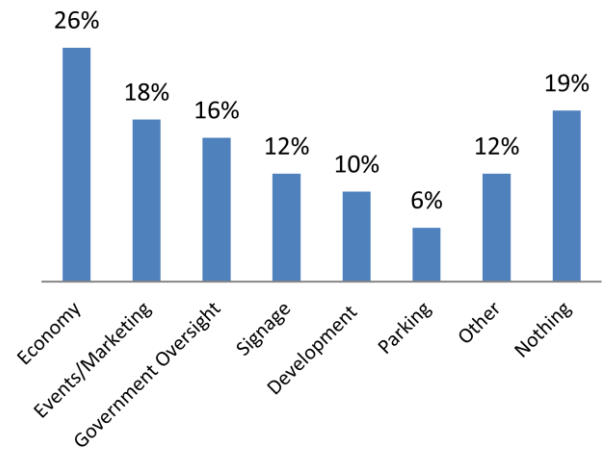
### RECENT ACTIVITIES

The **El Dorado Hills Chamber of Commerce** is a nonprofit membership organization that works with local businesses to improve the region's economy and business environment; and strives to provide leadership, advocacy and support for our members. For more information contact the El Dorado Hills Chamber: Phone number: (916) 933-1335 E-Mail: chamber@eldoradohillschamber.org

The **El Dorado County Office of Economic Development** strives to strike the delicate balance between an exceptional quality of life and the appropriate business climate for the professionals and industries who serve its citizens. El Dorado County offers the business community a variety of business development and retention services. For more information contact the El Dorado County Office of Economic Development: Phone number: (530) 621-5595 Email: kathy.matranga-cooper@edcgov.us

As a result of the El Dorado Hills Business Walk the County and Chamber were able to assist in retaining an existing business. Due to circumstances beyond their control, El Dorado Hills Taekwondo Center had to move from their current building and into a new location. The new location required new Traffic Impact Mitigation (TIM) fees be assessed because it was designated as a higher usage facility creating greater usage to the roads. The County was able to assist by down grading the use of the old building and transferring the higher use rights to the new location, creating a situation where everyone involved was able to walk away satisfied.

What should be done to improve business in El Dorado Hills?



## 2010-2012 AREA RESULTS:

The findings below are the statistics for each individual year a business walk has taken place in El Dorado Hills. Because respondents were able to provide more than one answer, the total for questions two and three may equal more than 100 percent.

How's Business?	2010	2011*	2012
Good/Great	49%	37%	58%
Steady/Fair	33%	28%	31%
Slow/Poor	18%	35%	11%

What do you like?	2010	2011*	2012
Community	53%	30%	34%
Clients	22%	14%	18%
Location	47%	45%	57%
Other	12%	11%	14%

What don't you like?	2010	2011*	2012
Economy	24%	9%	26%
Gov. Oversight	13%	8%	16%
Marketing/ Events	32%	13%	18%
Development/Infrastructure	9%	27%	10%
Parking	N/A	N/A	6%
Signage	N/A	N/A	12%
Business Development Programs	14%	N/A	N/A
Nothing	17%	26%	19%
Other	12%	17%	12%

\*2011 data provided by El Dorado Hills Chamber of Commerce and El Dorado County Office of Economic Development.

### Summary:

Overall the business climate in El Dorado Hills has stayed positive. As the data above shows the majority of companies interviewed cited that they were at least **steady/fair** if not **good/great** throughout the 3 years. There was a slight dip in 2011, but 2012 showed us that many companies have started to rebound. The **community** and **location** are still the highest rated responses when asked what people like about doing business in the area. When asked what could be done to improve business in the area the data varies from 2010 to 2012. Companies addressed the same concerns but at various levels of dissatisfaction throughout the years. Overall the **economy** and **events and marketing** are still top issues that need to be addressed in the area.

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The Sacramento Metro Chamber is the largest and oldest voice of business in the greater Sacramento area. Representing nearly 2,000 member businesses and business organizations in the six-county Sacramento region, the Metro Chamber serves as the region's leading proponent of regional cooperation and primary advocate on issues affecting business, strengthening the regional economy and quality of life. As a founding member of Partnership for Prosperity<sup>1</sup> and in its role as managing partner of Metro Pulse<sup>2</sup>, the Metro Chamber executes the Business Walk Series in cooperation with its local chamber and public sector partners. The Metro Chamber has partnered with 18 other regional jurisdictions and economic development organizations to provide one-on-one support for county businesses and throughout the Sacramento metropolitan region. These organizations, through Metro Pulse, are meeting one-on-one with businesses throughout the six-county Sacramento region to identify and address individual business needs and ensure continued growth and economic prosperity. For additional information concerning Metro Pulse, visit [metropulse.org](http://metropulse.org).

<sup>1</sup> Partnership for Prosperity is the Sacramento region's economic development strategy, which focuses on developing people, place and business.

<sup>2</sup> Metro Pulse is a coalition of 19 public and private sector partners focused on ensuring that the Sacramento metropolitan region is the best place to do business in California



Presented By:

## Participating Businesses

- Adam's Cigars
- Alpha Research and Technology Inc.
- AME Engineers
- Bank of America
- Bank of the West
- Bark Avenue
- Bella Bru
- BI Design Studio
- Big O Tires and Service Center
- Bistro 33 El Dorado Hills
- Blue Ribbon Personnel Services
- California Storage Centers
- Campbell Applied Physics (CAP)
- Cartridge World
- Cason Engineering
- Chase Bank
- Chevron
- Chili's
- Cold Stone Creamery
- Coldwell Banker
- Colina Del Oro
- Comstock Mortgage
- Consensus Orthopedics
- Consolidated Electrical Distributors
- Cooks Collision
- Core Automation
- Crocker Securities, LLC
- Davis & Amaral
- Debbie Wong Express
- Design Concepts
- Dignity Medical Aesthetics
- Dr. Bianca Garilli, ND
- Dream Builders
- DST Output
- E.D.H Custom Tailoring & Alterations
- Edward Jones
- El Dorado Hills Eyecare
- El Dorado Hills Music, LLC
- El Dorado Hills Optometric Center
- El Dorado Hills Pet Clinic
- El Dorado Hills Salon
- El Dorado Hills Travel
- El Dorado Musical Theatre
- El Dorado Pain Management Center
- El Dorado Saloon, Inc.
- El Dorado Savings Bank
- Environmental Services
- Envision
- Fastenal
- FedEx Office
- Fitzpatrick Physical Therapy
- Foothill Physical Therapy
- Foreign Autohaus
- Forte EMR
- Fortis Telecom
- Fortune Garden Chinese Restaurant
- Fresh Cleaners
- Full Throttle Fitness
- Gorman & Kozak, LLP
- Grapevine Apparel
- Great Clips
- Gregg's Pool Works,  
The Backyard Place
- Grigsby Label LLC
- Hair & Spa Boutique/  
Embellish Beauty LLC
- Horizon Environmental Inc.
- Illuminare Cosmetics
- Impact Photographics
- Jiffy Lube
- Jordan's Closet
- Kevala Yoga Center
- Kinnee O'Reilly's Irish Pub & Restaurant
- La Bou
- Lake Forest Wines
- Latrobe Self Storage
- Lazio
- Legal Age Security Software
- Lincoln Electric
- Live Oak Center for Psychotherapy  
and Education
- Luxury Nails
- Lynn N. Talbott, JR.
- Mackie Insurance Brokerage
- Madrone Montessori School, LLC
- Magic Smiles
- Marble Valley School
- Marshall Medical Center
- Massage Envy and Spa
- Mathnasium of El Dorado Hills
- Mechanics Bank
- Mercedes-Benz
- Mia Sorella
- Mikes Marketplace Barbershop
- MLA Structural Engineers Inc.
- Mon Bijou Jewelers
- Morgan Taylor Salon
- Nail Chateau
- Nail Files & Spa
- Northern California Wellness Inc.
- Nugget Market - El Dorado Hills
- Otto Arc
- Pak N Post
- Pat Alan Turner
- Peet's Coffee & Tea
- Personal Defense Weapons
- Pete's Restaurant & Brewhouse
- Placer Title Co - El Dorado Hills
- PMC
- Pottery World
- Precision Contacts
- Premier Power Renewable Energy, Inc.
- R Systems
- Rachel Nails
- Radio Shack
- Raley's
- RCP Construction Inc.
- Red Gate Education
- Regal Entertainment Group
- Relish Burger Bar
- Richards Packing Inc.
- Rippey Corporation
- RJP Framing Inc.
- Round Table Pizza (2)
- Runway Boutique
- Safeway
- Salon Capelli
- Salorah Beauty Boutique
- San Francisco Sourdough
- Schaedler Insurance &  
Financial Services
- Secure a Quote
- Shellie Edwards, DDS
- Sienna Restaurant
- Sizzling Fresh
- Solace Financial Services Inc.
- Starbucks Coffee Company
- Steve's Pizza
- Studio S
- Studio Skin Care
- Subway (2)
- Suds Car Wash
- SuiteAmerica
- Super Cuts
- Tan Central
- Target
- The Cellar Wine Bar
- The Gift of Kids
- The Village Hair Studio
- Therma Pros
- Thompson Family Dentistry
- Top Cuts Salon
- Tri Signal Integration, Inc.
- TubeTape.com
- Tuttle Interior Systems
- Umpqua Bank
- Verizon Wireless
- Village Financial
- Virtual Driver Interactive
- Warren Land Surveying, Inc.
- Wavepoint Ventures
- We Olive
- Weckworth Electric Company
- West Coast Martial Arts & Studio Fit
- Western Water Features Inc.
- Windplay Deli