

BUSINESS WALK

Shingle Springs-Cameron Park

May 9, 2012



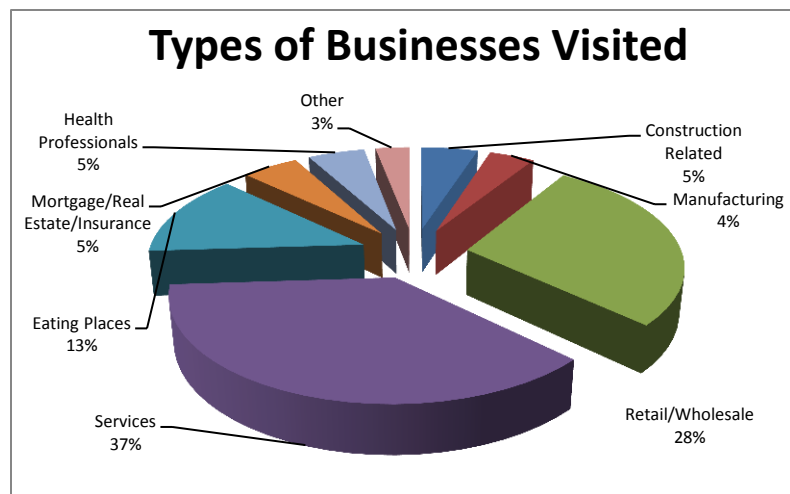
POST-EVENT REPORT

The Shingle Springs/Cameron Park Chamber of Commerce, in cooperation with the El Dorado County Office of Economic Development, conducted its third annual business walk on Wednesday, May 9, 2012. A group of 25 volunteer business and civic leaders walked the streets to get a pulse of the business climate. The power of these business walks is that individual business owners and managers have the opportunity to meet with the business and civic leadership of their town who have the ability to act on their behalf to ensure a prosperous business climate.

This year the business walk included some new questions to help identify best practices and resources. The four questions asked were:

- How has your business changed in the last year and to what do you attribute that change?
- What do you do to promote your business?
- Where do you go for business information, education, and advice?
- When you think of Shingle Springs and Cameron Park, what comes to mind?

During the walk, 119 businesses were visited. While some were too busy to answer the questions, 107 businesses participated. The types of businesses varied; however, the most prominent types were service providers, retail/wholesale, and eating places. Service providers included automotive, legal, accounting, pest control, engineering, hair/nail salons, pet care, dry cleaners, printing, and computer support.



Question 1: How has your business changed in the last year and to what do you attribute that change?

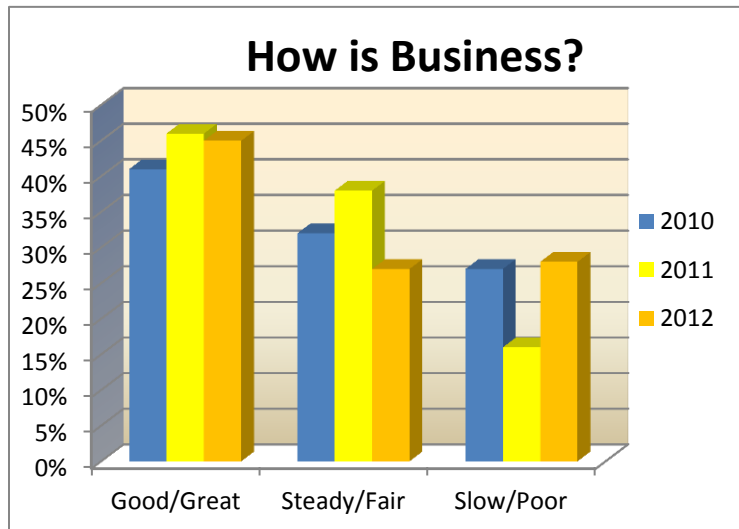
Over two-thirds (72%) indicated that business was at least steady/fair or good/great. This percentage is a little lower than the responses received in 2011 (84%) and about the same as in 2010 (73%). Less than one third (28%) said business was slow or poor, which is higher than in 2011 (16%) but almost the same as in 2010 (27%).

The most frequent reasons for negative change were:

- Depressed economy
- Too much competition
- Poor location

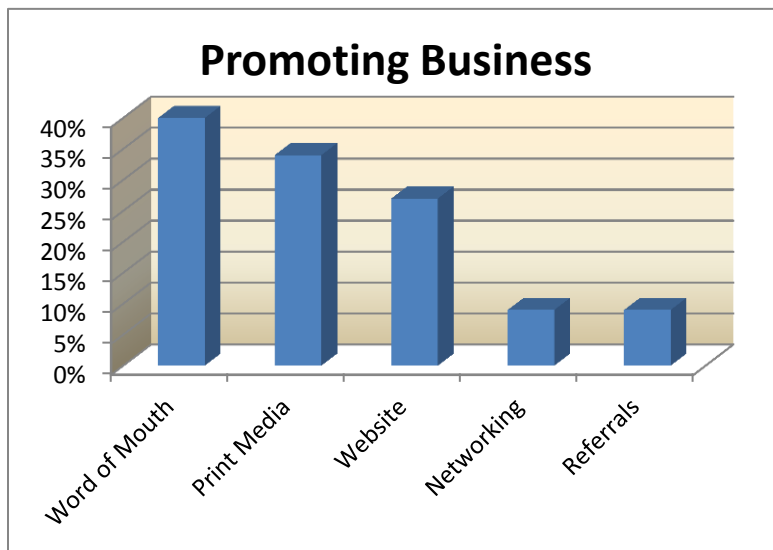
The causes for positive change varied greatly, but the most common responses were:

- Excellent customer service
- Less competition
- Expanded type of inventory or service
- Moved to a better location



Question 2: What do you do to promote your business?

This is one of the new questions and was mainly asked to determine best practices and the possible need for marketing training.



Word of mouth was the most frequently stated answer when asked what they do to promote their businesses (40%). Print media (34%) continues to be a popular form of advertising, which included local and regional newspapers and magazines and classified-type publications (such as The Windfall, The Clipper, Gold Panner, etc.).

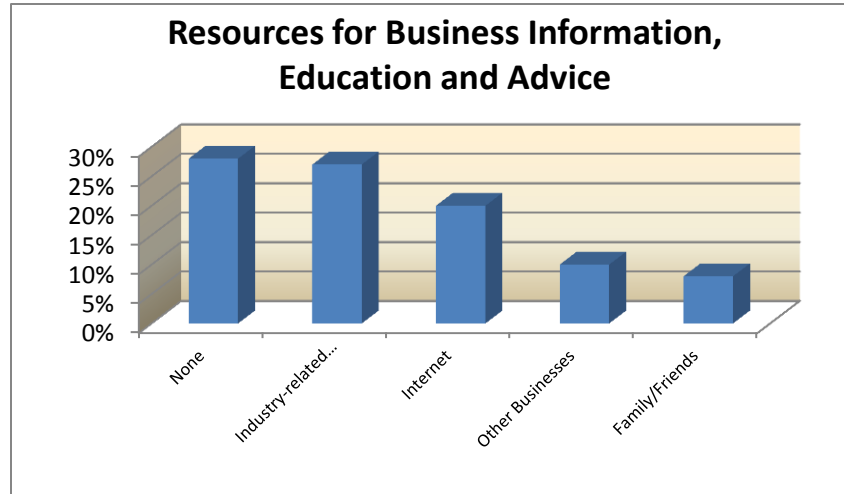
While many indicated they use their website for advertising (27%), only 7% specified using social media. Referrals and

networking were used by 9%. Forms of networking included attending chamber events, business support group meetings, fairs, and other community events. While some businesses reported advertising is not necessary due to the nature of their business, about 7% stated they actively do nothing to promote their business.

Question 3: Where do you go for business information, education, and advice?

The answers to this question were very diverse; however, it was interesting to learn that a large portion (28%) does not seek any resources for their business. Many stated they have been in business long enough that resources were not needed or they use trial and error; while some

did not know where to go for advice.



Most of those who do use resources turn to trade magazines or professional journals and industry-related associations (27%).

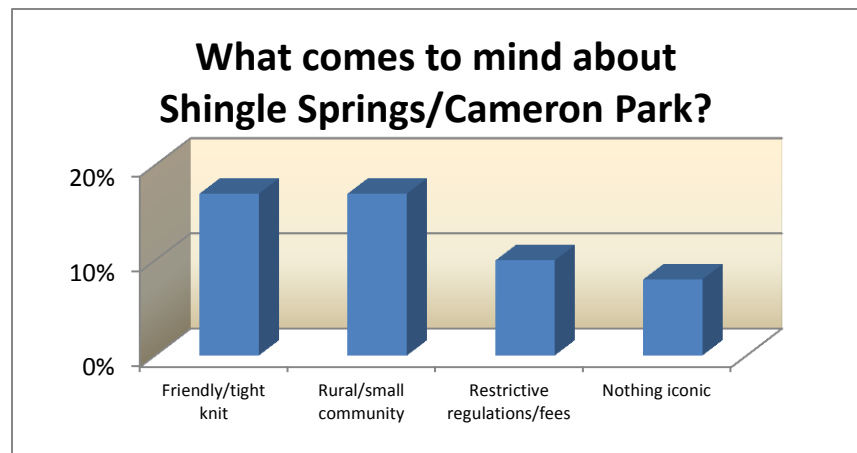
About 20% of the respondents use the Internet for information, education, and advice. Other businesses (10%) and friends/family (8%) are also utilized frequently.

Question 4: When you think of Shingle Springs and Cameron Park, what comes to mind?

When asked what comes to mind when they think of Shingle Springs/Cameron Park, the answers fell into three categories – positive, negative, and confused. While many live in the area and focused on the residential aspect, others did not know what to say.

The friendly people, tight knit community, and rural/small atmosphere were the most common responses. Many also mentioned it being very family oriented.

On the negative side, about 10% of the respondents complained about restrictive regulations and fees which hinder business development and expansion.



About 8% stated there is nothing iconic about the area and they felt that is a disadvantage to businesses. Many see the area as a peaceful, quiet, bedroom community nestled between El Dorado Hills and Placerville. Some felt it used to be a stop for visitors on the way to South Lake Tahoe when Sam's Town was active, but now there is nothing to draw them in. About 6% responded to this question with a blank stare or could not think of an answer.

Participating Businesses

The Shingle Springs/Cameron Park Chamber of Commerce and the El Dorado County Office of Economic Development want to thank the following businesses for providing feedback during the 2012 Shingle Springs/Cameron Park Business Walk.

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