

El Dorado Hills

BUSINESS WALK

Post –Evaluation Summary

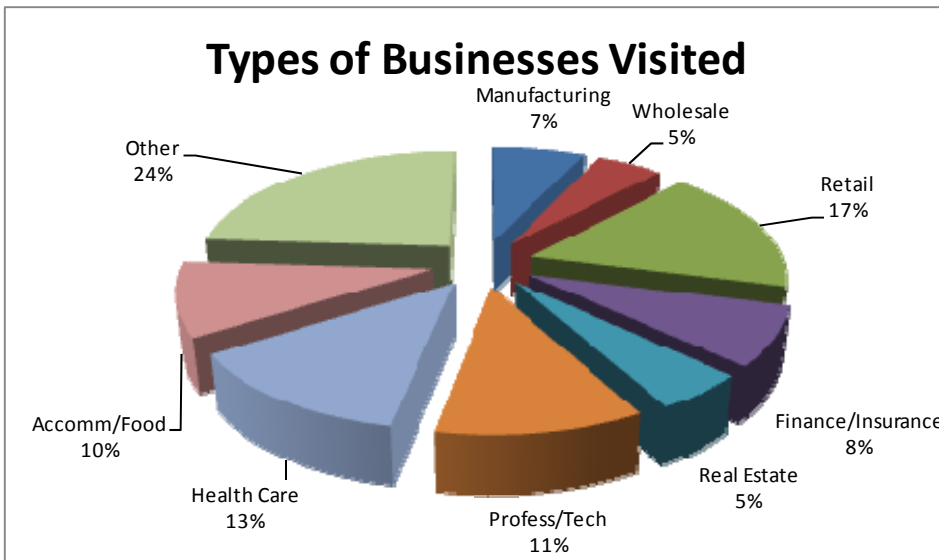
April 6, 2011



In partnership with:



The fourth annual El Dorado Hills Business Walk was held on April 6, 2011, in collaboration with the El Dorado Hills Chamber of Commerce, the El Dorado County Office of Economic Development, and the local business community. Over 150 businesses participated in the one day event, which encompassed Town Center, the business park, Montano de El Dorado, La Borgata, Park Oaks Village, Lake Forest Plaza, Embarcadero, Governor’s Village, Village Plaza, and other areas. A wide variety of businesses were visited with the most prominent being retail, health care, and professional/technical.



The purpose of the business walk was to determine what is going on in the community and learn first-hand how the El Dorado Hills business and civic leaders can promote business and improve the local economy. The business walk shows the community that the county and chamber are working on their behalf to create a successful business environment.

2011 Business Walk Insights and Observations

Out of 153 businesses visited, 65% reported they are holding their own. Last year this number was 82%.

The location, community/people, and clientele are what businesses like most about El Dorado Hills.

Infrastructure issues were mostly what businesses would like to see improved.

More marketing and events to bring customers to the area continue to be a request for improvement.

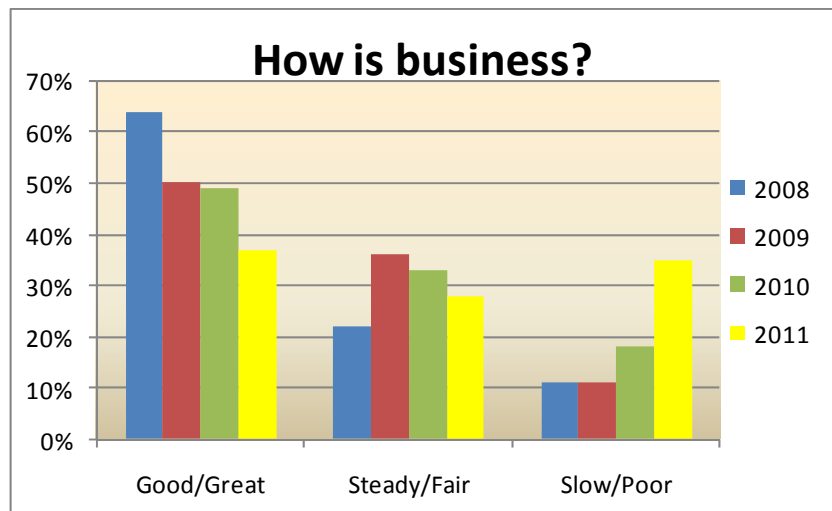
Each business was asked three questions:

- How is business?
- What do you like about doing business in this community?
- What should be done to improve business in the community?

The most drastic change this year was that the responses were less positive regarding the general health of the businesses. Overall, the community is holding its own in this tough economic environment with 37% of the businesses reporting that business is good or great. But as would be expected, the construction-related businesses are still suffering. Again as with last year, the overwhelming response from business was that they liked the community and people and that the location was a big plus.

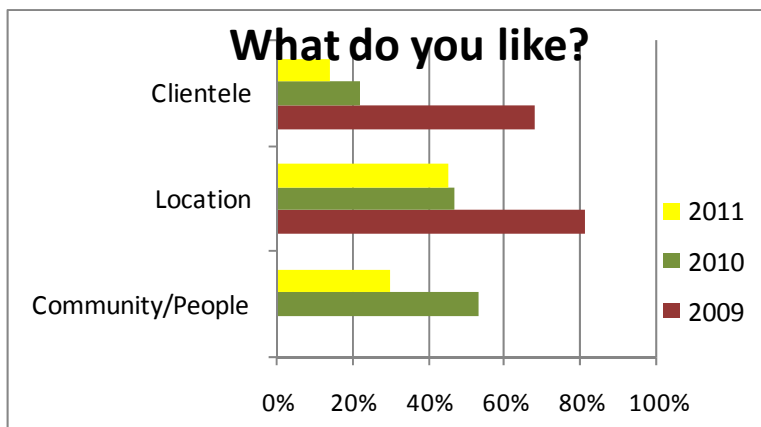
How is Business?

Professional offices, some retail, and the technology-based businesses in the business parks all show signs of getting through the tough times in good or great shape. Typical comments from these businesses include: “great no downturn, prices are up,” “fabulous - we have not felt the sting of the economy,” and “better every year, double from last year.”



While 37% of the respondents told us that business is either good or great, this is a drop from previous results. Businesses that were at a steady or fair rate were also a little lower this year at 28%. The number of businesses reporting a slow or poor outcome, however, was up about 17%. Many of the businesses in this category are tied to the construction business. Typical comments from these companies include “slow sales due to construction industry” and “new home sales are down.”

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



The location is what most people like about conducting business in the area (45%). The weather, clean community, schools, lack of traffic, quality of life, and beautiful landscape influence the popularity of El Dorado Hills. The community (30%) and clientele (14%) ranked second and third. Kudos were also given to the El Dorado Hills Chamber of Commerce for their welcoming efforts and providing networking opportunities.

Typical comments include:

- Great Community.
- Love it! Work close to home.
- People are great. Love the community, would not want to work anywhere else.
- Upbeat, supportive community.
- Loyal customers.

What should be done to improve doing business in this community?

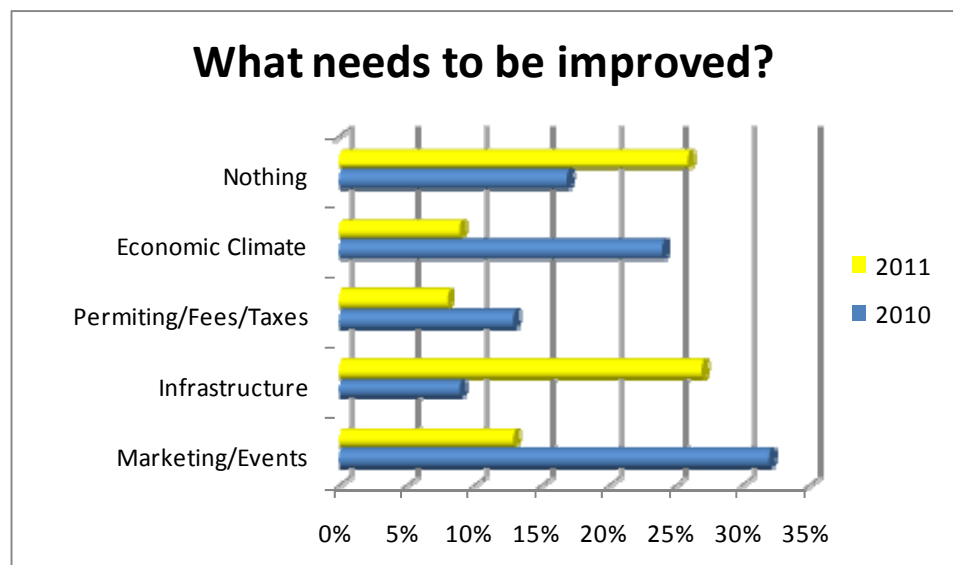
Infrastructure, permitting/fee/taxes, marketing, and the economic climate all continue to be identified as areas to be improved upon.

This year concerns about the infrastructure were the most common responses with 27% of the answers. They include:

- Too many empty buildings
- Roads need to be fixed
- Not enough parking
- Parking spaces are too small
- Rent is too expensive
- Need more restaurants rather than just sandwich shops
- Things for employees to do in the business park
- More traffic lights are needed to avoid accidents
- Not enough public transportation

Marketing and events issues were also important to the respondents (13%). As with last year, a number of businesses want additional promotions within their shopping centers. Some of the comments were:

- More events needed in different areas
- Do a chili cook off
- Have something for kids to do on Friday and Saturday nights
- Open a dog park



The economic climate continues to be a main concern. Consumer confidence was mentioned as an ongoing challenge. Many of the business owners are happy with their location and the people but will not be able to grow sales until the economy improves.

Government involvement, taxes, and regulation were among the areas most cited as needing improvement. Also mentioned were too many regulations, expensive taxes/permits, and difficulty obtaining permits.

A large number of businesses had no response to this question or feel everything is fine. Many of these do not depend on local customers or are in industries that have not been affected by the economy.

Businesses participating in the walk:

4 MD Urgent Care/MD Stat
Adams Cigars
Aerometals
Allana Buick & Bers Inc
Alpha Reaserch and Technology Inc
(ART)
American Media Agency
AMI Manufacturing, Inc
Amy L. Washburn, LMFT
Archco Financial Inc
Avis Car Rental
Axiom Management Advisors and
Consultants
Bakerie & Latte Chateau Arme
Barber Jon's
Bark Avenue - El Dorado Hills
Bella Bru
Bella Talloni
Benchmark Resources
Best Solar Control Co.
Big O Tires and Service Center
Blue Ribbon Personnel Services (El
Dorado Hills)
California Storage Centers
Cardinal Shower Enclosures
Cartridge World
Cemex
Central Valley Floor Design
Century Graphics
Chevron - El Dorado Hills
Cold Stone Creamery (El Dorado
Hills)
Coldwell Banker - El Dorado Hills
Consolidated Electrical Distributors,
Inc.
CulinAire Systems, Inc.
CVS Pharmacy - El Dorado Hills
David Lopes, DDS
Development Consultants Inc.
Dolce Donna
Dr. Guess Orthodontics
Edgemore Real Estate
Edward Jones - El Dorado Hills3
Edward Jones (El Dorado)
El Dorado Endodontics
El Dorado Hills 76
El Dorado Hills Dental
El Dorado Hills Eyecare
El Dorado Hills Taekwondo Center
El Dorado Physical Therapy
El Dorado Savings Bank (El Dorado)
Farmers Insurance - El Dorado Hills
Fastenal
FedEx Office (El Dorado Hills)
Firestone

Foothill Physical Therapy
Foreign Autohaus
Forte EMR
Fresh Cleaners - El Dorado Hills
Glaser Vision
Golden 1 Credit Union - El Dorado
Hills
Gorman & Kozak. LLP
Great Clips (El Dorado Hills)
Green Valley Animal Hospital
Green Valley Dental Group
Green Valley Nursery & Landscape
Haemonetics
Hubbell Wiring
IntelliQuote Insurance Services
ITW Rippey
Jackson H. Mason, Jr
Jared W. Ruminson DDS (Dentist)
JDA Architecture
Jiffy Lube - El Dorado Hills
John Deere Landscapes
Jordan's Closet
Juice It Up
KHS
Kid's Camp
Kindercare Learning Centers (El
Dorado Hills)
La Bou
Lake Forest Pet Hospital
Lanius & Associates
Legal Age Security Software
Leslie's Swimming Pool Supplies
Lincoln Electric
Linear Cabling Solutions
Little Angel Adoptions
Logosol, Inc
LPL Financial (El Dorado Hills)
Luxury Nails
Marketplace Veterinary Hospital
Mason West Inc.
Massage Envy (El Dorado)
Montessori Manor
Morgan Taylor Salon
Mueller Elite Training
My Executive Space
Nail Chateau
Northern CA Chiropractic
Nugget Market - El Dorado Hills
Otto Arc
Pacific States Development
Corporation
Pacific West Healthcare Supply
Pak Mail
Pak N Post
Paragon

Patrick Rufo, DDS
Peet's Coffee & Tea - El Dorado Hills
Personal Defense Weapons
Petes Restaurant & Brewhouse
PMAinc.biz
Posh Punkins
Pottery World
Protective Products
R Systems
Raley's (El Dorado Hills)
Regal Entertainment Group
Renew Lending Inc
Rfgen Software The DataMAX
Software Group, Inc
Rionatural
Romo & Associates, Inc.
Round Table Pizza - El Dorado Hills
Safeguard
Safeway (El Dorado Hills)
Salon Capelli
San Francisco Sourdough Eatery
Savas Beatie LLC
Schaedler Insurance & Financial
Services
Shellie Edwards, DDS
Sienna
Sierra Testing Laboratories, Inc
Sir Vesa's Mexican Grill
Star Ray
Suds Car Wash
Super Cuts - El Dorado Hills
Sushi Kuma
Swansons Cleaning - El Dorado Hills
Synvasive Technology, Inc.
Tan Central
Target (El Dorado Hills)
Terence Degan, M.D.
The Almonte Center
The Purple Place
Therma Pros
Togo's - El Dorado Hills
Tri Signal Integration, Inc
TubeTape.com
Tuttle Interior Systems
U S Bank
USA Recovery Solutions
Valero - El Dorado Hills
Virtual Driver Interactive
Wayside Noodles
We Olive
Weckworth Electric Company
West Coast Martial Arts & Studio Fit
Windplay Deli