

BUSINESS WALK SERIES

A METRO PULSE PROGRAM



a METRO  CHAMBER production

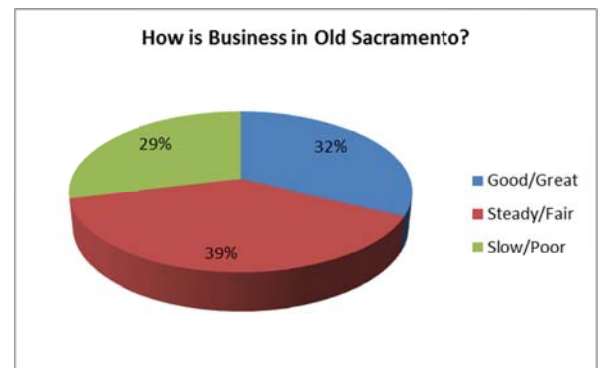
Old Sacramento | November 12, 2013

POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. On November 12, 2013, volunteer business and civic leaders visited 69 businesses in Old Sacramento. Volunteer business walkers were successful in interviewing 61 of the businesses visited. Their conversation focused on three basic questions: how is business, what do you like about doing business in Old Sacramento, and what should be done to improve doing business in Old Sacramento?

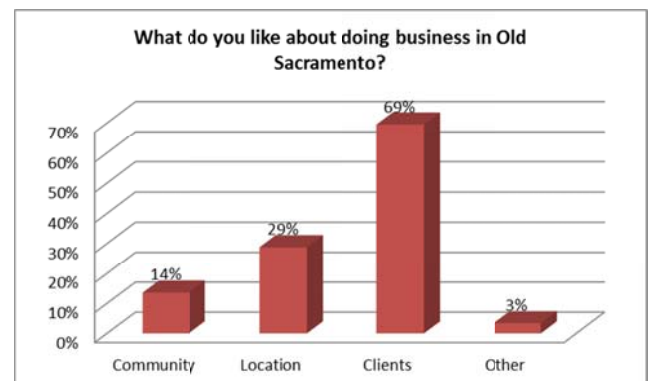
Question 1: How Is Business?

A little over a third of the companies, 32% described their business as **good/great** when asked how business is doing overall. They attributed this to a steady flow of traffic from tourists and locals. Almost 40% of the companies interviewed stated they are **steady/fair**. The majority of those companies stated that they are doing better than last year and the weather has a lot to do with business. The companies who described themselves as **slow/poor** stated that increasing competition is making it harder for them and the economy overall needs to improve.



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

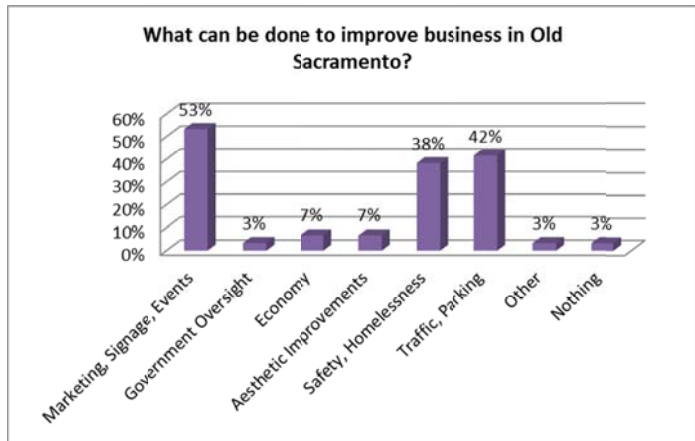
The top reason businesses enjoy working in Old Sacramento is the **clientele**. About 69% of the businesses said they enjoy the community because they enjoy meeting people from all over the world since it is a big tourist destination area. They really appreciate the diversity of the clients they have and love talking to them. About 29% of the companies stated **location** as a reason they like doing business in Old Sacramento. They really like the location because it is such a huge destination area along with it being close to home and a nice historic zone. When describing why businesses liked the **community** they talked about how Old Sacramento is its own community and it has a nice nostalgic atmosphere.



Question 3: What should be done to improve business?

Of those interviewed, 53% of companies mentioned that **marketing and promotion** was what needed to be improved upon the most. They report that more events are needed to bring more locals into Old Sacramento.

Most of the businesses stated that their main customers were mostly tourists and they want more promotion of Old Sacramento in order to bring in more locals. Events help bring in more people but some companies explained that these events hurt their businesses instead of help. A portion of those interviewed claimed **traffic and parking** were what needed to be improved the most because rates for parking are too high and free parking would help attract more customers. They also noted that coin machines need to be filled more often and a good portion of meters are broken. About 38% of companies said that **safety and homelessness** are issues for them. They have noticed that homeless have become more aggressive towards customers and it is negatively hurting their businesses. They would also like more security because once it is dark outside it is too scary to leave business open any longer so they tend to close early. When it comes to the **economy and improvements** about 7% of those interviewed stated that they would like more businesses in Old Sacramento and that better lighting is needed in the area. Only 3% stated having problems with **government oversight, nothing, or other reasons**.



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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 principal partner in Next Economy Capital Region Prosperity Plan¹ and in its role as managing partner of Metro Pulse², the Metro Chamber executes the Business Walk Series in cooperation with its local chamber and public sector partners. The Metro Chamber has partnered with 19 other regional jurisdictions and economic development organizations to provide one-on-one support for county businesses and throughout the 6-county Capital region. These organizations, through Metro Pulse, are meeting one-on-one with businesses throughout the region to identify and address individual business needs and ensure continued growth and economic prosperity. For additional information concerning Metro Pulse, visit metropulse.org.

1 The Next Economy Capital Region Prosperity Plan is the 6-county Capital region's economic development strategy.
 2 Metro Pulse is a coalition of 20 public and private sector partners focused on ensuring that the 6-county Capital region is the best place to do business in California