

BUSINESS WALK SERIES A METRO PULSE PROGRAM



a METRO  CHAMBER production

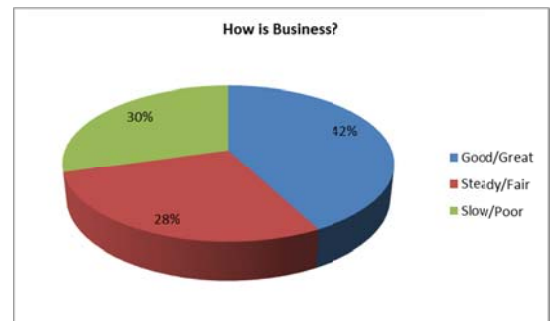
Downtown Sacramento | September 27, 2013

POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. On September 27, 2013, volunteer business and civic leaders visited 176 businesses in Downtown Sacramento. Volunteer business walkers were successful in interviewing 166 of the businesses visited. Their conversation focused on three basic questions: how is business, what do you like about doing business in Downtown, and what should be done to improve doing business in Downtown?

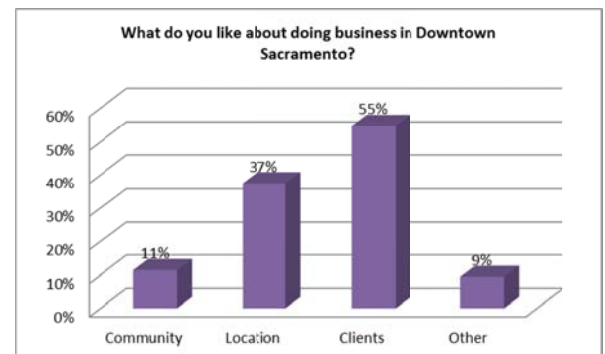
Question 1: How Is Business?

When the businesses were asked how they were doing over all, over 40% said they were doing **good/great**. These companies credited their success to the fact that the economy has been improving compared to a few years ago which has caused sales to be on the rise. Some businesses expressed that increased foot traffic in Downtown has made this area especially successful for them. Just over a quarter of the businesses said they are **steady/fair**. Most of these companies reported that business could be better and they experience lots of ups and downs. The time of the year really has an impact on sales in this location depending on when the state legislature is in session or not. Thirty percent of the companies interviewed described their business as **slow/poor**, mentioning that the cost of doing business in Downtown is too high. They also expressed concern that security becomes an issue at night causing customers to avoid the Downtown.



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

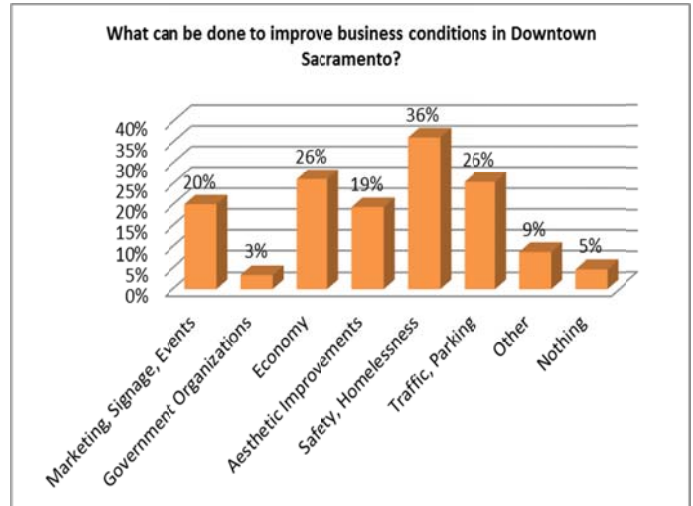
Clients were the top reason why businesses enjoy doing business in Downtown. Respondents expressed that the diversity of the customers makes doing business in the area really enjoyable. Regular consumers are appreciated in the Downtown area and it helps businesses create those personal relationships with their clientele that keeps them coming back. A significant number of participants (37%) mentioned **location** as the reason they enjoy doing business in the area. They attribute their success to Downtown being the center of activity in Sacramento and in the middle of the government employee flow which keeps business steady. **Community** was another reason why Downtown is a great place for business. Companies expressed that they are advocates for Downtown and they believe in the area.



Nine percent of respondents in Downtown stated **other** reasons for why they like doing business in the area such as the events that are held in the location and the fact they have been in the neighborhood for so long.

Question 3: What should be done to improve business?

When it comes to improvements in Downtown, it is very well known that this is a busy area year round. The majority of businesses reported that **safety** and **homelessness** needed to be improved upon the most. Companies stated that more police presence and security is needed to prevent theft which is becoming a bigger issue. Panhandling has gotten worse in the area and the homeless have become more aggressive. Some respondents suggested that opening a homeless shelter could help with this issue. There are a couple matters tied at 26% that businesses are concerned about - the **economy** and **traffic and parking**. To help boost the economy respondents expressed that more businesses opening in the area would help and that the creation of a nightlife would also increase business. Since Downtown is such a condensed area, traffic and parking need to be improved. There is not enough parking and some parking lots are just too expensive making it hard for businesses to get customers. Companies also stated that longer term parking is needed adjacent to the sidewalks.



Marketing, signage, and events along with **improvements** were another area of concern. Businesses expressed that more marketing is needed, along with more events. They believe that more events, especially at night, would attract more people to the Downtown. Final concerns expressed by local businesses included unclean business storefronts and sidewalks, a need for more public restroom and the challenges of obtaining building permits from government agencies. . A small number of businesses said that **nothing** needs to be improved.

Presented By:



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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