



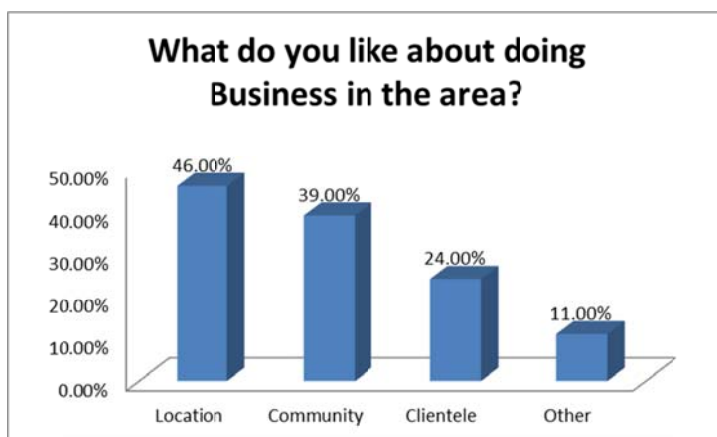
## El Dorado Hills | April 23, 2014

### Post-Event Report:

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. On April 23, 2014, volunteer business and civic leaders visited 158 businesses in the town of El Dorado Hills and were successful in interviewing 141 of them. Their conversation focused on three basic questions: 1) How is business; 2) What do you like about doing business in El Dorado Hills; and 3) What should be done to improve your business?

### Question 1: How Is Business?

When asked how their business was overall, more than half of recipients (63%) suggested that their business was good/great. They attributed their success to the improving state of the economy that allowed their business to grow. In fact, one business even stated that business was “good” and that they hired “8 new people” in the past year. Thirty percent (30%) of the businesses interviewed stated that they are steady/fair. A good number of these businesses alluded that business is “up and down” and although they were steady, could be better. Finally, 7% described their business as slow/poor and simply stated that they had seen better times or they were a fairly new company.



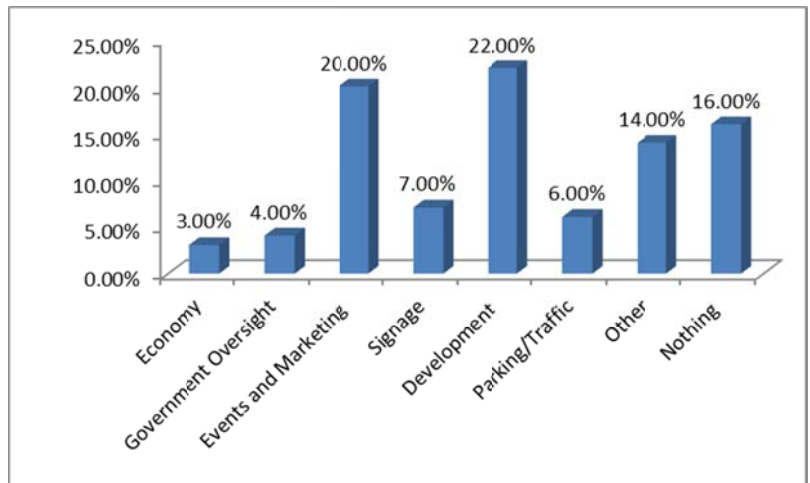
### Question 2: What do you like about doing business in the area?

46% of businesses interviewed reported that location was a salient reason why they enjoy working in El Dorado Hills. Many said they like the small town feel and the convenient amenities El Dorado Hills offers, specifically the Town Center and the movie theater. Moreover, people seem to appreciate the proximity to home. The next highest reason for enjoying business in El Dorado Hills was the community. Friendly and loyal were common adjectives used to describe the town’s clientele. It appears businesses

like the closeness of the community and what it has to offer for families (e.g. good schools). Finally, other reasons for liking El Dorado Hills include the fact that the town has a relatively low crime rate.

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

The number of businesses that claimed nothing in El Dorado Hills needs improvement decreased to 16% this year (23% last year). Although people seem to appreciate the small town feel of El Dorado Hills, many businesses reported that the area could use more development. Businesses specifically mentioned a need for an increase in population (more houses) and for more shops and restaurants. Additionally, as in years past, a need for more Events and Marketing continues to be a top need for business owners. Many feel that more marketing/advertising could not hurt and that it would be advantageous to have events within the town. Fourteen percent (14%) of businesses reported other reasons to improve business; some of these included a need for an increase in “foot traffic” and that the high cost of rent/utilities ultimately hinders business.



Signage and parking/traffic are also things businesses would like to see improved. Many were specifically concerned patrons could not find them because of inadequate signage or that they did not have enough parking spaces in their respective lot. Similarly, many businesses expressed concern about congestion and suggested that the local highways need expansion.

Finally, other notable reasons businesses cited was government oversight and the cost of doing business (i.e. high taxes). What many businesses did not specifically mention, however, was the economy. Only 3% of businesses reported that the economy needed improvement; a welcomed improvement from last year’s 12%.

#### Presented By:



#### Sponsored By:



#### Accomplishments achieved by the El Dorado Hills Chamber of Commerce as a direct result of data from previous Business Walk events:

- In 2012, the El Dorado Hills Chamber of Commerce was instrumental in facilitating the decision to relocate the headquarters of Bloo Solar from West Sacramento to El Dorado Hills. Moreover, El Dorado County adopted an Economic Development Incentives Policy for advanced manufacturing, research and development, alternative energy and health and wellness as a result from the negotiations with Bloo Solar. Partial incentives include sales or property tax rebate/reduction, deferral/reduction of permit or impact fees and workforce development assistance.
- The El Dorado Hills Chamber of Commerce was the lead organization encouraging El Dorado County to review the Missouri Flat Master Circulation and Financing Plan and explore the creation of a similar financing mechanics for the three business parks in the County to facilitate their development, another incentive for business to locate to El Dorado Hills Business Park.

## Businesses Visited:

7th Dimension LLC	Absolute Office Solutions	Acupuncture Center	Adam's Cigars	Aladino Financial Services Inc
All About Me	American River AG	Anne Sacco Interiors	Ansys	Archer Building Company Inc.
Art of Cigars	Bark Avenue	Bella Talloni	Bicycle Medic	Big O Tires and Service Center - EDH
Bistro 33	Blue Ribbon Personnel Services (El Dorado Hills)	Bureau of Land Management	Burger Hut	Cartridge World
Casa Ramos	Cellz Plus Skin Care	Central Valley Floor Design	Chase Bank El Dorado Hills	Chili's (El Dorado Hills)
Citrine Gifts and Treasures	Cold Stone Creamery (El Dorado Hills)	Colorado Federal Savings Bank	Consensus Orthopedics	Crossfit Bios
David Lopes, DDS	Davis & Amaral	Diamond Central Building Materials, Inc.	Digital Doc LLC	Dignity Medical Aesthetics
EDH Music	Edward Jones - El Dorado Hills1	El Dorado Coffee and Tea	El Dorado Endodontics	El Dorado Hills Dental
El Dorado Hills Eyecare	El Dorado Hills Optometric Center	El Dorado Hills Pet Clinic	El Dorado Musical Theatre	El Dorado Pain Management Center
El Dorado Saloon, Inc.	Ewing - El Dorado Hills	Face in a Book	Fastenal	Fidelity
Firestone	Fit and Well Pilates	Folsom Lake Realty	Folsom Tinting and Auto Glass	Foothill Physical Therapy
Golden Hills Family Dental	Grapevine Apparel	Grapevine Apparel	Great Smiles Family & cosmetic Dentistry it takes the village	Green Valley Nursery and Landscape
Haemonetics	Intero Real Estate Svcs Ed Hills/Extreme Realty	iStorage		Jackson H. Mason, Jr
Jared W. Ruminson DDS (Dentist)	Jiffy Lube - El Dorado Hills	Jordan's Closet	Julie L. Leaverton, DDS	Katarzyna Peliks & Radoslaw Peliks
Kid's Camp	Kumon Math & Reading Center	Lake Forest Wines	Leslies Swimming Pool Supplies	Lincoln Electric
Lynn N. Talbott, JR.	Magic Smiles	Massage Envy (El Dorado)	Mathnasium of El Dorado Hills	Mechanics Bank (El Dorado Hills)
Mercedes-Benz (El Dorado)	Mercy Medical Group	Mikes Marketplace Barbershop	Mountain Mikes Pizza (El Dorado Hills)	Mraz Brewing Company
Nail File & Spa	NorCal Spine and Support	Nugget Market	Pacific Interstate Insurance Brokers	Pacific States Development Corporation
Pak Mail	Pak N Post	Pamela Hayes Classical Ballet	Paragon	Pat Alan Turner
Peets Coffee	Personal Management Consultants	Planar Monolithics Industries, Inc.	Pottery World	ProEquity
Prudential California Realty	R Systems	RBC Wealth Management	Regal Entertainment Group	Renew Lending Inc
Romo Incentives Group	Round Table Pizza	RTS Computers	Ruffhaus Hot Dog	Runway Boutique
Sacramento Rebar	Safeway (El Dorado Hills)	Sandra's D's Boutique	Schaedler Insurance & Bonding Services	Sellstate Ridgeview Realty
SI&A - School Innovations and Achievement	Sizzling Fresh	Sky Sushi	Smog King	Snap Fitness
Snipes Construction Inc.	Soulstice Juice	Starbucks	Subway - El Dorado Hills 3	Suds Car Wash
Swansons Cleaners - El Dorado Hills 2	Talisman Collection	Target	Terence Degan, M.D.	The Purple Place
Think Augmented Reality	Thompson Family Dentistry	Tramonto Jewelry	Tri Signal Integration, Inc	Village Financial
Vintage Grace Church	Wells Fargo Bank - El Dorado Hills 2	Western Water Features Inc	Youngdahl Consulting Group	Zamp Helmets
Zimmer				

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 Plan<sup>1</sup> and in its role as managing partner of Business Bridge, 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 Business Bridge, 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 Business Bridge, visit [metrochamber.org/business-bridge](http://metrochamber.org/business-bridge)

<sup>1</sup> The Next Economy Capital Region Prosperity Plan is the 6-county Capital region's economic development strategy.

<sup>2</sup> Business Bridge 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