

# 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 at the El Dorado Hills Center, the business park, Montano de El Dorado, La Borgata, Park Oaks Village, Embarcadero, Governor’s Village, Village Plaza, and other areas. A wide variety of businesses were represented with the most prominent being retail, health care, and professional/technical.

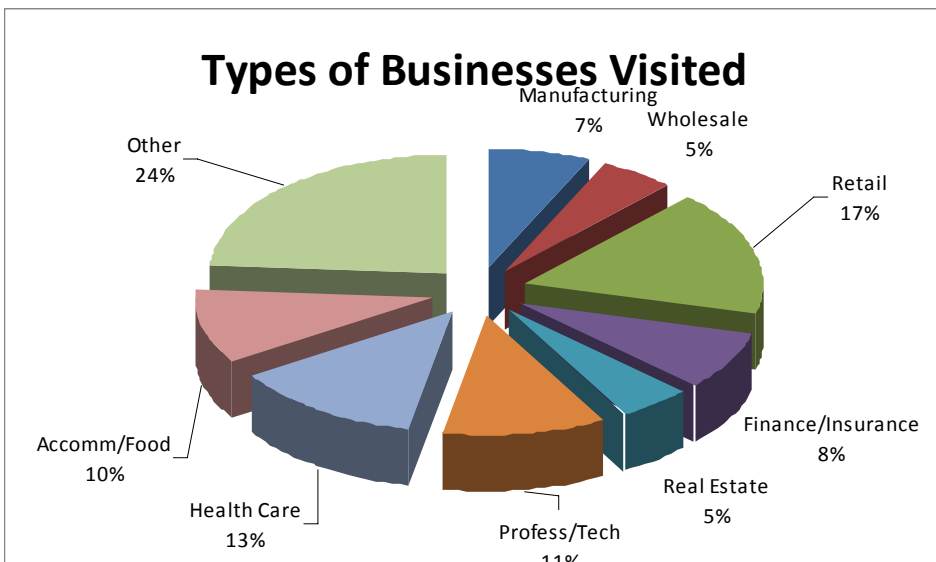
### **2011 Business Walk Insights and Observations**

*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.*



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.

Each business was asked three questions:

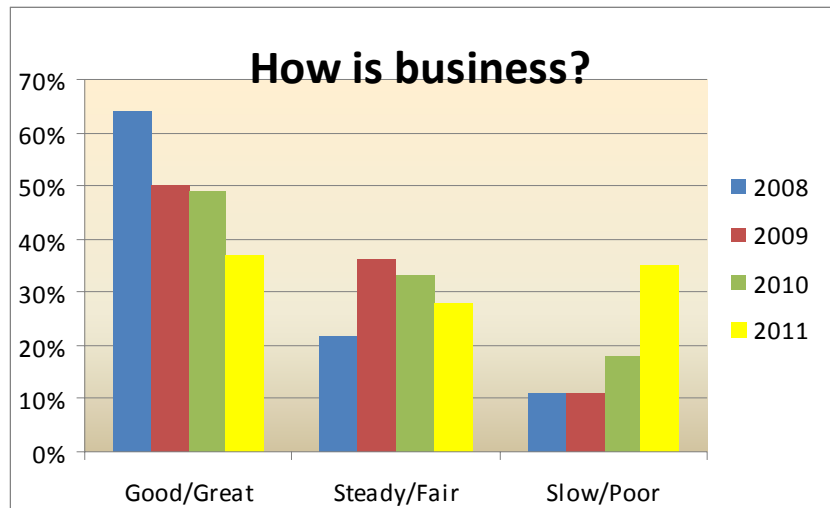
- How is business?
- What do you like about doing business in this community?

- 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?

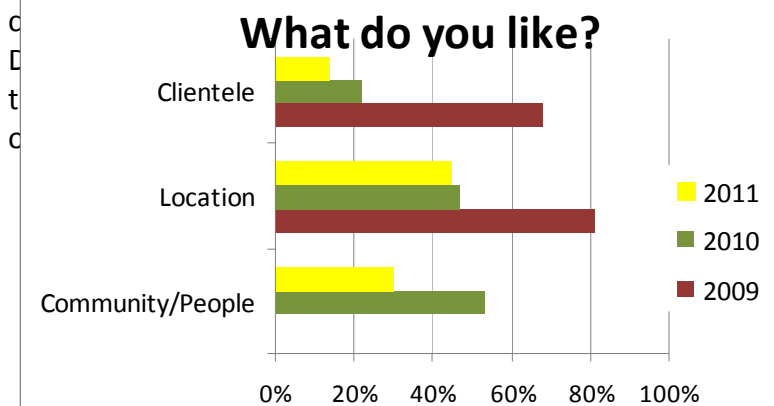
Professional offices, some retail, and the technology-based businesses in the business parks all show signs of getting through the tough times in good or great shape. Typical comments from these businesses include: “great no downturn, prices are up,” “fabulous - we have not felt the sting of the economy,” 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 and beautiful landscape influence the popularity of El Dorado Hills ranked second and third. Kudos were also given to the community for their marketing 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.

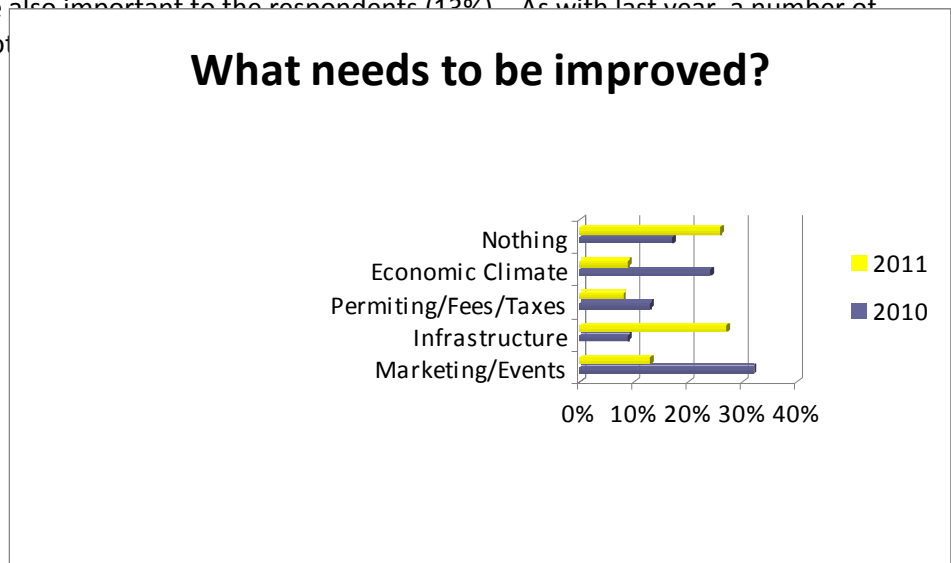
This year concerns about the infrastructure were the most common responses with 27% of the answers. They include:

- 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 (12%). As with last year, a number of businesses want additional promotion.

- 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