



# El Dorado Hills Business Walk

A Business Retention and Expansion Initiative



## El Dorado Hills Business Walk, March 28, 2008 Post-Event Evaluation

### Background

The El Dorado Hills Chamber of Commerce, in cooperation with the El Dorado County Office of Economic Development, launched the first Business Walk on March 28, 2008. The purpose of this one-day community-based business visitation program was to encourage the growth of local business. The Business Walk promotes sales and job growth by helping to identify the concerns and barriers local businesses are facing. This approach is based upon a set of national studies demonstrating that upwards of 80% of an area's job growth is generated by existing companies rather than attracting new industries to a community. Coupled with the fact that business attraction efforts are less likely to succeed if existing businesses are not happy with the local business climate, it is imperative that we focus our efforts on helping existing businesses stay and grow in El Dorado Hills.



Eleven Business Walk teams visited  
169 businesses and asked three questions:

1. How is Business?
2. What do you like about doing business in the area?
3. What needs to be done to make it even better?

The El Dorado Hills Chamber of Commerce is an association of businesses and individuals that provide the ideas, the energy, and the voluntary efforts that make El Dorado Hills a special place to live and work. The Chamber acts as a catalyst in bringing businesses together for the common good of the community.

### Results

The feedback garnered during this year's one-day event indicated that overall the local business community held a positive view of the business climate. More than 64 percent of those visited indicated business was good to great, while another 22 percent indicated it was steady to fair. Variations in the responses occurred when tracking industry sectors. Construction companies and their suppliers indicate that a weakening regional and local economy was impacting their bottom-lines; manufacturers were providing exactly opposite feedback indicating that they were extremely positive about business and the economy in general. Retailers' comments were mixed with factors such as product/service offering, clientele and demographic audience, consumer traffic, and location as key factors in their economic outlook. A vast majority, nearly two-thirds of businesses visited, felt that their location and clientele/demographics were what they liked most about doing business in the area as well as a significant contributing factor to their success. 52 percent of businesses interviewed described proximity as an important asset for their operations in El Dorado Hills. Drilling down, the businesses explained proximity to be a relation to their clients, their home, their suppliers, other amenities, and the regional marketplace. When asked what could be done to make business better in El Dorado Hills, traffic was the most often cited issue. El Dorado Hills businesses are concerned about traffic congestion and the need to speed along promised traffic construction projects.



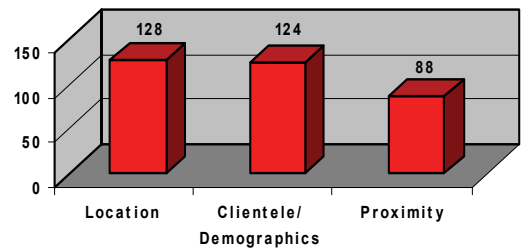
## Results Continued

22 percent of businesses rated bureaucracy, signage, and increased sales and marketing as top issues. A number of businesses interviewed cited the following, ranked in descending order of priority, as issues that should either be enhanced or addressed: security/crime, community events, parks/golf course, eateries/shopping, beautification, telecom/communications, city-hood, and parking.

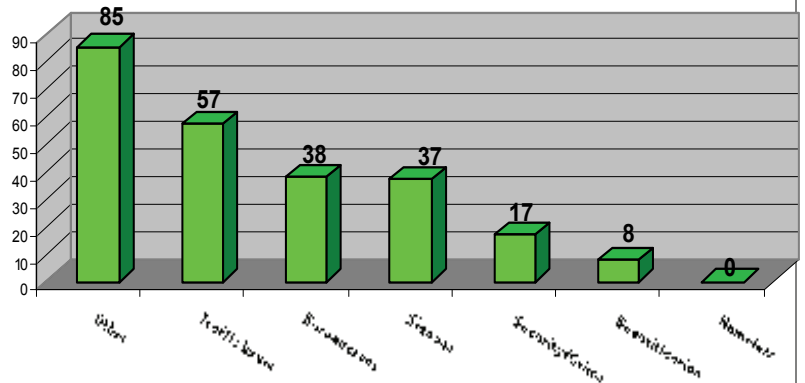
### Common Issues/Themes Identified

- **Overall strong sense of community pride** (location, clientele/demographics, proximity, schools, quality of life, investment in and commitment to the community)
- **Traffic Concerns** (easier access and flow, congestion relief, maintenance, safety, fees, residential pedestrian related concerns, ) - 33% of respondents
- **Bureaucratic Hurdles** (permit process, regulatory hoops, conflicting instructions, ordinances confusing, slow processing) - 23% of respondents
- **Signage Issues** (visibility, business ordinance, permit process delays) - 22% of respondents
- **Sales/Marketing** (grow awareness, shop locally, collective marketing options) - 22% respondents
- **Community Events** (desire to connect, enjoy the community, enhance quality of life, kids and family social activities) – 8% of respondents

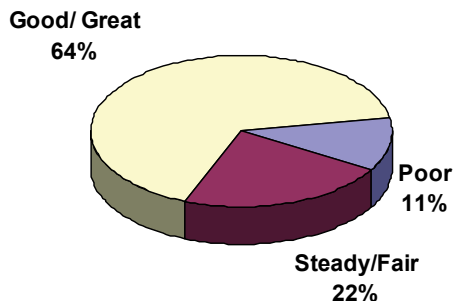
What do you like about doing business in the area?  
(N=169)



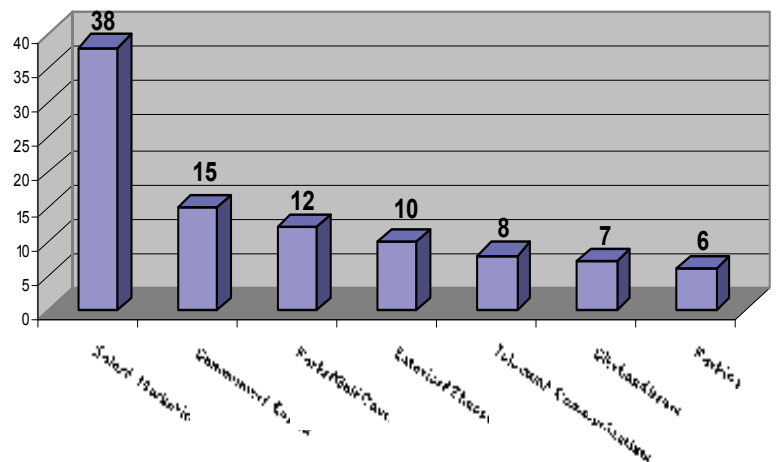
What needs to be done to make it even better?  
(N=169)



How is Business?  
(N=169)



OTHER: Further Segmentation  
(N=85)



## Commercial Center Snapshots



### Commercial Center: La Borgata/ Raley's Shopping Center

**Number of Businesses Surveyed: 35**

#### Response Summary

Quality of life and the need to balance business and family were the overarching themes in this center. 12 businesses interviewed cited that the people are the best thing about doing business in El Dorado Hills. Location, lack of a commute and other civic amenities were mentioned by 10 respondents as a draw for their business and for doing business in the area.

A myriad of issues and solutions were voiced by businesses ranging from attracting customers to regional promotion of El Dorado Hills. Advertising and marketing, freeway issues, streetscape signage comments, investing locally, fixing street lights and traffic congestion and keeping tax dollars in El Dorado Hills were other issues discussed. Several businesses inquired about the reopening of a golf course for the area. Gasoline prices were cited as putting a dent in some businesses.

Name of Business	Location
Secure a Quote	3941 Park Drive
El Dorado Hills Travel	3919 Park Drive, Suite 60
The UPS Store	3941 Park Drive, Suite 20
Swansons Dry Cleaning	3919 Park Drive, Suite 100
Bella Bru Café & Catering	3941 Park Drive, Suite 79
Taco Bell	3967 Park Drive
El Dorado Hills 76	1020 Saratoga Way
Jack-In-The-Box	1023 Saratoga Way
El Dorado Home Theater	3919 Park Drive, Suite 50
El Dorado Savings Bank	3963 Park Drive
KinderCare	3959 Park Drive
Subway	3941 Park Drive, Suite 40
Financial Title Company	3905 Park Drive, Suite 200
Body Restore	3905 Park Drive, Suite 210
David R. Datwyler, Orthodontics	3907 Park Drive, Suite 240
Old Republic Title Company	3907 Park Drive, Suite 245
Bank of America	3901 Park Drive
Stockdale Law Firm	3840 El Dorado Hills Blvd., Suite 301
Beretta Physical Therapy	3840 El Dorado Hills Blvd., Suite 202
Capital Sierra Insurance Services LLC	3840 El Dorado Hills Blvd., Suite 103
The Spa at La Borgata	3905 Park Drive, Suite 1
Beach Hut Deli	3955 Park Drive, Suite 2
Glaser Vision Optometry	3919 Park Drive, Suite 80
Raley's: Store # 424	3935 Park Drive
Masque Ristorante	3909 Park Drive
Solare	3907 Park Drive, Suite 115
RBC Wealth Management	3860 El Dorado Hills Blvd., Suite 501
Sartory Coffee	3907 Park Drive, Suite 110
Aladino Financial Services, Inc.	3907 Park Drive, Suite 230
Placer Title Company	3860 El Dorado Hills Blvd., Suite 502
The Whitney Group	3907 Park Drive, Suite 225
One 2 One Dental	3863 El Dorado Hills Blvd., Suite 602
GreenRock Holdings	3907 Park Drive, Suite 235
Coldwell Banker	3860 El Dorado Hills Blvd.
Umpqua Bank	3880 El Dorado Hills Blvd.
Sky Sushi	3907 Park Drive, Suite 125

## Commercial Center Snapshots Continued

### Commercial Center: Lake Forest Plaza

Number of Businesses Surveyed: 16

#### Response Summary

All Lake Forest Plaza merchants responded that one of the best things about doing business in the area was the people. Location was also important, with several respondents stating that they live in the area and expressed a sense of pride and ownership of the community.

Three businesses expressed concern about the timing of traffic lights adjacent to the center; stating that customers complain to merchants regarding this issue. Several more commented that they would like to see a marketing campaign to generate more clientele traffic to the center. Three merchants mentioned lowering taxes while four others brought up concerns over lease rates in a down market.

Name of Business	Location
Peak Health & Fitness	2222 Francisco Drive, Suite 290
Lakeforest Nails	2222 Francisco Drive, Suite 420
MRI Network Management Recruiters	2222 Francisco Drive, Suite 430
Cardinal Shower Enclosures	2222 Francisco Drive, Suite 435
Dry Clean Today	2222 Francisco Drive, Suite 470
76 Station	2222 Francisco Drive
Chateau Arme	2222 Francisco Drive, Suite 500
PAK Mail	2222 Francisco Drive, Suite 510
Blockbuster Video	2222 Francisco Drive, Suite 270
Montessori School	2222 Francisco Drive, Suite 400
Floral Fantasies	2222 Francisco Drive, Suite 220
Lake Forest Wines	2222 Francisco Drive, Suite 230
Lake Forest Pet Hospital	2222 Francisco Drive, Suite 150
Asian Bistro	2222 Francisco Drive, Suite 200



Name of Business	Location
Jordan's Closet	2201 Francisco Drive, Suite 130
El Dorado Hills Sun Spa	2222 Francisco Drive, Suite 210
Mountain Mikes Pizza	2201 Francisco Drive, Suite 110
Green Valley Dental Group	2205 Francisco Drive, Suite 150
Leslies Pool Supplies	2203 Francisco Drive, Suite 110
Center Stage Dance Academy	2222 Francisco Drive, Suite 140

### Commercial Center: Safeway Center

Number of Businesses Surveyed: 6

#### Response Summary

All six businesses visited identified their location and proximity to the customer base and clientele as positive for their business. Five of the businesses indicated that business was either good to great; with a seasonal operator indicating it was just ready to pick-up.

Several stated that the county sign ordinance, delays in tenant improvement approvals and loitering kids and skateboarders have been barriers to their business success.

All indicated community events in the center and access to alternative marketing would help drive foot traffic even further.



## Commercial Center Snapshots Continued

### Commercial Center: Town Center (East & West)

Number of Businesses Surveyed: 31

#### Response Summary

No less than 13 Town Center business owners responded that the best thing about doing business here was the clientele/demographics, or as many put it; the people. The majority of comments received reflected that the look and feel of Town Center itself was the major contributing factor for doing business here. Several cited anchor tenants as drivers for creating more customer traffic in the area, with location mentioned less frequently.

Despite growing pains, traffic, and a shaky economy, optimism is reflected in the comments regarding what needs to be done to improve business. 19 merchants specified that to help their business the following areas could be enhanced or improved: promotion, events and communication. Overall, businesses expressed a desire to increase customer attraction and retention while dealing with current traffic hassles and predicted future congestion issues. Merchants want to grow, but in a sustainable manner so that the ambiance of Town Center is not spoiled..



Name of Business	Location
Bistro 33	4364 Town Center Blvd.
Madd Tea Party Café	4355 Town Center Blvd., Suite 114
Mon Bijou Jewelers	4356 Town Center Blvd., Suite 122
Cooks Collision	4624 Post Street
Big O Tires and Service Center	4640 Post Street
Suds	4364 Town Center Blvd.
Jiffy Lube	4616 Post Street
ERA Realty Center	4601 Post Street
Mechanics Bank	4354 Town Center Blvd.
Post Net	4354 Town Center Blvd., Suite 114
Wells Fargo Bank	4355 Town Center Blvd., Suite 110
Mama Anns Deli & Bakery	4359 Town Center Blvd., Suite 111
Juice It Up!	4355 Town Center Blvd., Suite 113
Insight Real Estate	4357 Town Center Blvd., Suite 214
Anew Skin	4355 Town Center Blvd., Suite 210
Adam's Cigars	4634 Town Center Blvd., Suite 112
Starbucks-Town Center Marketplace	4311 Town Center Blvd.
Regal Cinemas	2101 Vine Street
Chili's	2085 Vine Street, Suite 201
Maui Tacos	20850 Vine Street, Suite 101
Longs Drugs	4560 Post Street
Round Table Pizza	4510 Post Street
Holiday Inn Express & Suites	4360 Town Center Blvd.
Nugget Markets	4500 Post Street
Bark Avenue	4540 Post Street, Suite 250
Naked Lounge	4364 Town Center Blvd.,
Tramonto Jewelry	4359 Town Center Blvd., Suite 114
Hang It Up Custom Framing and Gallery	4359 Town Center Blvd., Suite 113
Veda Home	4356 Town Center Blvd., Suite 118
Posh Pumpkins	4356 Town Center, Blvd., Suite 120e
The Olive Tree	4357 Town Center Blvd., Suite 118

## Commercial Center Snapshots Continued

### Commercial Center:

### El Dorado Hills Business Park

#### Number of Businesses

Surveyed: 65

#### Response Summary

Manufacturers dominate within this commercial center. 44 respondents stated that business was booming, great, or good. 15 reported business was fair to middling and 6 reported that business was down from previous years. The respondents that identified their business as declining were all dependent upon the housing boom; either providing financial services, home remodeling, small construction starts, or retailing to young families. Responding to the question of "what do you like about doing business in the area?", 52 stated location, 46 mentioned clientele, and 43 cited proximity.

Traffic is the foremost issue facing businesses in the El Dorado Hills Business Park according to 29 respondents. 22 businesses stated county bureaucracy as an impediment, 8 desired more sales and marketing opportunities, 7 tied between signage issues and parks and golf course issues. Other comments included the need for more restaurants, a desire for another attempt at cityhood, a shortage of skilled employees, concerns over skateboarders and a request to learn how to expand internationally.

Name of Business	Location
Capital Valley	1020 Suncast Lane, Suite 105
The Financial Corner	3430 Robin Lane, Suite 8
Impax Healthprime, Inc.	5151 Golden Foothill Parkway, Suite 150
Project Threshold Rehabilitation Engineering Center	5145 Golden Foothill Parkway., Suite 170
Paragon	4476 Golden Foothill Parkway
The Mansour Company	4477 Golden Foothill Parkway
CO2 Direct Airgas, Inc.	4980 Hillsdale Circle
Resource Design Technology, Inc.	4509 Golden Foothill Parkway, Suite 2
Aleph America Corp.	4790 Golden Foothill Parkway, Suite 130
Peter Eells, Investment Advisor Representative	5045 Robert J. Mathews Parkway, Suite
Sierra Financial Group	889 Embarcadero Drive, Suite 104
Caldwell Systems Corporation	4659 Golden Foothills Parkway
Investment Retrievers, Inc.	4511 Golden Foothill Parkway, Suite 3
Aerometals	3920 Sandstone Drive
Curves	3919 Park Drive, Suite 70
Digital Doc, LLC	4511 Golden Foothill Parkway, Suite 1
Aleph America Corporation	3921 Sandstone, Suite A
David Lopes, DDS	1150 Suncast Lane, Suite 6
James Cope, DDS, APC & Associates	1220 Suncast Lane
Private Equity Group, LLC	1216 Suncast Lane, Suite 2
Arnold Almonte, D.O.	1208 Suncast Lane, Suite 4
Village Financial	1212 Suncast Lane, Suite 1
Best Solar Control Co.	1204 Suncast Lane, Suite 5
Personal Management Consultants	1204 Suncast Lane, Suite 2
Peliks Dental Practice	1204 Suncast Lane, Suite 1
AKM-VC	1107 Investment Blvd., Suite 180
CEMO Commercial	1107 Investment Blvd., Suite 150
Crocker Securities	1107 Investment Blvd., Suite 175
NeuralStar Ai Metrix System Technologies	1101 Investment Blvd. Suite 200
ECO:LOGIC	1101 Investment Blvd. Suite 175
Amdocs BCS, Inc.	1104 Investment Blvd.
Wendi.com Change Your Mind	1101 Investment Blvd., Suite 100
Sierra Custom Faux & Interiors	1136 Suncast Lane, Suite 6
Fantastic Play Centers	1136 Suncast Lane, Suite 9
Pure Athletics Human Performance Center	1136 Suncast Lane, Suite 9
Ribeiro Development	1140 Suncast Lane
Armourfend CAD	1136 Suncast Lane, Suite 3
K&H Sales, Inc.	1136 Suncast Lane, Suite 5
Global Med Technologies	4925 Robert J. Mathews Parkway, Suite
Genesis Microwave	4921 Robert J. Mathews Parkway, Suite 1
Central Valley Floor Design	4925 Robert J. Mathews Parkway, Suite 135
Synvasive Technology, Inc.	4925 Robert J. Mathews Parkway, Suite
The Phoenix Schools	4940 Robert J. Mathews Parkway
E. J. Masonry, Inc.	4488 Golden Foothill Parkway

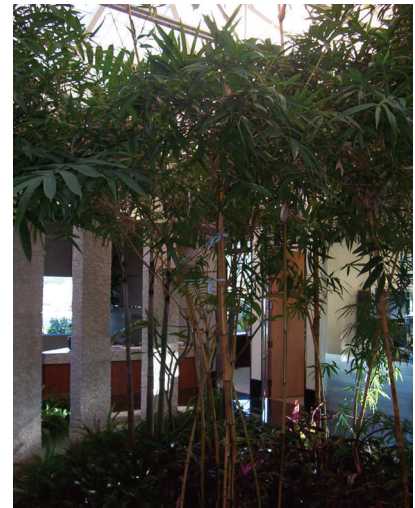
## Commercial Center Snapshots Continued

Name of Business	Location
Find John Doe	1162 Suncastr Lane, Suite 101
Foothill Physical Therapy	1200 Suncastr Lane, Suite 5
Countrywide Home Loans	1200 Suncastr Lane, Suite 3
Soul-er IT Solutions	1144 Suncastr Lane, Suite 5
My E Check	1190 Suncastr Lane, Suite 5
Blue Point Energy	1190 Suncastr Lane, Suite 2
El Dorado Hills Fire Department	4680 Golden Foothills Parkway
Children's Dental Practice	1158 Suncastr Lane, Suite 8
Romo & Associates, Inc.	1156 Suncastr Lane, Suite 3
Simple Serenity Spa and Wellness, LLC	4989 Golden Foothills Parkway, Suite 5
Pacific West Healthcare Supply/Pharmacy	5151 Golden Foothill Parkway, Suite 140
American Services, Incorporated	5151 Golden Foothill Parkway, Suite 110
IntelliQuote Insurance Services	5170 Golden Foothill Parkway
Crown Engineering & Construction Inc.	5151 Golden Foothill Parkway, Suite 100
Cemex	5180 Golden Foothill Parkway
Mason West, Inc	5141 Golden Foothill Parkway
Alarm Point Systems	5047 Robert J. Mathew Parkway, Suite 600
Yellow Book USA	5041 Robert J. Mathews Parkway, Suite 400
Logosol, Inc.,	5041 Robert J. Mathews Parkway, Suite 100
RFgen Software The DataMAX Software Group, Inc.	5049 Robert J. Mathews Parkway, Suite 100
Helm Technical Services	5050 Robert J. Mathews Parkway
Ambrose Chiropractic	2222 Francisco Drive, Suite 440

### Commercial Center: El Dorado Hills Business Park Continued

PG & E field representative Lorie Rodgers met with an established business customer who was experiencing service connection problems. P G & E was able to identify the cause and found a solution so that the business was able to get the power connected.

Overall, business comments in the Business Park reflected a view that quality of life is paramount and reinforces their business investment in El Dorado Hills.



### Commercial Center: Embarcadero

Number of Businesses Surveyed: 15

#### Response Summary

Embarcadero businesses interviewed stressed location and proximity as driving forces for doing business in the area. With further discussion, location and proximity were defined as being close to home, to work, to schools, to family, and to a better quality of life. The small town charm and feeling of personal safety was a strong draw to doing business in the area.

Several businesses indicated that building upon the areas charm and quality of life would be the best driver for improved economic health. More community events, enhanced public safety, more Sheriff patrols to check skateboarders and speeders along Green Valley, and a regional business marketing campaign that would attract shoppers from Folsom to this area, would benefit area merchants.

Name of Business	Location
Z's Wine Bar & Bistro	879 Embarcadero Drive, Suite 1
Star Ray	895 Embarcadero Drive
North Ranch Builders, Inc.	895 Embarcadero Drive, Suite 104
JDS Products, Inc.	895 Embarcadero Drive
MBA Business Services	895 Embarcadero Drive, Suite 203
Law Offices of Jackson H. Mason, Jr.	897 Embarcadero Drive, Suite 103
Alfred A. Nickel, Jr., D.D.S., Inc.	897 Embarcadero Drive, Suite 102
El Dorado Physical Therapy & Associates	907 Embarcadero Drive
Jennings & Julien Construction, Inc.	899 Embarcadero Drive, Suite 1
El Dorado Hills Eyecare	899 Embarcadero Drive, Suite 3
Fortune Garden Chinese Restaurant	899 Embarcadero Drive, Suite 4
Tax Wise	893 Embarcadero Drive, Suite 104
Kim Phillips: Edward Jones	881 Embarcadero Drive, Suite 1
EDH Custom Tailoring & Alterations	881 Embarcadero Drive, Suite 3
El Dorado Hills Salon	881 Embarcadero Drive, Suite 5



**2008 Insights and Observations**

- The General business climate is overall healthy.
- Businesses indicate a stronger sense of ownership and personal investment in the community.
- Traffic issues remain a top priority and continue to require considerable attention into future.
- El Dorado Hills is not immune to regional and national economic trends as witnessed by housing, construction, and realtor industry comments.
- Commercial businesses, adjusting to an economic downturn, are seeking alternative ways in which to drive revenue, as evidenced by a spike in signage, local events, and sales and marketing comments.
- Quality of life will remain a strong driver for many small to medium sized businesses as people seek to relocate and establish themselves in El Dorado Hills.

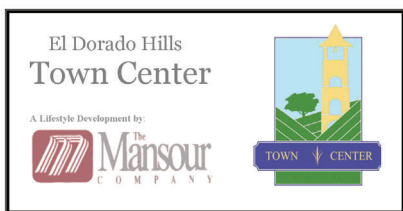


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