

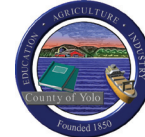
BUSINESS WALK

POST-EVALUATION SUMMARY

Woodland — February 4, 2010



In partnership with:



Media sponsor:  Daily Democrat

Background

The Sacramento Metro Chamber, Woodland Chamber of Commerce, City of Woodland and Yolo County conducted the Woodland Business Walk on Thursday, February 4, 2010, representing Woodland's first-ever business walk. The purpose of the Metro Chamber's Business Walk Series is to find out what is going on in the community and learn firsthand how the Sacramento metropolitan region's business and civic leaders can promote business and improve the local economy. In total 40, business and civic leaders visited 200 businesses of which 171 agreed to be interviewed.

Their conversations focused on three basic questions:

- How is business?
- What do you like about doing business in the area?
- What improvements are needed in the area?

Summary Results

The businesses interviewed in Woodland hold a positive view of the local business climate. When asked how business is, nearly three-fourths (70 percent) of those interviewed said that business is at least steady or fair. More than one-third (38 percent) indicated that business is either good or great.

Throughout the walk, the respondents stated very clearly that the business community is dedicated to succeeding and growing jobs in Woodland. When asked what they like most about doing business in the area, three things stood out for the majority of those interviewed: 1) community/atmosphere, 2) location and 3) clientele. When asked what needed to be done to improve business in Woodland, the most frequent responses were 1) permitting/fees, 2) marketing/signage/events and 3) parking/roads/beautification. Of the rest, most cited small challenges associated with the current economic climate and their need to remain visible and promote themselves to their customers. Despite these minor set backs, very few said they were seriously considering either closing or relocating outside of Woodland.

Common Issues/Themes Identified

- Location: 31% (rated second highest among what respondents "liked")
- Clientele: 19 % (rated third highest among what respondents "liked")
- Community/Atmosphere: 59% (rated highest among what respondents "liked")
- Permitting/Fees: 27% (rated highest among what respondents felt needed to be "improved")
- Marketing/Signage/Events: 24% (rated second highest among what respondents felt needed to be "improved")

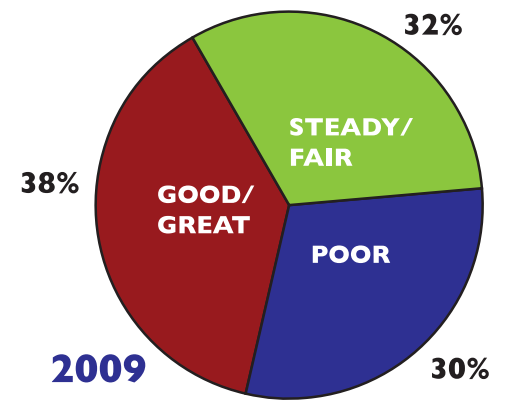
The remainder of this report provides additional detail on the responses to each of the interview questions, as well as steps the Woodland Chamber of Commerce, City of Woodland and Yolo County are taking to further improve the local business climate.

How Is Business?

The businesses visited indicated an overall satisfaction with the local business climate. Almost three-fourths (70 percent) indicated that business is at least steady or fair. More than one-third (38 percent) said business was either good or great (Figure 1), with many of them citing their niche business focus is key to their current success. Overall people love Woodland and are excited they live in such a great city. In light of the nation's current economic state, the business walk showed that Woodland's business community is holding on strong and primed to capitalize on the coming upturn.

The bottom line is that Woodland's businesses appear to be built for success. Although times are a bit challenging now, the Woodland community is determined to succeed. Some businesses interviewed on February 4 indicated that business has declined over the past few years, indicated by slow/poor (30 percent) responses in Figure 1. These trends are due to the economy, recent layoffs for the company and different and more strategic spending habits. Despite the current economic state, the community of Woodland is sturdy.

FIGURE 1: HOW IS BUSINESS?



What Do You Like About Doing Business In The Area?

When asked what they like best about doing business in Woodland, 48 percent of respondents cited the area's community and atmosphere (Figure 2). In particular, they commented on the city's "small town feel" and neighborliness. A majority of these respondents have lived in Woodland for many years and know the community very well. The strong community allows businesses to develop quality relationships with those in town. Many companies feel a strong loyalty and view Woodland as their home. In their minds, their businesses' success translates to the community's success.

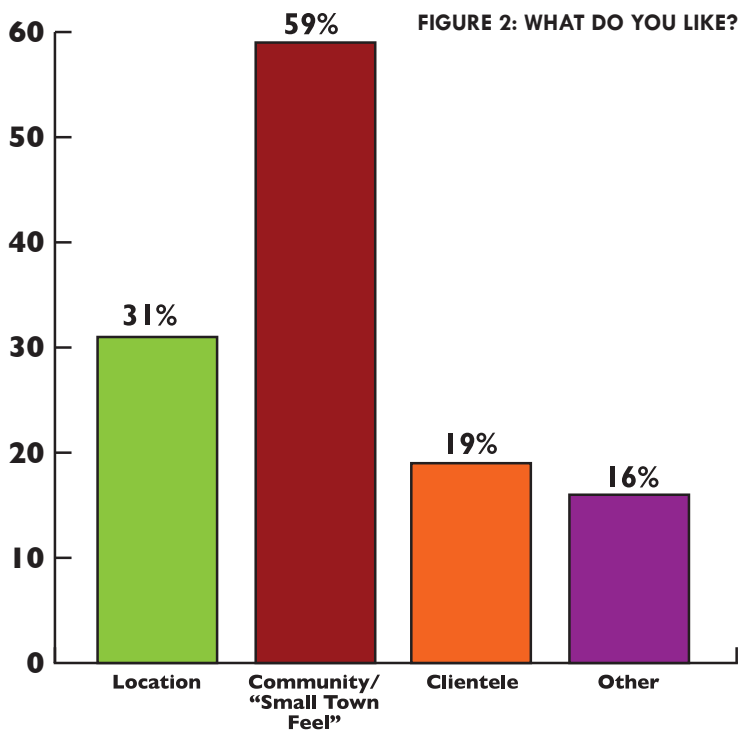


FIGURE 2: WHAT DO YOU LIKE?

The second highest response when asked what they like best about doing business in Woodland was location (31 percent). Many respondents stated that they liked the fact that Woodland was close to major highways, freeways and railways. Their central location allows them to do business not only in Woodland but all over the Central Valley and the Bay Area. Respondents like that they can work where they live and are relatively close to all the amenities they need and desire (restaurants and shops).

Clientele (19 percent) was also viewed as a very positive aspect of doing business in Woodland. Respondents felt that their customer base is not only friendly but also very loyal; many customers are committed to buying local. Some respondents indicated that they know many of their customers by name. Overall the customers in Woodland are viewed as "very nice."

In addition some respondents provided several "other" reasons for liking Woodland, including:

- Cheaper rent than surrounding areas
- Less crime than big cities
- Balance of small business and professionals
- Idea that Woodland will be a good place to do business for a long time to come

2010 INSIGHTS AND OBSERVATIONS

- Out of 171 businesses interviewed, 29 said nothing needed to be done to improve the area
- Of the rest, most focused on ways to address permitting/fees and signage
- Woodland's business community is willing to work hard to stay successful, with very few indicating a serious desire to relocate elsewhere
- Businesses view the community very positively and like the small town atmosphere and sense of community connectedness

What Improvements Are Needed In The Area?

Remarkably, 19 percent of respondents in the 2010 Woodland Business Walk said, “Nothing needs improvement,” mentioning only minor improvements that could be made but they were satisfied overall. Of those businesses that felt there were specific improvements that could be made, permitting and fees topped the list at 27 percent (Figure 3). Respondents felt a lack of consistency in regulations that prevent them from growing their business. The major concern is in regards to fees being too high; many respondents felt fees need to be lowered to become more business friendly. Some respondents cited that rent and premiums were also too high. Overall the response was that taxes and fees need to be lowered to help companies meet the challenges of the current economy.

A number of the comments were in regard to marketing, signage and events (24 percent). Respondents would like access to better and more cost effective marketing and advertising opportunities for their company. Signs that support “buy local” or “keep business in Woodland” were recommended. A number of people commented on the city’s requirements regarding exterior signage, stating that they feel the requirements are too restrictive. They feel that more visibility and flexibility in signage requirements is needed to make Woodland a more business-friendly environment. Many businesses in Woodland expressed interest in creating more fairground events. Large events bring people into Woodland, which helps the local economy.

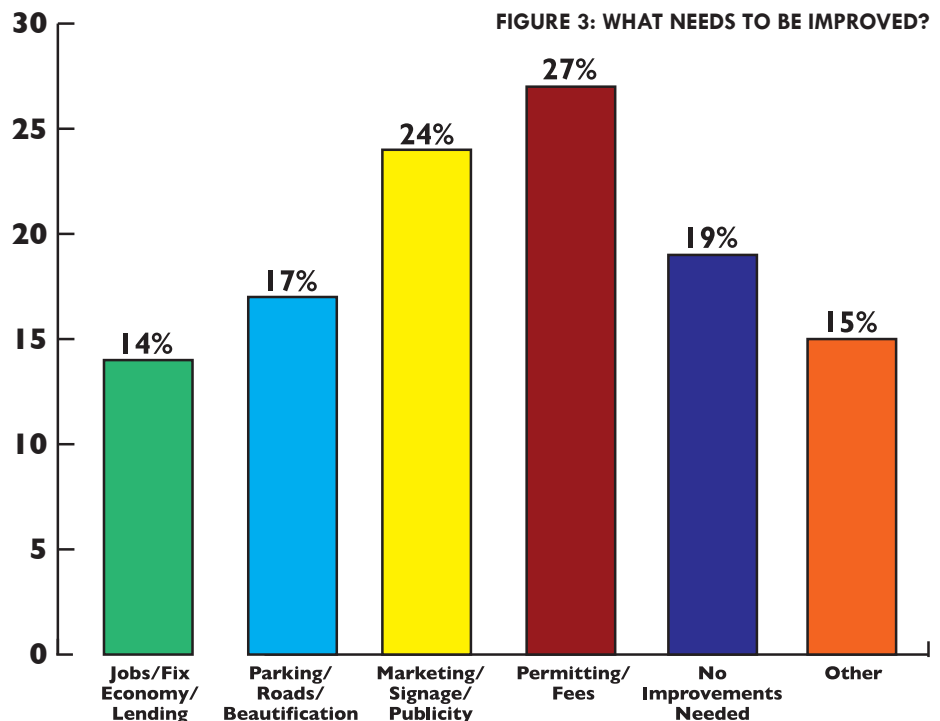
Parking, roads and beautification came in third with (17 percent). A majority of respondents, particularly businesses located downtown, commented on parking. Many businesses felt that the lack of parking downtown and around Woodland deterred people from shopping in certain areas. Some people don’t want to walk or are unable to walk far distances to go to many stores. Numerous people cited a need to spruce up downtown and bring it back to its “old historic self.” Of those interviewed, some stated the need for better roads and recommended closing down some side streets to help with parking.

The response provided least frequently (at fourteen percent) was creating jobs, fixing the economy and providing more lending options. Of the people interviewed some felt that what

Woodland needed to do was try to create more jobs. Some companies are looking to expand and hire but can’t because of the lack of lending opportunities. Overall respondents are looking for a change in the economy by improving consumer spending mind-sets.

In addition some respondents provided several “other” responses for improvement needed in woodland, including:

- Better schools and better education overall—keeping kids in school.
- Security was stated as an issue. Having more lights in dark areas to make it feel “safer” and more patrolling for skate boarders and gangs. Overall clean up of crime.
- Businesses working together to help each other succeed.
- Better/increased communication between county, city and local businesses.



Participating Businesses

The Sacramento Metro Chamber, City of Woodland, Woodland Chamber of Commerce and Yolo County would like to thank the following businesses for providing feedback during the Woodland Business Walk on February 4, 2010:

- 24 HOUR FITNESS
- 7-ELEVEN
- ABS TOP TEN SPORTS STORE
- AG-SEEDS UNLIMITED
- ALL STAR RENTS
- ALLSTATE INSURANCE COMPANY
- AMERICAN INTERNATIONAL MANUFACTURING CO.
- AMERICAN RED CROSS
- AMERICA'S TIRE
- AMES FIRE & WATERWORKS
- ANDREWS SANDRA DMD
- AVERWOOD INSURANCE SERVICE
- AYALA JEWELERS
- B & F AUTOMOTIVE AND MACHINE
- BACHMAN'S CUSTOM CYCLES
- BAILEY'S
- BEATNUTZ
- BEL AIR
- BILL LOWE TIRES
- BLOCKBUSTER
- BLUE WING GALLERY & FRAMING
- BURLINGTON COAT FACTORY
- BUTTERFIELD ELECTRIC INC
- CAL-WEST TRUCK ACCESSORIES
- CANEVARI BROTHERS
- CENADURIA EL PORTAL
- CHEAPER CHECK CASHING & WIRELESS
- CHEVRON
- CLASSIC HAIR SUPPLY & SALON
- COLLEGE CLEANERS
- CORNER DRUG CO.
- COUNTRY WAFFLES
- CULINARY FARMS
- CULLIGAN
- DAILY DEMOCRAT
- DENNY'S RESTAURANT
- DIAMOND E WESTERN STORE
- DISCOUNT CIGARETTE & CIGARS
- DOUG ARNOLD REAL ESTATE, INC
- DOUGHERTY BROTHERS
- DTE ENERGY
- DUTCH BROTHERS COFFEE
- EDWARD JONES
- EL CHARRO RESTAURANT AND BAR
- ELM FORD
- ERA MATA REALTY
- EVERGREEN FUNERAL SERVICES
- EXODUS DESIGNS & SURFACES
- FASTENAL
- FERGUSON FIRE AND FABRICATION, INC
- FOOD 4 LESS
- FOREMOST INTERNATIONAL
- FRESH CLEANERS
- GAMESTOP
- GAYLE MANUFACTURING COMPANY
- GOLDEN 1 CREDIT UNION
- GOOD STUFF STORAGE
- H2O PURIFIED WATER
- HERITAGE OAKS APARTMENT HOMES
- HERTZ
- HOLIDAY INN EXPRESS
- HOME IMPROVEMENTS GROUP INC
- INDIA SPICES INC
- INSTYLE NAILS
- INTERPAC TECHNOLOGIES
- IRRIGATION SUPPLY COMPANY
- JACK'S UPHOLSTERY
- JACKSON MEDICAL SUPPLY
- JAMBA JUICE
- JEFFREY P. PHILLIPS CHIROPRACTIC, INC.
- JOHNSTON TRADING
- K & M FLORAL & INTERIOR PLANT DESIGNS
- KERGEL AUTO BODY
- KIMZEY WELDING WORKS
- KRAGEN AUTO PARTS
- LA SUPERIOR SUPERMERCADOS
- LAS ISLITAS
- LEER
- LEON'S TV
- LINDSTROM'S AUTO BODY
- LPL FINANCIAL
- LYNCH & ASSOCIATES
- M M MARINE
- MANN LAKE LTD.
- MAPLE & STONE
- MARAVIOV GUNSMITHING
- MATTHEWS MATTRESS
- MCDONALD HEARING AID CENTER
- MENGALI'S FLORIST
- MICHAEL L. HAUG
- MIDAS
- MOTION INDUSTRIES INC
- MOUNTAIN MIKES PIZZA
- MR. PICKLES
- MY SISTERS CLOSET
- NU LOOK SUPPLY & SALON
- NUGGET MARKETS
- OCHOA BROTHERS
- OFFICE DEPOT
- ONO TERIYAKI
- ORCHARD SUPPLY HARDWARE
- PACIFIC LASER INC
- PACO'S AUTHENTIC MEXICAN
- PEARSON'S APPLIANCE INC
- PEDROIA & SONS, INC
- PET FACTORY
- PLATT
- PRECISION CANNING EQUIPMENT
- PRO CUT SALON
- PRO-FILE NAIL AND SPA
- PURE WATER STORE
- PUROAST
- QUALITY SUPPLY
- QUIZNOS SUBS
- RAIN FOR RENT
- RALEY'S
- RIVER CITY BANK
- ROMANS BLUEPRINT & DRAFTING
- ROSS DRESS FOR LESS
- SACRAMENTO BAG MFG. CO.
- SAVAGE CYCLES
- SERVPRO
- SHEFFIELD REAL ESTATE
- SHERWIN-WILLIAMS
- SOFY'S FURNITURE
- SOUZA'S LETTERING
- SPECIAL DISTRIBUTION SERVICES INC.
- SPRINGLAKE DENTAL
- STARBUCKS COFFEE COMPANY
- SUBWAY
- SUN FOODS
- SUNCO INC.
- SUPERCUTS
- SWEET POTATO PIE
- SYNGENTA
- TEAGUE ENTERPRISES
- TECH KNUCKLE
- TERRY'S HALLMARK
- THE AWNING GUYS
- THE CARPET DEALER
- THE COOKIE COMPANY
- THE RADIO GUYS
- THE TRAVELING OFFICIANTS
- TILE OUTLET ALWAYS IN STOCK
- TIMOTHY'S BAKERY

RECENT ACTIVITIES

Woodland city staff found that because of the business walk and the immediate reply by the City, they were able to assist several businesses with retention of their staff or business overall. The Sacramento Bags Co. was considering leaving Woodland and now, because of the City's help, they may be expanding. The City also provided assistance with the expansion of Bailey's Online. Bailey's has created a small retail sales area in their warehouse location. The Woodland Chamber has contacted all of the businesses interested in their services and has placed a link to CalOSHA on their website.

In December, 2009, the City of Woodland with the Woodland Chamber of Commerce and Northeastern CA SBDC at Yuba Community College partnered with West Sacramento, Davis and Yolo County to provide "rapid response" services and take it one step further to provide "layoff aversion" services, where the City or a partner provides services in anticipation of the loss of jobs. The goal is to prevent a business from laying off employees or closing their doors. This program will be in place through March 31, 2011 and is funded through the ARRA Economic Stimulus program.

Since the walk, the City, Chamber of Commerce and Historic Woodland Downtown Business Association (HWDBA) have partnered in a collective effort to promote Woodland to the local community. The partnership was established and strengthened in an effort to demonstrate to the community the value of shopping locally, business-to-business transactions and the direct benefits of this collaborative effort—recirculated revenues, retained jobs and strong support for local business. To kick off this effort, the partnership is hosting Cinda Baxter, founder of the 3/50 project for a speaking engagement on June 9, 2010. For more information, please visit the city's website: www.cityofwoodland.org; see news events or the community calendar.

The Sacramento Metro Chamber is the largest and oldest voice of business in the greater Sacramento area. Representing nearly 2,200 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 founding member of Partnership for Prosperity¹, 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 and Yolo County have partnered with 14 other regional jurisdictions and economic development organizations to provide one-on-one support for county businesses and throughout the Sacramento metropolitan region. These organizations, through Metro Pulse, are meeting one-on-one with businesses throughout the six-county Sacramento 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 Partnership for Prosperity is the Sacramento region's economic development strategy, which focuses on developing people, place and business.

² Metro Pulse is a coalition of 16 public and private sector partners focused on ensuring that the Sacramento metropolitan region is the best place to do business in California.

- TONY'S COCKTAILS
- TOWER MART
- TRACTOR SUPPLY
- TRAVIS CREDIT UNION
- TREASURE DRAGON
- TRENDS HAIR SALON
- TRI COUNTY BANK
- USA TIRES
- VALERO
- VALLEY FUEL INJECTION & TURBO INC
- VALLEY HYDRAULICS & MACHINE, INC
- VALLEY OAK VETERINARY HOSPITAL
- VALLEY OAKS INN
- WALGREENS
- WALLACE SAFE AND LOCK CO. INC.
- WELLS FARGO

- WENDY'S
- WEST COAST COFFEE
- WESTAMERICA BANK
- WILKINSON INTERNATIONAL
- WILLIAM THOMAS MORGAN
- WOODLAND DAVIS TERMITE & PEST CONTROL
- WOODLAND GLASS
- WOODLAND KITCHEN SHOWROOM
- WOODLAND NAILS
- WOODLAND POWER SPORTS
- WOODLAND TRACTOR & EQUIPMENT CO INC.
- WOODLAND WESTERN WEAR
- WORKOUT EXPRESS
- YOLO EMPLOYMENT SERVICES
- YOLO LUMBER