



## Woodland Business Walk, September 24, 2015

The Sacramento Metropolitan Chamber of Commerce presents the Business Walk, an ongoing economic development program hosted in the six-county Sacramento region. On September 24, 2015, volunteer business and civic leaders visited 101 Woodland businesses for its 6<sup>th</sup> annual Business Walk.

Woodland's Business Walk survey consisted of 3 basic questions of all businesses visited:

- How's business?
- What do you like about doing business in the area?
- What needs to be done to make it even better?

Additionally, 5 specific questions were asked. These questions were tailored by Woodland city staff to provide feedback so that the city can better serve the needs of the business community. The questions regarding their business in Woodland include:

- Are you aware that the City is in the early stages to installing the infrastructure for a Recycled Water Program?
- Are you aware that the City will be transitioning from ground water to treated Sacramento River Surface Water by mid-2016? How does this affect your business operation?
- Are you aware that most businesses in the industrial area are in a 200 year flood plain and the City is working with the State and Federal government to consider options to protect the city in a flood event? Would you support an Assessment District if it meant you would no longer be in a flood plain?
- Are you happy with the broadband coverage your business receives, if not, why?
- Do you do your business internationally?

## Summary of Results

The Woodland Business Walk gathered a wide variety of responses from the business community. Overall, most have seen steady improvement since the lack of businesses in the 2008 recession, while only a small portion are not doing well. 64% responded that business is either Good or Excellent, 14% said business was Fair and only 8% said business was poor. 14% did not answer this question.

Location and the "friendly people" with a sense of "community" were the primary reasons people like doing business in Woodland. Business owners appreciate the community and enjoy being a part of it. The number one issue identified as an area for improvement is to have a more helpful staff for customer service with the city government, primarily in the areas of explaining codes and regulations or an easier process for obtaining permits.



## How's Business?

Interviewees gave a diverse set of answers when asked how their business was doing.

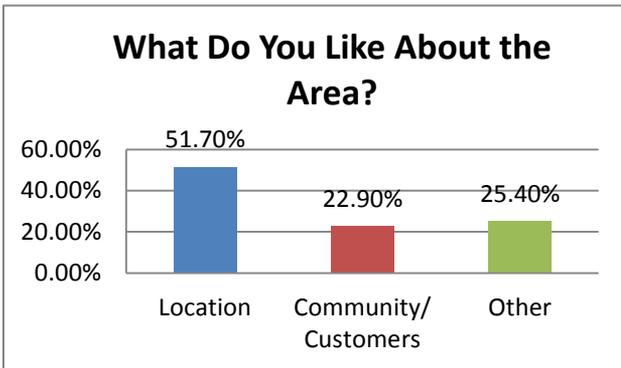
From “Business is busy” to “Picking up” to “Slightly higher than normal,” 64% of businesses reported that they were doing well. Although some businesses reported that they were “steady,” many stated that “business was booming!”

14% of the 101 surveyed reported that business was fair, with “ups and downs.” Many stated that they were picking up from a slow year last year and continuing to recover from the recession.



Only 8% of the businesses surveyed cited that they were doing poorly. Some attributed their “slumped” business to the end of the busy summer months/ end of season, while others attributed it to being a relatively new business in town.

## What Do You Like About Doing Business in the Area?



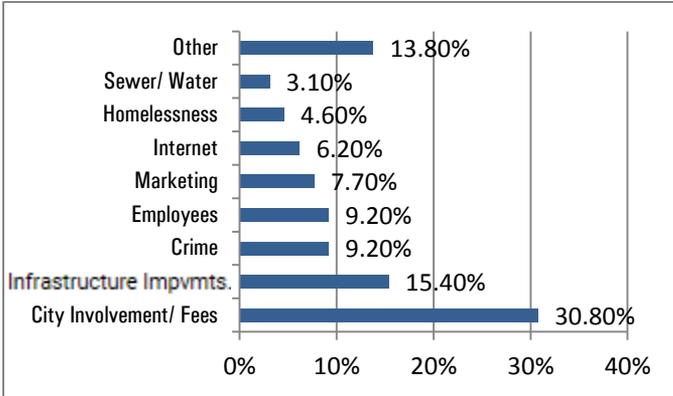
More than half (51.7%) of respondents cited location as their main reason for conducting business in Woodland. Some stated that Woodland was a “central location” because it was proximal to large cities like Fresno and the Bay Area, and an “industrial town because it has a robust manufacturing sector. The respondents whose businesses were related to agriculture reported that Woodland was a “great location for supplying goods and services to farmers.”

Community and customers were the second reason why they like doing business in the area, with 22.9% of respondents replying as such. The surveyed business owners enjoy the “hometown feel” as well as the power of “word-of-mouth advertising.” One respondent enthusiastically responded that Woodland’s community is “supportive and generous”, while another furthered the point by describing Woodland as a “tight-knit community” with easy interaction with customers, growers, and other agencies.

The respondents who replied “Other” attributed their likings to a range of things, from economical rents and very little traffic to custom part availability and accessibility.



## What Needs to Be Done to Make It Even Better?



There were diverse responses when asked what improvements should be made to spur business.

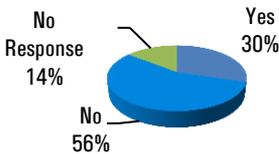
30.7% of the surveyed businesses complained about the lack of cooperation from the City of Woodland. Many reported on the extensive regulations on businesses, including the lengthy process of obtaining permits, miscellaneous county fees, and zoning conflicts.

15.4% of respondents argued that the issues of infrastructure improvement should also be addressed. The lack of skilled labor force and homeless issues ranked 3<sup>rd</sup> and 4<sup>th</sup> as issues that needed to be addressed.

## Unique Business Questions

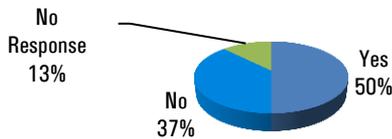
The City of Woodland is improving the city’s water system and addressing infrastructure issues of the City and saw the Business Walk as an excellent opportunity to solicit information about these programs. The City’s Recycled Water Program and Woodland-Davis Treated Surface Water Program are expected to come online by late 2016. Surveying businesses was a great way to share information and address concerns by existing businesses in Woodland. Additional questions were related to supporting a flood plain assessment district, and businesses satisfaction with current broadband services throughout Woodland’s industrial area. Businesses were also asked if they are engaged in international commerce. Please see the findings below.

### Are You Aware that the City is in the Early Stages to Install the Infrastructure for a Recycled Water Program?



Only 31% of businesses surveyed reported that they were aware of the City’s developing Recycled Water program coming online for the Woodland Industrial Area. The 58% of respondents that did not know about the program were not a heavy water user but did wish to hear more information.

### Are you aware that the City Will Be Transitioning from Ground Water to Treated Sacramento River Surface Water by Mid 2016?



When asked if they were aware that the City will be transitioning from well groundwater to Sacramento River Surface Treated Surface Water, 50% of the businesses surveyed responded favorably while 37.5% did not support the transition to surface water which is a state mandate effective in 2016. City officials learned that more public outreach is needed as the City transitions to Surface Water.



The businesses surveyed were equally divided when while some of the businesses interviewed agreed that an assessment district would benefit the industrialized area, no businesses wanted to be assessed for “such a district.”

The businesses surveyed were also divided when asked about their satisfaction with broadband coverage. 44.8% were satisfied; most respondents reported that they had AT&T, and were happy with it.

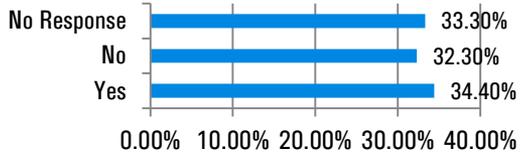
The 39.6% of respondents that answered negatively attributed their dissatisfaction to the “lack of choice[s]” when it came to broadband services or of the “slow, terrible coverage.”

15.6% of businesses surveyed either chose not to respond or did not use the internet.

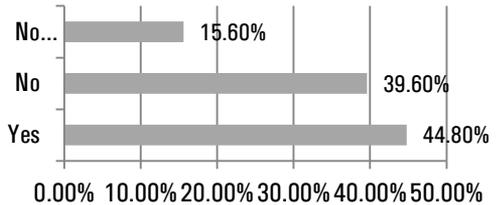
68.6% of respondents do business internationally. These respondents include local restaurants, services, and firms.

31.3% of respondents do business internationally. These businesses include warehouses, agricultural production companies, and manufacturing companies.

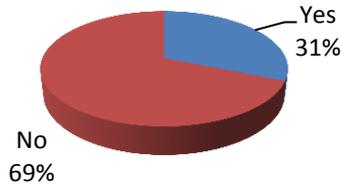
**Would you Support an Assessment District if it Meant You Would No Longer Be in a Flood Plain?**



**Are You Happy With the Broadband Coverage Your Business Receives?**



**Do You Do Business Internationally?**



**Next Steps/ Follow up in Woodland’s Economic Development Program in 2016:**

- Collaborate with NorCal World Trade Center to assist Woodland businesses to expand in the exportation market; participate in hosting roundtable series
- Food/Ag Advisory Council-Market Woodland as a Food/Ag Hub in region to potential new Woodland businesses
- Trending Business Walk Data-analyze the benefit of the Business Walk Program to the City of Woodland
- Partner with Woodland Community College to develop skilled labor pool of food and ag experts
- Work with Greater Sacramento Area Economic Council (Greater Sac) and Yolo WIB to market Woodland as a destination to growing businesses in the Bay Area and other potential communities
- Recruited AgStart to Woodland in an effort to market Woodland to start ups as well as larger food and ag companies
- Working with many new exciting businesses leads



## List of Businesses Visited

|                                   |                                |                                    |
|-----------------------------------|--------------------------------|------------------------------------|
| 7-Eleven - Woodland               | Familia Graphics               | S.P. Richards Inc.                 |
| A-1 appliance                     | Firehouse Entertainment        | Sacramento Bag Mfg. Co.            |
| AA Window & Door Connection       | Four Wheel Campers             | Safe Side security, Inc.           |
| Afridi Food Co.                   | Ganesh Works                   | Sheffield Real Estate              |
| Agriform                          | Heritage Oaks Apts.            | Souza's Lettering                  |
| Airgas                            | Holt AG Solutions              | Steve's Glass                      |
| All Star Rents                    | Hygieia Biological Labs        | Stow it of Woodland                |
| All Weather Wood                  | Indian Harvest                 | Stowe's Cycle of Woodland          |
| American International Mfg. Co.   | Landing Products, Inc.         | Tacos El Jaliscience               |
| American Truck and Fire Apparatus | Mann Lake Ltd.                 | Tahoe Paperboard                   |
| Amerimax/Eurmax                   | MGM Launderland                | Thompson's Hearth, Htg & Air Cond. |
| APC Propellers                    | Michael Labor Services         | Triple Crown Automotive            |
| AP Plumbing & Fire, Inc.          | Mike Kolb Trucking             | True Value Company                 |
| APL Logistics                     | Monley's Flooring Outlet       | Valley Fuel Injection & Turbo Inc. |
| Auto Diesel Tech                  | Monley Hamlin                  | Valley Oaks Inn                    |
| B C & Sons                        | Mountain Mike's Rprdetns       | Vogt Western Silver, LTD           |
| Barnard Pipe Line                 | North Coast Energy Services    | Waldeck Wright & Association       |
| Bearing Belt Chain Co. Woodland   | Nugget Market - Woodland 2     | Watts Water Technologies           |
| BJ Heating & Air Conditioning     | Nuseed Americas, Inc.          | Weslan Systems, Inc.               |
| Boundary Bend                     | OA Logistics                   | West Coast Coffee                  |
| Broekema Beltway USA, Inc.        | Ono Teriyaki                   | Western International              |
| Broward Builders                  | Pacific Coast Collision Center | Western Power Products, Inc.       |
| Byron Martin, Inc.                | Pacific Laser, Inc.            | Westside Equipment Co.             |
| Cache Creek Lodge, Inc.           | Pedroia & Sons, Inc.           | William Thomas Morgan              |
| Cogco                             | Petrik Industries, Inc.        | Windustrial                        |
| Continental DrlngTools & Spls     | Platt Electric                 | Windwalker Security Patrol         |
| Canevari Brothers                 | Quick Stop                     | Woodland Community Center          |
| Draper Financial Services         | Rabaino Roofing                | WdInd Davis Termite & Pest Cntrl   |
| DMC Garage                        | Rainbow Oilfield Services      | Woodland Htg & Air Conditioning    |
| Durham Pump and Irrigation        | Roadrunner Drilling & Pump Co. | Woodland Kitchen Showroom          |
| Eaton Fabrication                 | Roudybush, Inc.                | Woodland Residential Services      |
| Elderly Nutrition                 | RT Instruments, Inc            | Woodland's Best Motors             |
| Environmental Micro-Analysis      | Special T Imports, Inc         | Yolo County Farm Bureau            |
|                                   |                                | Z Specialty Food, LLC              |



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