

BUSINESS WALK

POST-EVALUATION SUMMARY

Shingle Springs/Cameron Park — May 5, 2010



In partnership with:



Supported by:



The Shingle Springs/Cameron Park Chamber of Commerce, in cooperation with the El Dorado County, Office of Economic Development and Sacramento Metro Chamber, launched its first annual business walk on May 5, 2010.

Through an annual business walk, business and civic leaders can determine the condition of an area's business climate. The power of these business walks is that individual business owners and managers have the opportunity to meet with the business and civic leadership of their town who have the ability to act on their behalf to ensure a prosperous business climate.

Participants ask three basic questions:

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

During the first business walk in Shingle Springs/Cameron Park, 31 business and civic leaders visited 203 businesses—171 of those businesses were available to respond. This year's business walk found that the business climate in Shingle Springs/Cameron Park as a whole is positive. A large number stated that their business is doing well, and in general, the Shingle Springs/Cameron Park businesses visited hold an optimistic view of their local business climate. When asked how business is, 73 percent said that business is at least steady or fair.

When asked what they like most about doing business in the area, the community, the location and the clientele were top of mind. When asked what needed to be done to improve business in the community, most frequently cited were improving the cost of doing business, encouraging more co-op marketing/signage/events and streamlining government regulatory processes. Of the rest, commonly-cited challenges were associated with the current economic climate. Despite the national economic challenges, very few said they had a negative view in regards to the Shingle Springs/Cameron Park area.

The following report provides detail on the responses to each of the interview questions, as well as steps being taken to improve the local business climate.

2010 BUSINESS WALK INSIGHTS AND OBSERVATIONS

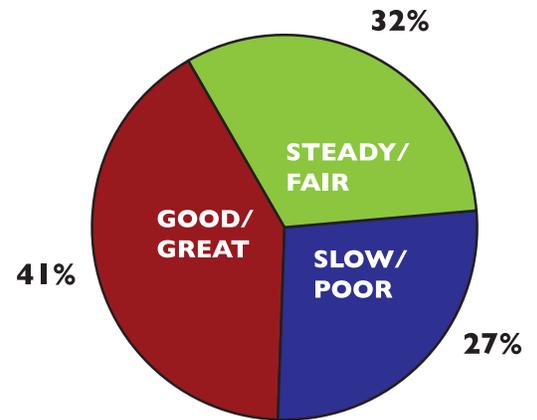
- Out of 171 businesses interviewed in the Shingle Springs/Cameron Park area, 73 percent are holding strong
- Of those interviewed:
 - Community ranked highest (65%) as something respondents liked about doing business in Shingle Springs/Cameron Park
 - Cost of Doing Business ranked highest (33%) as something respondents wanted improved in Shingle Springs/Cameron Park
- Many were looking for more creative ways to promote their business
- Respondents want to know how El Dorado County can help them connect to tools, resources and markets
- Community vision was a common refrain from those who remember Sam's Town and want to establish a new theme for the area
- Establish a downtown area in Cameron Park that would become a center for the community and local events

How is business?

The Shingle Springs/Cameron Park business community is strong. Over half (73 percent) indicated that business is at least steady or fair. A little less than half (41 percent) said business was either good or great, while 32 percent cited that they are at least steady or fair (Figure 1). Many saw a small decrease in sales but, overall, they reported doing excellent compared to recent years. With the overall positive response, the Shingle Springs/Cameron Park business community is looking forward to more job growth.

About 27 percent reported their business was slow or poor. The negative response was attributed to a shift in consumer spending, the need to downsize, and a lack of customers. While traditional retailing was hit hard during the recession, commercial firms that sell via the Internet or to other businesses stated some slowing or moderate growth, but overall, most of the companies interviewed said business is good/great.

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 Shingle Springs/Cameron Park, 65 percent of respondents cited the area's community (Figure 2). Most respondents tended to comment on the small-town feel of their family-oriented community and sense of security that has developed over the years. A majority of these respondents have lived in Shingle Springs/Cameron Park for a long time and are planning on staying in the area for years to come. The community's tight-knit atmosphere allows everyone to know each other and provides for word-of-mouth referrals. The businesses have been able to develop quality relationships, and many companies cited a strong loyalty to one another. In many ways, businesses in the community expressed that their business success was in part due to the community health and strong family orientation.

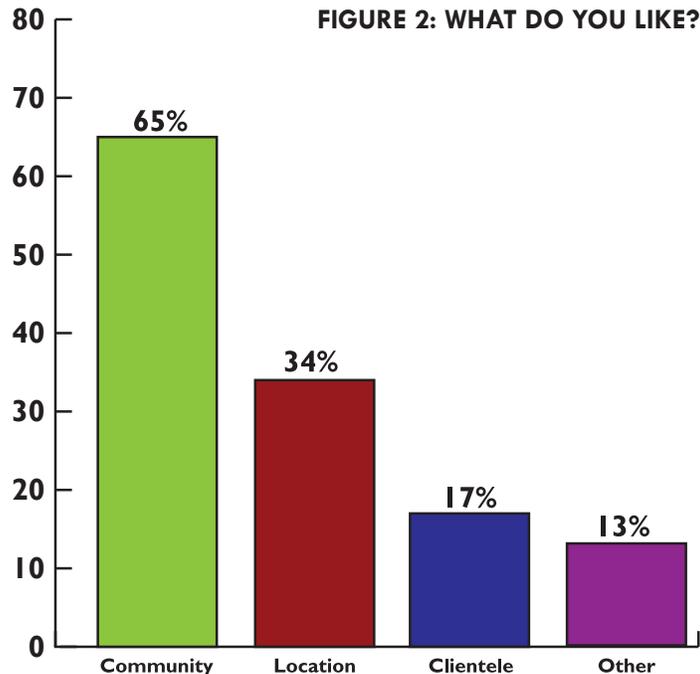


FIGURE 2: WHAT DO YOU LIKE?

Location was the second most-mentioned response (34 percent), citing the proximity to Highway 50 and the community's location in the Sierra Nevada foothills as a very positive attraction. Living in a somewhat rural area is ideal, but the ability to travel freely to other urban areas offers convenience and comfort. The area offers families many valuable amenities such as quality local schools, parks, the post office and restaurants/shops.

Clientele was the third most-mentioned response. Seventeen percent of businesses interviewed stated that they enjoy coming to work because of the people they interact with on a daily basis. Businesses reported that a majority of the clientele in the area have a strong ethical background, have been loyal customers for many years, and are friendly and want to see the area thrive.

Several "other" responses were also provided by 13 percent of respondents. Some of the general comments included:

Several "other" responses were also provided by 13 percent of respondents. Some of the general comments included:

- Growing area with a high quality of life
- Organic lifestyle
- Low crime rate with a good police presence
- Good medical facilities, schools, restaurants and shopping

What improvements are needed in the area?

The Shingle Springs/Cameron Park business community is viewed, overall, as a pleasant place to both live and work, although there is always the opportunity for growth and improvement in the community. Close to one fifth of respondents said, "Nothing needs improvement," mentioning only minor improvements that could be made, but they were satisfied overall.

Cost of doing business was stated most frequently (33 percent), with many suggesting a decrease in the costs of permits, fees and taxes (Figure 3). Of the respondents who were interviewed many said the process to obtain many of the necessary permits from the variety of agencies is far too long and cumbersome, which forces businesses to move out of the area. Respondents felt that speeding up the permit process, or creating a one-stop shop for assistance, would help retain and attract new complimentary businesses into the area instead of driving them out. Respondents cited high permit costs as barriers also keeping people from working; many feel prices should be lowered in order to keep businesses running. Others cited the need for more flexible fees especially in these difficult economic times in order to generate possible business expansion opportunities.

Marketing, signage and events came in a close second (32 percent). The business community is looking for more market exposure and improved business signage. They cited a need to not only promote their business but the Shingle Springs/Cameron Park business community as a whole. The complexity of the sign permit process and what many feel are unnecessary regulations are frustrating to respondents. They cited that they are looking for more marketing opportunities and annual community events to showcase their business both locally and to tourists.

The community is also looking for more chamber events and mixers that will work for a variety of schedules and events that provide help for a variety of businesses. Others found interest in starting a “Shingle Springs/Cameron Park Buy Local” awareness campaign to keep money in the community.

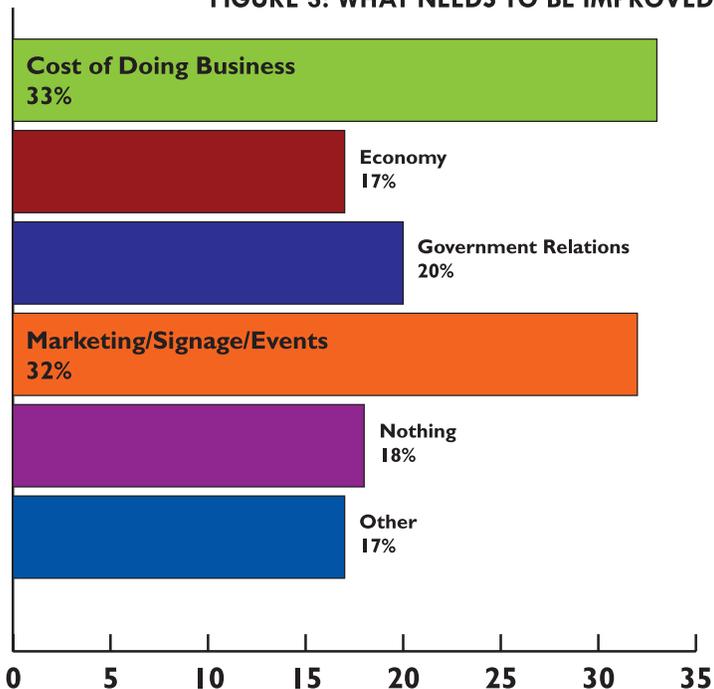
Government regulations came in third (20 percent). Respondents feel that there is a lack of understanding between the government agencies and the business community. In an effort to make the county a better environment to work in, the Shingle Springs/Cameron Park business community wants to streamline the processes of government interaction and for government agencies to better support businesses in the community. Overall a “pro-business” government is more desirable for the community.

Economic climate was cited by 17 percent of the respondents. Businesses stated that the Shingle Springs/Cameron Park area needs to start creating jobs, improve the economy and provide more lending options. Overall, respondents are watching for a change in the economy by improvements in consumer spending. Some cited that they also need a “mini bail-out” while others feel time will help in turning the economy around. Of the people interviewed, some cited that their business area would improve if the number of vacant stores were to decrease. By filling the stores, perhaps with faux displays or advertisements, this would stimulate foot traffic and drive some economic activity to the whole community.

In addition, some respondents provided several “other” responses for improvement needed in Shingle Springs/Cameron Park, including:

- Improved Internet access with Wi-Fi capabilities
- Better waste management options
- Extended hours for street light operation to provide increased security
- Further attract a diverse, complimentary array of local eateries
- Improved communication and understanding between business, county, EID and CSD

FIGURE 3: WHAT NEEDS TO BE IMPROVED?



RECENT ACTIVITIES

The Shingle Springs/Cameron Park Chamber of Commerce holds numerous events throughout the year to promote business success and celebrate the community’s unique assets. If you want to get involved with the chamber, we have monthly business mixers, community events and ribbon cuttings. The chamber also provides great referral, relocation and visitor information!

UPCOMING EVENTS...

- **Business Showcase**

This unique event is designed to highlight all business in Shingle Springs and Cameron Park. The Business Showcase promises to be a sophisticated yet cost effective way to sell your product and services, build clientele, strengthen relationships with existing customers, promote events and memberships, advertise and network with 65+ exhibitors and the residents of El Dorado County.

DETAILS: www.sscpchamber.org or call the Shingle Springs/Cameron Park Chamber of Commerce at 530-677-8000

- **Local Economy Workshop**

The issuance of the Annual El Dorado County Economic & Demographic Profile and Understanding Your Local Economy workshop was developed to meet the needs of local businesses, government and other organizations for detailed regional analyses of local trends and conditions including economic, social and general demographic indicators.

The workshop provides a unique opportunity for members of the business community and the general public to receive useful and timely economic and demographic information in an interactive setting allowing for conversation exchange with regional economists. The publication and workshop has become a commonly used source for grant writing.

DETAILS: www.cedcal.com or call the CSU Chico Center for Economic Development at 530-898-4598

Participating Businesses

The Shingle Springs/Cameron Park Chamber of Commerce, El Dorado County Office of Economic Development and the Sacramento Metro Chamber thank the following businesses for providing feedback during the Shingle Springs/Cameron Park business walk:

- ABORN POWERS REAL ESTATE
- ADVANCED GARDEN SUPPLY
- AIRPORT PET CLINIC
- ALL AROUND TRAVEL SERVICES
- ALLEN & ALLEN, LLP—
A CPA FIRM
- ALLEN E. CHANTRY, DDS
- AMERICAN PLASTIC LUMBER INC.
- APRIA HEALTHCARE
- ARROW SPRINGS
- AUTO ZONE
- AUTOTRONICS
- AZNA GLUTEN FREE
- BAGATELLE—FEAST OF DREAMS
- BAR F PRODUCTS
- BASS LAKE GOLF COURSE
- BEAUTY ESSENTIALS BOUTIQUE
- BEL AIR
- BELLAS
- BLACKSHEEP INN
- BODYCRAFT COLLISION CENTER
- BUBBA'S BURGERS TWO
- CAFFE SANTORO
- CAMBRIDGE CHIROPRACTIC
- CAMBRIDGE CLEANERS
- CAMBRIDGE HARDWARE
- CAMERON AIRPARK
LIQUOR & DELI
- CAMERON PARK AUTO BODY
- CAMERON PARK
COMPUTER SERVICES
- CAMERON PARK FLORIST
- CAMERON PARK HAIR STYLISTS
- CAMERON PARK NURSERY
- CAMERON PARK
VETERINARY HOSPITAL
- CAMERON PARK VILLAGE
- CAPITOL ENDOCRINOLOGY INC.
- CELLULAR PLUS
- CHECK INTO CASH
- CHINA CITY RESTAURANT
- CHOICES TRANSITIONAL
SERVICES
- CLASSIC AIR CUSTOM
MOTORCYCLES
- CLASSY CLIPS
- CONTACT 101
- CORE PHYSICAL THERAPY INC.
- CRUISE AMERICA RV
RENTAL & SALES
- CURVES FOR WOMEN
- DAVE COYNE'S
DRIVING SCHOOL
- DAVE'S RENT-A-CAR
- DAVINE COFFEE HOUSE
- DECANN'S EUROPEAN
- DELTA BEDDING
- DG GRANADE INC.
- DIAMOND DANCE CO.
- DISCOUNT FOOD & LIQUOR
- DONUTS DELIGHT
- DRIVING AMBITION
- EL DORADO BOOKKEEPING
SERVICES
- EL DORADO BUILDERS
EXCHANGE
- EL DORADO PET CLUB
- EL DORADO POOL SERVICE
- EL DORADO PRESS & BLUEPRINT
- ELEGANT NAILS
- ERA REAL ESTATE
- ESKATON
- EUROPEAN PERFORMANCE
- EXTREME TOWING
- FAMILY CHEVROLET/CADILLAC
- FARMERS INSURANCE GROUP
- FOOTHILL MINI STORAGE
- FOOTHILL SIGN & GRAPHICS
- FORREST R. BOOZER, DDS
- GENE E THORNE & ASSOCIATES
- GERALD M. ROBERTS, JR., D.D.S
- GOLD COUNTRY CYCLERY
- GOLDEN STATE PROPANE
- GOLDHILL GLASS
- GOLDORADO ANIMAL HOSPITAL
- GOVAN ASSOCIATES
- GOVERNMENT TECHNOLOGY
SOLUTIONS, INC
- GREEN VALLEY CLEANERS
- H&R BLOCK
- HAY BARN
- HEADLINES
- HEAVENLY DONUTS
- HEMINGTON LANDSCAPE
SERVICES
- HERTZ LOCAL EDITION
- HIGH SIERRA QUILTERS
- HOWTEK
- IDEAL PLUMBING
- INCHWORM ROCK
WALKIN' GEAR
- J & J JAVA
- JEI INC
- JENNI LYNN BOUTIQUE
- JIFFY LUBE (2 LOCATIONS)
- JOSSELYN STONEWORKS INC.
- KRISTINA'S
- KYOTO TERIYAKI
- LANDSTAR CARRIER GROUP
- LEE'S FEED
- LIGHTING UNLIMITED
- LPL FINANCIAL
- LRB MANUFACTURING, INC.
- M D BUILDERS, INC.
- MARSHALL MEDICAL CENTER
- MARSHALL SURGERY CENTER
- MARVOS INSURANCE AGENCY
- MAXPREPS INC.
- MCCLONE CONSTRUCTION
- MICHALE WADDEN, DDS
- MIRA LOMA CAFE
- MOTHER LODGE
INSURANCE SERVICES
- MR. COOL INC.
- NATUREX
- OPTOMETRISTS
- OVERCOME FITNESS CENTER
- OWEN, MCGINTY & REIKEN
- PACIFIC OAK
DEVELOPMENT, INC.
- PALM ACCOUNTANCY, INC.
- PATRICK E. SHANNAHAN, DDS
- PC SENSE
- PERFORMANCE CHIROPRACTIC
& SPORTS CARE, INC.
- PERFORMANCE CONTROLS
- PIZZA FACTORY
- PLACERVILLE TRUSS, INC.
- PONDEROSA AUTO EXPRESS
- PONTE PALMERO
- PRINT EXPRESS
- QUALITY FREIGHT INC.
- QUALITY PRODUCTS
- QUEST DIAGNOSTICS
- RACK-IT TRUCK RACKS
- REMNANT OUTLET
- RESTEK WEST
- RGB BUSINESS SERVICES
- RIEBES AUTO PARTS
- RITE AID
- S&D AUTOMOTIVE
- SADDLES N SPURS
- SASSY NAIL & SPA
- SELECT PROPERTY
MANAGEMENT
- SHINGLE SPRINGS VETERINARY
CORPORATION
- SIERRA SMOKEHOUSE BBQ
& CUSTOM CATERING
- SIERRA VIEW FINANCIAL GROUP
- SILVER SIERRA MORTGAGE, INC.
- SNOWLINE ENGINEERING
- SOLIS COLLISION CENTER
- SPOILED ROTTEN BOUTIQUE
- SPORT CLIPS
- STANFORD MORTGAGE
- STATE FARM INSURANCE
- STRAIGHT LINE
- STRATUS ENVIRONMENTAL INC.
- SUBWAY
- SUSAN BECKER & ASSOCIATES
- T&M ELECTRIC
- TAN CENTRAL
- TAQUERIA DEL BARRIO
- TELECOM-WEST
- THE GREEN ARMOIRE.COM
- THE NOOK CAFE
- THOMPSON'S TOYOTA
- TILE OUTLET
- TIPS AND TOES
- TNT POWDERCOATING &
ABRASIVE BLASTING
- TRANSPORTATION RESEARCH
CORPORATION
- TURBO POWER
- TWIN'S SUSHI
- U AND ME CIGARETTES
- UMPQUA BANK
- VALLEY VIEW DENTAL
- VINEYARD LIQUOR
- WELLS FARGO
- WELLS FARGO ADVISORS

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 has partnered with 15 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.
