

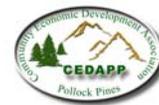
# Pollock Pines Business Walk

## POST-EVALUATION SUMMARY

September 8, 2010



In partnership with:



### 2010 Business Walk Insights and Observations

- Out of the businesses interviewed, 79% stated that they are holding their own or growing
- Feedback included:
  - 46% of respondents stated that “customers or people” were what they most enjoyed about doing business here!
  - 22% wanted to see something done to address “economic concerns” locally, state-wide, nationally
  - 3% of respondents mentioned that they have or use the Internet for their business
  - Local advertising was mentioned as the most common method of promoting business

activity. A little more than one-quarter (27%) said business was either good or great, while 52% cited that they are at least steady or fair (Figure 1). Many, which offer necessary items and/or services, reported being busier than ever while others indicated business was slower than usual, but steady.

The Community Economic Development Association of Pollock Pines (CEDAPP) and the El Dorado County, Office of Economic Development, launched the first annual Pollock Pines business walk on September 8, 2010.

A business walk allows business and civic leaders to gain important insight into a local community’s business climate. On a business walk, leaders learn first hand the major needs of the local businesses and are able to act quickly to provide information and/or support to businesses in the area. CEDAPP, the County, and other business organizations work on behalf of local businesses to identify overall needs and successes of the community. These leaders are then able to promote a prosperous business climate.

Business walk participants asked four basic questions of local businesses:

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

During Pollock Pines’ first business walk, 20 business and civic leaders surveyed 66 businesses. Of those, 13 were home-based businesses who were called on the telephone and 53 businesses were visited in person. About 76% of the businesses stated that business is steady or good and that they are holding their own, hopeful for a turn-around in the local economy.

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.

### How is business?

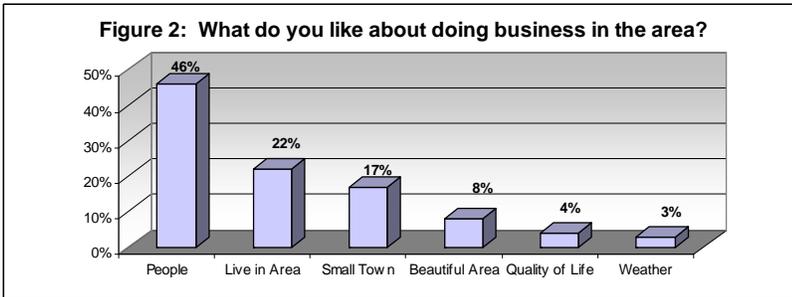
Over half of the Pollock Pines business community reports strong commercial

Figure 1: How is Business?



About 21% reported their business was poor. The negative response was mostly attributed to the overall economy and the impact of restrained consumer spending.

### What do you like about doing business in the area?



When asked what they like best about doing business in Pollock Pines, 46% of the respondents cited the people (Figure 2). Most respondents tended to comment on their customers' friendly, interesting, and personable disposition. While businesses referred to both local customers and tourists from out of the area, many feel it is easier to get to know their local customers, since

Pollock Pines is a fairly small community. Building relationships with their customers also allows them to provide more personal service and to become familiar with their customers' needs.

The fact that many of the merchants live the area was the second most mentioned response (22%), citing that it is nice to not have to commute out of the area. They like being able to work with their neighbors and several have lived in Pollock Pines for many years.

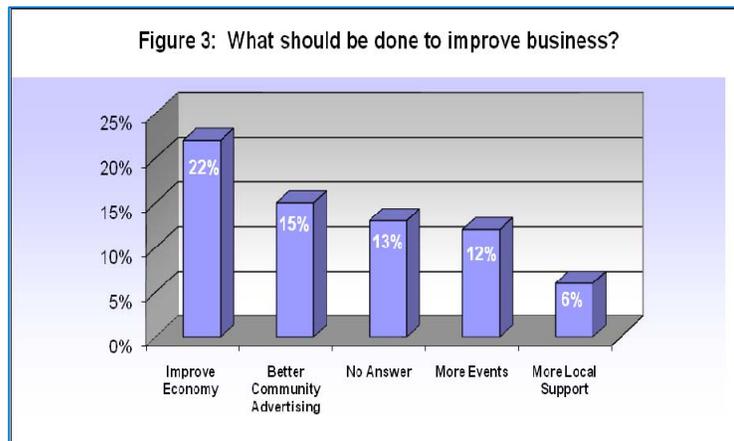
The small town atmosphere came in third with 17%. They like being able to get around town with little traffic and knowing the location of everything. Many stated it is peaceful with easy access to Highway 50.

The beautiful area, quality of life, and weather were also mentioned by several.

### What improvements are needed in the area?

The Pollock Pines 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; about 13% were unable to come up with an answer to this question.

The economy in general was the answer most provided (22%). Most report that customers are not spending as much money as previously. Many feel job creation should be a priority, reducing the unemployment rate and bolstering consumer spending. The number of vacant stores was also a concern. Filling these stores would provide more foot traffic and drive additional economic activity to the community.



The second most mentioned response was the need for better community advertising (15%). Basic community awareness, more prominent signage, town branding, and improved impression of Pollock Pines, were suggestions to help advertise the community and bring more people to the area.

The need for more events came in third with about 12% of the responses. Many feel there are not enough events in the community to bring large groups of people to the area. Several cited not using the area's natural beauty and resources to the fullest. They would like to see a children's park, a snow park, and a dog

walk opened. This would encourage tourists driving to South Lake Tahoe to stop and spend time in the area. Also mentioned were chamber-type business mixers where business owners could interact with, and possibly help, each other and vendor fairs for home-based businesses.

In addition, some respondents provided other responses for improvement, including:

- Available funding for business
- Local support
- Lower rent
- More snow plows
- Attracting more residents
- Reducing competition
- Improved permit process
- Less crime

### What do you do to actively increase business?

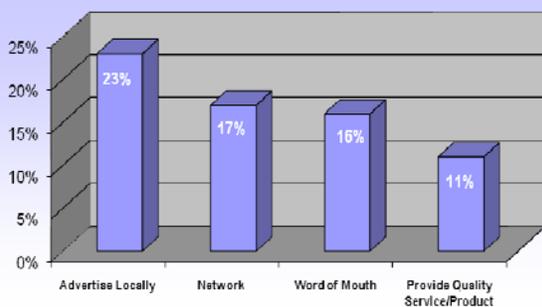
This question was asked to help determine best practices. The most common response as far as what businesses feel helps them the most is local advertising (23%). This includes advertising in the CEDAPP Business Directory, The Windfall, The Gold Panner, in the Yellow Pages, on school marquees, and hanging flyers around town. Some also have their business name printed on t-shirts and on their cars. Only about 3% reported having an Internet website for their business or advertising on the Internet.

The second most mentioned response was networking (17%). Examples are community involvement, sponsoring sports teams, attending business mixers, donating to charity events, and attending vendor fairs. Face-to-face interaction, handshakes, and passing out business cards everywhere were also common methods of networking.

In addition, some respondents provided the following ideas for promoting business:

- Offer discounts/coupons
- Attractive product placement
- Referrals
- Creative pricing
- Promotional mailings
- Organize events

Figure 4: What do you do to actively increase business?



## Past & Future CEDAPP Activities

### • Economic Prosperity Improvement Conference

This conference brought together local businesses and community leaders to discuss improving economic prosperity and enhancing the quality of life in Pollock Pines. Speakers included Mr. Jerry Avila of the Small Business Administration, George Tastard of the U.S. Department of Commerce, and County Supervisor Ray Nutting. (Feb. 2009)

### • Summer Community Event

CEDAPP sponsored this event, which brought together businesses and individuals in the community to network and enjoy good music, food, and the breath-taking beauty of Sly Park. (July 2010)

### • Business & Community Awards Dinner

During this dinner, CEDAPP recognized businesses and individuals who have made outstanding contributions to the community during 2010. (Nov. 2010)

### • Home-Based Business Exposition

This exposition gave home-based businesses the opportunity to make mini-presentations to the public and other businesses. (Nov. 2010)

### • Internet Marketing Workshop

CEDAPP and the County Office of Economic Development organized this workshop, presented by SCORE, which was designed to help improve the sales of existing products or services, introduce new offerings, and evaluate the effectiveness of websites and other Internet marketing strategies. (Nov. 2010)

### • Community Clean-Up in the Pines (May 2011)

### • Concerts in the Pines (June, July, Aug. 2011)

### • Wagon Train in the Pines (June 2011)

### • Pony Express Invitational (July 2011)

### • National Night Out (Aug. 2011)

### • Oktoberfest in the Pines (Oct. 2011)

### • Trunk or Treat in the Pines (Oct. 2011)

---

## Participating Businesses

CEDAPP and the El Dorado County Office of Economic Development would like to thank the following businesses for providing feedback during the Pollock Pines business walk:

- American Hair
- Barr Excavating
- Belles & Beaus
- Best Western Stagecoach Inn
- Britha's Sewing & Alterations
- Campora
- Cigarama
- Complete Floor Covering
- Crystal View Station
- Crystal's Pet Spa
- Curves - Pollock Pines
- CVS Pharmacy
- Dramatics
- Edward Jones-Pollock Pines
- El Dorado Irrigation District
- El Dorado Savings Bank
- ElevenB
- ERA Realty Center - Pollock Pines
- Forest Service-Fire Dept.
- Greta - ESP Hair Design
- Happy Tails Dog Grooming
- Hildebrand & Son Concrete and Masonry
- Hotrox
- James L. Dawson, D.D.S.
- Jamie M. Garrido, Garrido General Contracting
- Kathee's Kitchen
- Knott Hole Grill
- Knotty Pine Lanes
- Kragen (O' Reilly Auto Parts) - Pollock Pines
- Los Hermanos
- Mountain High Mobile Notary
- Mountain High Painting
- Nancy's Pet Supplies & More
- NAV TEC ALARM SYSTEMS
- On Stage Productions
- Pacific Plumbing Company
- Pollock Pines Chiropractic
- Pollock Pines Community Church
- Pollock Pines School District
- Pony Express Market & Liquor
- Pony Expresso
- Radio Shack
- Reliv Distributors
- Riebes Auto Parts - Pollock Pines
- Safeway (Pollock Pines)
- SC Consulting
- Sierra Candles & Creations
- Sierra Supertech
- Sly Park Liquor and Mart
- Sly Park Outdoor Education Center
- Taco Bell - Pollock Pines
- Tax Related Service
- The Idea Factory
- The Mandarin Restaurant
- Thrifty Wash of Pollock Pines
- Tony Dunn Construction
- True Value
- Umpqua Bank - Pollock Pines
- Unique Nails
- US Bank - Pollock Pines
- Village Barber Shop
- Western Trading Company
- Westhaven Inn
- Woodward Landscaping
- Z Group Remax Gold

CEDAPP and the El Dorado County Office of Economic Development would also like thank the following local businesses for sponsoring the Pollock Pines business walk:

- A Helping Hand Home Health Care
- A to Z Automotive
- Able Electric
- Barr Excavating
- Breaker Glass
- Clowser's Critter Care
- Crystal View Station
- Dee's Send Out Cards
- Dramatics Hair Studio
- Full of Love Child Care
- Greta - ESP Hair Salon
- James Dawson, D.D.S.
- Lyons Realty, Margaret Birge
- Lyons Realty, Teresa Burroughs
- Mountain Lake Medical
- Navtec Security Systems
- On Stage Productions
- Pizza Factory
- RELIV Distributors
- SC Consulting
- The Finale Touch Company
- The Haven Restaurant
- Tony Dunn Construction
- Total Business Images
- True Value
- ZGroup (REMAX)