

BUSINESS WALK

POST-EVALUATION SUMMARY

Greater Broadway — June 10, 2010



In partnership with:



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The Greater Broadway Partnership, City of Sacramento and Sacramento Metro Chamber presented the Greater Broadway business walk on June 10, 2010.

A business walk allows business and civic leaders to take a quick pulse of a specific area's economic climate. On June 10, business and civic leaders volunteered to gain a better understanding of the Greater Broadway business community. They walked the community to act on behalf of the local businesses, finding out what their city and community leaders could do for them, with the ending result of ensuring a prosperous business environment.

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 Greater Broadway business walk, 39 business and civic leaders visited 120 businesses—102 of those businesses were available to respond. This year's business walk found that the business climate in Greater Broadway, as a whole, is strong. A number of businesses stated that they are still in business, "which is a good sign." Overall, the Greater Broadway business community knows that there will be ups and downs in today's economy but many are optimistic about the future. When asked how business is, 71 percent said that business is at least steady or fair.

When asked what respondents liked most about doing business in Greater Broadway, location, community and clientele were top of mind. When asked what needed to be done to improve business in the community, most frequently cited were issues with transients, traffic and parking, and the current economic climate. Of the rest, commonly-cited challenges were associated with graffiti and signage. Despite the national economic challenges, a vast majority of respondents love the area and few hold a negative view of the Greater Broadway area as a whole.

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

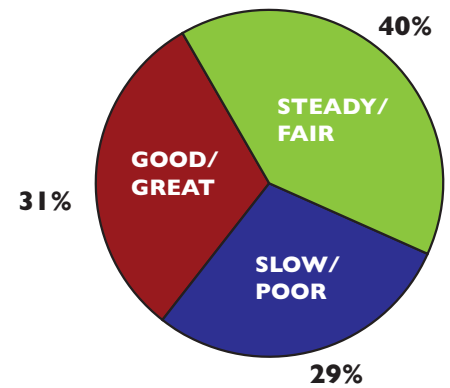
- Out of 102 businesses interviewed in the Greater Broadway area, 71 percent are holding strong
- Of those interviewed:
 - Location ranked highest (56%) as something respondents liked about doing business in the Greater Broadway area
 - Transient issue ranked highest (45%) as something respondents wanted improved in the Greater Broadway area
- Many are looking for more creative ways to promote their business
- Respondents love the community's uniqueness and diversity
- The respondents are looking for more signage options to promote their business

How is business?

The Greater Broadway business community is stable and growing. Over half (71 percent) indicated that business is at least steady or fair. A little under a third (31 percent) said business was either good or great, while 40 percent cited that they are at least steady or fair (Figure 1). Many companies acknowledged that their sales numbers have fluctuated depending on the month, but compared to recent years, they are improving. With an overall encouraging view, Greater Broadway is looking forward to an increase in consumer spending and job growth.

About 29 percent reported that business was slow or poor. The negative response was attributed to a shift in consumer spending, lots of competition, furlough Fridays and a need to downsize because of a lack of customers. With a drop in spending, retail and restaurants have been hit hard during the past few years. The companies who are surviving have loyal customers, a unique product and/or products/services that thrive in a down economy. Overall, most of the companies interviewed said business is steady/fair.

FIGURE 1: HOW IS BUSINESS?

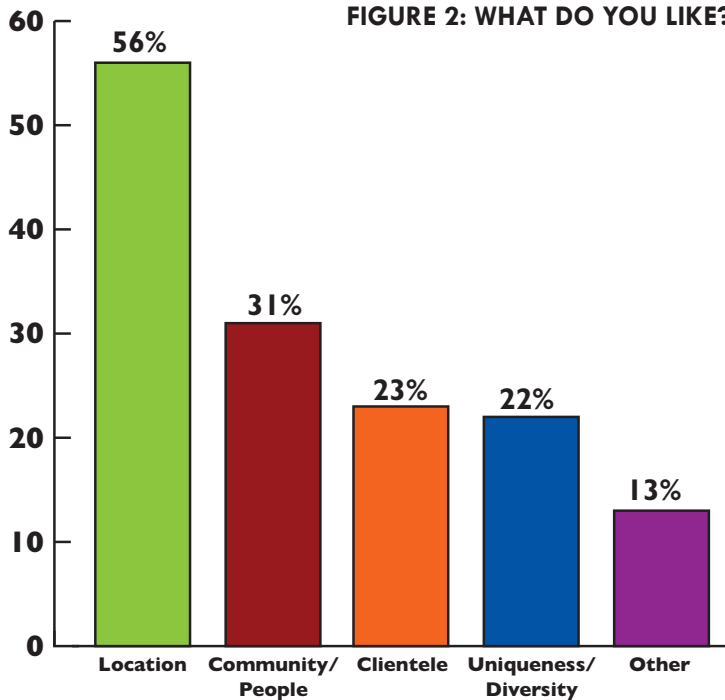


What do you like about doing business in the area?

When asked what they like best about doing business in Greater Broadway, 56 percent of respondents cited the area's location (Figure 2). Many mentioned that Greater Broadway is a hub zone for the Sacramento area. Not only is it close in proximity to Highway 50 and other major freeways but it is also located close to downtown Sacramento. The area offers access to various bus lines and light rail, which allows respondents to get to and from work efficiently. The area offers valuable amenities such as local schools, parks and restaurants/shops.

A little less than one third (31 percent) enjoyed doing business because of the local people and community. A majority of these respondents have lived in the area for a long time and are planning on staying in the area for years to come. The community's tight-knit unique atmosphere allows everyone to know each other and provides a word-of-mouth referral system. The businesses in the area have developed valuable relationships with each other, creating a large support system. The local neighborhood understands that if every individual business is strong, their business success would impact the whole community's health and prosperity.

FIGURE 2: WHAT DO YOU LIKE?



Clientele was the third most-mentioned response. Twenty-three percent of businesses stated that they enjoy coming to work because of the clientele they interact with on a daily basis. Businesses reported that a majority of the clientele in the area have a strong moral background and have been loyal customers for many years. The customers in the area are friendly, live local and want to see the whole neighborhood do well.

Uniqueness and diversity came in fourth when asked what respondents like best. Of the people interviewed, some stated that they moved to the Greater Broadway area because it fit their unique company at a low cost. Not only does it have a variety of authentic restaurants and stores but the overall community is often referred to as "cool," "swanky" and "fun." The community allows you to build your own atmosphere.

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

- Overall sense of security
- Attractive to clients and other visitors due to the amount of restaurants, shops and history
- Food and rent prices are reasonable in comparison to other areas

What improvements are needed in the area?

Overall, the Greater Broadway business community is viewed as a pleasant place to both live and work, although there is always the opportunity for growth and improvement in the community. Ten percent of respondents said, "Nothing needs improvement," mentioning only minor improvements that could be made, but they were satisfied overall.

The issue of transients was stated most frequently (45 percent). Many respondents stated that most of the transients are harmless and give their company no problems, but there are a few who disturb the customers by standing in front of their stores, begging for money. The respondents cited the need for increased police presence to keep people moving. Some cited lack of police response to an incident as discouraging, leaving some wondering if the problem will get better. Many expressed that if the transient problem gets worse, the issue will become a higher concern for the safety and security of their businesses and the community.

Traffic and parking was listed as the second most important improvement needed in the area (27 percent). Many respondents stated the need for more parking in the area, especially on Broadway. There is also a high demand for longer parking hours. Many respondents

commented that their clients get ticketed for parking longer than the posted two hours, which can be a deterrent to business. Other business owners commented on the idea of providing parking permits for small business owners and employees in the area. Many business owners have witnessed numerous accidents caused by speeding and lack of proper street lights. Some cited a lack of police presence to respond to these traffic offences as a growing problem.

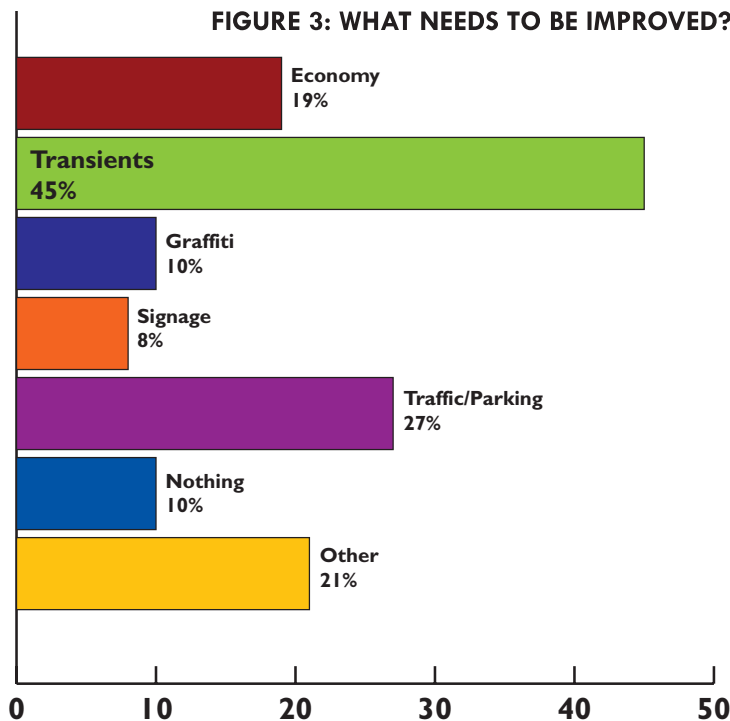
Nineteen percent of the respondents stated that the overall economic climate needs to improve in the Greater Broadway area. Respondents are looking for open-minded consumer spending habits. Many commented that their customers are still coming into the store but spending half of what they used to spend. Some cited that their business would improve if the number of vacant stores were to decrease. Filling the stores, perhaps with faux displays or advertisements, would help promote the Greater Broadway community as a whole. This would stimulate foot traffic and drive some economic activity to the community.

Graffiti (10 percent) and signage (8 percent) were also cited as concerns in the area. Although people have recognized the Greater Broadway Partnership's fight against reducing the amount of graffiti, it is still an issue in people's eyes. Graffiti is found on city property, private property and company equipment. Signage restrictions were an additional concern. Some owners cited that the city is too tough on signage, making it hard for their company to promote their business in this difficult time. The rules have forced many owners to pull down signs, leaving more expensive signage as the only option. Businesses are looking for a cost-effective way to promote their company.

In addition, some respondents provided several "other" responses for improvement needed in Greater Broadway, including:

- Need for a small "face lift" to make the whole area more attractive
- Permitting and zoning changes are not adequately announced
- Improved communication between community and city

FIGURE 3: WHAT NEEDS TO BE IMPROVED?



RECENT ACTIVITIES

The Greater Broadway Partnership (GBP) is a private, non-profit organization comprised of property and business owners from the Broadway area. Our boundaries include both the north and south sides of Broadway, from 3rd Street to Franklin Boulevard, and the south side of X Street from 3rd Street to 28th Street. Our mission is to: (1) Improve the commercial environment, (2) Support retention and enhancement of existing businesses and (3) Encourage new public and private policies and investment that ensure the corridor's continued economic development. The transition from a voluntary organization to a Property and Business Improvement District in 2007 allowed for a self imposed property assessment to be made available to fund the activities necessary to: (1) enhance security and safety, (2) improve image and street maintenance and (3) conduct district promotion and advocacy.

Security & Safety: The GBP contracts with private security firms to provide dedicated patrols in our area. These patrols (1) monitor suspicious activity, (2) report abandoned vehicles, (3) manage aggressive panhandling, (4) perform security checks, (5) respond to calls for service and (6) generally ensure compliance with other applicable laws, referring issues to the police when appropriate.

The GBP also is conferring with local law enforcement representatives to begin implementation of the Crime Prevention Through Environmental Design Program (CPTED) in the district. CPTED is a strategy to deter crime, based on the premise that natural surveillance and access control strategies limit the opportunity for crime. Social service research has shown that the provision of adequate lighting, the use of selective entrances and exits, fencing designs that allow as much transparency as possible and locking gates have all proven to deter criminal activity. The GBP will work with the police to identify problem areas in the district and facilitate CPTED reviews for businesses and property owners.

Image & Street Maintenance: Maintaining cleanliness and improving the appearance of Broadway continues to be a high priority. In pursuit of this objective, the GBP: Completed the district wide installation of 30 wrought iron trash receptacles, provides five-day-a-week litter pickup and weed abatement and, in May 2010, initiated a graffiti removal service for district businesses/property owners.

Promotion & Advocacy: The GBP gives property owners and businesses a unified voice in meetings where development or changes that would affect the corridor are under consideration. We also sponsor or organize activities that showcase the district's businesses. For example, the organization:

- Participates in numerous city advisory groups on an ad hoc basis e.g., Sacramento River Crossing Project (Stakeholder Advisory Committee)
- Advocates at zoning and planning forums, when appropriate
- Partnered with the Urban Design Alliance-Sacramento to host a public forum (Broadway: The Edge) at the American Institute of Architects Sacramento Office to discuss and promote Broadway planning.

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RECENT ACTIVITIES CONTINUED

- Sponsored the 2009 and 2010 “In the Flow” Jazz Festivals on Broadway where district businesses provide performance venues to a variety of musicians over a three day period.
- Compiled and distributed our first district business directory “Broadway Uncovered.” This easy to use map and list of businesses provides the reader with a complete listing of our establishments.
- In October 2009, together with Capital Public Radio and Councilmember Fong, we held the Around the World on Broadway food crawl. Fifteen GBP restaurants hosted a multitude of participants who enjoyed our diverse, multi-ethnic cuisine. Not only did this event provide current customers a chance to enjoy their favorite restaurants but we also introduced new patrons to our district.

The City of Sacramento, in partnership with Sacramento County and the City of Rancho Cordova, was designated as an expanded Enterprise Zone. Businesses are now eligible for substantial tax credits through the state of California. The expanded zone now includes businesses located at the west end of Broadway. The incentive program helps the City remain competitive in attracting and retaining businesses. The City, in concert with its partners, such as the Greater Broadway Partnership, will be conducting an extensive business retention outreach to the subject businesses over the next year.

Second, the City is analyzing the feasibility of a Sacramento River crossing south of Pioneer Bridge to provide greater connectivity with the growing Southport community of West Sacramento. The city will be holding a series of community meetings with the businesses and residents regarding a preferred location and type of bridge, ie pedestrian, vehicular or both.

Participating Businesses

The Greater Broadway Partnership, City of Sacramento and the Sacramento Metro Chamber thank the following businesses for providing feedback during the business walk:

- 9TH & X STREET SELF STORAGE
- A WEAR
- ALL BUSINESS MACHINES INC
- ANDERSON'S TRANSMISSION, INC
- ANTHONY'S BARBERSHOP
- APPLIED ARCHITECTURE INCORPORATED
- ARCO AM/PM
- AUTO WORLD AUTO SALES
- AUTOZONE
- AVID READER
- BARBER ZONE
- BARBRA G. RASMUSSEN
- BEATNIK STUDIOS
- BEN & SONS AUTO TECH
- BROADWAY 76
- BROADWAY BAIT ROD AND GUN
- BROADWAY COMICS
- BROADWAY DONUTS
- BROADWAY PAWN
- BROADWAY VETERINARY HOSPITAL
- BUDDHIST CHURCH OF SACRAMENTO
- C & B LIQUORS
- CALIFORNIA BANK & TRUST
- CALIFORNIA CHECK CASHING STORES
- CARL'S JUNIOR
- CARQUEST AUTO PARTS
- CELLULAR CITY
- CHADA THAI CUISINE
- CHASE
- CHEVRON
- CHICKEN & FISH TERIYAKI
- CHINA BUFFET
- CITY OF SACRAMENTO CEMETERY
- CITY OF SACRAMENTO FIRE DEPARTMENT
- DELTA HEALTH AND WELLNESS
- DEPARTMENT OF MOTOR VEHICLES
- DIM SUM HOUSE
- DIVA'S HAIR BOUTIQUE
- DOUBLE TAKE
- DOUGLAS J KUBO
- ESSENTIALS OF STYLES
- EXAM ONE
- FOREVER TATTOO
- FRINGE
- GARICK AIR CONDITIONING SERVICES
- GOLDEN DRAGON
- HAIR DIRECTION
- HOKKAIDO NOODLE HOUSE
- HOMESTYLE
- HORIZON
- INTEGRATED BENEFITS AND INSURANCE SERVICES INC.
- JAMBA JUICE
- KATHMANDU KITCHEN
- KRAGENS AUTO PARTS
- KUTZ BARBER SHOP
- L & L HAWAIIAN BARBECUE
- L'AMOUR SHOPPE
- LIVING SPACE
- LOS JARRITOS
- MARY ELIZABETH RABASU
- MCCULLEY BROTHERS
- MCDONALDS
- METAVISTA CONSULTING GROUP
- MICHAEL A WOODS.
- MISO JAPANESE CUISINE
- MIYAMOTO TRAVEL SERVICE
- MONEY MART
- NATIONAL COMMERCIAL
- NATIONAL TAXI
- NEW STATION SEAFOOD RESTAURANT
- NEWS 10
- ONE STOP GAS
- P & M TOOLS
- PANCAKE CIRCUS
- PHO BAC HOA VIET
- QUEEN SHEBA
- QUIZNOS SUB
- R & D DATA CORP
- DB RONK & COMPANY, INC.
- RECORDS
- RED ROCKET AUTO TECH
- ROBERT NANCE, DDS
- ROMAN CATHOLIC OFFICES OF DIOCESE
- SACDINE.COM
- SACRAMENTO BEEKEEPING SUPPLIES
- SACRAMENTO BUSINESS JOURNAL
- SACRAMENTO WORKS
- SALDIVAR AUTO BODY
- SCRUB BOYS CARWASH & DETAIL CENTER
- SIMS DINER
- SIMZ PRODUCTIONS
- SLICE OF BROADWAY
- SMART & FINAL
- STARBUCKS COFFEE COMPANY
- STATE FARM INSURANCE
- STATE OF CALIFORNIA DEPARTMENT OF REAL ESTATE
- STERLING CLEANERS
- SUBWAY
- SUNH FISH
- TACO BELL
- TARGET
- TASTE OF THAI
- THAI SPICE THAI CUISINE
- THE ANTIQUE COMPANY INC.
- THE CATHOLIC STORE
- THE PEDICURE LOUNGE
- THE TRENCHLESS CO.
- THE TUNE UP CENTER
- TOWER CAFE
- TOWER HAIR BARBER
- TOWER LIQUOR
- UNGER CONSTRUCTION CO.
- US POST OFFICE
- VALLEY VISION
- WOMEN INFANT AND CHILDREN (W.I.C)
- WALDO BOWERS FLOOR COVERING INC
- WALGREENS
- WEST COAST MORTGAGE GROUP & REALTY
- WIENERSCHNITZEL
- WING FUNG TONG

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.