

Woodland Business Walk

Phil Hogan, President

The pulse of Woodland's economy was taken Thursday, September 22, 2016. The diagnosis? Woodland businesses, on the whole, feel that the economic health of our City is somewhere between stable and improving.

This finding was the result of the annual Woodland Business Walk, sponsored by the Sacramento Metropolitan Chamber of Commerce, the City of Woodland, and the Woodland Chamber of Commerce as small teams dropped in on local businesses to hear first-hand feedback regarding the state of the regions business.

The results of this year's walk will be tabulated and included in a report from the Sacramento Metropolitan Chamber of Commerce. The summary from last year's walk, while not all Woodland businesses were doing well overall, most were seeing steady improvement. Sixty-four percent responded that business is either doing Good or Excellent, 14% said business was Fair and only 8% said business was Poor.

This year's walk echoed last year's walk in that most businesses said that location and the Woodland "community" is the primary reason people like doing business in the area. Business owners appreciate the community and like to be a part of it. One Downtown business owner said that "this summer has been a bit slow," but he expects activity to be increasing in the coming weeks. "I like Woodland because the businesses work together here."

Many businesses also had high praise for City of Woodland's Community Development Director Ken Hiatt and Economic Development Manager Wendy Ross.

Teams of surveyors canvased wide areas of the City. Volunteer business and civic leaders visited over 100 Woodland businesses for an interview, asking three general questions:

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

Businesses were also asked specific questions relating to their knowledge of the new surface water project and if their business was Google registered. Some businesses observed no major issues with the surface water. Some said that the smell of chlorine from the water was very strong. One even reported that while she drank the well water from the tap, she has had to resort to drinking bottled water now because of the chlorine and discoloration of the water. And, one business said that they no longer have spotting on their glassware with the surface water. If anyone is experiencing an issue with their water pressure, color, smell etc., the City of Woodland would like to be notified so they can take care of it, please report it to the Public Works Department 661-5962.

Other important issues businesses want to see addressed were parking and the homeless.

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“We need to be proactive with the parking situation here in Downtown Woodland,” said one business owner. He said that Woodland’s civic leaders feel the situation will work itself out. He was concerned about the impact on Downtown businesses and the parking availability, especially when there will be up to 800 customers between the renovated theatre showing movies and “The Treehouse” venues.

Also in attendance were Woodland Mayor Jim Hilliard, Mayor Pro Tem Angel Barajas, Councilman Tom Stallard, and City Manager Paul Navazio.

Scott Leslie, Vice President, Economic Development, Sacramento Metropolitan Chamber of Commerce, led the participants through the introductory morning session and post-lunch wrap-up. One participant pointed out all of the great work that Woodland Chamber of Commerce CEO Kristy Wright has been doing to promote economic development in Woodland.

An excellent lunch was catered by Las Brasas Tacos & Salsas and by Dignity Health.

Other Business Walk sponsors include the Woodland Daily Democrat, Dutch Bros. Coffee, and custom apparel experts CTA Prints.