



MEDIA ADVISORY

Date: FOR IMMEDIATE RELEASE – March 3, 2010

Contact: Maurice Chaney, Media & Communications Specialist, (cell) 916/300-7597

City to survey 100 plus businesses in the North Sacramento area

Outreach effort aimed to understand businesses' issues, concerns and priorities

WHO/ WHAT:

As part of the City of Sacramento Economic Development Department's Business Visit Program, staff will "hit the streets" near Raley Boulevard in North Sacramento to obtain first-hand feedback on issues, concerns and priorities, as well as provide information on incentive programs.

WHEN/ WHERE:

Thursday, March 4, 2010.

Councilmember Sandy Sheedy and Economic Development staff will kick off the walk beginning at 8:30 a.m. at the Hagginwood Community Center, 3271 Marysville in Sacramento. Participants will conduct the walk from 9 a.m. to noon.

WHY:

Economic Development conducts business walks throughout the City of Sacramento to obtain qualitative feedback from the business community. This walk is part of a four walk series taking place this year throughout various parts of the city. Once survey information is gathered, it is used to implement specific plans and strategies that further enhance the success of local businesses, including seminars to provide information on additional resources and programs available to assist these businesses.

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915 I STREET, THIRD FLOOR, SACRAMENTO, CA 95814-4009
TEL 916.808.7223, FAX 916.808.8161, WWW.CITYOF SACRAMENTO.ORG