



Grand Opening for Target **By Democrat staff**

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The Target joins Costco, which opened in February, at the new shopping center at Interstate 5 and County Road 102.

There will be special sales and promotions throughout the day, store manager Alicia Rodrigues said. Rodrigues transferred from Target's old location at the County Fair Mall on East Gibson Road.

The new store has been busy every since it opened – and the old location closed – right at 5 p.m. Tuesday, said Rodrigues, who has been employed with Target for four years. That's when the store had its "Very Important Guest" even, featuring a mariachi band and refreshments, for local public official's employees and their friends and families.

"We were packed. We were packed until 10 o'clock," Rodrigues said.

The store had its soft opening to the general public on Wednesday and sales "exceeded expectation," Rodrigues said, although she could not disclose any figures.

Target's new location spans 127,000- square-feet and boasts more inventory, including a larger grocery selection, and updated technology.

"Our guests have been very happy," Rodrigues said, crediting her staff for their customer service care.

Along with Rodrigues, the 120 employees from the mall location transferred to the new Target. An additional 106 employees were hired through Yolo County employment services after executive staff conducted 650 interviews over a three-day period, Rodrigues said.