



Santa Maria Valley **ECONOMIC IMPACT REPORT**

March 2025 | Prepared for the Community of Santa Maria



Introduction

The Santa Maria Valley Chamber of Commerce is proud to present the Monthly Economic Impact Report for March 2025, showcasing our ongoing efforts to support economic growth and development in the region. Throughout the month, the Chamber provided direct assistance to one potential new business and five local enterprises, offering guidance on financial resources, community engagement and process navigation. These efforts reflect our commitment to fostering a thriving business environment in the Santa Maria Valley.

The Chamber hosted three major annual events this month, including the State of Vandenberg to provide updates on the mission, priorities, and developments at Vandenberg Space Force Base. The Housing Summit gave a platform to learn about current and future housing inventory, market trends, and the positive or negative causes of those trends. The Business EXPO & Job Fair offered the opportunity for Chamber members to showcase their products and services to other local professionals, gain exposure, find their future workforce and network.

Workforce development has been a priority through a partnership in Career Coaching with Partners in Education, a teacher tour and Leadership Santa Maria Valley hosting its Health & Human Services day. The Chamber also kicked off the Spring 2025 cohort of the NextGen CEO program.

The Chamber remains deeply engaged with local government and the community through collaborative events and meetings. This report underscores the Chamber's vital role in driving economic success and supporting a healthy business community.

Table of Contents

Economic Development.....	1
Business Attraction.....	2
Business Retention & Assistance.....	2
Requests for Information.....	2
Providing Business Support.....	3-5
Tourism.....	6-7
Workforce Development.....	8
Community Involvement.....	9
Media Mentions.....	10

Economic Development



Business Attraction

The Chamber's Economic Development department provided direct support to 1 business thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Business start-up	Information on different business entities and other assistance

Business Retention & Assistance

The Chamber's Economic Development department provided business assistance services to 5 local businesses and residents.

Business	Support Provided
Communications Company	introductions
News Interview	Car dealerships econ info
GO Biz	Contact info
Planning/Architect firm	Communication with city
Realtor	Wanting assistance with finding a buyer

Requests for Information

Governor's Office of Business & Economic Development (GO-Biz) RFI's

The Chamber's Economic Development department received 3 RFI's through REACH. The RFI's were requests for Project Coco, Project Fusion and Project Voltify.



Providing Business Support

Chamber Membership



853
Members



11
New Members



92%
Retention Rate

Networking Opportunities



823

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events, monthly mixer, ribbon cuttings, Hispanic Business Alliance Grow Your Business monthly meeting, Chamber committee meetings, annual Housing Summit, annual State of Vandenberg, and annual Business Expo & Job Fair

Housing Summit

The Santa Maria Valley Chamber and the Home Builders Association of the Central Coast for the 2025 Santa Maria Valley Housing Summit. Attendees learned about current and future housing inventory, market trends, and the positive or negative causes of those trends. Featured speakers included Chenin Dow, Community Development Director of Santa Maria; Mark Schniepp, California Economic Forecast; Chris Guillen, Attorney with Brownstein Hyatt Farber Schreck; Matt Bronson, City Manager of Grover Beach; Jeff Pemstein, Western Region Governmental Advocate for the National Association of Home Builders.



State of Vandenberg

This annual event is an exclusive opportunity to connect with the Lompoc Valley and Santa Maria Valley communities at the State of Vandenberg luncheon, held at Vandenberg Space Force Base. This informative event features Base leadership providing critical updates on the mission, priorities, and developments at Vandenberg Space Force Base.



Providing Business Support

Business EXPO & Job Fair

This popular event, in partnership with the Workforce Development Board of Santa Barbara County, offered the opportunity for Chamber members to showcase their products and services to other local professionals, gain exposure, find their future workforce, and network with fellow Chamber members and area business owners to build their business. The “I Heart Santa Maria” theme was a festive way to get involved with the local business community!



Military Affairs Committee

Three members of the VSFB Military & Family Readiness came and spoke of their programs. A few of the needs that they shared were housing, information on what is available in the Santa Maria area for the airmen and families and job placement for spouses and for those transitioning into retirement from active duty.



Business & Government Roundtable

EconAlliance did a presentation about who they are and what they do.

Ambassador Committee

We had 11 Ambassadors, 1 staff and 1 board member in attendance. The meeting included an update on a successful Expo & Job Fair and a report on new member outreaches. An announcement was made of our upcoming meetings and events as well as Ambassador assignments for these events. Our Ambassador profile for the month was presented by Noemi Robles of Northern Santa Barbara County United Way.



Providing Business Support

Hispanic Business Support

The Chamber's Economic Development department helps support Hispanic business outreach efforts through the Hispanic Business Group, which organizes educational and networking events.



Providing Business Support

Business Outreach & Assistance was provided to the following Hispanic businesses:

Business Type/Name	Support Provided
Barbershop	Renovation Questions/Guidance
Trucking Business	Potential New Business Support
Trucking Business	New Business Inquiry Support

Additional Activities

- Grow Your Business Event - March 6th (16 attendees)
- Meeting w/ WEV (Women's Economic Venture) March 5th
- HBA Committee Meeting- March 19th



Tourism

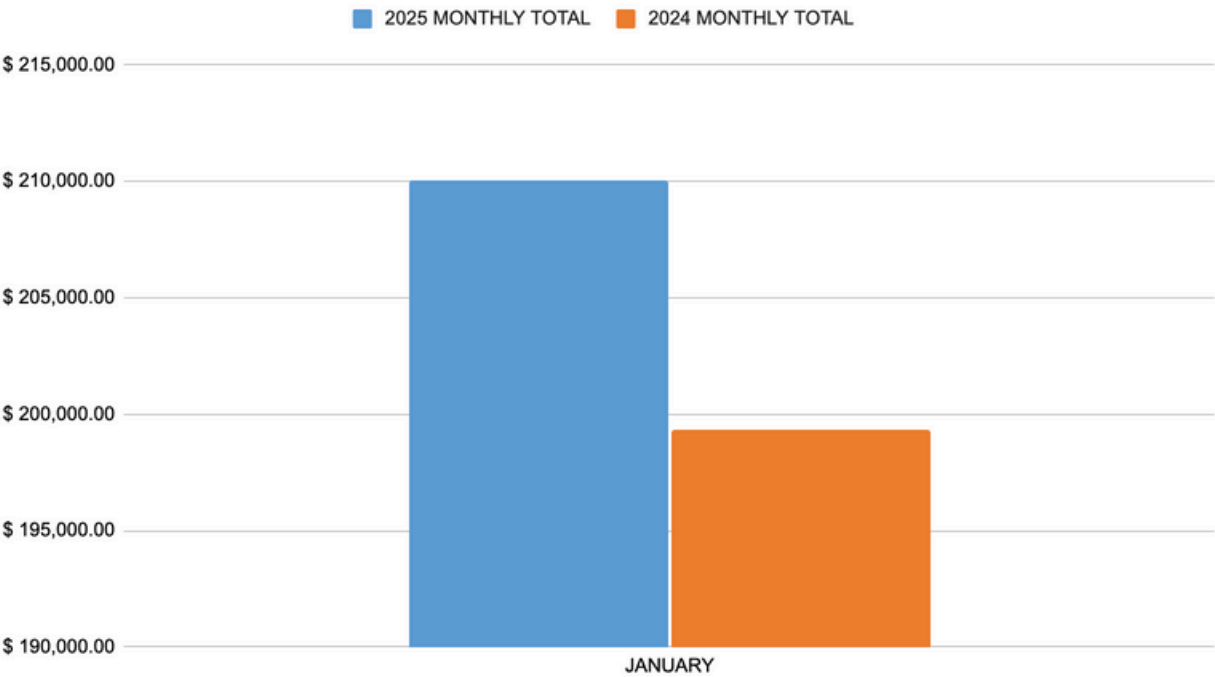
Transient Occupancy Tax Data

The Santa Maria Valley’s Transient Occupancy Tax (TOT) data for 2025 started off on a positive note, with January recording a notable increase of 5.4% compared to the same month in 2024, totaling \$210,060.22. This promising start indicates successful early-year tourism efforts and community engagement. While previous months did not maintain the same momentum, this initial growth highlights the potential for strategic tourism initiatives to drive positive results.

By building on the success of January and leveraging the strong community and visitor interest seen at the start of the year, the Santa Maria Valley has a solid foundation to revitalize and sustain tourism growth throughout the remainder of 2025 and beyond.

Month	2025 Monthly Totals	2024 Monthly Totals	Percentage Change
January	\$210,060.22	\$199,345.75	+5.37%

Transient Occupancy Tax (TOT) 2025 v. 2024



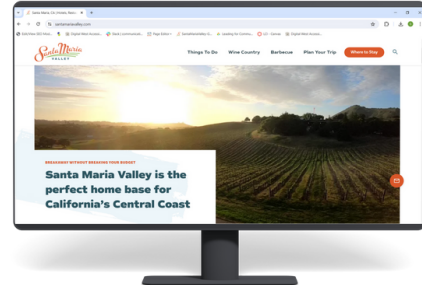
Tourism

Website Traffic

Our tourism website (santamariavalley.com) remains a strong driver for hotel referrals. In the month of October we saw....

44,127 Website Visits

999 Website Hotel Referrals



Brochure & Visitor Guide Distribution



400

Visitor guides distributed to local hotels, businesses and through Certified Folder Display placements



300

Wine guides and maps distributed to local hotels, businesses and through Certified Folder Display placements

Trade Shows & Industry Partner Events

Travel & Adventure Bay Area- March 14-16
(Jennifer/Efrain attended)

Group Leads and Details

50 Welcome Bags were requested on 2/19/25 for the upcoming Western Region Convention of the Vintage Chevrolet Club of America (VCCA), which is scheduled to take place from April 29 to May 3. The event will feature a dinner in Santa Maria, driving tours of the area from Agoura Hills to Solvang, and visits to attractions such as the air museum at the airport and the Mendenhall Museum in Buellton. Participants will also have the opportunity to enjoy wine tastings along the wine trail and attend a judged car event.



Workforce Development

Partners in Education

The Chamber is participating as a Career Coach for Partners in Education's Career Readiness Training program. The 8-week program has weekly sessions with career coaches that teach students how to network, write a resume, financial literacy and other skills that will help as they transition out of high school. Upon completion of the program, students are eligible to apply for a paid internship at a local business.



Teacher Tours

Over 25 educators from across the county participated in the Teacher Tour at Vandenberg Space Force Base. Stops included the Hawk's Nest, Museum, and Environmental Briefing. Teacher tours connect high school CTE teachers with local industry so they can better prepare students for local careers.



Leadership Santa Maria Valley

- The focus of March was Health and Human Services. We toured and learned about the Wisdom Center, VTC (Vocational Training Center) and Marian Regional Medical Center. We also had presentations from Youth Well and Child Welfare Services. This gave the class members an overview of health services available for youth through senior citizens. There were 20 people participating in this topic day.
- LSMV Alumni Event: On March 27th the LSMV hosted an Alumni Lunch & Learn which was open to the public. Our speaker was Dave Rowlands, the new City Manager of Santa Maria. Dave shared his leadership journey and style. There were 31 attendees.



Workforce Development Board

At the Workforce Development Board full Board meeting, Michael Boyer was introduced as a new Board member and Molly Alves was introduced as a member of the Adult & Special Projects Programs Committee.



COUNTY of SANTA BARBARA
WORKFORCE DEVELOPMENT BOARD

NextGen CEO

NextGen CEO kicked off their Spring Session partnering with the Boys & Girls Clubs of the Mid-Central Coast at Evans Park & Railroad club sites, featuring 20+ student participants.



Community Involvement

Local Meetings & Events

The Chamber's Economic Development department stays actively involved in the community to build relationships and understand the needs of local businesses and the community.

Government Relations

- Tri-County Chamber Alliance Meeting

Economic & Community Development

- HOA meeting
- EXPO & Job Fair
- State of Vandenberg
- SLO Housing Summit
- Rotary (2)
- Teacher Tour at Vandenberg Space Force Base
- Partners in Education Career Coaching Sessions (2)
- Workforce Development Board Full Board Meeting

Business Support

- West Coast Kustoms meeting
- REACH/ Airport meeting
- SBSCC Workforce meeting
- Lunch with several after Glines funeral
- City / HDL / Chamber meeting
- BYB weekly networking event (4)
- Chamber / Solomon Hills meeting
- Software platform meeting (2)
- SMVRR / OmniTrax meeting
- SB & Ventura Chamber meeting
- LSMV Board meeting
- Northern Santa Barbara County United Way Board Meeting

Community Events

- Chamber Mixer at Klondike Pizza
- Orcutt Children's Art Foundation fundraiser
- SMV Leadership
- Glines Funeral
- Oasis Senior Center Fundraiser
- NextGen CEO Program Kickoff
- Allan Hancock College Pathways to Success event
- Leadership Santa Maria Valley Alumni Speaker Series with City Manager Dave Rowlands



Media Mentions

Chamber

Topic	Publication
Chamber Leader Recognition	Noozhawk Santa Maria Times
Apricot Lane Ribbon Cutting	KEYT
Housing Summit	Noozhawk KSBY Santa Maria Times Noozhawk
Transient Occupancy Tax	KEYT
Terri Oneschuck VP Promotion	Noozhawk Santa Maria Times
Business EXPO & Job Fair	KEYT Santa Maria Times Santa Maria Times
NextGen CEO Kickoff	Noozhawk Santa Maria Times





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