



Santa Maria Valley **ECONOMIC IMPACT REPORT**

July 2024 | Prepared for the Community of Santa Maria



Introduction

The Santa Maria Valley Chamber of Commerce proudly presents the Economic Impact Report for July 2024, highlighting achievements from this month. This report reflects our commitment to economic growth, business support and community enhancement.

We supported five potential new businesses, assisted eight local enterprises and addressed an economic information request. Our targeted tourism campaigns and event sponsorships maintained high transient occupancy tax receipts, boosting the local economy.

Workforce development initiatives, including the NextGen CEO program, engaged students and fostered innovation among young entrepreneurs. We recognized successful local businesses with our Businesses of the Quarter program as well as provided a collaborative networking space with a Chamber mixer, Hispanic Grow Your Business event and weekly Build Your Business opportunities.

Through various events with the local business community and local government collaborations, the Chamber remains a cornerstone of civic engagement and economic leadership in Santa Maria Valley, striving to make the region a thriving place to live, work, and play.

Table of Contents

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

Economic Development



Business Attraction

The Chamber's Economic Development department provided direct support to 3 businesses thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Tamale business	Info on WEV & MEHKO
Salon	Info on Funding, Establishment Licensing
Coffee/ Bakery shop SM Inn	Next steps

Business Retention & Assistance

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

Business	Support Provided
Resident	Election information
Athletic	Concerns towards Starbucks on Main
Jeweler	Need financial resources
Education	Student Orientation/SM info
Engineering/Architecture	Discuss business needs



Requests for Information

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

The Chamber's Economic Development department received 1 RFI through REACH. The RFI was a property request for a business at Vandenberg Space Force Base, looking to expand.



Providing Business Support

Chamber Membership



844
Members



6
New Members



86%
Retention Rate

Networking Opportunities



127

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events, mixer and Grow Your Business event.

Businesses of the Quarter

Tony Cravello Insurance and JB's Jewelers were recognized as the Businesses of the Quarter at a July City Council meeting.

The Business of the Quarter program is a partnership between the City of Santa Maria and the Santa Maria Valley Chamber to recognize small businesses doing great work in the City.



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.



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

Business Type/Name	Support Provided
Barber shop start up	Assisted with first steps in the process of starting up
Party accessory company	Web service assistance provided
Beauty Salon	Directed to workforce resources

The following Hispanic businesses were visited:

Type of Business:	Specific needs
Small Business Barber Shop	Chamber support outreach
Small Business- Burger Restaurant	Chamber support outreach
Small Business- Mexican Food Restaurant	Chamber support outreach
Small Business Barber Shop	Chamber support outreach
Small Business Salon Shop	Chamber support outreach
Small Business- Income Tax & Services	Chamber support outreach
Small Business Cellular Shop	Chamber support outreach
Small Business Convenience Store and Deli	Chamber support outreach
Small Business Party Supplies Store	Chamber support outreach
Small Business Dry Cleaners Shop	Chamber support outreach

Providing Business Support

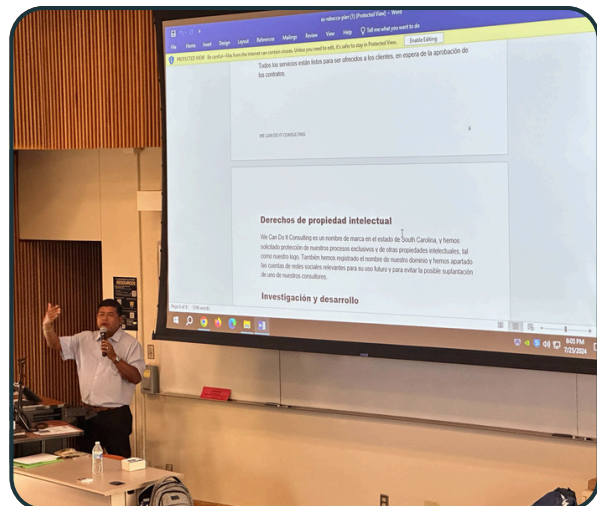
Grow Your Business Event

Access to Capital: This Grow Your Business event was a partnership between the Santa Maria Valley Chamber, Allan Hancock College's non-credit department and the U.S. Small Business Association.

During the event, Cesar Estrada spoke to an engaged audience eager to learn about securing funding for their business ideas. The evening focused on financial literacy and various ways to access capital, with many attendees asking personal questions to help kick-start their business ventures. The event had over 25 attendees.



Activity	Description
HBG Monthly Email	Targeted email blasts specifically for the Hispanic Business Group (HBG) were created to engage community members who aren't on the Chamber's list. The HBG consists mainly of non-Chamber affiliated contacts who don't receive the standard Chamber E-Blasts. This initiative is a valuable opportunity to connect with potential Chamber members and to effectively share important events and information with the entire Hispanic Business Group mailing list
HBG United Way podcast	This podcast was requested by the Santa Barbara County United Way, eager to learn more about the Chamber's Hispanic Business Group and our efforts to support the Hispanic business community in our area. We discussed the resources we offer and the events we organize to highlight the Chamber's outreach initiatives through the Hispanic Business Group. The podcast session will be available later this month.
HBG Live radio interview on Radio Ranchito	Topics Promoting SBA and HBG Event at Hancock College

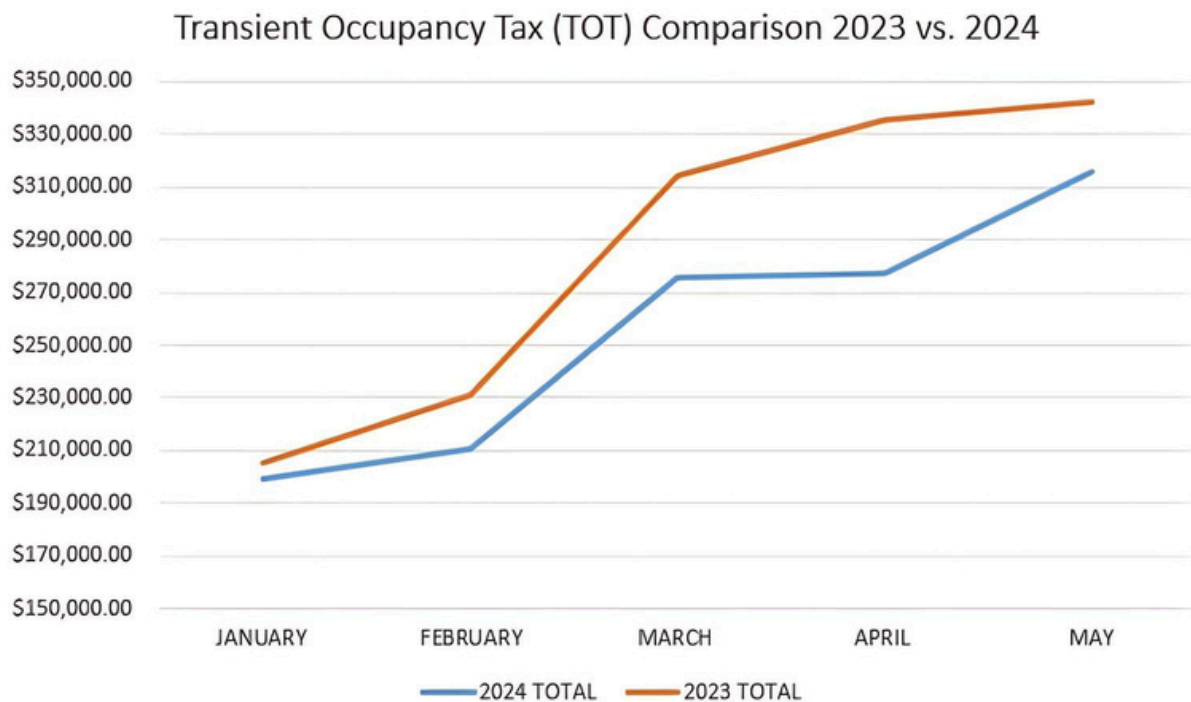


Tourism

Transient Occupancy Tax Data

The Santa Maria Valley Transient Occupancy Tax (TOT) is a tax levied on visitors staying in hotels, motels, and other lodging facilities within the area. This tax is a significant source of revenue for the local government, funding various community services and projects. A recent year-over-year decrease in TOT revenue has been attributed to adverse weather conditions and a decline in construction demand. Inclement weather has discouraged tourism, leading to fewer overnight stays. Additionally, reduced construction activity has resulted in fewer visiting workers requiring temporary lodging. Together, these factors have contributed to the drop in TOT collections.

Month	2023 Monthly Totals	2024 Monthly Totals
January	\$ 205,130.05	\$ 199,345.75
February	\$ 231,414.69	\$ 210,286.10
March	\$ 314,518.19	\$ 275,837.25
April	\$ 335,291.13	\$ 277,268.38
May	\$ 342,224.96	\$ 315,838.18



Tourism

Community Support

The Visitor's Bureau has provided support to the following community events:

- Santa Barbara County Fair
 - SMVCC contributed \$2,500 and \$3,200 worth of in-kind marketing to promote the event
- Friends of Waller Park Disc Golf Open
 - SMVCC contributed \$3,000 to sponsor the event



Paid Advertising

The Visitors Bureau was featured in:

- Sunset Magazine Harvest Issue

Familiarization (FAM) Tours & Media

We hosted one FAM tour in July.

- Visit CA - Alex Ayling & Carrie Bacon
 - Visited Santa Maria as a part of Visit California's 'California Roadtrip' series



Tourism Media Mentions

Topic	Publication
Pinot Noirs	Wine Spectator
Chardonnay	Wine Spectator
Summer Wines	The Hollywood Reporter
Santa Maria-Style BBQ	TastingTable

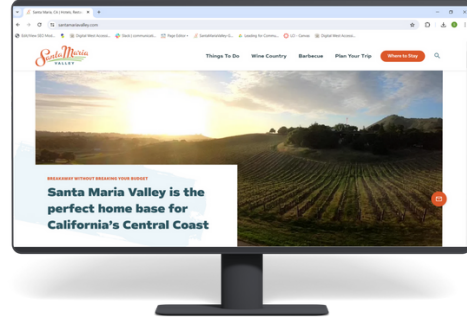
Tourism

Website Traffic

Our tourism website (santmariavalley.com) continues to be a strong driver for hotel referrals. In the month of June we saw....

49,184 Website Visits

942 Hotel Referrals from Website

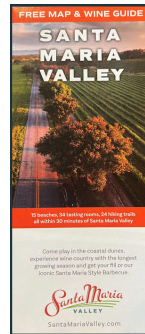


Brochure & Visitor Guide Distribution



850

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



950

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

Industry Partner Events

- TMD Advisory Committee Meeting 7/18
- Guadalupe-Nipomo Dunes Center Board Meeting 7/31

Group Leads

- National Corvair Convention
 - Contacted by a local, who is a member of the Dayton Corvair Club
 - This national car club rotates their multi-day convention annually and is strongly considering Santa Maria for its car show history and location
 - Possibility of making this event permanent in Santa Maria
 - Currently, coordinating communications between possible host hotels
- Western National Softball Tournament
 - Contacted by the Regional Youth Director waiting to bring a multi-day softball tournament featuring teams from the western US
 - Currently discussing lodging, venues, things to do
- Santa Maria 'EDM Concert'
 - Contacted by a local DJ looking to host an indoor EDM Concert for 150+ people
 - Currently discussing viable options and marketing opportunities

Workforce Development

NextGen CEO

NextGen CEO is an 8 week program that teaches 6th grade students how to start their own business. At the end of the program, students get to open their business to the public. Since the program started, 200+ kids have participated, 75+ businesses launched. The Chamber piloted their partnership with the Boys & Girls Club for this session of the NextGen CEO.

The program saw 20 participants, with 11 launching a business at the Launch Day event. Participants also celebrated completion of the program at their program graduation event.



Leadership Santa Maria Valley

Leadership Santa Maria Valley held their first alumni speaker series event with program alum Frances Romero, former Mayor of Guadalupe, as the guest speaker.

Interviews for the Leadership Class of 2025 wrapped up with a total of 23 incoming class members.



Workforce Development

The Chamber continues to work with the Santa Barbara County Workforce Development Board (WDB) to connect businesses to resources to hire, upskill and provided paid work experience through programs offered through the WDB. Additional information is available at <https://www.santamaria.com/workforce/>

Our partnership with the Santa Maria Valley Chamber of Commerce and other local chambers is crucial for aligning workforce development initiatives with the needs of our business community.

By working together, we can ensure that our programs are responsive to the evolving demands of the local economy, providing businesses with a skilled workforce and job seekers with meaningful employment opportunities.

- Luis Servin,
Executive Director, Workforce Development Board

Addressing Housing Needs

Housing Project	Support Provided
Blosser Ranch	Heard needs and working through the best way we may assist them
Solomon Hills	Submitted application to county, here to assist when needed

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
- CalChamber Legislative Call
- City Council Meetings (2)
- Councilmember call

Economic & Community Development

- Workforce Challenges Roundtables - Business & Education
- United Way Board Meeting
- Partners in Education Programs Committee Meeting
- Santa Maria Open Streets stakeholder meeting
- Chamber Board Meeting
- Planning Commission Meetings (2)
- Planning Commission Study Session
- Santa Maria Downtown project meeting
- Santa Maria Airport Board Meeting
- Downtown improvement district meeting (City/Chamber)
- Economic Development Commission Meeting
- EconAlliance Healthcare Forum
- EconAlliance President's Reception
- Employer Sponsored Housing Consortium Community Workshop (Santa Barbara South Coast Chamber)
- Regional Digital Infrastructure task force
- Tourism Marketing District Advisory Committee meeting
- Leadership Santa Maria Valley Board meeting

Business Support

- Build Your Business weekly networking event (4)
- Santa Barbara County Fair Ribbon Cutting (Opening of the Santa Barbara County Fair & the Re-Dedication of the Clarence and Rosalie Minetti Arena)
- Meeting with a local bank
- Oasis Center meeting
- Healthcare Job Training opportunity meeting with San Fernando Valley Chamber

Community Events

- Mixer with Kia and Altrusa
- NextGen CEO Business Launch Event
- NextGen CEO Graduation
- LSMV Alumni Lunch & Learn
- Dunes Gala
- CASA Fundraiser

Chamber Media Mentions

Topic	Publication
New Board Members	Santa Maria Times Noozhawk
SoCalGas Event	Noozhawk
Businesses of the Quarter	Noozhawk



(805) 925-2403 | santamaria.com | santamariavalley.com

