



Santa Maria Valley **ECONOMIC IMPACT REPORT**

July 2025 | Prepared for the Community of Santa Maria



Introduction

The Santa Maria Valley Chamber of Commerce is pleased to present our Economic Impact Report for July 2025, highlighting our continued efforts to strengthen economic growth and opportunity across the region. In July, the Chamber provided direct support to nine potential new businesses and assisted five local enterprises, offering guidance on permitting, financial resources, and strategic connections. These activities demonstrate our ongoing commitment to fostering a supportive and thriving business environment in the Santa Maria Valley.

The Chamber remained active in advancing business growth and visibility through more than 55 events and meetings, engaging over 370 participants. Highlights included ribbon cuttings at the Discovery Museum/Children's Resource & Referral and Santa Barbara Humane, as well as a Chamber Mixer hosted at Santa Maria Speedway.

Workforce development also remained a key focus, with initiatives such as hosting information sessions for paid work experience programs, planning industry tours in partnership with the Workforce Development Board, and preparing for the next Leadership Santa Maria Valley cohort. The Chamber also continued its advocacy work, writing letters of support for organizations and causes that contribute to regional economic health.

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.

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Economic Development



Business Attraction

The Chamber's Economic Development department provided direct support to 9 businesses thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Potential landscape	Information on formation of company/permitting
Potential Dance studio	Information on site location, business entity information/permitting process
Cannabis – Retail	Outreach to city to have discussions
N/A	Business license questions
Potential Construction bus	What is needed, shared info
Game store	Information needed on location, city requirements
Kitchen cottage business	Provided information
N/A	Business license requirements
Laundromat	Purchasing an existing, needed information

Business Retention & Assistance

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

Business	Support Provided
N/A	Info on (HACCP & GMP) resources
Housing project – Lompoc	Support letter
Bank/Credit Union	Introductions
Local individual looking to purchase large quantity of strawberries	Facilitate introduction to L & G Farms for a sale
Hotel	County city navigation through process



Requests for Information

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

The Chamber's Economic Development department received an RFI's. The RFI request was for Project America EV Vehicles.



Providing Business Support

Chamber Membership



845
Members



9
New Members



88.8%
Retention Rate

Networking Opportunities



370+

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking breakfasts, ribbon cuttings, and committee meetings. July highlights included the Discovery Museum/Children's Resource & Referral ribbon cutting, the Santa Barbara Humane ribbon cutting, and the Chamber Mixer at Santa Maria Speedway.

Business & Government Roundtable

Santa Maria Bonita School District shared challenges with future growth



**Santa Maria-Bonita
School District**
CULTIVATING BRIGHT FUTURES

Ambassador Committee

Tere gave a board meeting summary from June's Board meeting, with July's meeting scheduled for the following week. Announcements were made regarding upcoming meetings and events, as well as Ambassador assignments for these events. A report was given on new member outreaches. The Ambassador of the Year, Noemi Robles of Northern Santa Barbara County United Way, was announced. This month's Ambassador profile was presented by Veronica Dodd of BBSI.

Providing Business Support

Hispanic Business Support

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



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

Business Type/Name	Support Provided
Photography Business	Business Plan Support/ Start-Up Guidance /Loan Referral
Landscaping Business Start Up	Start-Up Guidance
Landscaping Business Start-Up	Start-Up Guidance
Detailing Start-Up	Start-Up Guidance

Additional Activities

- Community Immigration Forum for Businesses (Attended) (7/1/2025)
- Allan Hancock Potential Classes Meeting (7/2/2025)
- HBA Grow Your Business Event July: (7/10/2025)
- HBA Committee Meeting: 4 attended (7/16/2025)



Tourism

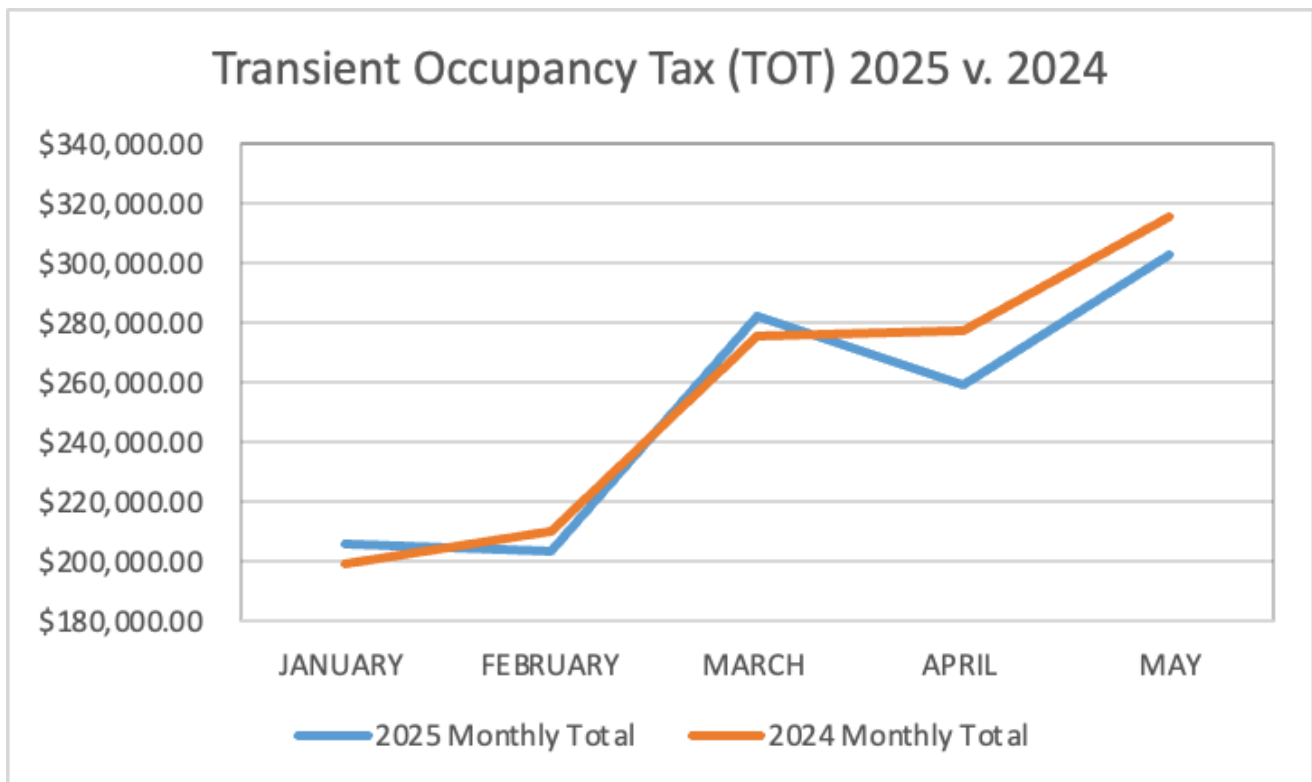
Transient Occupancy Tax Data

Santa Maria Valley hotels collected \$302,703 in TOT during May 2025, compared to \$315,838 in May 2024. This reflects a modest 4% dip year-over-year, yet the overall picture remains steady.

Year-to-date collections stand at \$1.25 million, only 2% below last year's pace. This consistency underscores the Valley's ongoing appeal as a visitor destination and sets a solid foundation heading into the busy summer travel season.

With new investments in local lodging and continued marketing efforts, we remain optimistic that the coming months will bring renewed growth—keeping the region's tourism economy vibrant and resilient.

Month	2025 Monthly Totals	2024 Monthly Totals	Monthly Percentage Change
January	\$205,657.77	\$199,345.75	+3.17%
February	\$203,468.55	\$210,286.10	-3.24%
March	\$282,109.55	\$275,837.25	+2.27%
April	\$258,990.80	\$277,268.38	-6.59%
May	\$302,702.66	\$315,838.18	-4.16%



Tourism

Community Support

The Visitor's Bureau provided support to community events by providing 110 welcome bags for guests attending the 23rd Annual Santa Maria All Ford Car Show and Swap Meet.

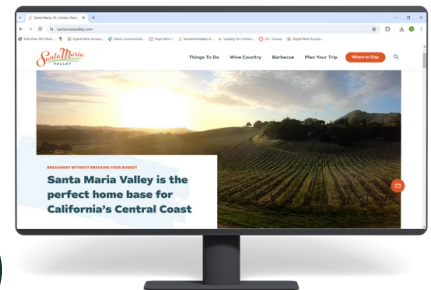


Website Traffic

Our tourism website (santamariavalley.com) remains a strong driver for hotel referrals.

36,008 Website Visits

933 Website Hotel Referrals

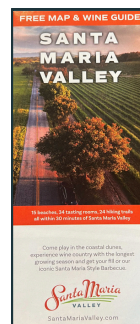


Brochure & Visitor Guide Distribution



110

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



110

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

Workforce Development

Leadership Santa Maria Valley

LSMV graduated the Class of 2025 in June and is in the process of recruiting the Class of 2026 and preparing for the August retreat. An LSMV Alumni Lunch & Learn was held on July 31 with 32 attendees, featuring guest speaker Police Chief Christopher Williams.



Workforce Development Board

- Sent out our Business Interest form to better understand community interest in participating in workforce programs with justice-involved individuals, and their needed skillsets and any barriers to participating in these programs.
- Held our final Paid Work Experience Info Session to connect businesses with information on funding and other incentives available through the workforce development board for hiring, upskilling, and providing paid work experience. 15 businesses attended.
- Scheduled August Industry Tour with Arrow Screw Products to connect those looking for jobs or interested in this industry with information on skills needed, work available, etc. Industry Tours are done in partnership with the Workforce Development Board and will run monthly through 2025.



COUNTY of SANTA BARBARA
WORKFORCE DEVELOPMENT BOARD

Advocacy

Wrote letters of support for FORGE, HEART, AP Business Finance Credential, AB 1448 Coalition, and the Lompoc Chamber.



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.

Economic & Community Development

- Business Leads Fellowship Program - College & Career Readiness
- San Luis Obispo Economic Development Commission Meeting

Business Support

- Build Your Business Weekly Networking Breakfast (4)
- Paid Work Experience Information Session
- Ribbon Cutting - Discovery Museum/Children's Resource & Referral
- United Way Board Meeting
- Ribbon Cutting - Santa Barbara Humane
- Santa Maria Valley Chamber New Member Orientation

Community Events

- Leadership Santa Maria Valley Alumni Event w/ Santa Maria Police Chief
- Chamber Mixer - Santa Maria Speedway

Government/Public Relations

- 10 total meetings



Chamber Media Mentions

Topic	Publication
Retail expansion and redevelopment in Santa Maria	KEYI
Chamber Editorial	Santa Maria Times

Tourism Media Mentions

Topic	Publication
Santa Maria Style Barbecue	Tasting Table AOL Family Destinations Guide Eater Los Angeles Yahoo Life Ever After In The Woods Edible Santa Barbara
Phoenix Flight	Wayfarer





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