



Santa Maria Valley **ECONOMIC IMPACT REPORT**

June 2025 | Prepared for the Community of Santa Maria



Introduction

The Santa Maria Valley Chamber of Commerce is proud to present our Quarterly Economic Impact Report from June 2025, showcasing our ongoing efforts to support economic growth and development in the region. Throughout the month, the Chamber provided direct assistance to four potential new businesses 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 has been involved in various programs, promotions and initiatives to foster growth in the region. The Chamber saw 390+ networking participants at events in June, including the SMVRR/OmniTrax ribbon cutting.

Workforce development has been a priority through various programs such as planning the next year of Teacher Tours, the planning of the next cohort of NextGen CEO, a partnership with SBCEO's Partners in Education and writing letters of support for various causes in the area.

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 4 businesses thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Heavy Machinery rental	Contacts for land to lease
Non-Profit	Looking for space to lease
Air Service	Planning of announcement

Business Retention & Assistance

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

Business	Support Provided
Recycling company	Help with potential financing
Planes of Fame	Information given
Cal Recycle – Solar class	Working to find location for classes
Battery Storage	Information, connections



Requests for Information

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

The Chamber's Economic Development department received 2 RFI's. The RFI's were for one Project Divert and one for REACH.



Providing Business Support

Chamber Membership



Networking Opportunities



390+

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events, ribbon cuttings and committee meetings. This also includes the SMVRR/OmniTrax ribbon cutting in which Suzanne Singh, Vice President of Economic Development & Government Affairs, was a speaker at.

Business & Government Roundtable

Learned about the 3CE REN opportunity for businesses through Santa Barbara County.



**TRI-COUNTY
REGIONAL ENERGY NETWORK**
SAN LUIS OBISPO • SANTA BARBARA • VENTURA

Ambassador Committee

Terè gave board report for May since board meeting took place week after May's meeting. June board meeting hasn't taken place yet so no report to give for June. Announcements were made on upcoming meetings/events as well as Ambassador assignments for these events. A report was given on new member outreaches and discussion of BYB start time changing back to 8:00 a.m. Our Ambassador profile for the month was presented by Andrew Hernandez of Deep Clean Crew.

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
Salsa Start-Up	Business Plan Support/ Start-Up Guidance
Photography Business (Instagram Sets Location)	Business Plan Support/ Start-Up Guidance /Loan Referral

The following Hispanic businesses were visited for Chamber outreach:

- Supermarket
- Real Estate Business
- Vine Yard Winery

Additional Activities

- HBA Committee Meeting (06/18/2025)
- Open Streets Meeting (06/05/25)
- Neighborhood Block Party Vandenberg, (06/11/25)



Tourism

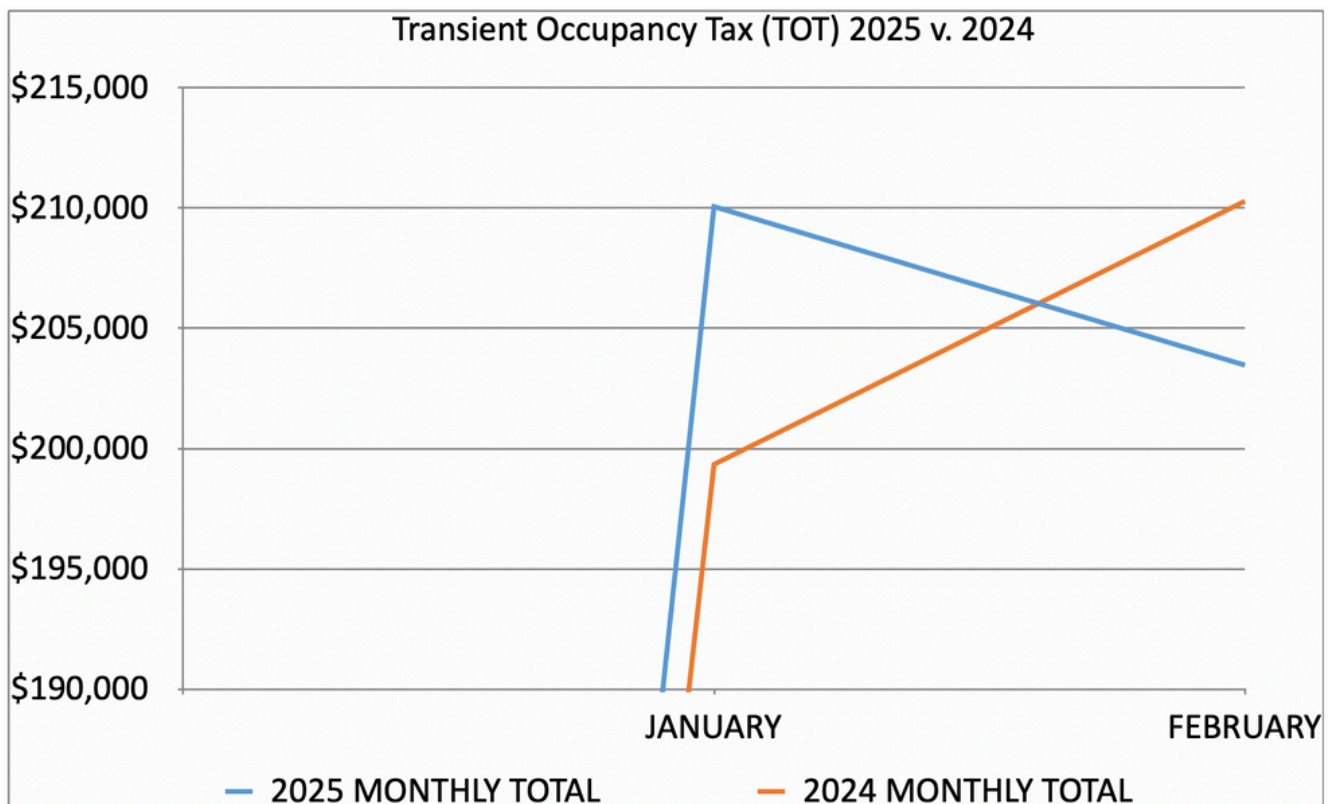
Transient Occupancy Tax Data

Through February 2025, the Santa Maria Valley's Transient Occupancy Tax (TOT) collections total \$413,528.77 year-to-date (YTD), showing a modest year-over-year (YOY) increase of 0.95% compared to \$409,631.85 collected by February 2024.

In January 2025, TOT revenue reached \$210,060.22, up 5.37% from January 2024's \$199,345.75. However, February saw a slight month-over-month (MOM) decline of 3.24%, generating \$203,468.55 in 2025 compared to \$210,286.10 the previous year. Despite the monthly dip, the overall upward YTD trend highlights continued demand and resilience in local lodging activity.

The data reflects stable tourism-related revenue early in the year, setting a positive tone for continued growth in 2025.

Month	2025 Monthly Totals	2024 Monthly Totals	Monthly Percentage Change
January	\$210,060.22	\$199,345.75	+5.37%
February	\$203,468.55	\$210,286.10	-3.24%



Tourism

Community Support

The Visitor's Bureau provided support to community events by providing 50 welcome bags for guests attending the 2025 Santa Maria Elks Lodge Car Show.

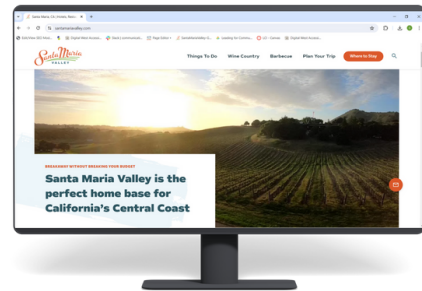


Website Traffic

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

45,768 Website Visits

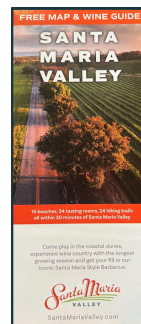
1,053 Website Hotel Referrals



Brochure & Visitor Guide Distribution



100
Visitor guides
distributed to local
hotels, businesses and
through Certified Folder
Display placements



100
Wine guides and maps
distributed to local
hotels, businesses and
through Certified Folder
Display placements

Trade Shows & Industry Events Attended

- Vandenberg Space Force Base Neighborhood Block Party - June 11, 2025
 - Represented Santa Maria Valley and local attractions to those stationed at Vandenberg Space Force Base

Workforce Development

NextGen CEO

NextGen CEO program will be launching two fall cohorts for the 2025 school year at Kermit McKenzie Intermediate School in partnership with the Boys and Girls Club and ASES.



Workforce Development Board

- Kickoff meeting for the Industry Sector Committee Coordinator contract, which will focus on highlighting businesses in manufacturing and healthcare, and spotlight local women working in STEM careers.
- Final virtual information session for the Paid Work Experiences programs will be held on July 15th. These programs are offered by the Workforce Development Board and offer funding and other incentives for those interested in hiring justice-involved individuals.
- Continuing to promote the “Build Your Workforce” program, which connects businesses to funding and other resources for hiring, upskilling, and providing paid work experience.



COUNTY of SANTA BARBARA
WORKFORCE DEVELOPMENT BOARD

Advocacy

Wrote letters of support for a Renewable Battery Storage facility, the Lompoc Chamber, and the SB253.SB261 Senate Trailer Bill Letter.

Teacher Tours

Held a planning meeting for our 25-26 Teacher Tours kicking off in the fall.



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

- US Chamber Institute for Organizational Management (IOM) Year 1
- Chamber Staff Strategic Planning Sessions
- US Chamber Business Leads Fellows Program - Civics Education
- Western Association of Chamber Executives Emerging Leaders Council

Business Support

- Build Your Business Weekly Networking Breakfast (4)

Community Events

- Santa Maria Elks Rodeo
- Pacific Coast Business Times "Best Places to Work" Event

Government/Public Relations

- Rotary (3)
- Airfest BBQ
- OmniTrax/SMVRR ribbon Cutting Ceremony
- Jim Glines Celebration of Life
- Police Council dinner
- Passing the Torch RRM event



Chamber Media Mentions

Topic	Publication
President's Circle Award	CalChamber
SoCalGas City of Santa Maria Rebate	Noozhawk Santa Maria Times
Chamber Editorial	Santa Maria Times

Tourism Media Mentions

Topic	Publication
Santa Maria Style Barbecue	AOL Yahoo Life
General Travel	KXAS-TV GlobeNewswire
Phoenix Flight	The Arizona Republic





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