



# *Santa Maria Valley* **ECONOMIC IMPACT REPORT**

**August 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 August 2025, highlighting our continued efforts to strengthen economic growth and opportunity across the region. In August, the Chamber provided direct support to six local businesses and welcomed six new members, maintaining a strong 96.5% retention rate. 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 33 events and meetings, engaging more than 170 participants. Highlights included ribbon cuttings at TeeBox Social Club, Partner in Housing Solutions, EquipmentShare, Efen's Mexican Restaurant, and Laurus College, as well as a Chamber Mixer at the Guadalupe-Nipomo Dunes Center.

Workforce development also remained a key focus, with initiatives such as hosting our first Industry Tour at Arrow Screw Products in partnership with the Workforce Development Board and preparing for the next tour at Driscoll's in September. Leadership Santa Maria Valley also officially kicked off its 2025/26 class year with a welcome reception and retreat.

The Chamber also continued its advocacy and community engagement work, participating in regional events such as the Day of Hope, Spirit of Small Business Awards, and the groundbreaking of the Heritage Walk Lofts downtown.

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 Retention & Assistance

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

Business	Support Provided
Santa Maria project	Information given
Hotel's & Fairpark	Connection made meeting set up
Hotel	Confirmation of submittal
Manufacturing Happy Hour Podcast	Morning of interviewing and tours
Car Dealership	Conversation, information
SLO Dairy Farmer	Answered questions



## Providing Business Support

### Chamber Membership



**835**  
Members



**6**  
New Members



**96.5%**  
Retention Rate

### Networking Opportunities



**170+**

#### Networking Event Participants

This includes the Chamber's weekly Build Your Business networking breakfasts, ribbon cuttings, and committee meetings. August highlights included ribbon cuttings for TeeBox Social Club, Partner in Housing Solutions, EquipmentShare, Efren's Mexican Restaurant, Laurus College, and the Chamber Mixer at the Guadalupe-Nipomo Dunes Center.

### Ambassador Committee

The meeting was led by Ambassador Chair, Paula Fuller of American Self Storage. Vice Chair, Teré Paredes of Maya Restaurant provided a board update. Cara Martinez, Chamber Staff Liaison, shared updates on upcoming meetings and events and coordinated Ambassador assignments for these activities. A report on new members for July was presented, along with updates on recent Ambassador outreach efforts. Additionally, an Ambassador profile was shared by Robert Cooks, Assistant General Manager of Best Western Plus Big America.



## 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
Baked Goods Business Prospect	Start-Up Guidance
Restaurant Business Prospect	Start-Up Guidance
Landscaping Business Start-Up	Start-Up Guidance
Gardening Business Support	Start-Up Guidance

### Additional Activities

- Grow Your Business Event (8/7/25): 8 Attendees
- California Hispanic Chambers of Commerce 46th Annual Statewide Convention Pomona, CA (8/20-8/23)
- HBA Committee Meeting (8/27/25) 6 attendees



## Tourism

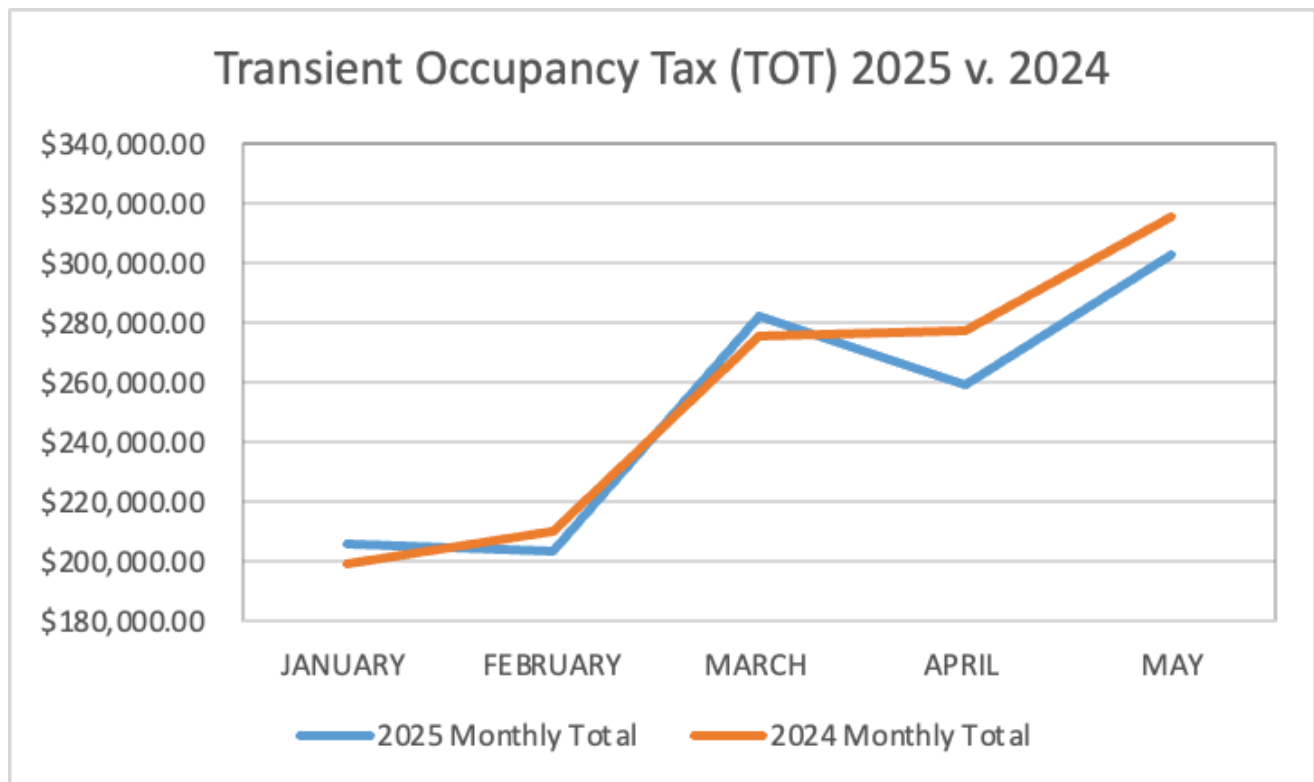
### Transient Occupancy Tax Data

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 3 welcome bags for tourism outreach purposes.



### Website Traffic

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

**37,317** Website Visits

**899** Website Hotel Referrals

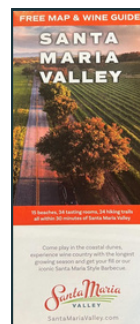


### Brochure & Visitor Guide Distribution



**103**

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



**103**

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

## Workforce Development

### Leadership Santa Maria Valley

In August, we hosted a welcome reception for the incoming class and their invited guests, with approximately 30 attendees. The 2025/26 class will consist of 17 members. We also held the retreat to officially kick off the class year.



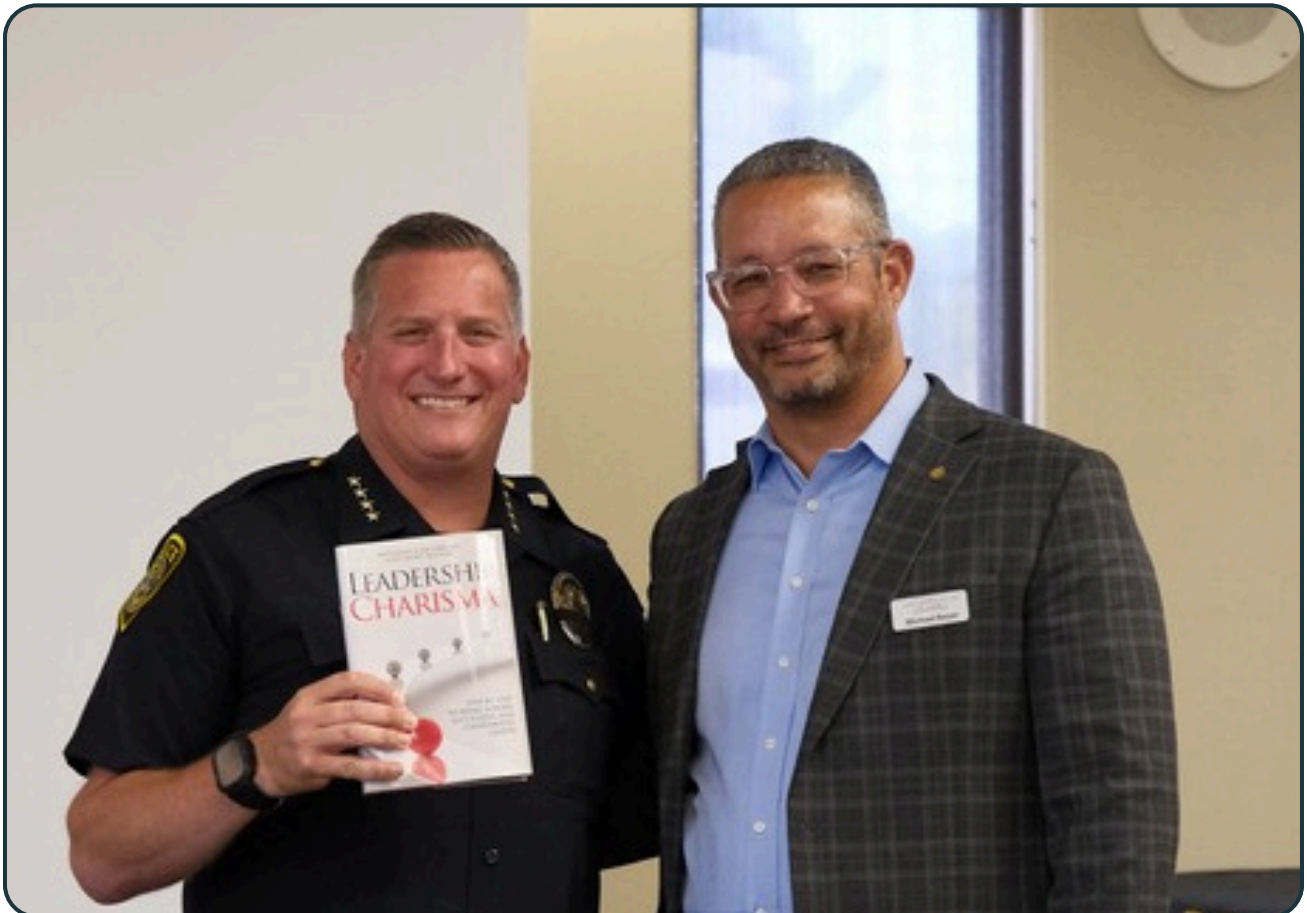
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### Workforce Development Board

We hosted our first Industry Tour at Arrow Screw Products, providing the community with a behind-the-scenes look at local manufacturing careers and the skills they require. Building on this success, our next tour is scheduled for September at Driscoll's.



COUNTY of SANTA BARBARA  
WORKFORCE DEVELOPMENT BOARD





## 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

- Western Association of Chamber Executives – Board Meeting
- Western Association of Chamber Executives – Conference Planning Committee
- Leadership Santa Maria Valley Retreat – All 17 class members and 4 facilitators attended the 3-day retreat at Camp Alegre Boy Scout Camp. Additional facilitators joined on Saturday, and guest speakers presented during both dinners. The retreat was a great success, with the class bonding and gaining a deeper understanding of the program.

### Business Support

#### Ribbon Cuttings & Grand Openings

- EquipmentShare
- Efren's Restaurant (2nd Location)
- Laurus College – New Campus Building
- Tee Box Social Club
- Partners in Housing Solutions – New Office/Expansion of Services

#### Community & Business Meetings

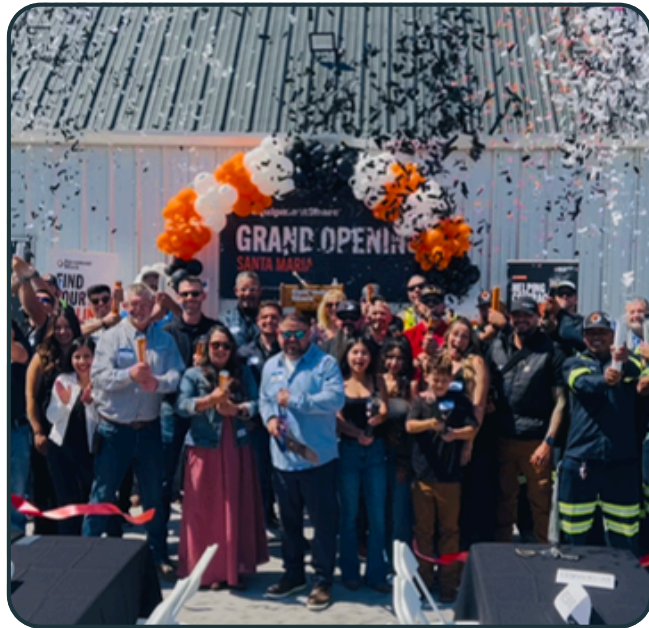
- BYB Weekly Networking Meeting (4)
- Manufacturing Happy Hour Podcast
- Fairpark & Tourism Meeting (2)
- EconAlliance – Sam Cohen

#### City & Planning Meetings

- City Meeting with Department Head
- City Meeting – Economic Development Strategy
- General Plan Meeting
- General Plan Technical Advisory Committee (TAC)
- PBID Meeting – Brainstorming Advocates

#### Other Engagements

- Allan Hancock College (AHC)
- Katie Do – Nonprofit Recruiting Company



### Community Events

- Day of Hope
- United Way – Community Awareness Event
- Good Samaritan – Shopping Spree
- Spirit of Small Business Event
- Chamber Mixer – Guadalupe Nipomo Dunes
- EquipmentShare – Ribbon Cutting
- Efren's Restaurant – Ribbon Cutting
- Heritage Walk Lofts – Groundbreaking Ceremony
- EconAlliance – Golf Tournament & Networking Reception
- PG&E – Small Business Support Event
- SBSCC – State of the County
- AB 1600 Fee Meeting
- EconAlliance – Infrastructure Forum



## Chamber Media Mentions

Topic	Publication
Santa Maria breaks ground on Heritage Walk Lofts downtown	<a href="#">KEYT</a>
Chamber Editorial	<a href="#">Santa Maria Times</a>

## Tourism Media Mentions

Topic	Publication
Santa Maria Style Barbecue	<a href="#">Ever After In The Woods</a> <a href="#">Family Destinations Guide</a> <a href="#">Steven Raichlen's Barbecue Bible</a>
Santa Maria Valley Wine	<a href="#">7X7</a> <a href="#">Yahoo! News</a> <a href="#">VinePair</a>





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