



Santa Maria Valley **ECONOMIC IMPACT REPORT**

**September 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 September 2025, highlighting our continued efforts to strengthen economic growth and opportunity across the region. In September, the Chamber welcomed 3 new members and maintained a strong 95.7% 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 46 events and meetings, engaging more than 360 participants. Highlights include the Hispanic Business Alliance Mega Mixer at the Veterans' Memorial Center.

Workforce development also remained a key focus, with preparing for Teacher Tours which will be held in November. Leadership Santa Maria Valley also visited the NASA Mission Control Center, the Firefly Aerospace launch site at SLC-2, the ICBM Launch Support Center and the Missile Alert Facility. The Chamber 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



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 Bluesky VTOL



Providing Business Support

Chamber Membership



Networking Opportunities



360+

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking breakfasts, ribbon cuttings, and committee meetings. September highlights included the Hispanic Business Alliance Mega Mixer at the Veterans' Memorial Center

Business & Government Roundtable

Your People Professionals shared their services.

YOUR PEOPLE PROFESSIONALS

Ambassador Committee

The meeting was led by Ambassador Chair, Paula Fuller of American Self Storage. Vice Chair, Terè Paredes of Maya Restaurant provided a board update report. Cara Martienz, Chamber Staff Liaison shared updates on upcoming meetings and events, and coordinated Ambassador assignments for these activities. A report on new members for August was presented, along with updates on recent Ambassador outreach efforts. Additionally, our Ambassador profile was presented by our 2025 Ambassador of the Year, 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 Alliance, which organizes educational and networking events.



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

Business Type/Name	Support Provided
Photography Business	Start-Up Guidance
Mobile Cleaning Business	Start-Up Guidance
Food Business Concept	Start-Up Guidance
Radio Station/Events Business	HBA Outreach
Kevin's Jewelers	HBA Outreach

Additional Activities

- Allan Hancock Business Start-Up Class: 10 Attendees (9/5)
- Hispanic Heritage Mixer: 200 Attendees (9/11)
- HBA Committee Meeting: 4 Attended (9/17)
- Guadalupe Business Association Meeting (9/8) (Attended)
- SESLOC/WiLD 106 Young Change Maker Recognition (9/15) (Attended)
- Voz en Acción Meeting (9/17) (Attended)
- Corazón Del Pueblo Event (9/25) (Attended)



Tourism

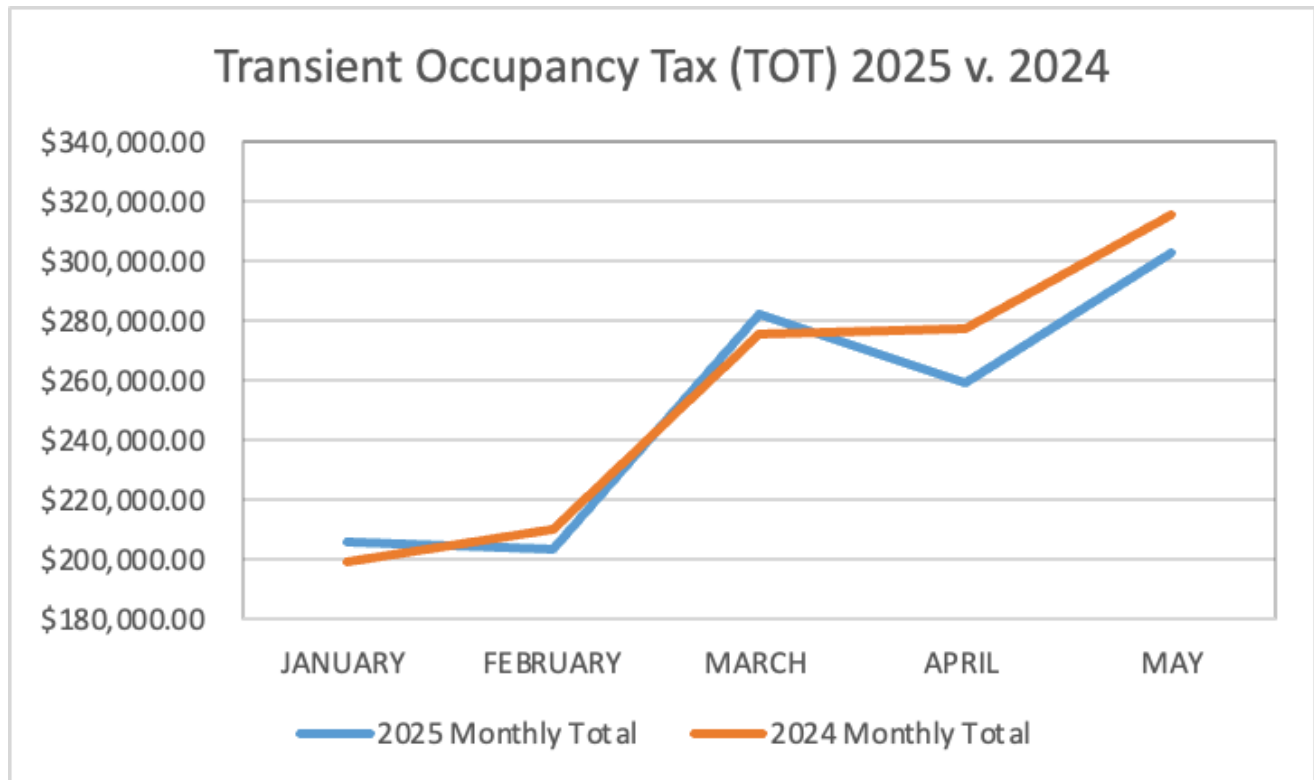
Transient Occupancy Tax Data

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 10 welcome bags for tourism outreach purposes.

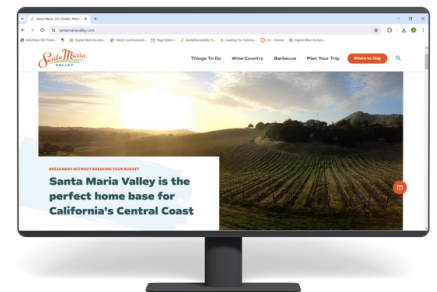


Website Traffic

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

30,654 Website Visits

644 Website Hotel Referrals

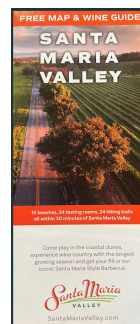


Brochure & Visitor Guide Distribution



50

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



50

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

Workforce Development

Leadership Santa Maria Valley

In September the Leadership topic day was military affairs. There were 17 of us who went out to Vandenberg Space Force Base for a tour arranged by the Public Affairs Office. We visited the NASA Mission Control Center, the Firefly Aerospace launch site at SLC-2, the ICBM Launch Support Center and the Missile Alert Facility.



Workforce Development Board

We hosted an Industry Tour at Driscolls, providing the community with a behind-the-scenes look at the local agricultural business and facility.



COUNTY of SANTA BARBARA
WORKFORCE DEVELOPMENT BOARD



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.

Business Support

Community & Business Meetings

- PG&E small group meeting / after-event
- VW & BMW walkthrough for December Mixer (HBA)
- GP update meeting with UPC
- Fairpark / TMD / Jaime meeting
- SO CAL GAS meeting
- Local radio station Community Development Director meeting
- Sable Offshore
- BBQ Festival meeting
- Call with Todd Ventura re: Fairpark / Chamber / Tourism
- SM BBQ call
- Collaboration Business Consulting
- Royal Industries – Manufacturing Forum
- NKT – Realtor intro for Furniture Land
- HBA meeting
- Tri-County Chamber meeting
- Young Professionals discussion
- District 4 Legislative update
- Council Member discussions re: Gala (2)
- Board Chair / CEO meeting
- Business call
- UCLA Health call

City & Planning Meetings

- GP meeting & review & follow-up – next steps
- GP meeting – Glenn Morris
- GP meeting – Antonio Garcia
- UPC EIR / GP discussion

Other

- Dave Alley – Interview about dealerships
- Dave Alley – Interview about furniture store
- SMX – Tours for airline visitors
- SMX Inaugural flight planning meeting
- CalChamber call



Community Events

- United Way event
- Econ Alliance Infrastructure forum
- AHC start up Class
- Hancock Honors
- HBA Mixer
- REACH event re Vandenberg grant
- AT Still Commencement Ceremony
- VSFB Event Non Officer Induction
- Celebrate Harvest
- SESLOC Awards
- Cal Chamber Advocacy Academy
- Chamber Gala
- GP Joint meeting via zoom
- Presqu'île Tri Tip Cook off



Chamber Media Mentions

Topic	Publication
Santa Maria Valley Chamber's Gala Celebrates 100 Years	Noozhawk
Santa Maria Chamber Names Communications Coordinator	Noozhawk
Santa Barbara Humane scores first nonprofit award from the Santa Maria Valley Chamber	Santa Maria Sun

Tourism Media Mentions

Topic	Publication
Santa Maria Style Barbecue	Ever After In The Woods Family Destinations Guide MI Big Show
Santa Maria Valley Wine	Sunset Magazine Yahoo! Life Santa Barbara Independent





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