

Business Services,  
Research & Reports  
September 2023

**Team Members**

- Christine Palmer, Business Development Tools
- Marcos Suarez, Business Diversity
- Patti Andrews, Workforce and Business Services
- Jessica Martinez, Business Diversity Project Coordinator
- Lindsey Collins, Economic Research Fellow
- Zachary Koblick de León, Workforce Innovation Fellow

**HubSpot Dashboard**

Please see attached.

**Business Services**

[Sonoma County's first Filipino market holds grand opening in Rohnert Park!](#)

Marcos worked with Armie Rivera, owner of Kabayan Filipino Market with permits and licensing, including being there for inspections. Referred to SBDC. Connected her with Rohnert Park Chamber, invited Mayor and city council, city manager, assistant city manager, SBER partners and got the Press Democrat to cover Ribbon Cutting. Sup Coursey wanted to attend but had a prior commitment.

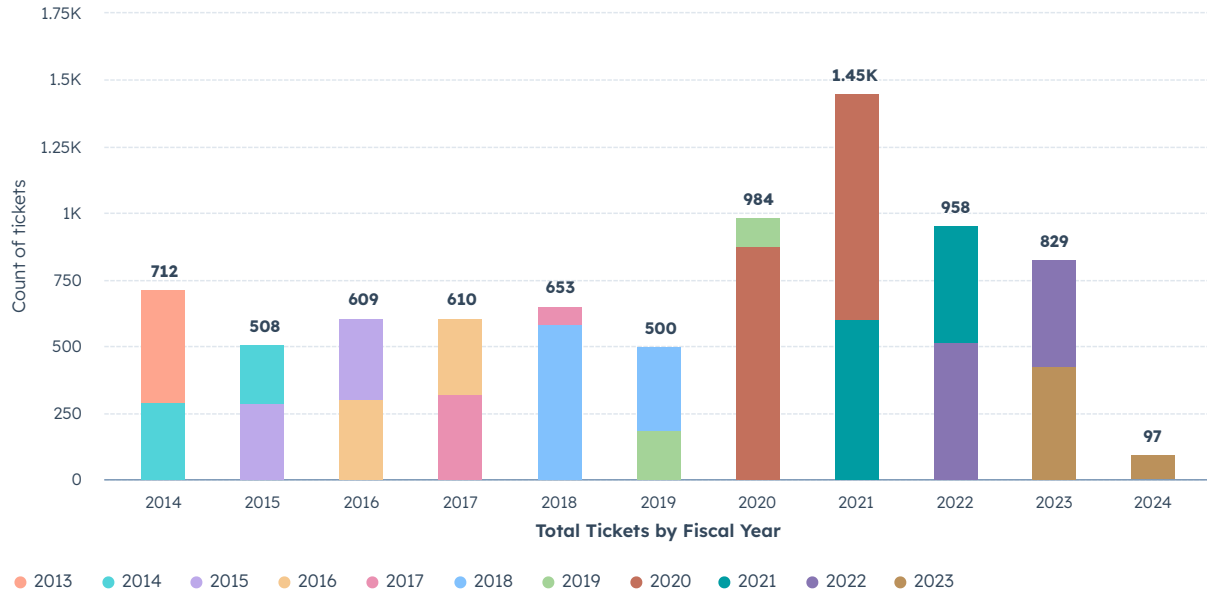
*Welcome Jessica Martinez, our new Business Diversity Project Coordinator!*

In her role at the EDB, Jessica will primarily provide general support to the Business Diversity Program through technical assistance to entrepreneurs, business owners and job seekers. This position will also assist in the development of a program strategic plan, coordination of deliverables and tracking of outcomes.

**Research & Reports**

- Economic Impact Analysis
  - 2023 Gravenstein Apple Fair Economic Impact – Data Collection & Review
- Moody's Analytics
  - Quarterly Economic Outlook – In Progress
- 2023 Annual Tourism Report – In Progress
- 2023 Sonoma County Indicators – In Progress

## EDB Historical Data



## Total Businesses Served FY24

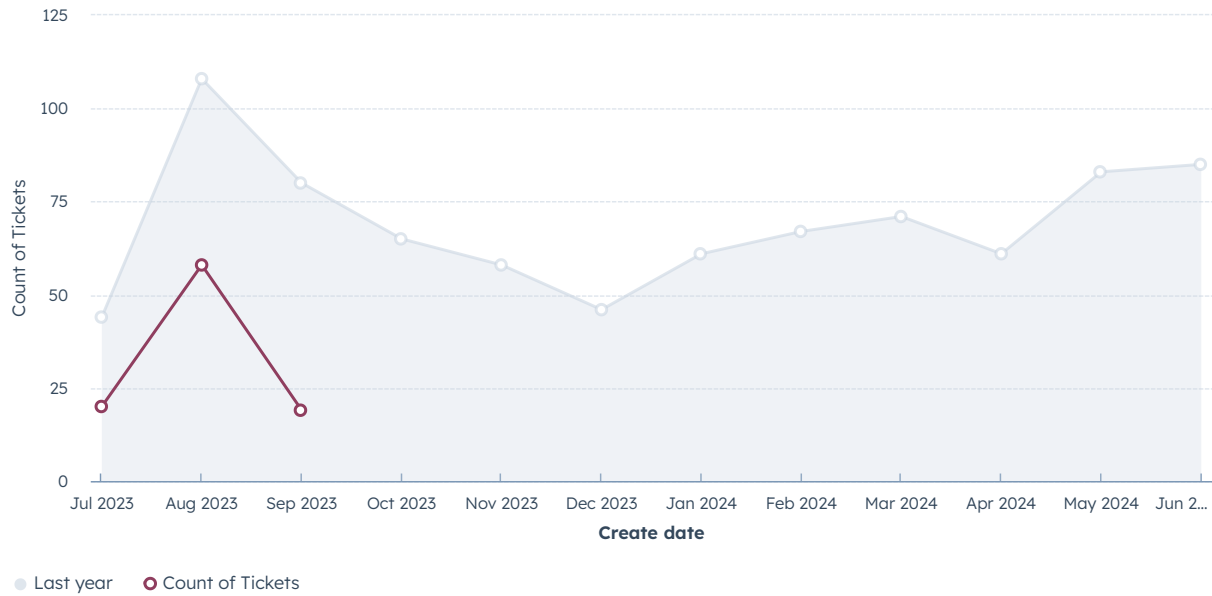
Date range: From 7/1/2023 to 6/30/2024

COUNT OF TICKETS

97

## Businesses Served

Date range: From 7/1/2023 to 6/30/2024 | Frequency: Monthly | Compared To: Year before



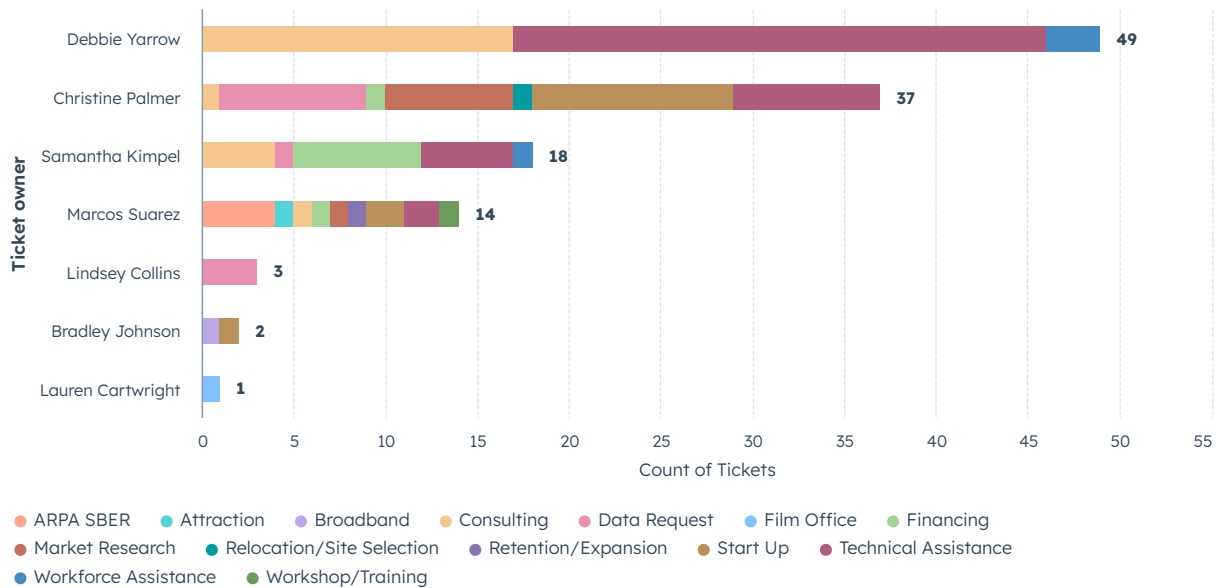
## Business Assist Detail

Date range: From 7/1/2023 to 6/30/2024

<b>ARPA SBER</b> 4	<b>ATTRACTION</b> 1	<b>BROADBAND</b> 1	<b>CONSULTING</b> 23
<b>DATA REQUEST</b> 12	<b>FINANCING</b> 9	<b>MARKET RESEARCH</b> 8	<b>RELOCATION/SITE SELECTION</b> 1
<b>RETENTION/EXPANSION</b> 1	<b>START UP</b> 14	<b>TECHNICAL ASSISTANCE</b> 44	<b>WORKFORCE ASSISTANCE</b> 4
<b>WORKSHOP/TRAINING</b> 1			

## Ticket Volume Detail

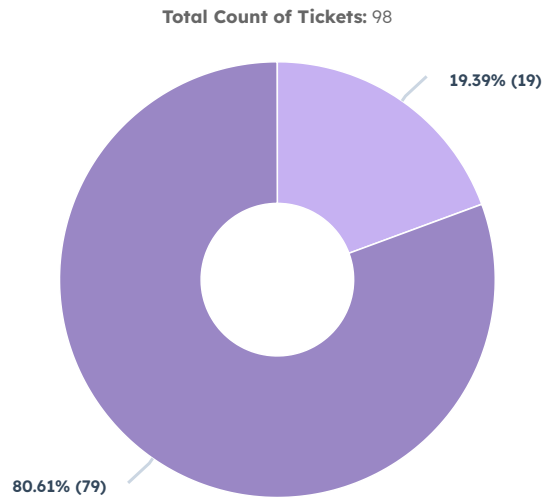
Date range: From 7/1/2023 to 6/30/2024



## Business Type

Date range: From 7/1/2023 to 6/30/2024

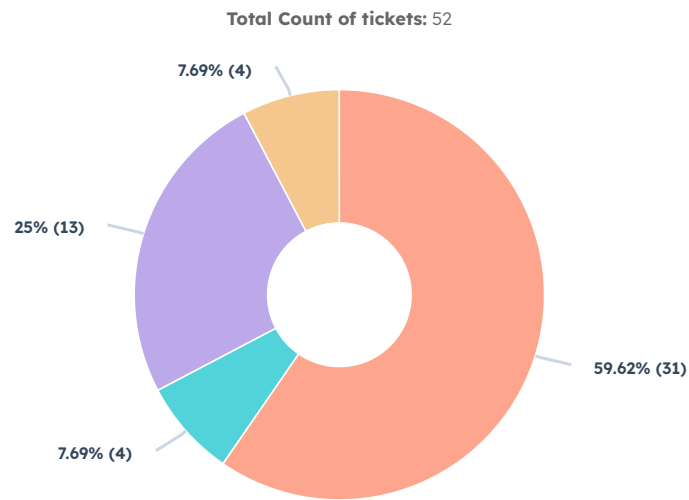
Legend: ● New ● Existing



Some reports may not print in full. Please visit your dashboard to view the complete data set.

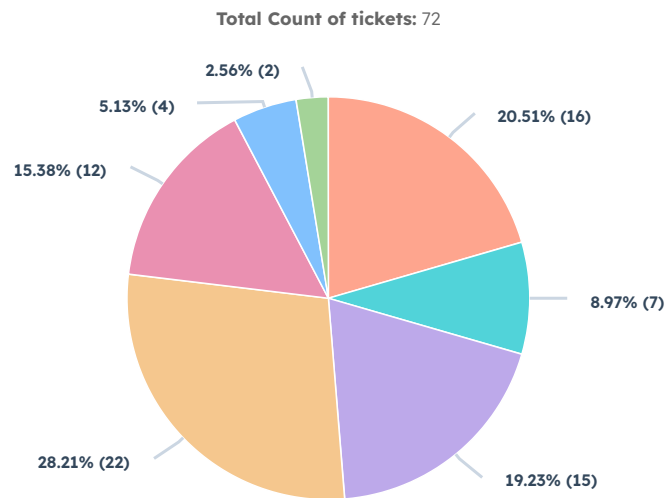
## Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown

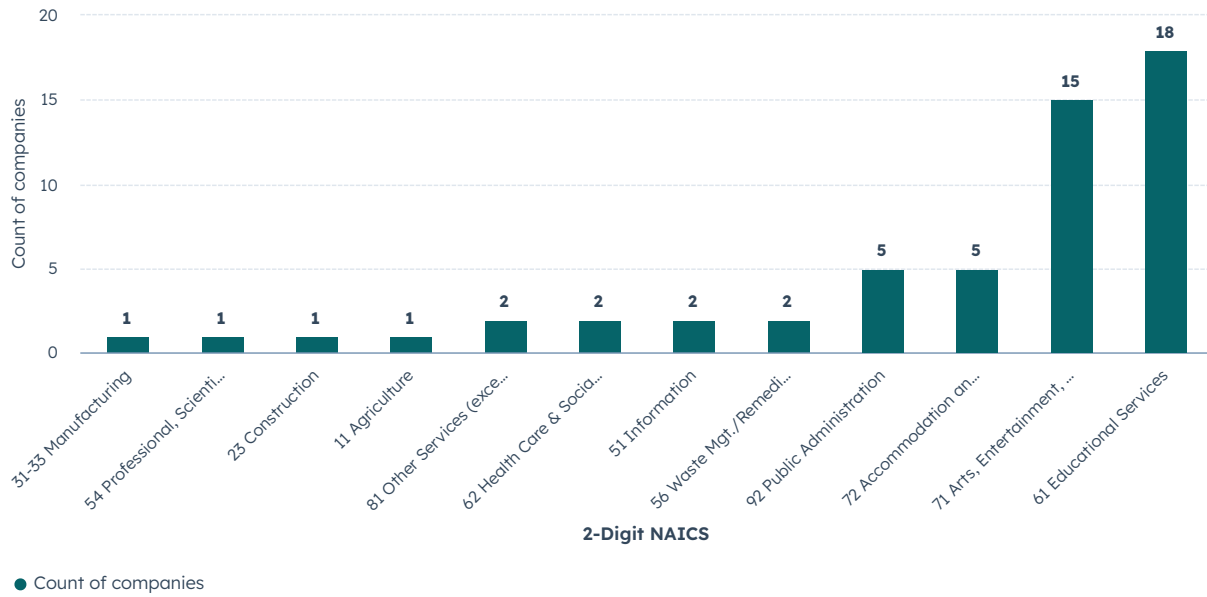


## Supervisor District

● 1 ● 2 ● 3 ● 4 ● 5 ● Outside of Sonoma County ● Unknown

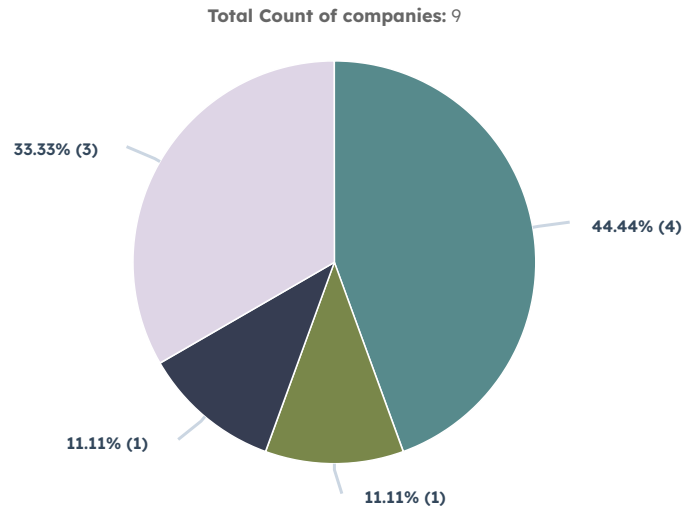


## Business Industry

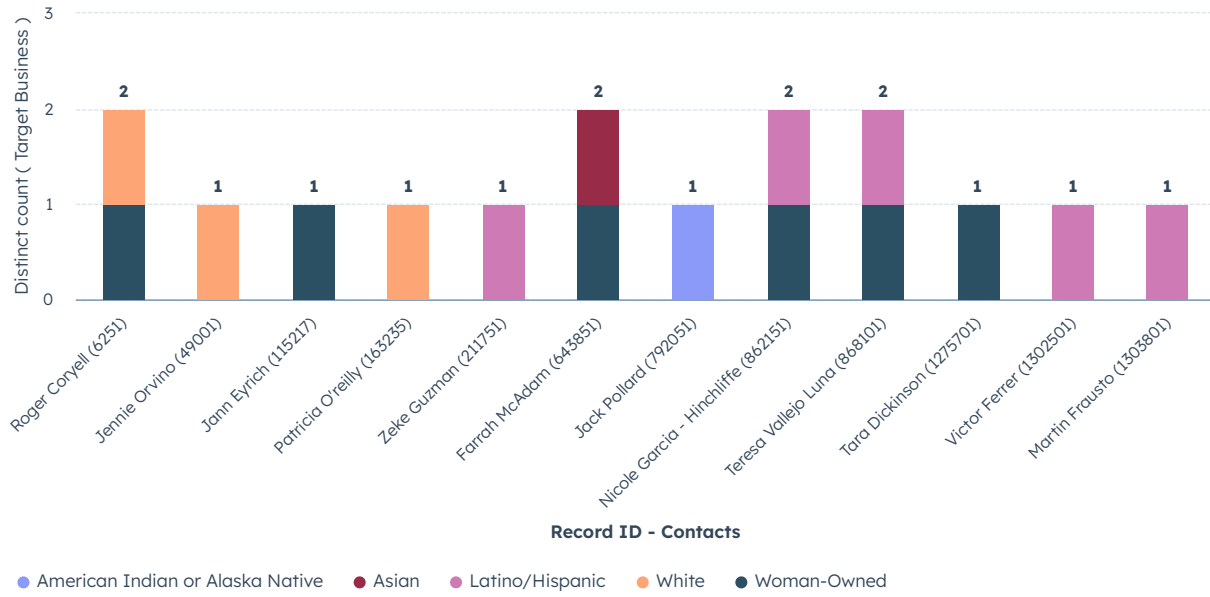


## Business Industry Activity Detail

● Arts/Culture ● Healthcare/Medical ● Hotel or Lodging ● Restaurant



## Business Demographics



## Site Visits

Date range: From 7/1/2023 to 6/30/2024

MEETING

8

## Event Attendance & Presentations

Date range: From 7/1/2023 to 6/30/2024

DEAL NAME	DEAL STAGE	CLOSE DATE
<a href="#">2023 south Park Day and Night Festival</a>	Confirm Date (External Events)	8/31/2023
<a href="#">SCOE Board</a>	Event Completed (External Events)	9/7/2023
<a href="#">ACEC</a>	Develop Presentation (External Events)	9/6/2023
<a href="#">Montgomery High School</a>	New Request (External Events)	9/30/2023
<a href="#">CAIMCC Craft Fair</a>	Confirm Date (External Events)	8/31/2023
<a href="#">Sonoma County Alliance - Economy Update</a>	Event Completed (External Events)	7/6/2022
<a href="#">Sonoma Valley MAC</a>	Event Completed (External Events)	7/12/2023
<a href="#">Leadership Santa Rosa Economic Development Panel</a>	Event Completed (External Events)	4/30/2021

## Outreach

Date range: From 7/1/2023 to 6/30/2024

MEETING

16

CALL

2



## Total Email Campaigns

COUNT OF MARKETING EMAILS

**12**

## Total Marketing Contacts

Date range: All time

COUNT OF CONTACTS

**16,353**

# Email Engagement Totals

Date range: From 7/1/2023 to 6/30/2024 | Compared To: Previous 366 days

**SENT**  
**20,620**  
▼ 80.23%

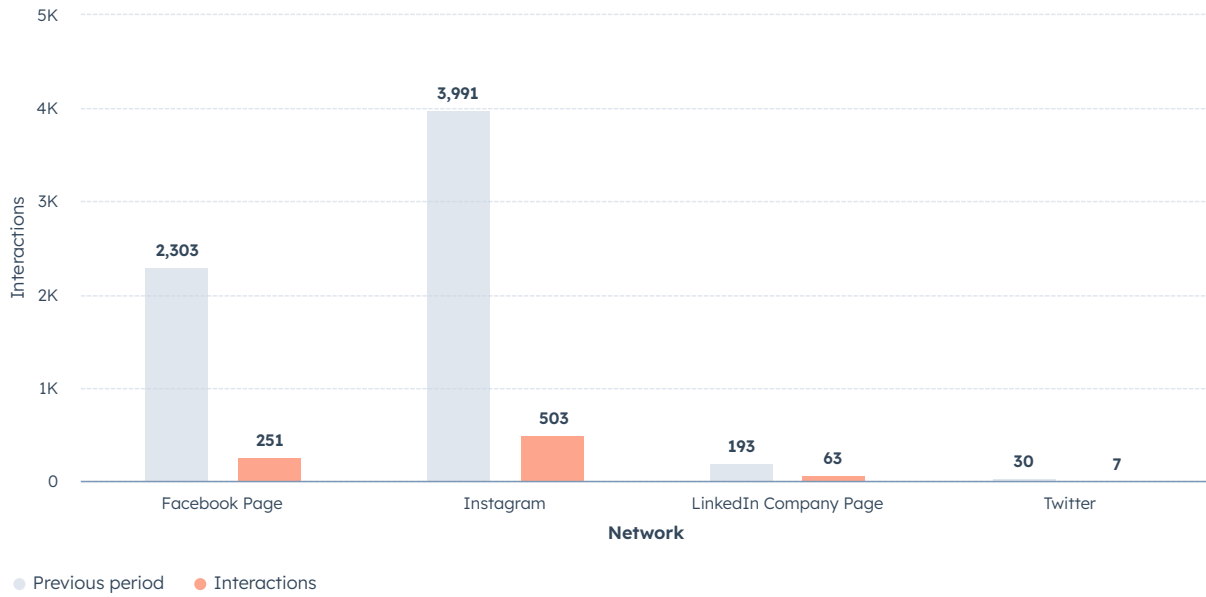
**OPENED**  
**4,806**  
▼ 75.22%

**CLICKS**  
**726**  
▼ 73.41%

**CLICK RATE**  
**3.54%**  
▲ 0.85%

# Social Media Engagement

Date range: From 7/1/2023 to 6/30/2024 | Compared To: Previous 366 days



## Email Activity Detail

Date range: From 7/1/2023 to 6/30/2024

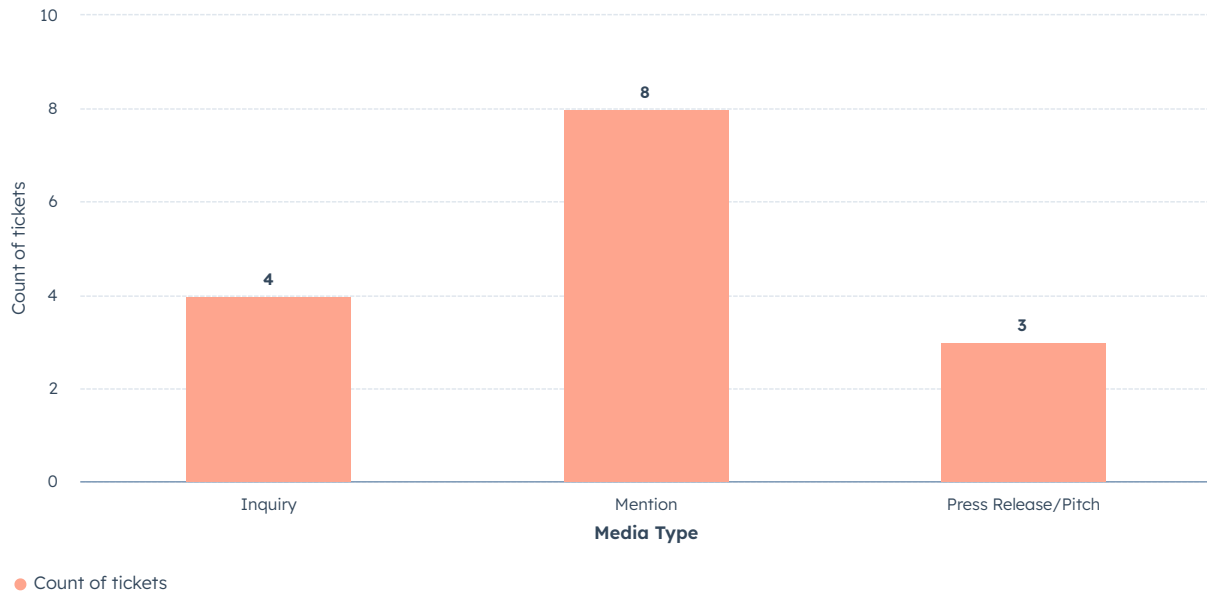
EMAIL	SENT	OPEN RATE	CLICK RATE	C THR
<a href="#">Arts Education Alliance Mix and Mingle</a>	356	42.7%	1.97%	
<a href="#">For School Arts Teachers ! Advocacy &amp; Appreciation Ni...</a>	353	40.63%	4.26%	
<a href="#">Arts Education Alliance Newsletter July 2023</a>	400	35.5%	5.5%	
<a href="#">Arts Education Alliance Newsletter August 2023</a>	410	33.17%	6.34%	
<a href="#">ASB Summer 2023</a>	182	32.4%	7.26%	
<a href="#">Attention Artists! Interested in Learning Skills to Teach?</a>	409	30.64%	4.66%	
<a href="#">EDB Reports and Updates August 2023</a>	1,359	27.79%	3.27%	
<a href="#">Vote for Economic Prosperity Awards 2023</a>	1,326	27.18%	2.44%	

## Total Media Activity

MEDIA

12

## Media Activity Detail



## Projects & Programs

Date range: From 7/1/2023 to 6/30/2024

DEAL <span>⌵</span>	DEAL STAGE <span>⌵</span>	DEPARTMENT DIVISION <span>⌵</span>	
<a href="#">2024 Sonoma County Indicators</a>	Review (Projects & Programs)	Business Services & Research	-
<a href="#">2023 MFG Report</a>	Publish (Projects & Programs)	Business Services & Research	-
<a href="#">Measuring Value-Add for Projects</a>	Research (Projects & Programs)	Partnerships & Special Projects	-
<a href="#">Broadband Low-Level Design (ARPA)</a>	Research (Projects & Programs)	Partnerships & Special Projects	Hou
<a href="#">2024 Economic Perspective</a>	Research (Projects & Programs)	-	-
<a href="#">Q2 TOT Report (2023)</a>	Research (Projects & Programs)	Business Services & Research	-
<a href="#">2023 Annual Tourism Report</a>	Design (Projects & Programs)	Business Services & Research	-
<a href="#">2023 Economic Prosperity Awards</a>	Review (Projects & Programs)	-	-

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## Sonoma County's first Filipino market holds grand opening in Rohnert Park

Kabayan Filipino Market brings the tastes and sounds of the Philippines to Sonoma County. |  



SLIDE 1 OF 5

Marcos Suarez, right, market owner Armie Rivera, Father Alvin Villaruel and others celebrate the grand opening of Kabayan Filipino Market in Rohnert Park, Friday, Sept. 8, 2023. (Christopher Chung / The Press Democrat)

**SARA EDWARDS**

THE PRESS DEMOCRAT

September 8, 2023

The sounds of Filipino music and sights of traditional Filipino dance served as the backdrop to the grand opening Friday of Sonoma County's first Filipino market that made sure to have plenty of lechon — a slow-roasted suckling pig — on hand for the event.

Kabayan Filipino Market, located at 6590 Commerce Blvd. in Rohnert Park, has been open seven days a week for a few weeks following a soft opening at the end of July.


Owner Armie Rivera had a suggestion box for customers to request Filipino items so she could have them on the shelves in time for the grand opening.

Shelves and freezers inside Kabayan Filipino Market were stocked with items including multiple varieties of Spam, different types of spring rolls called lumpia and — the most requested item — Filipino ice cream flavors like ube (purple yam).

For Rivera, it feels like home.

“When I get home sick, it’s just really nice to go places where you see your own people,” she said.

ADVERTISEMENT

 [Read the conversation](#)



**Read the comments**

and see what others think.



[Read All 8 Comments](#)

Rivera has lived in Sonoma County for 17 years and would have to drive to Vallejo or San Francisco to find Filipino products or groceries. She said most Asian grocery stores also have a limited selection of Filipino products.

“I wanted to do this for my people and add value to the community,” she said. “I want (people) to walk in and feel like the Philippines.”

Marcos Suarez, the business diversity program manager with Sonoma County’s Economic Development Board, had been working with Rivera since she had the idea to open the market last December.

“She (Rivera) saw a need here locally for the community,” Suarez said in an email. “Armie is very passionate about making the community feel at home.”

<https://www.pressdemocrat.com/article/business/sonoma-countys-first-filipino-market-holds-grand-opening-in-rohnert-park/>

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9/19/23, 12:54 PM

Sonoma County’s first Filipino market holds grand opening in Rohnert Park

“We’re so very excited that we have the first Filipino market in Rohnert Park,” city manager Marcela Piedra said. “The fact that she had the confidence in our community, we thank her for her investments (in the community) and the number of jobs that she’s created. We’re very happy they’re here.”

Rohnert Park Mayor Samantha Rodriguez spoke prior to the ribbon-cutting and said she was excited to have another woman-owned, Filipina-owned business in Rohnert Park.

“It’s been much needed and we’re so glad that you are in the city of Rohnert Park,” Rodriguez said. “We can’t wait to see the incredible growth that this market will have and that the community will continue to enjoy.”

*You can reach Staff Writer Sara Edwards at 707-521-5487 or [sara.edwards@pressdemocrat.com](mailto:sara.edwards@pressdemocrat.com). On Twitter @sedwards380.*