

Business Services & Research April 2024

Team Members

- Christine Palmer, Business Development Tools
- Jessica Martinez, Business Diversity Project Coordinator
- Lindsey Collins, Economic Research Fellow
- Marcos Suarez, Business Diversity
- Patti Andrews, Business and Workforce Services
- Lauren Cartwright, Director

Business Services

California Association for Local Economic Development (CALED) Annual Conference

April 10-12, 2024 at the Hyatt Regency Sonoma Wine Country

CALED is the premier statewide professional economic development organization (for both the public and private sectors) dedicated to advancing its members' ability to achieve excellence in delivering economic development services to their communities and business clients. Each year the organization holds an annual conference to showcase new economic development opportunities, promote networking amongst peers and inspire communities to get excited about their local economy, businesses, and community.

Thank you to Marcos for pursuing CALED and promoting Sonoma County for the location of this year's annual conference!

Business Diversity Events & Workshops Re-cap

- 3/21 Employment Law with Legal Sid of Sonoma County
- 3/27 State of Latino Entrepreneurship at Stanford Graduate School of Business
- 3/28 Quinoa Peruvian restaurant, Petaluma – supported relocation, permitting, promotion and ribbon-cutting
- 4/2 Responsible Beverage Service Training for Mitote Food Park and Agave Restaurant Staff
- 4/13 Café Puente Leadership Course presentation (Petaluma)

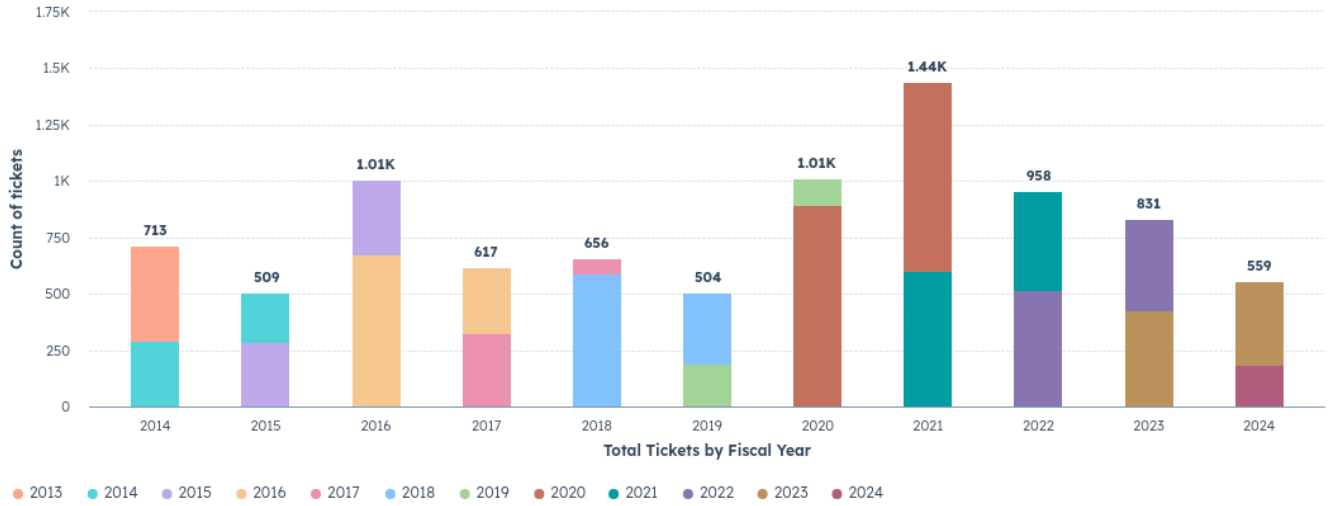
Economic Research & Data



We anticipate that the Economic Research Program Analysis will be completed by June 30, 2024.

HubSpot Dashboard – EDB Team Overview FY24

EDB Historical Data



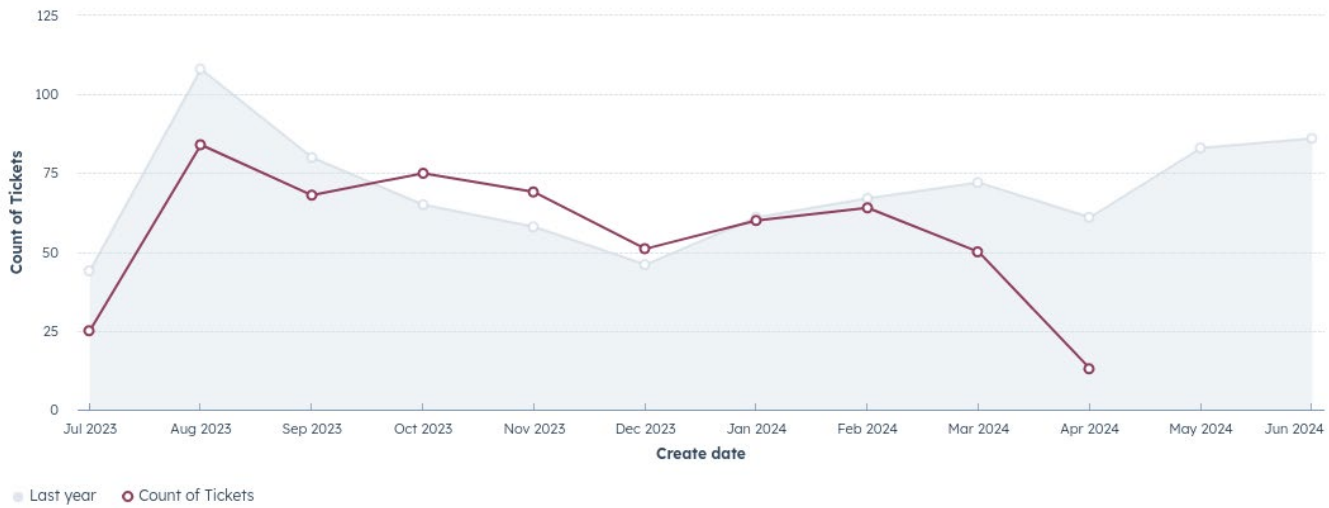
Total Businesses Served FY24

FROM 7/1/2023 TO 6/30/2024 FILTERS (1)

COUNT OF TICKETS
559

Businesses Served

FROM 7/1/2023 TO 6/30/2024 | MONTH COMPARED TO | YEAR BEFORE FILTERS (1)



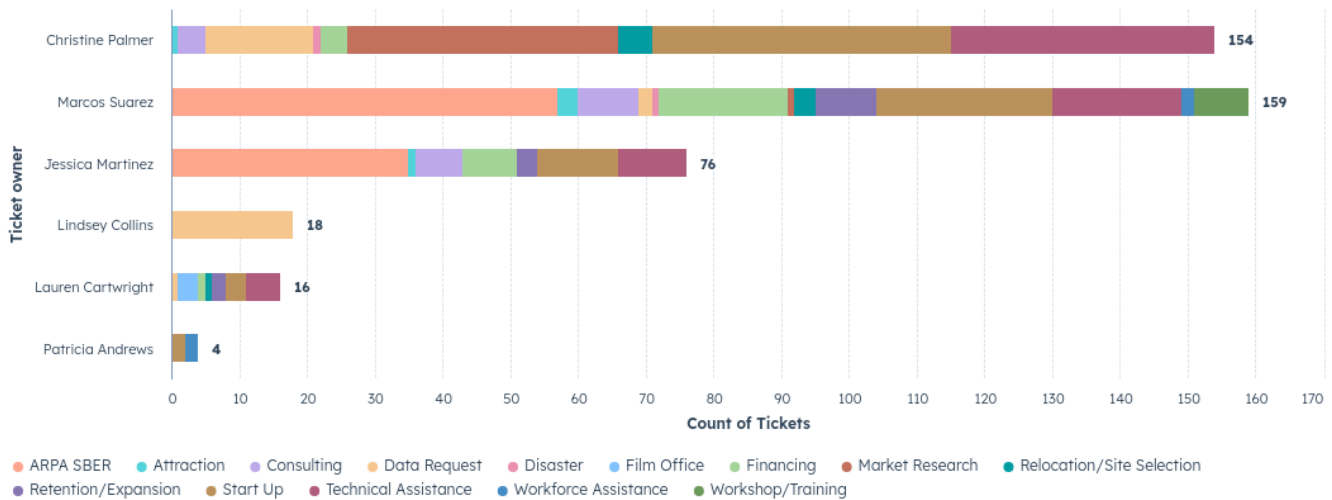
Business Assist Detail

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

ARPA SBER	ATTRACTION	BROADBAND	CONSULTING	DATA REQUEST	DISASTER
75	5	9	75	43	2
FINANCING	MARKET RESEARCH	RELOCATION/SITE SELECTION	RETENTION/EXPANSION	START UP	TECHNICAL ASSISTANCE
42	41	9	15	90	296
WORKFORCE ASSISTANCE	WORKSHOP/TRAINING				
15	10				

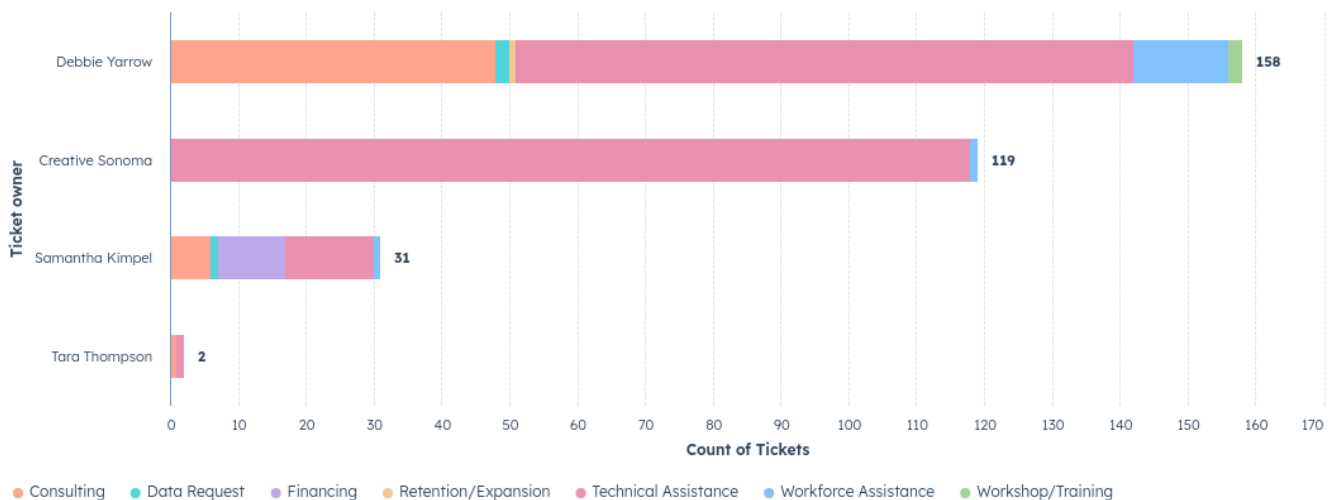
Business Services

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)



Creative Sonoma

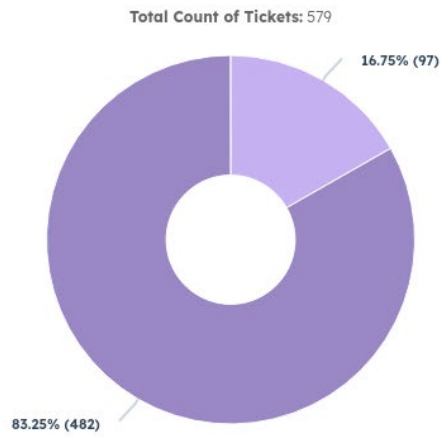
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)



Business Type

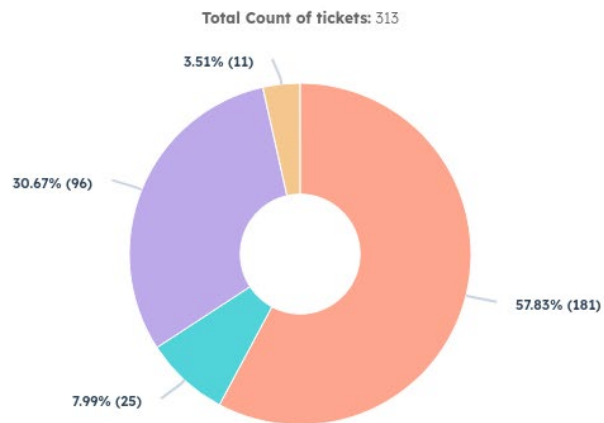
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

● New ● Existing



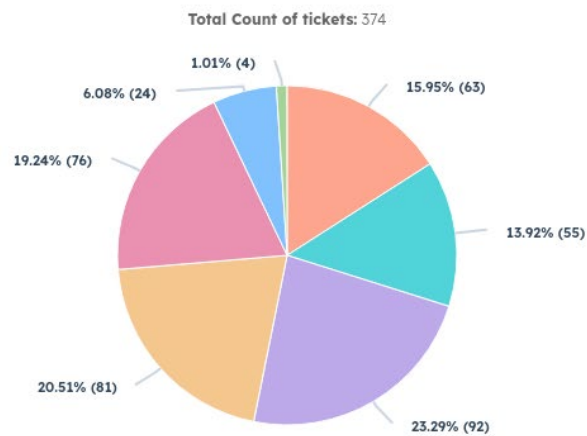
Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown

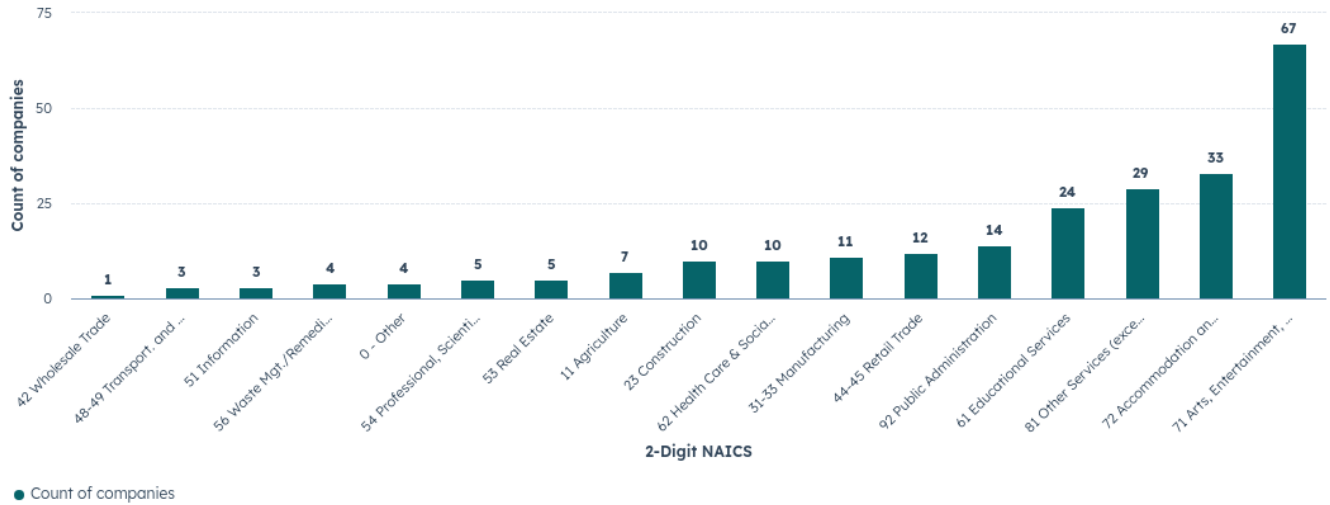


Supervisor District

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



Business Industry



Business Industry Activity Detail

BUSINESS ACTIVITY	COUNT OF COMPANIES
Arts/Culture	13
Beer/Cider/Spirits	2
Event Venue	1
Grocery Store/Market	1
Gym or Fitness Center	1
Healthcare/Medical	1
Hotel or Lodging	1
Outdoor Recreation	1
Report Total	38

< Prev 1 2 Next >

Business Owner Demographics

AMERICAN INDIAN OR ALASKA NATIVE
2

ASIAN
8

BLACK OR AFRICAN AMERICAN
5

LATINO/HISPANIC
45

LGBTQIA+
3

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
1

VETERAN
1

WHITE
12

WOMAN-OWNED
44

Event Attendance & Presentations

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

Event Name	Event Status	CLOSE DATE
CoP for District Arts Leadership Teams	Event Completed (External Events)	4/8/2024
CCS CoP April 2024	Event Completed (External Events)	4/5/2024
A Festive Thought Event	Event Completed (External Events)	4/5/2024
SSU THAR 400 Class Presentation	Event Completed (External Events)	3/12/2024
Art Exhibition	Event Completed (External Events)	2/23/2024
Presentation to SCOE Leading for Impact	Event Completed (External Events)	3/6/2024
Building Capacity for Strategic Arts Planning Feb 2024...	Event Completed (External Events)	2/27/2024
SRJC Job Link	Event Completed (External Events)	2/1/2023

Outreach

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

MEETING

53

CALL

3

Site Visits

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

MEETING

18

Total Marketing Contacts

ALL TIME FILTERS (1)

COUNT OF CONTACTS

16,347

Total Email Campaigns

COUNT OF MARKETING EMAILS

38

Email Engagement Totals

FROM 7/1/2023 TO 6/30/2024 COMPARED TO | PREVIOUS 366 DAYS

SENT
86,470
▼ 17.11%

OPENED
18,123
▼ 6.84%

CLICKS
2,215
▼ 18.98%

CLICK RATE
2.59%
▼ 0.1%

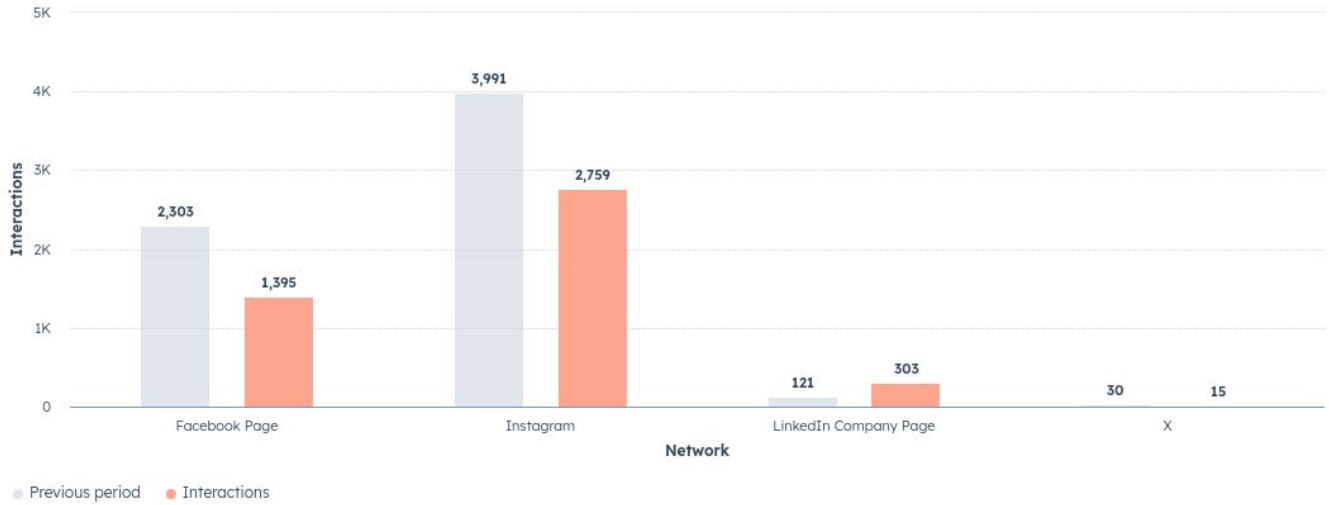
Email Activity Detail

IN THE LAST 60 DAYS

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE	UNSUBSCRIBED
Arts Education Alliance Newsletter March 2024	436	41.05%	7.34%	17.88%	0
Arts Education Alliance Newsletter February	434	33.26%	6%	18.06%	0
Creative Sonoma CURRENTS April 2024	3,512	25.46%	3.34%	13.13%	12
CORRECTED: Creative Sonoma CURRENTS April 2024	3,506	24.38%	2.4%	9.86%	11
REAP Grant Opportunity	2,536	15.33%	1.25%	8.14%	9
Event Survey February 2024 reminder	2,932	15.14%	1.95%	12.9%	15
Spring Mercadito and Legal Workshop	2,516	13.42%	0.2%	1.51%	2
TEST March 4, 2024	1	0%	0%	0%	0

Social Media Engagement

FROM 7/1/2023 TO 6/30/2024 COMPARED TO | PREVIOUS 366 DAYS



Total Media Activity

MEDIA
27

Media Activity Detail

