

Business Services & Research

August 2024

TEAM MEMBERS

- Christine Palmer, Business Insights Program Manager
- Jack Kampmann, Economic Research & Workforce Initiatives Fellow
- Jessica Martinez, Business Diversity Project Coordinator
- Marcos J. Suarez, Business Diversity & Inclusion Program Manager
- Patti Andrews, Business and Workforce Services Program Manager
- Lauren Cartwright, Director

BUSINESS SERVICES

Professional Services Roundtable

September 19th from 12-1:30pm, EDC Office

Recent events, including significant business closures and departures, have underscored the need for a collaborative approach to addressing the challenges that local businesses face. The EDC is hosting a lunch meeting with key stakeholders from the professional services industry to partner in the development of actionable solutions with the following goals in mind:

- **Identify Common Challenges and Barriers:** Develop a list of the most significant challenges and barriers faced by local businesses, including regulatory issues, access to capital, and workforce constraints.
- **Identify Avenues for Effective Communication:** Identify barriers to communication with struggling businesses and work on creating more effective networks for resource sharing.
- **Develop a Specific Resource Guide:** The outcome will be a targeted resource guide for businesses considering relocation or closure, including information on subsidies, resources, and other forms of support.

ARPA Small Business Equity & Recovery



We believe that by coming together as organizational leaders, we can forge stronger partnerships and create a more significant collective impact to uplift the members of our community. Your

participation and insights would be greatly valued, and we look forward to your contributions to this collaborative effort. In these meetings we will discuss resources and services, including opportunities for support and collaboration among our community organizations. We will highlight upcoming organizational goals, events, community challenges, and explore how we can work together to maximize our impact within our targeted communities.

Spanish Workshop Series

This summer, we organized a series of workshops dedicated to aspiring food start-up entrepreneurs. The sessions featured a diverse lineup of speakers, including experts from the Environmental Health, representatives from various local partnership organizations, and seasoned entrepreneurs who have achieved notable success. Each workshop took place in the evenings at the vibrant Mitote Food Park, providing an engaging and community-centric setting. The workshops were designed to offer practical insights and valuable networking opportunities, covering essential topics ranging from regulatory compliance to effective business strategies and online marketing tools.

Shine Bright Breakfast: Entrepreneurial Growth and Workforce Readiness

We are excited to be collaborating with the LIME Foundation to host an inspiring event titled “Shine Bright Breakfast,” aimed at local business owners and young individuals pursuing careers in the trades. Scheduled for September 13, 2024, from 8:00 to 10:00 a.m., this event will take place at the Oxford Suites Sonoma County, located at 67 Golf Course Dr W, Rohnert Park, CA 94928.

During this event, attendees will have the opportunity to explore a diverse range of business resources tailored to support and enhance entrepreneurial ventures such as SBDC, Legal Aid, and EDC resources. In addition, we will showcase the LIME Foundation's invaluable educational pathways designed to foster passion and drive success in the trades industries. The breakfast will feature a blend of informative presentations, interactive discussions, and networking opportunities, all aimed at empowering participants with the tools and knowledge necessary for their professional growth.

TrailblazHer Women’s Event

We are excited to partner with SoCo Market to launch a new event called “Trailblazher,” designed to both empower and support female entrepreneurs at various stages of their journey. Scheduled for September 20th, 2024, this dynamic event will take place at the picturesque Paradise Ridge, located at 4545 Thomas Lake Harris Drive, Santa Rosa, CA 95403. Throughout the event, attendees will have the opportunity to engage with a diverse group of fellow entrepreneurs and speakers who will share their expertise and experiences. Additionally, interactive panel discussions will delve into relevant topics, providing valuable insights and practical advice.

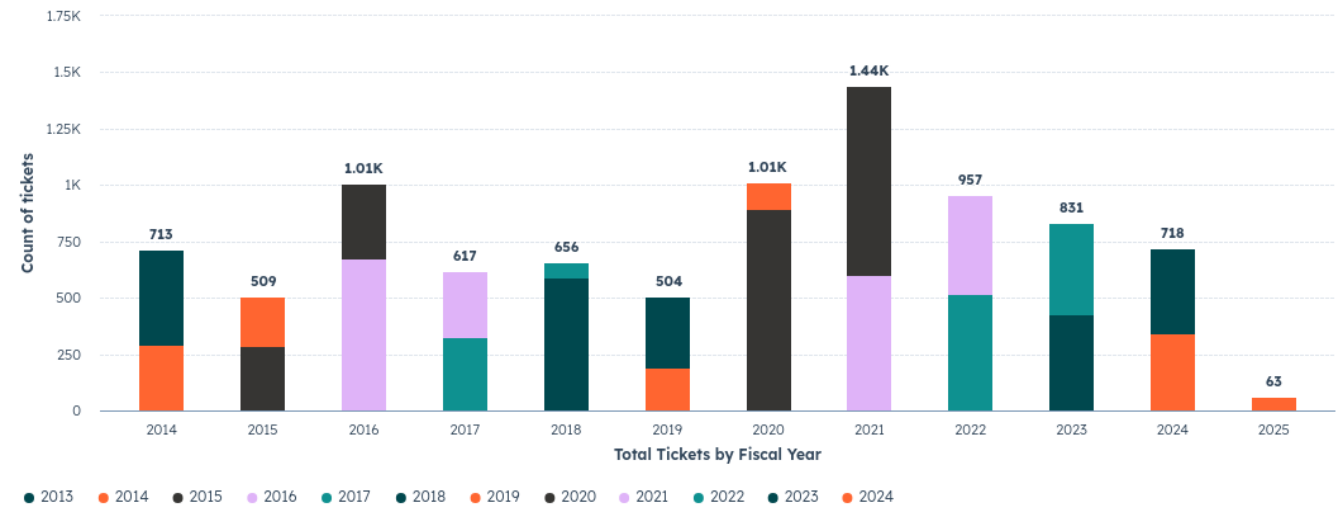
RESEARCH & DATA

Recent Report Releases

- [Moody’s Healthcare Industry Report](#)
- [2024 Second Quarter Job Market Tracker](#)
- [2023 Fourth Quarter Transient Occupancy Tax Report](#)

HUBSPOT DASHBOARD – EDC TEAM OVERVIEW FY25

Historical Data



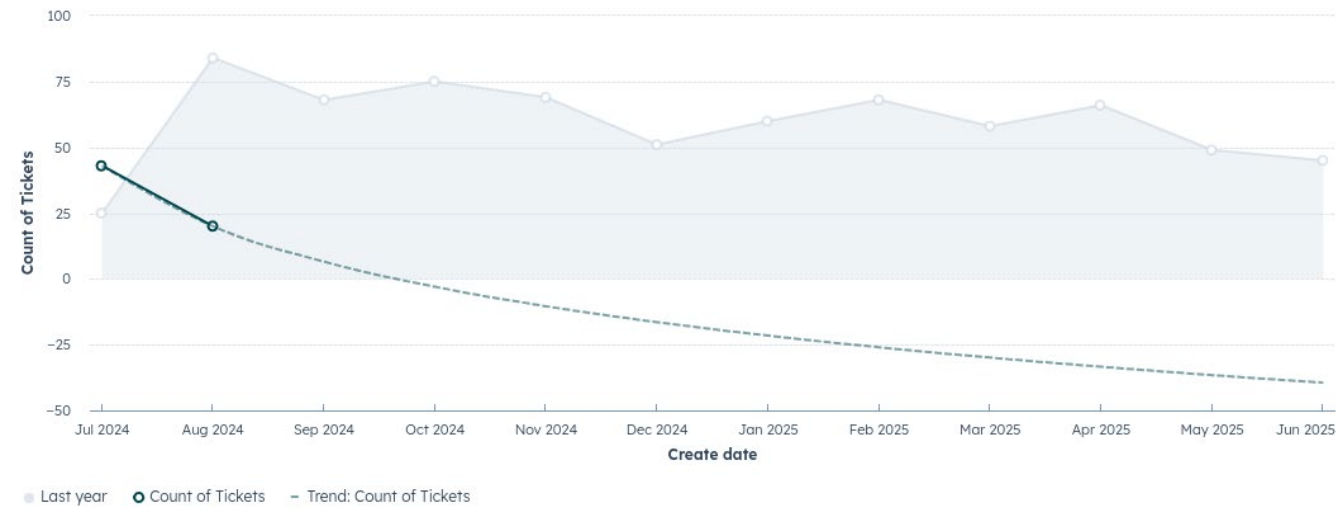
Total Businesses Served FY25

THIS FISCAL YEAR SO FAR FILTERS (1)

COUNT OF TICKETS
63

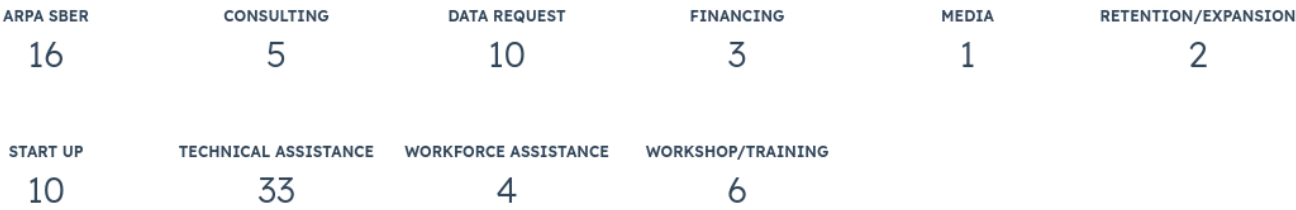
Businesses Served

THIS ENTIRE FISCAL YEAR | MONTH COMPARED TO | LAST FISCAL YEAR FILTERS (1)



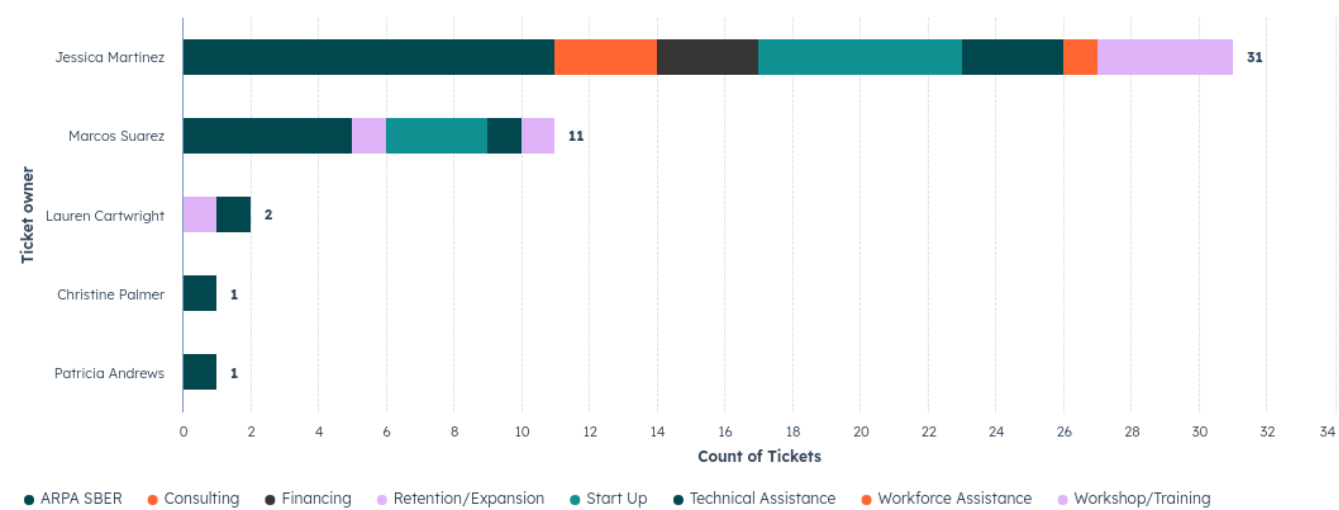
Business Assist Detail

THIS FISCAL YEAR SO FAR FILTERS (2)



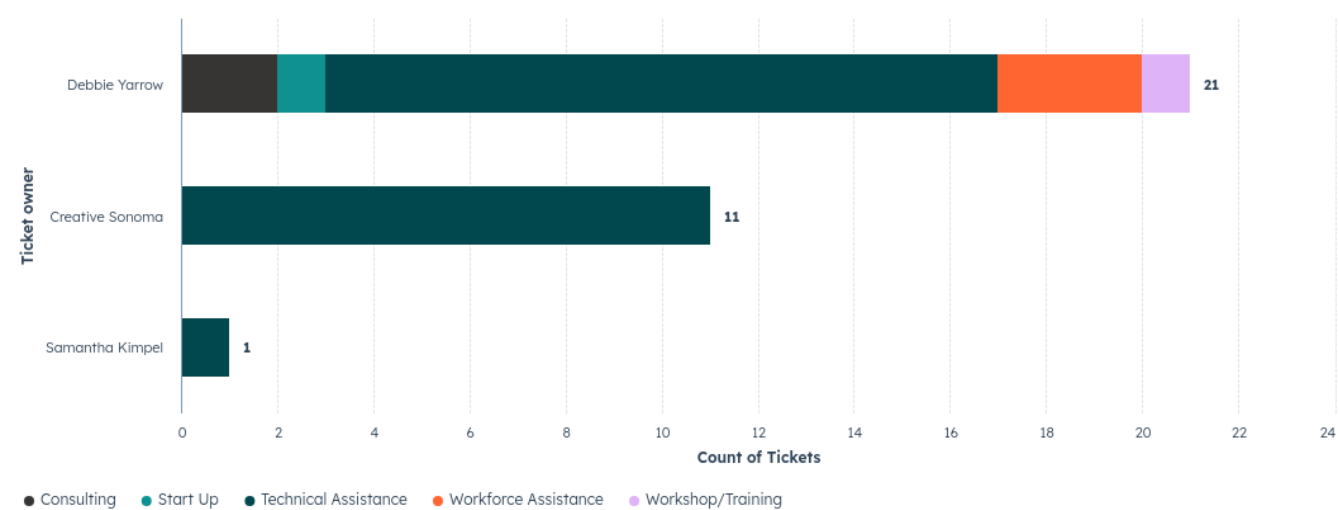
Business Services

THIS FISCAL YEAR SO FAR FILTERS (2)

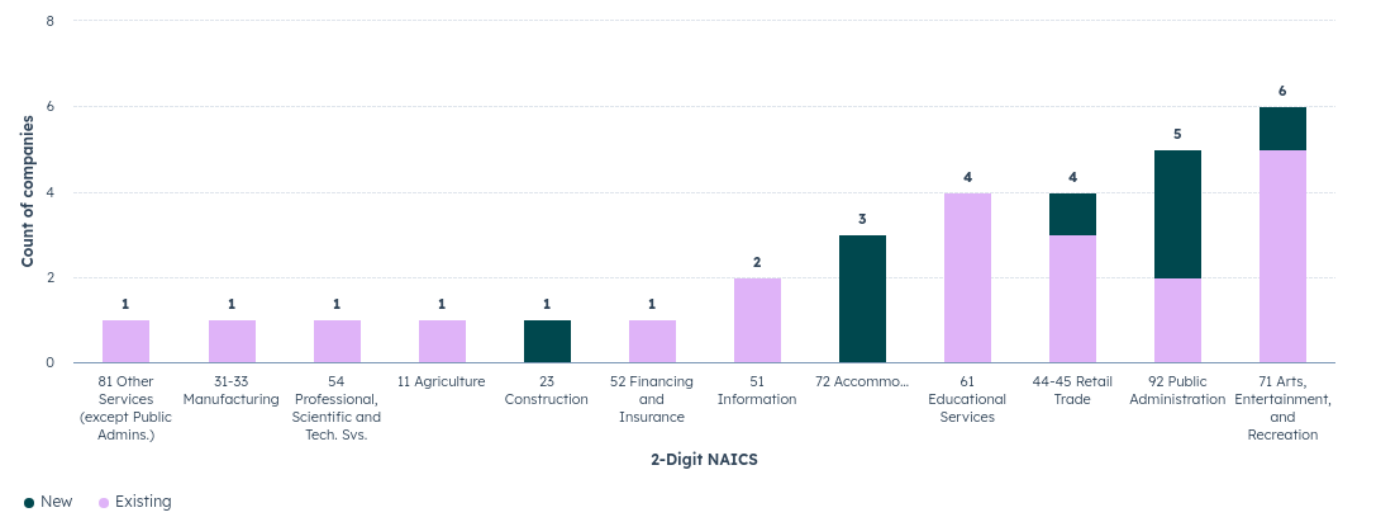


Creative Sonoma

THIS FISCAL YEAR SO FAR FILTERS (2)



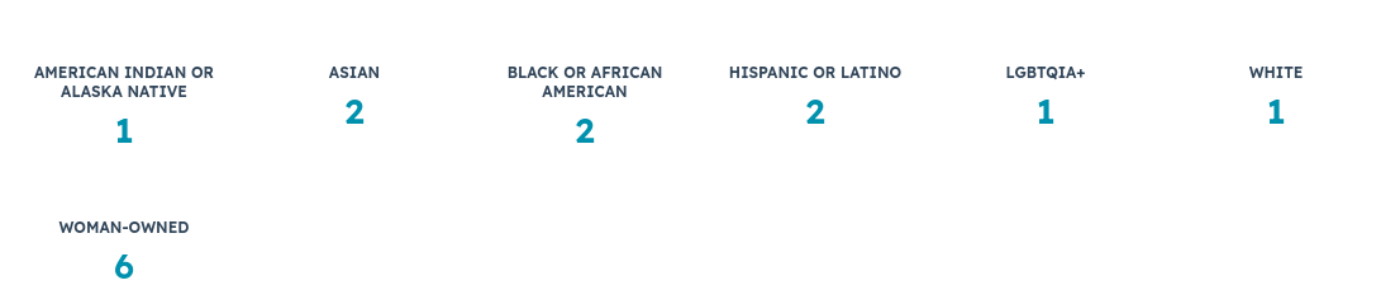
Business Industry



Business Industry Activity Detail

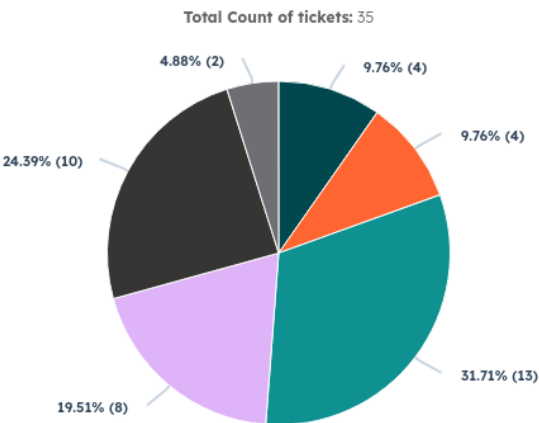
BUSINESS ACTIVITY	COUNT OF COMPANIES
Arts/Culture	4
Financial Institution	1
Gym or Fitness Center	1
Restaurant	2
Report Total	7

Business Owner Demographics



Supervisor District

1 2 3 4 5 Unknown



Site Visits

THIS FISCAL YEAR SO FAR FILTERS (2)

MEETING
1

Outreach

THIS FISCAL YEAR SO FAR FILTERS (2)

CALL
2

MEETING
2

Event Attendance & Presentations

IN THE LAST 30 DAYS FILTERS (2)

Event Name	Event Status	CLOSE DATE
Creative Bridges Meeting	Event Completed (External Events)	8/6/2024

Total Marketing Contacts

ALL TIME FILTERS (1)

COUNT OF CONTACTS
16,433

Total Email Campaigns

COUNT OF MARKETING EMAILS
4

Email Engagement Totals

THIS FISCAL YEAR SO FAR COMPARED TO | LAST FISCAL YEAR

SENT
12,367
▼ 78.37%

OPENED
2,562
▼ 78.78%

CLICKS
366
▼ 80.13%

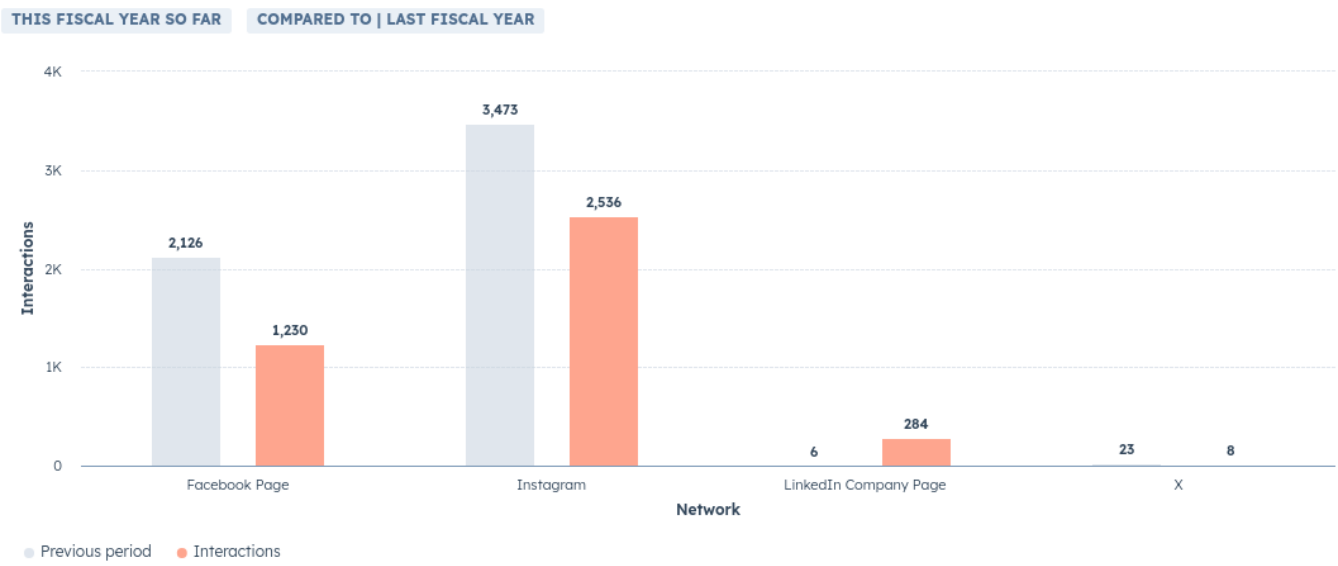
CLICK RATE
2.99%
▼ 0.32%

Email Activity Detail

IN THE LAST 60 DAYS

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE	UNSUBSCRIBED
Arts Education Alliance July 2024 Update	456	35.1%	5.3%	15.09%	3
Creative Sonoma CURRENTS July 2024	3,499	21.89%	3.65%	16.67%	5
EDC Announcement	4,529	20.53%	0.68%	3.3%	17
Creative Sonoma Upcoming Events and Deadlines	3,493	17.69%	4.85%	27.43%	9

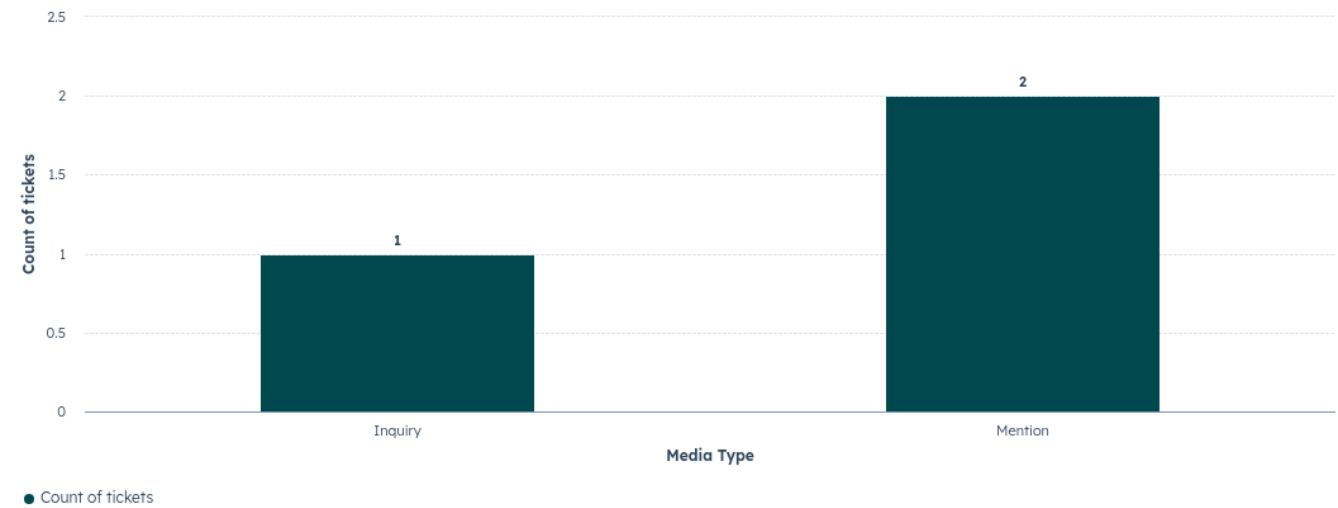
Social Media Engagement



Total Media Activity



Media Activity Detail



Shine Bright Breakfast.

Entrepreneurial Growth and Workforce Readiness

Hosted by:



Are you a business owner or entrepreneur looking to grow your business, secure working capital, or expand your team? This breakfast event is perfect for you. Connect with key players in Sonoma County who can provide essential resources and insights to help you achieve your goals. Network with like-minded professionals, discover new strategies, and fuel your business growth. Join us for a morning of inspiration, knowledge sharing, and invaluable networking opportunities.

September 13, 2024

8:00am-10:00am (doors open at 7am)

Oxford Suites Rohnert Park
67 Golf Course Drive W, Rohnert Park

Tickets \$35.00 (includes breakfast)

Moderated by:

Our Speakers:



Lorez Bailey



Patti Andrews
Workforce Services
Economic Development Collaborative



Marcus Hernandez
CEO
Empower Building Solutions INC.



Letitia Hanke
CEO/Executive Director
The LIME Foundation

Our Panelists:



Jason Ehn-Redwood
Small Business Loan Program
Redwood Credit Union



Nikia Schultz
Small Business Program
Legal Aid of Sonoma County



Jessica Martinez
Business Diversity Program
Economic Development Collaborative



Evelin Sustaita
Program Coordinator
Small Business Development Center

www.ShineBrightBreakfast.com