

# Business Services & Research

December 2024

## TEAM MEMBERS

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

## BUSINESS SERVICES

### *Technical Assistance Highlight*

Marcos worked closely with the owners of Monte Alban Market in Healdsburg with their grand opening and ribbon cutting on Saturday, November 9. Invited Mayor of Healdsburg, David Hagele, collaborated with business organization and partner Vamos and had local radio station show up to support and promote the grand opening.

### *Construction Industry Outreach*

As part of the targeted outreach to local Construction Industry, Patti Andrews and Jack Kampmann created a

Construction Industry Workforce Development report (attached) designed for parents, students, career counselors, job seekers and local industry stakeholders. This comprehensive report covers key details about various construction trades, including earning potential, required skills or training, current job openings, top employers in the area and highlights the EDC's ongoing efforts to grow the local construction workforce, both now and in the future.

### *Local Immigration Integration and Inclusion Grant Program*

The EDC applied for and received a Notice of Intent to Award Grant for Sonoma County in the amount of \$141,235.60 in grant funding to complete a comprehensive asset map and gap analysis of Sonoma County's economic development and social service providers through intentional community engagement and partnership to help strengthen current services available to the regional immigrant population.

As part of the scope of the work for this grant, a survey has been launched (attached) to collect information from local agencies to identify (1) services provided by individual organizations/agencies and (2) approximate geographic service areas for surveyed agencies. The information shared will offer insight into the current resources and gaps in service provision and will information the development of a future programs and initiatives designed to support immigrant integration across Sonoma County.



**CALIFORNIA**  
BUSINESS AND ECONOMIC DEVELOPMENT

# RESEARCH & DATA

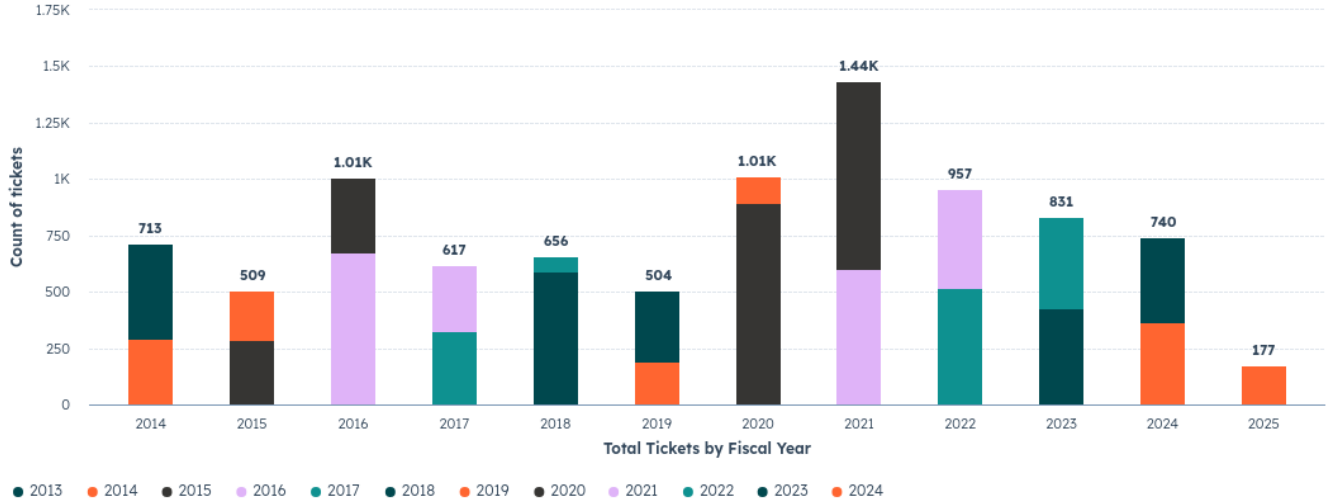
SonomaEDC.org Data Center

<https://sonomaedc.org/data-center>

- [2024 Moody's Wholesale/Retail Industry Report](#)
- [Moody's Quarterly Economic Outlook](#)
- [2024 First Quarter TOT Report](#)

## HUBSPOT DASHBOARD – BUSINESS SERVICES & RESEARCH TEAM FY25

### EDC Historical Data

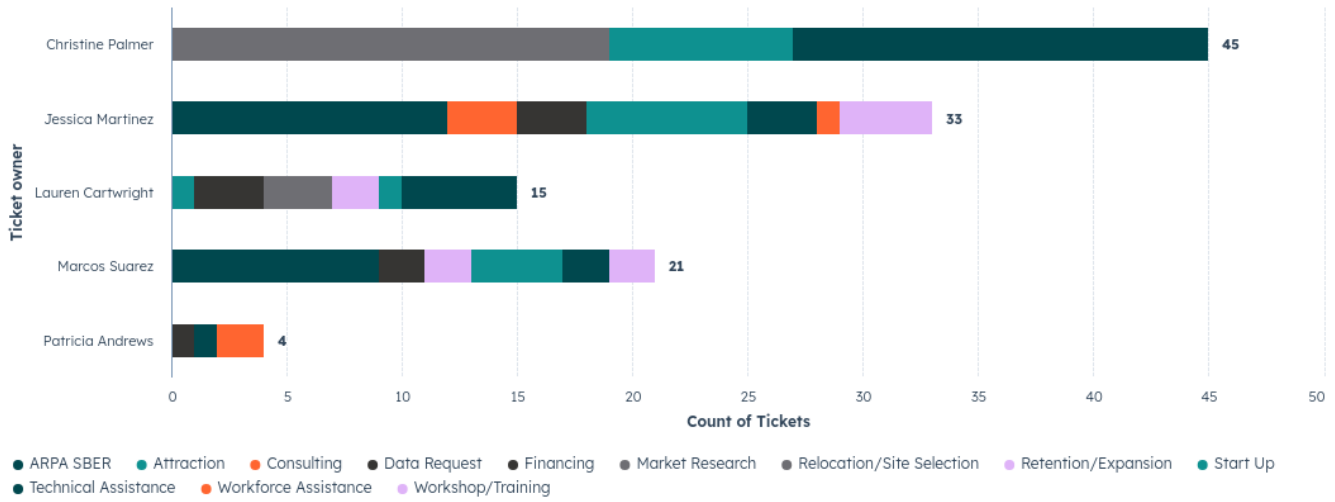


### Businesses Served



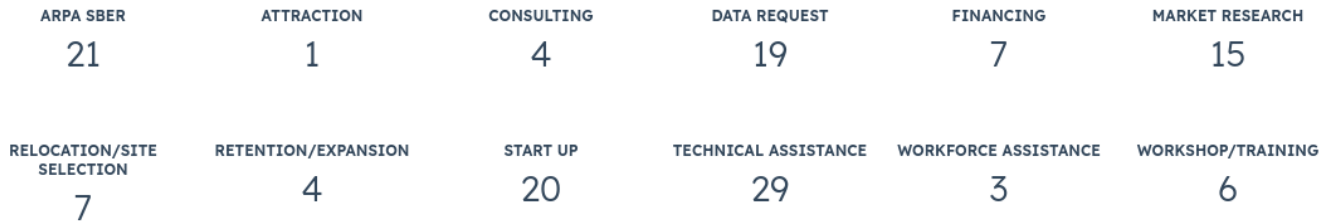
## Business Services

THIS FISCAL YEAR SO FAR FILTERS (2)

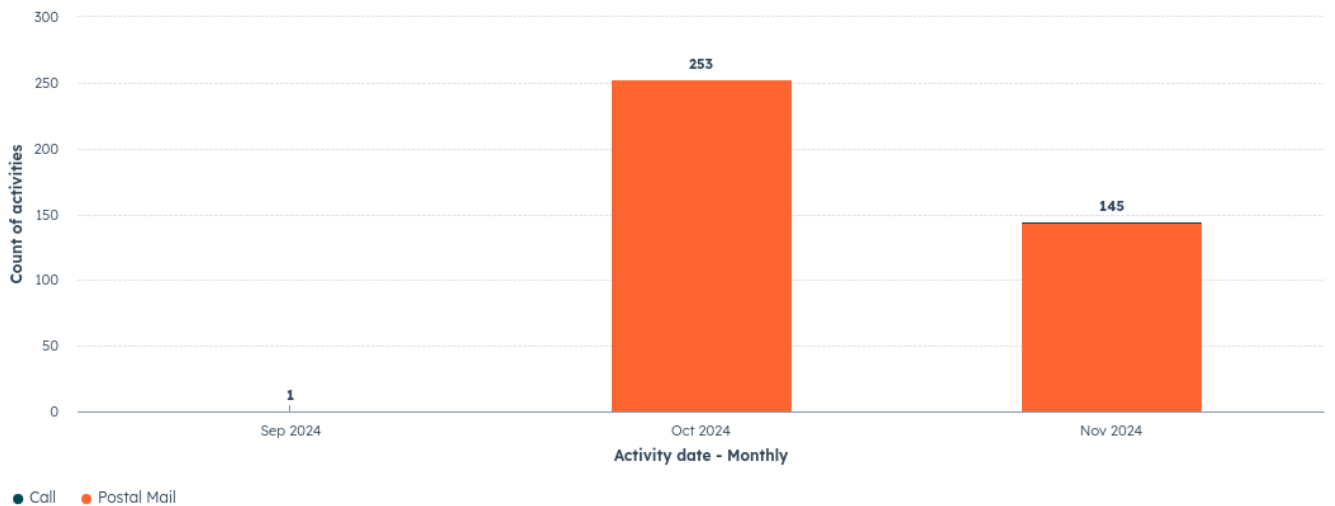


## Business Assist Detail

THIS FISCAL YEAR SO FAR FILTERS (3)



## Business Outreach Activities



# Business Outreach Meetings & Site Visits

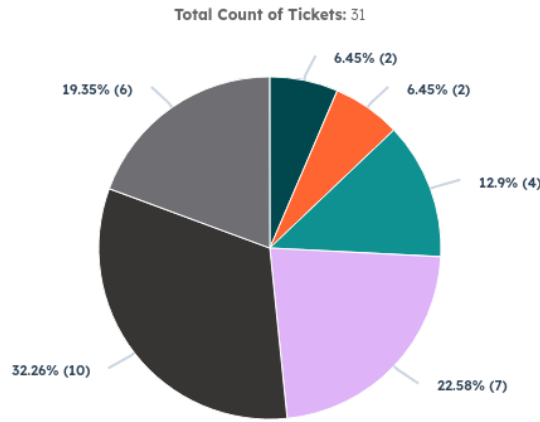
THIS FISCAL YEAR SO FAR FILTERS (3)

MEETING  
4

## Market Research

FROM 7/1/2024 TO 6/30/2025 FILTERS (2)

Demographics Employment Industry Report Marketing List Site Selection Other - Market Research

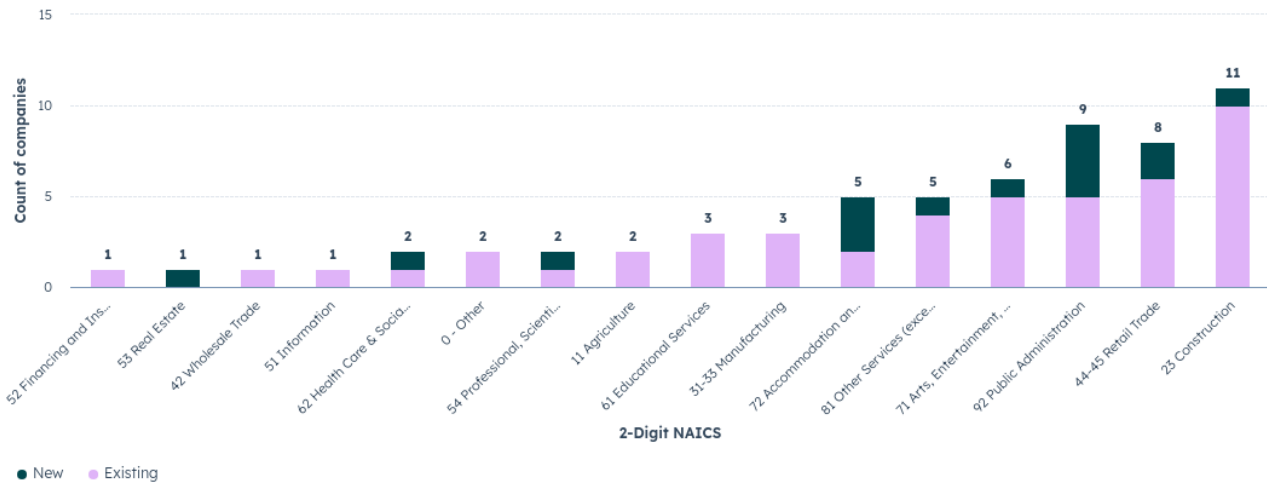


## Event Attendance & Presentations

IN THE LAST 30 DAYS FILTERS (3)

DEAL NAME	DEAL STAGE	CLOSE DATE
Los Cien + Red Latinx Hub Event	Event Completed (External Events)	11/14/2024

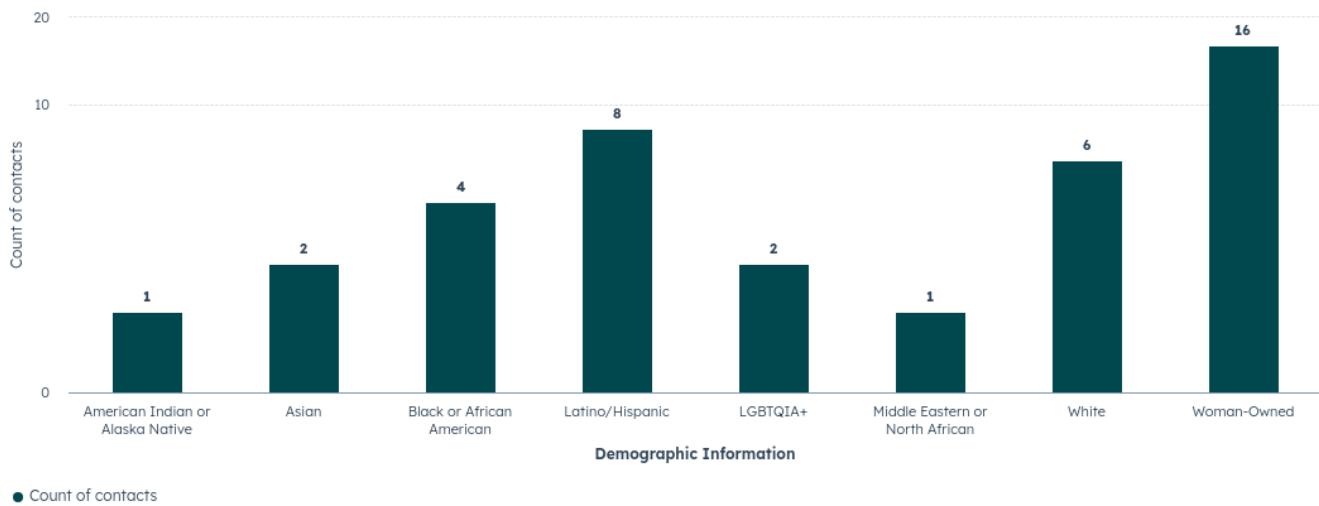
## Business Industry



## Business Industry Activity Detail

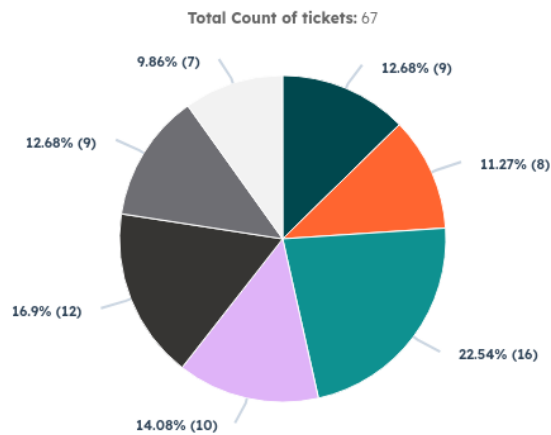
BUSINESS ACTIVITY <span>▲</span>	COUNT OF COMPANIES <span>⊕</span>
Automotive	1
Car Wash	1
Financial Institution	1
Gym or Fitness Center	1
Healthcare/Medical	1
Personal Care Services	2
Restaurant	5
<b>Report Total</b>	<b>12</b>

## Business Owner Demographics



## Supervisor District

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





# Construction Industry

## Industry Highlights

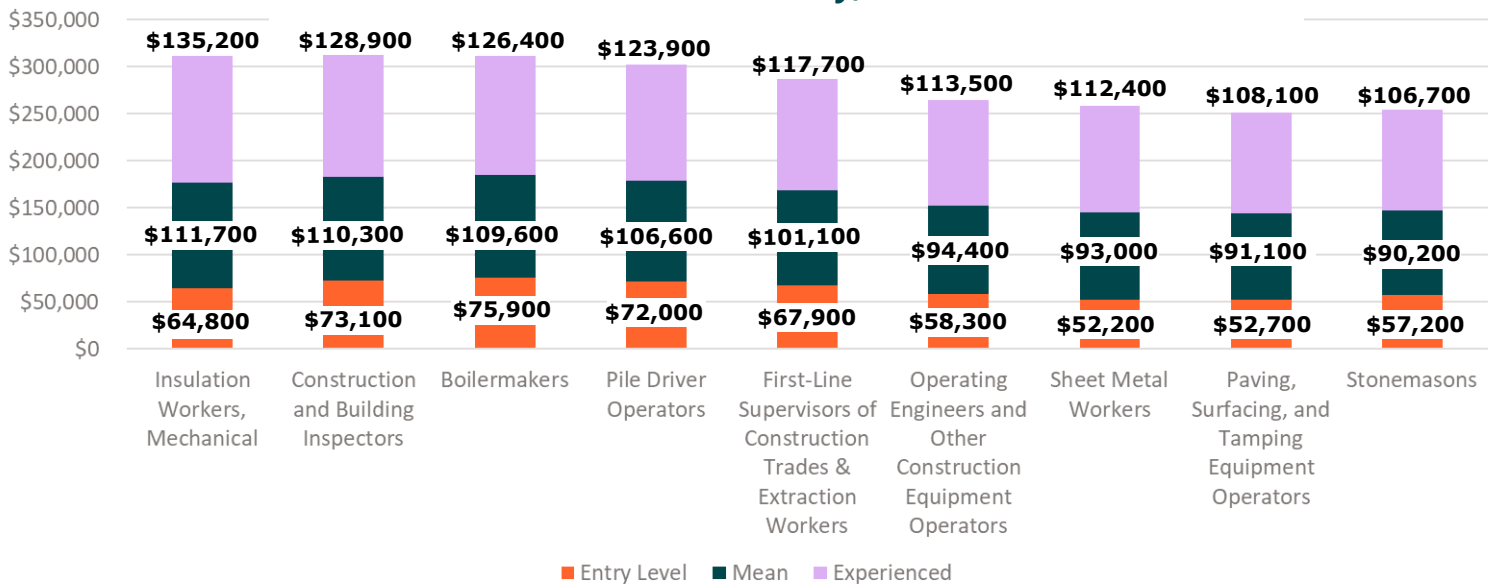
# \$98,103

Average annual earnings across all occupations comprising the construction industry in Sonoma County, CA.

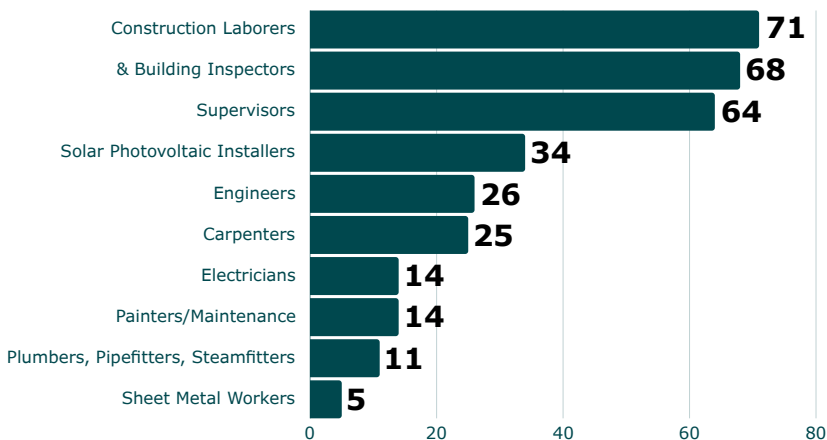
**96** Average Postings Per Month.

**292** Total Competing Employers.

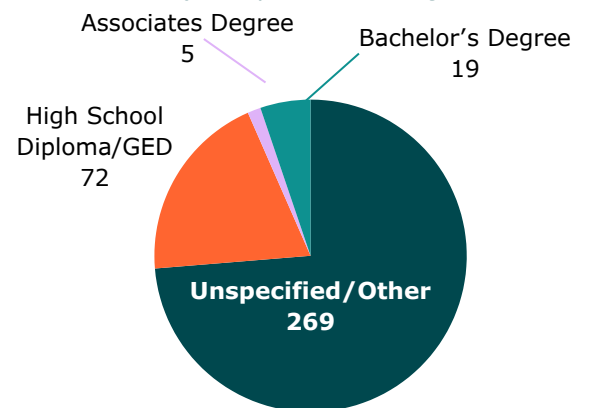
## Top Average Annual Wages in Construction Sonoma County, CA



## Top Unique Job Postings

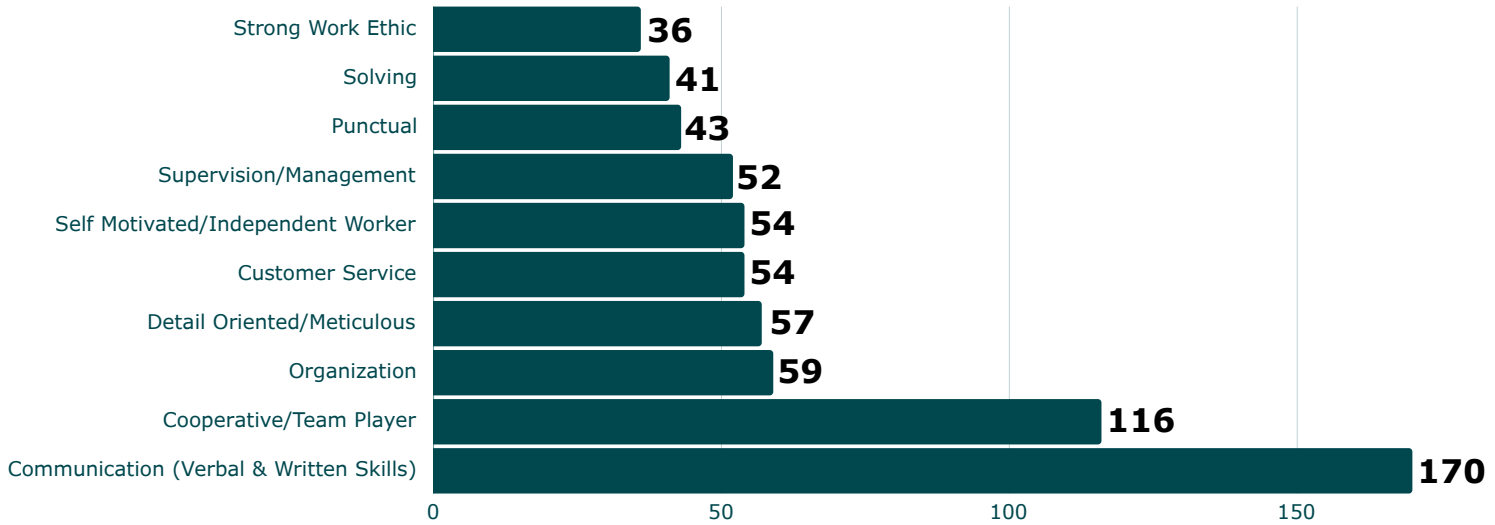


## Listed Education Requirements by Unique Job Postings



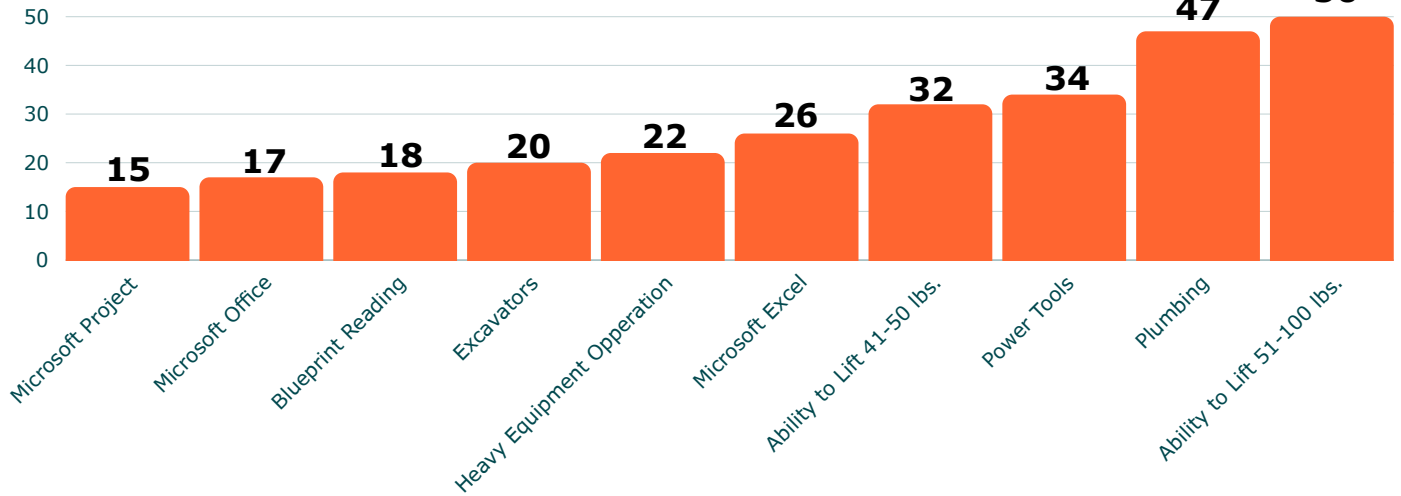
**In-Demand Soft Skills**

by Unique Job Postings



**In-Demand Specialized Skills**

by Unique Job Postings



**Top 5 Certifications & Requirements**

**Driver's License (44)**

**Certification in Cardiopulmonary Resuscitation (CPR) 8**

**OSHA 30 (4), OSHA 10 (4)**

**Commercial Driver's License (3)**

**BOARD OF DIRECTORS**

# Avenues to Break into Construction

## Apprenticeships 101

- Apprenticeships serve to Recruit and train individuals skilled in a specific trade. Apprentices will learn on the job and work while they learn. There are both union and non-union apprenticeship programs.
- The length of apprenticeship programs typically vary between 3 and 5 years. There are also informal training programs that can last a shorter duration.
- Many apprenticeships include a weekly or monthly class component
- You must be 18+ years old and possess a valid driver's license to become an apprentice.

## Trade School

- Trade school offers students the ability to learn curriculum, develop proficiency for certain skills, and attain certifications to prepare them for work in the construction trades.
- Vocational trade schools offer an affordable education in a shorter duration of time. Generally, students can obtain Associate's Degrees in two years or take the classes and certifications they want without a degree.



## Associations & Programs

### College Programs

- Santa Rosa Junior College (SRJC) Construction Center
- Mendocino College
- Sonoma State Construction Management Certificate
- Napa Valley College

### Organizations & Training Programs

- North Bay Construction Corps.
- Sonoma County Adult Education Consortium
- Next Gen Trades Academy (Lime Foundation)
- Conservation Corps of the North Bay
- Napa County Adult Education

### North Bay Construction Associations

- Northern California Engineering Contractors Association
- North Bay Construction
- Redwood Empire Remodelers Association
- Sacramento Regional Builders Exchange

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**Union Apprenticeship Programs in the North Bay**

Bricklayers

Carpenters

Cement Masons

Construction Inspectors

Drywall-Lathings

Floor Coverers

Glaziers

Hardwood Floor Layers

Heat & Frost Insulators

Ironworkers (Field)

Laborers

Operating Engineers

Painters

Piledrivers

Plasterers

Roofers & Water-proofers

**Trade Union Apprenticeship Programs Located in Sonoma County**

**Electrical Apprenticeship** - Redwood Empire Electrical Training Center, (IBEW-NECA)

**Address:** 1700 Corby Avenue, Suite A, Santa Rosa, CA 95407

**Plumber's Apprenticeship**- United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry

**Address:** 3473 Santa Rosa Avenue, Santa Rosa, CA 95407

**North Bay Union-Backed Trade Associations**

**North Bay Building Trades Council** ([northbaybuildingtrades.org](http://northbaybuildingtrades.org))

**North Bay Apprenticeship Coordinators Association (NBACA)**

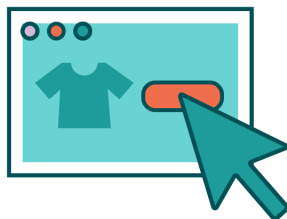
**Tradeswomen, Inc**

**(AGC) Association of General Contractors**

**United Construction**

**Union Halls**

**North Bay Trade Introduction Program "TIP"**



Visit [Calapprenticeship.org](http://Calapprenticeship.org) & [dir.ca.gov](http://dir.ca.gov) (Department of Industrial Relations) to view eligibility requirements, union compensation for each trade, and the locations for union apprenticeship programs servicing the North Bay Area. **Even if the program is outside of Sonoma County, residents are still eligible to participate.**

**BOARD OF DIRECTORS**

# Additional County Resources

## Additional Resources & Services Available in Sonoma County

- **Career Technical Education Foundation (CTE):** Partners with local academic institutions and industries to foster career technical education programs in alignment with the county's projected and ongoing workforce needs.
- **Economic Development Collaborative (EDC):** Business Services Manager, Patricia Andrews, can help connect you with the right employers within the county to help you land your next job in construction.
- **Sonoma County Job Link:** County-run program that has staff who can help provide you with financial and advising-related resources during your job search. Services include interview preparation, resume checks, and a more targeted job search.
- **Sonoma County's Office of Education's College & Career Readiness Team:** Serves career readiness and career technical education providers with resources, support, and program development expertise so that students can gain skills & confidence to succeed in their professional life.



**Sonoma County**  
Office of Education



**CAREER TECHNICAL  
EDUCATION  
FOUNDATION**

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#### Presenting Level



#### Premiere Level



#### Executive Level

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(707) 565 7170  
edc@sonoma county.org

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Dear Community Partners,

We are writing to inform you about an important initiative that the Sonoma County Economic Development Collaborative, Secure Families Collaborative, and County of Sonoma are undertaking, as part of a grant awarded to us through the LIIIG (Local Immigrant Integration and Infrastructure Grant) program. This grant provides funding to support California's rural counties in enhancing efforts to integrate immigrant populations, foster community trust, and strengthen the capacity of local governments to better serve these communities.

One of the key components of this initiative is the creation of an **Asset Map** of the resources available to immigrant populations throughout Sonoma County. The purpose of this map is to identify, amplify, and streamline the network of organizations and services that are available to immigrants. By gathering this information, we aim to improve the accessibility and effectiveness of services, foster collaboration across agencies, and ensure that immigrant communities have access to the support they need.

As a part of this effort, we are conducting a survey that will use your responses to create that map, which will display the resources your organization provides, and how/where you support immigrant populations. The information you share will offer insight into the current resources and gaps in service provision and will inform the development of future programs and initiatives designed to support immigrant integration across Sonoma County. You can access the survey [via this link](#).

We are grateful for your support and participation in this critical work. If you have any questions or need further information, please contact the following individuals.

- **Economic Development Collaborative**
  - Lauren Cartwright, [Lauren.Cartwright@sonoma-county.org](mailto:Lauren.Cartwright@sonoma-county.org)
  - Lindsey Collins, [Lindsey.Collins@sonoma-county.org](mailto:Lindsey.Collins@sonoma-county.org)
- **Secure Families Collaborative**
  - Margaret Flores McCabe, [Mmcabe@securefamilies.org](mailto:Mmcabe@securefamilies.org)
  - Elizabeth Aldridge, [Baldridge@securefamilies.org](mailto:Baldridge@securefamilies.org)

Sincerely,



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