

# Business Services & Economic Research February 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

### County Business Closures and Resources

As some of you may have seen in recent weeks, there have been closure announcements from a few medium-large employers in Sonoma County ([La Tortilla Factory](#), [CamelBak](#) and [Manzana](#)), a trend that our team is working to research and tackle with a dedicated outreach strategy.

On February 27<sup>th</sup>, Ethan will be providing an informational update to the Board of Supervisors providing context to our historical business services program, public details around the business closures/relocations and requesting direction/input to the department regarding proposed short and long-term actions. In response to the recent company closure/relocation announcements and in advance of the board item later this month, our team is working diligently to provide resources and support for displaced employees, including placements, training, and hiring events.

### American Rescue Plan Act – Small Business Equity and Recovery (ARPA SBER)

Jessica is working with Los Cien and the Hispanic Chamber of Commerce to present a two-part community outreach event. Part one consisted of bringing together vital business resources to a panel for a free workshop. The panel included Legal Aide, Creser Capital, Hispanic Chamber of Commerce, RED Latinx the hub, and EDB. This event was held in Windsor on January 25<sup>th</sup> and had over 60 people attended. We were happy to have audience participation in asking their questions for our panelists to address.

All business owners who attended the event will receive a waived vendor fee for part two which is a community market to showcase local vendors. This market will consist of over 35 vendors including local food businesses, local ballet folklorico performances, and tabling by 10 of our SBER Partners. We hope to provide a relaxed environment to not only showcase small business owners but also the resources we have available for them. The market will be held on March 16<sup>th</sup> at the Cloverdale Citrus Fair from 12:00 – 4:00 pm.





**UNLOCKING OPPORTUNITIES:  
A PANEL ON SMALL BUSINESS RESOURCES**

Discover essential resources in our upcoming panel workshop, covering startup essentials, networking opportunities, business law basics, and capital funding 101. In addition attendees gain priority access for a waived vendor booth at our Mercadito de Primavera community event, a valuable opportunity for business exposure.

**Thursday, January 25th, 2024  
5:30pm-7:00pm**  
Town of Windsor Council Chambers  
9291 Old Redwood Hwy  
Building 400  
Windsor, CA 95492

**REGISTER NOW!**  
<https://www.eventbrite.com/e/unlocking-opportunities-a-panel-on-small-business-resources-tickets-7916011794377?aff=oddtcreator>  
Spanish interpretation will be available  
More information email Magali Telles at magali@loscien.org

**OUR SPEAKERS:**

				
Ally Berk SBER Program Attorney Sonoma County Legal Aid	Juan Hernandez CEO & Co-Founder Crescent Capital	Angie Sanchez Executive Director S.C. Hispanic Chamber of Commerce	Hector Velasquez CEO Red Latine The Hub	Marco Suarez Business Diversity Program Manager Sonoma County Economic Development Board



**Spring Mercadito**

Ballet Folklórico Showcase | Pop-Up Market  
Food Vendors | DJ & more!

March 16, 2024 | 12pm-4pm | Cloverdale Citrus Fair

Presented By Small Business Equity & Recovery Partners









### Partnership with Rohnert Park and Cotati

Marcos and Jessica are working with economic development colleagues with the cities of Rohnert Park and Cotati to build pathways and provide resources for food service operators and home-based food producers.

### **Economic Research & Data**

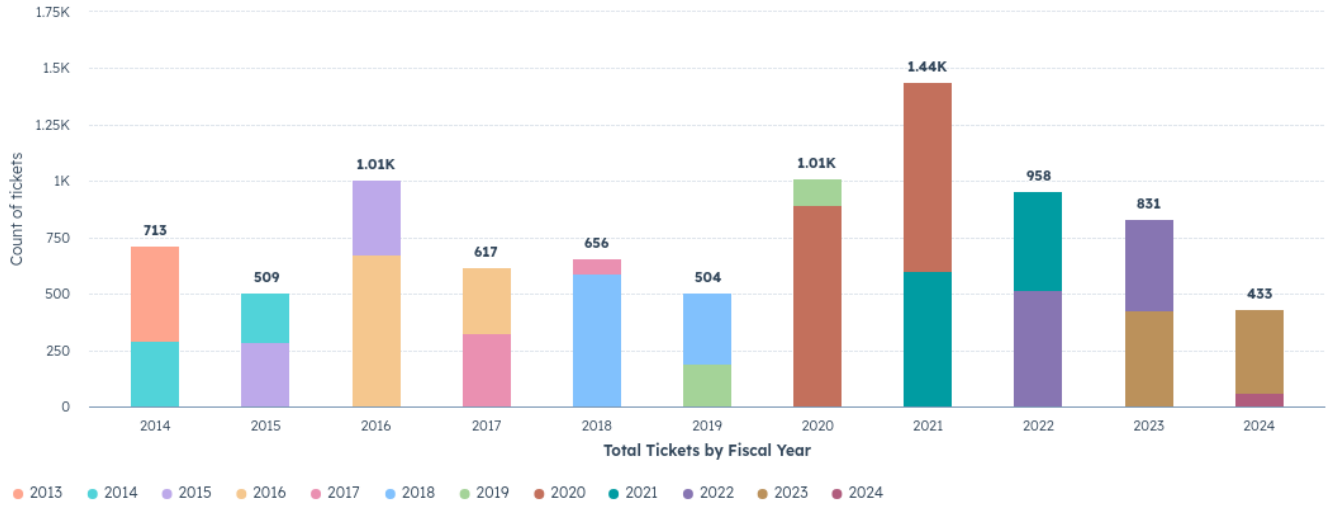
Over the last few weeks, the team has begun navigating through the various tasks and assignments outlined in the Program Development Timeline (each step/phase is listed below).

- Review/Audit Business Development Tools (Market Research)
- External Economic Policy Analysis
  - Los Angeles Economic Development Corporation
  - City of Los Angeles – Office of Economic Analysis
  - City and County of San Francisco – Office of Economic Analysis
- Preliminary cost analysis of tools/staffing capacity in place at external agencies



# HubSpot Dashboard – EDB Team Overview FY24

## EDB Historical Data



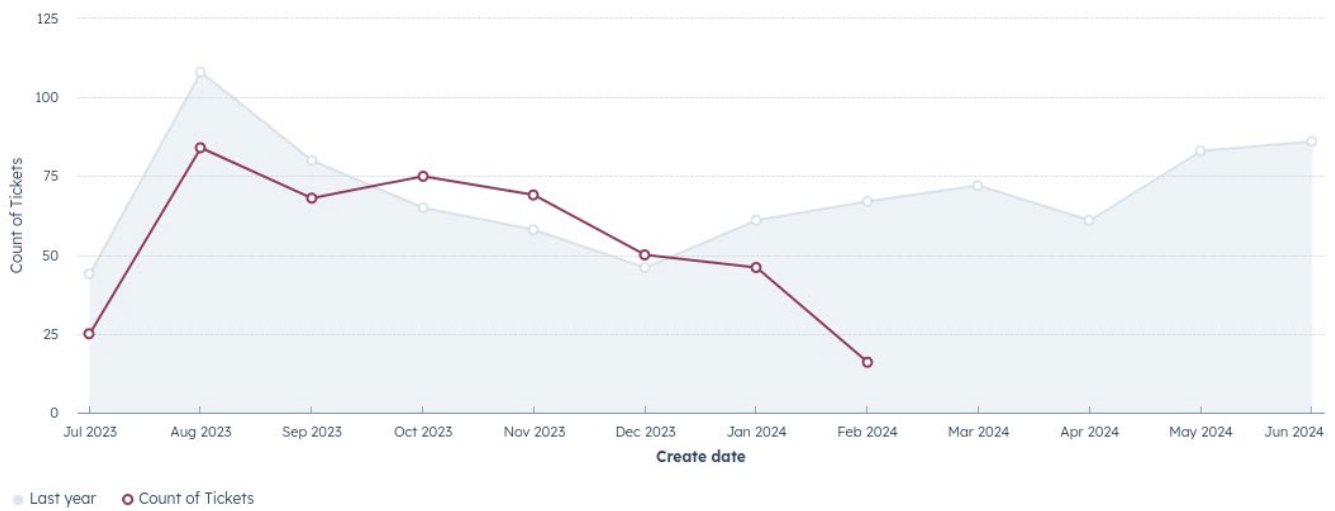
## Total Businesses Served FY24

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

COUNT OF TICKETS  
433

## Businesses Served

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



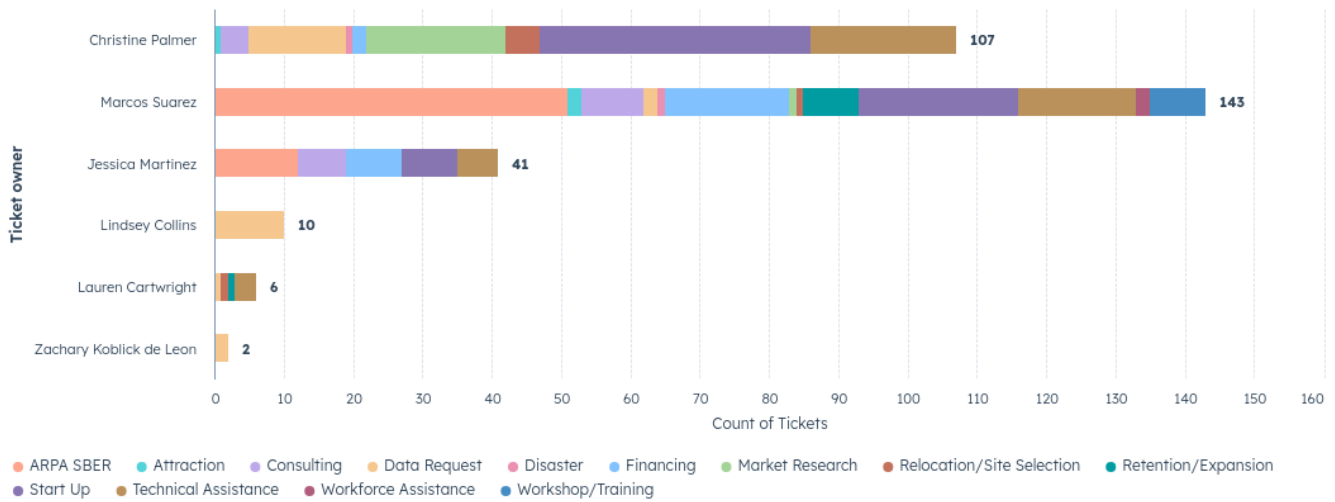
## Business Assist Detail

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

ARPA SBER 62	ATTRACTION 3	BROADBAND 8	CONSULTING 71	DATA REQUEST 33	DISASTER 2
FINANCING 38	MARKET RESEARCH 21	RELOCATION/SITE SELECTION 7	RETENTION/EXPANSION 9	START UP 73	TECHNICAL ASSISTANCE 235
WORKFORCE ASSISTANCE 13	WORKSHOP/TRAINING 8				

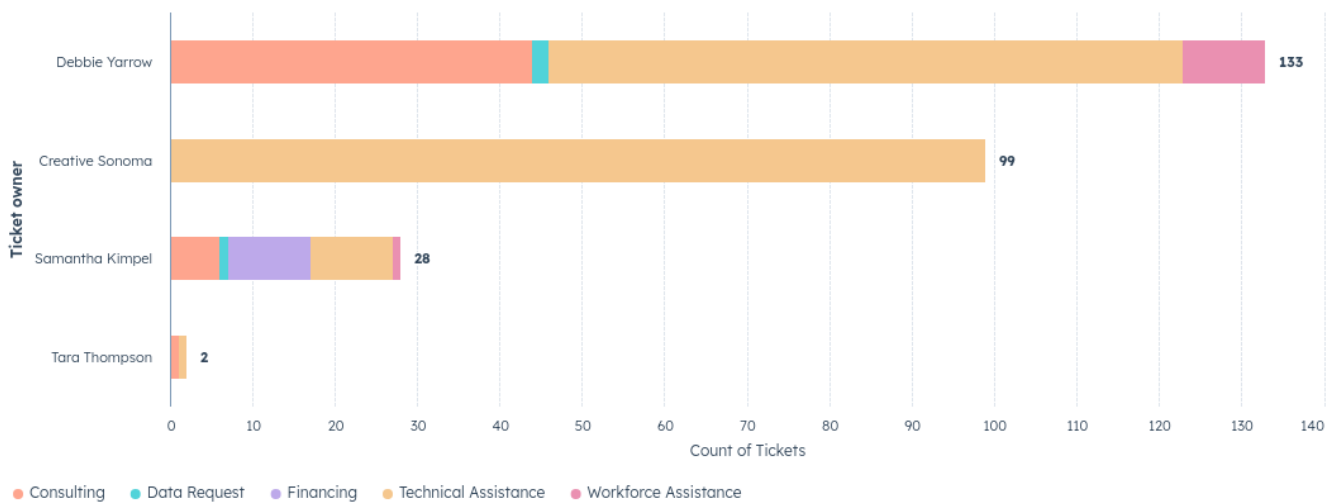
## Business Services

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



## Creative Sonoma

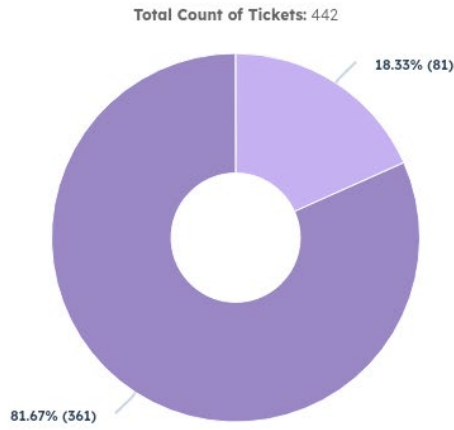
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)



# Business Type

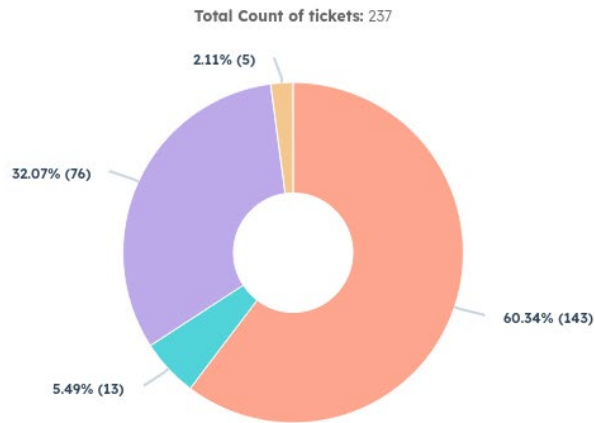
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

● New ● Existing



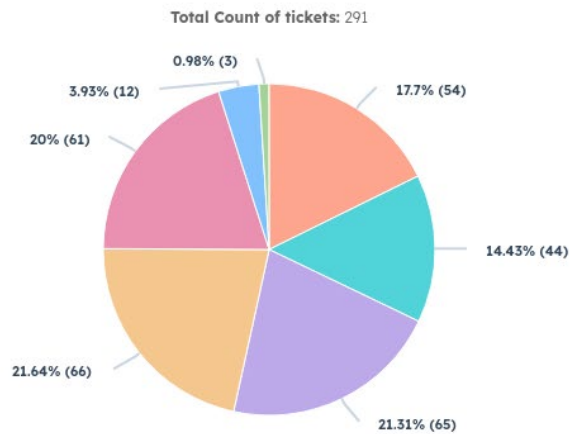
# Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown



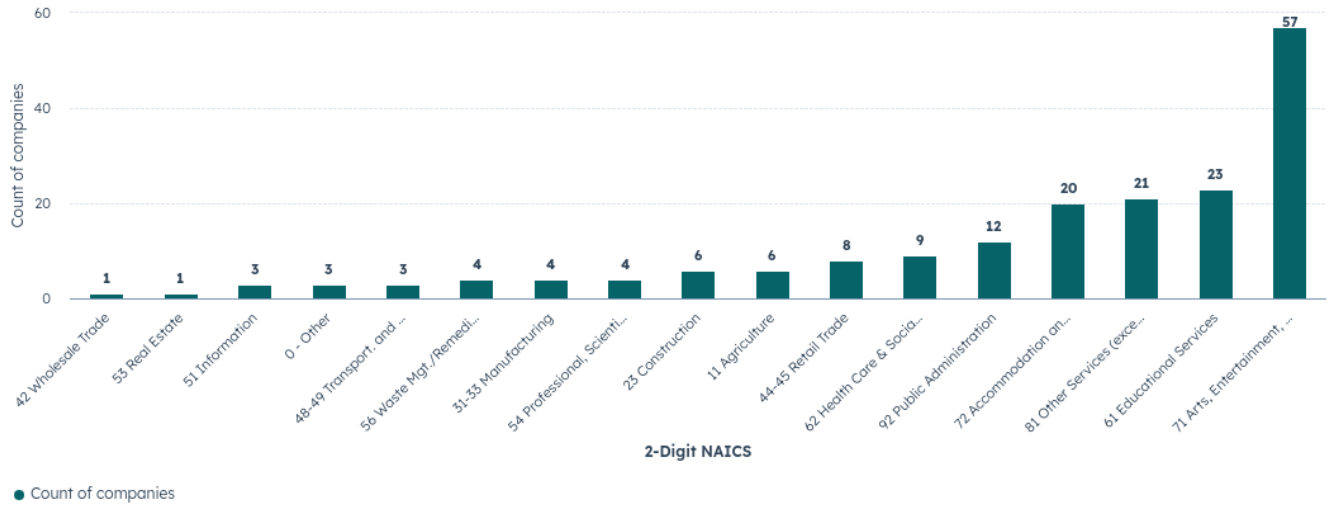
# Supervisor District

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





## Business Industry



## Business Industry Activity Detail

BUSINESS ACTIVITY <span>▲</span>	COUNT OF COMPANIES <span>●</span> <span>▾</span>
Arts/Culture	11
Beer/Cider/Spirits	1
Event Venue	1
Grocery Store/Market	1
Gym or Fitness Center	1
Healthcare/Medical	1
Hotel or Lodging	1
Outdoor Recreation	1
<b>Report Total</b>	<b>30</b>

< Prev **1** 2 Next >

## Business Owner Demographics

AMERICAN INDIAN OR ALASKA NATIVE

2

ASIAN

6

BLACK OR AFRICAN AMERICAN

3

LATINO/HISPANIC

38

LGBTQIA+

3

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

1

VETERAN

1

WHITE

8

WOMAN-OWNED

35

## Event Attendance & Presentations

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

Event Name	Event Status	CLOSE DATE
<a href="#">SRJC Job Link</a>	Event Completed (External Events)	2/1/2023
<a href="#">Poetry Out Loud 2024</a>	Event Completed (External Events)	1/29/2024
<a href="#">North Bay Business Journal Virtual Conference</a>	Event Completed (External Events)	11/10/2021
<a href="#">Leadership Santa Rosa Arts &amp; Culture Day</a>	Event Completed (External Events)	1/18/2024
<a href="#">CA Arts Education Summit 2024</a>	Event Completed (External Events)	1/19/2024
<a href="#">Presentation to SR Kiwanis</a>	Event Completed (External Events)	1/8/2024
<a href="#">Consensus Santa Rosa</a>	Event Completed (External Events)	11/7/2023
<a href="#">Advocacy and Appreciation Night at the Symphony</a>	Event Completed (External Events)	11/6/2023

## Outreach

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

MEETING

45

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

16,489

## Total Email Campaigns

COUNT OF MARKETING EMAILS

32

## Email Engagement Totals

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

SENT  
70,594  
▼ 32.33%

OPENED  
14,844  
▼ 23.66%

CLICKS  
1,847  
▼ 32.42%

CLICK RATE  
2.65%  
▼ 0.05%

## Email Activity Detail

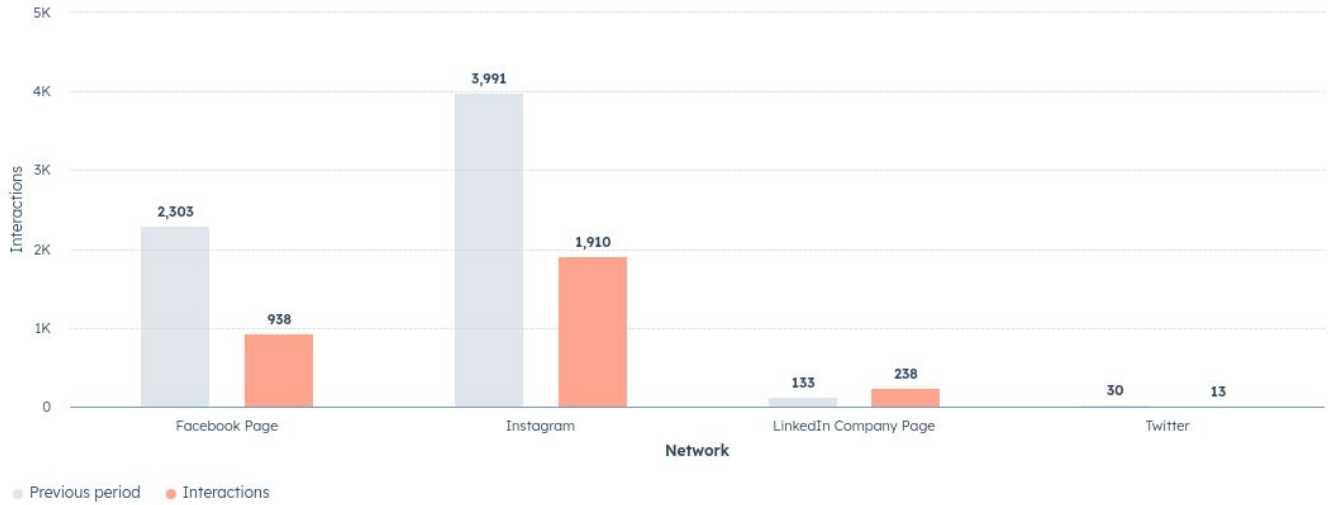
IN THE LAST 60 DAYS

EMAIL	SENT ↕	OPEN RATE ▼	CLICK RATE ↕	CLICK-THROUGH RATE ↕	UNSUBSCRIBED ↕
<a href="#">Arts Education Alliance - Prop 28 Webinar from the CD...</a>	348	53.16%	7.76%	14.59%	1
<a href="#">Arts Education Alliance - Friday Deadline for Nominati...</a>	353	42.9%	3.41%	7.95%	1
<a href="#">Arts Education Alliance Newsletter December 2023</a>	426	36.38%	5.4%	14.84%	0
<a href="#">Arts Education Alliance Newsletter January 2024</a>	426	34.35%	6.35%	18.49%	2
<a href="#">Creative Sonoma CURRENTS February 2024</a>	3,517	19.1%	3.59%	18.81%	13
<a href="#">Creative Sonoma CURRENTS January 2024</a>	3,516	18.36%	1.66%	9.02%	14
<a href="#">2024 Economic Perspective - Tickets Open</a>	4,763	16.6%	1.88%	11.33%	17
<a href="#">Event Survey February 2024</a>	2,952	15.7%	2.81%	17.88%	8



# Social Media Engagement

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



# Total Media Activity

MEDIA  
23

# Media Activity Detail

