

Business Services & Research June 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

FY2024-2025 Budget Update

The next fiscal year (2024-2025) budget process wrapped up on June 14, 2024, and despite the forecast for flat revenues due to rising interest rates influencing property tax revenues/transfers, and TOT growth normalization from pandemic highs over the past couple of years, our division was incredibly lucky to receive support and staff resources to permanently expand our Business Diversity Program. With the new position allocation (1.0 FTE Administrative Aide), we are confident in the ability for the EDB to further expand its reach and services in underserved communities, which will give the existing Business Diversity program some much-needed capacity to take on initiatives such as supplier diversity/procurement.

In the coming weeks, staff will work together to build an outline and strategy for how to best utilize these two positions to achieve program goals with the intention of launching a full recruitment for the new position later this summer.

Business Closures & Relocations



We anticipate that while this work (outreach) is to be considered on-going, that initial outreach and event will be completed by Q4 2024.

Research & Data

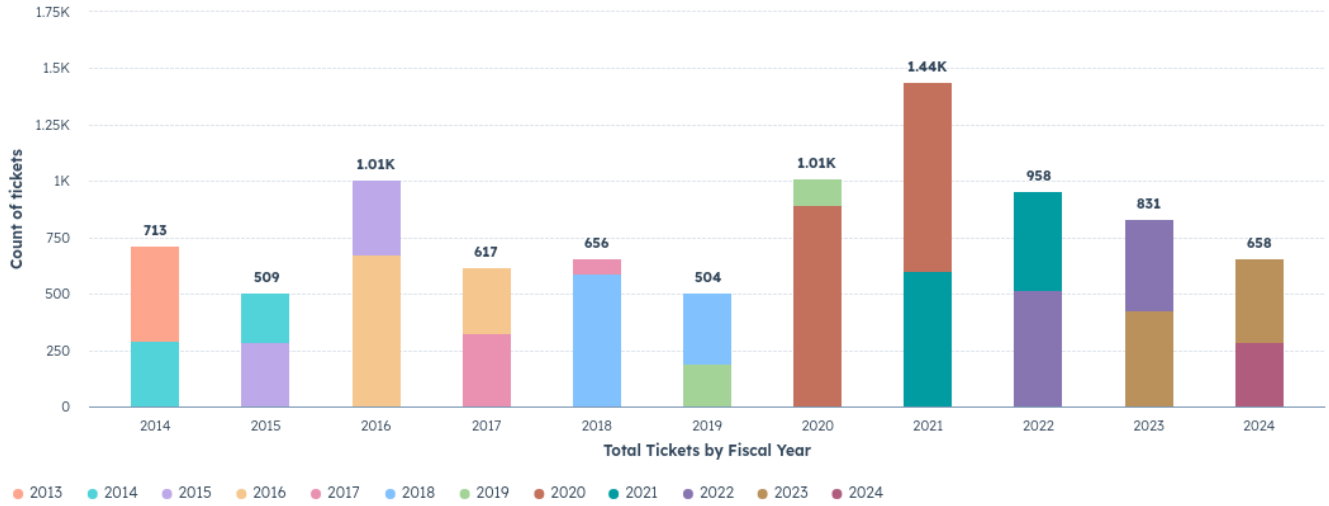
Economic Research Program Analysis & Development Timeline



We anticipate that the Economic Research Program Analysis will be completed by June 30, 2024, and an official item (Program Change Request) will be brought before the Board of Supervisors for review/approval in Q3 2024.

HubSpot Dashboard – EDB Team Overview FY24

EDB Historical Data



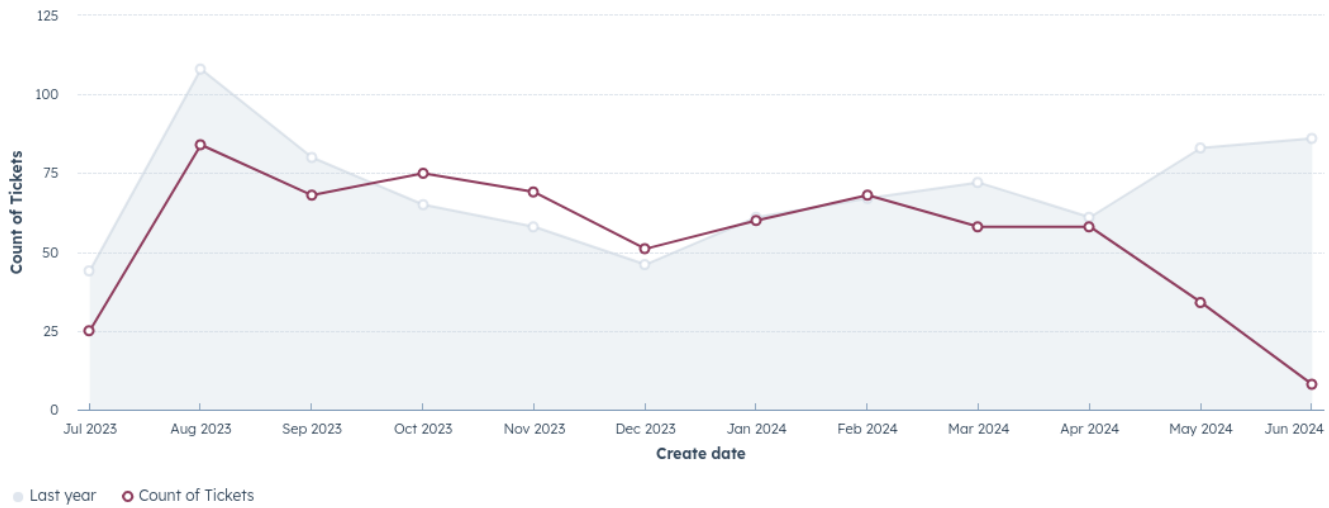
Total Businesses Served FY24

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

COUNT OF TICKETS
658

Businesses Served

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



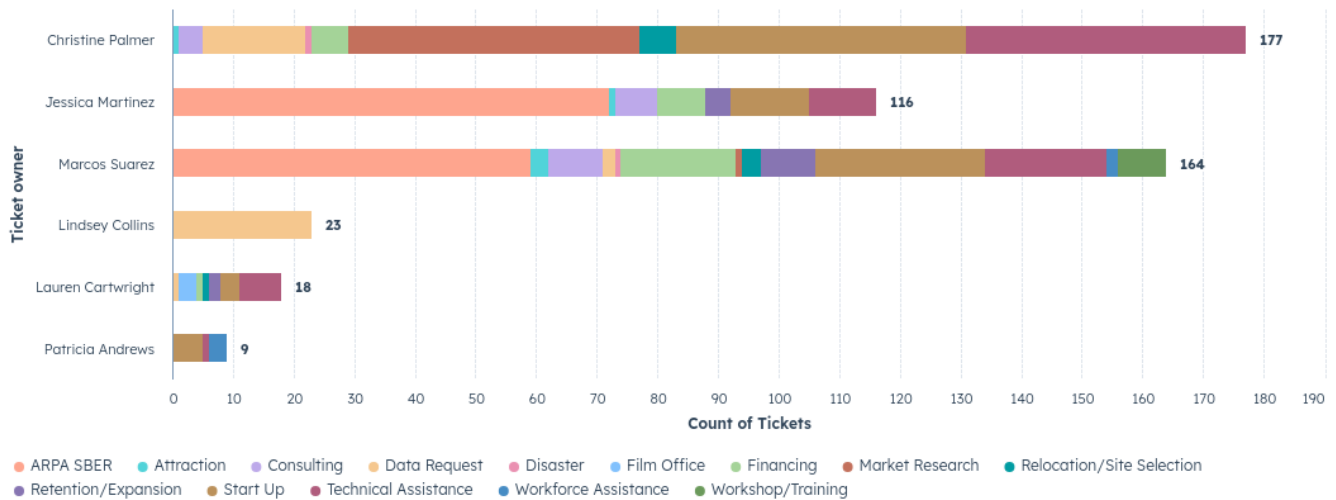
Business Assist Detail

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

ARPA SBER	ATTRACTION	BROADBAND	CONSULTING	DATA REQUEST	DISASTER
78	5	9	83	51	2
FINANCING	MARKET RESEARCH	MEDIA	RELOCATION/SITE SELECTION	RETENTION/EXPANSION	START UP
44	49	1	10	16	100
TECHNICAL ASSISTANCE	WORKFORCE ASSISTANCE	WORKSHOP/TRAINING			
347	17	23			

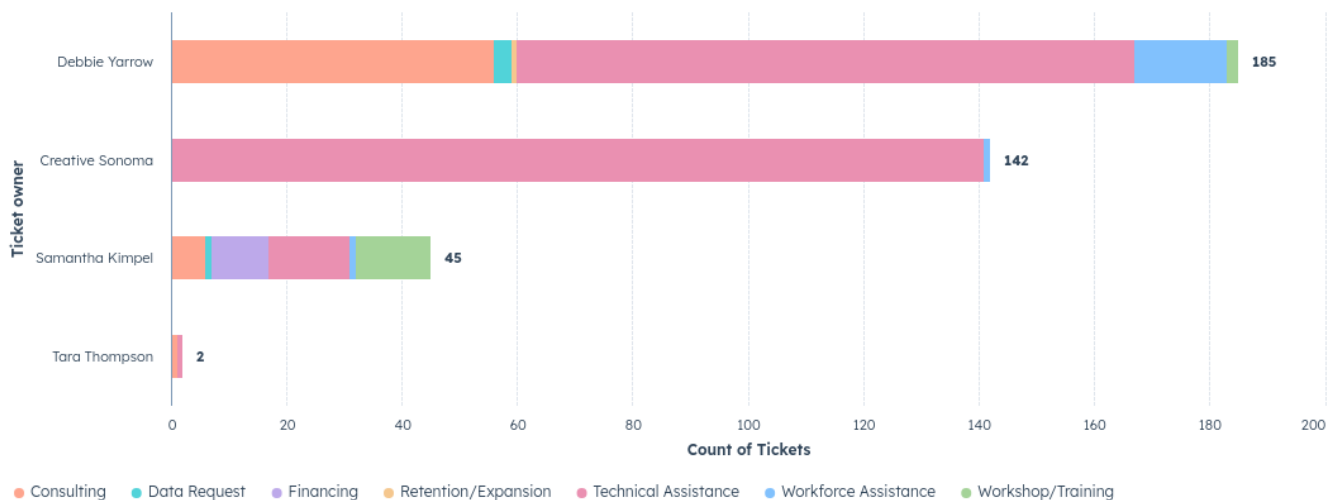
Business Services

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



Creative Sonoma

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

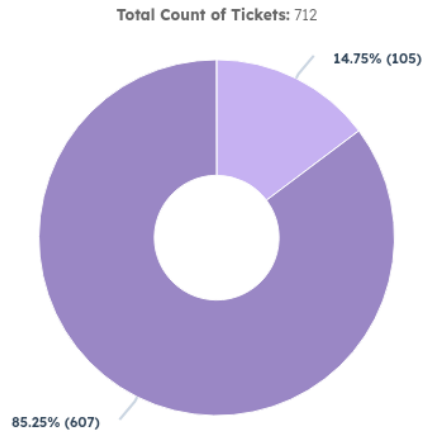


Business Type

FROM 7/1/2023 TO 6/30/2024

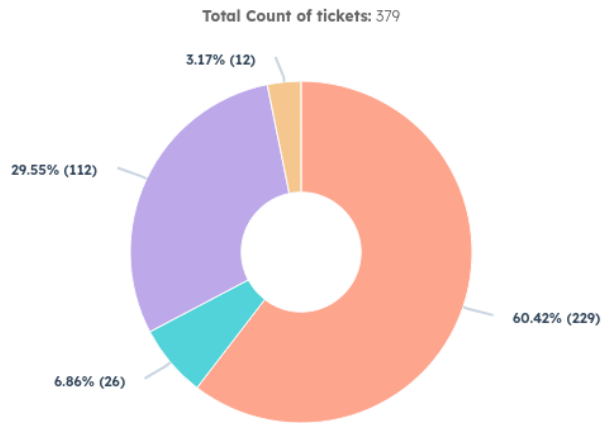
FILTERS (2)

● New ● Existing



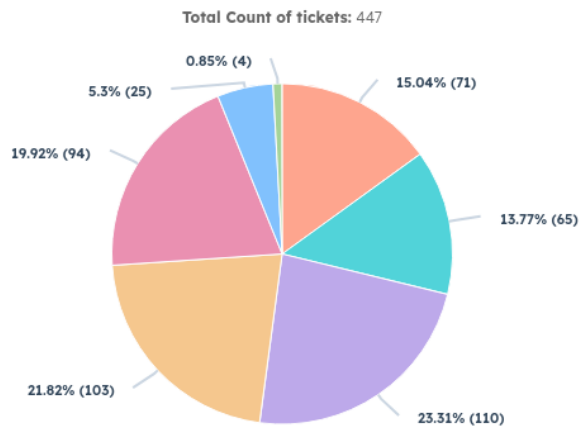
Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown

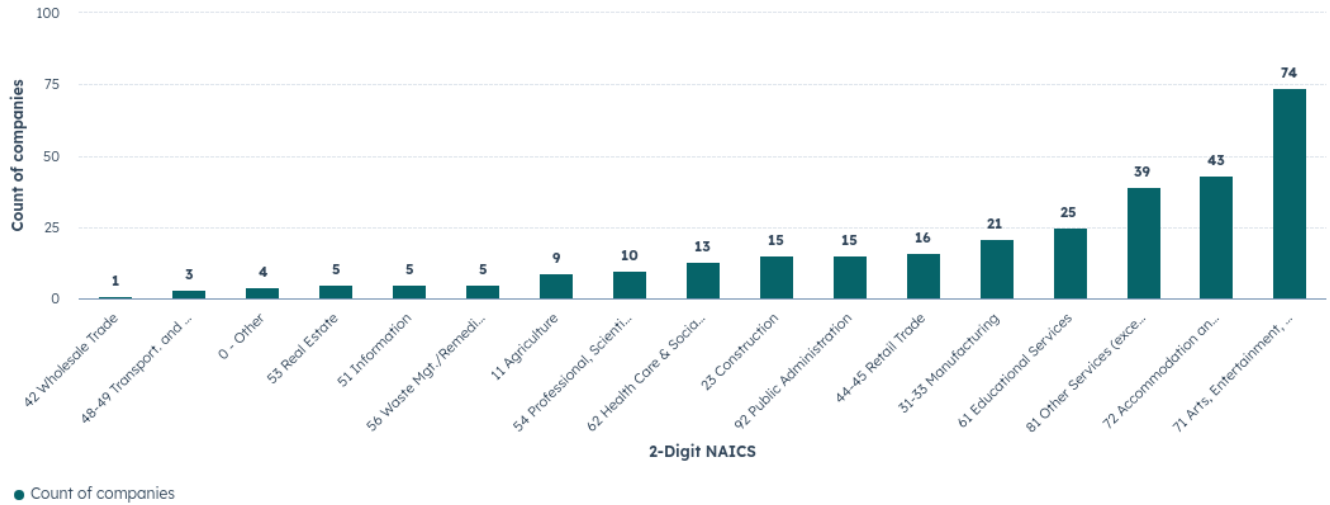


Supervisor District

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



Business Industry



Business Industry Activity Detail

BUSINESS ACTIVITY ▲	COUNT OF COMPANIES ● ▲
Arts/Culture	16
Beer/Cider/Spirits	2
Event Venue	1
Grocery Store/Market	2
Gym or Fitness Center	1
Healthcare/Medical	2
Hotel or Lodging	1
Outdoor Recreation	1
Report Total	47

< Prev **1** 2 Next >

Business Owner Demographics

AMERICAN INDIAN OR ALASKA NATIVE

3

ASIAN

8

BLACK OR AFRICAN AMERICAN

11

LATINO/HISPANIC

48

LGBTQIA+

3

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

1

VETERAN

1

WHITE

13

WOMAN-OWNED

53

Event Attendance & Presentations

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

Event Name	Event Status	CLOSE DATE
Planning for Petaluma River Park	Event Completed (External Events)	4/17/2024
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

Outreach

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

MEETING

59

CALL

34

Site Visits

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

MEETING

19

Total Marketing Contacts

ALL TIME FILTERS (1)

COUNT OF CONTACTS

16,418

Total Email Campaigns

COUNT OF MARKETING EMAILS

43

Email Engagement Totals

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

SENT
97,227
▼ 6.8%

OPENED
20,592
▲ 5.81%

CLICKS
2,464
▼ 9.88%

CLICK RATE
2.57%
▼ 0.13%

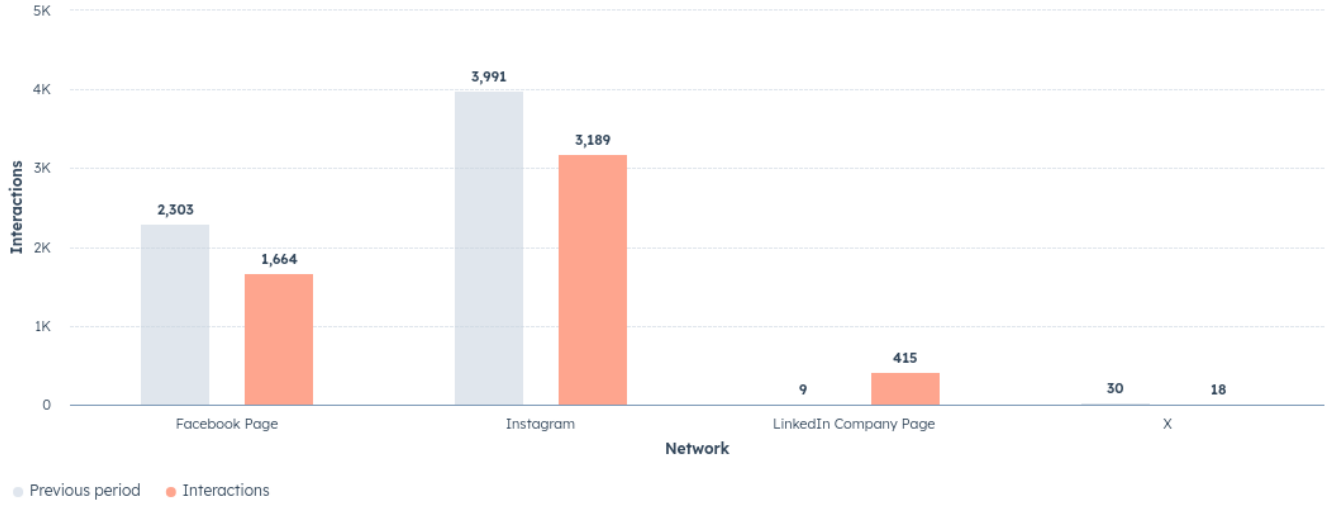
Email Activity Detail

IN THE LAST 60 DAYS

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE	UNSUBSCRIBED
Spring Mercadito and Legal Workshop (Clone)	2	100%	0%	0%	0
Arts Education Alliance Summer 2024	450	44.32%	8.24%	18.59%	2
Arts Education Alliance May 2024	449	36.61%	4.46%	12.2%	1
Creative Sonoma CURRENTS May 2024	3,494	24.13%	2.84%	11.79%	9
Sonoma County Fire Memorial Artist RFQ	3,503	20.03%	1.38%	6.87%	4
EDB Updates June and July 2024	2,488	15.32%	0.54%	3.5%	4
TEST April 25, 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
32

Media Activity Detail

