

Business Services & Research March 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

Farmworker Resource Fair

On March 3rd we held the first farmworkers resource fair, we brought together over 40 different resource providers focusing on the challenges the farmworkers community face. The main topics of concern were food access, rental assistance, and jobs during the down season. We hosted over 200 farmworkers and provided free meals from local food trucks. In addition to bringing these resources together we were able to raffle off prizes such as gas cards gift cards to local grocery stores and community markets. This event was coordinated by HSD, JobLink and our EDB team. We saw a great deal of support for the event from supervisors Gore and Coursey, and many community leaders. There is discussion on recreating this event in other areas of the county which we strongly encourage.

Economic Research & Data

During the Board of Supervisors meeting on February 27th, the discussion also included an interest (during budget workshops/hearings) to learn more about what resources might be needed to support the expansion of the Economic Research Program. To best support any discussion that may take place, we will be prepared to present the following options, with the caveat that at a minimum, we will need the addition of one FTE to even consider the expansion of the program. *The team will be working in the coming weeks to calculate approximate monetary totals for each of the options listed below.*

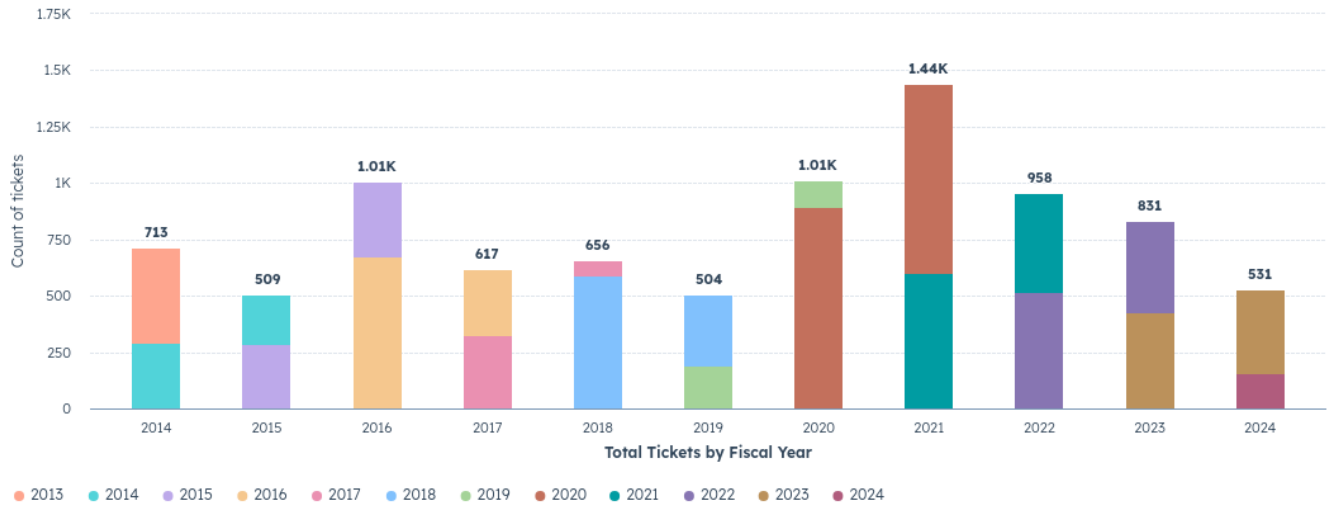
- Option 1 = 1.0 FTE + Project/Program Research and Evaluation @ \$\$\$,\$\$\$
- Option 2 = 1.0 FTE + Partial Software + High-level Project/Program Research Analysis @ \$\$\$,\$\$\$
- Option 3 = 1.0 FTE + All Software + Consulting Services @ \$\$\$,\$\$\$



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

HubSpot Dashboard – EDB Team Overview FY24

EDB Historical Data



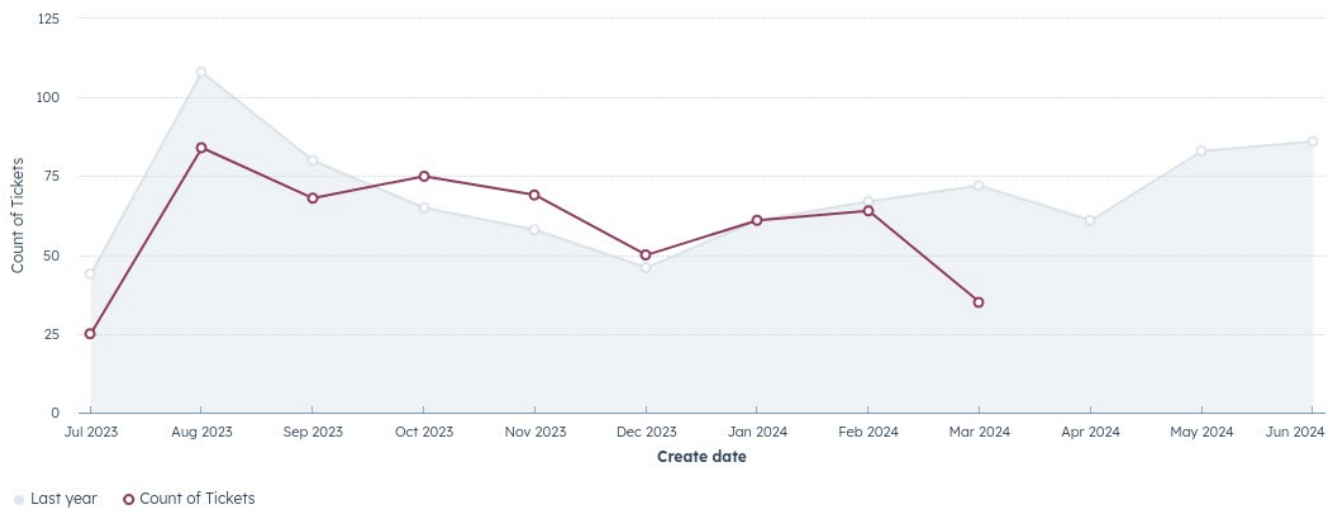
Total Businesses Served FY24

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

COUNT OF TICKETS
531

Businesses Served

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



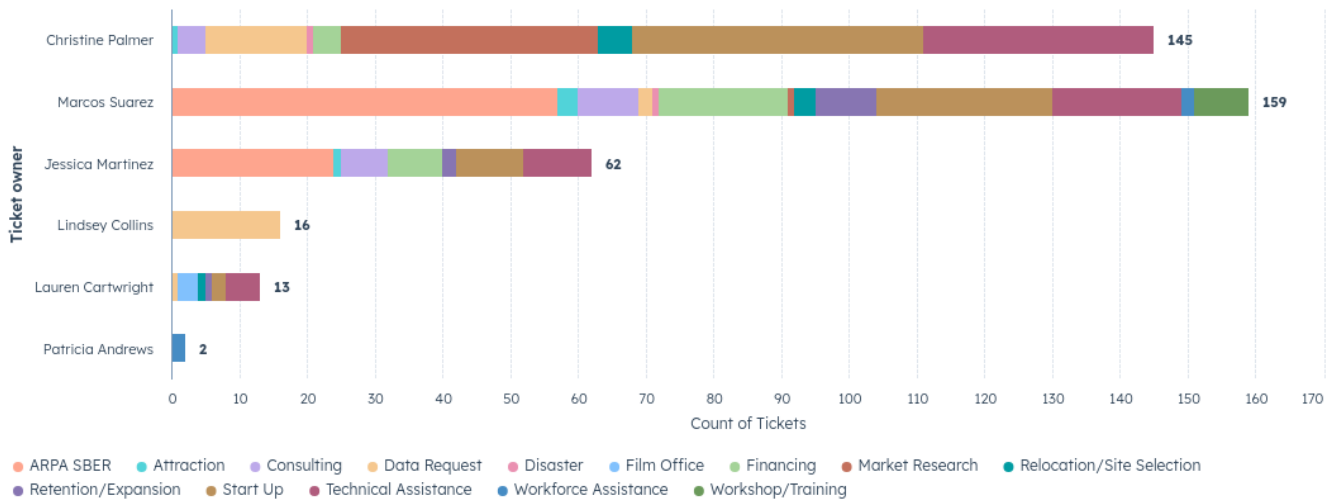
Business Assist Detail

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

ARPA SBER 73	ATTRACTION 5	BROADBAND 9	CONSULTING 74	DATA REQUEST 40	DISASTER 2
FINANCING 41	MARKET RESEARCH 39	RELOCATION/SITE SELECTION 9	RETENTION/EXPANSION 13	START UP 84	TECHNICAL ASSISTANCE 284
WORKFORCE ASSISTANCE 14	WORKSHOP/TRAINING 8				

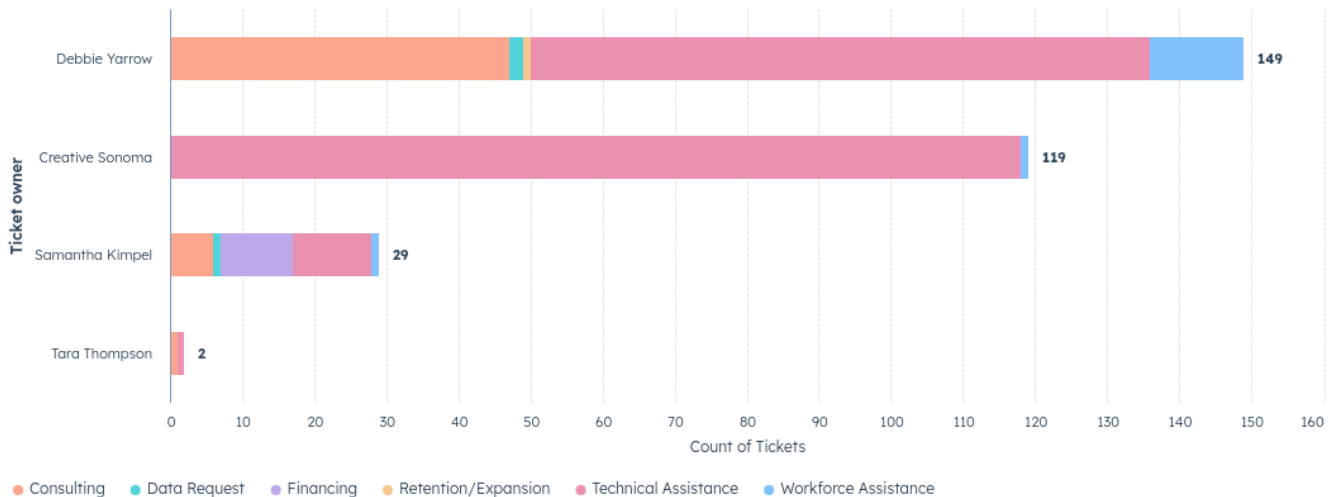
Business Services

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



Creative Sonoma

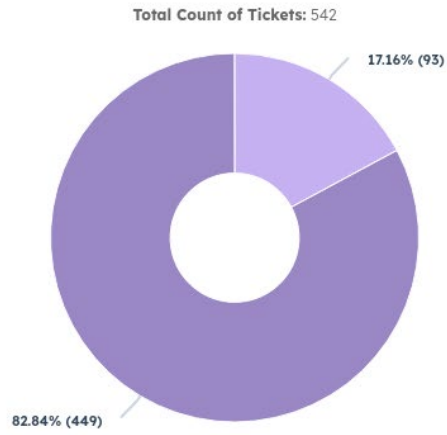
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)



Business Type

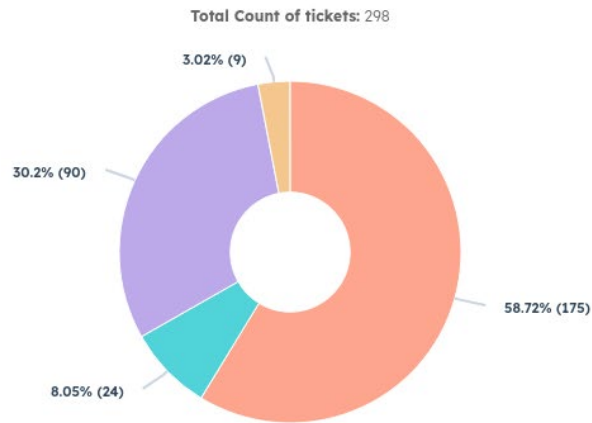
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

● New ● Existing



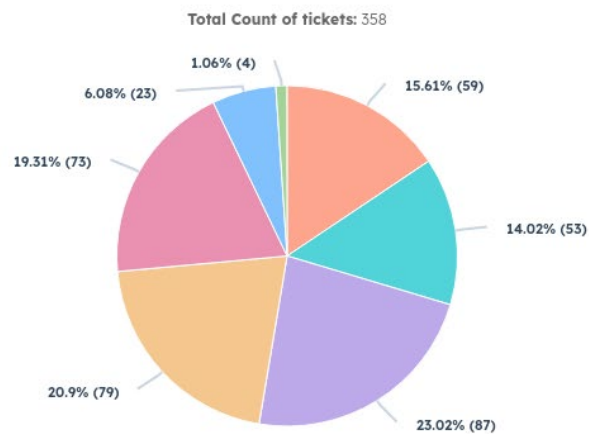
Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown

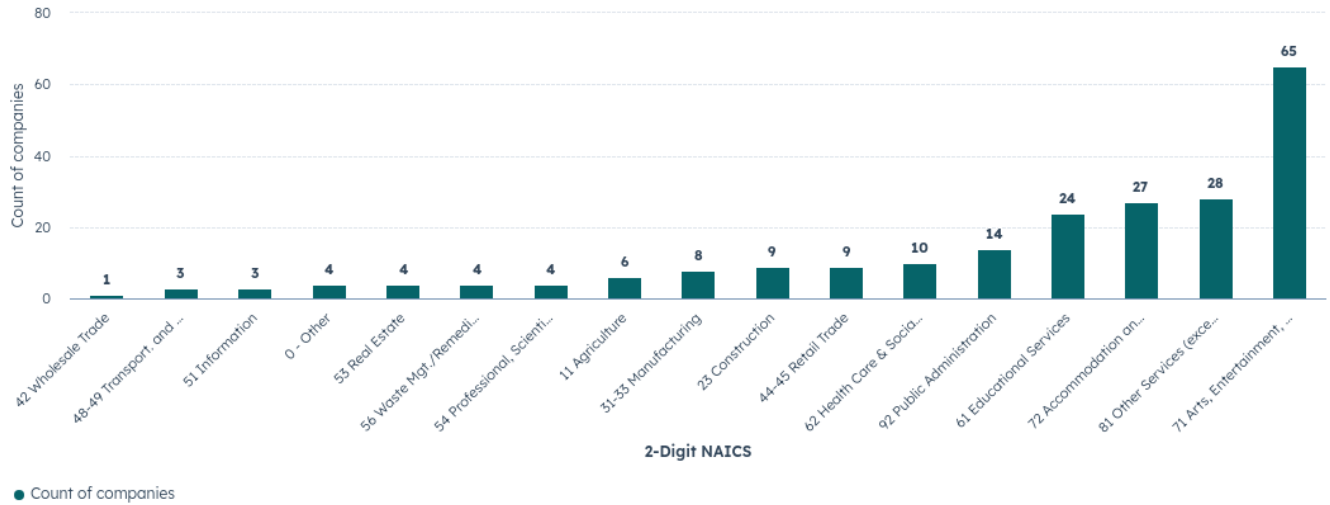


Supervisor District

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



Business Industry



Business Industry Activity Detail

BUSINESS ACTIVITY	COUNT OF COMPANIES
Arts/Culture	12
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	37

< Prev 1 2 Next >

Business Owner Demographics

AMERICAN INDIAN OR ALASKA NATIVE
2

ASIAN
6

BLACK OR AFRICAN AMERICAN
5

LATINO/HISPANIC
45

LGBTQIA+
3

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
1

VETERAN
1

WHITE
11

WOMAN-OWNED
42

Event Attendance & Presentations

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

Event Name	Event Status	CLOSE DATE
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
Poetry Out Loud 2024	Event Completed (External Events)	1/29/2024
North Bay Business Journal Virtual Conference	Event Completed (External Events)	11/10/2021
Leadership Santa Rosa Arts & Culture Day	Event Completed (External Events)	1/18/2024

Outreach

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

MEETING

50

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

16,317

Total Email Campaigns

COUNT OF MARKETING EMAILS

36

Email Engagement Totals

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

SENT
79,453
▼ 23.84%

OPENED
16,229
▼ 16.58%

CLICKS
1,980
▼ 27.55%

CLICK RATE
2.52%
▼ 0.17%

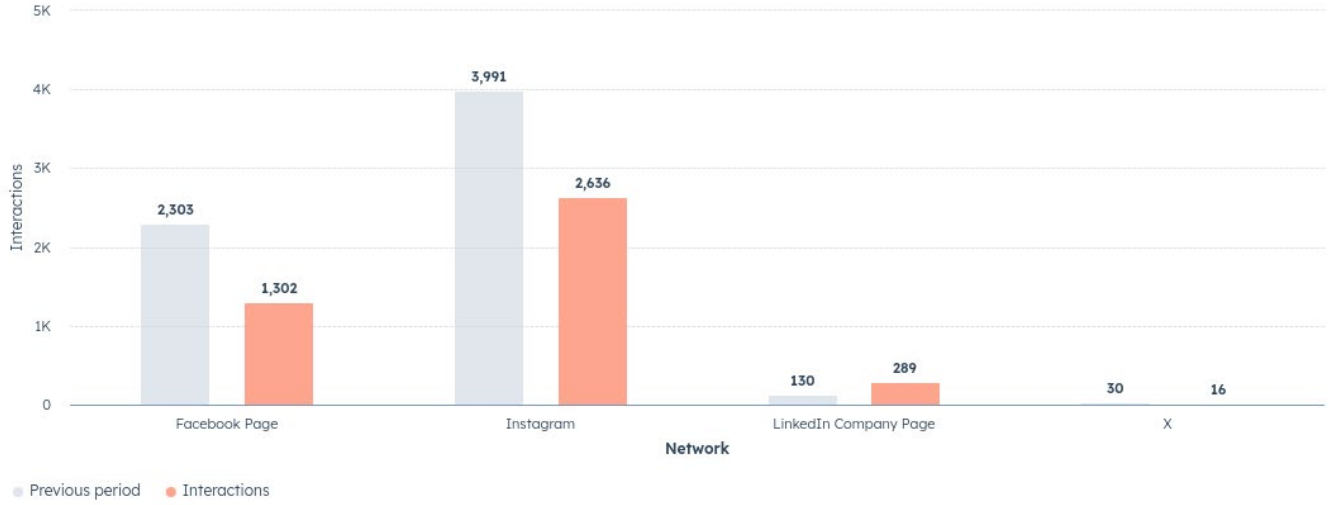
Email Activity Detail

IN THE LAST 60 DAYS

EMAIL	SENT ↕	OPEN RATE ▼	CLICK RATE ↕	CLICK-THROUGH RATE ↕	UNSUBSCRIBED ↕
Arts Education Alliance - Prop 28 Webinar from the CD...	348	53.45%	8.33%	15.59%	1
Arts Education Alliance Newsletter January 2024	426	34.35%	6.35%	18.49%	2
Arts Education Alliance Newsletter February	434	33.02%	6%	18.18%	0
Creative Sonoma CURRENTS February 2024	3,517	20.04%	3.88%	19.35%	13
Event Survey February 2024	2,952	15.8%	2.84%	17.98%	8
REAP Grant Opportunity	2,536	15.29%	1.21%	7.89%	9
Event Survey February 2024 reminder	2,932	15.14%	1.95%	12.9%	15
Black History Month 2024	2,548	13.99%	1.12%	7.98%	4

Social Media Engagement

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



Total Media Activity

MEDIA
27

Media Activity Detail

