

Business Services & Research May 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

Business Closures & Relocations: Next Steps

The EDB (Ethan Brown) presented an informational item to the [Board of Supervisors on February 27, 2024](#), discussing recent business closures/relocations out of Sonoma County and how our agency can work to proactively identify other “at-risk” businesses as a focused aspect of our broader business retention strategy.

With support of Brad Johnson from the Special Projects Division and through the utilization of Data Axle, we’ve compiled a preliminary outreach list of businesses within Sonoma County that meet the following criteria:

- >50 Jobs and/or
- >\$10,000,000 in annual sales

The list is currently organized by jurisdiction (incorporated and unincorporated) and while our intention is to focus on businesses in Unincorporated Sonoma County, our team will be sharing the list with regional partners and offering support where/if needed.



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

Check out our latest reports!

- [2023 Third Quarter Transient Occupancy Tax Report](#)
- [2023 Moody's Manufacturing Industry Report](#)
- [2023 Moody's Annual Demographics Report](#)
- [2024 Pliny the Younger Economic Impact](#)
- [2024 Sonoma County Restaurant Week Economic Impact](#)

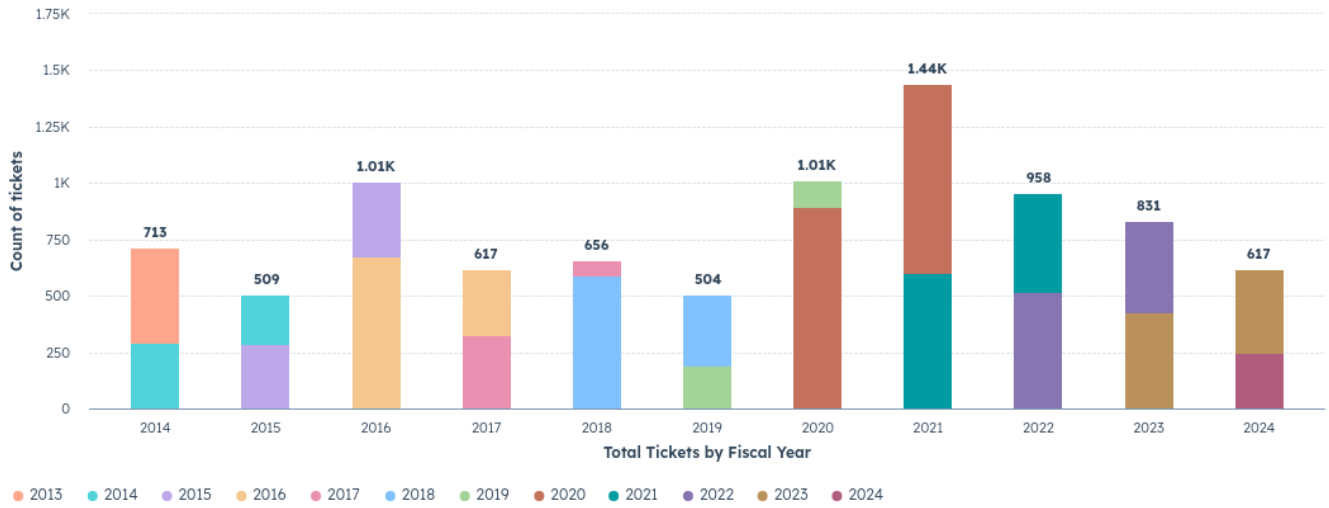
Economic Research Program Analysis & Development Timeline



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

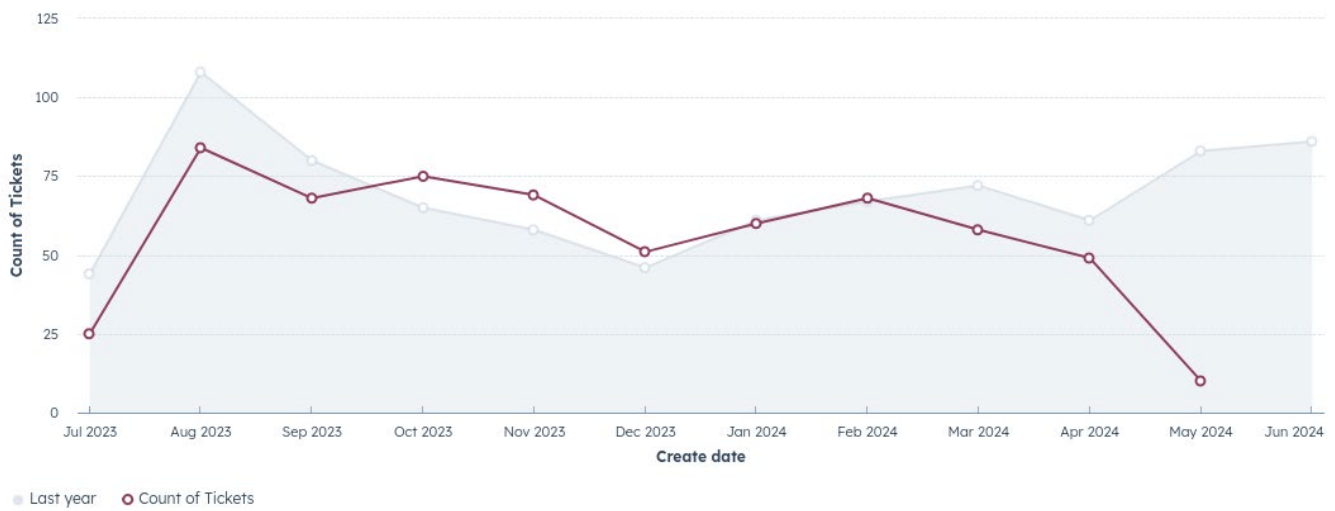
FROM 7/1/2023 TO 6/30/2024 FILTERS (1)

COUNT OF TICKETS

617

Businesses Served

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



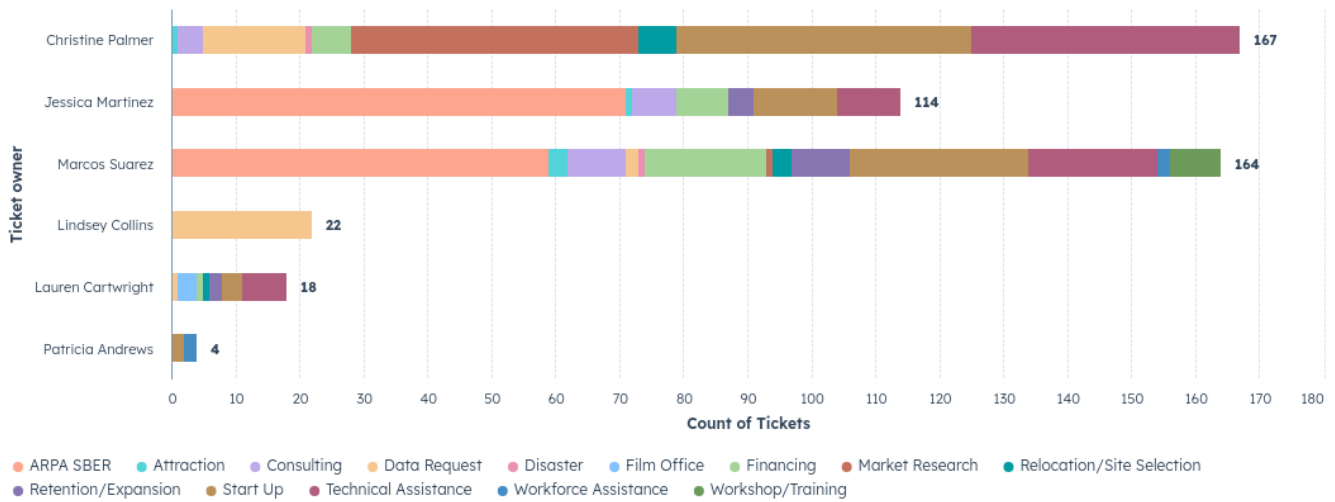
Business Assist Detail

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

ARPA SBER 77	ATTRACTION 5	BROADBAND 9	CONSULTING 79	DATA REQUEST 47	DISASTER 2
FINANCING 44	MARKET RESEARCH 46	RELOCATION/SITE SELECTION 10	RETENTION/EXPANSION 16	START UP 95	TECHNICAL ASSISTANCE 323
WORKFORCE ASSISTANCE 15	WORKSHOP/TRAINING 23				

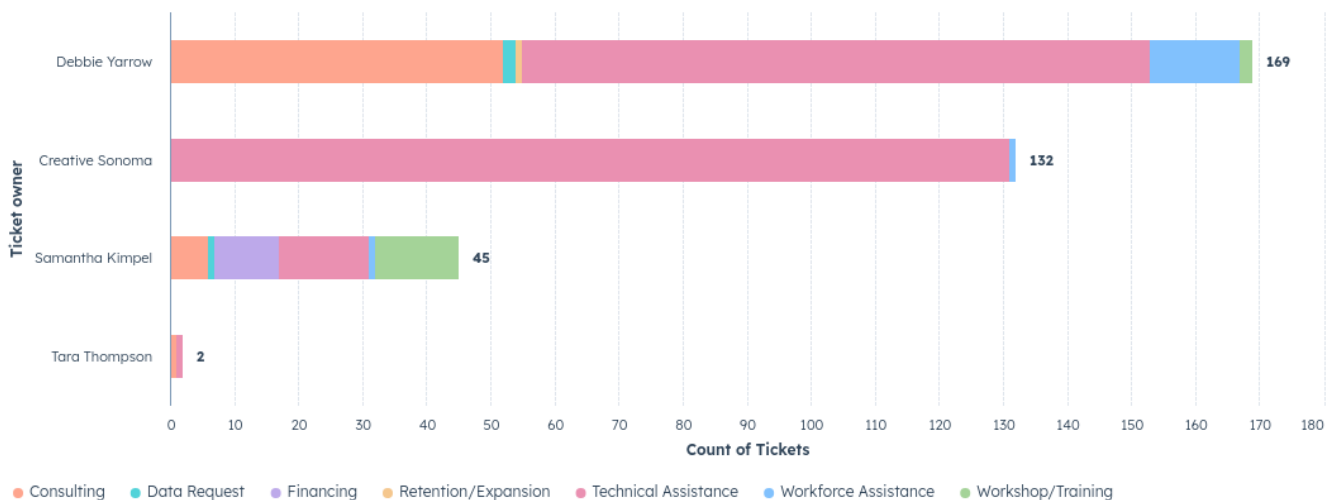
Business Services

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



Creative Sonoma

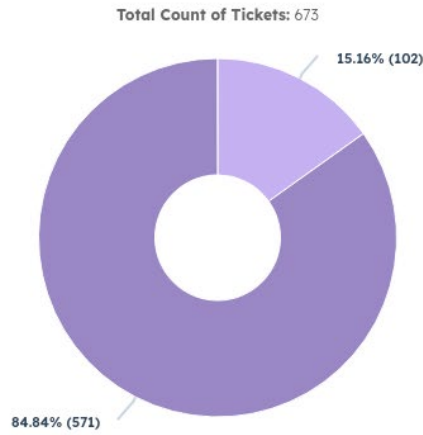
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)



Business Type

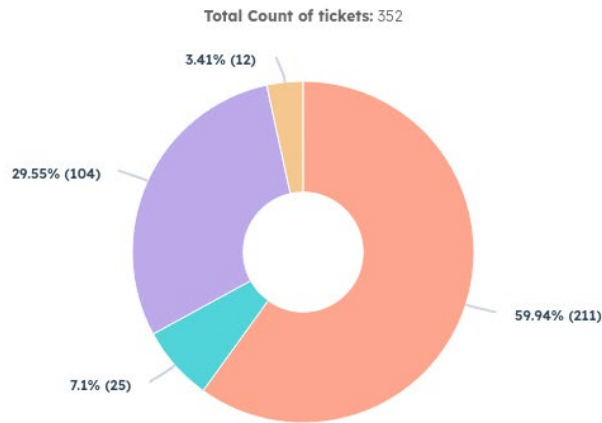
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

New Existing



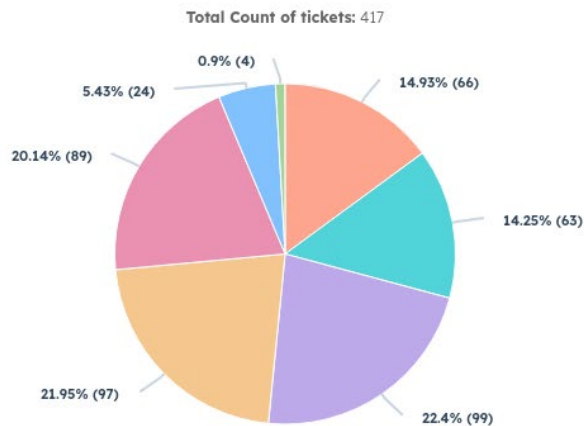
Business Location

Incorporated Outside of Sonoma County Unincorporated Unknown

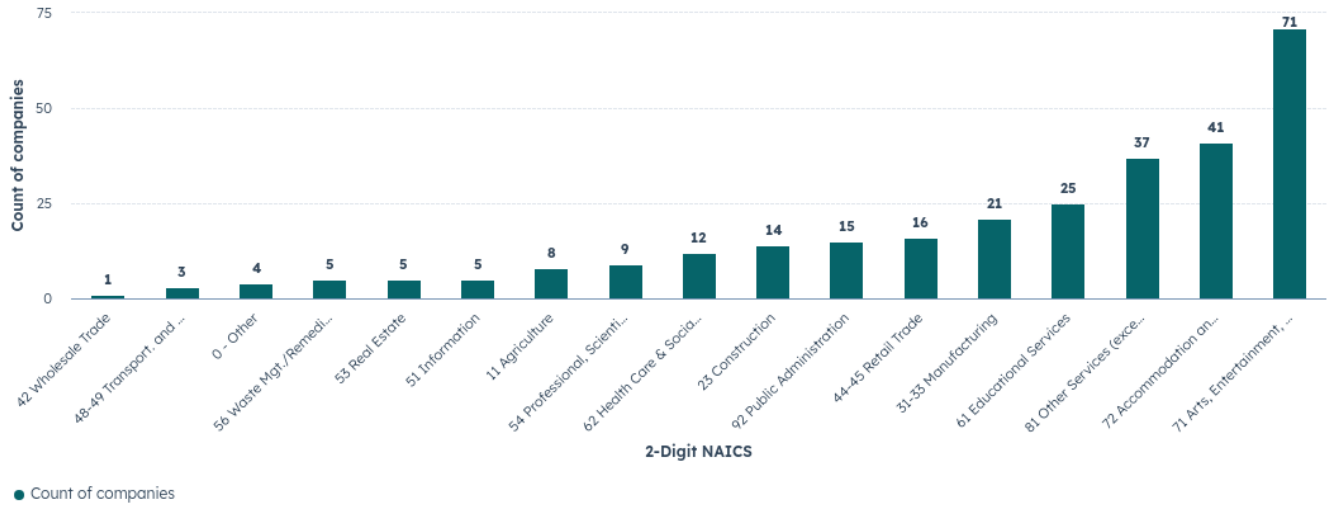


Supervisor District

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	46

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Business Owner Demographics

AMERICAN INDIAN OR ALASKA NATIVE
2

ASIAN
8

BLACK OR AFRICAN AMERICAN
10

LATINO/HISPANIC
48

LGBTQIA+
3

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
1

VETERAN
1

WHITE
13

WOMAN-OWNED
51

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

58

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

16,379

Total Email Campaigns

COUNT OF MARKETING EMAILS

40

Email Engagement Totals

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

SENT
90,786
▼ 12.98%

OPENED
19,316
▼ 0.73%

CLICKS
2,365
▼ 13.5%

CLICK RATE
2.63%
▼ 0.06%

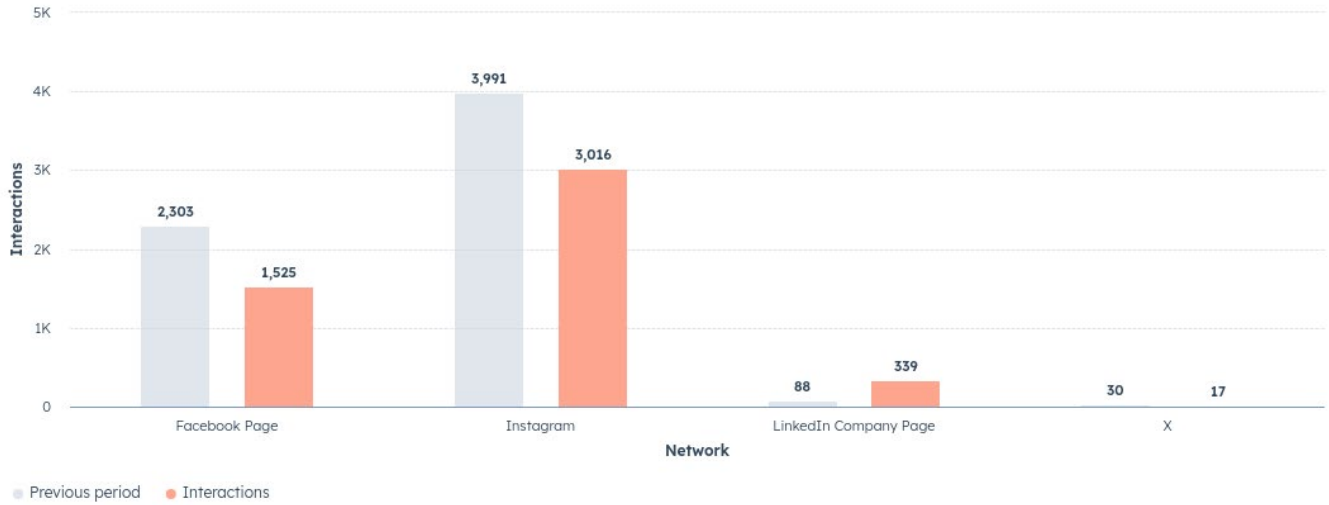
Email Activity Detail

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 Newsletter April 2024	370	48.65%	7.84%	16.11%	0
Arts Education Alliance Newsletter March 2024	436	41.74%	7.57%	18.13%	0
Arts Education Alliance May 2024	449	35.05%	4.46%	12.74%	1
Creative Sonoma CURRENTS April 2024	3,512	25.71%	3.37%	13.11%	12
CORRECTED: Creative Sonoma CURRENTS April 2024	3,506	24.64%	2.49%	10.11%	12
Creative Sonoma CURRENTS May 2024	3,494	23.76%	2.76%	11.61%	7
Spring Mercadito and Legal Workshop	2,516	13.46%	0.2%	1.51%	2

Social Media Engagement

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



Total Media Activity

MEDIA
32

Media Activity Detail

