

Business Services & Research

October 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

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.



CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

The grant was applied for in partnership with the County Administrator's Office Policy, Grants and Special Projects division and with Sonoma County Secure Families Collaborative (SFC), a local nonprofit that provides pro-bono legal and social services to immigrants in the community as a sub-grantee. SFC will leverage its extensive experience providing linguistically and culturally accessible social services workshops, financial literacy, educational services, benefit enrollment assistance, and more to support this scope of work.

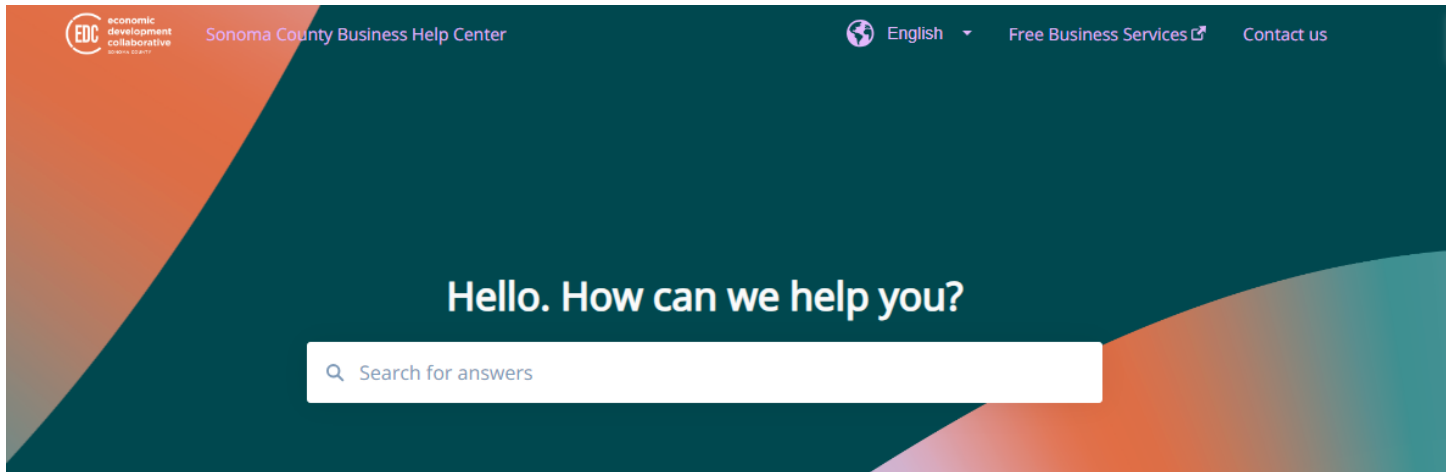
TrailblazHer Women's Event

In partnership with SoCo Market, we supported the launch of a new event called "Trailblazher," designed to both empower and support female entrepreneurs at various stages of their journey. Scheduled for October 11th, 2024, this event took place at the picturesque Paradise Ridge, located at 4545 Thomas Lake Harris Drive, Santa Rosa, CA 95403. Throughout the event, attendees were provided the opportunity to engage with a diverse group of fellow entrepreneurs and speakers who shared their expertise and experiences. Additionally, interactive panel discussions dove into relevant topics, providing valuable insights and practical advice.



Sonoma County Business Help Center

An online database of information and resources for business owners across industries and at varying stages whether they're looking to start a new business, expand operations or move locations to support business entity compliance, understanding regulations and resource sharing.



The header features a dark teal background with an orange and teal gradient on the left and right sides. In the top left corner is the EDC logo (economic development collaborative) and the text "Sonoma County Business Help Center". In the top right corner are links for "English", "Free Business Services", and "Contact us". The main heading "Hello. How can we help you?" is centered in white. Below it is a white search bar with a magnifying glass icon and the placeholder text "Search for answers".



Start Your Business

Get started by following our step-by-step guide



Financing and Capital

Financing options for new and established businesses



Hiring Employees

Important steps when adding new employees

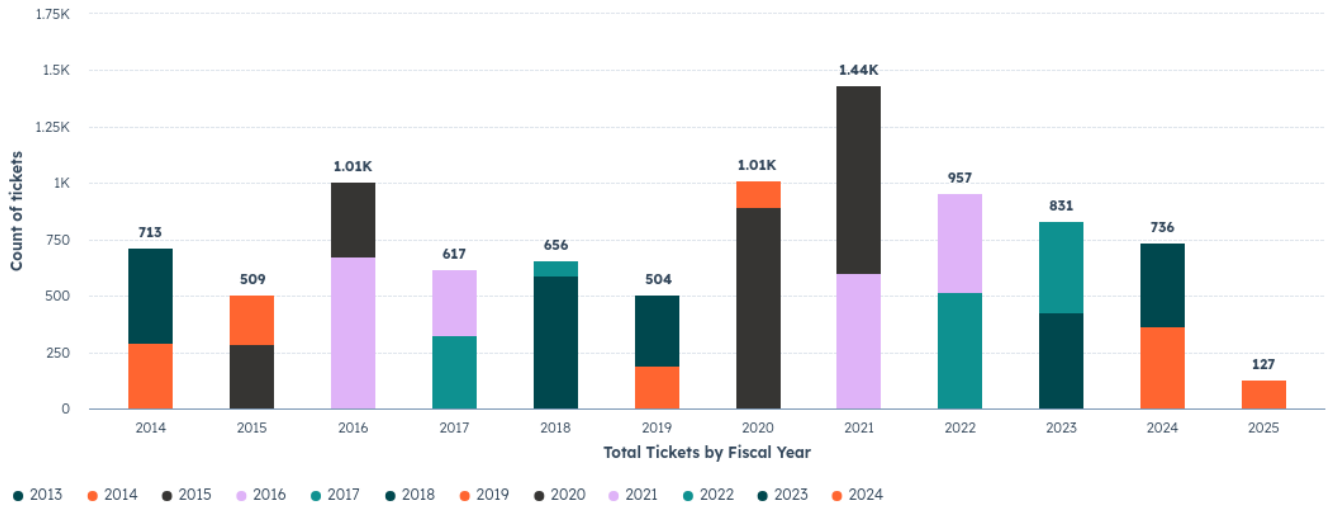
RESEARCH & DATA

SonomaEDC.org Data Center

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

HUBSPOT DASHBOARD – EDC TEAM OVERVIEW FY25

Historical Data



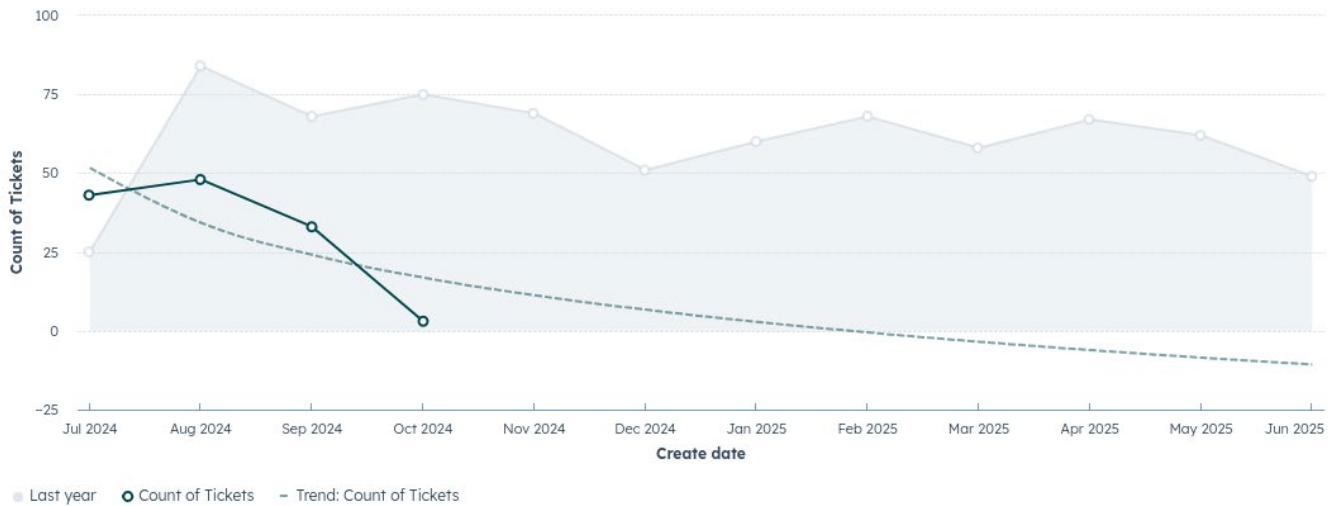
Total Businesses Served FY25

THIS FISCAL YEAR SO FAR FILTERS (1)

COUNT OF TICKETS
127

Businesses Served

THIS ENTIRE FISCAL YEAR | MONTHLY COMPARED TO | LAST FISCAL YEAR FILTERS (1)



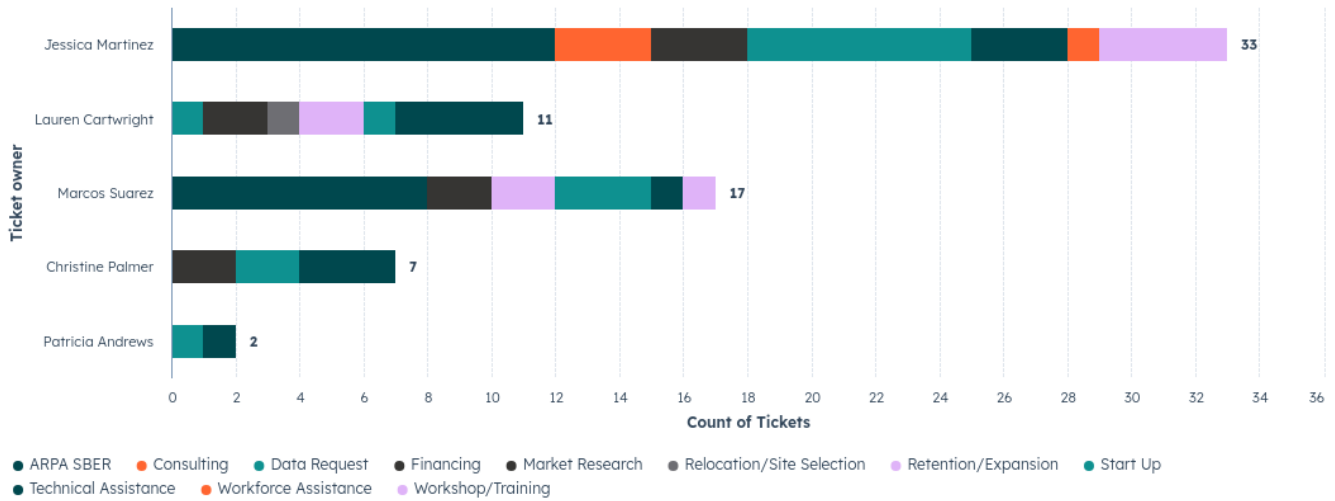
Business Assist Detail

THIS FISCAL YEAR SO FAR FILTERS (2)

ARPA SBER	CONSULTING	DATA REQUEST	FINANCING	MARKET RESEARCH	RELOCATION/SITE SELECTION
20	6	17	7	2	1
RETENTION/EXPANSION	START UP	TECHNICAL ASSISTANCE	WORKFORCE ASSISTANCE	WORKSHOP/TRAINING	
4	14	77	6	6	

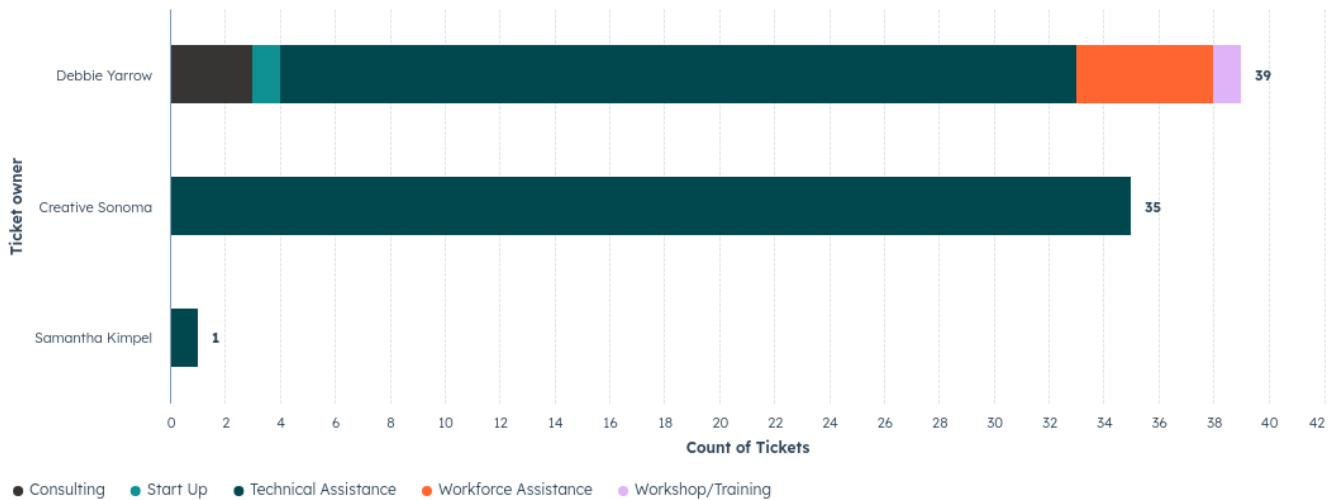
Business Services

THIS FISCAL YEAR SO FAR FILTERS (2)

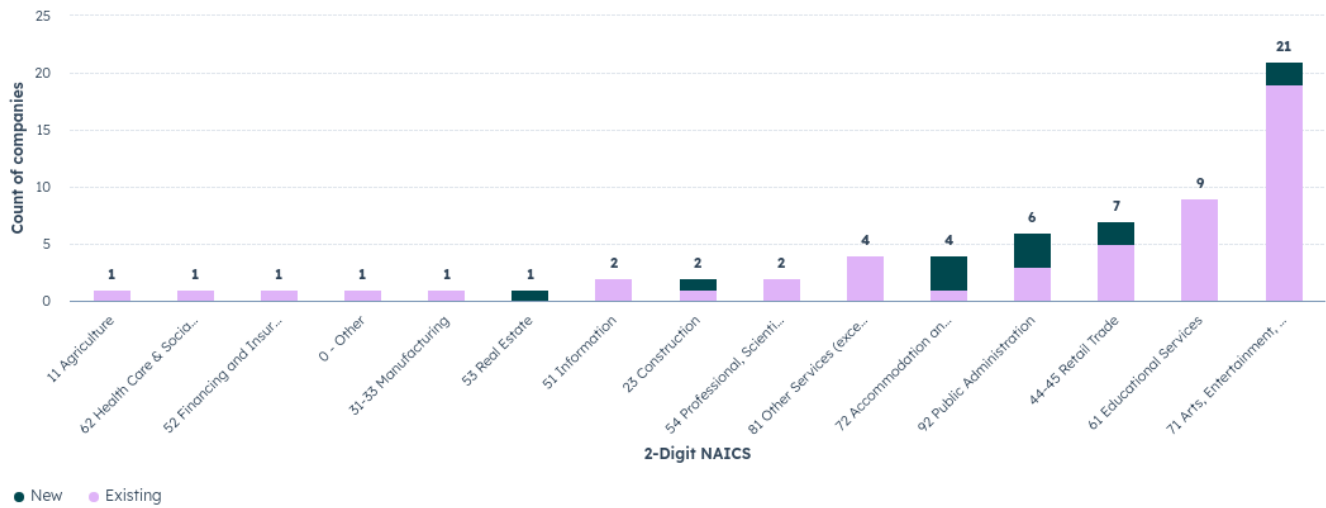


Creative Sonoma

THIS FISCAL YEAR SO FAR FILTERS (2)



Business Industry



Business Industry Activity Detail

BUSINESS ACTIVITY	COUNT OF COMPANIES
Arts/Culture	6
Automotive	1
Financial Institution	1
Gym or Fitness Center	1
Healthcare/Medical	1
Personal Care Services	2
Restaurant	3
School	1
Report Total	14

Business Owner Demographics

AMERICAN INDIAN OR ALASKA NATIVE
2

ASIAN
3

BLACK OR AFRICAN AMERICAN
3

HISPANIC OR LATINO
4

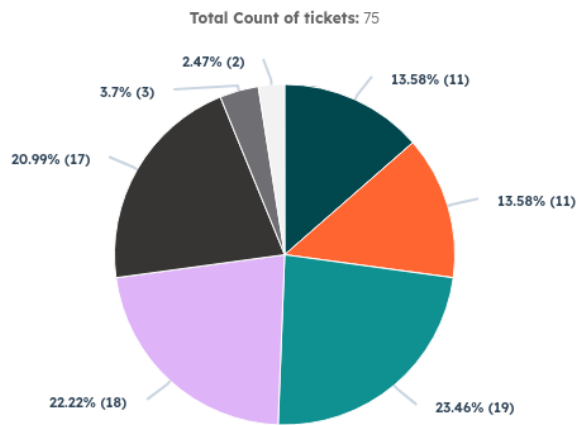
LGBTQIA+
1

WHITE
3

WOMAN-OWNED
15

Supervisor District

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



Site Visits

THIS FISCAL YEAR SO FAR FILTERS (2)

MEETING
2

Outreach

THIS FISCAL YEAR SO FAR FILTERS (2)

CALL
2

MEETING
5

Total Marketing Contacts

ALL TIME FILTERS (1)

COUNT OF CONTACTS

16,240

Total Email Campaigns

COUNT OF MARKETING EMAILS

9

Email Engagement Totals

THIS FISCAL YEAR SO FAR

SENT
17,664

OPENED
3,690

CLICKS
546

CLICK RATE
3.14%

Email Activity Detail

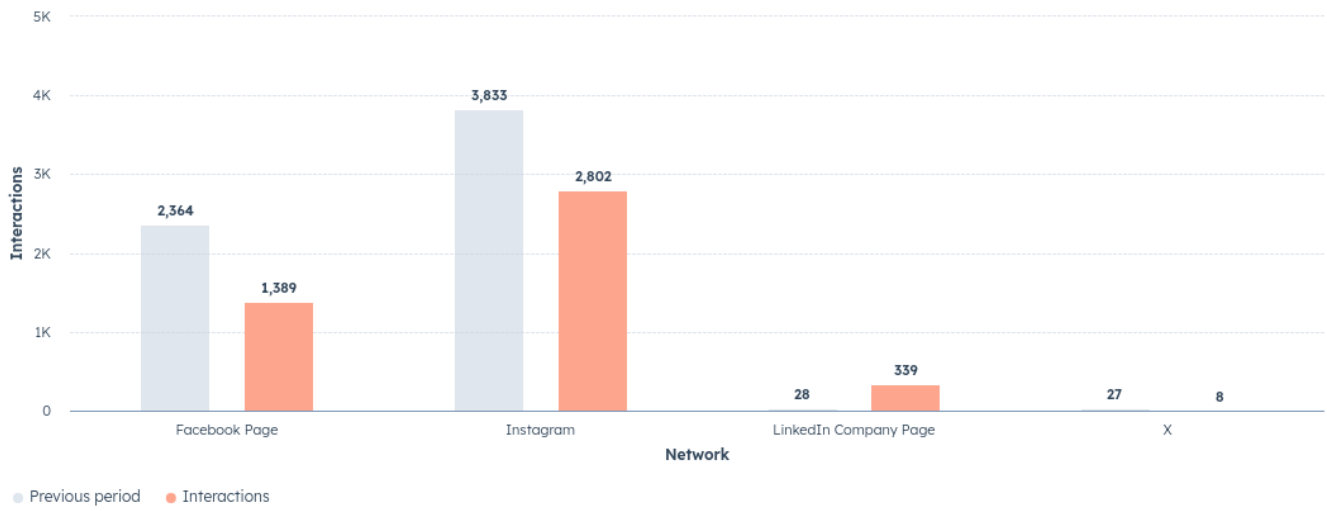
IN THE LAST 90 DAYS

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE	UNSUBSCRIBED
Arts Education Alliance August 2024	390	45.24%	8.48%	18.75%	0
Arts Education Alliance September 2024	474	41.98%	6.75%	16.08%	1
Arts Education Alliance July 2024 Update	456	35.1%	5.3%	15.09%	3
Creative Sonoma CURRENTS September 2024	2,211	27.59%	4.62%	16.75%	8
Ag Employee Housing and County Policy August 2024	121	26.05%	5.04%	19.36%	3
Creative Sonoma CURRENTS July 2024	3,499	21.89%	3.65%	16.67%	5
EDC Announcement	4,529	20.85%	0.68%	3.25%	17
Creative Sonoma Upcoming Events and Deadlines	3,493	18.06%	5%	27.66%	9

Social Media Engagement

THIS FISCAL YEAR SO FAR

COMPARED TO | LAST FISCAL YEAR



Total Media Activity

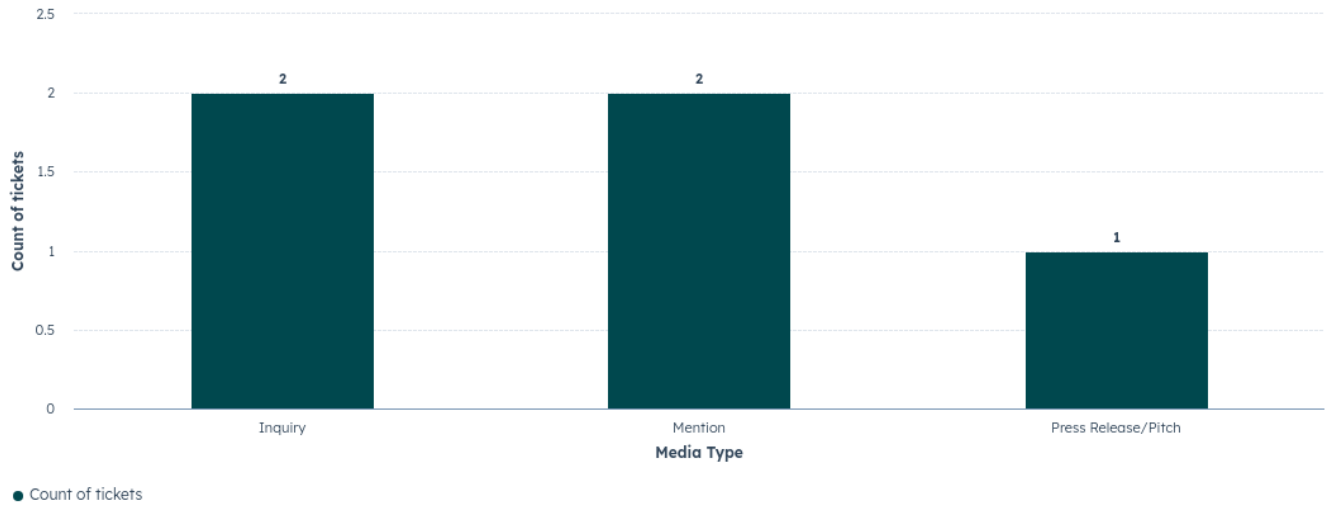
DATA REQUEST

1

MEDIA

6

Media Activity Detail



Business Diversity & Inclusion Program Report

Marcos J. Suarez

Russian River Pride 2024 – Saturday, September 21, 2024

- Tabled at the Russian River Pride event in Guerneville where I engaged with many attendees providing information on our resources and services. This event brings many members of our LGBTQIA community together to celebrate pride. The Press Democrat reported that there were an estimated 3,000 people in attendance.

Vamos Al Tianguis – Saturday, September 21, 2024

- Tabled at the 4th and final pop-up Saturday night market in Healdsburg where I engaged with many attendees providing information on our resources and services to a mostly monolingual Spanish speaking members of our community. There were an estimated 300 people at the event, according to the organizers from Vamos.

Chief of Police and Roseland Business Owners Meeting – Wednesday, October 2, 2024

- In collaboration with the Chief of Police, John Cregen and the City of Santa Rosa, I helped to organize a meeting with the business owners of Roseland. The meeting's purpose was to discuss concerns, how to make the business corridor safer and inform business owners how to report incidents. It was a very interactive meeting with many questions from the business community. This was just the first of more meetings to come where the Chief and his team will come back with answers and plans to address issues brought up during the meeting.

Economic Development & Civic Engagement Latino Cohort Workshop – Thursday, October 10, 2024

- In collaboration with the Town of Windsor, RED Latin X, Better Business Bureau, Hispanic Chamber of Commerce and radio station, La Maquina Musical, we have been collaborating on a series of business workshops for the first Latino Spanish Speaking Cohort. One of the workshops that I moderated was the Economic Development & Civic Engagement workshop that took place at the Town of Windsor council chambers. We had the Mayor of Windsor, Rosa Reynosa talk about her role and the council. We also had Windsor's Economic Development Manager, Tim Ricard discuss his role and economic development. The business owners were informed of how all this impacts their community and how they can engage with their local government.

TrailblazHer Women's Conference – Friday, October 11, 2024

- Please see attached Business Services & Research Report