

Business Services & Research

September 2024

TEAM MEMBERS

- Christine Palmer, Business Insights Program Manager
- Jack Kampmann, Economic Research & Workforce Initiatives Fellow
- Jessica Martinez, Business Diversity & Inclusion Project Coordinator
- Marcos J. Suarez, Business Diversity & Inclusion Program Manager
- Patti Andrews, Business and Workforce Services Program Manager
- Lauren Cartwright, Director

BUSINESS SERVICES

ARPA Small Business Equity & Recovery



We believe that by coming together as organizational leaders, we can forge stronger partnerships and create a more significant collective impact to uplift the members of our community. In these monthly meetings we will discuss resources and services, including

opportunities for support and collaboration among our community organizations. We will highlight upcoming organizational goals, events, community challenges, and explore how we can work together to maximize our impact within our targeted communities.

Spanish Workshop Series

This summer, we organized a series of workshops dedicated to aspiring food start-up entrepreneurs. The sessions featured a diverse lineup of speakers, including experts from the Environmental Health, representatives from various local partnership organizations, and seasoned entrepreneurs who have achieved notable success. Each workshop took place in the evenings at the vibrant Mitote Food Park, providing an engaging and community-centric setting. The workshops were designed to offer practical insights and valuable networking opportunities, covering essential topics ranging from regulatory compliance to effective business strategies and online marketing tools.

Shine Bright Breakfast: Entrepreneurial Growth and Workforce Readiness

Staff collaborated with the LIME Foundation to host an inspiring event titled "Shine Bright Breakfast," aimed at local business owners and young individuals pursuing careers in the trades.

During this event (September 13th), attendees were provided the opportunity to explore a diverse range of business resources tailored to support and enhance entrepreneurial ventures such as SBDC, Legal Aid, and EDC resources. The breakfast featured a blend of informative presentations, interactive discussions, and networking opportunities, all aimed at empowering participants with the tools and knowledge necessary for their professional growth.

TrailblazHer Women's Event

We are excited to partner with SoCo Market to launch 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 dynamic event will take place at the picturesque Paradise Ridge, located at 4545 Thomas Lake Harris Drive, Santa Rosa, CA 95403. Throughout the event, attendees will have the opportunity to engage with a diverse group of fellow entrepreneurs and speakers who will share their expertise and experiences. Additionally, interactive panel discussions will delve into relevant topics, providing valuable insights and practical advice.

RESEARCH & DATA

SonomaEDC.org Data Center Update

Known for industry data, market research and special reports, often in a lengthy PDF format, staff have spent the last several months working on updates to the EDC's online data center through the integration of PowerBI – a tool intended to create an interactive landscape and improved visualization of data.

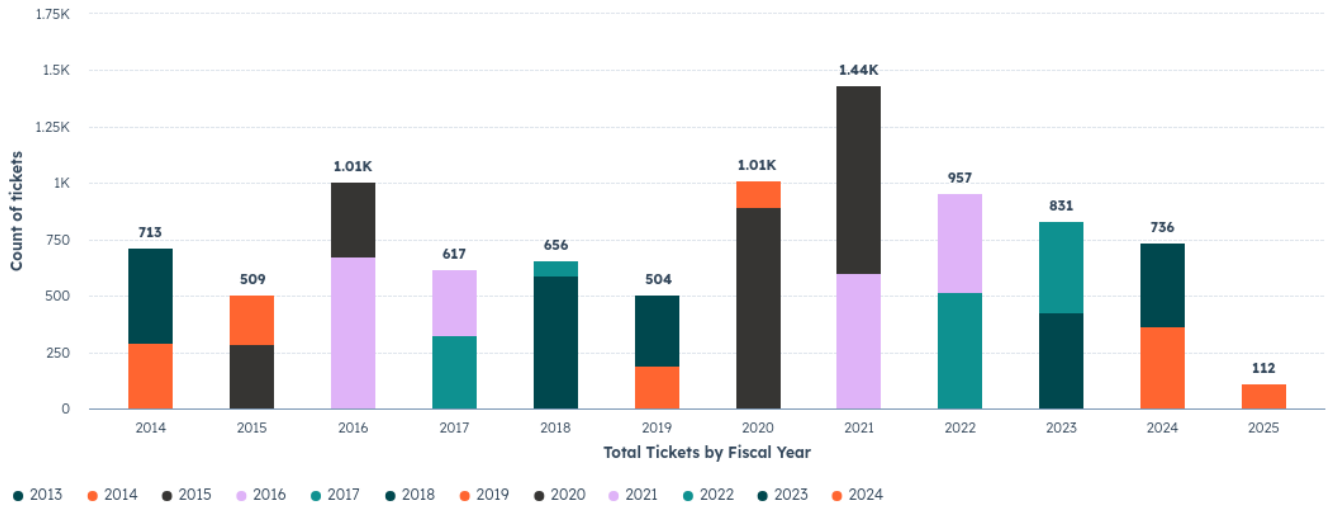
<https://sonomaedc.org/data-center>

Recent Report Releases

- [2024 Sonoma County Indicators](#)
- [2024 City Snapshots](#)
- 2024 District Demographics
 - [District 1](#)
 - [District 2](#)
 - [District 3](#)
 - [District 4](#)
 - [District 5](#)

HUBSPOT DASHBOARD – EDC TEAM OVERVIEW FY25

Historical Data



Total Businesses Served FY25

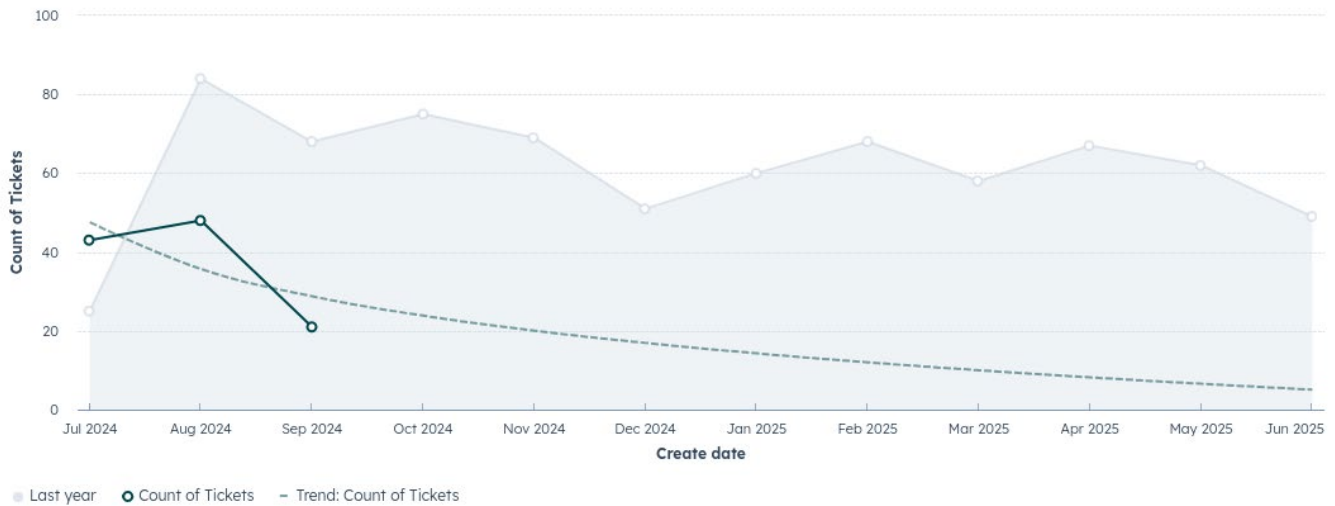
THIS FISCAL YEAR SO FAR FILTERS (1)

COUNT OF TICKETS

112

Businesses Served

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



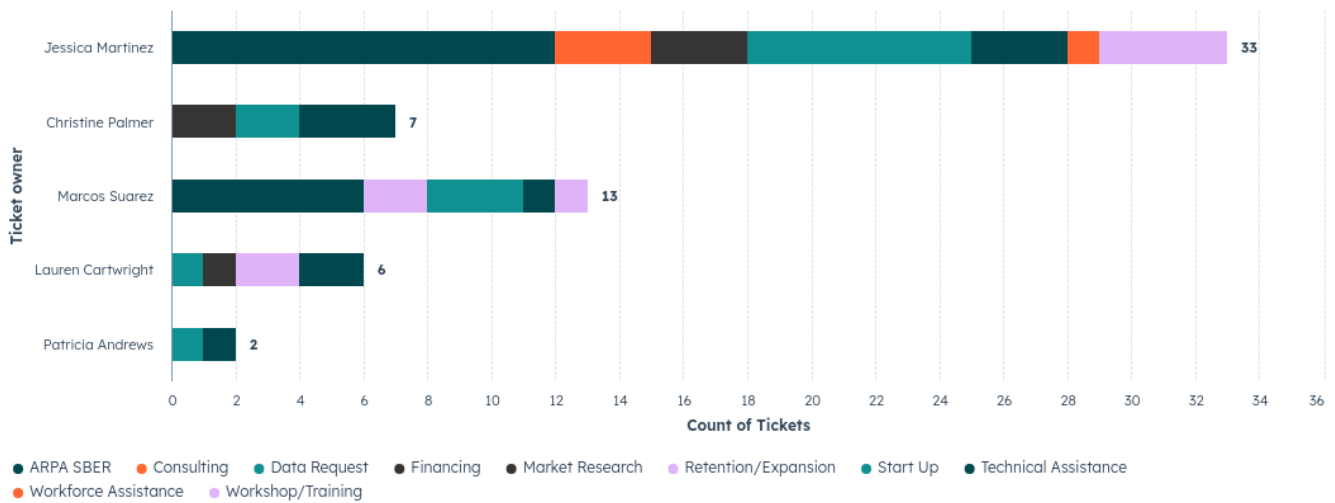
Business Assist Detail

THIS FISCAL YEAR SO FAR FILTERS (2)

ARPA SBER	CONSULTING	DATA REQUEST	FINANCING	MARKET RESEARCH	MEDIA
18	6	15	4	2	1
RETENTION/EXPANSION	START UP	TECHNICAL ASSISTANCE	WORKFORCE ASSISTANCE	WORKSHOP/TRAINING	
4	13	71	4	6	

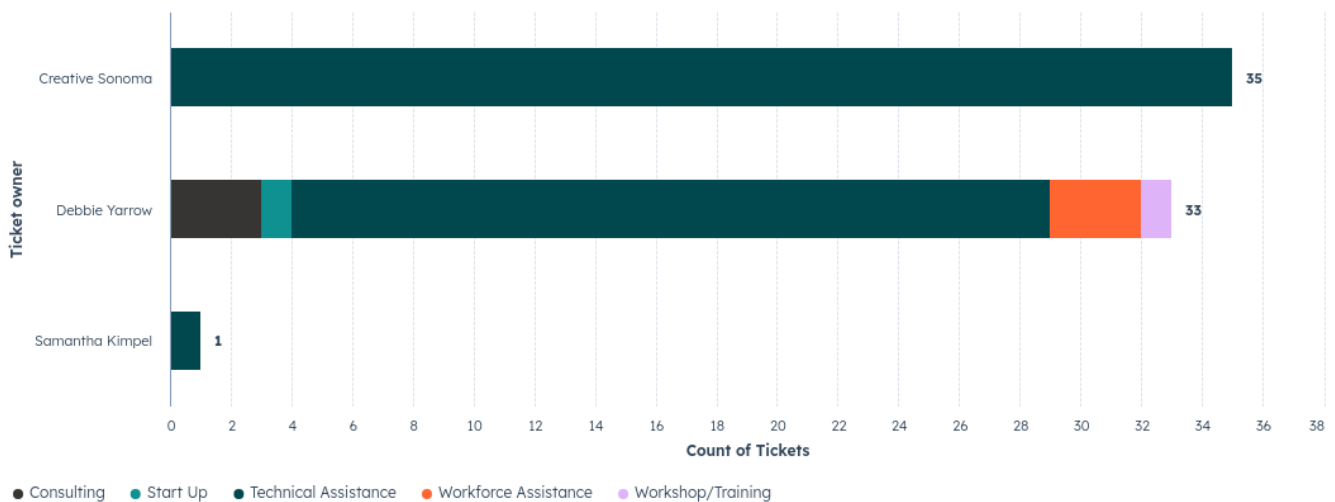
Business Services

THIS FISCAL YEAR SO FAR FILTERS (2)

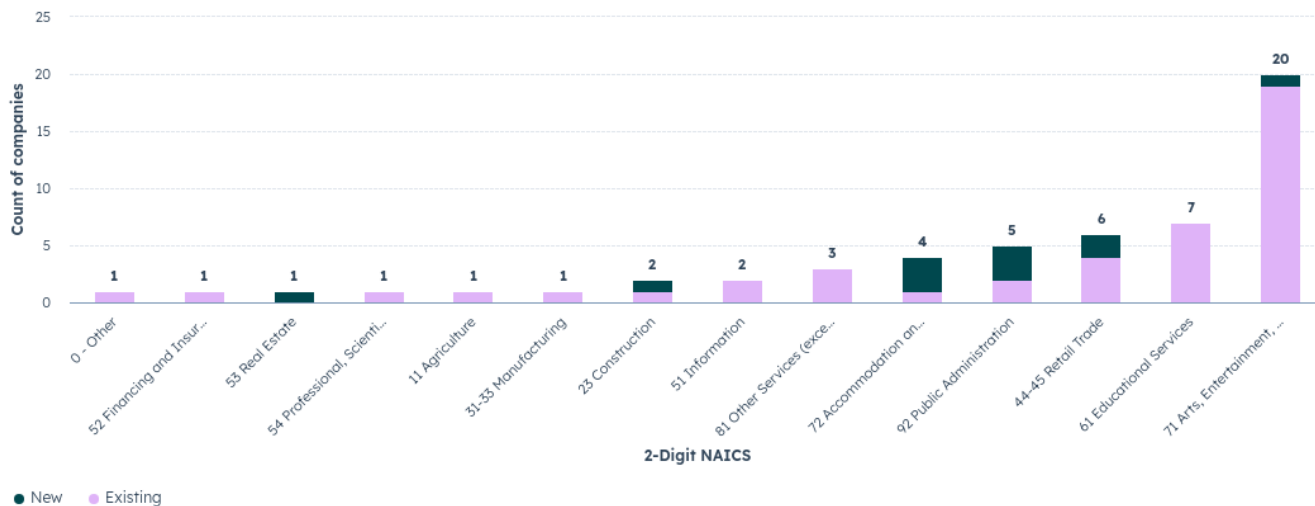


Creative Sonoma

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
Restaurant	3
School	1
Report Total	11

Business Owner Demographics

AMERICAN INDIAN OR ALASKA NATIVE
1

ASIAN
3

BLACK OR AFRICAN AMERICAN
2

HISPANIC OR LATINO
3

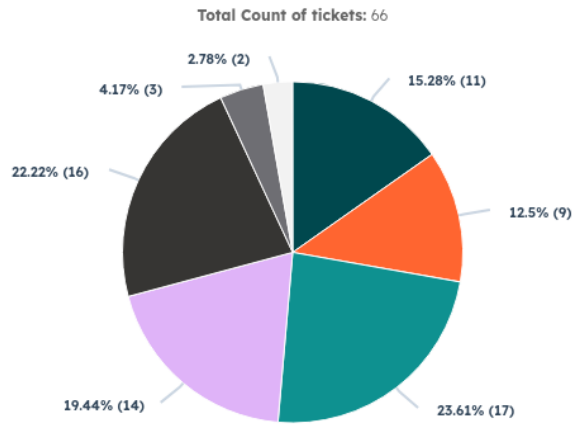
LGBTQIA+
1

WHITE
3

WOMAN-OWNED
13

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
4

Total Marketing Contacts

ALL TIME FILTERS (1)

COUNT OF CONTACTS

16,339

Total Email Campaigns

COUNT OF MARKETING EMAILS

9

Email Engagement Totals

THIS FISCAL YEAR SO FAR

SENT
17,190

OPENED
3,467

CLICKS
508

CLICK RATE
3%

Email Activity Detail

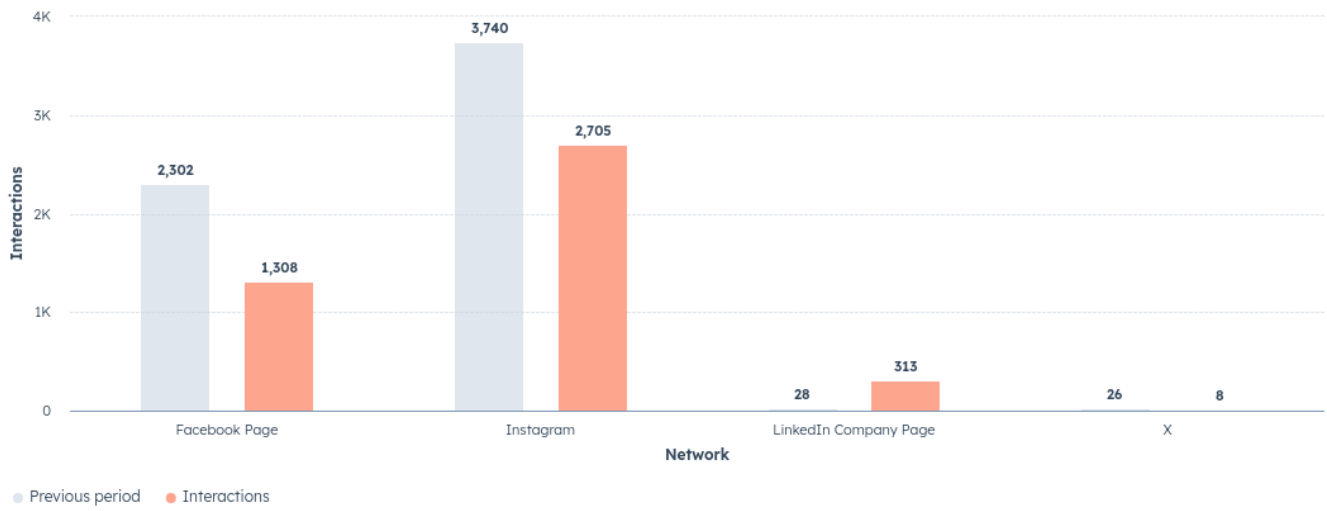
IN THE LAST 90 DAYS

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 July 2024 Update	456	35.1%	5.3%	15.09%	3
Creative Sonoma CURRENTS September 2024	2,211	26.78%	4.39%	16.41%	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	20.83%	0.68%	3.25%	17
Creative Sonoma Upcoming Events and Deadlines	3,493	18.03%	5%	27.71%	9
Black Cod Week Sign Up	1,195	17.34%	1.13%	6.49%	7

Social Media Engagement

THIS FISCAL YEAR SO FAR

COMPARED TO | LAST FISCAL YEAR



Total Media Activity

DATA REQUEST

1

MEDIA

4

Media Activity Detail

