

# Marketing and Communications

## March 2025

### Team Members

- Aleena Decker, Conference and Communications Coordinator
- Katherine DiPasqua, Director

### Sonoma County Restaurant Week

16<sup>th</sup> Annual Sonoma County Restaurant Week was held February 24<sup>th</sup> – March 2<sup>nd</sup>, 2025. A total of 127 restaurants from across the county participated in the weeklong prix fixe menu event. Economic impact report is in progress and will be shared once published.

### **SOCIAL MEDIA**

Paid Advertising: February 1 – March 2

- Reach: 76,363
- Impressions: 222,769
- Total Spent: \$1,777.94

Organic Social Media

#### Facebook

- 25 posts
- Reach: 32,802
- Views (calculates repeat views, similar to impressions): 57,853

#### Instagram

- 34 posts. This includes collaborator posts from participating restaurants.
- Reach: 20,831
- Views (calculates repeat views, similar to impressions): 50,022

### **DIGITAL ADVERTISING**

Sonoma Magazine Email Blast

- This Week in Sonoma dedicated email
- Delivered: 30,833
- Opens: 7,968 (25.84%)
- Clicks: 390 (4.89%)

Bohemian Email Blast 1

- Delivered: 25,000

- Opens: 3,298 (13.19%)
- Clicks: 256 (1.02%)

#### Bohemian Email Blast 2

- Delivered: 24,421
- Opens: 17,231 (58.24%)
- Clicks: 514 (4.56%)

#### Bohemian Digital

- Impressions: 76,536
- Clicks: 137 (0.18%)

### MEDIA MENTIONS

- *North Bay Bohemian*, "Menu Mania as Sonoma County Restaurant Week Returns": <https://bohemian.com/menu-mania-as-sonoma-county-restaurant-week-returns/>
- *Sonoma Magazine*, "Our Dining Editor's Favorite Picks for Sonoma County Restaurant Week": <https://www.sonomamag.com/our-dining-editors-favorite-picks-for-sonoma-county-restaurant-week/>
- *The Oak Leaf* – SRJC, "More than 80 restaurants to participate in the 16th annual Sonoma County Restaurant Week": <https://www.theoakleafnews.com/arts-entertainment/2025/02/20/over-80-restaurants-to-participate-in-the-16th-annual-sonoma-county-restaurant-week/?print=true>

### Department Media Mentions

Media mentions for March included the recently approved free internet program for 556 low-income households and DEI mandate impacts to Sonoma County business services. Media mentions for free internet program can be attributed to press release sent out by the County of Sonoma.

- *Hoodline* – *North SF Bay Area*, "Sonoma County Supervisors Approve Free Internet for Low-Income Households in Affordable Housing": <https://hoodline.com/2025/03/sonoma-county-supervisors-approve-free-internet-for-low-income-households-in-affordable-housing/>
- *The Sonoma Index Tribune*, "Free internet available to some low-income Sonoma residents": <https://www.sonomanews.com/article/news/free-internet-low-income-sonoma/>
- *KSRO*, radio interview with Michelle Marques about free internet program.
  - Staff Interviewed: Kate Fosburgh
- *The Press Democrat*, "'Open for everyone': Small business resource centers shifting to comply with DEI mandates": <https://www.pressdemocrat.com/article/north-bay/small-business-development-center-dei/>
  - Staff Interviewed: Marcos Suarez