



**Sonoma County
Economic Development Board**



EDB AT A GLANCE

2023-2024

Board of Directors

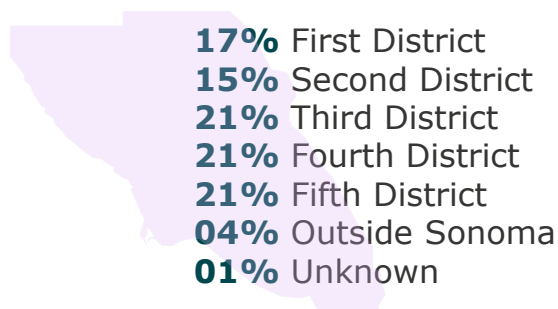
Executive Director, Ethan Brown
Chair, Kathryn Hecht

Jorge Alcazar • Skip Brand • Betzy Chávez • Linda Kachiu
Jordan Kivelstadt • Wayne Leach • Regina Mahiri
Richard Marzo • Nick Schwanz

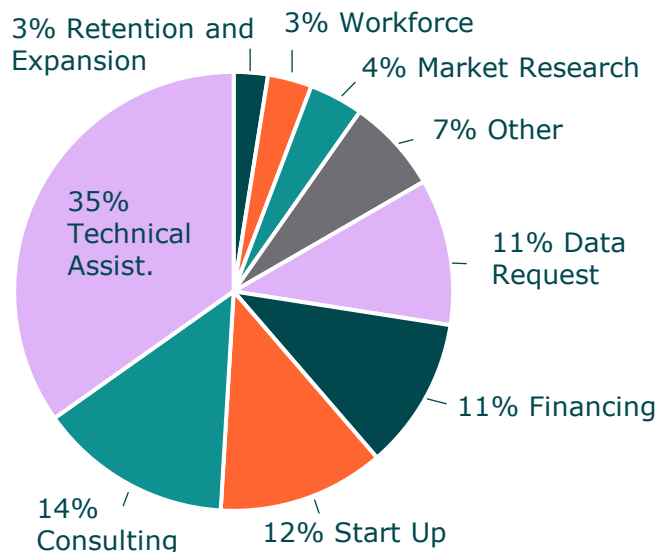
Business Services Team

EDB provides an array of free business services for small businesses. In 2023, EDB and Creative Sonoma fulfilled **954 requests** and assisted **801 businesses**.

BUSINESS ASSISTS BY DISTRICT



SERVICES PROVIDED



TOP 5 INDUSTRIES ASSISTED



Creative Sonoma

Creative Sonoma, a division of EDB, supports and advances the creative community of Sonoma County through programs and services to meet the needs of individual artists, arts and culture organizations and creative businesses:



Ballet folklorico dancers performing at 2023 State of Arts Education.

- Capacity building** trainings
- Arts education** initiatives to support equitable access to arts
- Grantmaking** to support work of the creative community
- Public Art** policy and programs
- Convenings** and other programs



\$314,765 in Grants Awarded



466 One-On-One Assists



Small Business Equity & Recovery



Small Business Equity & Recovery

EDB was awarded a **\$300,000 grant from the American Rescue Plan Act Small Business Equity & Recovery (APRA)** to further expand the work of our existing Business Diversity Program.

Program work includes recovery efforts for Black, Indigenous, and People of Color (BIPOC) owned-businesses that were disproportionately impacted by the pandemic. A programmatic review is currently underway as part of the scope of work of this grant and will be presented to the Board of Supervisors in 2024.

PARTNER ORGANIZATIONS

Santa Rosa Metro Chamber

Creser Capital Fund

Sonoma Small Business Development Center

Los Cien

La Luz Center

Small Business Hardship Fund

Rohnert Park Chamber

Russian River Chamber

Windsor Chamber

Asian American Pacific Islander Coalition of North Bay

Legal Aid of Sonoma County

Monte Rio Chamber

North Bay Black Chamber

Cloverdale Chamber

Hispanic Chamber of Sonoma County

Red LantinX The Hub

Prosperity Project



The Prosperity Project, born from the EDB 3.0 Action Plan, aims to expand EDB's role as a convener and collaborate around pressing economic issues. Strength in partnership paves the way to achieve more for the community.

PRIMARY ECONOMIC DRIVERS



Education & Workforce Development



Jobs & Business Development



Housing & Community Development

NEXT STEPS

Convene regional partners from primary economic drivers.

Identify focus areas and align goals.

Access Sonoma Broadband



Access Sonoma Broadband is an ongoing initiative at EDB to work with communities to close the digital divide through infrastructure design and deployment, access, affordability, and implementing digital equity in Sonoma County.



BROADBAND DEPLOYMENT

- Completed **high level broadband design** for Sonoma County using Local Agency Technical Assistance grant.
- **Applied for \$17.2 million** from Federal Funding Account for last mile infrastructure projects at four priority areas.



BROADBAND ACCESS

- **Enrolled 4,151 households** in the Affordable Connectivity Program.
- Hosted the **Broadband Equity Access and Deployment** Regional Planning Workshop with 200+ stakeholders and community members in attendance.

Sonoma Mendocino Economic Development District

Sonoma Mendocino Economic Development District (SMEDD) is a **two-county partnership** that engages in regional economic development planning. SMEDD oversees the implementation of the region's Comprehensive Economic Development Strategy (CEDS).

2023 HIGHLIGHTS



\$610,000 awarded to three grant recipients.



Hosted **Agriculture Technology Innovation Hub** event.

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY GOALS



Goal 1: Develop Innovative Value-Added Economic Sectors



Goal 2: Increase Equitable Community-Wide Prosperity



Goal 3: Support People



Goal 4: Resiliency Strategy



Events



EDB hosted three events that gathered around the local economy, equity, and the table. Each event carries a core theme of **creating economic well-being**.



Economic Prosperity Award recipients at 2023 Fall Economic Perspective.

2023 Economic Perspective

Keynote: Dr. Jerry Nickelsburg

Topics: Local economic forecast and drivers of economic development.

330 Attendees

2023 Sonoma County Restaurant Week

103 Restaurants

64,600+ estimated diners

\$4.9 million economic impact

2023 Fall Economic Perspective

Keynote: Dr. William Rodgers III

Topics: Economic equity and celebration of Economic Prosperity Award recipients

319 Attendees

Economic Research

EDB produced **over 20 economic reports** in 2023 on industry insights, forecasting, job market trends, and more.

ECONOMIC HIGHLIGHTS



20,000+ business locations in Sonoma County.



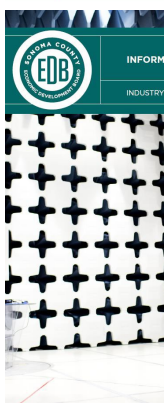
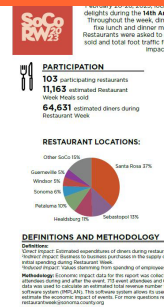
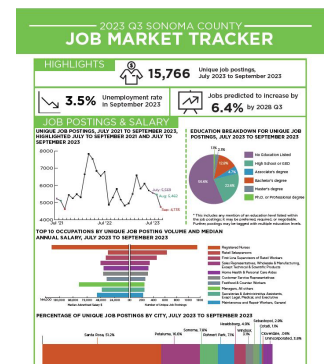
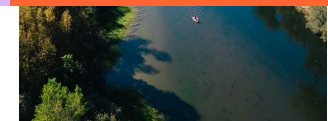
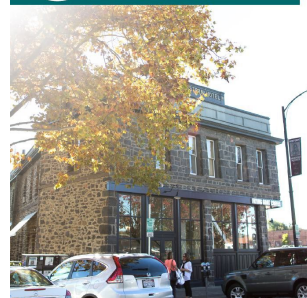
\$28.3B Gross Regional Product (GRP)



Manufacturing brings **\$6B GRP**, largest county share.



Health Care/Social Asst. top employer at **14.7%**.



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141 Stony Circle, Suite 110
Santa Rosa, CA 95401
sonomaedb.org

