



Santa Maria Valley **ECONOMIC IMPACT REPORT**

**December 2024 | Prepared for the Community of Santa
Maria**



Introduction

The Santa Maria Valley Chamber of Commerce is proud to present the Monthly Economic Impact Report for December 2024, showcasing our ongoing efforts to support economic growth and development in the region. Throughout the month, the Chamber provided direct assistance to four potential new businesses and five local enterprises, offering guidance on resources and process navigation. These efforts reflect our commitment to fostering a thriving business environment in the Santa Maria Valley.

The Chamber hosted various events, including a NextGen CEO Alumni Pop-Up and the Hispanic Business Alliance’s Annual Posadas Mixer featuring 500+ attendees. The Chamber also selected its 2025 Ambassador Committees which will begin in January.

Workforce development has been emphasized through hosting a Paid Work Experience informational session and Leadership Santa Maria Valley hosting its Youth & Education topic day. The Chamber has also been engaged in advocacy efforts, writing various letters of support for Uplift Grants.

The Chamber remains deeply engaged with local government and the community through collaborative events and meetings. This report underscores the Chamber’s vital role in driving economic success and supporting a vibrant business community.

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Economic Development



Business Attraction

The Chamber's Economic Development department provided direct support to 4 businesses thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Food Vendor for events	Health permit info/ SM bus license info
Sole prop business	FBN/DBA – questions
WEB Marketing Service – Event Vendors	Advice on questions and needs
Indoor sport training facility	Where to start and steps to take to achieve, sent demographic info, SCORE, SBA, EDC, and broker information

Business Retention & Assistance

The Chamber's Economic Development department provided business assistance services to 5 local businesses and residents.

Business	Support Provided
Developer	Outreach for use of facility
Construction company	Assistance with expired bus license and permits being held
Mall/City	Creation of PSA Mall safety video
Partners in Education	Questions regarding SM Companies
AHC	Looking for space for Trucking program

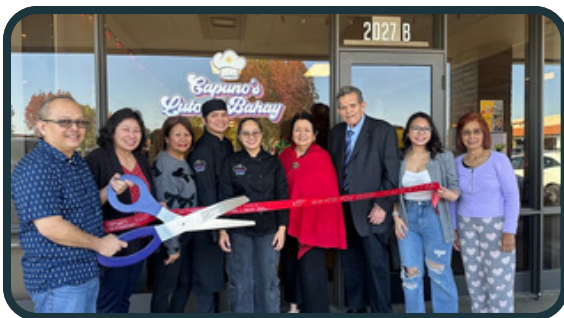


Providing Business Support

Chamber Membership



Networking Opportunities



65

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events and a ribbon cutting.

Chamber Committees

Members were selected for the Chamber Ambassador Committee, Business & Government Roundtable, and Military Affairs committees.

Monthly committee meetings will begin January 2025.



NextGen CEO Holiday Popup

We had a total of 8 alumni booths at the NextGen CEO Holiday Pop-Up, featuring a variety of offerings ranging from festive candles to snow cones for a sweet treat as shoppers explored the event. It was a wonderful opportunity to showcase the creativity and entrepreneurial spirit of our alumni while spreading holiday cheer.



Providing Business Support

Hispanic Business Support

The Chamber's Economic Development department helps support Hispanic business outreach efforts through the Hispanic Business Group, which organizes educational and networking events.



Providing Business Support

Business Visits

The following businesses were visited for Chamber outreach:

- A Mi Manera Mexican Restaurant
- Maya Mexican Restaurant
- Tortilleria Mexico

Hispanic Business Alliance Posadas Mixer

The HBA's Annual Posada Mixer on December 5th was a lively celebration of the Posadas tradition and the Christmas season. More than 35 businesses came together to showcase their unique offerings to a crowd of over 500 people. It was a great mix of professionals, entrepreneurs, and families, all coming together to enjoy delicious food, festive music, and a chance to network while celebrating Hispanic culture.

The event sparked meaningful connections within the community, with fun prize giveaways, festive tunes, and an exciting tamales competition. Tortillería México took home the Grand Prize for the night as they won the people's choice vote for Best Tamales, capping off a night full of celebration and networking

Other Activities

- Strawberry Dinner Coordination Meeting- Dec 2, 2024
- Uplift Grant (HBA) Completed and Submitted- Dec 13, 2024
- Meeting with SCORE- Dec 12, 2024
- BYB- Dec 6 & 20, 2024
- Meeting with local non-profit- Dec 2, 2024



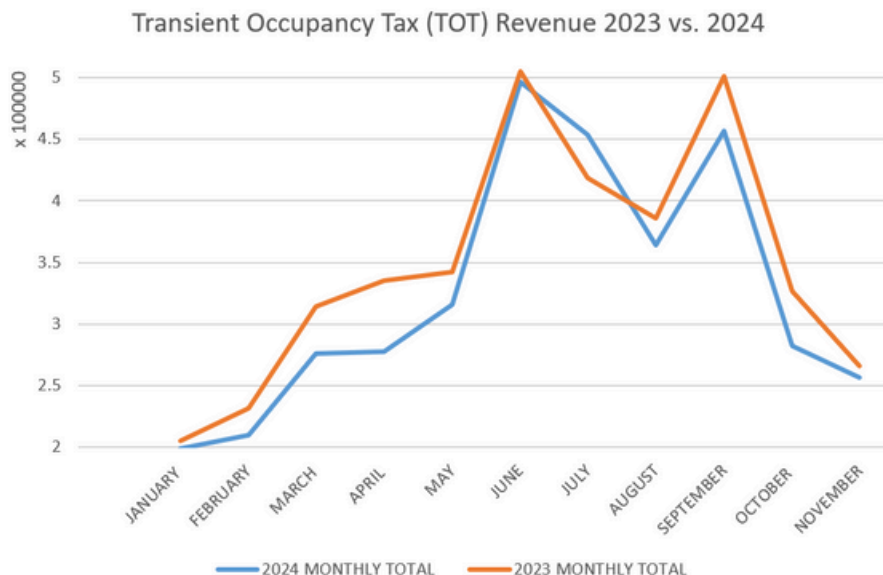
Tourism

Transient Occupancy Tax Data

In November 2024, the Transient Occupancy Tax (TOT) collected was \$256,688.73, compared to \$265,816.23 in November 2023, reflecting a slight decrease in revenue for the month.

As of November 2024, the cumulative TOT revenue stands at \$3,588,740.17, compared to \$4,149,018.50 during the same period in 2023. While this indicates a downward trend in year-to-date collections, there are still six months remaining in the fiscal year, providing opportunities for recovery. With continued efforts to drive tourism and economic activity, we remain optimistic about seeing positive shifts in the local industry in the months ahead.

Month	2023 Monthly Totals	2024 Monthly Totals
January	\$ 205,130.05	\$ 199,345.75
February	\$ 231,414.69	\$ 210,286.10
March	\$ 314,518.19	\$ 275,837.25
April	\$ 335,291.13	\$ 277,268.38
May	\$342,224.96	\$315,838.18
June	\$505,111.83	\$496,629.02
July	\$418,849.93	\$453,920.91
August	\$385,642.92	\$363,851.23
September	\$500,786.58	\$456,660.17
October	\$326,496.50	\$282,414.45
November	\$265,816.23	\$256,688.73



Tourism

Community Support

- SMVCC financially supported and sponsored multiple local events in December:
 - West Coast Kustoms Cruisin' Nationals
 - Model A All Ford Club
 - Human Trafficking Awareness Forum
 - 54th Annual North/South Run

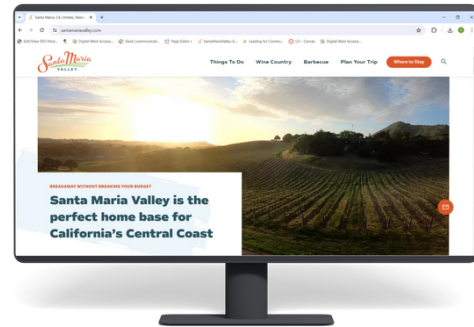


Website Traffic

Our tourism website (santamariavalley.com) remains a strong driver for hotel referrals.

46,111 Website Visits

705 Website Hotel Referrals



Brochure & Visitor Guide Distribution



526

Brochures & Visitor guides distributed to local hotels, businesses and through Certified Folder Display placements

Industry Partner Events

CalSAE Seasonal Spectacular, December 10-12, Sacramento California

Group Leads and Details

18 appointments with meeting planner association professionals that are actively being followed up with.

Workforce Development

Leadership Santa Maria Valley

The topic day for December focused on Youth and Education. We toured and learned about the childcare offered at the YMCA, Boys and Girls Club of the Central Coast and at Allan Hancock College. There was also a panel with representatives from the Guadalupe Union School District, the Santa Maria Bonita School District, the Santa Maria Joint Union High School District, and Allan Hancock College.

They shared on a variety of topics including current challenges facing the schools, the after-effects of the COVID pandemic, work to improve communications and cohesiveness between schools in the same district, and class Allan Hancock is offering to high school students to give them college credits while still in high school.



Advocacy

Uplift Grants letters of support: The Chamber wrote letters of support for a number of our local and regional partners submitting grant applications for funding from the Uplift Coalition:

- Partners in Education:
 - Focus on career exploration, internships, and building systems to make it easier for businesses to engage
- SBCEO:
 - Ecosystem Mapping project to better understand workforce development efforts & our talent pipeline county-wide
- Atascadero Chamber:
 - Get Your Business Online! Program funding to assist small businesses with building an online presence

Paid Work Experience Programs

Lompoc Informational Session: 12 local businesses joined the Lompoc & Santa Maria Valley Chambers, along with the Santa Barbara County Workforce Development Board, to learn more about paid work experience programs and incentives available for hiring justice-involved individuals.

BOOST YOUR WORKFORCE AT NO EXTRA COST!

Take advantage of this Paid Work Experience program through the Workforce Development Board!

- Businesses willing to provide work experience for an individual who has been justice-involved can receive 300 hours of work, with 100% of wages & liability covered by the Workforce Development Board.
- Individuals in the program have gone through job readiness training
- You will have the opportunity to interview candidates as you would for any other position.
- Your participation will help create employment opportunities for justice-involved individuals.

JOIN US & LEARN MORE!
Sign up for our Information Session! Lunch will be provided.

DECEMBER 4TH
12:00PM - 1:30PM
Dick DeWees Community Center
1120 W Ocean Ave, Lompoc

SCAN TO RSVP

Can't make it? Additional events & zoom sessions available at santamaria.com/paid-work-experience-programs

WIOA Title I financial assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services available upon request to individuals with disabilities. The Pathway Home-2 program is funded by the US Department of Labor as part of an award totaling \$2,499,999 million 100% with \$0 (0%) state, local and/or non-federal sources.

Addressing Housing Needs

Housing Project	Support Provided
Downtown Development Meeting	Discussion of timing

Community Involvement

Local Meetings & Events

The Chamber's Economic Development department stays actively involved in the community to build relationships and understand the needs of local businesses and the community.

Government Relations

- City Council meeting
- City planning commission meeting
- City Study session meeting

Economic & Community Development

- Paid Work Experience Programs - Lompoc Informational Session: 12 local businesses joined the Lompoc & Santa Maria Valley Chambers, along with the Santa Barbara County Workforce Development Board, to learn more about paid work experience programs and incentives available for hiring justice-involved individuals.

Business Support

- Co-Star demo
- SBCAG meeting
- Developer - meeting
- Town Center Mall meeting with City/Macy's
- Vernon / City / Chamber
- HDL Meeting
- Civitas meeting
- UPC meeting
- Mall/Macy's/ City Meeting
- Orcutt Library meeting
- Met with a councilmember
- LSMV Board Christmas Breakfast Meeting
- Chamber Executive Committee Meeting

Community Events

- Central Coast Jet Center Holiday Event
- Hispanic Business Alliance Posadas Mixer

Media Mentions

Topic	Publication
NextGen CEO Pop-Up	KEYT
Mall Safety Video	KEYT Newsbreak





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