



# *Santa Maria Valley* **ECONOMIC IMPACT REPORT**

**February 2025 | 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 February 2025, showcasing our ongoing efforts to support economic growth and development in the region. Throughout the month, the Chamber provided direct assistance to two potential new businesses and four local enterprises, offering guidance on financial resources, community engagement and process navigation. These efforts reflect our commitment to fostering a thriving business environment in the Santa Maria Valley.

The Chamber honored local businesses through the Businesses of the Quarter program and attended the Western Association of Chamber Executives (W.A.C.E.) conference to further our Chamber development. Restaurant month also concluded, with two local businesses winning awards in the Craft Cocktail Contest.

Workforce development has been a priority through a partnership in Career Coaching with Partners in Education, a teacher tour and Leadership Santa Maria Valley hosting its government topic day. The Chamber also hosted Business & Government Roundtable.

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 healthy business community.

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## Economic Development



## Business Attraction

The Chamber's Economic Development department provided direct support to 2 businesses thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Fitness	Business License
R & D	Start up information, bus set up and bus license

## Business Retention & Assistance

The Chamber's Economic Development department provided business assistance services to 4 local businesses and residents.

Business	Support Provided
SMX	Swag for Airport headquarter meetings
Consulting firm	Advice on an local issue
West Coast Kustoms	AHC outreach for volunteers
SMVRR	Meeting with VSFB

## Requests for Information

### Governor's Office of Business & Economic Development (GO-Biz) RFI's

The Chamber's Economic Development department received 1 RFI through REACH. The RFI was a property request for 1 Project Fusion.



## Providing Business Support

### Chamber Membership



### Networking Opportunities



**106**

#### Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events and monthly mixer.

### W.A.C.E. Conference

The Chamber team attended the annual Western Association of Chamber Executives (W.A.C.E.) conference for Chamber development. Jennifer Harrison, VP of Marketing & Communications, graduated from the prestigious W.A.C.E. Academy. Molly Alves, VP of Operations & Membership, completed her two year term as Chair of Emerging Leaders Council.



### Businesses of the Quarter

Xtreme Electronics and The Garden Mediterranean Restaurant were recognized at the Businesses of the Quarter for the 1st Quarter of 2025. The businesses were recognized during a City Council meeting, and presented an award for this recognition.



## 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 Outreach & Assistance was provided to the following Hispanic businesses:

Business Type/Name	Support Provided
Trucking Business Start Up	Helped in starting business plan
Salsa Business Start Up	Explained all the steps and details they would need to start a business

### Additional Activities

- Potential Immigration in the Workplace Webinar Watch Party - 21 attendees (2/26)
- HBA Committee Meeting (2/26)



# Tourism

## Transient Occupancy Tax Data

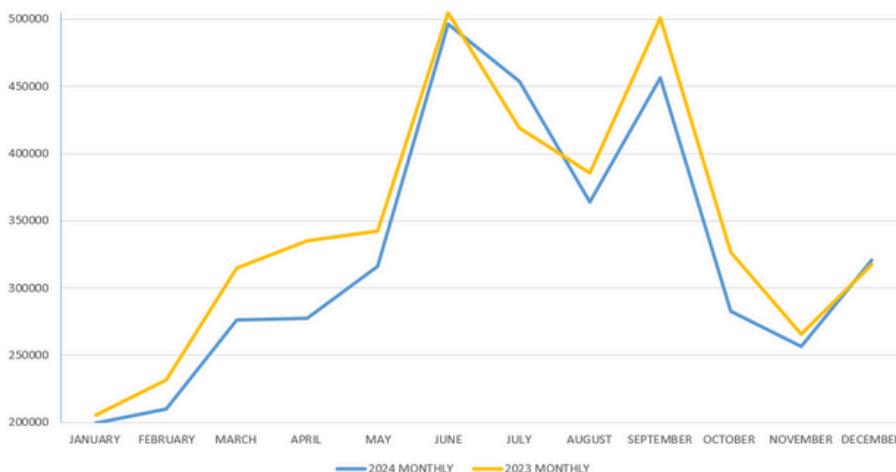
As of December, the Transient Occupancy Tax (TOT) revenue for the month totaled \$320,938.14, compared to \$317,735.49 in the same period last year. This represents a 1.01% increase in month-over-month revenue from FY 2023.

Year-to-date, TOT collections have reached \$3,914,344.53, which is 5.66% lower than the \$4,149,018.50 collected at this point in FY 2023.

Overall, the TOT revenue trends indicate lower collections compared to last year, reflecting potential shifts in tourism, lodging demand or economic factors influencing overnight stays in the region.

Month	2024 Monthly Totals	2023 Monthly Totals	Percentage Change
January	\$ 199,345.75	\$ 205,130.05	-2.82%
February	\$ 210,286.10	\$ 231,414.69	-9.13%
March	\$ 275,837.25	\$ 314,518.19	-12.30%
April	\$ 277,268.38	\$ 335,291.13	-17.31%
May	\$315,838.18	\$342,224.96	-7.71%
June	\$496,629.02	\$505,111.83	-1.68%
July	\$453,920.91	\$418,849.93	8.37%
August	\$363,851.23	\$385,642.92	-5.65%
September	\$456,660.17	\$500,786.58	-8.81%
October	\$282,414.45	\$326,496.50	-13.50%
November	\$256,688.73	\$265,816.23	-3.43%
December	\$320,938.14	\$317,735.49	1.01%
Totals	\$3,909,678.31	\$4,149,018.50	-5.66%

Transient Occupancy Tax (TOT) Revenue 2023 vs. 2024



## Tourism

### Community Support

The Visitor's Bureau has provided support to community events in the following way(s):

- Provided complimentary services to two groups by assembling 50 welcome bags and providing hotel rate sheets for their attendees.



### Website Traffic

Our tourism website (santamariavalley.com) remains a strong driver for hotel referrals. In the month of October we saw....

**45,188 Website Visits**

**940 Website Hotel Referrals**



### Brochure & Visitor Guide Distribution



**750**  
Visitor guides  
distributed to local  
hotels, businesses and  
through Certified Folder  
Display placements



**275**  
Wine guides and maps  
distributed to local  
hotels, businesses and  
through Certified Folder  
Display placements

### Trade Shows & Industry Partner Events

- Los Angeles Travel Show
- WACE Conference

### Group Leads and Details

- Dayton Corvair Club
- Western Region Convention for the VCCA (vintage Chevy club of America)

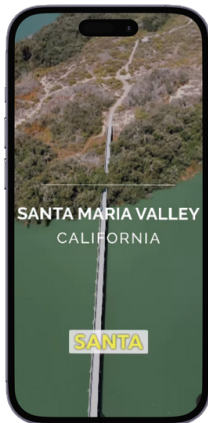
## Tourism

### Paid Advertising

The Visitor's Bureau was featured in CCTC's CA Road Trip Guide and Central Coast Map.



### Familiarization (FAM) Tours & Media



We hosted 1 FAM tour in February:

- Alec Sills-Trausch
  - Outdoor Photographer and owner of Explore with Alec

### Cocktail Contest

2025 Dine Out #SantaMariaStyle, held from Jan. 10 to Feb. 9, showcased the rich culinary culture of Santa Maria Valley. Throughout the month, numerous local restaurants offered special menu items and discounts, attracting both residents and visitors to experience the region's diverse dining options.

The sixth annual Craft Cocktail Contest showcased participating establishments that crafted unique cocktails reflecting the area's history and culture. Patrons sampled these creations and voted for their favorites, fostering community engagement and friendly competition among local mixologists.

For 2025, Maya Mexican Restaurant won the People's Choice award, while Huckleberry's took home the Judge's Choice award.

The event not only highlighted the creativity of Santa Maria Valley's culinary scene but also encouraged active participation from the community, enhancing the overall dining experience and strengthening the bond between local businesses and their patrons.





## Workforce Development

### Partners in Education

The Chamber had a Meet & Greet event with potential North County Partners to help the organization build more recognition in the Santa Maria Valley. Chari Emily Kitts attended the Board Meeting/Recognition of Sponsorship Support.

The Chamber also began Career Coaching program with Partners in Education with their “Networking & Career Exploration” workshop. This is the Chamber’s third year supporting Partners in Education’s Career Coach program.



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### Teacher Tours

The February Teacher Tour focused on Tourism, Agriculture & Hospitality. 10 high school CTE teachers who teach in the agriculture, culinary arts and hospitality industries spent the day touring Babe Farms, Blast 825 Restaurant and Naughty Oak Brewing Company.



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### Leadership Santa Maria Valley

LSMV’s February topic day was Government, and focused on comparing the city management styles of Guadalupe and Santa Maria, meeting with various government officials for both cities. LSMV’s exploration of government operations highlighted the unique management approaches of both cities, fostering a deeper understanding of their challenges and achievements.



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### Advocacy

The Chamber hosted a Business & Government Roundtable regarding and also signed onto a Letter of Support for CalChamber Film/TV Tax Credit.



# 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 6-month report & Businesses of the Quarter presentation for Q1
- Tri-County Chamber Alliance Meeting
- CalChamber Webinar Watch Party: Preparing for Potential Immigration Enforcement in the Workplace

### Economic & Community Development

- Santa Ynez Valley Chamber Board Presentation - Workforce Development, Tired Membership & Non-Dues Revenue
- Western Association of Chamber Executives Annual Conference
- Western Association of Chamber Executives Emerging Leaders Council
- Workforce Development Board PH2 monthly collaboration meeting (program targeting second chance employees/justice involved population)
- Workforce Development Board Committee Meet & Greet
- Partners in Education Career Coaching "Networking & Career Exploration"
- Housing Summit Meeting
- REACH Practitioners Network
- McCarty Davis & Hamed - Cal Poly
- Community Development Chenin meeting
- Business Government Roundtable

### Business Support

- Employer Information Session with the Workforce Development Board (to prep for Business Expo & Job Fair)
- Meeting with Family Services Agency on State of Youth Mental Health Event/connecting with community partners
- Meeting with Elks Recreation to discuss community partnership between the Elks & Chamber
- Chamber Board Meeting
- UPC- General Plan update discussion

### Community Events

- Build Your Business (BYB) weekly networking breakfast (3)
- Chamber Mixer at Boys & Girls Clubs of Mid Central Coast
- Softec Workshop: NextGen Leadership
- United Way Press Conference with Marian Regional Medical Center on Literacy 2.0 Partnership
- CASA Fundraiser
- Planes of Fame Groundbreaking ceremony
- Literacy 2.0 event
- Pathways to Success Event at Allan Hancock College: A networking event crafted by CTE Faculty, industry professionals, and students designed to connect industry partners per sector with High School and AHC Faculty as we discuss Career Pathways, industry connections, and the best ways to support students.
- HBA Annual Installation and Awards
- SBSCC Annual Installation & Gala



## Media Mentions

### Chamber

Topic	Publication
Visitor Center	<a href="#">Santa Maria Times</a>
Jennifer Harrison VP Announcement	<a href="#">Santa Maria Times</a>
Suzanne Singh VP Announcement	<a href="#">Noozhawk</a> <a href="#">Santa Maria Times</a>
Businesses of the Quarter	<a href="#">Noozhawk</a> <a href="#">Santa Maria Times</a>
State of Vandenberg	<a href="#">Santa Maria Times</a>
Planes of Fame	<a href="#">KEYT</a>
Jennifer Ayala Marketing Coordinator	<a href="#">Santa Maria Times</a> <a href="#">Noozhawk</a>
ICE Webinar	<a href="#">KSBY</a>

### Tourism

Topic	Publication
Planes of Fame	<a href="#">Vintage Aviation News</a>
Music	<a href="#">KQED</a>
Wine	<a href="#">San Francisco Chronicle</a> <a href="#">Yahoo</a>
Santa Maria Style Barbecue	<a href="#">Islands</a>
General Visit	<a href="#">Sacramento Bee</a>





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