



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

**January 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 January 2025, showcasing our ongoing efforts to support economic growth and development in the region. Throughout the month, the Chamber provided direct assistance to six potential new businesses and two 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 launched its newly remodeled office and brand new Visitor Center at an Open House, providing a space for businesses, nonprofits and community members to share. The Chamber also kicked off the first Ambassador and Military Affairs Committee meetings of 2025, as well as a Business & Government Roundtable focused on future developments.

Workforce development has been a priority through a partnership with SBCEO’s Partners in Education to help connect businesses in North County and hosting student interns and Leadership Santa Maria Valley hosting its Business and Economics topic day.

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 6 businesses thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Fitness business	Potential Landlord intro
Janitorial Business	Bus License set up
Laundromat/Carwash	Questions/location check
Laundromat business	Info needed/bus license assistance
Independent Contractor	Business License assistance
Dog food company	Information needed to start up business

## Business Retention & Assistance

The Chamber's Economic Development department provided business assistance services to 2 local businesses and residents.

Business	Support Provided
Laurus College	Collaboration discussion
SMX	Tourism info



## Providing Business Support

### Chamber Membership



### Networking Opportunities



**250+**

#### Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events, ribbon cuttings, monthly mixer, and Chamber Open House.

### Open House

The Chamber officially launched its newly remodeled office and brand new Visitor's Center with an Open House to the public for an opportunity to mix with Chamber staff, ambassadors and other members. The event was a great success with over 80 people attending. The first 25 people were given a tote bag with Chamber swag. The staff took turns giving tours of the remodeled space.



### Ambassador Committee

The 2025 Ambassador Committee's first meeting of 2025 included an orientation where Ambassadors learned about their role in the committee, and sub-committee volunteer opportunities.



### Business & Government Roundtable

Laurie Tamura of Urban Planning Concepts & Rural Planning Services spoke at the first Business & Government Roundtable of 2025. Topics discussed included the General Plan Update, ways the community can get involved in this process, and challenges around growth and development in the Santa Maria Valley community.





## Providing Business Support

### Military Affairs Committee

There were 5 committee members and 2 chamber staff present for the first meeting. After self-introductions, we brainstormed on ways that our committee might support Vandenberg Space Force Base and on who would be good speakers to invite for future meetings.



### 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 business:

Business Type/Name	Support Provided
Cleaning Business	License Assistance

### Business Visits

The following businesses were visited for Chamber outreach:

- Cool Hand's Luke
- A Mi Manera Mexican Restaurant
- California Hot Dogs
- Cielito Lindo Restaurant

### Additional Activities

- Meeting with local media about HBA (Jan 30th)
- HBA Committee Meeting (Jan 29th)
- Meeting with local Medical non-profit about HBA (Jan 10th)
- HBA History & Creation Meeting (Jan 14th)

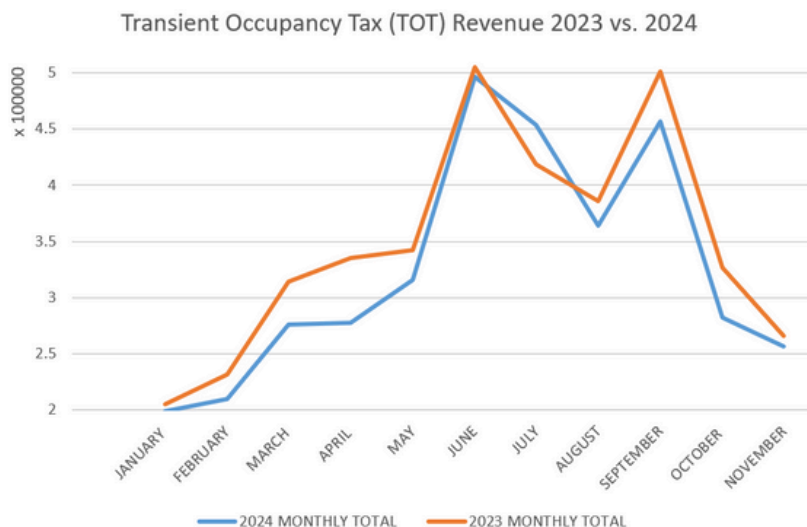
# Tourism

## Transient Occupancy Tax Data

In November 2024, Santa Maria’s Transient Occupancy Tax (TOT) revenue totaled \$256,688.73, reflecting a 3.4% decrease compared to November 2023, when revenue reached \$265,816.23. On a year-to-date (YTD) basis, TOT collections for 2024 stood at \$3,588,740.17, representing a 6.3% decline from the \$3,831,283.01 recorded at the same time last year.

While these numbers show a slight downturn, fluctuations in tourism-related revenue are often influenced by seasonal patterns, economic shifts, and industry trends. Looking ahead, ongoing destination marketing efforts, upcoming events, and regional economic investments will play a crucial role in attracting visitors and bolstering local hospitality businesses. With a strong foundation and strategic initiatives in place, Santa Maria remains well-positioned for continued growth 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

### Website Traffic

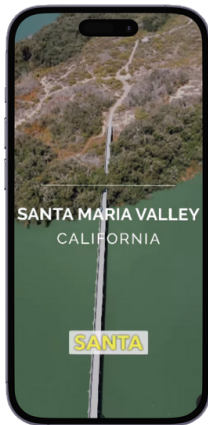
Our tourism website (santamariavalley.com) remains a strong driver for hotel referrals. In the month of October we saw....

**52,322 Website Visits**

**694 Website Hotel Referrals**



### Familiarization (FAM) Tours & Media



- We hosted 1 FAM tour in January:
- o Russ Winton (wine columnist)

### Brochure & Visitor Guide Distribution



**625**

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



**25**

Welcome bags distributed at Chamber Open House with Santa Maria Valley swag

### Industry Partner Events

- TMD Advisory Committee Meeting

## Workforce Development

### Partners in Education

The Chamber partnered with SBCEO's Partners in Education to host a Meet & Greet to help Partners in Education connect with more businesses in North County and educate our local businesses on opportunities to host student interns, donate computers, and other ways to support the organization. 7 local businesses stopped by and a number of new partnerships were created as a result.



### Leadership Santa Maria Valley

In January the Leadership topic day focused on Business and Economics. Suzanne Singh, Economic Director for the Chamber, gave a presentation on what the chamber is doing to support our businesses, attract appropriate business to Santa Maria, and an update on the housing issue. During lunch we heard from the owner of Cool Hand Lukes on the history of the restaurant and challenges they face. We went to both Safran Cabin and ArtCraft Paint and learned the different challenges of a large and small commercial enterprise. There were 24 people in attendance.

January 30th we held a LSMV Alumni Lunch & Learn. Our speaker was Fire Chief Brad Dandridge. He spoke about his leadership journey. There were 8 people in attendance.





# 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

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- Conversations with Elected officials (4)
- Military Affairs Committee
- Planning Commission Meeting
- Planning Commission Study Session
- City Council Meeting
- SMX Board of Director meetings

### Economic & Community Development

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- United Way Board Meeting
- Business & Government Roundtable Meeting
- Upward Mobility Summit at Allan Hancock College
- Strategies for Advancing Economic Mobility: Empowering Rural Workers & Learners (ACCE Live Webinar)
- W.A.C.E. Emerging Leaders Council Meeting
- W.A.C.E. Conference Auction Committee Meeting
- W.A.C.E. Conference Planning Committee Meeting

### Business Support

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- Partnership discussion with Laurus College
- Chamber Ambassador Committee Meeting
- Solvang Chamber
- McCarty Davis
- Ed Carcary – HBA meeting
- Objective Design Standards Meeting -
- Housing Summit Meeting
- Glenn Morris meeting – HDL prep
- Chamber Board Meeting
- Chamber Board Culture Task Force Meetings (3) - to finalize the Chamber's updated Mission & Core Values
- New Community Development meeting – lunch
- RRM Design – Erik Justesen
- Mark Schniepp – California Economic Forecast / Housing Summit
- HBA Committee meeting
- Jeff Palmer – EV Fleet business in SM

### Community Events

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- EconAlliance Future Forum
- Chamber Mixer at Toyota
- Economic Development Webinar
- Economic Development Presentation at LSMV
- Human Trafficking Event
- Vere Marketing Ribbon Cutting
- Solomon Hills Open House Event
- Upward Mobility Summit



## Media Mentions (Chamber)

Topic	Publication
Open House	<a href="#">Santa Maria Times</a> <a href="#">KEYT</a>
Restaurant Month	<a href="#">KEYT</a> <a href="#">Santa Maria Times</a> <a href="#">KSBY</a> <a href="#">Noozhawk</a> <a href="#">Noozhawk</a> <a href="#">Ground News</a>
VP of Marketing & Communications	<a href="#">Noozhawk</a> <a href="#">Santa Maria Times</a>
Editorials	<a href="#">Santa Maria Times</a> <a href="#">Santa Maria Times</a>

## Media Mentions (Tourism)

Topic	Publication
Santa Maria Style Barbecue	<a href="#">Barbecuebible</a> <a href="#">Barbecuebible</a> <a href="#">Barbecuebible</a> <a href="#">Food Republic</a>
Beaches	<a href="#">Visit California</a>
Wildfire Support	<a href="#">Pacific Coast Business Times</a>
Hotel Key Card Promo	<a href="#">Bay Area Travel Writers</a>







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