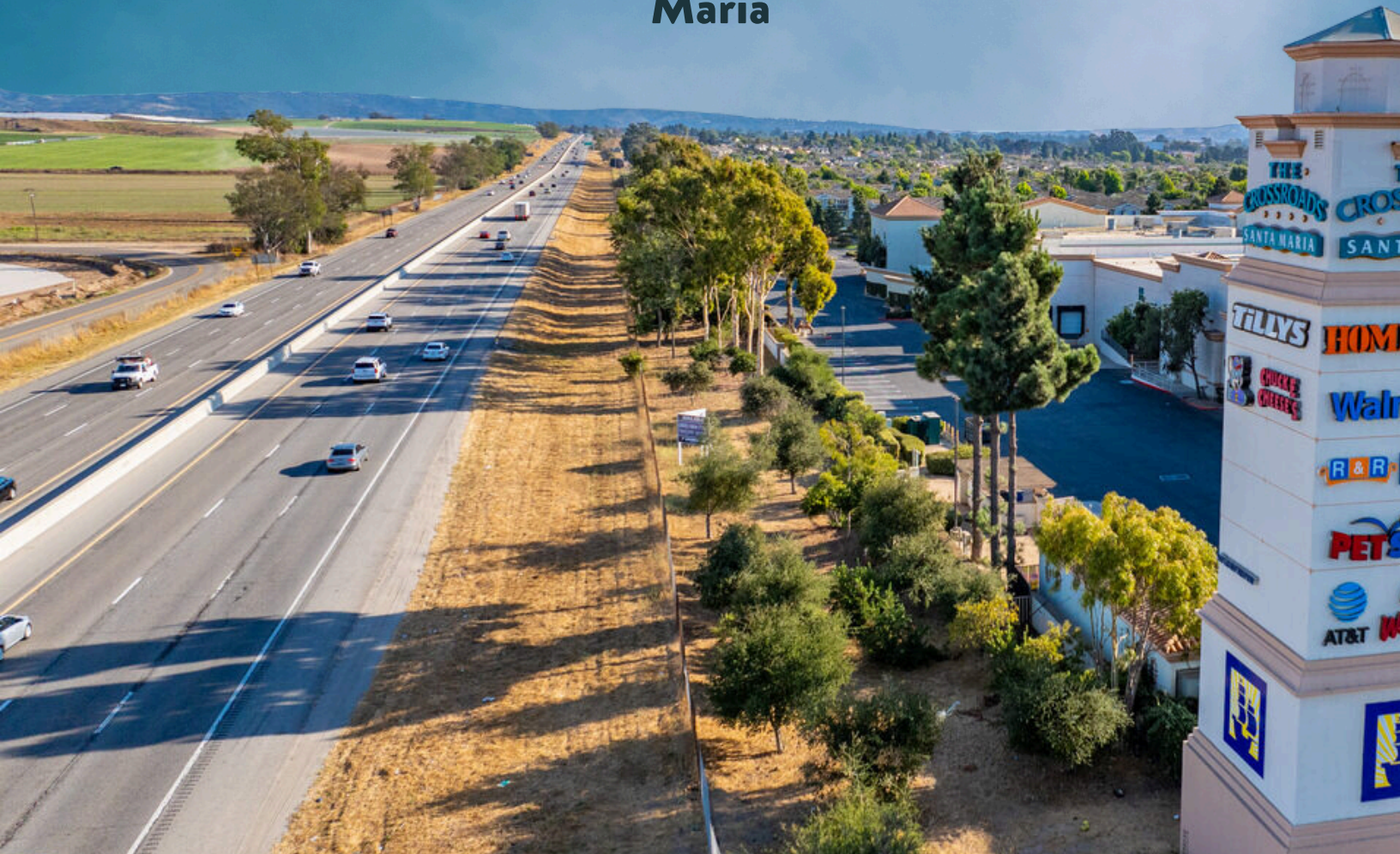




Santa Maria Valley **ECONOMIC IMPACT REPORT**

**November 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 November 2024, 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 two 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 the State of the City address, the 23rd Annual Freedom Monument ceremony and a Chamber mixer.

Workforce development has been a priority through a partnership with the Santa Barbara County Workforce Development Board, a teacher tour and Leadership Santa Maria Valley hosting its Public Safety topic day.

The Chamber has also been engaged in advocacy efforts in hosting a Business and Government Roundtable and publishing a voter guide for the 2024 Election, advocating for community development.

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

Business Type/Idea	Support Provided
Food Business	Looking for shared kitchen
Truck Compliance- DOT Drug testing	State information for start-up

Business Retention & Assistance

The Chamber's Economic Development department provided business assistance services to 3 local businesses and residents.

Business	Support Provided
Childcare Conglomerate	Connections to potential funding sources
Housing	Giving advice

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 Project Sidekick.



Providing Business Support

Chamber Membership



Networking Opportunities



151

Networking Event Participants

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

State of the City

Over 160 were in attendance to see presentations by the Mayor and City Manager. The bilingual event included Spanish translations.



Freedom Monument

175 people attended the 23rd Annual Freedom Monument ceremony, honoring Santa Maria Valley's fallen heroes.



Mixer

Mixer was held at the Town Center Mall supporting Altrusa of the Central Coast's Festival of Trees event. There were over 60 in attendance, many purchasing raffle tickets for Festival of Trees to support Altrusa of the Central Coast



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 business:

Business Type/Name	Support Provided
Food Vendor	Health Permitting Issues
Clothing Business Startup	Startup Process

Business Visits

The following businesses were visited for Chamber outreach:

- Local Non-Profit
- Local Job Finder Company
- Local Santa Maria Town Center Hispanic Small Business
- Local Santa Maria Town Center Hispanic Small Business
- Local Santa Maria Town Center Hispanic Small Business
- Santa Maria Town Center Jewelry Store
- Santa Maria Town Center Jewelry Store
- Santa Maria Town Center Jewelry Store
- Santa Maria Town Center Small Business
- Santa Maria Town Center Small Business
- Santa Maria Town Center Small Business

Additional Activities

- Attended and had a booth at the Green Business Certification Celebration (November 1)
- Strawberry Dinner Planning Meeting (Nov 4)
- Uplift Grant Meetings for HBA
- Attended State of the City (Nov 14)
- Business Outreach Meeting with local hiring company (Nov 20)
- HBA Committee Meeting (Nov 20)
- HBA meeting with local Non Profit (Nov 21)
- HBA meeting with local Hispanic News Outlet (Nov 26)
- HBA Radio Interview (Nov 26)

Tourism

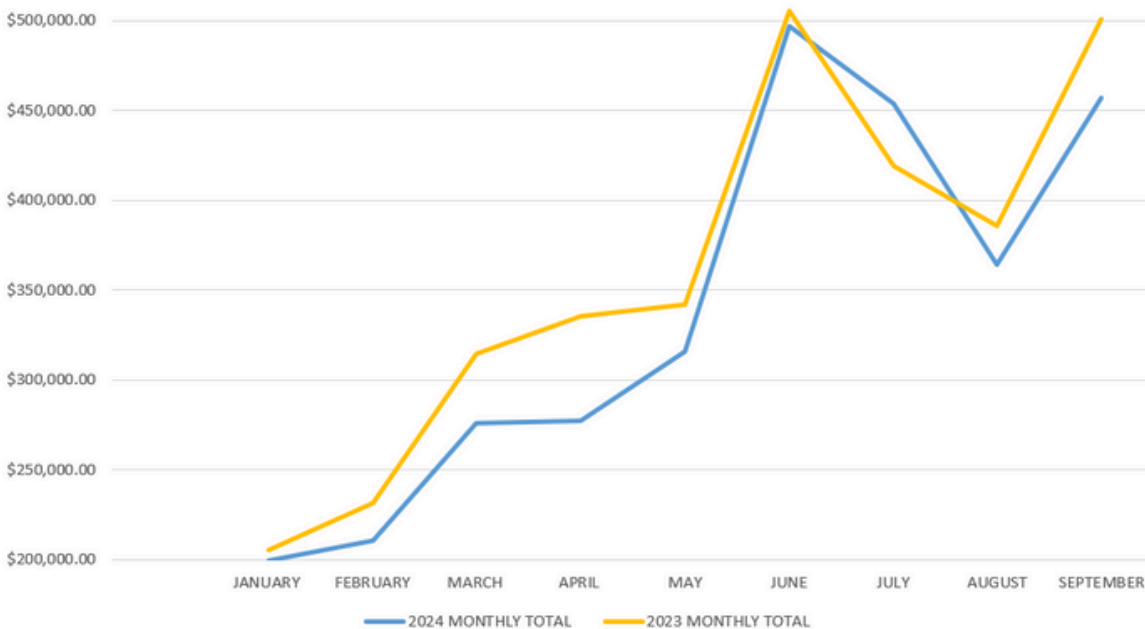
Transient Occupancy Tax Data

An analysis of the Santa Maria Valley Transient Occupancy Tax (TOT) shows a year-to-date decrease of -5.25% in 2024 compared to 2023. The monthly totals for 2024 show a mix of declines and gains when compared to 2023.

From August to September 2024, the Transient Occupancy Tax (TOT) demonstrated notable shifts. In August 2024, the monthly total was \$363,851.23, decreasing by 5.65% compared to August 2023's total of \$385,642.92. September 2024 saw an increase in TOT to \$456,660.17, which represented a 25.51% month-over-month growth compared to August 2024 but a year-over-year decline of 8.81% from September 2023's total of \$500,786.58. Despite the month-over-month improvement in September, the year-over-year trend reflects a slight downward shift in TOT revenues for this period.

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

Transient Occupancy Tax (TOT) Comparison 2023 v. 2024



Tourism

Community Support

- MVCC financially supported and sponsored multiple local events in November:
 - \$250 contribution to The Rotary Club of Santa Maria South: Human Trafficking Awareness Forum (Jan 22nd)
 - \$5,000 contribution to the 44th Cruisin' Nationals Kustom Car show and Cruise (May 23rd-25th)
 - \$1,500 contribution to the 54th North/South F-100 Run (Aug 15th-16th)

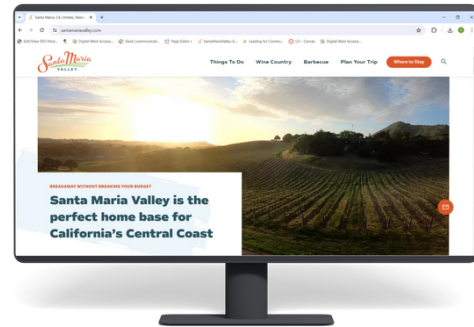


Website Traffic

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

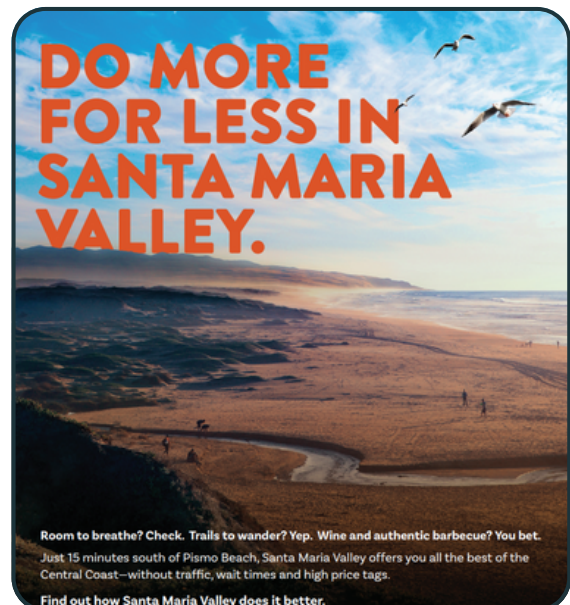
41,423 Website Visits

693 Website Hotel Referrals



Paid Advertising

Santa Maria Valley was featured in SoCal Life Magazine.



Tourism

Familiarization (FAM) Tours

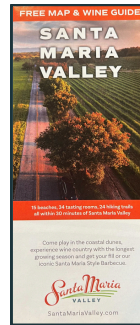
- Fiona Chandra
 - Freelance writer for 10 years. She travels frequently to explore the world. In her career, she has contributed travel stories to Fodor's, Thrillist, The L.A. Times, and more.
 - Visited Santa Maria Valley 11/14 - 11/16
 - Currently producing stories; first available can be found [here](#).

Brochure & Visitor Guide Distribution



312

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



560

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

Industry Partner Events

- TMD AC meeting 11/19
- CA DMO Alliance meeting 11/20

Group Leads and Details

- The following events have been planned for 2025:
 - The Corvair National Convention (May 20th - 23th)
 - The 44th Cruisin' Nationals Kustom Car show and Cruise (May 23th-25th)
 - The 54th North/South F-100 Run (Aug 15th-16th)



Workforce Development

Workforce Development Board Partnership

The Chamber hosted an info session in partnership with the Workforce Development Board on their Paid Work Experience opportunities for justice-involved individuals. Over 30 local business leaders attended the info session and learned about how their business can take advantage of funding and other opportunities through this program.



The graphic features logos for Santa Maria Valley Chamber and Workforce Development Board. The main headline reads "BOOST YOUR WORKFORCE AT NO EXTRA COST!". Below this, it states "Take advantage of this Paid Work Experience program through the Workforce Development Board!". A list of bullet points includes: "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.", and "Your participation will help create employment opportunities for justice-involved individuals." On the right side of the graphic is a circular inset image of a woman in a green shirt smiling and holding a document.

Teacher Tours

10 local teachers and administrators attended the November Teacher Tour, which focused on businesses in healthcare. Teachers toured Mission Hope Cancer Center, Family Service Agency, and Movement for Life Physical Therapy.



Leadership Santa Maria Valley

At Public Safety Topic Day, LSMV visited and toured the Santa Maria Police Department. LSMV heard from Police Chief Marc Schneider, a K9 officer and two members of the SWAT team. In the afternoon, they moved over to the Santa Maria Public Airport where they toured their fire station and heard from the Fire Chief Brad Dandridge. There were 25 people in attendance.



Advocacy

- **Business & Government Roundtable:** 30+ attendees joined up for our last Business & Government Roundtable of 2024. Dana Eady, Planning Manager for the City of Santa Maria, provided information on the General Plan Update and public participation in this process. The group then broke into small groups to discuss the role the Chamber should play in engaging in the community in this process. As a result, the Chamber will be assisting the city and gathering participants in sub-committees that will provide input around the policy frameworks outlined in the General Plan Update.
- **Ballot proposition positions & outcomes:** The Chamber released their [Ballot proposition positions](#) prior to the election. With the exception of Prop 5 and Measure J, the results of the election aligned with the outcomes we wanted for each proposition. ([Election results can be viewed here.](#))

Addressing Housing Needs

Housing Project	Support Provided
Richards Ranch	Connections made

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

- Business & Government Roundtable

Economic & Community Development

- Teacher tours (Mission Hope Cancer Center, Family Services Agency, Movement for Life physical therapy)
- Partners in Education Board Meeting
- Northern Santa Barbara County United Way Board Meeting
- Western Association of Chamber Executives Emerging Leaders Council Meeting

Business Support

- Local Copies, Etc. Ribbon Cutting - 25th anniversary celebration
- Chamber Mixer at Altrusa Festival of Trees
- Paid Work Experience Program Information Session (in partnership with the Workforce Development Board)
- Build Your Business (BYB) weekly networking meeting - 4
- LSMV Board Meeting
- Chamber Executive Committee Meeting
- Chamber Board Meeting
- Housing meeting
- HRM Group meeting
- Potential Developer meeting
- Supervisor Office meeting
- Guadalupe Business Alliance
- City Council meeting
- Planning Commission meeting
- Planning Commission Study Session
- EconAlliance related meeting
- ATSU Meeting

Community Events

- Freedom Monument
- Salute to Teachers
- State of the City
- Temperament Theory Workshop hosted by Laurus College
- SB Foundation DEI meeting
- SMX Board of Director’s meeting
- REACH Roundtable
- REACH Practitioners Roundtable

Media Mentions

Topic	Publication
Freedom Monument	Santa Maria Times Noozhawk Noozhawk
State of the City	Santa Maria Times KEYT Noozhawk



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