



Santa Maria Valley **ECONOMIC IMPACT REPORT**

**October 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 October 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 three 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, non-profits and organizations both at the Annual Awards Gala and through the Businesses of the Quarter program.

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 agriculture topic day.

The Chamber has also been engaged in advocacy efforts in hosting a candidate forum 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 1 business thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Philanthropic Horse preservation	Introductions

Business Retention & Assistance

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

Business	Support Provided
Recycling	Go Biz assistance
Food business	Looking for commercial kitchen
Service Company	Set up and structure

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 Cloud.



Providing Business Support

Chamber Membership



Networking Opportunities



623

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events, ribbon cuttings, candidate forums and Annual Awards Gala.

Annual Awards Gala

Over 300 community members joined us to celebrate our local community during the 2024 Annual Awards Gala. A number of individuals, organizations and businesses were recognized for their contributions to the Santa Maria Valley community.



Businesses of the Quarter

J&E Cleaning Services and Klondike Pizza were recognized at the Businesses of the Quarter for the 4th Quarter of 2024. 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 business:

Business Type/Name	Support Provided
Food Vendor	Food permit guidance
Food Vendor	Food Permit guidance, and steps to starting the business provided

Business Visits

The following businesses were visited for Chamber outreach:

- Boost Mobile Store
- Botanica La Divina Fe
- Taqueria Guerrero #1

Additional Activities

- Grow Your Business Event (Oct 3)
- Meeting with local Bank about HBA (Oct 31)
- Open Streets Booth (Oct 6)
- AT STILL University Presentation (Oct 2)
- California Small Business Briefing (Oct 25)
- HBG Committee Meeting (Oct 16)

GROW YOUR BUSINESS

SANTA MARIA VALLEY Chamber
HISPANIC BUSINESS GROUP

PAM KUCINSKI
OFFERS VALUABLE INSIGHTS ON WORKERS' COMP AND HR TIPS TO HELP YOUR BUSINESS THRIVE.

YOUR PEOPLE PROFESSIONALS

Thursday October 3, 2024
5:00 PM - 7:00 PM

Santa Maria Town Center Mall
(upstairs above Gina's Piece of Cake)

Tourism

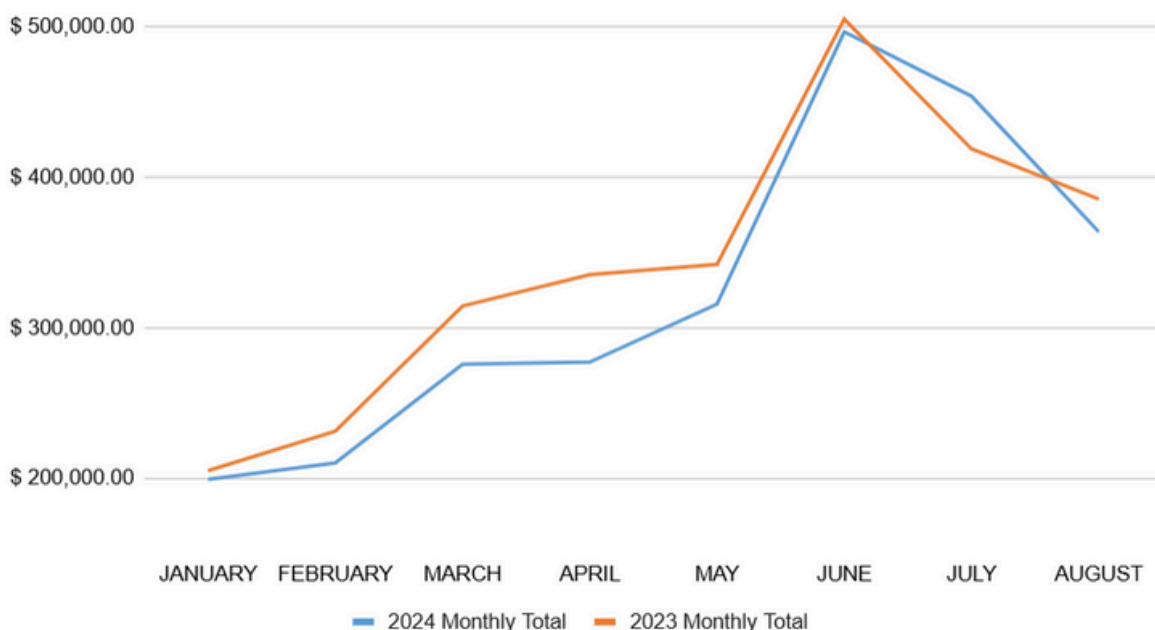
Transient Occupancy Tax Data

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.

For July and August 2024, Transient Occupancy Tax (TOT) collections totaled \$453,920.91 and \$363,851.23, respectively. July saw an 8.37% increase over 2023, while August had a 5.65% decrease. The year-to-date total stands at \$2,592,976.82, a 5.3% decrease from the same period in 2023. These figures indicate steady but varied performance across summer months, with an overall YTD decline.

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

Transient Occupancy Tax (TOT) Comparison 2023 vs. 2024



Tourism

Community Support

The Visitor's Bureau has provided support to the following community event:

- Cops 'n' Cars (October 19)
 - SMVCC Contributed \$1,000 in sponsorships
 - 300 Welcome Bags Donated



Website Traffic

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

44,473 Website Visits

694 Website Hotel Referrals



Brochure & Visitor Guide Distribution



460

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



350

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

Industry Partner Events

- California DMO Alliance: Monthly Meeting
 - Discussed new lead acquisition programs and future Group Sales events with promising prospects
- California Society of Association Executives: Seasonal Spectacular Pre-event Meeting
 - Preparation call for the upcoming Group Sales based trade show
 - Discussed lead follow up and appointment exchange selection/strategies

Group Leads and Details

- 2025 California State Square Dancing Convention (April 2025)
 - Seed money of \$250 was granted in 2024 for marketing/advertising purposes

Workforce Development

Workforce Development Board Partnership

The Chamber presented an update on their two business outreach contracts at the Workforce Development Board's annual meetings. Over 40 businesses have signed up for the first information session on the paid work experience program for justice-involved individuals, which will be held early November.



Teacher Tours

Our October Teacher tour focused on "Green Construction." We toured the Santa Maria Carpenters Training Center, a local housing development in construction with Coastal Community Builders, and Engel & Gray's composting site. Teacher tours are held monthly in partnership with the Santa Barbara County Education Office. The tours connect local high school CTE teachers with industry professionals, so they can take information about local jobs and skills needed back to their students in the classroom.



Leadership Santa Maria Valley

On October 4th the LSMV class had the Agriculture topic day. They toured Driscoll's and learned about the berry industry. They also toured Nutrien Ag Solutions and Plantel. On October 23rd LSMV held an Alumni Lunch & Learn. There were 14 in attendance and the featured speaker was retired Fire Chief Leonard Champion.



Advocacy

- The Chamber partnered with the League of Women Voters on Candidate Forums for the City of Santa Mayor, and the Santa Maria Airport Board. A combined total of over 80 individuals attended the forums. (A candidate forum for City Council was held in September.)
- Voter Guide: The Chamber released its 2024 Voter Guide, which included the Chamber's positions on a number of local ballot and bond measures. Additional information is available at <https://www.santamaria.com/2024-voter-guide/>

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

- Mayoral Candidate Forum
- Santa Maria Airport Board Candidate Forum
- Tri County Chamber Alliance Monthly Meeting
- City Council - Business of the Quarter Presentation
- Measure J Press Conference
- Meeting with City manager

Economic & Community Development

- Workforce Development Board Full Board Meeting
- Scholarship Foundation of Santa Barbara Lunch & Learn Event
- Western Association of Chamber Executives (WACE) Nominating Committee
- Downtown Bid meeting Civitas
- WACE Emerging Leaders Council Meeting
- WACE Membership Committee Meeting
- WACE Conference Planning Committee Meeting
- Downtown Bid meeting with Downtown SLO

Business Support

- LSMV Board Meeting
- Chamber Executive Committee Meeting
- Chamber Board Meeting
- LSMV Alumni Lunch & Learn
- Chamber Annual Awards Gala

Community Events

- Allan Hancock College Career Exploration & Job Fair
- Northern Santa Barbara County United Way Mayor’s Gala
- Suzanne’s events
- Airport Candidate Forum
- Reach Practitioners Network
- SMX Board meeting
- EDC meeting
- Gala
- Fighting back Santa Maria Event
- Y Event
- Manufacture Forum

Media Mentions

Topic	Publication
Workforce Development Board Program	Noozhawk
Airport Candidate Forum	Noozhawk Noozhawk Santa Maria Times
Businesses of the Quarter	Noozhawk Santa Maria Times
Annual Awards Gala	Santa Maria Times Santa Maria Times KSBY Noozhawk Noozhawk
Freedom Monument	Santa Maria Times Noozhawk
Editorials	Santa Maria Times Santa Maria Times
Tourism	Food & Wine



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