

Business Services,  
Research & Reports  
August 2023

**Team Members**

- Christine Palmer, Business Development Tools
- Marcos Suarez, Business Diversity
- Patti Andrews, Workforce and Business Services
- Lindsey Collins, Economic Research Fellow
- Zachary Koblick de León, Workforce Innovation Fellow

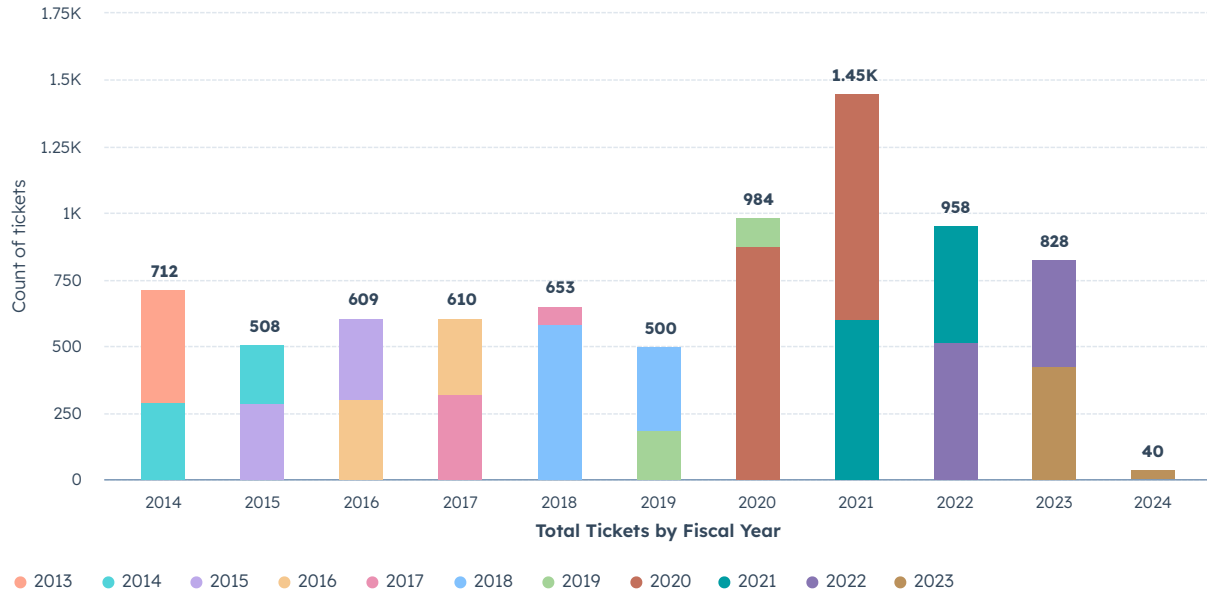
**HubSpot Dashboard**

- NEW! Event Attendance & Presentations, Media Activity and Projects & Programs section

**Research & Reports**

- Economic Impact Analysis
  - 2023 Gravenstein Apple Fair Economic Impact – Pending Data Collection
- Moody's Analytics
  - Finance Industry Report – Coming Soon!
  - Real Estate Industry Report – In Progress
  - Annual Report – In Progress
- Q2 Job Market Tracker – Coming Soon!
- 2023 City Snapshots – In Progress
- 2023 Annual Tourism Report – In Progress
- 2023 Sonoma County Indicators – In Progress
- 2023 Education Progress Report Card – In progress

## EDB Historical Data



## Total Businesses Served FY24

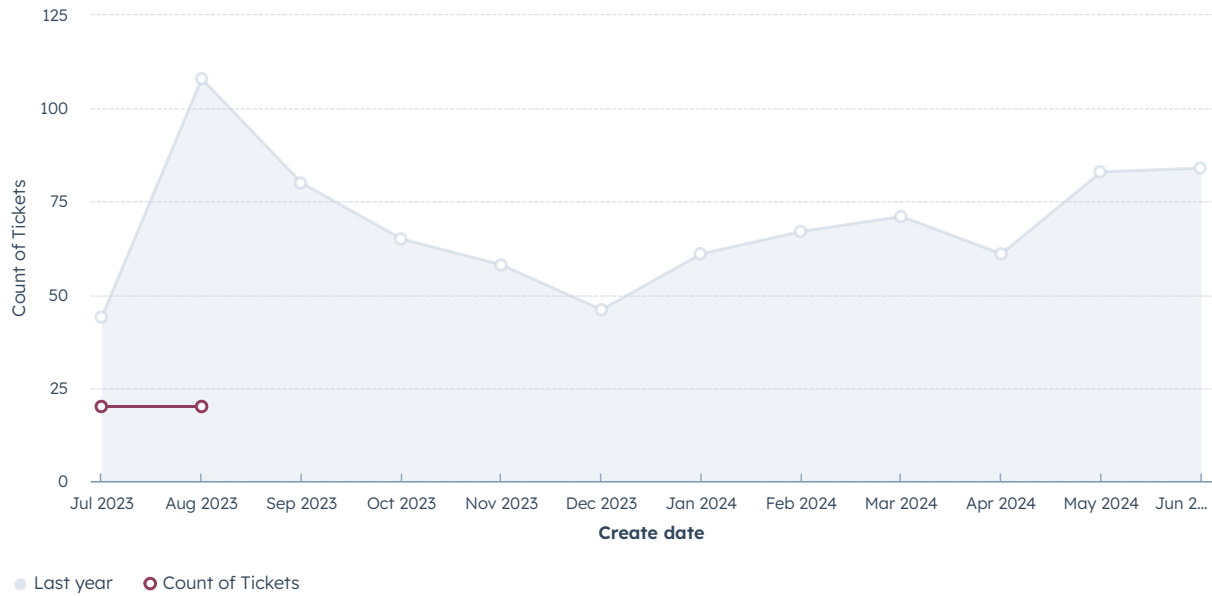
Date range: From 7/1/2023 to 6/30/2024

COUNT OF TICKETS

40

## Businesses Served

Date range: From 7/1/2023 to 6/30/2024 | Frequency: Monthly | Compared To: Year before



## Business Assist Detail

Date range: From 7/1/2023 to 6/30/2024

ARPA SBER

3

ATTRACTION

1

CONSULTING

16

DATA REQUEST

3

FINANCING

4

MARKET RESEARCH

4

RELOCATION/SITE SELECTION

1

RETENTION/EXPANSION

1

START UP

5

TECHNICAL ASSISTANCE

16

WORKFORCE ASSISTANCE

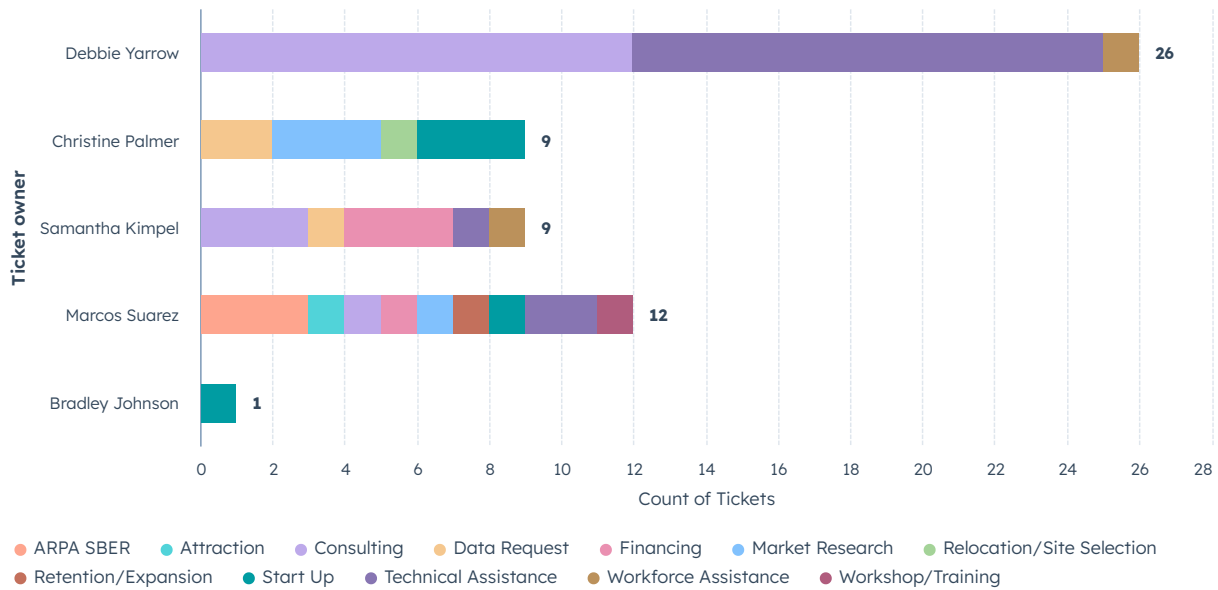
2

WORKSHOP/TRAINING

1

## Ticket Volume Detail

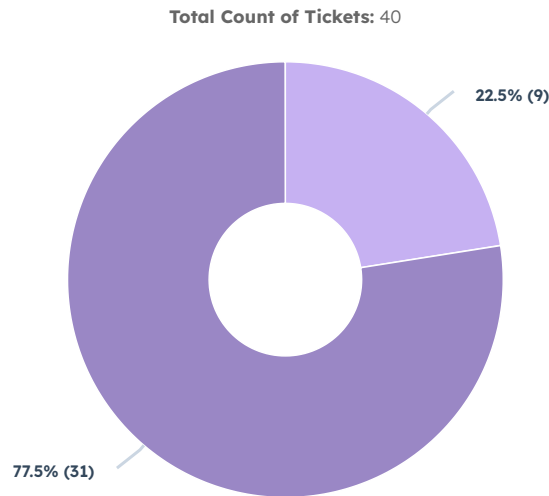
Date range: From 7/1/2023 to 6/30/2024



## Business Type

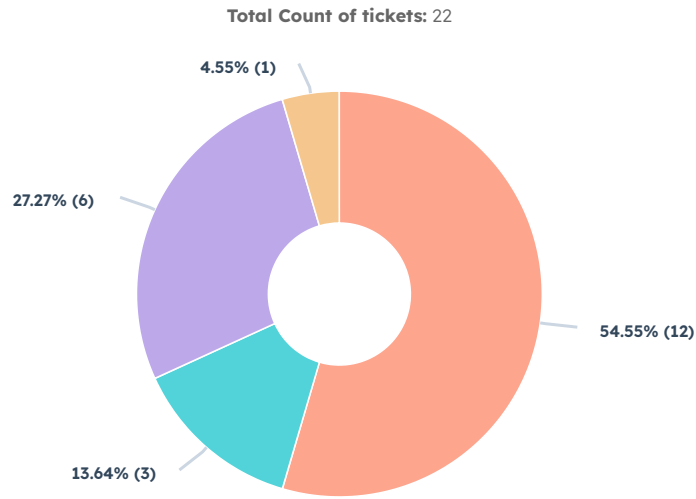
Date range: From 7/1/2023 to 6/30/2024

● New ● Existing



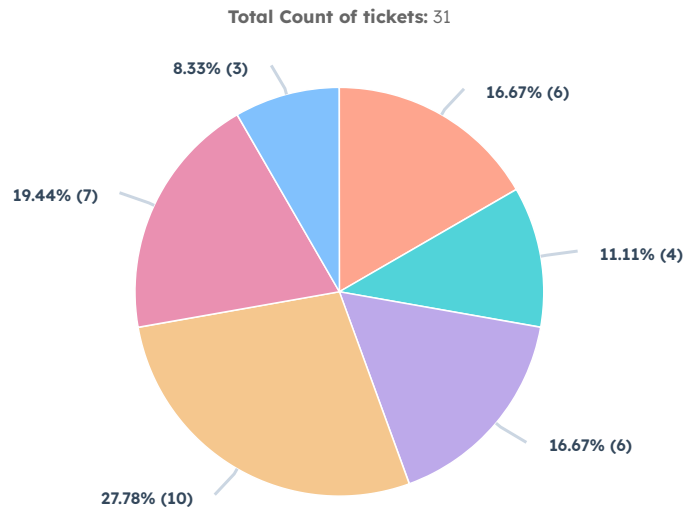
## Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown

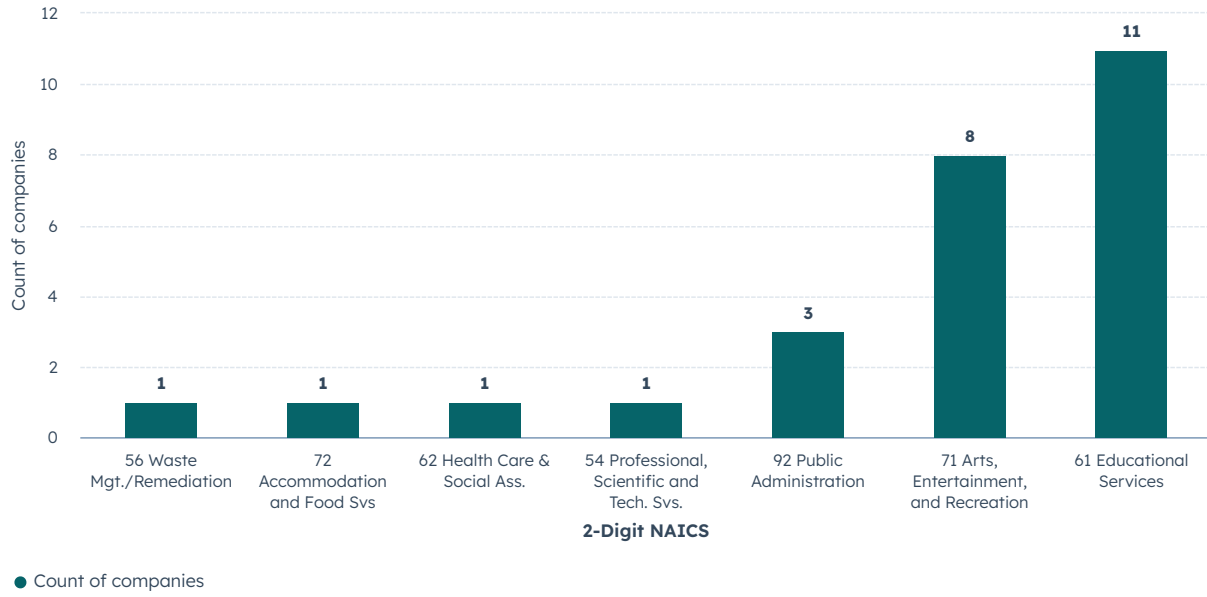


## Supervisor District

● 1 ● 2 ● 3 ● 4 ● 5 ● Outside of Sonoma County

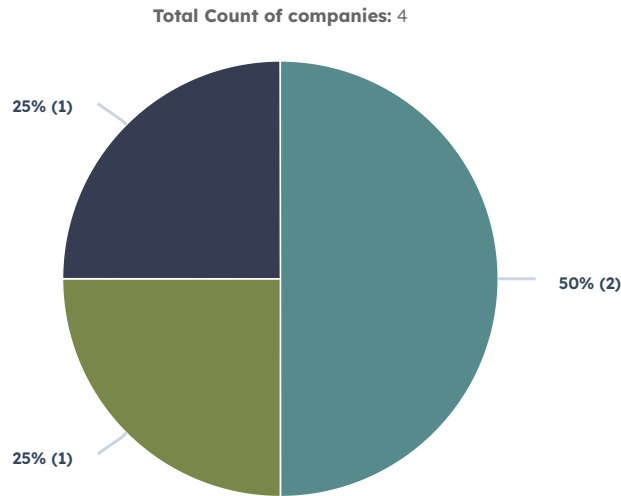


## Business Industry

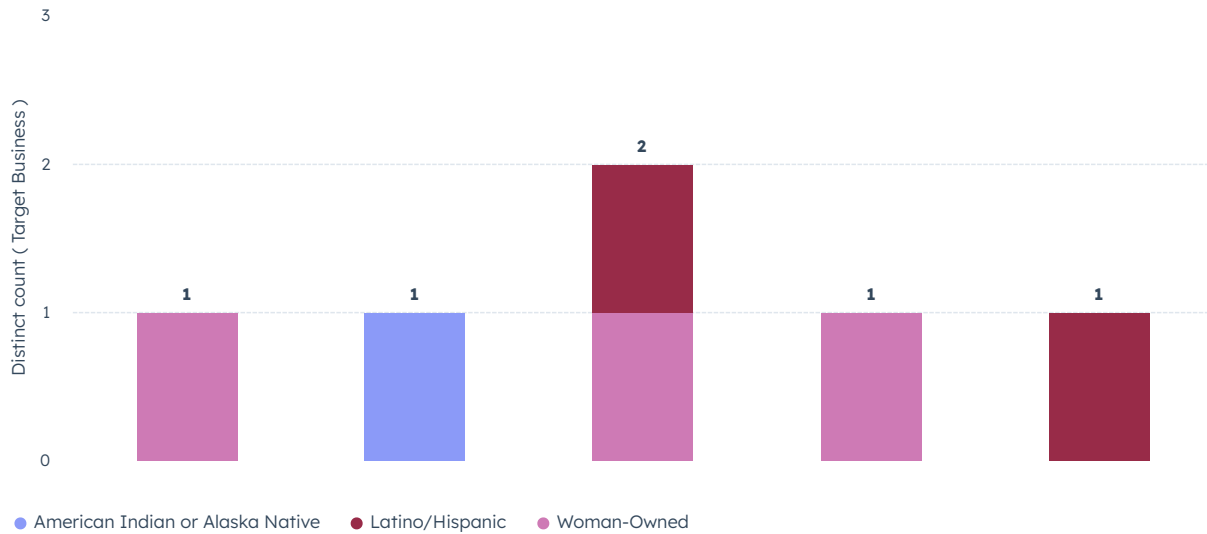


## Business Industry Activity Detail

● Arts/Culture ● Healthcare/Medical ● Restaurant



## Business Demographics



## Site Visits

Date range: From 7/1/2023 to 6/30/2024

MEETING  
8

## Outreach

Date range: From 7/1/2023 to 6/30/2024

MEETING  
8

CALL  
1

## Event Attendance & Presentations

Date range: From 7/1/2023 to 6/30/2024

DEAL NAME	DEAL STAGE	CLOSE DATE
<a href="#">2023 south Park Day and Night Festival</a>	New Request (External Events)	8/31/2023
<a href="#">ACEC</a>	Develop Presentation (External Events)	9/6/2023
<a href="#">Sonoma County Alliance - Economy Update</a>	Event Completed (External Events)	7/6/2022
<a href="#">Sonoma Valley MAC</a>	Event Completed (External Events)	7/12/2023
<a href="#">Leadership Santa Rosa Economic Development Panel</a>	Event Completed (External Events)	4/30/2021
<a href="#">CA Indian Museum and Cultural Center</a>	Event Completed (External Events)	7/15/2023
<a href="#">Presentation to SR Symphony Summer Camp Parents</a>	Event Completed (External Events)	7/10/2023

## Total Email Campaigns

## Total Marketing Contacts

Date range: All time

COUNT OF MARKETING EMAILS

4

COUNT OF CONTACTS

16,358

## Email Engagement Totals

Date range: From 7/1/2023 to 6/30/2024 | Compared To: Previous 366 days

SENT  
10,527  
▼ 89.91%

OPENED  
2,110  
▼ 89.11%

CLICKS  
407  
▼ 85.09%

CLICK RATE  
3.88%  
▲ 1.19%

## Email Activity Detail

Date range: From 7/1/2023 to 6/30/2024

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
Arts Education Alliance Mix and Mingle	356	41.29%	1.69%	4.08%
Arts Education Alliance Newsletter July 2023	400	35%	5.25%	15%
EDB Reports and Updates August 2023	1,359	27.27%	3.19%	11.72%
Economic Prosperity Awards Nomination Deadline	1,378	24.63%	1.25%	5.06%
CS Public Art Plan draft - seeking input	3,516	21.08%	4.3%	20.41%
Creative Sonoma CURRENTS August 2023	3,518	10.81%	4.81%	44.47%

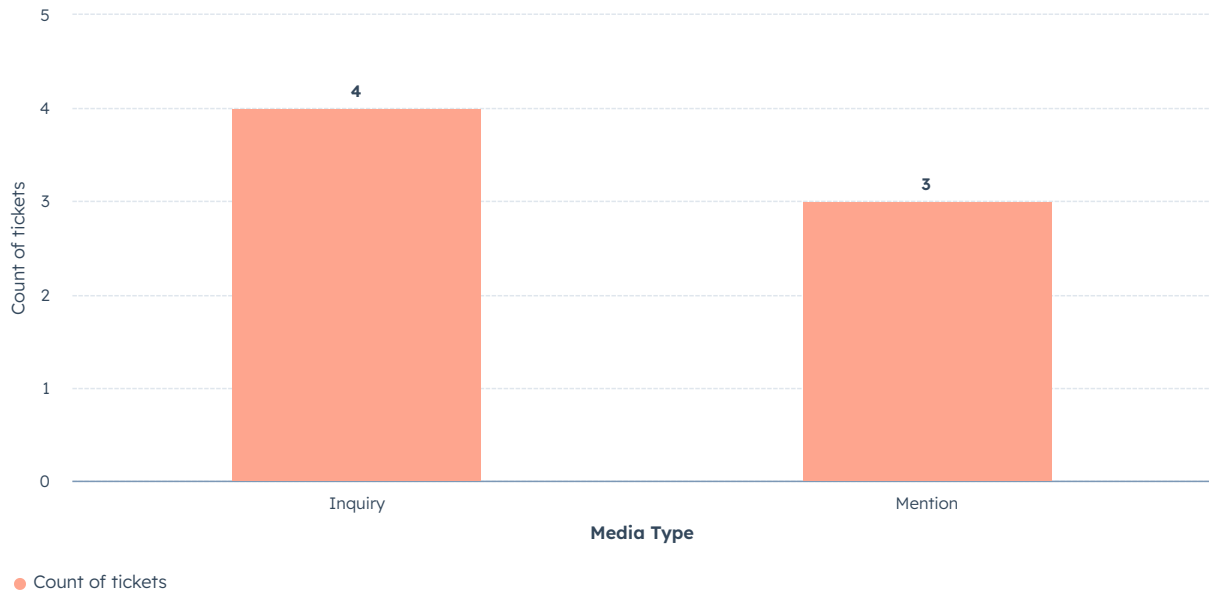


## Total Media Activity

MEDIA

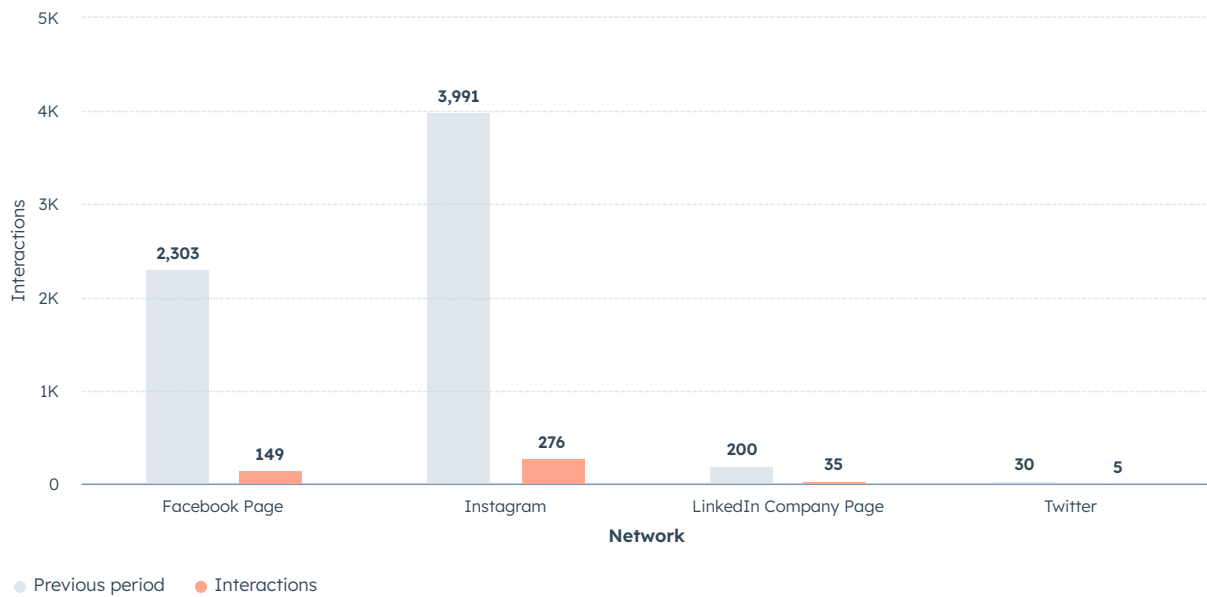
6

### Media Activity Detail






### Social Media Engagement

Date range: From 7/1/2023 to 6/30/2024 | Compared To: Previous 366 days



## Projects & Programs

Date range: From 7/1/2023 to 6/30/2024

DEAL 	DEAL STAGE 	DEPARTMENT DIVISION 	3.0 (DO
<b>2024 Sonoma County Indicators</b>	Research (Projects & Programs)	Business Services & Research	-
<b>Moody's Annual Report</b>	Design (Projects & Programs)	Business Services & Research	-
<b>2024 Economic Perspective</b>	Research (Projects & Programs)	-	-
<b>2023 Annual Tourism Report</b>	Research (Projects & Programs)	Business Services & Research	-
<b>2023 District Demographics</b>	Review (Projects & Programs)	Business Services & Research	-
<b>2023 City Snapshots</b>	Review (Projects & Programs)	Business Services & Research	-
<b>2023 Economic Prosperity Awards</b>	Review (Projects & Programs)	-	-
<b>Federal Funding Account (FFA Grant)</b>	Design (Projects & Programs)	Partnerships & Special Projects	-

Some reports may not print in full. Please visit your dashboard to view the complete data set.