

Business Services,
Research & Reports
July 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

July 1, 2022, to June 30, 2023 – that’s a wrap!

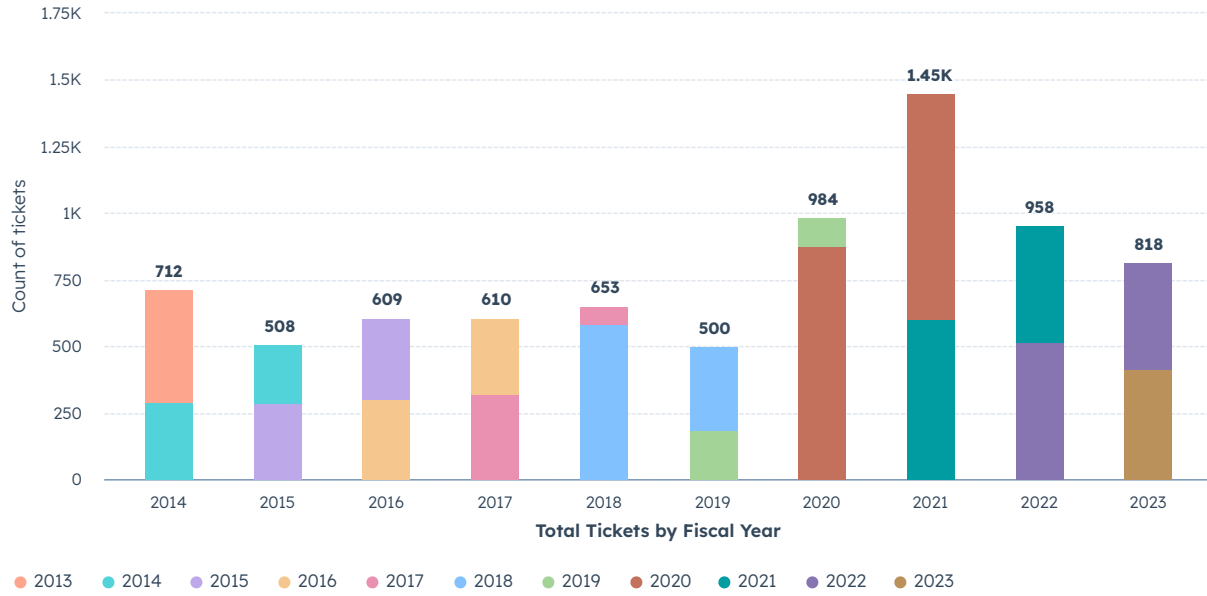
Current Recruitments:

- [Business Diversity Program Coordinator – Bilingual \(English/Spanish\) – Extra-Help](#)
 - Funded through the ARPA Small Business Equity & Recovery grant program, this position will work closely with the Business Diversity Program Manager to support an immediate capacity need and also contribute to strategic planning efforts for what permanent capacity expansion of this program could look like in the future.
 - Application Window: 7/5/23-7/19/23

Research & Reports

- Economic Impact Analysis
 - 2023 Sonoma County Restaurant Week Economic Impact – Complete
 - 2023 Levi’s Gran Fondo Economic Impact – In Review
 - 2023 Gravenstein Apple Fair Economic Impact – Researching
- Moody’s Analytics
 - Quarterly Economic Impact – Coming Soon!
 - Finance Industry Report – Coming Soon!
- 2023 Sonoma County Indicators – Pending Data
- 2023 Education Progress Report Card – Pending Data

EDB Historical Data - 2013 to Present



Total Businesses Served FY23

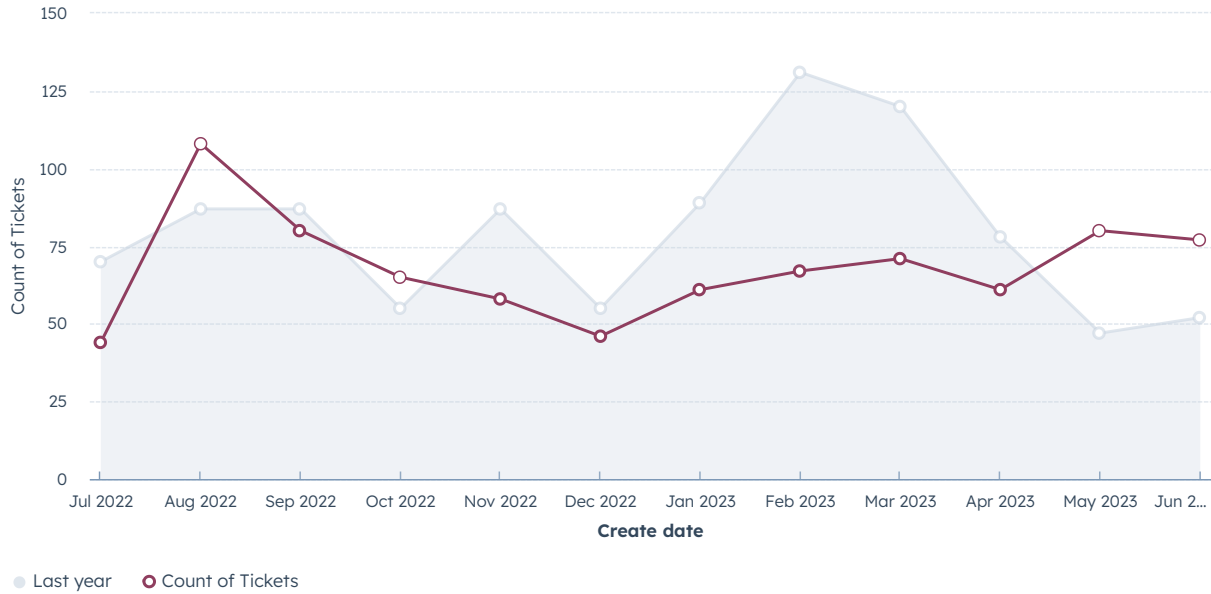
Date range: From 7/1/2022 to 6/30/2023

COUNT OF TICKETS

818

Total Businesses Served (YOY)

Date range: From 7/1/2022 to 6/30/2023 | Frequency: Monthly | Compared To: Year before



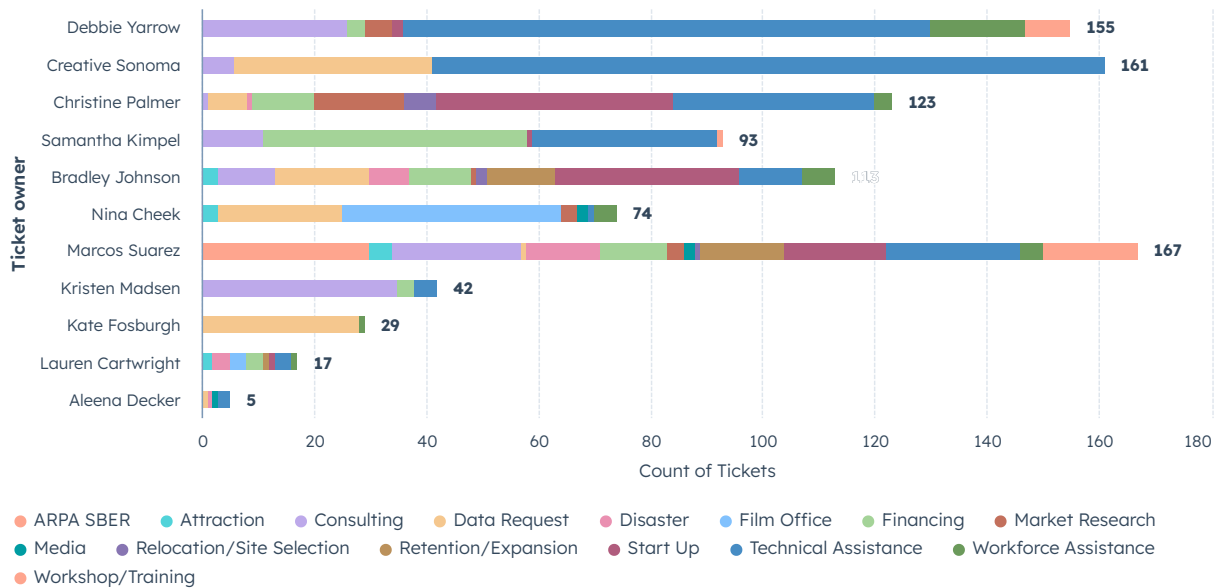
Business Assist Detail

Date range: From 7/1/2022 to 6/30/2023

ARPA SBER 30	ATTRACTION 12	CONSULTING 112	DATA REQUEST 111
DISASTER 25	FILM OFFICE 42	FINANCING 90	MARKET RESEARCH 28
MEDIA 5	RELOCATION/SITE SELECTION 9	RETENTION/EXPANSION 28	START UP 97
TECHNICAL ASSISTANCE 328	WORKFORCE ASSISTANCE 36	WORKSHOP/TRAINING 26	

Ticket Volume and Assist Type by Staff Member

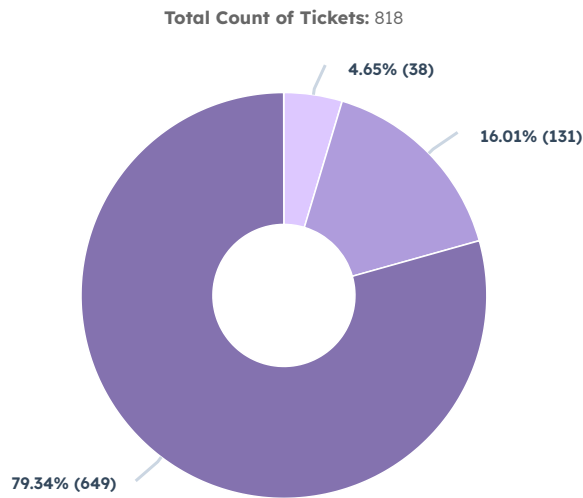
Date range: From 7/1/2022 to 6/30/2023



Business Type

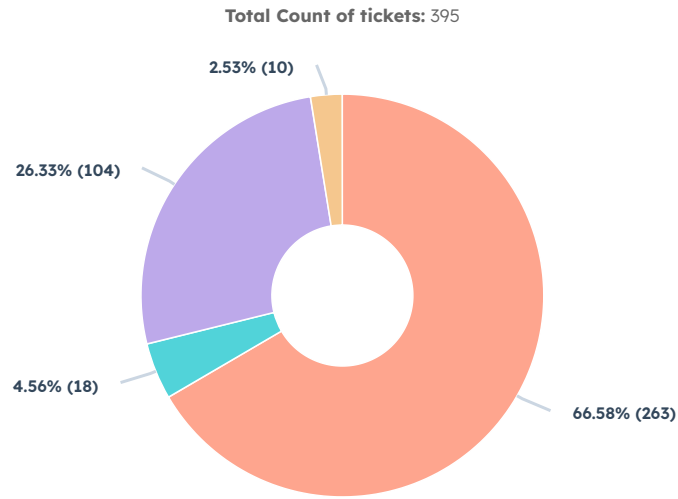
Date range: From 7/1/2022 to 6/30/2023

(No value) New Existing



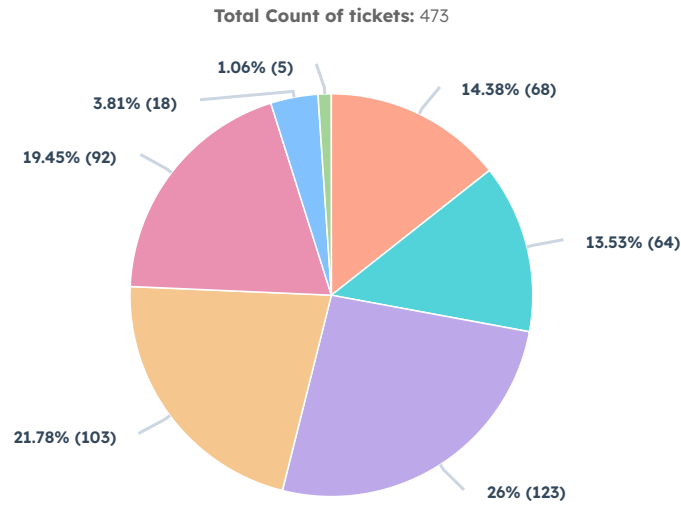
Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown

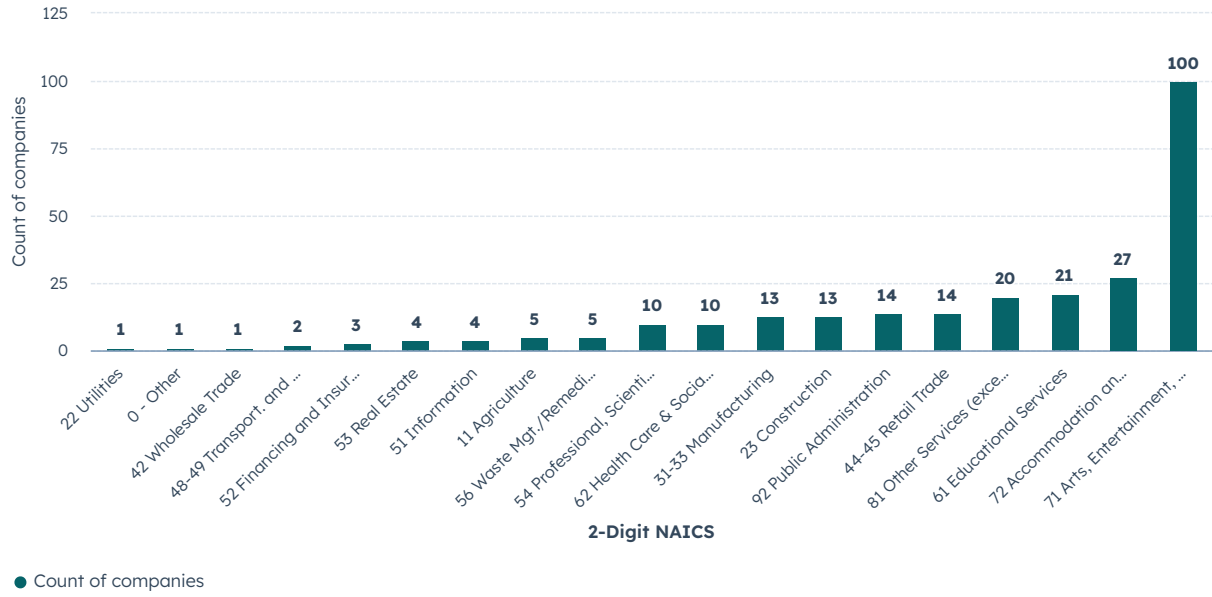


Business Location x Supervisor District

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

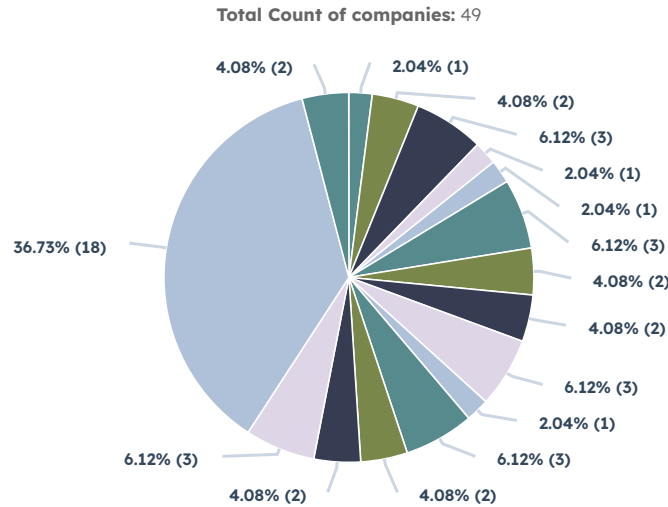


Business Industry

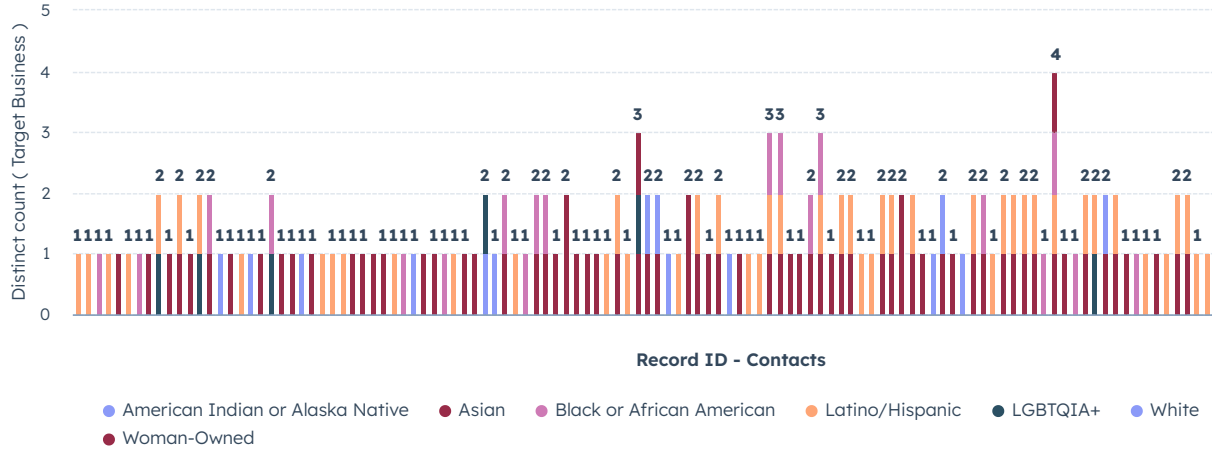


Business Industry Activity Detail

- Arts/Culture
 - Automotive
 - Beer/Cider/Spirits
 - Childcare
 - Disaster Services
 - Event Venue
 - Farmers' Market
- ▲ 1/3 ▼



Business Demographics



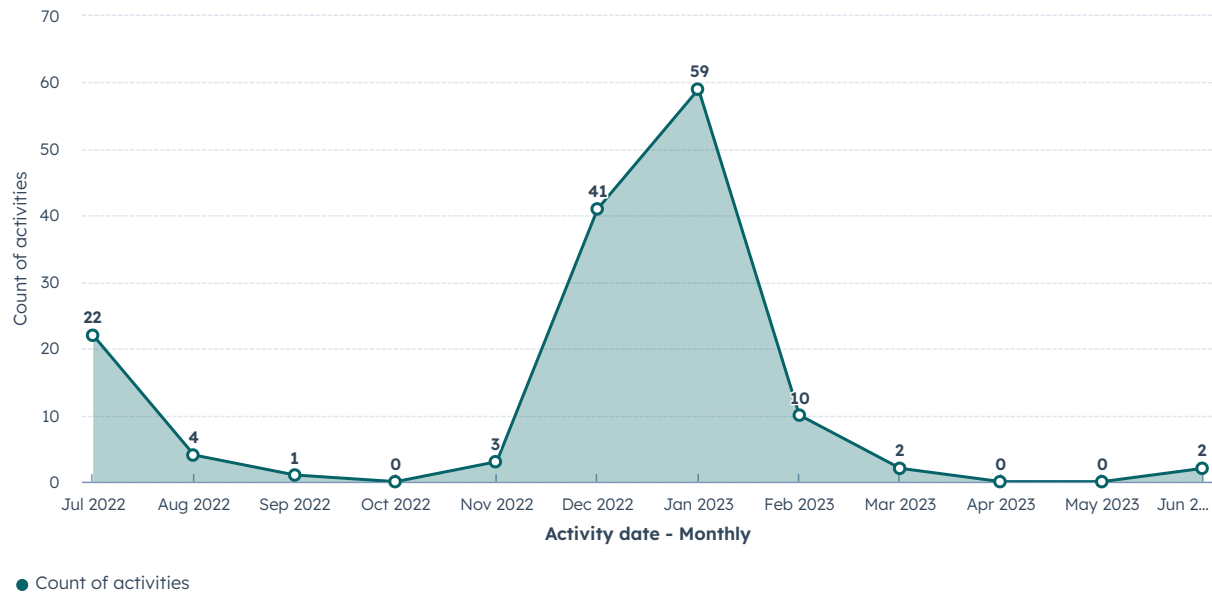
BRE Meetings

Date range: From 7/1/2022 to 6/30/2023

MEETING
10

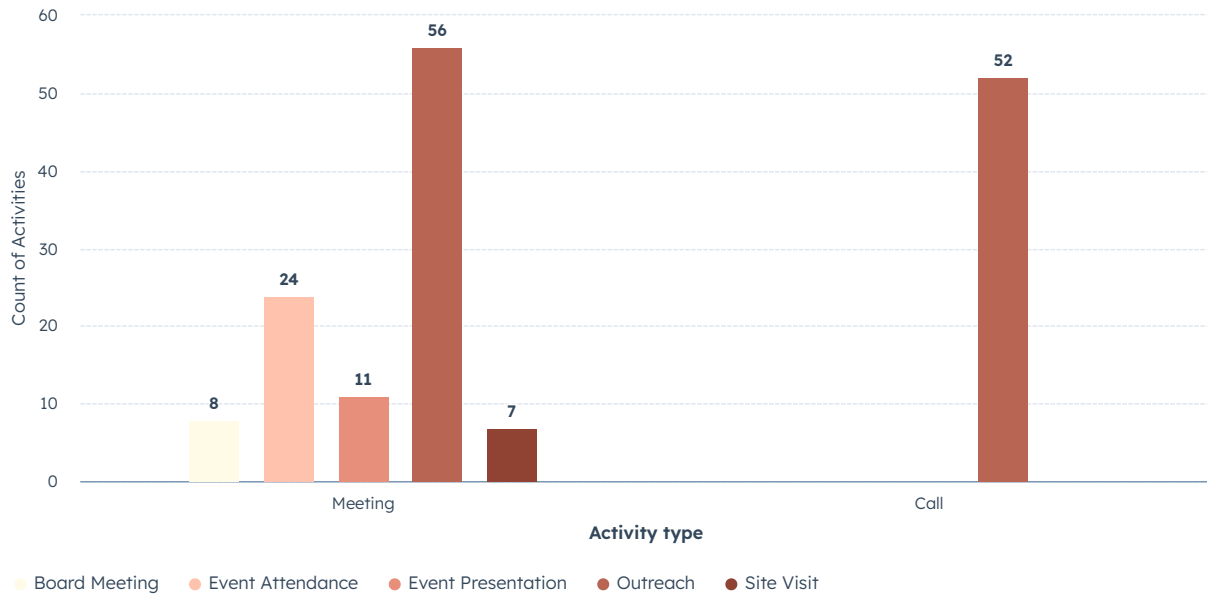
CALL
1

BRE Outreach FY23



Business Community Outreach and Engagement

Date range: From 7/1/2022 to 6/30/2023



Total Email Campaigns

COUNT OF MARKETING EMAILS

47

Total Marketing Contacts

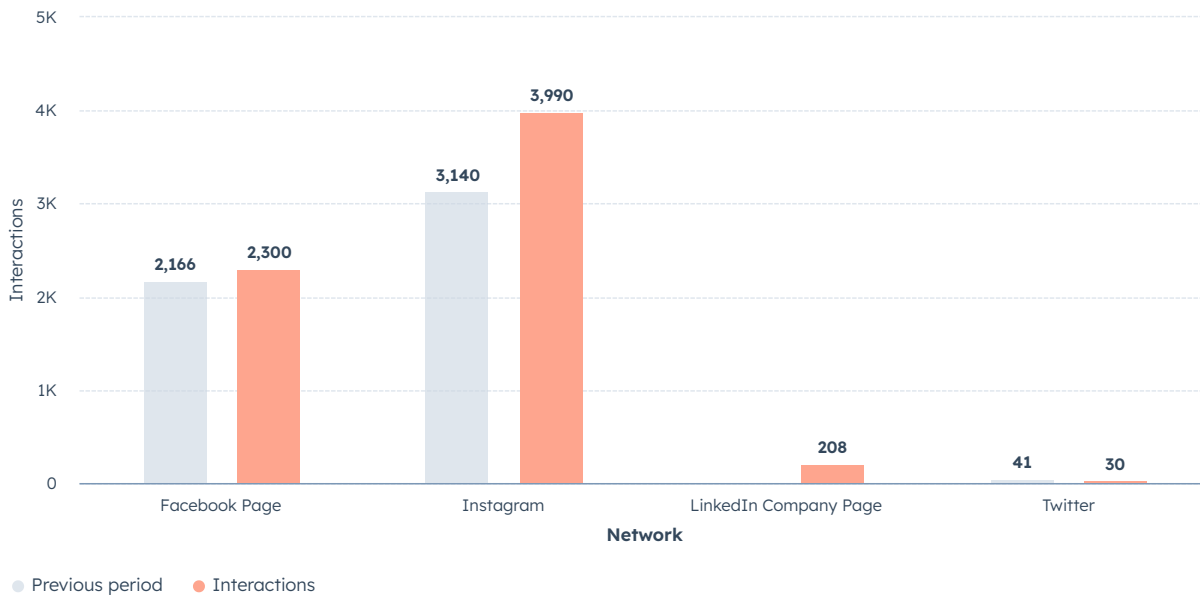
Date range: All time

COUNT OF CONTACTS

16,338

Social Media Engagement

Date range: From 7/1/2022 to 6/30/2023 | Compared To: Previous 365 days



Email Activity Detail

Date range: From 7/1/2022 to 6/30/2023

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
Arts Education Alliance Event Reminder	328	51.52%	7.32%	14.2
Arts Education Alliance Newsletter December 2022	314	44.27%	6.69%	15.11
Teaching Artists Open Call	334	43.24%	4.8%	11.11
Arts Education Alliance Newsletter November 2022	320	42.45%	8.18%	19.26
Arts Education Alliance June Mixer	352	41.48%	2.56%	6.16
Arts Education Alliance Newsletter January 2023	353	39.2%	5.4%	13.77
Arts Education Alliance Newsletter September 2022	333	39.04%	3%	7.69
Restaurants Care Spring 2023 Grant	453	38.69%	19.91%	51.46
Arts Education Alliance Newsletter March 2023	383	38.64%	5.74%	14.87
2022 Fall Economic Perspective Post Event	227	38.33%	12.78%	33.33
Arts Education Alliance Newsletter October 2022	330	38.18%	4.24%	11.11
AEA Collaboration Opportunity	338	36.98%	3.85%	10.4
Arts Education Alliance Newsletter May 2023	399	35.93%	3.52%	9.79
Arts Education Alliance Newsletter February 2023	378	35.29%	4.28%	12.12
Arts Education Alliance Newsletter April 2023	396	33.84%	6.82%	20.15
Workforce Breakfast	169	31.55%	2.98%	9.43
Arts Education Alliance Newsletter June 2023	396	31.39%	5.82%	18.55
AEA Mid Cycle Reminder Aug 2022	445	30.63%	5.63%	18.38
Arts Education Alliance Newsletter July 2022	457	28.13%	4.4%	15.63
Arts Education Alliance Newsletter August 2022	449	28.13%	4.46%	15.87

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

Event Attendance & Presentations

Date range: From 7/1/2022 to 6/30/2023

DEAL NAME	DEAL STAGE	CLOS DAT
Sonoma Ready Roseland	Confirm Interest/Speaker (External Events)	8/10/20
Sonoma Valley MAC	Develop Presentation (External Events)	7/12/20
Charla 2023	Develop Presentation (External Events)	7/13/20
Sonoma County Forum	New Request (External Events)	-
2023 Leadership Santa Rosa	Develop Presentation (External Events)	6/15/20
Create CA Prop 28 Conference	Event Completed (External Events)	5/31/20
Healdsburg Fire and Earthquake Safety Expo	Event Completed (External Events)	5/6/20
Windsor Chamber Monthly Member Meeting	Event Completed (External Events)	4/19/20
Sonoma Valley Chamber of Commerce	Event Completed (External Events)	4/2/20
SRJC Job Link	Event Completed (External Events)	2/1/202
River MAC Meeting	Event Completed (External Events)	3/22/20
Petaluma Downtown Association	Event Completed (External Events)	2/8/20
Petaluma Chamber of Commerce Government Affairs C...	Event Completed (External Events)	4/30/2
Presentation to Guerneville Artists (at Elise Weiland's r...	Event Completed (External Events)	4/30/2
Redwood Empire Remodelers Association	Event Completed (External Events)	1/17/20
North Bay Leadership Council Meeting - Sept 29, 2022	Event Completed (External Events)	12/9/20
Update to City Mayors	Event Completed (External Events)	4/30/2
Leadership Santa Rosa 38	Event Completed (External Events)	9/15/20