

Business Services & Economic Research October 2023

Team Members

- Christine Palmer, Business Development Tools
- Marcos Suarez, Business Diversity
- Patti Andrews, Workforce and Business Services
- Jessica Martinez, Business Diversity Project Coordinator
- Lindsey Collins, Economic Research Fellow
- Zachary Koblick de León, Workforce Innovation Fellow
- Lauren Cartwright, Director

HubSpot Dashboard

Please see attached.

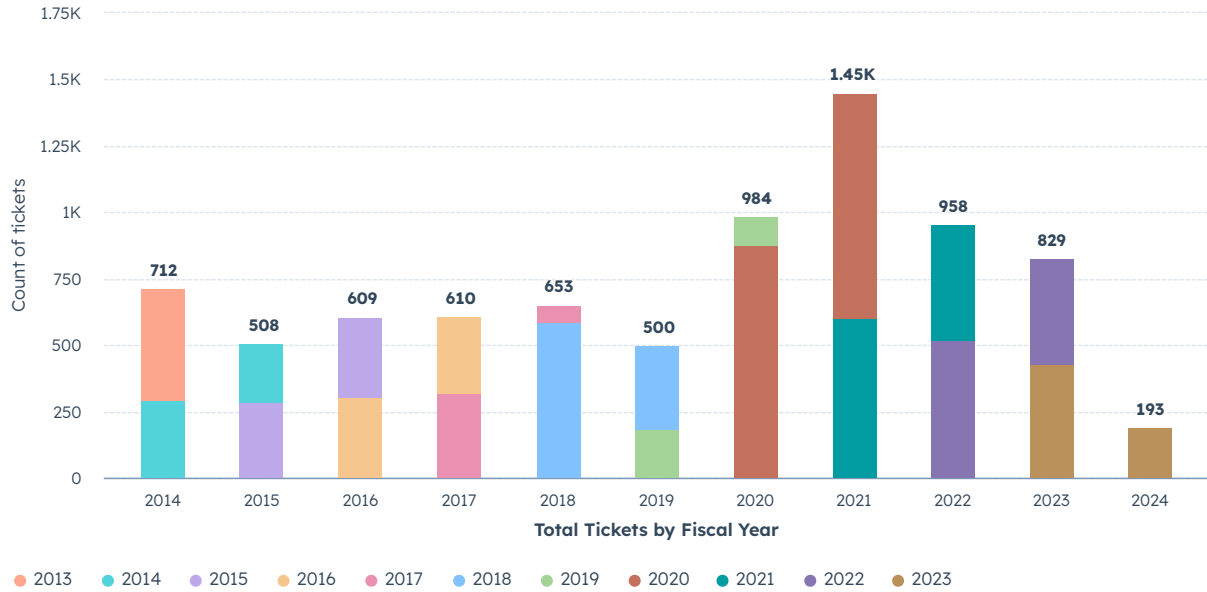
Business Services

Staff is partnering with the Career Technical Education (CTE) Foundation to participate in their working group ([Accelerate ED](#)) to build a New School Model for student career pathways through the promotion of dual enrollment for local high school students. Participation includes, but is not limited to monthly convenings, blueprint planning and data research and analysis. Specifically, we are researching ways to drilldown on existing data (from the Job Market Tracker report) to better inform industry pathway development with respect to the variety of career opportunities within a sector.

Research & Reports

For an update on current reports in progress and coming up, please see Page 10 of the attached PDF.

EDB Historical Data



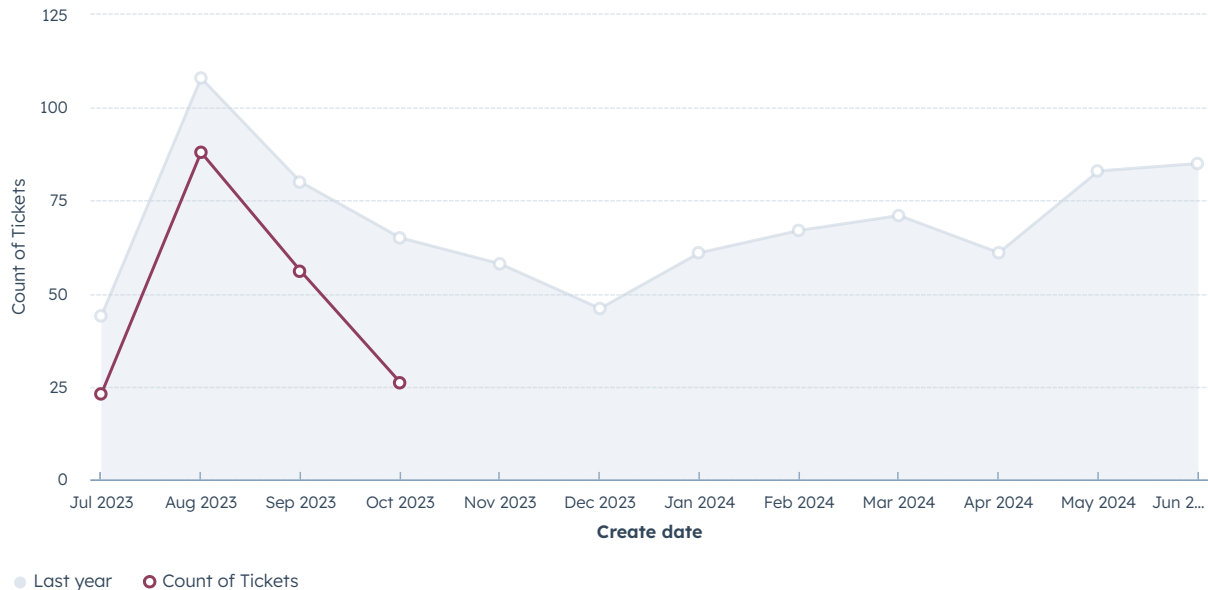
Total Businesses Served FY24

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

COUNT OF TICKETS
193

Businesses Served

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



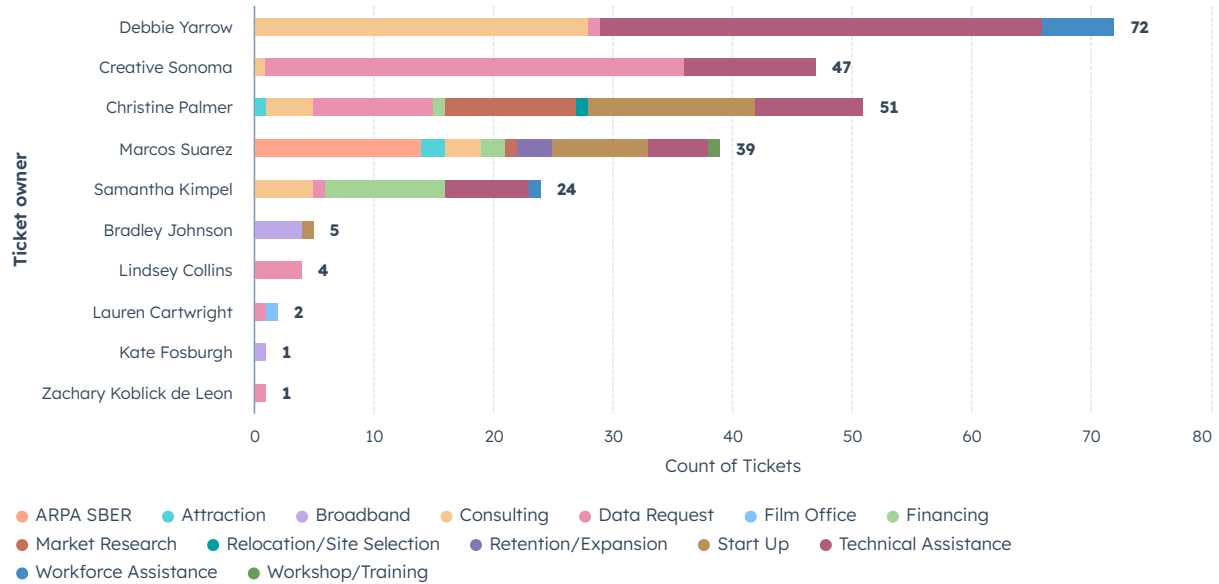
Business Assist Detail

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



Ticket Volume Detail

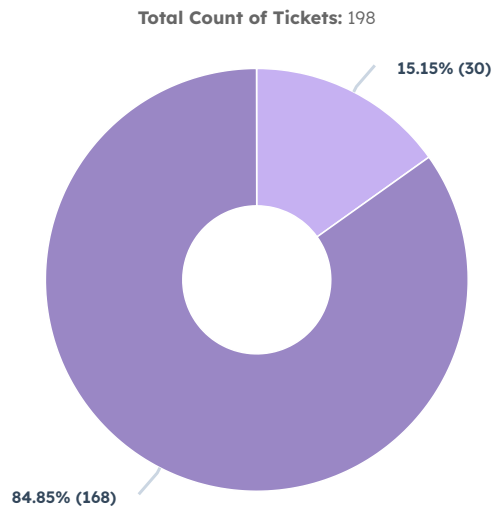
Date range: From 7/1/2023 to 6/30/2024



Business Type

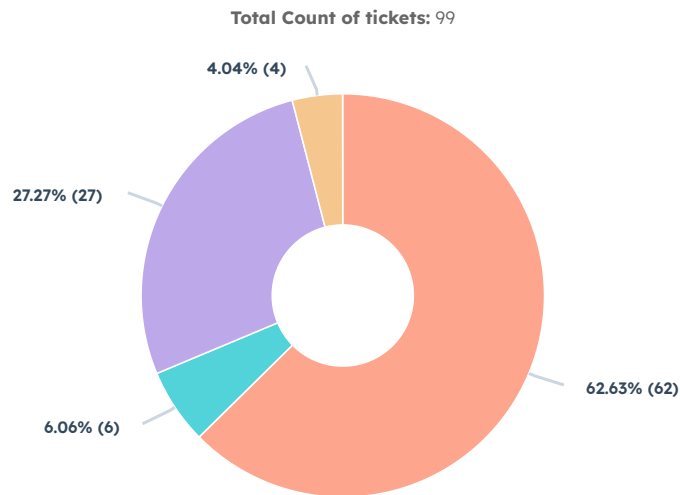
Date range: From 7/1/2023 to 6/30/2024

● New ● Existing



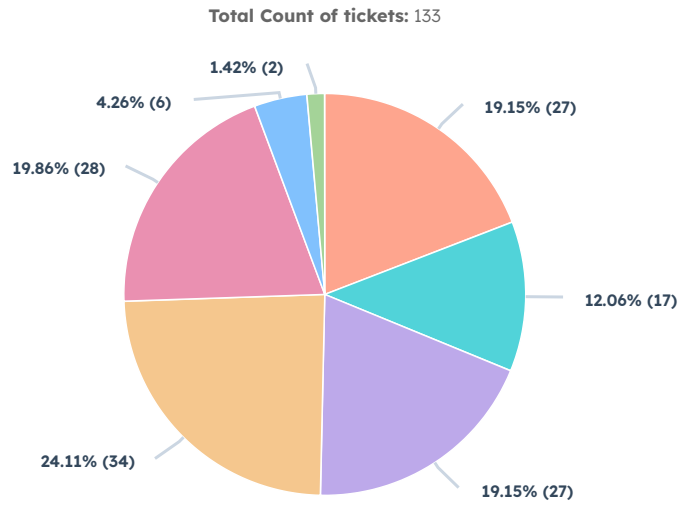
Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown

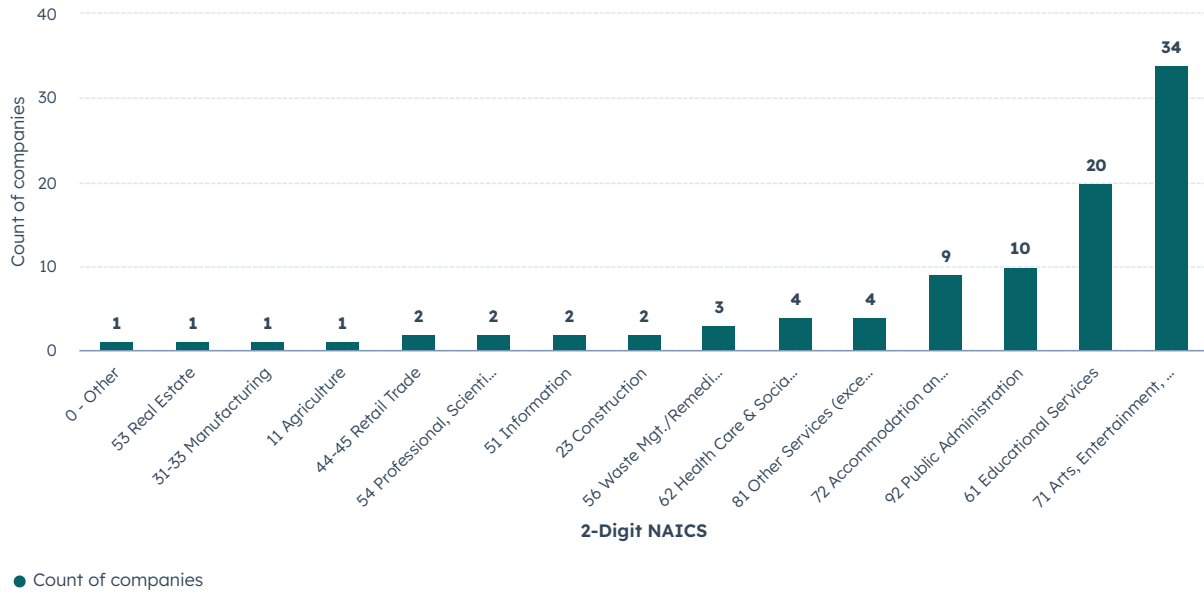


Supervisor District

1 2 3 4 5 Outside of Sonoma County Unknown

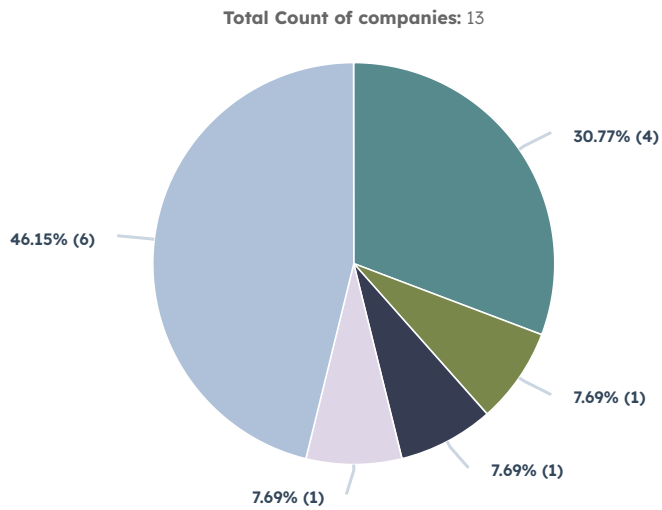


Business Industry

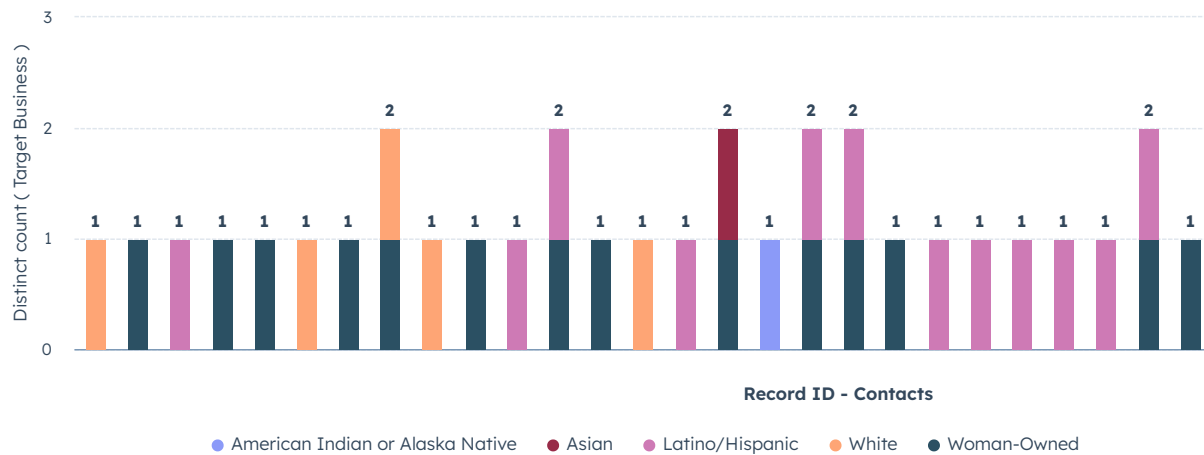


Business Industry Activity Detail

● Arts/Culture ● Grocery Store/Market ● Healthcare/Medical ● Hotel or Lodging ● Restaurant



Business Demographics



Outreach

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

MEETING

24

CALL

2

Site Visits

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

MEETING

10

Event Attendance & Presentations

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

EVENT NAME	PLANNING STATUS	EVENT DATE
2023 south Park Day and Night Festival	Event Completed (External Events)	9/26/2023
SCOE Board	Event Completed (External Events)	9/7/2023
ACEC	Event Completed (External Events)	9/7/2023
Montgomery High School	Event Completed (External Events)	9/25/2023
CAIMCC Craft Fair	Event Completed (External Events)	8/27/2023
Sonoma County Alliance - Economy Update	Event Completed (External Events)	7/6/2022
Sonoma Valley MAC	Event Completed (External Events)	7/12/2023
Leadership Santa Rosa Economic Development Panel	Event Completed (External Events)	4/30/2021
CA Indian Museum and Cultural Center	Event Completed (External Events)	7/15/2023
Presentation to SR Symphony Summer Camp Parents	Event Completed (External Events)	7/10/2023

Total Email Campaigns

COUNT OF MARKETING EMAILS

17

Total Marketing Contacts

Date range: All time

COUNT OF CONTACTS

16,386

Email Engagement Totals

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

SENT
31,089
▼ 70.2%

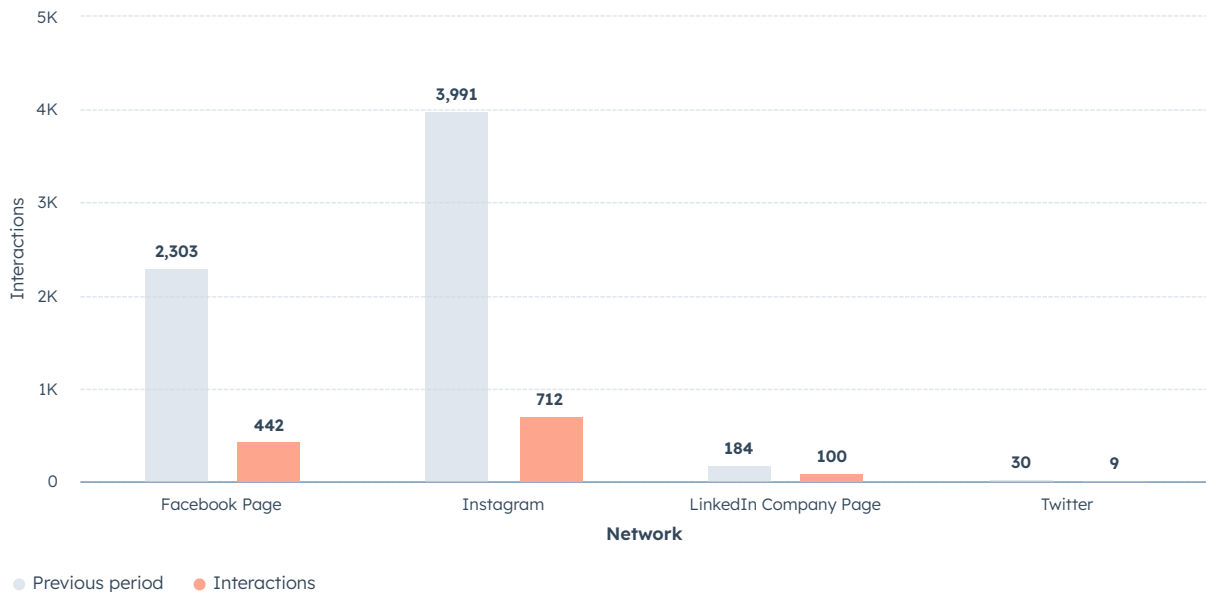
OPENED
7,229
▼ 62.75%

CLICKS
907
▼ 66.8%

CLICK RATE
2.94%
▲ 0.24%

Social Media Engagement

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



Email Activity Detail

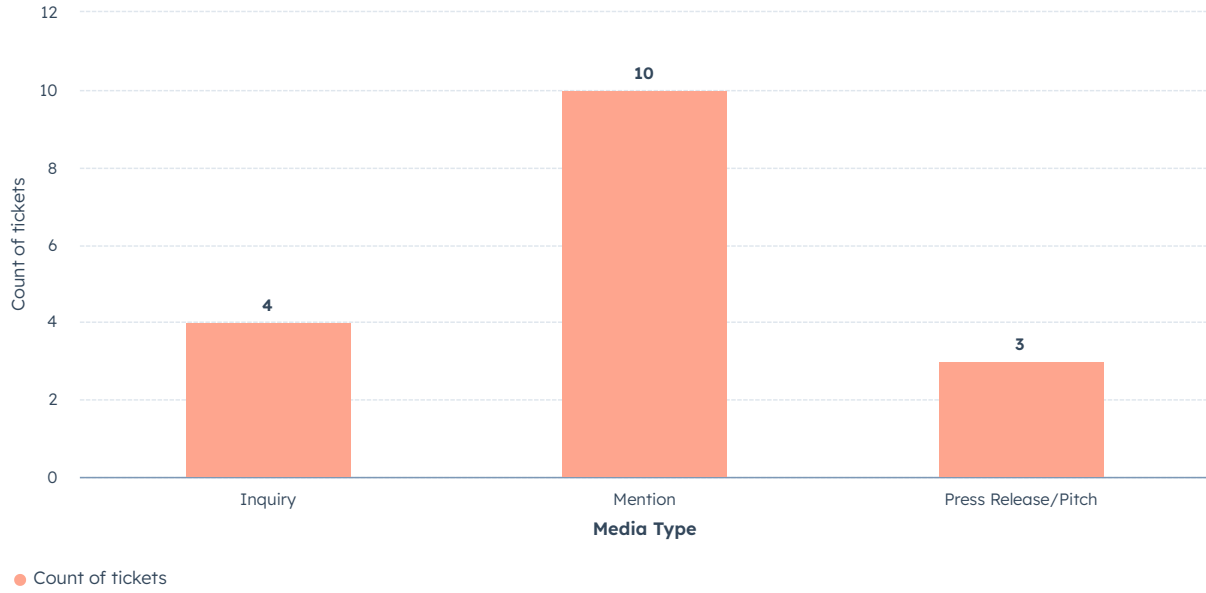
Date range: From 7/1/2023 to 6/30/2024

EMAIL	SENT	OPEN RATE	CLICK RATE	CL THRO
Arts Education Alliance Mix and Mingle	356	42.7%	1.97%	
For School Arts Teachers ! Advocacy & Appreciation Ni...	353	40.91%	4.26%	1
Arts Education Alliance Newsletter September 2023	409	38.39%	9.05%	2
Arts Education Alliance Newsletter July 2023	400	35.75%	5.5%	1
Arts Education Alliance Newsletter August 2023	410	34.15%	6.59%	1
ASB Summer 2023	182	32.4%	7.26%	2
Attention Artists! Interested in Learning Skills to Teach?	409	31.13%	4.66%	1
Workforce Development Email September 2023	1,286	27.96%	1.41%	
EDB Reports and Updates August 2023	1,359	27.93%	3.27%	
2023 FEP and Economic Prosperity Awards 9/25	141	27.86%	0%	
Vote for Economic Prosperity Awards 2023	1,326	27.25%	2.44%	
2023 FEP and Economic Prosperity Awards 9/25 (Clone)	2,152	25.77%	0.47%	
Creative Sonoma CURRENTS September 2023	3,514	25.64%	3.65%	1
2023 FEP and Economic Prosperity Awards	2,520	25.07%	2.85%	1
Economic Prosperity Awards Nomination Deadline	1,378	24.78%	1.25%	
2023 FE Perspective and Economic Prosperity Awards 1...	2,181	22.7%	1.06%	
CS Public Art Plan draft - seeking input	3,516	21.39%	4.39%	2
2023 FE Perspective and Economic Prosperity Awards 1...	2,087	20.98%	0.53%	
Creative Sonoma CURRENTS October 2023	3,499	19.7%	2.43%	1
2023 Fall Ep press Release	93	19.05%	0%	

Total Media Activity

MEDIA
14

Media Activity Detail



Projects & Programs

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

PROJECT OR PROGRAM	PROJECT OR PROGRAM STATUS	DEPARTMENT DIVISION
2024 Sonoma County Indicators	Review (Projects & Programs)	Business Services & Rese
CTE Healthcare Certificate/Degree Programs in SoCo	Research (Projects & Programs)	Business Services & Rese
WIB - WDS Presentation	Review (Projects & Programs)	-
Sonoma County Strategic Plan Mapping	Research (Projects & Programs)	Partnerships & Special P
Workforce Development Survey Analysis	Research (Projects & Programs)	Business Services & Rese
2023 MFG Week	Finalize (Projects & Programs)	-
2023 MFG Report	Publish (Projects & Programs)	Business Services & Rese
Measuring Value-Add for Projects	Research (Projects & Programs)	Partnerships & Special P
Broadband Low-Level Design (ARPA)	Research (Projects & Programs)	Partnerships & Special P
2024 Economic Perspective	Research (Projects & Programs)	-
Q2 TOT Report (2023)	Review (Projects & Programs)	Business Services & Rese
2023 Annual Tourism Report	Publish (Projects & Programs)	Business Services & Rese
Q3 Job Market Tracker (2023)	Design (Projects & Programs)	Business Services & Rese
2023 Economic Prosperity Awards	Review (Projects & Programs)	-
Federal Funding Account (FFA Grant)	Design (Projects & Programs)	Partnerships & Special P
Community Economic Resilience Fund (CERF)	Research (Projects & Programs)	Partnerships & Special P
2023 Fall Economic perspective	Finalize (Projects & Programs)	-
Advanced Adoption	Research (Projects & Programs)	Partnerships & Special P
Infrastructure & Deployment	Research (Projects & Programs)	Partnerships & Special P
2023 Moody's Quarterly Outlook #2	Review (Projects & Programs)	Business Services & Rese

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