

# Business Services & Research July 2024

## Team Members

- Christine Palmer, Business Insights Program Manager
- Jack Kampmann, Economic Research & Workforce Initiatives Fellow
- Jessica Martinez, Business Diversity Project Coordinator
- Marcos Suarez, Business Diversity and Inclusion Program Manager
- Patti Andrews, Business and Workforce Services Program Manager
- Lauren Cartwright, Director

## Business Services

### Fiscal Year 2023-2024 Re-cap

- Our annual service provision numbers have returned to just above pre-pandemic levels and individual technical assistance still rises to the top of the list for services provided.
- The EDB provided assistance to 55 woman-owned businesses.
- The EDB sent 42 marketing emails with an average click rate of 2.5%

### Business Closures & Relocations

- Our initial outreach resulted in contacting 105 businesses by phone from May 28 to June 28 and in the coming weeks we will follow up with mailed letters and a second round of phone calls. We will also define additional parameters for the next phase of outreach.



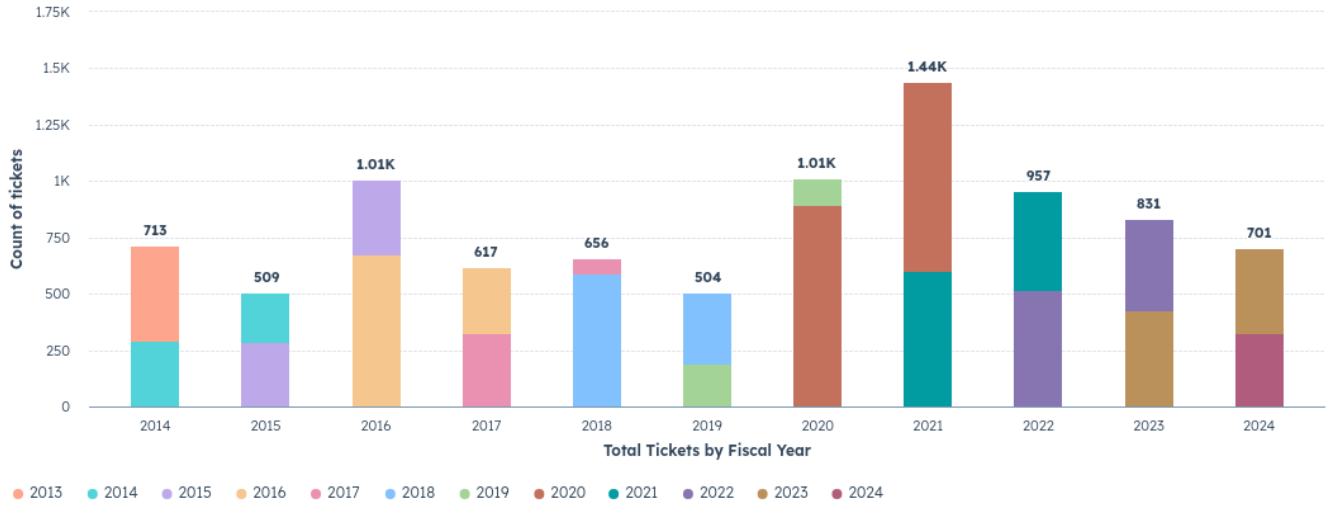
*We anticipate that while this work (outreach) is to be considered on-going, that initial outreach and event will be completed by Q4 2024.*

## Research & Data

Welcome Jack Kampmann!

# HubSpot Dashboard – EDB Team Overview FY24

## EDB Historical Data



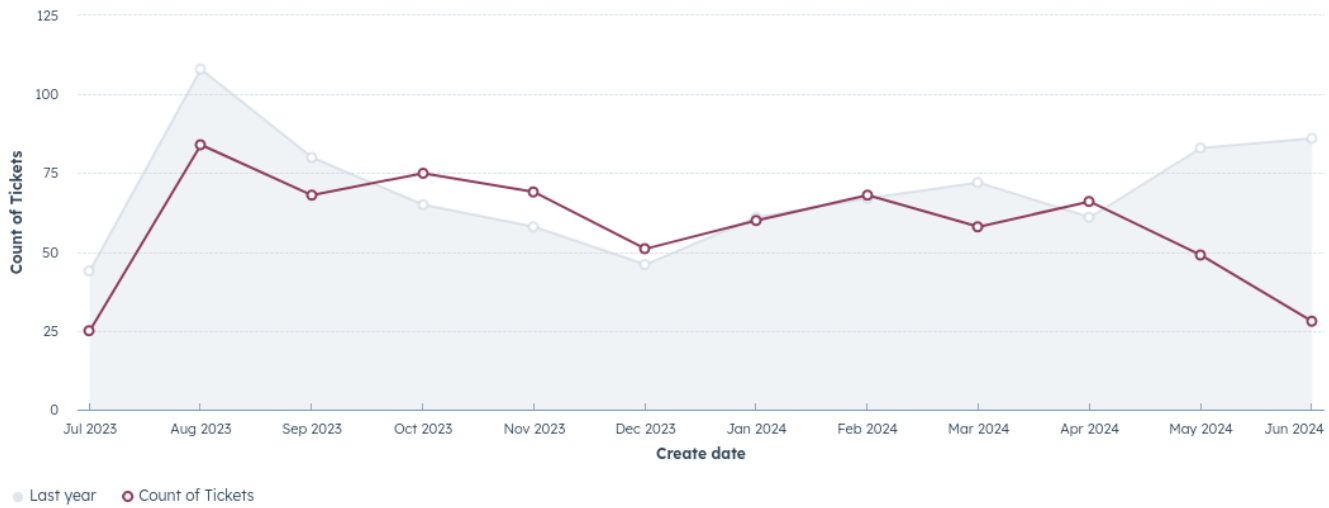
## Total Businesses Served FY24

FROM 7/1/2023 TO 6/30/2024 FILTERS (1)

COUNT OF TICKETS  
701

## Businesses Served

FROM 7/1/2023 TO 6/30/2024 | MONTH COMPARED TO | YEAR BEFORE FILTERS (1)



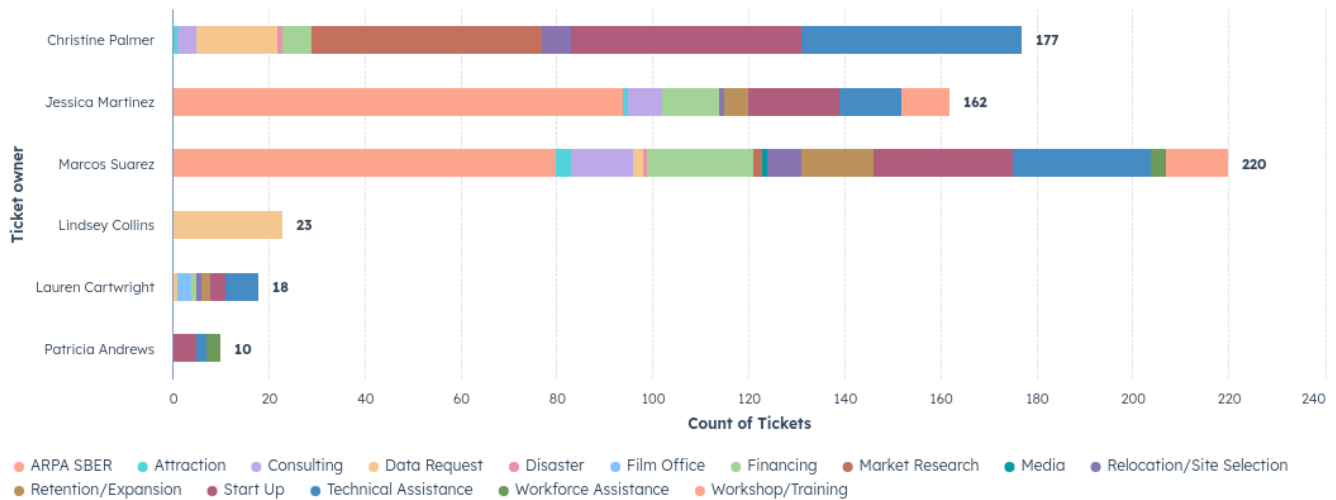
## Business Assist Detail

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

ARPA SBER 115	ATTRACTION 5	BROADBAND 9	CONSULTING 87	DATA REQUEST 52	DISASTER 2
FINANCING 51	MARKET RESEARCH 50	MEDIA 2	RELOCATION/SITE SELECTION 15	RETENTION/EXPANSION 23	START UP 107
TECHNICAL ASSISTANCE 360	WORKFORCE ASSISTANCE 19	WORKSHOP/TRAINING 38			

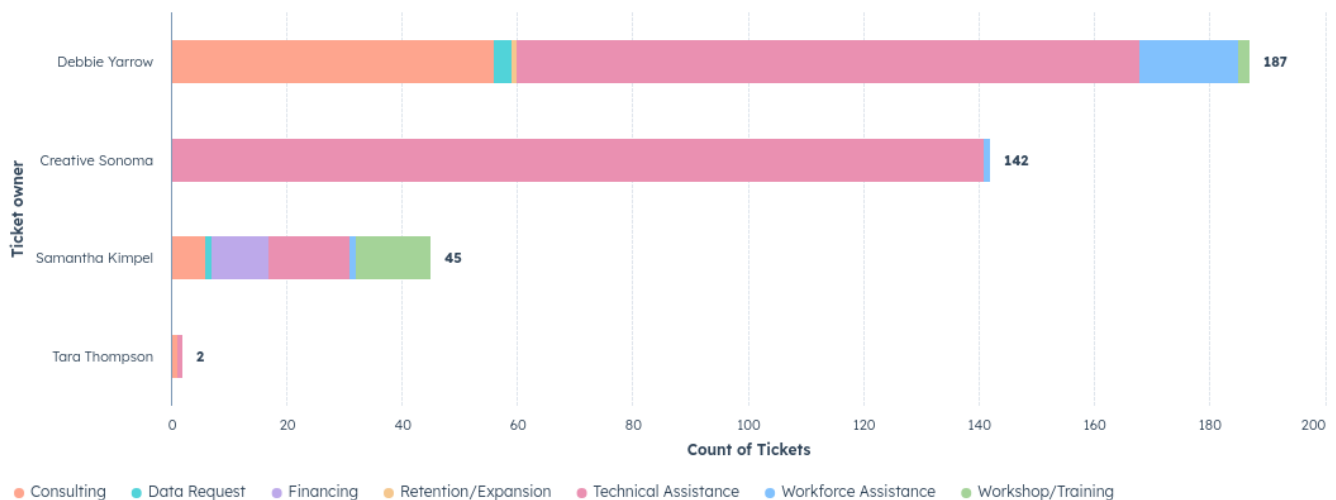
## Business Services

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)



## Creative Sonoma

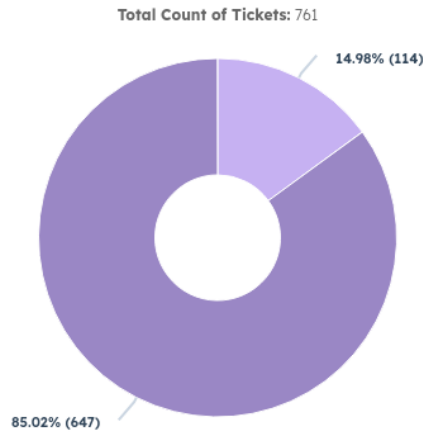
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)



## Business Type

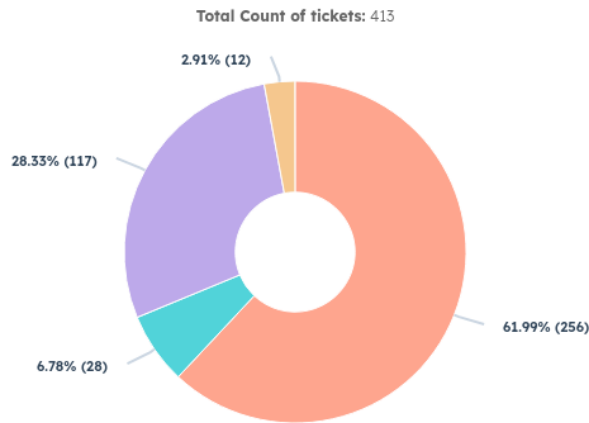
FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

New Existing



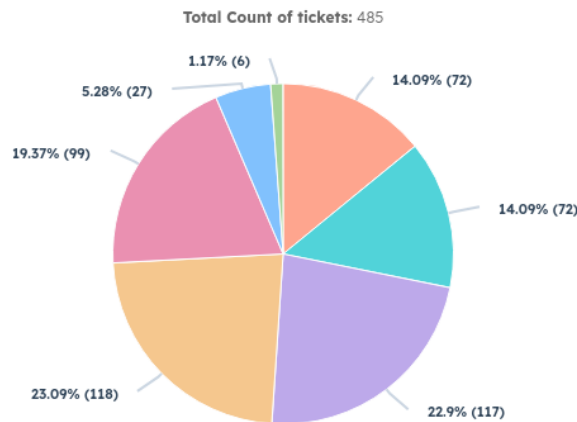
## Business Location

Incorporated Outside of Sonoma County Unincorporated Unknown

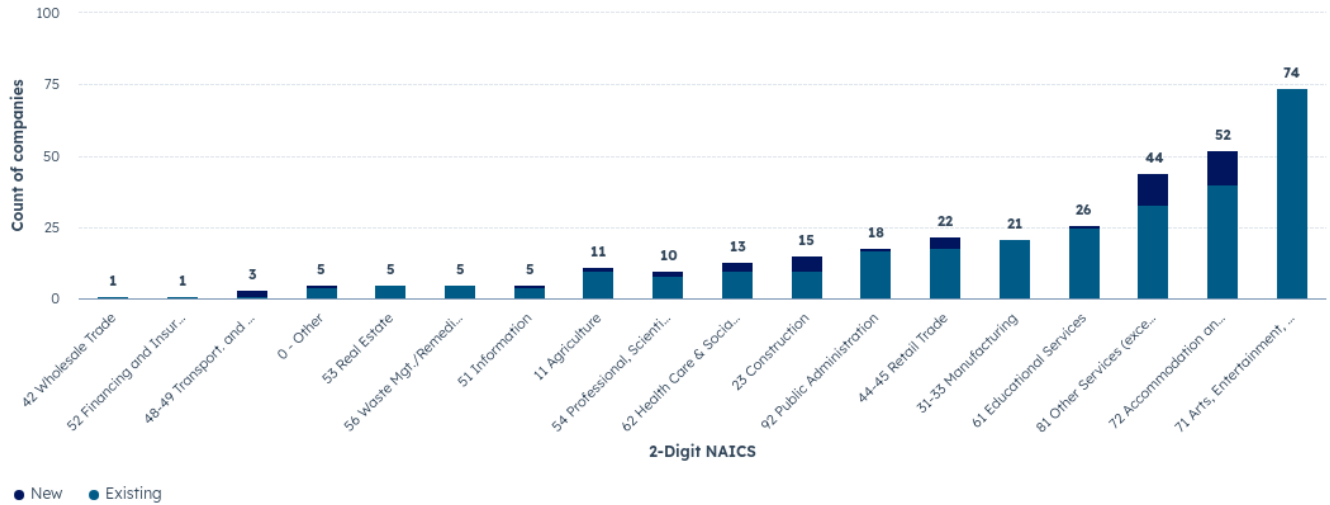


## Supervisor District

1 2 3 4 5 Outside of Sonoma County Unknown



## Business Industry



## Business Industry Activity Detail

BUSINESS ACTIVITY <span>▲</span>	COUNT OF COMPANIES <span>●</span> <span>▲</span>
Arts/Culture	16
Automotive	1
Beer/Cider/Spirits	2
Event Venue	1
Grocery Store/Market	2
Gym or Fitness Center	1
Healthcare/Medical	2
Hotel or Lodging	1
<b>Report Total</b>	<b>55</b>

< Prev **1** 2 Next >

## Business Owner Demographics

AMERICAN INDIAN OR ALASKA NATIVE

**3**

ASIAN

**8**

BLACK OR AFRICAN AMERICAN

**13**

LATINO/HISPANIC

**57**

LGBTQIA+

**3**

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

**1**

VETERAN

**1**

WHITE

**13**

WOMAN-OWNED

**55**

## Event Attendance & Presentations

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

Event Name	Event Status	CLOSE DATE
<a href="#">North Bay Business Journal Virtual Conference</a>	Event Completed (External Events)	11/10/2021
<a href="#">Planning for Petaluma River Park</a>	Event Completed (External Events)	4/17/2024
<a href="#">CoP for District Arts Leadership Teams</a>	Event Completed (External Events)	4/8/2024
<a href="#">CCS CoP April 2024</a>	Event Completed (External Events)	4/5/2024
<a href="#">A Festive Thought Event</a>	Event Completed (External Events)	4/5/2024
<a href="#">SSU THAR 400 Class Presentation</a>	Event Completed (External Events)	3/12/2024
<a href="#">Art Exhibition</a>	Event Completed (External Events)	2/23/2024
<a href="#">Presentation to SCOE Leading for Impact</a>	Event Completed (External Events)	3/6/2024

## Outreach

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

CALL  
68

MEETING  
59

## Site Visits

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

MEETING  
19

## Total Marketing Contacts

ALL TIME FILTERS (1)

COUNT OF CONTACTS

16,406

## Total Email Campaigns

COUNT OF MARKETING EMAILS

42

## Email Engagement Totals

FROM 7/1/2023 TO 6/30/2024 COMPARED TO | PREVIOUS 366 DAYS

SENT  
99,695  
▼ 4.44%

OPENED  
21,073  
▲ 8.26%

CLICKS  
2,486  
▼ 9.07%

CLICK RATE  
2.52%  
▼ 0.17%

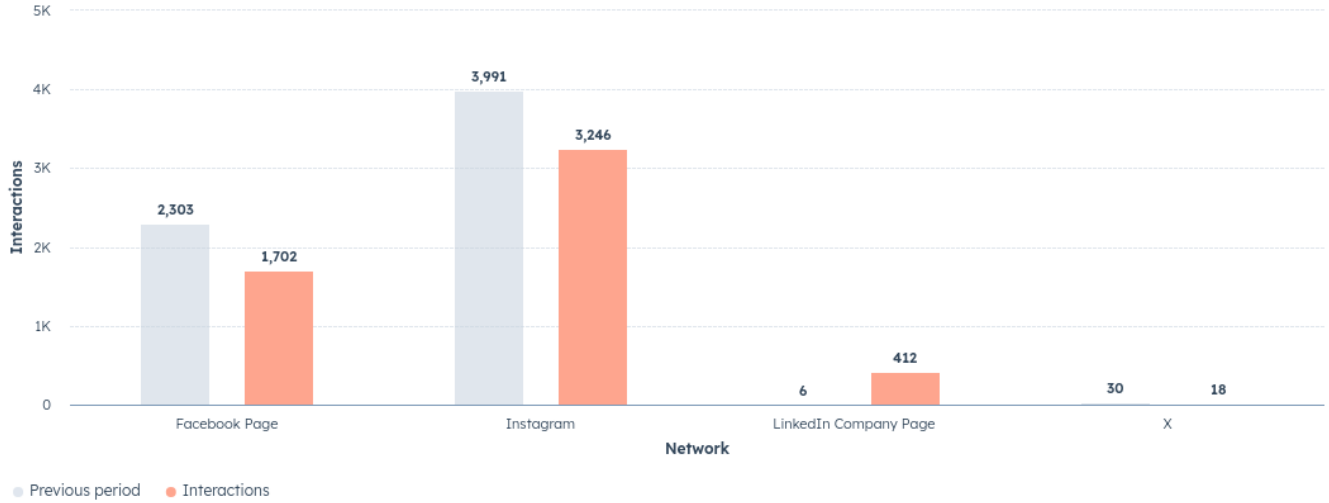
## Email Activity Detail

IN THE LAST 60 DAYS

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE	UNSUBSCRIBED
<a href="#">Arts Education Alliance Summer 2024</a>	450	44.32%	8.24%	18.59%	2
<a href="#">Sonoma County Fire Memorial Artist RFQ</a>	3,503	20.45%	1.44%	7.02%	5
<a href="#">Creative Sonoma CURRENTS July 2024</a>	3,499	20.08%	2.93%	14.59%	4
<a href="#">PPE Reminder   Recordatorio de equipo de protección</a>	2,468	18.18%	0.58%	3.19%	5
<a href="#">EDB Updates June and July 2024</a>	2,488	15.9%	0.66%	4.14%	4

# Social Media Engagement

FROM 7/1/2023 TO 6/30/2024 COMPARED TO | PREVIOUS 366 DAYS



# Total Media Activity

MEDIA  
32

# Media Activity Detail

