



Economic Development Subcommittee Meeting

July 9, 2024

Strategic Plan Implementation Progress

Business Retention and Expansion

Santa Rosa Eats Restaurant Program- In partnership with Sonoma Small Business Development Center “SBDC”

- This program will support participating BIPOC-owned restaurants that currently make \$200-500,000 per year and will complete:
 - A 6-session series (online or in person and Bilingual) of restaurant-specific training program classes
 - One-on-one advising sessions with restaurant industry experts
 - Courses include menu planning, marketing strategies, cost control, customer service, and financial management

Purpose:

- Designed to assist 15-20 existing BIPOC restaurants in Santa Rosa
- Invigorate revenue trajectory
- Stabilize if currently in decline

Goals:

- Long Term Stabilization
- Provide resources needed to foster a vibrant restaurant scene in SR
- Increased job or job retainment
- Long-term expansion opportunities

Expected Outcomes:

- Increase in revenue
- Greater efficiency in operations, leading to increased jobs and improved net profit

Virtual One-Stop Shop

Virtual One-Stop Shop

Business Attraction

Website Vision:

- Access business resources – CA GoBiz
- 10 steps to starting a business- EDB
- Permitting path in Santa Rosa – storefront, pop-up, food truck, etc.
- Business case studies/How-to videos
- Learn why SR is a great place to live and do business
- Find suitable real estate sites for your business
- SR Economic Development at a glance
- New URL- srcity.org/GoBusiness

Succeed at Every Stage



Start Up
Learn about State Resources to help you start your business.

Learn more



Manage
Learn about State Resources to help you manage your existing business better.

Learn more



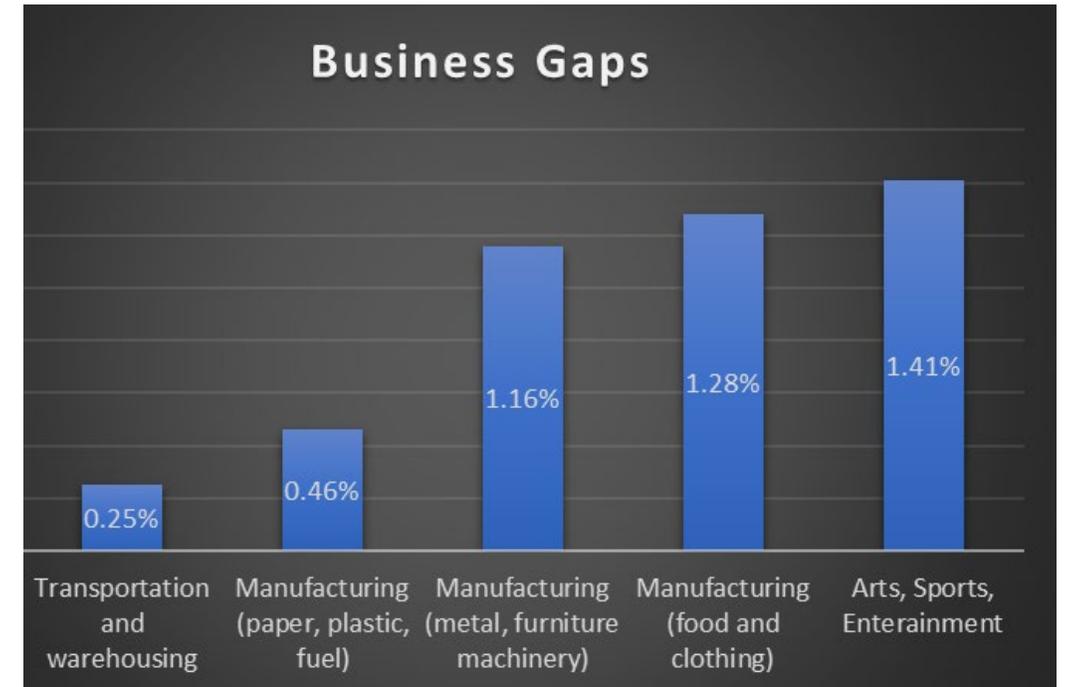
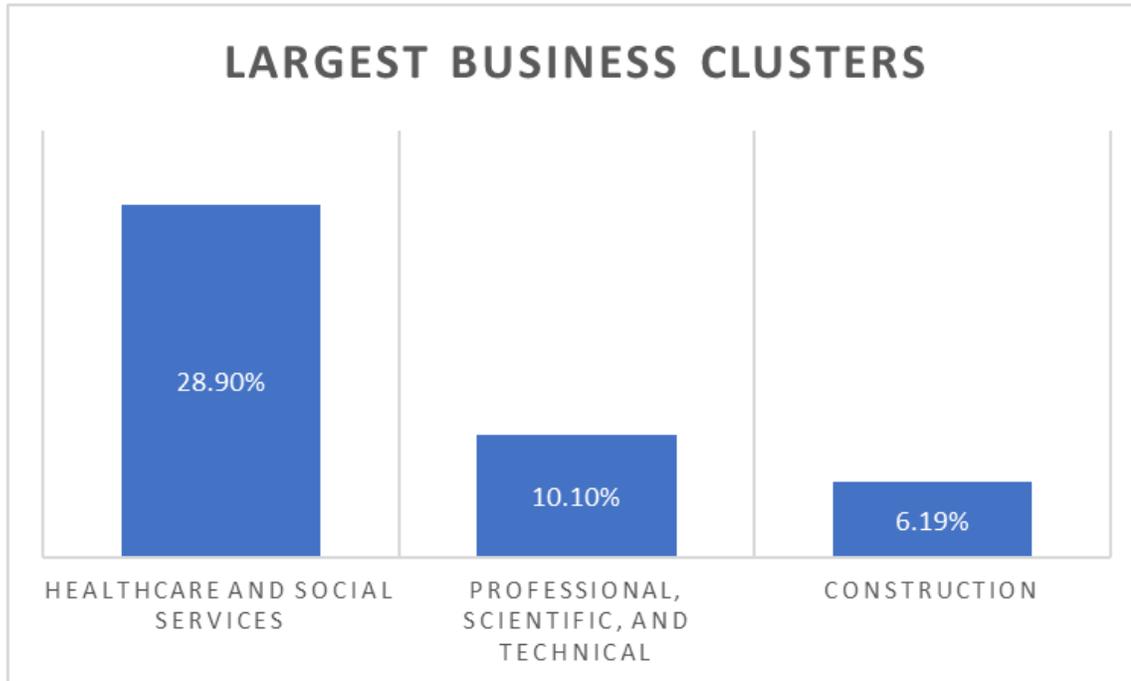
Grow
Learn about State Resources to help you grow and scale your business.

Learn more

Business Gap Analysis

Business Gap Analysis and Clusters

Business Attraction



Santa Rosa has a total of 7,752 businesses.

How many employees do businesses in Santa Rosa have?



1-4 Employees	68.77%
5-9 Employees	16.8%
10-19 Employees	8.67%
20-49 Employees	3.38%
50-99 Employees	1.52%
100+ Employees	0.87%

Preparatory Measures

Preparatory Measures

Business Attraction, Retention and Expansion

Technology:

Costar is a comprehensive platform for area-specific commercial, office, and industrial real estate information, analytics, and news.

Hubspot- A comprehensive content management software designed to assist in lead generation tracking. Helps to achieve cross-functional alignment.

Vacant Building and Parcel Directory:

Overview:

Developed an internal vacant building directory updated monthly from multiple resources

Purpose:

To assist our partners, businesses, and owners in filling vacant spaces with short-term and long-term uses.

Small Business Check-ins:

Conducted ten small business check-ins in June to kick off the ongoing program

New Marketing Overview



Are You a Small Business Owner
Seeking a Loan? Discover the CA Small
Business Loan Match

[READ MORE](#)

Marketing

Business Retention and Expansion
Community Vitality

Highlight Reels

- Social media campaign
- Areas of community offerings and events throughout SR
- Video features

Business Resource Features

- Regularly feature available business resources on Social Media and City Connections channels



MOST (1) to LEAST VISITED (5) categories



ART

2



MUSIC

1



EAT-DRINK

3



ACTIVE

5



WILD CARD

4

WEB ANALYTICS

JUNE 30, 2023 - JUNE 30, 2024

Total Visitors to website
7109 Last year
10,751 THIS YEAR

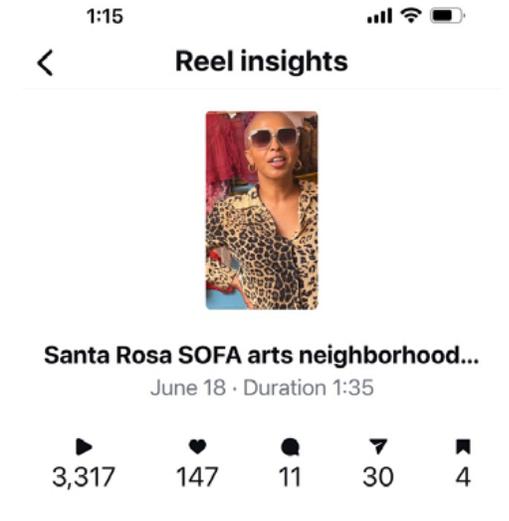
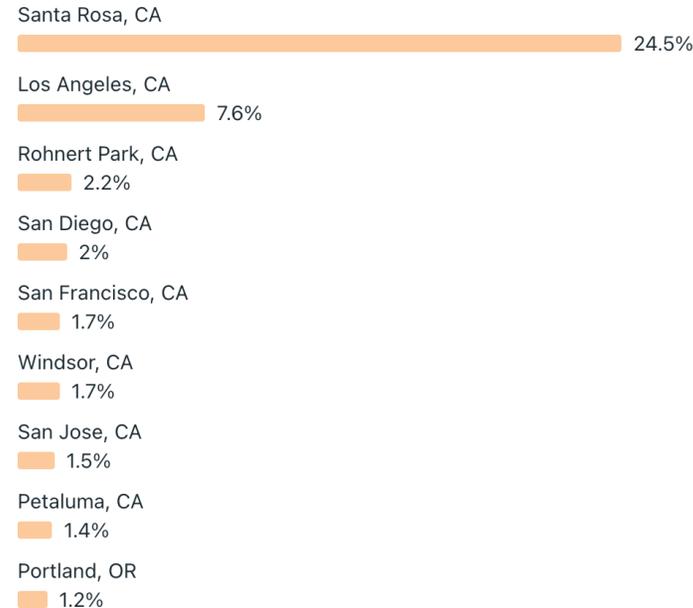
Instagram followers
LAST YEAR: 7444
THIS YEAR : 8038

Average visitors per month
592 Last year
895 THIS YEAR

Facebook followers
13,515

Average cost per year - \$90,000

Top cities



Overview ⓘ

Accounts reached	1,910
Reel interactions	192

Current Economic Updates

Current Economic Update - Informational



Labor Force

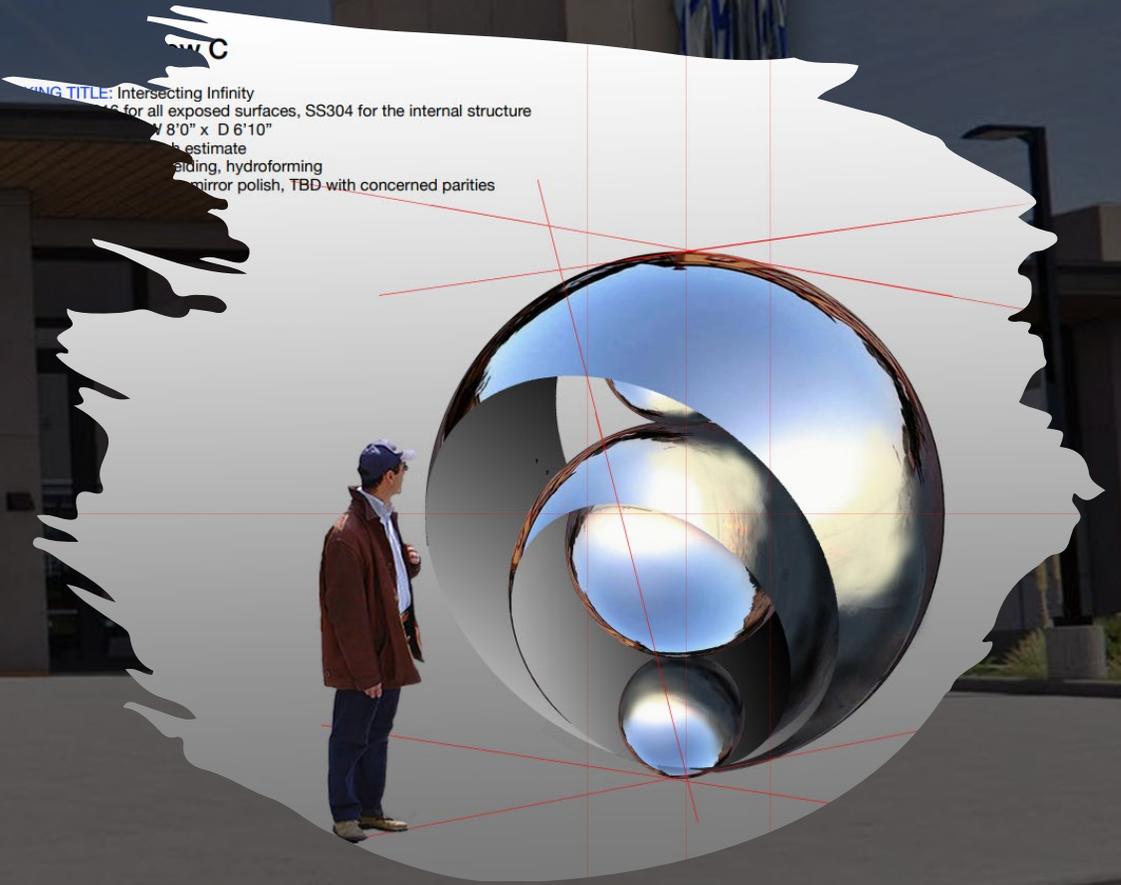
Santa Rosa has a labor force of 98,017 people, with an unemployment rate of 4.8%.

98,017	4.8%	▲ 1.1%
Labor Force	Unemployment Rate	Unemployment Rate Change (1 year)

Fire Station 5 Public Art

Fire Station 5 Public Art Winner

- **Artwork:** “Intersecting Infinity”
- **Artist:** Po Shu Wang: Artist from Berkley, CA shows nationally and internationally focus on site specific public artwork.
- **Artwork Design:**
 - H 8’6”, W 8”, D 6”10”
 - Stainless steel
- **Concept:** The relationship between the generated circles that coincide with key principles of birth, growth and evolution. All in unison with the project context of rebirth and resiliency. Stands in dynamic balance with strength of phoenix rising.



Events

Events

39 Events permitted since January 2024 (SR Metro Chamber Blanket Permit and Economic Development Division)

Largest events :

- 3/22/2024 20th Annual Pliny the Younger Release - 12,000
- 5/8-7/31 Santa Rosa Wednesday Night Market- 36,000
- 5/18/2024 Luther Burbank Rose Parade & Festival -10,000
- 6/1/2024 39th Sonoma County Pride- 12,000
- 9/28/2024 Railroad Square Music Festival- 6,000
- 5/5/2024 Santa Rosa Cinco de Mayo -5,000