



Santa Maria Valley **ECONOMIC IMPACT REPORT**

**October 2025 | Prepared for the Community of Santa
Maria**



Introduction

The Santa Maria Valley Chamber of Commerce is proud to present our Monthly Economic Impact Report for October 2025, highlighting our continued efforts to support business growth, community development, and economic vitality throughout the region. During the month, the Chamber's Economic Development team assisted two potential new businesses and provided support to five local enterprises through permitting guidance, business discussions, and start-up assistance. These activities reflect our ongoing commitment to fostering a strong, resilient business environment in the Santa Maria Valley.

Throughout October, the Chamber engaged in a wide range of programs, initiatives, and outreach efforts. Membership growth and retention remained strong, while hundreds of community members participated in networking opportunities, committee meetings, and business support activities. The Chamber also continued outreach through the Hispanic Business Group, hosting educational and networking opportunities to support Hispanic-owned businesses.

Tourism efforts remained a key priority, with updated Transient Occupancy Tax (TOT) data, digital engagement results, visitor guide distribution, paid advertising, and participation in regional industry events. Workforce development also progressed through ongoing planning with local partners and hands-on education through teacher tours.

The Chamber remains deeply connected to local government, businesses, residents, and community partners through meetings, events, and dedicated outreach. This report highlights the Chamber's essential role in driving economic success, supporting local industries, and strengthening the Santa Maria Valley community.

Table of Contents

Economic Development.....	1
Business Retention & Assistance.....	2
Providing Business Support.....	2-6
Tourism.....	7-9
Workforce Development.....	10
Community Involvement.....	11
Media Mentions.....	12

Economic Development



Business Retention & Assistance

The Chamber’s Economic Development department provided business assistance services to 2 local businesses and residents.

Business Type/Idea	Support Provided
Arrow Screw Products	Permitting inquiry
Furniture Land	Discussion regarding business & opening

Providing Business Support

Chamber Membership



838
Members



7
New Members



95.2%
Retention Rate



Networking Opportunities



594

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events, monthly mixer, ribbon cuttings, the State of the City and Chamber committee meetings.



Joining the Santa Maria Chamber of Commerce was a natural decision for CADA. As we continue to expand our services in Santa Maria, we wanted to connect more deeply with the local community and be part of a network that prioritizes collaboration, support, and shared growth. The Chamber has already provided meaningful opportunities for us to engage with local leaders, raise awareness about our mission, and strengthen our presence in Santa Maria. We are grateful to be part of a community that values connection and is invested in the well-being of its residents, something that aligns closely with the work we do every day.

-Luna Shalabi,
Development Manager, Council on Alcoholism and Drug Abuse



Military Affairs Committee

Bob Hatch and Dave Cross came and shared the plans for the Freedom Monument Ceremony which will take place 11/11/25, 10am, at the Freedom Monument. Next Maria Martino from the Veteran Treatment Court spoke about the program they offer to veterans caught up in the legal system, offering treatment and mentoring.



Providing Business Support

Economic Development Committee

This meeting focused on the Healthcare sector and gaining an understanding of their current state and the challenges with funding cuts. Speakers were, Sue Andersen of Dignity Health, Elias Guzman Community Health Centers, Allan Berry of Signet Health



Business & Government Roundtable

Christopher Williams, Police Chief for the City of Santa Maria, update focused on progress in community outreach and positive trends in law enforcement statistics. The department is actively engaging with agricultural communities to build positive relationships and establish the Police Department as an ally, while navigating challenges related to federal government and ICE policies, strictly adhering to State laws that prohibit interaction between local police and ICE. On the enforcement front, the department has recovered over 35 illegal firearms since June, with social media intelligence being a key tool. They also reported a significant 67% year-over-year decrease in shooting incidents and noted improved relationships between the community and detectives. Furthermore, the use of license plate readers has proven valuable in identifying and prosecuting suspects, leading to a reduction in vehicle thefts. Representatives from local elected's also provided legislative updates.



Ambassador Committee

The meeting was led by Ambassador Chair, Paula Fuller of American Self Storage. Cara Martinez, Ambassador Chamber Staff Liaison shared updates on upcoming meetings and events, and coordinated Ambassador assignments for these activities. A report on new members for September was presented, along with updates on recent Ambassador outreach efforts. Additionally, our Ambassador profile was presented by Sandra Sigala of CBS, FOX & ABC.



Providing Business Support

Hispanic Business Support

The Chamber's Economic Development department helps support Hispanic business outreach efforts through the Hispanic Business Group, which organizes educational and networking events.



Business Outreach & Assistance was provided to the following Hispanic businesses:

Business Type/Name	Support Provided
Barbershop Business Idea	Start-Up Guidance
Mobile Car Repair Concept	Start-Up Guidance
Rental Business	Start-Up Guidance
Radio Station	Chamber/HBA Outreach
Healthcare	Chamber/HBA Outreach
Historical Museum	Chamber/HBA Outreach

Additional Activities

- Committee Planning Meeting (SMVC) October 1, 2025
- Guadalupe Business Association Meeting- October 6, 2025
- BIPOC Support Meeting- October 8, 2025
- Business Spotlight- Fuego FM- October 23, 2025
- Grow Your Business Event- Oct 2, 2025



Tourism

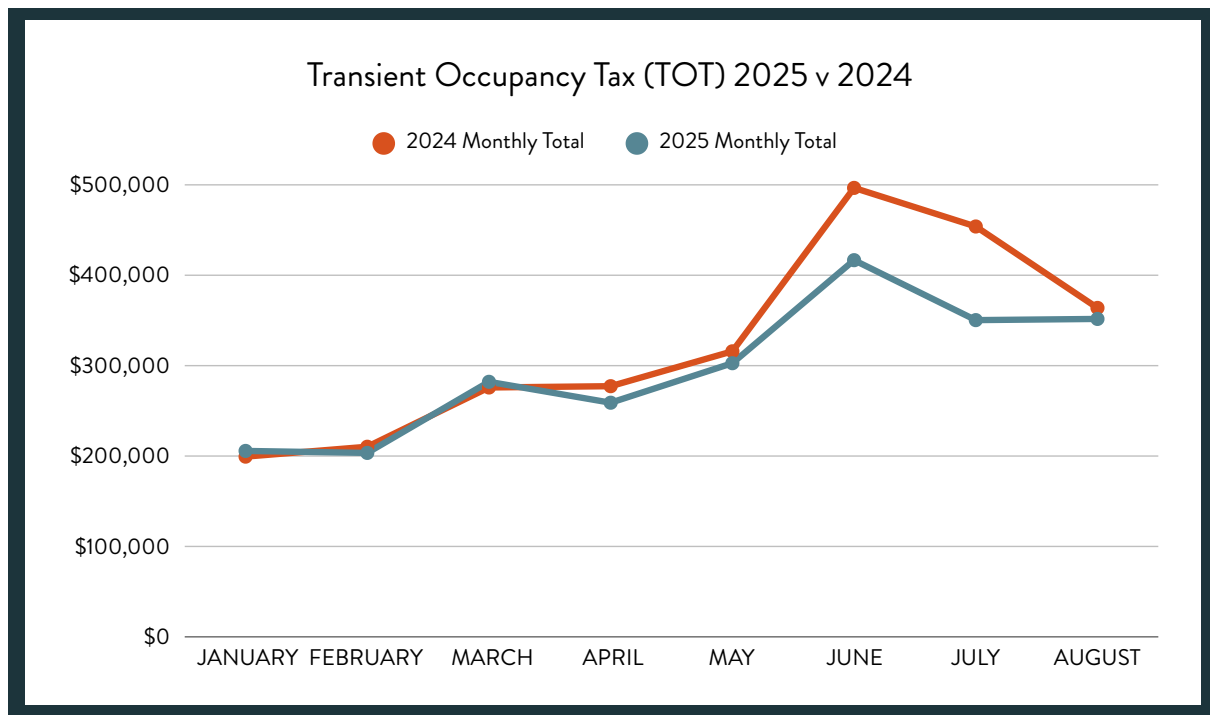
Transient Occupancy Tax Data

Despite the well-documented headwinds facing the tourism sector across the country, driven by consumer economic concerns and the current political climate, our Transient Occupancy Tax (TOT) revenue is demonstrating promising signs of stabilization as we head into the last quarter of the year.

The latest report, covering data through August, shows a monthly year-over-year decrease of 3.35%. This monthly result indicates a strong deceleration of the negative trend when compared to the average monthly year-over-year decline of 6.35% that the area has experienced so far this fiscal year.

While our year-to-date (YTD) revenue for the January-August period remains in deficit, showing an 8.54% decrease compared to the same period in the prior year, the most recent monthly performance highlights our destination's enduring appeal and the resilience of our local tourism market. We remain strategically focused on leveraging this recent momentum to close the gap and secure the strongest possible fiscal finish.

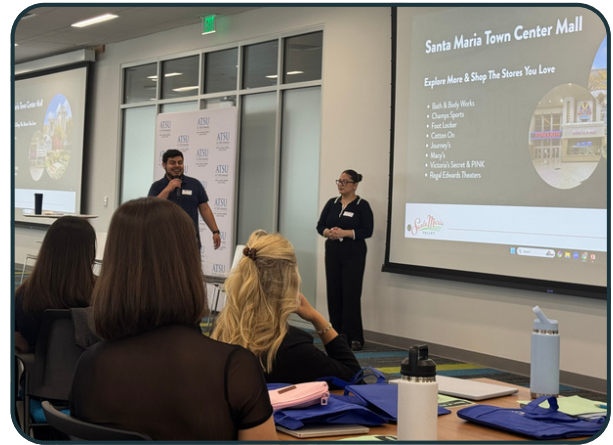
Month	2025 Monthly Totals	2024 Monthly Totals	Monthly Percentage Change
January	\$205,657.77	\$199,345.75	+3.17%
February	\$203,468.55	\$210,286.10	-3.24%
March	\$282,109.55	\$275,837.25	+2.27%
April	\$258,990.80	\$277,268.38	-6.59%
May	\$302,702.66	\$315,838.18	-4.16%
June	\$416,673.19	\$496,629.02	-16.10%
July	\$350,359.24	\$453,920.91	-22.81%
August	\$351,666.37	\$363,851.23	-3.35%



Tourism

Community Support

A.T. Still University - Invited Jenny Ayala & Efrain Salazar to present Santa Maria Valley's hidden gems, resources, restaurants, outdoor activities, etc. to students

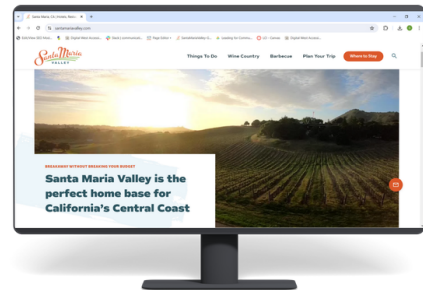


Website Traffic

Our tourism website (santamariavalley.com) remains a strong driver for hotel referrals.

35,522 Website Visits

799 Website Hotel Referrals

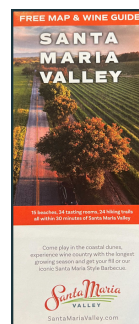


Brochure & Visitor Guide Distribution



381

Visitor guides distributed to local hotels, businesses and through Certified Folder Display placements



381

Wine guides and maps distributed to local hotels, businesses and through Certified Folder Display placements

Tourism

Trade Shows & Industry Partner Events

CalTravel Summit 2025 - Jennifer Harrison & Jennifer Ayala attended the CalTravel Summit, a three-day event for leaders in California's travel and tourism industry, held at the Everline Resort & Spa in North Lake Tahoe from October 6-8, 2025. The summit featured speakers, breakout sessions, and networking opportunities to discuss industry issues, share insights, and focus on professional growth and advocacy.



Paid Advertising

We promoted the new Santa Maria To Phoenix Sky Harbor International Airport flight via Instagram, LinkedIn, and Facebook.



Familiarization (FAM) Tours & Media



We hosted 1 FAM tour in October:

- Bev Mast -
 - Writer from Huntington Beach Living Magazine

Workforce Development

Teacher Tours

18 guest-Farm to Field to Fork CTE Educator Tour, our at Las Cumbres Ranch, Tour at Presquile & Santa Maria Olive Company



Advocacy

SB 54 Recycling EPR Regulations



Leadership Santa Maria Valley

October 3rd was the LSMV Agriculture topic day. The class went to Windset Farms. There they learned the company's history, current production, and toured one of the greenhouses. They also toured Bonipak Produce's Cooling Facility and learned about their large-scale vegetable production and distribution. The final tour was Plantel where they learned about their innovative methods of growing seedlings for the farmers to plant in their fields. There were 18 people in attendance.

October 30th, LSMV hosted a Lunch & Learn for alumni and the public. The guest speaker was Chenin Dow, the Community Development Director for the City of Santa Maria. There were 20 people in attendance.



Workforce Development Board

Continued planning efforts for a countywide event around workforce development strategy



COUNTY of SANTA BARBARA
WORKFORCE DEVELOPMENT BOARD

Community Involvement

Local Meetings & Events

The Chamber's Economic Development department stays actively involved in the community to build relationships and understand the needs of local businesses and the community.

Economic & Community Development

- Santa Maria Airport Ribbon Cutting & Inaugural Flight to Phoenix

Business Support

- Western Association of Chamber Executives Board Meeting
- Western Association of Chamber Executives Emerging Leaders Council
- Santa Barbara County Workforce Development Board - Board Meeting
- Santa Barbara County Workforce Development Board - Adult & Special Projects Committee Meeting
- LSMV Lunch & Learn Alumni Event with City of Santa Maria Community Development Director Chenin Dow
- LSMV Board Meeting
- Chamber Executive Committee Meeting
- Chamber Board Meeting
- Build Your Business weekly networking meeting (5)

Community Events

- State of the City
- Homewood Suites Grand Opening
- Chamber Mixer with Natural History Museum
- Central Coast Airfest



Chamber Media Mentions

Topic	Publication
State of the City	Santa Maria Times
SMX to PHX Flight Launch	Noozhawk

Tourism Media Mentions

Topic	Publication
Wine	VinePair Wine Enthusiast Magazine
Santa Maria Style Barbecue	The Takeout Patch
Hotels	Visit California





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