



Santa Maria Valley **ECONOMIC IMPACT REPORT**

June 2026 | 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 June 2026, highlighting ongoing efforts to support business growth, workforce development, tourism promotion, and community engagement throughout the region. During the month, the Chamber's Economic Development team held 29 meetings and events while providing assistance to local businesses.

Throughout June, the Chamber engaged in a wide range of programs and outreach efforts. Membership remained strong with 790 members and welcomed 22 new members, while the Hispanic Business Group, at 225 members, continued to support local entrepreneurs with startup assistance. A major highlight of the month was the first North County Economic Forecast featuring Dr. Christopher Thornberg, which drew over 140 attendees. Tourism remained a key focus, with the Chamber supporting the Santa Barbara County Fair across digital marketing channels and distributing 200 visitor guides and 200 wine guides and maps. Workforce development efforts advanced through Leadership Santa Maria Valley's Class of 2026 graduation and a Women in STEM panel and tour at Hardy Diagnostics in partnership with the Workforce Development Board.

The Chamber remains closely connected to local government and regional partners through numerous events, meetings, and active community involvement. This included ongoing military spouse employment efforts through the Military Affairs Committee. This report highlights the Chamber's continued role in supporting local industries, strengthening workforce pipelines, and advancing the economic vitality of the Santa Maria Valley.

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Economic Development



Business Attraction

The Chamber's Economic Development department provided direct support to 1 business thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Home Maintenance Company	Suggestions and support

Business Retention & Assistance

The Chamber's Economic Development department provided business assistance services to 6 local businesses and residents.

Business Type	Support Provided
Housing Developer	Facilitated conversations with Vandenberg
Developer	Facilitated meeting with City leadership
Housing Developer	Information re: AHC
League of Women Voters	Set up Candidate Forum dates
Elks Rodeo	Working on promotion of Elks Rodeo
Hockey team	Lost lease at Fairpark, need assistance

Requests for Information

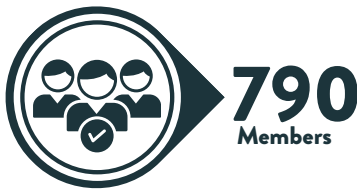
The Chamber's Economic Development department received 1 request for information.

- Project Galaxy - Fusion Energy Project



Providing Business Support

Chamber Membership



Networking Opportunities



395+

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events, Chamber committee meetings, North County Economic Forecast, monthly mixers, and ribbon cutting celebrations.

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"I highly value advocacy and access to information, and the Chamber excels in both. It's my go-to resource for staying informed about what's happening in our community and legislature. Beyond that, I consider the Chamber a strong partner in supporting local businesses and strengthening our local economy."

- Janet Silveria, President/CEO,
Community Bank of Santa Maria

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North County Economic Forecast

The Santa Maria Valley Chamber hosted the first North County Economic Forecast. Dr. Christopher Thornberg, the Founding Partner of Beacon Economics, gave an expert analysis of the region covering: Tourism, Industry & Employment Trends, Real Estate, and ended in an interactive Q&A. This event drew over 140 attendees, each participant received a detailed report containing analysis of North Santa Barbara County's economy and where it's heading.



Providing Business Support

Military Affairs Committee

In June we discussed that the Military Affairs Committee will be overseeing the future of the Freedom Monument. This year planning of the Veterans Day ceremony at the Monument will be planned by Bob Hatch, Dave Cross, Nancy Crawford, and Terri Oneschuck. This is the last year that Bob & Dave will be involved. There was also discussion about how the Chamber can support employment efforts of military spouses (continued from the May meeting).



Ambassador Committee

The meeting was led by Ambassador Chair, Paula Fuller of American Self Storage. Cara Martinez, Chamber Staff Ambassador Committee Liaison provided updates on upcoming meetings and events, and coordinated Ambassador assignments for some of these events. Noemi Robles of Northern Santa Barbara County United Way and New Member Welcoming Sub-Committee Chair provided a report on new members for May along with updates on recent Ambassador outreach efforts. Cara provided a May Board report in the absence of Committee Vice Chair, Tere Paredes. Ambassador Profile was presented by Steven Medeiros of Montecito Bank & Trust.

Business & Government Roundtable

Children's Referral Resource presented on who they are and all they do for the community. They shared their mission of developing strong and healthy families by providing education, care, and resource systems to children, their parents, and caregivers, with a special emphasis on low income and under-represented children and families.



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
Carpet Cleaning Business	Start up assistance
Mobile Detailing Business	Start up assistance
Fragrances Business	Start up assistance
Desserts Business	Start up assistance
At Home Food Business	Start up assistance

Events & Additional Activities

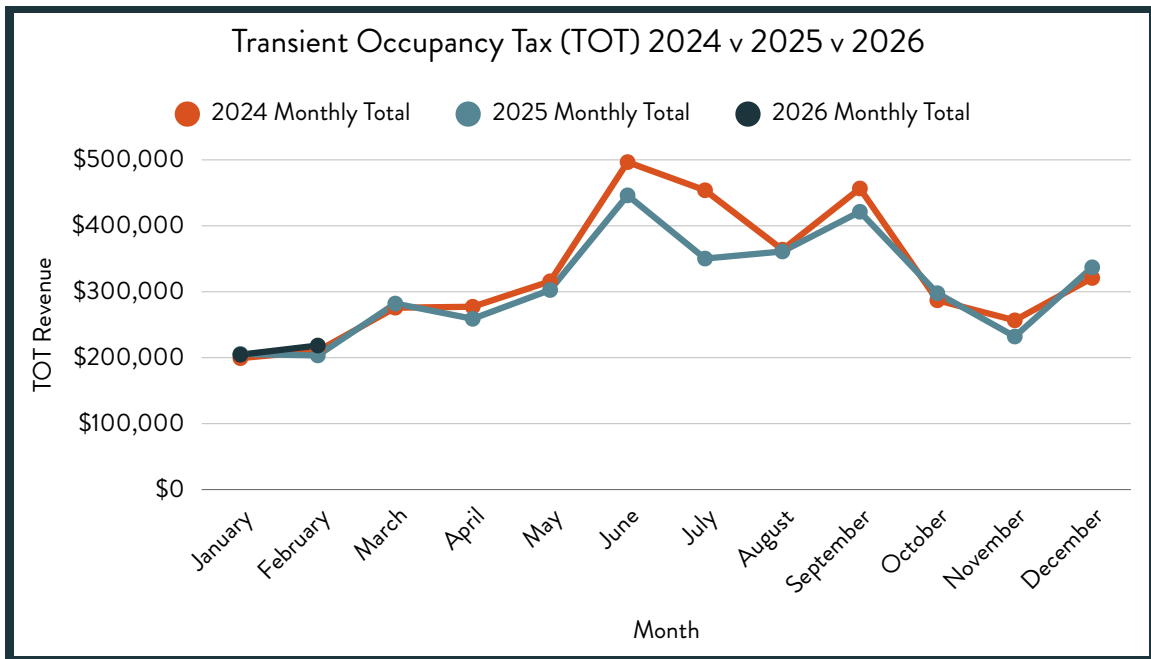
- June 4- Grow Your Business: Connecting Your Business with Local Talent
- June 10- Hispanic Business Alliance June Committee Meeting
- June 4- American Express & Santa Maria Valley Chamber
- June 4- Meeting w/ Office of Congressman Salud Carbajal
- June 26- Hispanic Business Alliance X JP Morgan Chase
- June 26- TR Taqueria Award Presentation



Tourism

Transient Occupancy Tax Data

The monthly data highlights the seasonality of our tourism sector and the immediate impact of local investments. Early 2026 data shows promising growth, with February 2026 (\$218,456) already outperforming both 2024 and 2025 for the same month. This steady performance reflects the success of targeted visitor campaigns and the influx of travelers attracted to the region's unique amenities.



Month	2025 Monthly Totals	2024 Monthly Totals	2026 Monthly Totals
January	\$205,657	\$199,345	\$204,594
February	\$203,468	\$210,286	\$218,456
March	\$282,109	\$275,837	
April	\$258,990	\$277,268	
May	\$302,702	\$315,838	
June	\$416,673	\$496,629	
July	\$350,359	\$453,920	
August	\$351,666	\$363,851	
September	\$421,315	\$456,660	
October	\$297,810	\$287,080	
November	\$232,106	\$256,688	
December	\$337,061	\$320,938	

Tourism

Community Support

Santa Barbara County Fair:

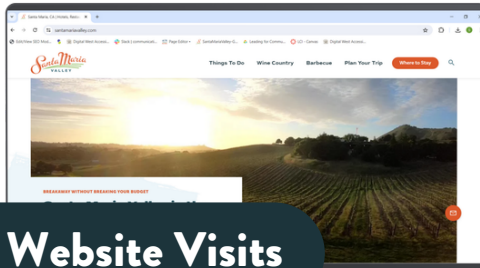
Throughout June, the Santa Maria Valley Chamber & Visitor Bureau utilized its digital marketing channels to support the Santa Maria Fairpark and drive regional awareness for the upcoming county fair. Promotion for the event was integrated into the Santa Maria Valley June monthly email blast as well as the weekly Fave Five Events e-newsletter.

Additionally, a dedicated event page featuring a full description of the fair was created on the official Santa Maria Valley Event Calendar, which was complemented by a main feed social media post and a series of promotional Stories leading up to the event to build community anticipation.



Website Traffic

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



54,067 Website Visits

1,339 Website Hotel Referrals

Social Media (@SantaMariaValley)



25
New Posts



52,492
Impressions

Brochure & Visitor Guide Distribution



200

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



200

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

Workforce Development

SMV Young Professionals

The SMV Young Professionals held their June meeting at TeeBox Social where they heard from the owners and gained insight to their entrepreneurial journey, including an interactive Q&A. Following the talk, the group enjoyed networking, connecting, and giving their best swing at TeeBox Social's golf simulator.



Workforce Development Board

Hosted a Women in STEM panel discussion & tour at Hardy Diagnostics. Women in leadership positions in different STEM careers spoke about their leadership journey and why they'd recommend other women work in the STEM careers.



Leadership Santa Maria Valley

In June the Class of 2026 had their final topic day which focused on Adaptive Leadership. The next week was the graduation ceremony. There were 15 graduates of this class with 13 in attendance at the graduation. The class of 2027 is currently being recruited.



Advocacy and Addressing Housing Needs

Housing Updates

The Chamber provided support to 1 housing project this month.

Housing Project	Support Provided
Vandenberg need	Facilitated conversation with developer

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

- WorkSBC Advisory Committee meeting
- Ribbon Cutting - Las Brisas Grand Opening
- Economic Forecast VIP Mixer
- North County Economic Forecast
- City Council - Chamber presentation

Business Support & Meetings

- BYB weekly networking event
- LSMV Advisory Board Meeting
- Chamber Executive & Board Meetings
- Dinner with Ventura & SBCC Chamber's CEO's
- League of Women Voters meeting

Community Events

- Community Champions Dinner
- Women in STEM Panel & Tour at Hardy Diagnostics
- Chamber Mixer at Bien Nacido Winery
- Chamber & City Leadership Mix & Mingle
- Chamber Night at the Santa Maria Speedway
- HBA Build Your Business
- SMV Young Professionals Social
- Vandenberg Housing summit
- Japanese Community Center Ribbon Cutting
- North SB County Economic Forecast

Tourism

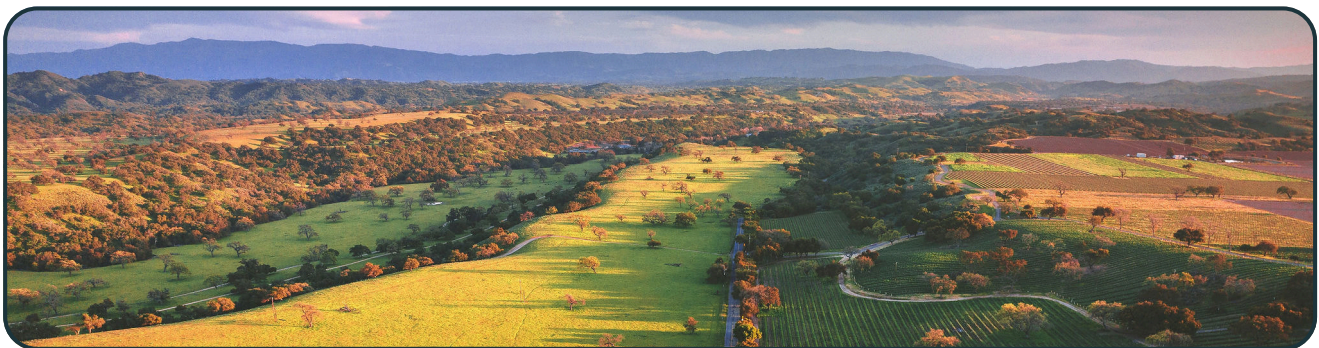
- Special Grant project revision of program and development of funding matrix
- Visitor Guide meeting
- BBQ Association meeting
- Marketing meeting
- Civitas outreach for renewal of bid

Chamber Media Mentions

Topic	Publication
North County Economic Forecast	Noozhawk Santa Maria Times Santa Maria Times Noozhawk
Commentary/Spotlight	Santa Maria Times Santa Maria Times Santa Maria Times
City Council Presentation	Santa Maria Times Santa Maria Times
Staff/Chamber Recognitions	Advocacy Noozhawk

Tourism Media Mentions

Topic	Publication
Santa Maria Style Barbecue	• AOL • Yahoo Life
Wine	• Pride Journeys • Vacationer • Erie Gay News
Travel	• 7x7 • Monterey Bay Parent • The Seattle Times





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