



Santa Maria Valley **ECONOMIC IMPACT REPORT**

**November 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 November 2025, 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 supported three potential new businesses and provided assistance to five local businesses and residents through consultations, permitting guidance, and start up support, reflecting our continued commitment to a strong and resilient business environment in the Santa Maria Valley.

Throughout November, the Chamber engaged in a wide range of programs, initiatives, and outreach efforts. Membership remained strong, with continued participation in networking events, committee meetings, and business support activities. Outreach through the Hispanic Business Group continued with educational workshops, planning meetings, and community collaborations to support Hispanic owned businesses.

Tourism remained a key focus, with ongoing analysis of Transient Occupancy Tax trends, strong website engagement and hotel referrals, visitor guide distribution, paid advertising efforts, and participation in regional tourism industry events. Workforce development efforts advanced through Leadership Santa Maria Valley programming, teacher tours, and advocacy initiatives supporting education and economic policy.

The Chamber remains closely connected to local government, businesses, residents, and regional partners through meetings, events, and dedicated outreach. This report highlights the Chamber's continued role in supporting local industries, strengthening workforce pipelines, promoting tourism, 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 3 businesses thinking of starting a business or moving their business to Santa Maria.

Business Type/Idea	Support Provided
Home based paint party concept	Advice on how to go about the request and what steps to take
Conversion of zoning for commercial/retail space	Advice on how to go about the request and what steps to take
Charter Tutor	Info on licensing

Business Retention & Assistance

The Chamber's Economic Development department provided business assistance services to 5 local businesses and residents.

Business Type	Support Provided
Research for Hotel	Hotel inquiry ED Questions
Furniture store opening	Business supported; opening delayed due to external communication issues
Developer Halsell	Problems with pre fab home permitting with city
News station looking for a contact	Consultation provided; no additional support required or requested



Providing Business Support

Chamber Membership



823
Members



4
New Members



93.5%
Retention Rate

Networking Opportunities



442

Networking Event Participants

This includes the Chamber's weekly Build Your Business networking events, monthly mixer, ribbon cuttings, the Freedom Monument event and Chamber committee meetings.



Military Affairs Committee

No meeting in November due to Veterans Day Ceremony.



Providing Business Support

Local Business Spotlight

This month's Local Business Spotlight featured Ed Carcarey of Fuego 97.1 FM, a Spanish language radio station that plays a key role in connecting and engaging the Santa Maria Valley community. The spotlight highlighted how Fuego 97.1 FM supports local businesses, promotes community initiatives, and serves as a trusted media partner for outreach and engagement across the region.



Ambassador Committee

The meeting was led by Cara Martinez, Chamber Staff Liaison, who shared updates on upcoming meetings and events and coordinated Ambassador assignments for these activities. Noemi of Northern Santa Barbara County United Way presented the October new member report and provided updates on recent Ambassador outreach efforts. The meeting also featured an Ambassador profile presentation by Leslie of Dr. Leslie K. Empowered Wellness.

Business & Government Roundtable

The roundtable included a discussion on the Chamber hosting a Candidate Academy to support civic engagement and leadership development.



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
Real Estate	HBA & Chamber Outreach
DJ/Event Planning Business	HBA & Chamber Outreach
Potential Food Business (Pancakes)	Business start up assistance

Additional Activities & Events

- Committee Planning Meeting (SMVC) November 19, 2025
- Grow Your Business Workshop, November 13, 2025
- BIPOC Leadership Panel, November 12, 2025
- Coalición “Juntos en Voz y Acción” Meeting, November 19, 2025



Tourism

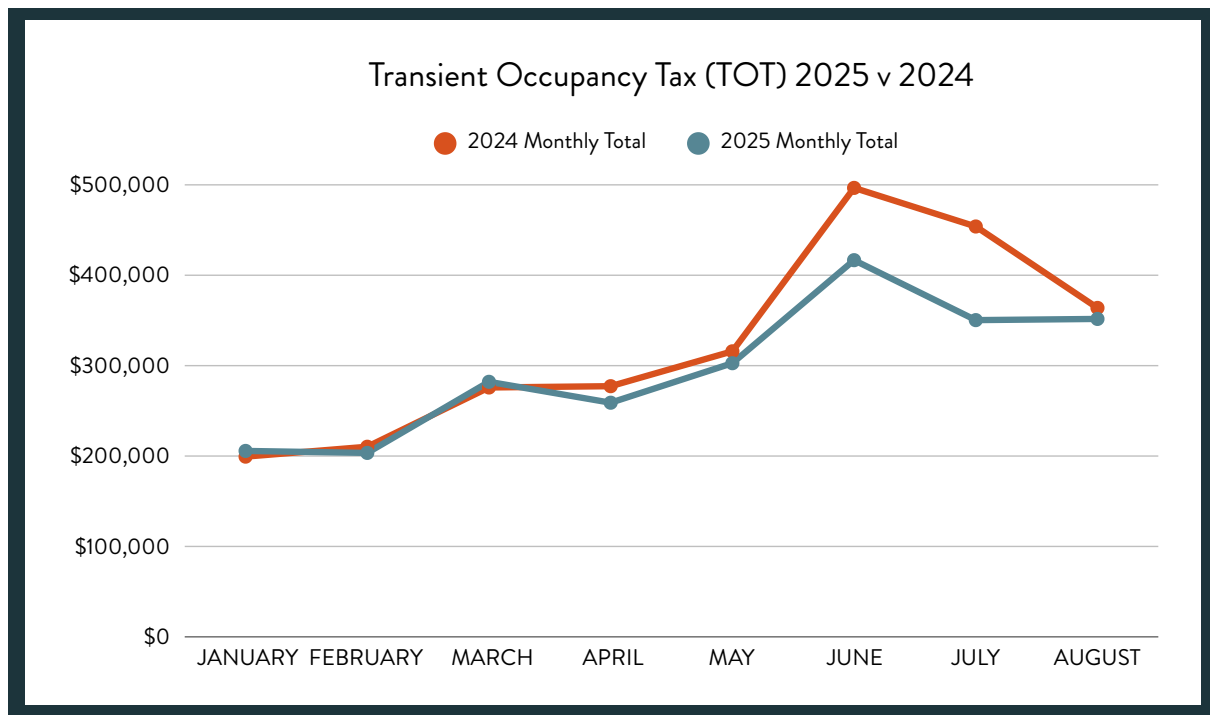
Transient Occupancy Tax Data

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

Paid Advertising

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

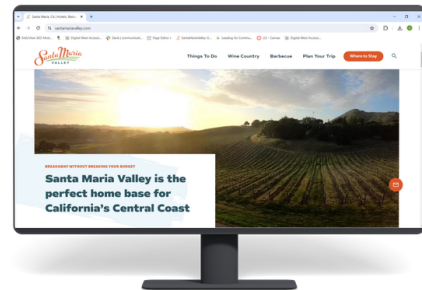


Website Traffic

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

42,059 Website Visits

731 Website Hotel Referrals

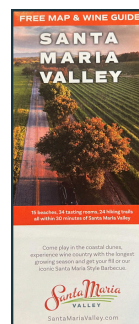


Brochure & Visitor Guide Distribution



250

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



250

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

Tourism

Trade Shows & Industry Partner Events

SLO CAL Summit

Michael Boyer, President and CEO, Jennifer Harrison, Vice President of Marketing and Communications, and Jennifer Ayala, Marketing Coordinator, along with seven additional community leaders representing the Tourism Marketing District and the City of Santa Maria, attended the annual SLO CAL Summit. The event celebrates the regional tourism industry and brings together lodging investors, tourism facing businesses, elected officials, and destination marketing organization partners for an afternoon of education, updates from SLO CAL's President and CEO, and networking.

Central Coast Tourism Council Fall Forum

Jennifer Ayala, Marketing Coordinator, and Jessica Rosa, Communications Coordinator, attended the Central Coast Tourism Council Fall Forum. This committee retreat provided a collaborative setting for community leaders from across the Central Coast to align on future regional marketing strategies and initiatives.



Workforce Development

Teacher Tours

“Creative Core” Tour: Explore creative careers where imagination meets industry, from fashion and graphic design to music, theater, and digital media. The tour included visits to American General Media, the Santa Maria Times, and Apricot Lane.



Advocacy

Advocacy and Support Letters

- California Math Curriculum Advocacy Letter
- USMCA Trade Agreement Support Letter as part of a U.S. Chamber coalition

Leadership Santa Maria Valley

The November Topic Day focused on Public Safety. The class began the day at the Police Station, where participants heard a presentation from Commander Rios and received a tour of the facility. In the afternoon, the group visited Fire Station 1, where Chief Dandridge spoke to the class and led a tour of the station. The day also included a presentation on Human Trafficking by CHP Officer Maria Barriga. A total of 21 participants attended the Topic Day.



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

- City Council - Businesses of the Quarter & Chamber 6 month update presentations
- Meeting with Supervisor Gregg Hart

Business Support

- Chamber Executive Committee Meeting
- Chamber Board Meeting
- LSMV Board Meeting
- American GI Forum Education Foundation Business visit
- Partners in Education Board Meeting
- WACE Emerging Leaders Council

Community Events

- Veterans Day Ceremony at the Freedom Monument



Chamber Media Mentions

Topic	Publication
Freedom Monument:	Santa Maria Times
Businesses of the Quarter:	Noozhawk
Energy Efficiency/SoCalGas Program:	Santa Maria Times
Local Business Spotlight: Fuego 97.1	Santa Maria Times

Tourism Media Mentions

Topic	Publication
Wine	Visit California Financial Times The Three Drinkers
Santa Maria Style Barbecue	Islands Patch AOL
Museums & Shopping	Visit California Yahoo Style Canada





(805) 925-2403 | santamaria.com | santamariavalley.com

