

Business Services & Research

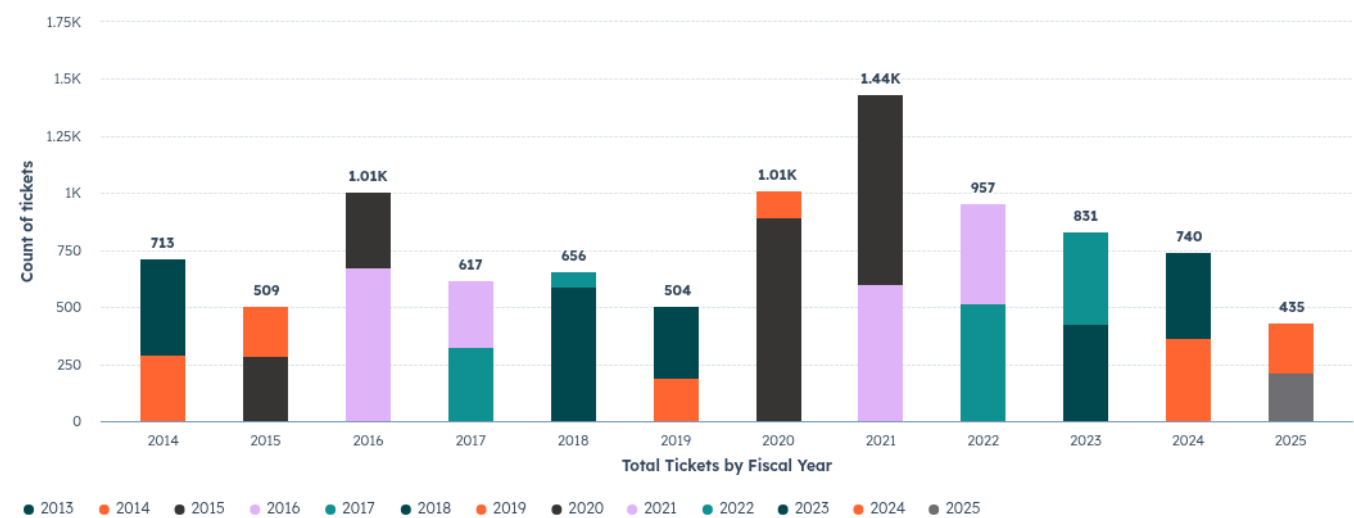
May 2025

TEAM MEMBERS

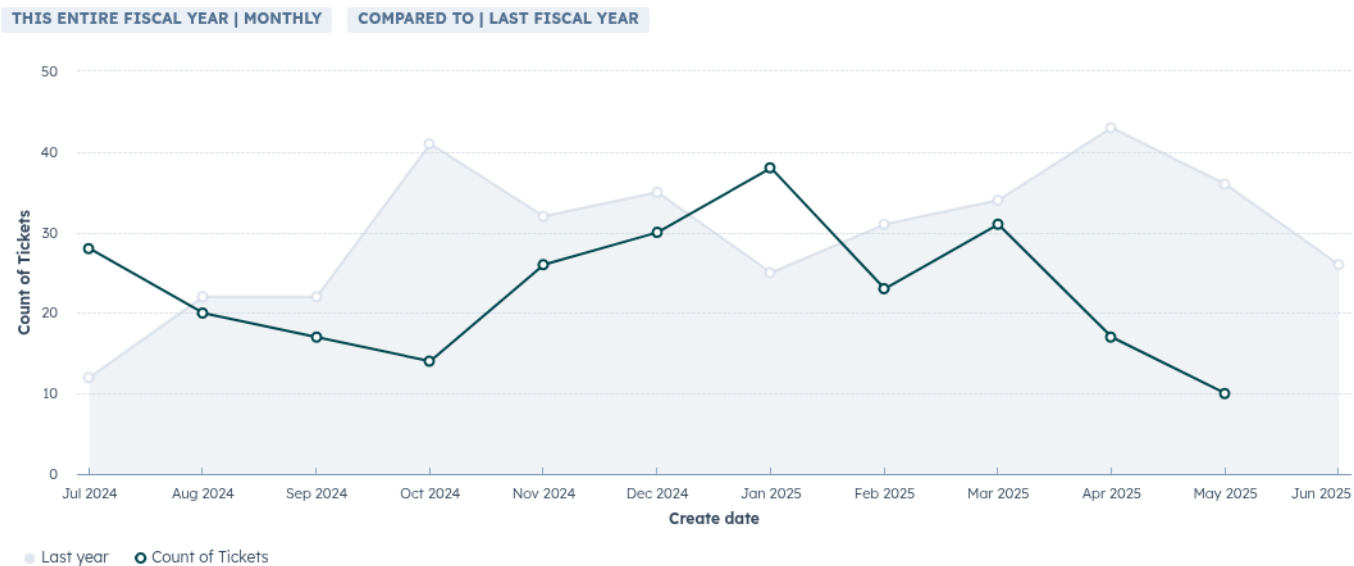
- Christine Palmer, Business Insights Program Manager
- Jack Kampmann, Economic Research & Workforce Initiatives Fellow
- Jessica Martinez, Business Diversity & Inclusion Project Coordinator
- Lindsey Collins, Business Services Program Assistant
- Marcos J. Suarez, Business Diversity & Inclusion Program Manager
- Patti Andrews, Business and Workforce Services Program Manager

HUBSPOT DASHBOARD – BUSINESS SERVICES & RESEARCH TEAM FY25

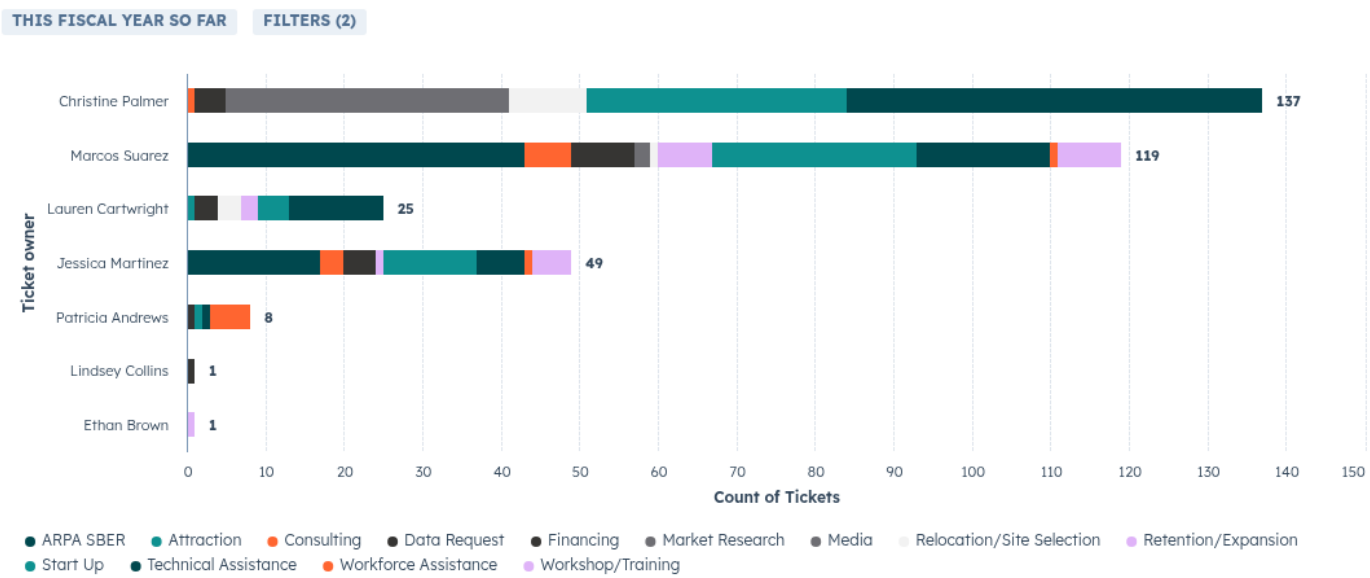
EDC Historical Data



Businesses Served



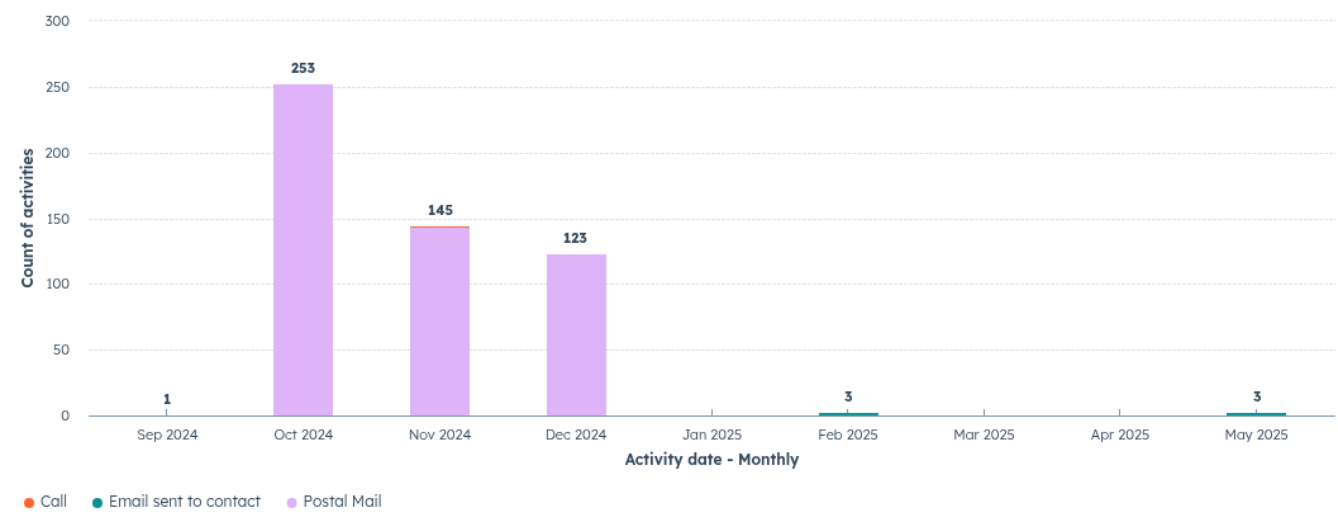
Business Services



Business Assist Detail



Business Outreach Activities



Business Outreach Meetings & Site Visits

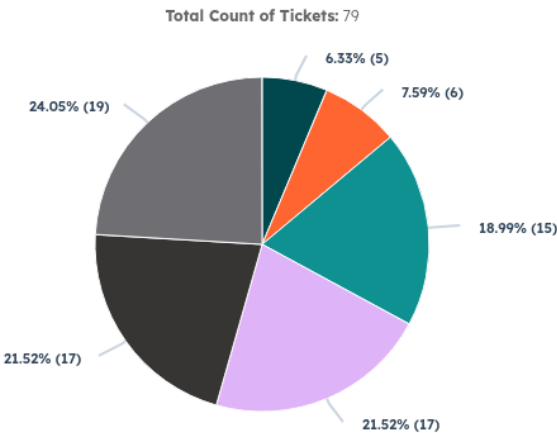
THIS FISCAL YEAR SO FAR FILTERS (3)

MEETING
7

Market Research

FROM 7/1/2024 TO 6/30/2025 FILTERS (2)

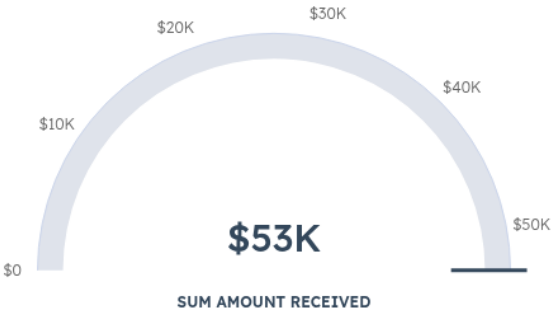
Demographics Employment Industry Report Marketing List Site Selection Other - Market Research



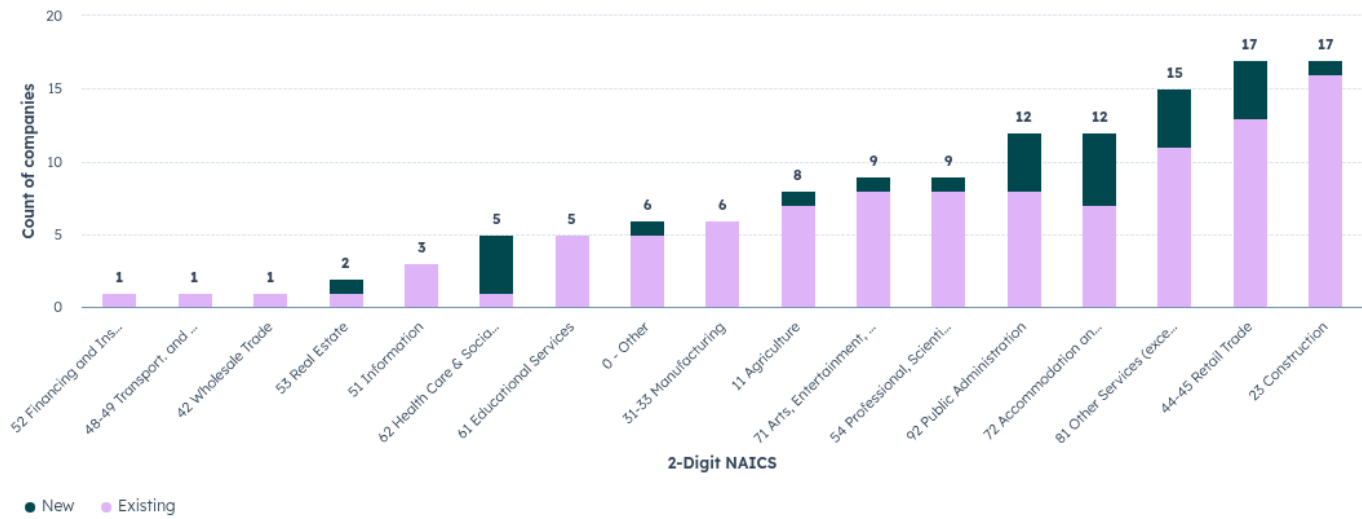
Grant Programs

FROM 7/1/2024 TO 6/30/2025 FILTERS (2)

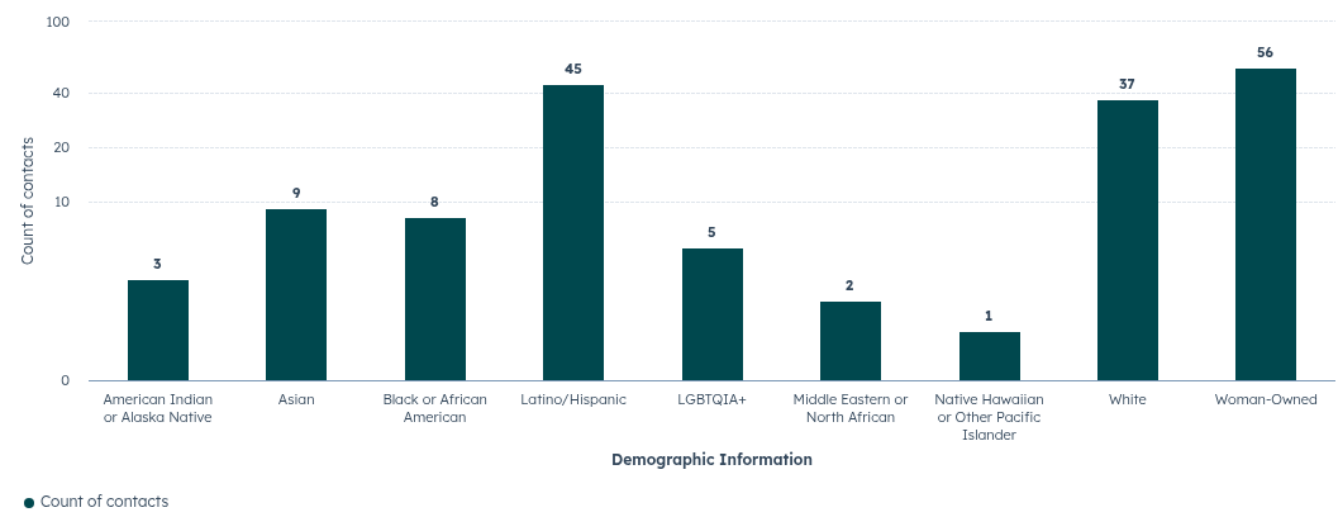
● Sum Amount Received



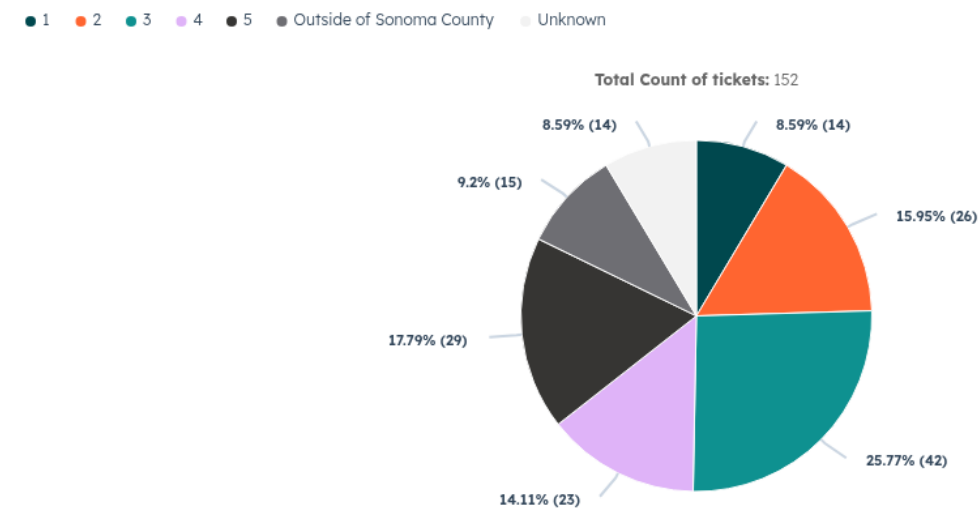
Business Industry



Business Owner Demographics



Supervisor District



Business Diversity & Inclusion Program Report – May, 28 2025 Advisory Meeting

Marcos J. Suarez & Jessica Martinez

Vamos A Los Talleres/8 Week Small Business Workshop Cohort in Spanish Healdsburg
– Mondays 6pm-8pm, March 3, 2025 - April 28, 2025, at True West Film Center, Healdsburg

Update: The graduation of the cohort took place on Monday, April 28th. Supervisor, James Gore signed completion certificates for graduates, and he was in attendance. We received positive feedback from Sup Gore. Please find pics attached.

In collaboration with Vamos North Bay, I put together an eight- part series of business workshops to foster entrepreneurship in Healdsburg and North Sonoma County. Presenters include our partners, Better Business Bureau, Crecer Capital, Hispanic Chamber of Commerce, Sonoma SBDC, Red Latin X and Sonoma County Environmental Health Dept. Our board chair, Kathryn donated the space at True West Film Center. We have had up to 43 attendees at the workshops, ranging from start-ups to 11-year-old businesses.



Café Puente Talleres/8 Week Small Business Workshop Cohort in Spanish Petaluma
– Mondays, 6pm-8pm, May 12, 2025 – July 14, 2025

In collaboration with Café Puente and our partners we started the cohort, and we are collaborating with the City of Petaluma in supporting the entrepreneurs. The response has been positive with 22 attendees on May 19th, up from 13 the week before. We will have certificates of completion signed by Supervisor, David Rabbitt and his possible attendance at graduation. (We will be heading to Guerneville next and then Sonoma.)

City of Rohnert Park, Economic Development Collaboration

Update: Jessica and I did in person outreach to the business owners of the Southwest Shopping Center in Rohnert Park. The feedback was very positive, everyone was excited to hear about an event that could bring them more foot traffic and potential customers. We will be meeting with city staff for next steps in moving the Night Market forward.

Collaborating with city of Rohnert Park to bring a pilot Night Market that will include food trucks in underutilized areas of the city in order to activate them and bring more foot traffic.

Community Impact Network- Chambers and CBO's Collaboration

The Community Impact Network was formed to bring together chambers and CBO's on a monthly basis to share resources and services. We are coming together to find out what the needs are in the community and deploy resources and services where needed. There has been a lot of referrals of services, not only to our department, but amongst the other collaborating members. From First 5 of Sonoma County, Sonoma CAN, Secure Families, Los Cien, North Bay Black Chamber, Asian American Pacific Islander Coalition of the North Bay, Rohnert Park Chamber, Hispanic Chamber, SBDC etc.

Working on projects with AAPIC and North Bay Black Chamber of Commerce, including a youth focused career series with all our partners. More to come on these.

Attended Networking Meeting and Events to provide EDC resources and support to small business owners

- Tabled at the Cinco de Mayo event – 05/05/25
- SBDC Capital Summit at Town of Windsor Chambers – 05/12/25
- Russian River Chamber Networking Mixer – 05/14/25
- Hispanic Chamber of Commerce- 05/15/25