



CATALYST. CONVENER. CHAMPION.

SOLVANG CHAMBER OF COMMERCE

FY 2022-2023 ANNUAL REPORT

A MESSAGE FROM THE CEO

On behalf of the board, staff, and members of the Solvang Chamber of Commerce, I am pleased to share with you the attached annual report highlighting the success of our Chamber of Commerce's economic development and tourism programs. We are committed to furthering the economic development of our community through support of existing businesses, attraction of new businesses and business start-ups, and the promotion of our community as a tourism/hospitality destination.

The Solvang Chamber of Commerce is the first and only SBA Small Business Development Center to ever be established in northern Santa Barbara County. Throughout 2021 and the year to date in 2022 the Chamber has assisted more than 310 businesses in obtaining federal, state and county grants and loans, totaling more than \$1.75 million. We have also provided technical support and a broad range of business advisory services to more than 275 businesses.

The Solvang Chamber of Commerce has partnered with our local schools and other nonprofit organizations in their STEM and STEAM programs. We have also partnered with the Santa Barbara County Green Business Program to support environmentally friendly business practices.

Economic development and tourism require sustained effort and highly visible wins. Our board believes that the community is best served by ongoing efforts to ensure our community continues to fully support business enterprises and activities. The work we have done to build federal, state and county alliances, together with the new leadership at both the city and the Chamber will help us leverage the excitement and interest being generated in the city as current and new projects are built out.

The investments made in promoting local tourism by our hotel partners, Visit SVY, Tourism Advisory Committee (TAC) and the City of Solvang are beginning to show significant results. We are confident that the coming year will further the effectiveness of the marketing campaign that has been created and launched.

The Chamber is grateful for the opportunity to work with the elected and appointed leaders in our community to expand our economic development and tourism programs and we look forward to your continued feedback and support.

We are excited about the potential for Solvang.

Best Regards,

TRACY BEARD, CEO
Solvang Chamber of Commerce



A MESSAGE FROM OUR NEW BOARD PRESIDENT

Hello Solvang Chamber members! I am thrilled to begin my role as your new president.

I am already energized by the vibrancy of this community, the opportunities for growth, the commitment of the leadership and Chamber team, and the tremendous foundation that has already been established. I look forward to building on this foundation. As your new upcoming chamber president, I am honored to work alongside our dedicated directors and staff, who all share the same vision to help each other and focus on business growth and a more prosperous, healthy, economically stable community.

I want to thank our outgoing President Dan Cassara, respectively, for his dedication and tireless effort over the year collectively. Without his hard work, determination and significant contributions, there would be no Chamber of Commerce in our community today.

I have 11 years' experience as a loan Officer. My mortgage lending experience began as a loan officer in Paso Robles CA during my undergraduate studies at Cal Poly. I graduated from Cal Poly San Luis Obispo with a degree in Biomedical engineering. However, found my skills and my engineering background were best suited to help my clients with their mortgage-related needs. My engineering background taught me the importance of attention to detail, proper analysis, and the problem-solving skills that when coupled with my knowledge of mortgage products and the industry have proven to be an asset to myself and my clients. I proudly support local business and local non-profit organizations. As a resident of the beautiful Santa Ynez Valley, I serve my local community by being a member of the local Chamber of Commerce, Santa Ynez Valley Association of Realtors, Rotary Club of Buellton, and the Vikings of Solvang. Currently serving as Vice-Chief of the Vikings of Solvang, President of the Rotary Club of Buellton, Secretary of the Finance Council for Old Mission Santa Ines, and as an advisor for SafeLaunch.

One of the reasons I was excited to come into this position was my experience representing multiple communities. I understand the importance of strong relationships and collaboration with elected officials, business leaders and member employees. I consider myself a pro-business advocate, and am passionate about workforce and economic development, strategic partnerships, special events, membership, inclusive strategies, and leadership development.

I am no stranger to complex situations and developing solution-based strategies. I believe that chambers should take risks, embrace change, and be bold in serving their communities.

I'm excited to get to work, learn more about what we can do together in the Solvang Business Community.

Sincerely,
Rene Martinez



WHO WE ARE



The Solvang Chamber of Commerce is a champion of business, providing advocacy, education and resources to the business community.

Since 1921, the Solvang Chamber of Commerce has been working with our community to make Solvang a better place to do business. Creating an environment where businesses thrive is key to a strong community, economy and quality of life. The Solvang Chamber of Commerce plays an active role in supporting new and existing businesses.

Executive Committee

Rene Martinez
President

Charles Werner
Vice President

Dan Cassara
Past President

Dianne Wittenbrock
Treasurer

Lisa Mesa
Secretary

Board of Directors

Dana V. Volk
Dr. Kevin Walthers
Lori Parker
Philip Grant
Quincy Ruffin
Steve Jenkins
Susie Sorenson

Staff

Tracy Beard
Taryn Weller
Mitzi Sevilla
Ambassador - Kristy Payne



TO OUR PARTNERS & SUPPORTERS

Through our strategic partnerships with the EDC, SBA, and SCORE, as well as Federal, State, and Local Government, the Solvang Chamber of Commerce has been able to aid hundreds of local businesses as the SBDC for Northern Santa Barbara County.

Over the course of the last year, we've put ideas into action to position our Solvang Business community to rise in a dynamic environment with shifting and emerging conditions impacting our lives and work — the pandemic, a changing energy environment due to the effects of climate change and rising costs of housing, goods and services

Thanks to the dedicated support and partnership, the Solvang Chamber of Commerce gained significant momentum across the board, even in the face of these challenges.

As we look to the years ahead, and your continued support and partnership, we believe our Solvang Business Community will undoubtedly thrive together.

With gratitude,
The Solvang Chamber of Commerce



THANK YOU TO OUR SPONSORS



TITLE SPONSOR

Santa Ynez Band of Chumash Indians



Corporate Sponsors

Allan Hancock College

Montecito Bank & Trust

ExxonMobil

Waste Management



Silver Sponsors

Comcast

Complete Care at Home

Visit SYV



Community Sponsors

C&D CPAS & Advisors

MarBorg Industries

Santa Barbara Foundation

SoCalGas

Toyota of Lompoc



Economic Development Business Support Center

Since 2019, the Solvang Chamber of Commerce has been a partner of the Economic Development Collaborative (EDC), the Small Business Administration (SBA) and the Service Core of Retired Executives (SCORE). These strategic partnerships allow us to assist new and established local businesses.



The EDC is the umbrella organization through which we provide Small Business Development Center (SBDC) business advisory services free of charge to local businesses.



The SBA was created to support small businesses. The SBA provides free business counseling through its network of SBDC offices, SBA guaranteed business loans, home, and business disaster loans (including the EIDL loan program), administered the PPP loan programs, and provides assistance in obtaining federal government contracts.



SCORE has been mentoring new and existing businesses for over 40 years and has a network of over 13,000 volunteers who donate their time to help entrepreneurs. Santa Barbara SCORE volunteers are retired or semi-retired executives providing a unique spectrum of industry experience and management expertise. SCORE offers free mentoring, workshops and interactive training.

The Chamber of Commerce provides additional resources and support to our local business community in fulfilling its mission as a Chamber of Commerce and SBDC.

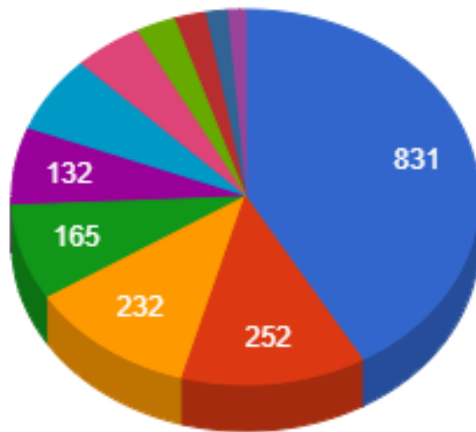
- Promoting Solvaang as a prime business location
- Providing business information to new and existing companies
- Working directly with local agencies and commercial brokers to provide information, resources, and contacts to meet specific needs of both new and expanding businesses
- Partnering with agencies that provide incentives, workforces training and outreach to both businesses and nonprofit organizations
- Offering free mentoring and business advisory services to new and existing businesses. These services are provided by highly successful and experienced business professionals and entrepreneurs who deliver valuable, timely, and practical advice

Economic Development Business Counseling

Over the past year, the challenge at Solvang Chamber North County Business Office has been to shift from reacting to disaster to deploying a more stable and sustainable, longer-term stewardship for a broadly shared prosperity.

Solvang Chamber 2022-Today Financial Impact

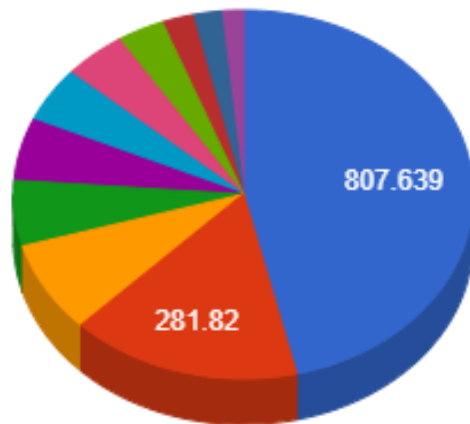
Counseling / Counseling Area



- COVID-19 Financial/...
- Business Plan
- Managing a Business
- Legal Issues
- Marketing/Sales
- OTHER
- Financing/Capital
- COVID-19 General S...
- Buy/Sell Business

▲ 1/2 ▼

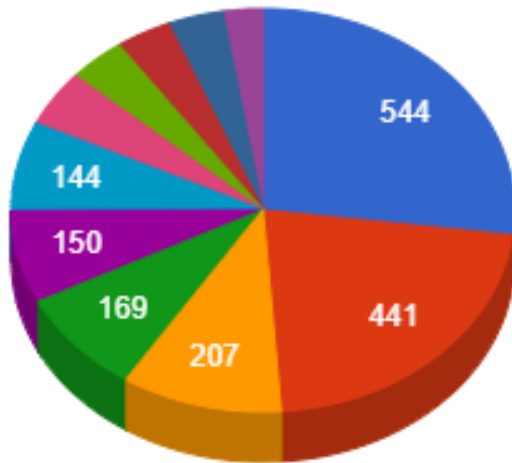
Counseling / Counseling Area (hours)



- COVID-19 Financial/...
- Business Plan
- Legal Issues
- OTHER
- Managing a Business
- Marketing/Sales
- COVID-19 General S...
- Financing/Capital
- Buy/Sell Business

▲ 1/2 ▼

Counseling / Business Type



- Accommodation and...
- Retail Trade
- OTHER
- Service Establishment
- Educational Services
- Arts and Entertainment
- Professional, Scientifi...
- Construction
- Transportation and W...

▲ 1/2 ▼

Completion Status - Value (capital funding \$)



- Approved
- In Progress



ECONOMIC
DEVELOPMENT
COLLABORATIVE



WHO DO YOU CALL WHEN YOU NEED BUSINESS ADVICE?

The EDC creates empowered business owners, connected community partners and informed civic leaders by providing NO-COST consulting and resources across Santa Barbara and Ventura counties.

NO-COST Business Assistance

- Business Model Pivot
- Start-up Assistance
- Strategic Planning
- Marketing & Branding
- E-Commerce & Social Media
- Legal Compliance
- Human Resources
- Operational Assistance
- International Trade
- Manufacturing Assistance

Community-Based Lending

- Financing & Loan Packaging
- Disaster Loan Financing

Get Started Today at the Solvang Chamber of Commerce!

Select in-person consulting is available at our satellite office.

Assistance is available in English and Spanish. Call 805.409.9159 to get started!



**Happy 100th Anniversary to the
Solvang Chamber of Commerce!**
Your dedication and hard work makes
our business community stronger.

The Economic Development Collaborative hosts the Small Business Development Center and is funded in part through a cooperative agreement with the U.S. Small Business Administration.



FUNDING THE MISSION

Economic development is long-term work. The Chamber works with the Econ Alliance and Reach in support of the efforts by Santa Barbara County and the cities within the county to expand broadband capacity within the community. The funding strategy has focused on multi-year partnerships grants and contracts to implement through 2025.

The Solvang Chamber of Commerce plans to continue to build and expand the organization over the next five years. If each of our investors continues their current level of support we are on track to exceed our 5-year goal, positioning the Chamber to deliver on the mission of supporting business for economic growth.

The Solvang Chamber board determines the general direction of Chamber operations and provides oversight for the business and financial operations of the chamber staff. The Chamber board, SBDC/EDC advisors, and staff identify key barriers to economic growth and develop action plans designed to address specific issues that can be implemented.

The City of Solvang and the Solvang Chamber of Commerce are deeply committed to the local community's economic growth serving the City of Solvang, and the surrounding areas of the Santa Ynez Valley to maintain a cohesive collaborative partnership in an advisory role regarding a broad range of issues for all business and residence

The Chamber, together with the city, engaged in a Business Retention and Economic Development study which included whether Copenhagen Drive should be closed. That study sought input from local residents, the business community and city government officials. Another issue that was addressed was whether and how the city could begin to grow through annexation of adjacent land, such as the agricultural land along the western city limits of Solvang.

During the current fiscal year, the Chamber staff received updates on and provided input about the local industrial/commercial real estate inventory and workforce training initiatives at the high school district.



Santa Barbara County Broadband Strategy Development

Solvang Chamber has been a partner with Santa Barbara County Broadband Strategic Development Project for the last 7 years.

Prepared in partnership by the Broadband Alliance of Santa Barbara County. The partnership was formed in 2022 between the Santa Barbara County Association of Governments (SBCAG), County of Santa Barbara, and the cities of Buellton, Carpinteria, Goleta, Guadalupe, Lompoc, Santa Barbara, Santa Maria, and Solvang, the Santa Ynez Band of Chumash Indians, Broadband Consortium of the Pacific Coast (BCPC), and regional economic development organizations. The Regional Broadband Strategic Plan aims to identify broadband internet infrastructure and affordability needs in Santa Barbara County. The Alliance intends to leverage the plan to seek funding opportunities for projects to improve countywide affordable access to high-speed broadband in homes, schools, businesses, healthcare, and to connect community anchor institutions.



Investment

To amplify local investment for the future of businesses in Solvang, we have been ramping up efforts to bring state and federal money to the community.

Competitive grant opportunities have come online at both levels in the wake of the COVID-19 pandemic, on top of existing programs the region has never previously tapped. Bringing home just one or two of these grants will have a significant impact to the community.



The PG&E Corporation Foundation Continues Supporting Central Coast Restaurants with Pandemic Recovery

Keeping Local Restaurants Cooking: Solvang Restaurants to Receive \$3,000 Resilience Grants

- Brekkies by Chomp - Solvang
- Peasants Feast - Solvang
- Solvang Flavors - Solvang
- Solvang Restaurant - Solvang
- Trattoria Grappolo - Santa Ynez



Through dedicated programs such as the Restaurant Resilience Grants, PG&E helped keep cafes and dining establishments opened during the recent downturns,” Executive Director of the Solvang Chamber of Commerce Tracy Beard said, who helped to promote the program to the Chamber’s members resulting in a total of \$18,000 to six restaurants in the Solvang area. “The Solvang Chamber was proud to partner with PG&E in identifying local restaurants capable of meeting the criteria for the grants. We are pleased to have been helpful in securing these grants for our community.”

The Foundation’s additional contribution to CRF’s Restaurants Care Resilience Fund will help restaurants pay for equipment upgrades to alleviate deferred maintenance, and for employee retention to help with industry-wide staffing shortages, both of which have been on the backburner for the last two years due to increased debt, losses, and costs. The recent funding follows a \$500,000 contribution earlier this year.



The Green Business certification is a great way to show your community that you share their environmental values. Certified Green Businesses voluntarily follow best practices for energy and water conservation, pollution prevention, waste management, toxics reduction, employee commute, and education.

Solvang Businesses listed under California Green Businesses

- Elverhoj Museum
- Solvang Pedicab Tours
- Solvang Senior Center
- Wildling Museum
- ZFolio
- G&J Pro Cleaning



California Small Business COVID-19 Relief Grant

The Solvang Chamber of Commerce assisted local business to apply for the grant.

The CA Small Business COVID-19 Relief Grant Program provides grants from \$5,000 to \$25,000 to eligible small businesses and nonprofits impacted by COVID-19 and the related health and safety restrictions. Lendistry has been designated by the state to act as the intermediary for the Program.



FEMA Disaster Assistance

U.S. Small Business Administration Office of Disaster Recovery and Resilience offers assistance for businesses, homeowners, and renters affected by the Severe Winter Storms, Flooding, Landslides, and Mudslides that occurred on Dec. 27, 2022, through January 31, 2023.

Through the EDC (Economic Development Collaborative) the Solvang Chamber of Commerce was able to assist businesses in the central coast that were affected during the storm.



GROWING OUR CHAMBER

285

Chamber Members

247

Membership Renewals

92%

Retention Rate



27+ NEW MEMBERS



J FINLEY GROUP



WEALTH ADVISORS



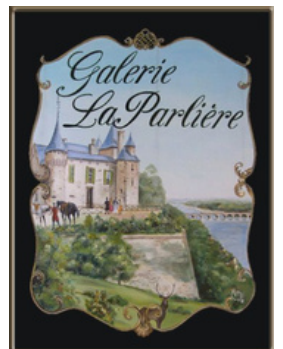
Central Coast
Community
Energy



SMART • HEALTHY • CRAVINGS



SAVIEHEALTH
Your well-being matters



Influence + Impact

The Solvang Chamber of Commerce has presented itself in three Social Community Outreach events over the year to broaden and communicate business resources to a wider range of audience.

Juneteenth

Local families gathered on the lawn at Solvang Park Saturday to celebrate the second Juneteenth community event, held in person this year with music, dancing and food. It is a day to celebrate, promote awareness and move forward towards lasting change.



Pride Month

A safe, supportive and empowering home for the local LGBTQIA+ community in the Santa Ynez Valley, with a mission to achieve equality, justice and respect for all lesbian, gay, bisexual and transgender communities through education and the celebration of the culture.



Hispanic Heritage Celebration

The community celebration marks the conclusion of National Hispanic Heritage Month, which spans from Sept. 15 through Oct. 15 and pays tribute to the generations of Hispanic Americans who have positively influenced their communities.



ADVOCACY FOR WOMEN BUSINESS OWNERS

Tracy Beard was invited by the Governor's office First Partner Jennifer Siebel Newsom to represent the women in Santa Barbara County for the National Equal Pay Day. The Solvang Chamber of Commerce is the first business to sign on the California Equal Pay Pledge. The Bill was written by former senator Hannah Beth Jackson.



Junior Entrepreneur Program

The program was developed by Candice Libera Solvang Parks & Rec. Director and supported by the Solvang Chamber of Commerce. Junior Entrepreneurs is created with the theme of opening up a business. At the end of the program, Junior entrepreneurs students will get to open their own stand (or another concept that they created) at the Solvang Music in the Park,

The program is produced to communicate at a sixth-grade learning level and covers six main categories:

- Business Fundamentals (Forming a business plan, setting up a bank account, etc.)
- Cost Models
- Food Safety & Food Prep
- Marketing & Customer Service
- Money Management
- Future Planning



MUSIC IN THE PARK

Free music for eleven full weeks throughout the summer! The 2023 season features concerts in a laid-back park ambiance on Wednesday evenings with unique and varied musical performances—including Swing, Soul, Soft Rock, Jazz, Blues and much more. Families and friends will enjoy our free outdoor concert series in the relaxing setting of beautiful Solvang Park.

Solvang Chamber of Commerce hosts Music in the Park, a series of free concerts at Solvang Park. This collaborative effort aims to bring together the local community and attract visitors from the surrounding area. The Summer Music in the Park series provides an opportunity to market Solvang as a destination and showcase the talent of local musicians. The Solvang Chamber is excited to present this family-friendly event and celebrate the beauty and culture of the area.



PROMOTING SOLVANG BUSINESSES

From regional collaboration to digital promotion, we are putting the prime opportunities of Solvang on the map.

Across several fronts, the Solvang Chamber has integrated efforts to spread awareness and interest, and expand the business attraction pipeline

Solvang with "Airtime"

Solvang Chamber of Commerce uses broadcast & connected tv plan in competitive target markets from Ventura to Monterey Counties



City Guides, Maps Print Production

Solvang Chamber Outreach & Visitors Guides Production & Management Print, in such quantity as to meet demand, information about the community, local events, points of interest, accommodations, and attraction, and distribute as requested.

CHAMBER monitors and evaluate the effectiveness of existing distribution points to maximize exposure. These locations shall include the premises of CHAMBER Members, non-members of CHAMBER and tourist destinations.

Distribution to more than 100,000 to the Santa Ynez Valley and have supported over 600 Solvang businesses

Solvang Chamber Digital Marketing

The Solvang chamber of Commerce will create content that will highlight Chamber Members & local business

SOLVANG
DIRECTORY AND MAP

Scan here with your phone!



TWO YEAR ECONOMIC OBJECTIVES

- Creation of a shop local campaign in partnership with the City of Solvang and their marketing agency
- Creation of a retail shopping experience for Solvang residents working with the City of Solvang's marketing team
- Creation of a one page QR code for future certified display of the Walk, Shop, Wine, Dine Map
- Creation of special events for downtown
- Development of diversified economic base, including tech businesses
- Expansion of economic experiential tourism
- TV commercials featuring Solvang



THREE-YEAR FOCUS AREAS

The five areas outlined below are important areas of focus Solvang Chamber for the next three years. With the input of community partners, the Solvang Chamber's goals will be updated annually and action items will be monitored over time and revised as needed. This allows the Solvang Chamber to remain focused on our mission while at the same time being adaptable and ready to change

- 1. Programs & Services:** The Solvang Chamber will continue to update, communicate and manage its set of performance metrics in response to ever changing markets and business opportunities.
- 2. Staffing & Operations:** The Solvang Chamber will regularly monitor our programs and processes to assure that we have the necessary operational and administrative support.
- 3. Board Development:** The Chamber is committed to maintaining a diverse board of directors that properly reflects the businesses and qualifications that make up our community.
- 4. Funding:** The Solvang Chamber will continue to pursue funding to strengthen our ability to provide serviced to clients free of charge. As an example, our partnership with Union Bank has facilitated providing increased support to clients.
- 5. Marketing & Outreach:** The Chamber will further its marketing efforts in Solvang, the Santa Ynez Valley and throughout Northern Santa Barbara County, to develop and strengthen long term relationships throughout the region.





SOLVANG CHAMBER OF COMMERCE

CATALYST. CONVENER. CHAMPION.