



# Lompoc Valley Chamber of Commerce & Visitor's Bureau

REPORTING PERIODS:

JAN- DECEMBER

2023

# Visitor Traffic Information



## Number of Walk-ins

Average of 6-7 walk ins  
per week

Annual average of 371



## Number of Calls

2120  
average of 8 calls per  
day;



## Visitor & Relocation Packets

57 visitor packets mailed at  
the direct request of  
potential visitors

317 visitor packets mailed as  
a result of California Road  
Trip Ads

250 relocation packets  
distributed to VSFB, and 13  
mailed to potential  
relocation

33 information requests sent  
via email at the direct  
request of potential visitors

# Website Analytics

## LOMPOC.COM

Month	Number of page visits
Jan- Dec 2023	14,970

A visit is counted each time a visitor clicks to view a page

Month	Number of page hits
Jan- Dec 2023	377,354

A hit refers to the number of files downloaded from a site

Month	Number of unique visitors
Jan- Dec 2023	11,657

Unique visitors refer to the number of distinct individuals requesting pages from a website



# Social Media

**facebook.**

Month/ Year	Page Reaches
Jan-Dec 2023	63,003

Month/ Year	Page Visits
Jan-Dec 2023	9,937

Number of Followers:  
2022: 3,205  
2023: 3,476



Month/ Year	Page Reaches
Jan- Dec 2023	45,608

Month/ Year	Profile Visits
Jan-Dec 2023	6,976

Number of Followers:  
2022: 2,301  
2023: 2,941

# 2023 Community Engagement Events

- ▶ Lompoc Restaurant Week
- ▶ State of Vandenberg Space Force Base
- ▶ State of The City
- ▶ Summer Old Town Market
- ▶ Annual Community Award Banquet
- ▶ Scarecrow Contest
- ▶ Military Affairs Appreciation Barbeque
- ▶ Old Town Trick or Treat
- ▶ Small Business Saturday
- ▶ VSFB Kids Christmas
- ▶ First Small Business Mingle Jingle



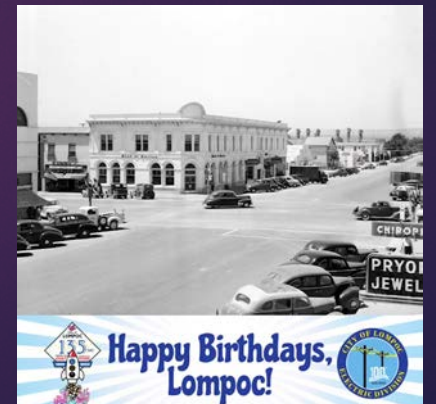




  
**Old Town Market**  
**2023**  
**SAVE THE DATE**  
 Bounce House • Live Music • Vendors • Food  
 Fun Activities • Farmer's Market • Free!

**July 7** Family Fun Night  
**July 14** Performing Arts Night  
**July 21** Agriculture & Wine Night  
 Sip Lompoc, Sip Local Tasting Event  
**July 28** Healthy Lompoc Night  
**August 4** For the Love of Lompoc Night  
**August 11** Public Safety Night  
 & LPD Car Cruise  
**August 12** Small Town Big Heart  
 City of Lompoc 135th Birthday Celebration

- Over 60+ local vendors, non-profits & community-based organization participated weekly
- Collaborated with The City of Lompoc for their 135<sup>th</sup> Birthday Celebration
- Increased foot traffic & revenue for surrounding small businesses
- Fostered community relationships & awareness of community resources
- Increased sponsorship opportunities & engagement
- Highlighted local artists through live entertainment opportunities
- Continues to established a sense of community
- Overall attendance of approx. 6000





**PCH Street Wine Bar & Salon**  
*2023 New Business Award*

**Lester Evans (Meals on Wheels)**  
**2023 Man of the Year**

**Shelly Wild Brown (Route 1 Farmers Market)**  
**2023 Woman of the Year**

**Floriano's Mexican Restaurant**  
**2023 Small Business Excellence Award**

**Oscar Diaz (Community Bank of Santa Maria)**  
**2023 Chamber Volunteer of the Year**

# Annual Community Awards Banquet

## August 25<sup>th</sup> 2023





# Military Affairs Committee VSFB Military Appreciation BBQ

SPONSORED BY: EXPLORE LOMPOC







# OLD TOWN TRICK OR TREAT



## Scarecrow Competition





## *Advocacy/Government Affairs:*

**In collaboration with CalChamber we joined several coalitions & signed over 19 bills with state government & provided letters of support for the small business community.**

## *Small Business Grant Assistance:*

**Partnered with Santa Barbara Foundation to provide office hours at the Lompoc Chamber to have one on one assistance and were able to award 13 small businesses with micro grants totaling over \$37,500**





## Member Support & Networking

- ▶ 12 Ribbon Cutting Ceremonies celebrated with new businesses & acknowledgements of milestones
- ▶ 4 Small Business Workshops
- ▶ 6 Chamber Business After Hours Mixers



# Vandenberg Space Force Base



2023  
Operation Kids Christmas

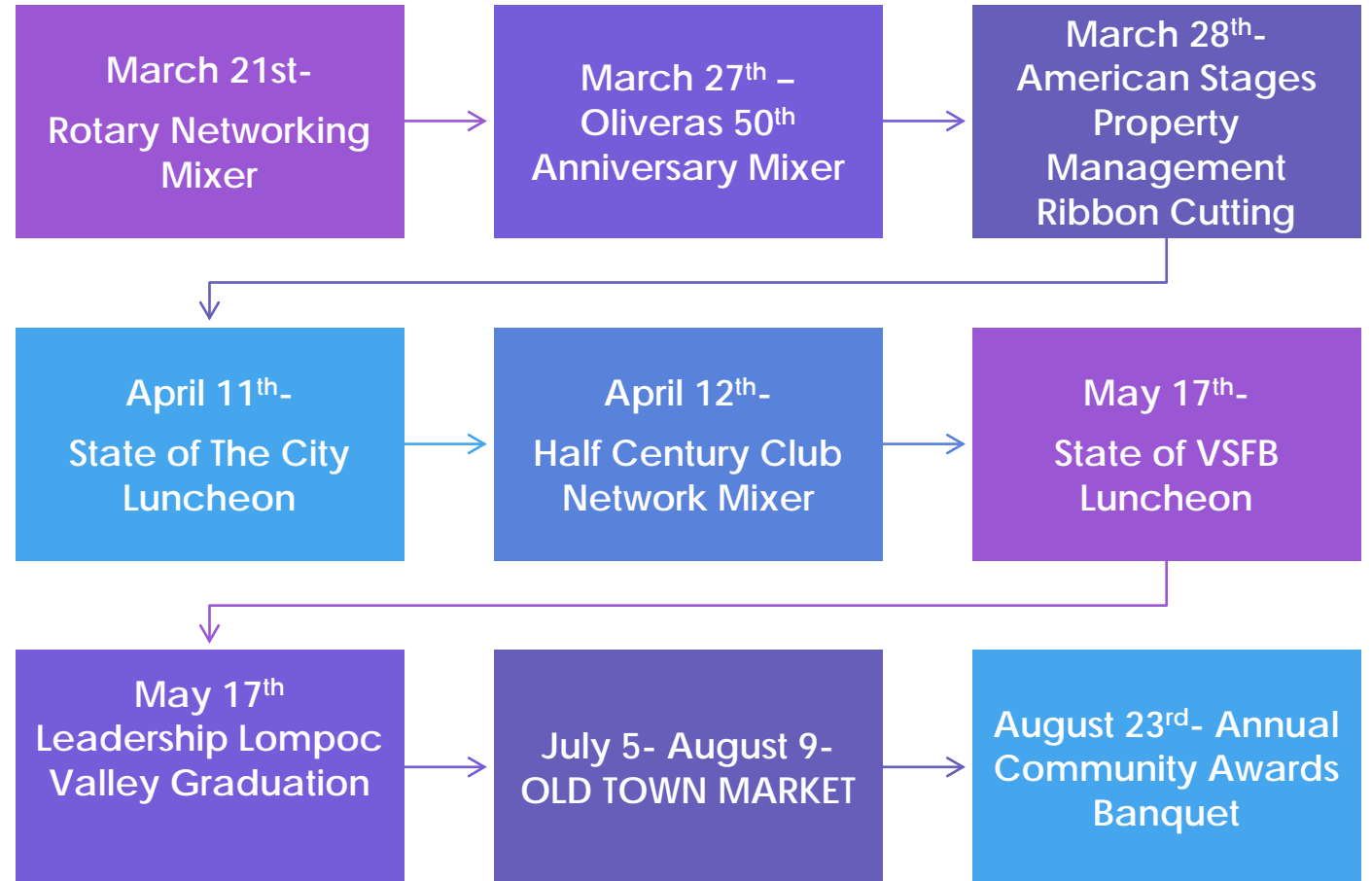




# 34 New Chamber Members

- ▶ Managed Career Solutions
- ▶ The Beauty Room
- ▶ Ose Photos
- ▶ Flying90
- ▶ Terrain Consulting
- ▶ LAUNCHpad
- ▶ Native Touch
- ▶ Accurate Heating & Air Conditioning
- ▶ Edge Home Finance
- ▶ American Stages Realty
- ▶ Blossoms Beauty & Skincare
- ▶ Jerri Thiel
- ▶ Wealth Wave
- ▶ Rocket Town Comic-Con
- ▶ Sticks Media
- ▶ League of Women Voters of Santa Maria Valley
- ▶ Gap Bookingkeeping -Payroll & Taxes
- ▶ EmpoweredU Financial Coaching, LLC
- ▶ Gateway Educational Services
- ▶ Xfinity Store by Comcast
- ▶ Flower Valley Press
- ▶ Debby Murray- Real Estate Broker
- ▶ T-Mobile
- ▶ Tiffany Larsen- ERC Specialist & Mortgage Broker
- ▶ Santa Barbara County Health Dept.
- ▶ CaliDental
- ▶ JC's Remodel & Repair
- ▶ Lompoc Oral & Maxillofacial Surgery
- ▶ Vandenberg Village Lions Club
- ▶ Insomniac Computer Service
- ▶ Central Coast Collectables
- ▶ Lovely Ink Tattoo's
- ▶ Off Base
- ▶ Santa Barbara Contractors Association

# 2024 Up Coming Chamber Events







### Market Summary

Our team continues to drive positive interest towards the City of Lompoc. Throughout 2023, we attended three industry conferences which allows us to highlight the city, and we conducted outreach to over 40 retailers which yielded high market interest from six national retail brands. We continued conversations with these prospects, provided data and demographics, and flagged various site opportunities.

### Ongoing Business

Keep an eye out as these retailers progress toward construction and development.

- Tractor Supply: We originally flagged the market and the site for Tractor Supply in 2021.
- National Coffee Chain: We originally flagged the market and the site for this retailer in 2022.

### Interested Retailers

We're working closely with these interested retailers to match them with suitable sites by understanding their needs and preferences.

- Mexican Quick Service Restaurant
- Discount Store
- Burger Quick Service Restaurant
- Franchised Hair Salon

### Other Outreach

Listed below are retailers we have reached out to; however, they have indicated either a lack of interest in the market or a decision not to expand in this area at the moment.

- Fast-Casual Pizza Restaurant
- Arts and Crafts Store
- Mexican-Style Grilled Chicken Quick Service Restaurant
- Bagel Bakery
- Mexican Supermarket
- Regional Coffee Concept
- Sports Entertainment Concept

# Economic Development



Thank You!