

[October]

-

[23]

-

[2019]

[IEDC Webinar: Creating a Website for Success]

YOUR BUSINESS
PARTNER



Sonoma County Connections

Expressing a Region Beyond Statistics



Lauren Cartwright
Sonoma County Economic Development Board



www.SonomaEDB.org

Regional Resource Guide

YOUR BUSINESS
PARTNER



Where will I
be able to
afford to live?

Are the parks
dog-friendly?

What career
opportunities
are available?

How far will I
have to
commute?

Where will
my kids go to
school?



sonoma county connections

October 24, 2019

www.SonomaEDB.org

Always Remember Your Target Audience

YOUR BUSINESS
PARTNER



“Dealmakers” and “Deal-breakers”

Live

- Cost of Living
- Housing
- Schools
- Healthcare
- Transportation
- Demographics
- Philanthropy

Work

- Find A Job
- Grow Your Career
- Grow Your Business
- Move Your Business
- Key Sectors
- Innovation
- Sustainability

Play

- Calendar
- Arts
- Recreation

Cities

- Cloverdale
- Cotati
- Healdsburg
- Petaluma
- Rohnert Park
- Santa Rosa
- Sebastopol
- Sonoma
- Windsor

Stories

- Business Profiles
- Maker Culture
- Lifestyle

The Importance of Work-Life Balance

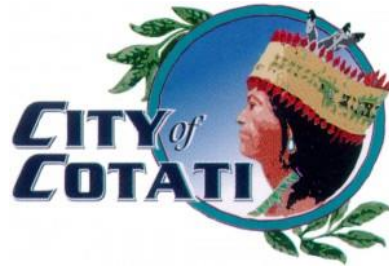
YOUR BUSINESS
PARTNER



LIVE

WORK

PLAY



October 24, 2019

#LoveWhereYouLive

www.SonomaEDB.org

Regional Storytelling

YOUR BUSINESS
PARTNER



The City of Sebastopol is one of Sonoma County's smaller cities with a population of just about 7,800 lucky individuals that get to call this original gem of a community their home. Sebastopol's market area comprises another 30,000+ people who, to varying degrees, use Sebastopol as their 'town' and add economic punch to the community. In Sebastopol you will find an eclectic vibration of activities that include organic farming, a home-grown music scene and some truly fine dining opportunities. Neighborhoods range from clusters of Victorians to expansive vineyard properties and horse farms nestled up to the edges of town. Located along the beautiful redwood and vineyard dotted Gravenstein Highway, which stretches from Highway 101 to the Russian River, Sebastopol is a geographically desirable location for those seeking recreation in the great outdoors, whether bike path, beach, river or trail.



7,709

POPULATION:

2.90%

UNEMPLOYMENT RATE:

\$67,925

MEDIAN INCOME:

\$800,000

MEDIAN HOME PRICE:

City Highlights



Sebastopol Apple Blossom Festival



Gravensteins and grapes make peace at Horse & Plow's new tasting room



The Barlow

Data Visualization

YOUR BUSINESS
PARTNER



HOUSING BY CITY



Cloverdale

The northernmost city in Sonoma County, Cloverdale is an affordable option and an increasingly popular destination for families to settle down. With rolling, vineyard covered hills and a river running through it, Cloverdale is picturesque and welcoming.

Median Home Price: \$525,000

Median Household Income: \$56,727

> [2018 Cloverdale City Profile \(Download\)](#)

Cotati

Cotati offers all the benefits of living in a small city, with the cultural advantages of being located near major urban centers and a highly acclaimed state university. Housing options range from apartments to condominiums to midsize homes in treelined neighborhoods.

Median Home Price: \$479,500

Median Household Income: \$62,712

> [2018 Cotati City Profile \(Download\)](#)

Healdsburg

Healdsburg's charm radiates out from its central town square to the quiet tree-lined streets of its neighborhoods and its more rural properties that stretch along the banks of the Russian River. Healdsburg is Sonoma County's jewel box, offering everything from quaint bungalows to upscale properties with breath taking views of the surrounding vineyard covered valleys.

Median Home Price: \$804,000

Median Household Income: \$63,224

> [2018 Healdsburg City Profile \(Download\)](#)

Sonoma County High School Districts



Software

YOUR BUSINESS
PARTNER



October 24, 2019

www.SonomaEDB.org

Thank you!

YOUR BUSINESS
PARTNER



[LIVE](#) [WORK](#) [PLAY](#) [CITIES](#) [STORIES](#)

IDEAL GROWING CONDITIONS
PLAY 

