



Media Contact:

Mary Lynn Harms-Romo
Director of Communications
MaryLynn@SBSCChamber.com

Marjorie Large
WitMark Group
Marjorie@WitMarkGroup.com

FOR IMMEDIATE RELEASE

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**Santa Barbara South Coast Chamber of Commerce Hosts
2024 State of the City Luncheon, Connecting Business to Government**

The Santa Barbara South Coast Chamber of Commerce is proud to announce the return of its largest signature event of the year, the State of the City. Set to take place on Friday, April 12 from 11 AM to 2 PM at the Hilton Santa Barbara Beachfront Resort, this annual gathering is a key event for the business community across Goleta, Santa Barbara, and Carpinteria as it represents a unique convergence of vision, leadership, and collaboration that is critical for the future success of our local economy and community at large.

At the core of the luncheon is the opportunity to hear directly from the Mayors and City leaders of Goleta, Santa Barbara, and Carpinteria. Attendees will hear presentations from City of Goleta Mayor Paula Perotte, City of Santa Barbara Mayor Randy Rowse, and City of Carpinteria Mayor Al Clark. These presentations are more than updates; they are a vision into the strategic direction of our region, offering insights into projects and initiatives that shape our economic landscape. The discussions will cover a broad spectrum of topics crucial to business growth and sustainability, including economic development, infrastructure improvements, public safety, and community services.

Following the presentations, a panel discussion with the city leaders will provide depth and context to the updates, allowing for a richer understanding of how these strategies and projects will impact the business community. This discussion will include Goleta City Manager Robert Nisbet, City of Santa Barbara Assistant City Administrator Rene Eyerly, and Carpinteria City Manager Michael Ramirez. This dialogue is an invaluable part of the luncheon, offering a forum for business leaders to understand more completely the vision presented by our civic leaders.

Networking opportunities at the event will further enhance its value, providing a space for business owners, entrepreneurs, and community leaders to connect, share ideas, and forge partnerships. These connections are the lifeblood of a thriving business ecosystem, fostering collaboration and innovation.

“The State of the City luncheon is more than an annual event; it is a commitment to the future of the South Coast's business community. It is an investment in understanding the challenges and opportunities that lie ahead, ensuring that businesses are not only prepared for the future but are active participants in shaping it” said Kristen Miller, President & CEO of the Santa Barbara South Coast Chamber of Commerce.

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Registration is now open. Tables for 8 or 10 are also available for purchase. For more information and to secure your attendance, visit SBSCChamber.com. For questions about the event, contact Chelsea at Chelsea@SBSCChamber.com.

We would like to express our sincere appreciation to the following sponsors who make this event possible:

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Interested in sponsorship opportunities and benefits? Please contact Michele at Michele@SBSCChamber.com

About Santa Barbara South Coast Chamber of Commerce

The Santa Barbara South Coast Chamber of Commerce, from Goleta to Carpinteria, is a regional business organization with the mission to help South Coast businesses, residents, and visitors thrive. Through leadership and collaboration, the Chamber is the principal economic development entity advocating for the business community. We engage with businesses, elected officials, and regional partners in proactive business initiatives that foster the South Coast's unique business environment and create opportunities for our communities. The Chamber is proud to represent local business members who create 75,000 jobs on the South Coast! To learn more, visit sbscchamber.com.

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