



Atascadero
CHAMBER OF COMMERCE



SLOCal Careers Business Retention Services: Q2 Summary (Oct 1 – Dec 31, 2023)

Program Overview

The Atascadero and South County Chambers of Commerce have a contract with the Workforce Development Board to provide WIOA Business Retention Services through the SLOCal Careers System. Simply stated, Chamber staff visit businesses, listen to challenges, provide resources, develop connections to the SLOCal Careers Center, and document activities in CalJobs.

Q1 WIOA Services

North County – Gloria Balderas/Eryk Nappi

- Business Assessments - 63 Businesses in Paso Robles, Atascadero, Templeton, Santa Margarita, and Cambria
- Contract allows for Gloria to work 5 days per week.

South County – Dale Aldrich

- Business Assessments - 43 Businesses in Nipomo, Arroyo Grande, San Luis Obispo and Pismo Beach.
- Dale hired in August, began learning CalJobs data entry in September.
- Contract allows for Dale to work 2 days per week.

- Restaurants are struggling due to increased wages. Increased wages leads to reduction in hours which affects customer service.
- Restaurants are struggling due to the increase in food costs.
- Wineries are seeing 20% to 50% reduction in wine sales as compared to last year and as compared to pre-pandemic sales.
- Some retail owners are experiencing a decline in sales. Their perception is that folks have less disposable income to spend on clothing and goods due to the price of gas, food, housing, and other necessities.
- Some niche and service businesses are doing well.
- Grant information is needed to help small businesses.
- Hiring qualified candidates remains a challenge.
- Employee retention.
- Revenue to purchase equipment to expand business.

Key Trends and Challenges

- Small businesses are struggling due to inflation, wage increases, parking (Paso, SLO).

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Outcomes

- 106 businesses visited.
- Sent grant information emails to over a dozen businesses.
- Sent 10 job developer references.

Additional Work Activities

- Grant resources via e-newsletters.
- Grant resources via quarterly newsletter.
- Grant resources on Chamber websites – spreading to Chambers around the state.
- Atascadero Chamber conducted a business walk and connected with 300 businesses to learn about challenges.
- Coordinated with SLO Chamber regarding SOAR program.