



### County of Santa Cruz Economic Development & Etsy Craft Entrepreneurship Program

Barbara Mason, Economic Development Coordinator  
County of Santa Cruz

## The Journey

- The email that started it all . . .

### **Economic Development from California**

#### **Dear Mr. Dickerson -**

The County of Santa Cruz is nestled adjacent to Silicon Valley and home to fantastic beaches, nine state parks and the Santa Cruz Beach Boardwalk. In our mix of businesses we have just over 8,000 home based businesses. I am suspecting that several of these are Etsy stores. My name is Barbara Mason and my role is the Economic Development Coordinator for this county. I am working on a new program to outreach to our home based businesses that sell products online. We have some resources to bring to the table to assist these businesses to grow and prosper. Santa Cruz County has the fifth largest population of artists per capita in the nation. Many of our artists sell items online and we are looking to grow this market segment. My question to you is this -- do you have any Etsy personnel in California that would work with us? Please let me know if you are interested --my direct phone is [831-454-2728](tel:831-454-2728) or you can email me at [barbara.mason@co.santa-cruz.ca.us](mailto:barbara.mason@co.santa-cruz.ca.us) .

## Working with Etsy Staff

- Adding government perspective
- Creative problem solving
- Access to sellers – or not



## Creating a Stakeholder Team

- Central Coast SBDC – main partner
- Second Harvest Food Bank
- Digital Nest
- USPS
- Opportunity Fund
- El Pajaro CDC
- Workforce Investment Board

- Santa Cruz Regional Artisans Association
- Cabrillo College
- CAMEO
- SCORE
- Santa Cruz Arts Council

## What We Provide

- 14 Hours of Training to Each Student
- Access to complimentary services that are still growing
- Regional Shipping Hub
- Follow Up Services with SBDC
- Exit Packets
- Shop Review & Graduation Ceremony
- The program is provided at NO COST to student



## Program Goals

- Provide training to students to open a home based business.
- 4 hours of photography training
- Entrepreneurial skills
- Pricing and cost of goods
- Branding products
- Marketing including social media
- Designed for \$10k ancillary income to start



## Current Stats

- Class 1: Watsonville, 32 Students
- Class 2: Aptos, 25 Students
- Class 3: Santa Cruz, 22 Students
- Every class is a “sell out”
- 100% graduation rate!
- 79 new businesses
- Cost per job/business is approx. \$95



## Additional Benefits

- Great press!
- Thank you's to electeds
- Supporting micro
- Growth potential
- Sales Tax



## We have expanded!

- We have sponsors! City of Santa Cruz and Cruzio Internet
- Bring your own laptop class
- Additional funding proposed in next budget
- Etsy Meet-ups, last one 92 attendees!

## What's Next?

- Continuing with classes
- Continuing with Meet-Ups
- Local opportunities to sell & exhibit

## Interested?

- <https://www.etsy.com/craftentrepreneurship/get-involved>

