

Destination Development Event Grant Application

The establishment of the District Development Program is a requirement for the implementation the Healdsburg Tourism Improvement District Revised Management District Plan and is agreed upon by the City of Healdsburg and the Healdsburg Tourism Improvement District entered into January 1, 2018.

“District Development (DD) projects will be designed to improve the visitor experience in an effort to increase overnight visitation at assessed lodging businesses. As the usual number of rooms sold and room prices increase over time, the amount of available funds for the DD project will increase. During the five (5) year term of the District, a minimum of twenty-two and one-half percent (22.5%) of the annual budget shall be used for DD projects. Working collaboratively with the City, the Chamber’s HTID subcommittee will develop specific DD funding criteria. The City and the Chamber staff shall have equal input to make recommendations to the Chamber’s HTID subcommittee for final project approval. The award of any public works contract for an approved DD project must be done in accordance with the Municipal Code requirements. Policies and procedures acceptable to both the Chamber and the City will be developed DD may include:

- a) Services designed to improve the visitor experience, such but not limited to, transportation and parking solutions.
- b) Improvements designed to improve the visitors experience, such as but not limited to benches, restrooms and lighting improvements.
- c) Activities designed to improve the visitor experience, such as but not limited to, Tuesday Music on the Plaza, Healdsburg Farmers Market, Healdsburg Center for the Arts, and/or creation of Arts, Cultural, and Educational activities.

The District Development Grant Program is a funding mechanism to support programs that enhance the visitor’s experience and drive overnight room stays within the city limits of Healdsburg, Ca.

There is no specific dollar amount budgeted each year. District Development funds are based on 22.5% of assessments collected annually.

The HTID may grant full, partial or no funding to an applicant. The timing of the grant funding is at the discretion of the HTID board which shall take into consideration the needs of individual applicants.

Applicants for the DD funding must complete and file an application with the HTID board. Supporting documents must include the following elements:

- a) Date, location and basic information regarding the proposed project, including contact information for organizers, officers.

- b) Statement as to whether the event is a recurring event.
- c) Explanation of what efforts will be utilized to drive visitors to in-town lodging and businesses.
- d) Describe how your event or project will positively affect the visitor experience, increase mid-week occupancy of hotels, and/or generate revenue for local businesses.
- e) Organization's track record
- f) If an event, how will it be promoted
- g) Amount of funding sought
- h) Show proof that the project has necessary permits and permissions from all appropriate agencies or a statement of where the applicant is in the process.
- i) Statement as to whether the program/project will proceed if not funded by the HTID.

If a grant is provided by the HTID, the applicant is required to present data to the HTID within 90 days following completion of the event/project regarding use of funds, event attendance, and demonstration of how the event/project brought economic benefit to hotels and ancillary businesses.

Application Process

The application process is open all year. Submissions must be delivered to the Healdsburg Chamber of Commerce, 217 Healdsburg Ave. Healdsburg, CA 95448. Monday through Friday 10-4:00.