

# Area Demographics

217 Healdsburg Avenue, Healdsburg, CA 95448

(707) 433-6935 or 1-800-648-9922 (CA)

www.healdsburg.com



**Healdsburg** is situated between Fitch Mountain to the east and a range of low mountains to the west, and is located 75 miles north of San Francisco off Highway 101. Established in 1857, the earliest residents were members of the Pomo Indian tribe. In 1857, Healdsburg was incorporated and developed around a central Spanish-style plaza. This unique plaza is one of the few remnants of early California town planning existing in the U.S. today. Historic homes and quaint storefronts retain the flavor of Healdsburg's rich heritage.

**Demographic Facts (2010 Statistics):** Healdsburg encompasses approximately 3.56 square miles (2,276.5 acres) and serves a population of 11,931 in a greater trade area of 50,000. There are about 900 businesses in town, employing more than 5,100 persons. Operating under a Council/Manager government, Healdsburg has a General Plan that is updated at five-year intervals.

**Race:** White-70%; Hispanic-29%; other-1%

**Language Spoken at Home:** (by persons 5 years and over): English-73%; Spanish-26%; other-1%

**Median Household Income:** (EST): \$65,000

**Average Age:** 40.8 years

**Number of Households:** 2012: 4,378; % Owner Occupied: 57.6%

**Altitude:** 106 feet

**Weather:** Snow free and smog free, the city is dry in summer with average temperatures ranging between 70 and 95 degrees, cooling off by evening. Winter's average rainfall is forty inches with temperatures ranging from 28 to 60 degrees, December through February.

**Housing:** Healdsburg offers a mix of classic and modern, rural and apartment/townhouse living. Average rental of a 1-bedroom apartment is \$900/mo; 2 bedroom apartments are \$1050/mo. House rentals are from \$1200/mo and up. Purchase price of a single-family dwelling starts at \$543,000; condos average \$375,000. Commercial downtown retail space rents for about \$4.00/sq.ft; warehouse space is about \$.90/sq.ft.

**School:** Healdsburg has an award winning high school, one charter school (K-5), one junior high (6-8), and three elementary schools all on a semester calendar. Also available are an independent school (K-8), a parochial school (preschool-8), a Christian academy (9-12), pre-schools and day care centers. A 2-year college, Santa Rosa Junior College, is located 15 miles south. Sonoma State University is a four-year college located 22 miles south in Rohnert Park.

**City Services:** Police, fire, park and recreation facilities are city maintained, along with an independent electrical, water, and sewer utility system. A municipal airport allows additional access to the town, and local transit system provides transportation for residents and visitors.

## Community Parks and Recreation:

There are lighted tennis courts, picnic and playground facilities including the Healdsburg Family Playground in Giorgi Park. Historic downtown Plaza Park. Carson Warner Skate Park. Healdsburg Veterans Memorial Beach is open to the public for swimming, fishing, canoe rentals and picnics. A community swimming pool is open all year. The 9-hole golf course is located on 60 acres and includes a pro shop. Lake Sonoma is located 12 miles west of Healdsburg.

**Edwin Langhart Museum:** Specializing in the presentation of Northern Sonoma County history, the museum is in the restored historic library building at 221 Matheson Street. Exhibits are featured on a rotating basis, and are managed by The Healdsburg Museum & Historical Society.

**Library:** An 11,400 sq. ft. library, located at 139 Piper St., is part of the Sonoma County Library System. The book capacity is 35,000 with 15,000 volumes for children. It also houses the Sonoma County Wine Library.

**Hospital:** Healdsburg District Hospital is a full service, 49-bed acute care hospital, providing 24-hour emergency care via the Wetzel Family Emergency Room.

**Major Shopping Areas:** Downtown Plaza Area, Dry Creek Center, Healdsburg Center, and Vineyard Plaza.

**Major Industries:** Agriculture/wine, lumber, light manufacturing, tourism, small businesses. Industries most likely to grow: small businesses, tourism.

## Area Transportation Services:

Sonoma County Transit, 576-7433

Sonoma County Airport Express, Inc., 800-327-2024

Amtrak, 1-800-USA-RAIL

Golden Gate Transit, 541-2000

## Tax Revenues for 2010-2011:

Local Sales and other Taxes; \$2,372,115

Hotel/Motel Bed Tax; \$1,927,993

## Healdsburg Area Update -Large Employers (E=employees):

Bear Republic Brewing; 110 FTE: brewery pub

Big John's Market : \$14 million; 73 E; retail grocery

Capital Lumber Co.: \$25 million; 91 E; lumber/wholesale.

City of Healdsburg: \$41.6 million/annual budget; 113 FTE

Clos du Bois: 120 E; constellation brands

Copperfield's Books: \$7.9 million; 90 E; books and gifts

Drycreek Vineyard: Winery & tasting room

E & M Electirc & Machinery, Inc.; \$20.8 million; 90 E; industrial automation

Entraco: \$3.3 million; 43; cables/couplings

Ferrari-Carano: Winery & tasting room

Gallo Sonoma: \$35 million; 100; winery

General Dynamics: \$22 million; 160; aerospace engineering

Healdsburg District Hospital: \$38 million; 364

Healdsburg Lumber: \$7 million; 60; lumber

Healdsburg Unified School District: \$17 million; 220

HLC, Inc. \$18.4 million; 74; building materials

Hotel Healdsburg, LLC: 150 +/-; tourism industry

Jordan Vineyard & Winery: \$29.5 million; 98; winery & tasting room

Klein Family Vintners: \$40 million; 275; winery

Max Machinery: \$8 million; 55; flow meters/urethane dispensers

Meade Clark:

Merryvale Vineyards; \$20.8 million; 40; winery & tasting room

Nu Forest Products: \$15 million; 49 lumber

Rodney Strong Vineyards; \$95 million; 150; winery & tasting room

Safeway: retail grocery

Seghesio Family Vineyards; \$18; 55

Silveira Pontiac, Buick, GMC: \$29.8 million, 47; auto sales

Simi Winery: \$41.5 million; 55; winery

Syar Industries: \$30 million; 90E; asphalt/concrete, grapes

The Belli Corporation; \$8 million est; 35 E; winery equipment manufacturing

## Sonoma County Demographics: 2010 Census

Geographic Area: 1,512.72 sq. miles

Population: 481,765

Median Age: 38

# Relocation Guide

217 Healdsburg Avenue, Healdsburg, CA 95448

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[www.healdsburg.com](http://www.healdsburg.com)

"Healdsburg Hub" : Download the free app today!



## NEWS SOURCES:

Healdsburg Tribune, 230 Center St, 433-4451  
North Bay Business Journal, [northbaybusinessjournal.com](http://northbaybusinessjournal.com)  
Press Democrat, Santa Rosa, 575-7500  
The Patch [www.healdsburg.patch.com](http://www.healdsburg.patch.com)

## REALTORS, RELOCATION SERVICES

**cr/cs=commercial rental/sales, rr/rs=residential rental/sales, ll=lots, land sales/lease, ex=property exchanges, v=vineyard sales/lease; w=winery sales/lease**

Acacia Exchange Services Inc., 431-1906 (ex)  
BirdSong Property Management, 433-1984 (rr)  
Century 21 Northbay Alliance Hbg. 888-9115 (cr,cs,rr,rs)  
Coldwell Banker, Giovannoni & Cooper, 433-3397 (cr,cs,rr,rs)  
Dayton & Tremont Real Estate, 433-4476 (cr,cs,rr,rs,ll)  
Engel & Völkers, 473-8944 (rs,cs)  
Foss Creek Partners, 433-2240 (cs)  
Fowler Associates Cir, 433-0405 (rs)  
Gary L. Sumner, Coldwell Banker, 535-8732 (rs,cs)  
Healdsburg Realty, 433-6555 (cr,cs,rr,rs)  
Healdsburg Investors, 916-436-2600  
Healdsburg Property Management, 433-8899 (rr)  
Healdsburg Sotheby's International Realty, 433-6555 (cr,cs,rs,v,w)  
Michael Laird, RE/Max Full Spectrum, 206-5606 (cr,cs,rs)  
Next Investments, Inc., 696-6011, (cr)  
North County Properties, 857-1728 (cs,cr,rr,rs,v,w)  
Pacific Union | Christie's International Real Estate, 547-3800 (cs,rs)  
Phelps-Baskin Investment Group, (650) 321-8520  
Quaker Hill Development Corp., P.J. Lenz, 431-1780 (cs,rs)  
RE/MAX Full Spectrum, 433-2000, (cs,ll,rs,v,w)  
Sauer Properties, 433-3336 (cs)  
Sotheby's International Realty, 431-0777 (ll,rr,rs,v)  
SVI Healdsburg, LLC (949) 566-0000  
TurnKey Vacation Rentals 721-2945 (rr)  
Vanguard Properties, 433-7775 (cs,ll,rs,v)  
Wright Realty, 838-3200 (cr,cs,rr,rs)

## FINANCIAL SERVICES: CREDIT UNIONS, BANKS, SAVINGS & LOANS, MORTGAGES

American River Bank, 412 Center St, 431-8800  
Bank of Marin, 1260 Healdsburg Ave., Ste 201, 658-4233  
Bank of the West, 450 Center St, 431-4100  
Brush Bernard Account, Certified Public Accountants, 433-8800  
Burr Pilger Mayer, Inc, Accountant, 544-4078  
Community First Credit Union, 32 North St, 431-1051  
DLH Realty Capital, 578-7800  
Exchange Bank, 1031 Vine St, 433-0400  
Guild Mortgage Co., 1201 Vine St, #102, 385-8474  
Hunt Conrad | Wells Fargo Bank, 328-1233  
North Bay Credit Union, 1357 Healdsburg Ave, 584-0384  
Mangali Accountancy, Inc. 431-0600  
Mork Capital Management, 235 Healdsburg Ave, Ste 204. 431-1057  
Paul Sullivan, CFP(R)LPL, Financial Advisor, 132 Mill St, Ste 203, 433-6313  
SoFi Lending LLC, 375 Healdsburg Ave, Ste 280, 473-3000  
Summit State Bank, 1001 Vine St, 433-5959

Thurrow Wealth Management, Financial Advisor, 239 A Center St, 431-8898  
Umpqua Bank, 1115 Vine St, 431-8866  
WestAmerica Bank, 511 Healdsburg Ave., 473-4390  
Westwater Financial, Inc., 8979 Condo Lane, Ste. C., Windsor, 419-3070  
Wolcott Financial Solutions, Inc., 638 Healdsburg Ave., 433-3311

## MEDICAL SERVICES

Alliance Medical Center, 1381 University St, 433-5494  
Animal Medical Center of Healdsburg, 16085 Healdsburg Ave, 433-4493  
Healdsburg District Hospital, 1375 University St., 431-6500  
Healdsburg District Hospital Med Ofc, 1310 Prentice Dr., Suite A, 473-8445  
Healdsburg District Hospital Medical Center, 1540 Healdsburg Ave, 473-4400  
Memorial Beach Veterinary Hospital, 15 Healdsburg Ave, 433-6916

## SCHOOLS & TUTORING

Administration, Healdsburg Schools, 1028 Prince St., 431-3488  
Alexander Valley Elementary, 8511 Hwy 128, 433-1375  
Healdsburg Community Nursery School, 444 1<sup>st</sup> St., 433-1817  
Healdsburg Elementary and Charter School(s):  
K-2, 400 1st St., 431-3440;  
Grades 3-5, 520 Monte Vista Ave., 473-4449  
Healdsburg High School, 1024 Prince St, 431-3420  
Healdsburg Junior HS, 315 Grant St, 431-3410  
Little Lambs Preschool, 1402 University St, 433-5779  
Live Oak Pre-School, 75 W. Matheson St, 433-1543  
Marce Becerra Academy, 1024 Prince St, 431-3449  
Pine Tree Preschool, 20 Adeline Way, 888-7542  
Rio Lindo Adventist Academy, 3200 Rio Lindo Ave, 431-5100  
St. John the Baptist Catholic School, 217 Fitch St, 433-2758  
The Healdsburg School (K-8), 33H Healdsburg Ave., 433-4847  
West Side Union Elementary, 1201 Felta Rd, 433-3923

## COMMUNITY SERVICES

Airport (STS), Sonoma County Charles M. Schultz, 2200 Airport Bl, Santa Rosa, 565-7243  
Airport, Healdsburg, 1580 Lytton Springs, 433-8540  
Cable, Comcast, 3242 Airway Drive, Santa Rosa, 1-800-266-2278  
Cemetery, Oak Mound, 601 Piper St, 433-4582  
Electricity, Water, Sewer, Billing, 431-3307  
Exclusive Property Management, 696-1585  
Disposal & Garbage/Northbay Corp., 585-0291  
Dump, County-166 Alexander Valley Rd, 433-5631  
Dump, Recycle at the Dump - 433-0321  
Gas—PG&E, P.O. Box 26, Geyserville, 1-800-743-5000  
Healdsburg City Hall, 401 Grove S, 431-3316/3317  
Healdsburg City Community Services/Parks & Rec, 1557 Healdsburg Ave, 431-3301  
Healdsburg City Planning Department, 435 Allan Court, 431-3346

Healdsburg, City website <http://cityofhealdsburg.org/>  
Healdsburg Fire Dept, 601 Healdsburg Ave, 431-3360 (non-emergency)  
Healdsburg Museum, 221 Matheson St, 431-3325  
Healdsburg Police Dept, 238 Center St, 431-3377  
Healdsburg Senior Center, 133 Matheson St, 431-3324  
Library (public) & Wine Library, 139 Piper St, 433-3772  
Post Office, 1 Foss Circle, Healdsburg, 433-9276  
County Animal Services, 1247 Century Court, Santa Rosa, 565-7100  
Humane Society Healdsburg Center, 14242 Bacchus Landing Way, 280-9632  
North Sonoma County Services, 443 Hudson St., 433-6161  
Telephone AT&T; Within CA; 1-800-310-2355; Outside collect 916-593-2310  
Verizon Wireless, 1087 Vine Street, 800-922-0204  
Vista Broadband Networks, 3020 Santa Rosa Ave, Ste E, Santa Rosa, 792-3304

## Employment, Business Consultants

Dolan Wine Business Consulting, 764 Alexander Valley Rd., 332-4805  
Fritz Law Offices, 578-8212  
Houlihan and Jones, P.O. Box 400, Forestville 95436, 887-8500  
Job Tango, 596-8388  
North Coast Score Chap 450, 571-8342  
Star Staffing, 433-5554; Toll-free Ukiah 462-1113  
Towering Phoenix Coaching LLC 395-0576  
Woznicki Consulting, 478-9153

## PERSONAL SERVICES

H2O at Home, 477-9099

## STORAGE/MOVING /LOCKSMITH

A Plus Locksmith, 431-0400  
AAAction Rents, 431-3544  
Double 'O' Mini-Storage, 433-6563  
Russian River Covered RV Storage, 433-8900  
Empire Mini Storage, 433-3307  
Redwood Moving & Storage, 433-2240

## INSURANCE AGENTS

Brandt Insurance, 433-4436  
Durler Insurance, 433-3344  
George Petersen Insurance Agency, 525-4150  
Nancy Milliard, 431-2742  
State Farm | Esquivel Ins Agency, 433-4207  
Vantreo Insurance Brokerage, 546-2300

## CIVIL ENGINEERING & LAND SURVEYOR SERVICES

**ce=civil eng; ls=land survey**  
Atterbury and Associates, Inc., 433-0134 (ce)  
Cinquini & Passarino, Inc., 433-9760, Toll free 953-4976 (ls)  
Curtis & Associates, 433-4808 (ce, ls)  
Doble Thomas & Associates, Inc., 433-6792 (ce, ls)  
Munselle Civil Engineering, 395-0968 (ce, ls)  
Swicegood Civil Engineering, 480-3111 (ce)

See our "Business Directory" for more businesses.

All Area Codes (707) unless otherwise noted. 4/4/2018