

Area Demographics

217 Healdsburg Avenue, Healdsburg, CA 95448

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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. A full service, 49-bed acute care hospital, 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:

Amtrak, 1-800-USA-RAIL

Golden Gate Transit, 541-2000

Sonoma County Transit, 576-7433

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

Sonoma Jet Center (Sonoma County Airport), 523-2800

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 Electric & 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