



## **District Development (DD) and the Healdsburg Tourism Improvement District (HTID)**

The District Development Program is an element of the Healdsburg Tourism Improvement District's (Stay Healdsburg) Management Plan, an agreement entered into by the City of Healdsburg and the Healdsburg Tourism Improvement District as of January 1, 2023.

**District Development (DD) projects will be designed to improve the visitor experience AND increase overnight visitation at assessed lodging businesses.** Working collaboratively with the City, the Chamber has developed specific DD funding criteria.

### **DD Projects/Events Policy:**

- Services designed to improve the visitor experience, such as but not limited to, transportation and parking solutions;
- Improvements designed to improve the visitor experience, such as but not limited to, benches, restrooms, and lighting improvements;
- Activities designed to improve the visitor experience, such as but not limited to, Tuesday Music on the Plaza, Healdsburg Farmers Market, Healdsburg Center to the Arts, and/or creation of new Arts, Cultural, and Educational activities.
- Organizations are permitted to file as many applications as they wish for individual events, but only one application, per event, per year.

The grant cycle will open twice a year to fund events and activations for the Spring/Summer and the Fall/Winter. After each application deadline, the DD Committee will meet in accordance to the Brown Act to review the applications and make a recommendation to the Chamber Board of Directors. The Chamber Board will vote to approve all grant recommendations during the next regularly scheduled meeting. The DD Committee and Board will review all applications with the following criteria:

### **Funding Criteria & Review Procedure:**

- How the event/project will be marketed to destination travelers outside of the area.
- Timing of the event/project. The goal is to avoid multiple events on the same day and to support initiatives that drive mid-week, shoulder-season, and multi-night stays.
- How the event/project will measure overnight stays in Healdsburg.
- How the event/project enhances the current visitor experience.
- If the event/project has received funding before, the committee will review the most recent event recap to review metrics used to show increases in attendance and event growth.
- If outside vendors or event staff require overnight accommodations, preference should be given to [Stay Healdsburg](#) lodging partners.



### **Scoring Rubric:**

Each application will be scored on the following criteria by each member of the District Development Committee, then the average score will be taken to determine the amount of funds to be awarded.

- **Heads in Beds (1 - 10):** Does this event create potential to increase overnight visitation?
- **PR Opportunity (1 - 10):** How this event will be marketed to destination travelers and how Stay Healdsburg can utilize the event to promote future overnight travel.
- **Visitor Experience (1 - 10):** Does the event enhance the visitor experience?

If a DD grant is awarded by the Board, the applicant must agree to ensure the Chamber/Stay Healdsburg logo, branding, and website is used appropriately on all event materials and every effort is made to promote the entire Healdsburg destination. DD grants are highly competitive. Partial or no funding for particular events is not uncommon, and is not a judgment by the Chamber Board of the inherent value of the event to the Healdsburg community, but rather reflective of the funding priorities required by the Tourism Improvement District statute, and the City Ordinance under which the grants are governed.

At the conclusion of the funded event/project, grantees must submit a written recap report which includes attendee information, use of the funds, and the project's overall success. This report is to be submitted to the Chamber within 30 days following the completion of the event or project in order to be eligible for a future grant.

If the approved event will not take place on the proposed date due to a cancellation or postponement, or if the base premise of the event is modified or restructured in any way, the grantee must contact the Chamber at [info@healdsburg.com](mailto:info@healdsburg.com) as soon as possible for the DD Committee and Board of Directors to review the changes. The Chamber Board of Directors reserves the right to request a full or partial refund of grant monies should the event not take place on the proposed date or the structure no longer meets the above policies and procedures of DD events/projects to the same extent.