

STAY HEALDSBURG

Sonoma Wine Country



HEALDSBURG
CHAMBER

ANNUAL REPORT 2024

ABOUT STAY HEALDSBURG

Developed and managed by the Healdsburg Chamber of Commerce (the Chamber), the Healdsburg Tourism Improvement District (HTID), referred to as Stay Healdsburg, is an assessment district proposed to provide specific benefits to assessed properties, by funding marketing and sales promotion efforts and district development programs for assessed businesses.

Per the 2023-2032 Management District Plan, the Chamber of Commerce Board of Directors consists of 30% HTID lodging partners and Stay Healdsburg serves as the tourism marketing department of the Chamber. HTID business is discussed at the Board of Directors meetings, Marketing Committee meetings, and District Development Sponsorship Committee meetings.



MEET THE TEAM

2024 Board of Directors

Mike Brennan, Mill District, Board Chair
Jim Heid, Craftwork, Vice Chair
Maggie Curry, Jackson Family Wines, Past Chair
Bill Smart, Martinelli Winery, Treasurer
Heidi Dittloff, Longboard Vineyards, Secretary
Beryl Adler, Black Oak Coffee & Acorn Cafe
Katie Ambrosi, Wilson Artisan Wines & Artisan Lodges
Nancy Brandt, Brandt Insurance
Erika Dawkins, Bon Ton Studio + bon ton baby
Doug Kaminski, Montage Healdsburg
Aaron Krug, Krug Hotels (The Lodge at Healdsburg & Dry Creek Inn)
Katy Nestor, Healdsburg Lumber Co.
Circe Sher, Piazza Hospitality

2024 Marketing Committee

Heidi Dittloff, Longboard Vineyards, Committee Chair
Doug Kaminski, Montage Healdsburg
Aaron Krug, Krug Hotels
Brook Ross, Cottages at Healdsburg
Dan Dougherty, Wine Country Buzz
Rose Jimenez, Costeaux French Bakery
Maggie Curry, Jackson Family Wines
Circe Sher, Piazza Hospitality
Erika Dawkins, Bon Ton Studio + bon ton baby
Oceanna Ingram, Wilson Artisan Wines & Artisan Lodges

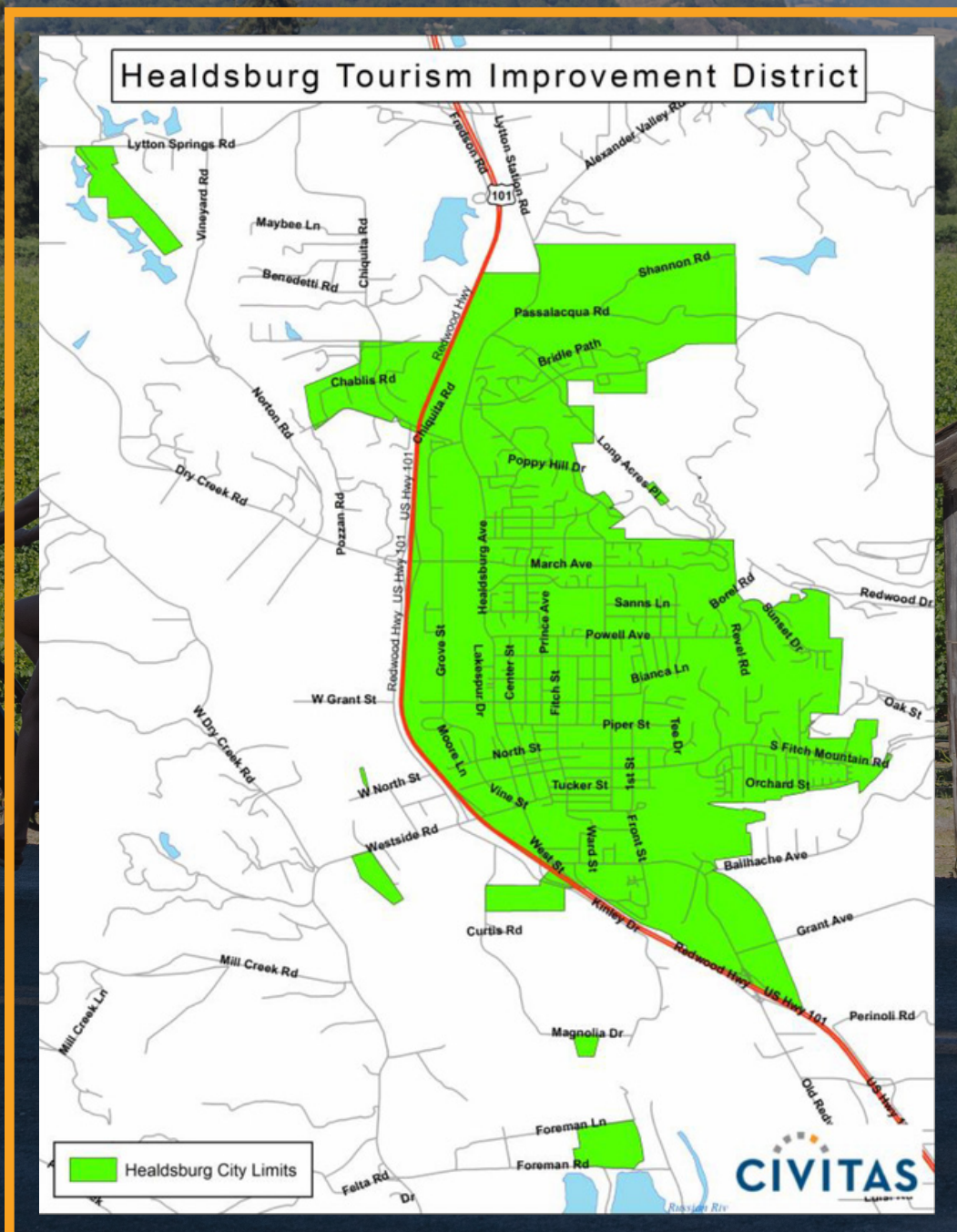
2024 District Development Committee

Circe Sher, Piazza Hospitality, Committee Chair (Chamber Board Member)
Evelyn Mitchell, Healdsburg City Council Member
Alex Harris, Harris Art Gallery + Wine (Business Member)
Carol Beattie (Resident)

ASSESSED PROPERTIES & BOUNDARY

The HTID includes all lodging businesses (including all lodging businesses located on the premises of a winery), existing and in the future, available for public occupancy within the boundaries of the City of Healdsburg.

The boundary, as shown in the map below, currently includes thirty (35) lodging businesses per registration with the City of Healdsburg.



2024 PR & SOCIAL REPORTING

374 MILLION
Media & Influencer Impressions
Exposure in Key Markets. 11% Increase YoY.
*Impressions do not include syndicated coverage.

179 PLACEMENTS
Resulting from Earned Media
79% Increase YoY.
*Goal of 140 surpassed.

40% SHARE OF VOICE
Dedicated Coverage for the Year's Priority Initiatives
*Goal of 40% met.

64 PLACEMENTS
Resulting From Group Press Trips
*Coverage includes results from December 2023 MICE FAM, June 2024 FAM, and Season to Sparkle FAMs.

24 MEDIA HOSTINGS (IMVs & FAMs)
Journalists Hosted: **Michael McCarthy**, Modern Luxury, **Erin Dixon**, Dossier, **Karla Pope**, Good Housekeeping, **Jeanette Settembre**, Barron's Penta & MSN, **Rona Berg**, Forbes & Saveur, **Julie Wolfson**, Cool Hunting, Food & Wine, Los Angeles Times, Hotels Above Par, **Carrie Bell**, TripSavvy, Reader's Digest, Rolling Stone, etc., **Emily Hart**, UPROXX, Business Insider, TODAY etc., **Aislyn Greene**, AFAR, **Nina Hahn**, AFAR, Chicago Magazine, Travel + Leisure, Condé Nast Traveler, **Laurie Werner**, Forbes, **Nate Storey**, Surface, **California Chaney**, FATHOM, **Michael Goldstein**, Forbes.

Influencers Hosted: **Nicole Keshishian** (@KaleJunkie, 2.5M Followers), **Natalie Marshall** (@CoporateNatalie, 1.2M Followers), **Emily Men** (@Emilymen, 186K Followers), **Hanna & Sara Montazami** (@hannamontazami, 96.9K Followers & @saramontazami, 106K Followers), **Adam McCabe & Cole Robbins** (@atlfoodiesofficial, 181K Followers), **Allie & Becca Clegari** (@Ladyandthegentlewoman, 74.8K Followers), **Brett Firdman** (@BrettFirdman, 109K Followers), **Danica Janae** (@bynicalina, 125K Followers), **Mackenzie Dudzik** (@mackenziedudzik, 176K Followers).



SOCIAL MEDIA

1

MILLION

Impressions from Organic & Paid Content

4k

NEW FOLLOWERS

Gained from Across All Channels

19.6k

SOCIAL ENGAGEMENTS

(likes, comments, shares, clicks)

84

PARTNERS FEATURED

In Posts & Reels

SHOWS ATTENDED

- **Northstar Meetings Groups**

Trade shows focused on meeting and group planners.
Each show was 20+ one-on-one appointments with planners with active RFPs.

- Destination CA
- Luxury & Wellness Meetings

- **Visit CA San Francisco Media Reception**

- **Visit CA Los Angeles Media Reception**

- **Representation at:**

Visit CA Outlook Forum, CalTravel Summit,
Cal Travel Board Meetings, Visit CA Board Meetings

AWARDS

- **Finalist for:**

Best DMO/CVB for Northstar Meetings
Group's Stella Awards

- **One of the Best:**

"Wine Country Escapes" for Sunset Magazine's
Travel Awards

- **#8 Best Small City**

for Conde Naste Traveler's Readers' Choice Awards

- **#3 Best Christmas Town**

for Newsweek's Readers' Choice Awards

AUDIENCE INSIGHTS

CORE MARKETS:

San Francisco–Oakland– San Jose, Sacramento–Stockton–Modesto, Los Angeles

GENERAL AUDIENCE

40.1m

Addressable Audience

Demographic Info	High Media Engagement	Top Interests	Top Values
<ul style="list-style-type: none">• 53% male• 47% age 25-44• 46% HHI \$100K+• 47% college/post grad degree• 56% are married• 59% w/out children under 18	<ul style="list-style-type: none">• Social Media• Internet Video• Television	<ul style="list-style-type: none">• Going to Movies• Went Running or Jogging• Exercising Regularly	<ul style="list-style-type: none">• Acquiring Wealth & Influence• Caring for Nature• Freedom to Be Creative
	Messaging Recommendations		
	<ul style="list-style-type: none">• Prestige, importance, prosperity and power attained by accumulating wealth• Unity with nature, safekeeping and conservation• Innovation, originality, and cleverness		

WINE ENTHUSIAST

725k

Addressable Audience

Demographic Info	High Media Engagement	Top Interests	Top Values
<ul style="list-style-type: none">• 66% male• 58% age 35-44• 88% HHI \$100K+• 79% college/post grad degree• 83% are married• 25% w/out children under 18	<ul style="list-style-type: none">• Social Media• Internet Video• Television• Podcasts• Radio	<ul style="list-style-type: none">• Going to Movies• Bicycling• Watched Women's Sports on TV, Online or in Person	<ul style="list-style-type: none">• Being in Charge and Directing People• Show Abilities and Be Admired• Maintaining a Good Public Image
	Messaging Recommendations		
	<ul style="list-style-type: none">• Assertive, commanding, and confident• Being admired, appreciated, successful, and acknowledged• Strong values and being a good citizen		

HEALTH & WELLNESS AUDIENCE

5.6m

Addressable Audience

Demographic Info	High Media Engagement	Top Interests	Top Values
<ul style="list-style-type: none">• 77% female• 61% age 18-34• 67% HHI \$100K+• 72% college/post grad degree• 50% are married• 65% w/out children under 18	<ul style="list-style-type: none">• Social Media• Podcasts• Internet Video	<ul style="list-style-type: none">• Following a Vegetarian/ Vegan Diet• Visiting Spas/Resorts• Yoga, Pilates or Meditation	<ul style="list-style-type: none">• Life Full of Excitement, Novelties, & Challenges• Freedom to Be Creative• Caring for Nature
	Messaging Recommendations		
	<ul style="list-style-type: none">• Adventure, inventiveness, excitement and variety in life• Innovation, originality, and cleverness• Nature, safekeeping and conservation		

A SEASON TO
Sparkle
STAY HEALDSBURG

EVENT OVERVIEW

A Season to Sparkle, held November 15 to December 31, was a festive celebration filled with daily activities, special menu offerings, and unique shopping finds. Creating unforgettable memories for patrons as they explored the town, where each weekend brought new events and cherished traditions around every corner.

127.2 **MILLION**
Media Impressions

PRESS PLACEMENTS

Good Housekeeping: The 35 Best Places to Spend Christmas in the USA

Marin Living: How to Celebrate the Holiday Season in Healdsburg

Observer: The Most Beautiful NorCal Hotels for a Holiday Escape

The Healdsburg Tribune: Here Come the Holidays, Ready or Not!

North Bay Business Journal: Healdsburg Plans Holiday Events to Promote Business

2 **FAM TRIPS**
Media Fam &
Influencer Fam

2.6 **MILLION**
Earned & Owned
Social Impressions

60k **PAID BRANDED IMPRESSIONS** through SEM &
sponsored email newsletters drove **5.4K USERS**
to the website with a **92% ENGAGEMENT RATE.**

OWNED EBLASTS, HOLIDAY SERIES:

2,798

DELIVERIES

50.1%

OPEN RATE

(1,402)

4.9%

CTR

(138)

DISTRICT DEVELOPMENT

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.

Events & Projects Supported

- Healdsburg Wine & Food Experience
- Healdsburg Jazz Festival 2024
- Songwriters in Paradise Healdsburg
- Esmeralda Edge Village
- American Legion 4th of July Fireworks (cancelled)
- 4th of July Kids Parade & Community Celebration
- The Bloodroot Ramble 2024
- 2024 Tuesdays Concerts in the Plaza
- Healdsburg Crush
- Corazon's Dia de Muertos Celebration
- AVFest Block Party
- Farm to Pantry Agri/Eco-Tourism Program
- Misterioso at The 222
- Winter Wine Road Events: Wine & Food Affair, Winter Wineland, Barrel Weekend
- Barndiva's Conversations Worth Having
- The 222 Winter/Spring Series
- Turkey Trot
- Passport to Dry Creek Valley
- TOWN Dinner Series
- Healdsburg Winter JazzFest
- Your River, Downtown Art Installation
- Anderson Valley White Wine Festival Partnership
- 2024 Merry Healdsburg
- The Raven Theater Winter/Spring Season

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FINANCIAL OVERVIEW

2024 Budget Actuals

REVENUE CATEGORIES	BUDGET	ACTUAL
City of Healdsburg TID/Operational Funds (Sales & Marketing)	\$875,000	\$1,015,866.98
Chamber Admin Fees Received	\$125,000	\$136,586.65
District Development Funds Received	\$187,500	\$179,281.58
TOTAL REVENUE	\$1,187,500	\$1,331,735.21

EXPENSE CATEGORIES	BUDGET	ACTUAL
Sales & Marketing	\$837,735	\$927,422.96
Chamber Admin Fees	\$125,000	\$104,501.16
District Development Funds Spent	\$187,500	\$182,500
Staffing Expenses	\$145,525	\$165,626.20
TOTAL REVENUE	\$1,295,760	\$1,380,050.32

Total Collections With Percent Change YoY

January:	\$52,560.77 (down 11%)
February:	\$66,068.49 (up 2%)
March:	\$87,589.19 (down 11%)
April:	\$114,811.46 (down 10%)
May:	\$149,282.00 (up 0.1%)
June:	\$140,101.95 (up 0.6%)
July:	\$128,425.19 (up 9%)
August:	\$141,973.43 (up 15%)
September:	\$170,655.93 (up 17%)
October:	\$150,198.97 (down 8%)
November:	\$100,097.93 (up 8%)
December:	\$75,894.91 (up 6%)
TOTAL:	\$1,377,660.22 (up 2%)

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