# STAY HEALDSBURG

*Sonoma Wine Country*



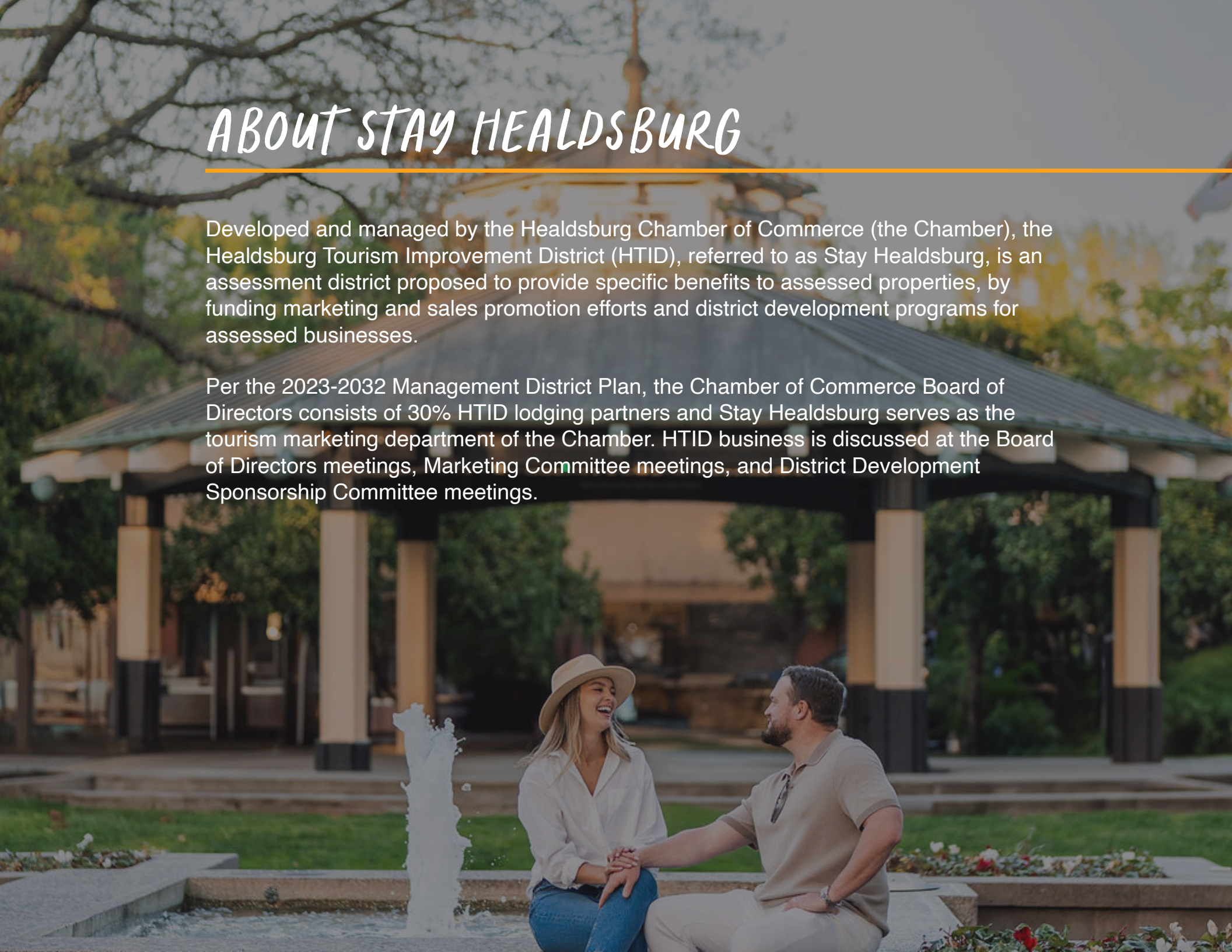
HEALDSBURG CHAMBER

# 2025 ANNUAL REPORT

# 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

## 2025 Board of Directors

**Jim Heid**, Craftwork, *Board Chair*
**Heidi Dittloff**, Longboard Vineyards, *Vice Chair*
**Mike Brennan**, Mill District, *Past Chair*
**Dan Maraviglia**, Passalaqua, Mazzoni, Gladden, Lopez & Maraviglia, LLP, *Secretary*
**Aaron Krug**, Krug Hotels (The Lodge at Healdsburg & Dry Creek Inn), *Treasurer*
**Katie Ambrosi**, Wilson Artisan Wines & Artisan Lodges
**Nancy Brandt**, Brandt Insurance
**Maggie Curry**, Jackson Family Wines
**Rose Jimenez**, Costeaux French Bakery
**Doug Kaminski**, Montage Healdsburg
**Katy Nestor**, Healdsburg Lumber Co.
**Circe Sher**, Piazza Hospitality
**Pat Williams**, Compass Real Estate

## 2025 Marketing Committee

**Maggie Curry**, Jackson Family Wines, *Committee Chair*
**Heidi Dittloff**, Longboard Vineyards
**Doug Kaminski**, Montage Healdsburg
**Aaron Krug**, Krug Hotels
**Brook Ross**, Cottages at Healdsburg
**Dan Doughtery**, Wine Country Buzz
**Rose Jimenez**, Costeaux French Bakery
**Ashley Mauritson**, PRA
**Kevin Sullivan**, Appellation Healdsburg
**Circe Sher**, Piazza Hospitality
**Erika Dawkins**, Bon Ton Studio + bon ton baby
**Oceanna Ingram**, Wilson Artisan Wines & Artisan Lodges
**Zach Dorman**, SingleThread Inn, Farm, and Restaurant

## 2025 District Development Committee

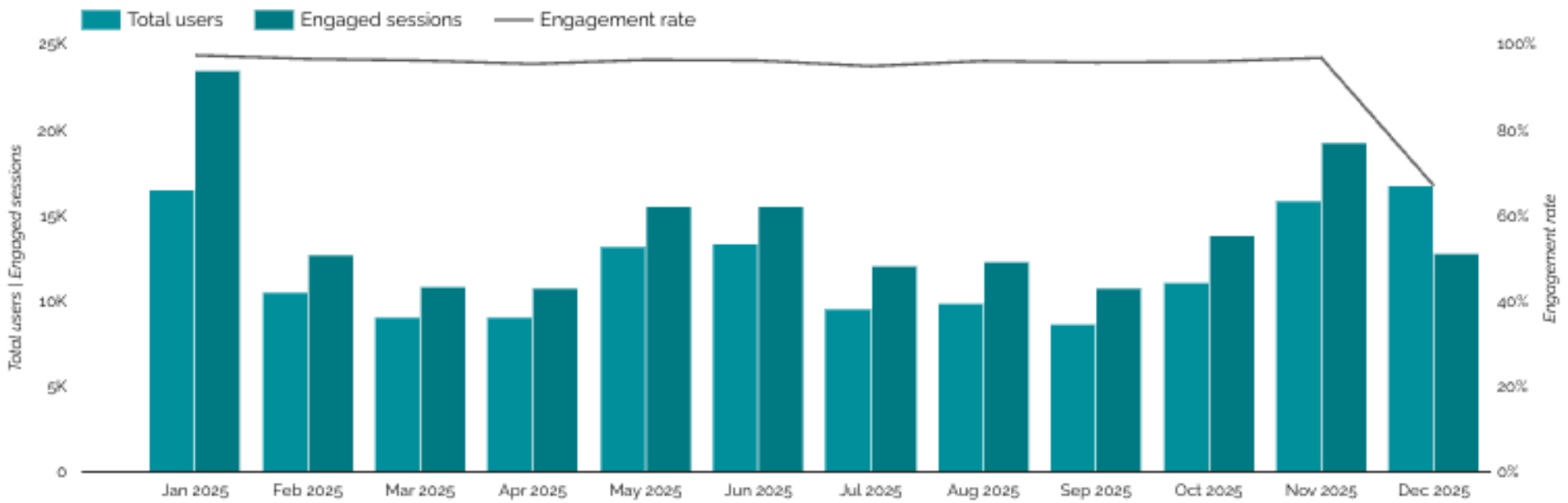
**Circe Sher**, Piazza Hospitality, *Committee Chair* (Chamber Board Member)
**Evelyn Mitchell,** Healdsburg City Council Member
**Alex Harris**, Harris Art Gallery + Wine (Business Member)
**Carol Beattie** (Resident)

# 2025 WEBSITE METRICS

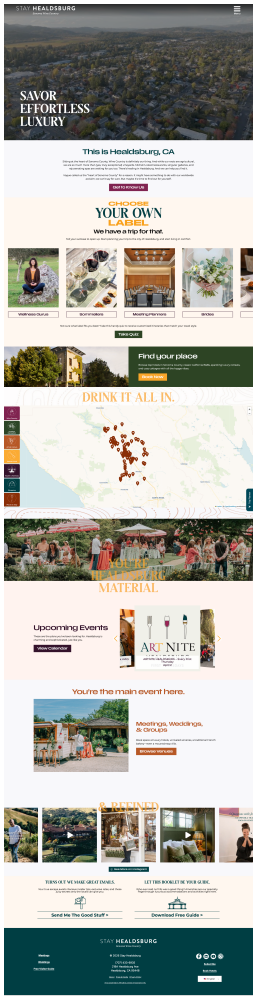
**169,978** **Engaged Website Sessions**
(1% Increase YOY)

**92.99%** **Engaged Rate**
(140% Increase YOY)

**2:33** **Average Session Duration**
(56% Increase YOY)

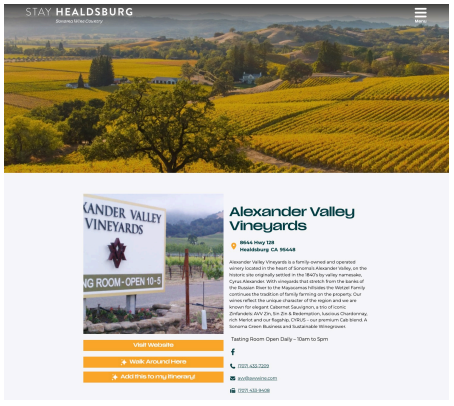


# StayHealdsburg.com





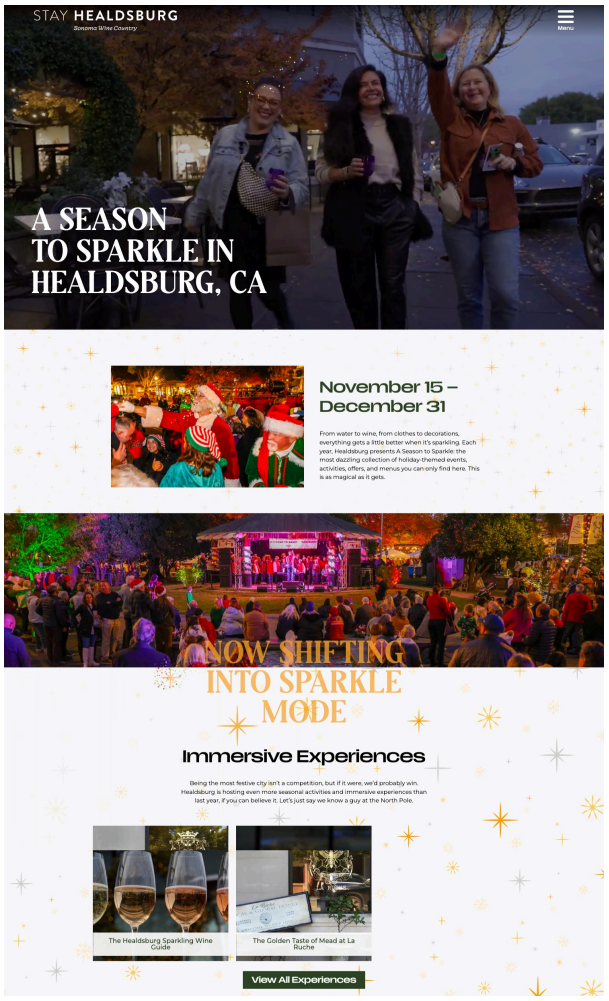











**Launch date: December 10, 2025**

# OVERALL ADVERTISING METRICS

**11.9m**
**Impressions**

**92.8k**
**Total Clicks**

**4.5k**
**Leads Generated**

## CHANNELS

Google, Meta, Simplifi, KQED, Sunset, Spotify, TripAdvisor, Marin Magazine, The Jetsetting Fashionista, Northstar, Small Market Meetings

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.

# 35 MILLION MEDIA IMPRESSIONS

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

## PRESS PLACEMENTS

**AFAR**: 10 Best Places to Visit in December
**Haute Living SF**: "A Season to Sparkle" Returns to Healdsburg
**There San Diego**: Healdsburg's "A Season to Sparkle" Makes the Perfect Holiday Road Trip
**Observer**: California's Most Charming Small Towns for a Quiet Holiday Retreat
**Business Insider**: California's Most Charming Small Towns for a Quiet Holiday Retreat

## OWNED EBLASTS, HOLIDAY SERIES:

| | |
|---|---|
| 23,746 | DELIVERIES |
| 46% | OPEN RATE |
| 3% | CTR |

## 1 INFLUENCER FAM TRIP

**3** influencer attendees, resulting in a total of **102** earned Instagram Posts & Stories, more than **717.8K** earned social impressions and **8.2K** earned social engagements.

## 2.6 MILLION

Earned & Owned Social Impressions

### OWNED SOCIAL CONTENT RESULTS INCLUDED:

- **55** total in-feed posts across Instagram and Facebook
- **11** collaboration posts with Stay Healdsburg partners
- **115K** organic social impressions from @stayhealdsburg posts
- **4.9K** organic social engagements from @stayhealdsburg posts
- **176** reposted Instagram Stories and Broadcast Channel messages
- **18.1K** paid link clicks from A Season to Sparkle ad campaign
- **160,000** paid branded impressions through sponsored emaiL newsletters and KQED radio spots, drove **12.3K** users to the website with a **72%** engagement rate.

# OWNED EMAIL MARKETING

**82,791**

**Total Consumer Emails Sent**

**4.891**

**List Size & Growth**

(how many leads added in 2025)

**48%**

**Average Open Rate**



# 2025 PR & SOCIAL REPORTING

**394 MILLION**
**Earned Media & Social Imp.**
From exposure in key markets.

**115 EARNED MEDIA PLACEMENTS**
Articles and social hits resulting from earned media efforts and hostings.

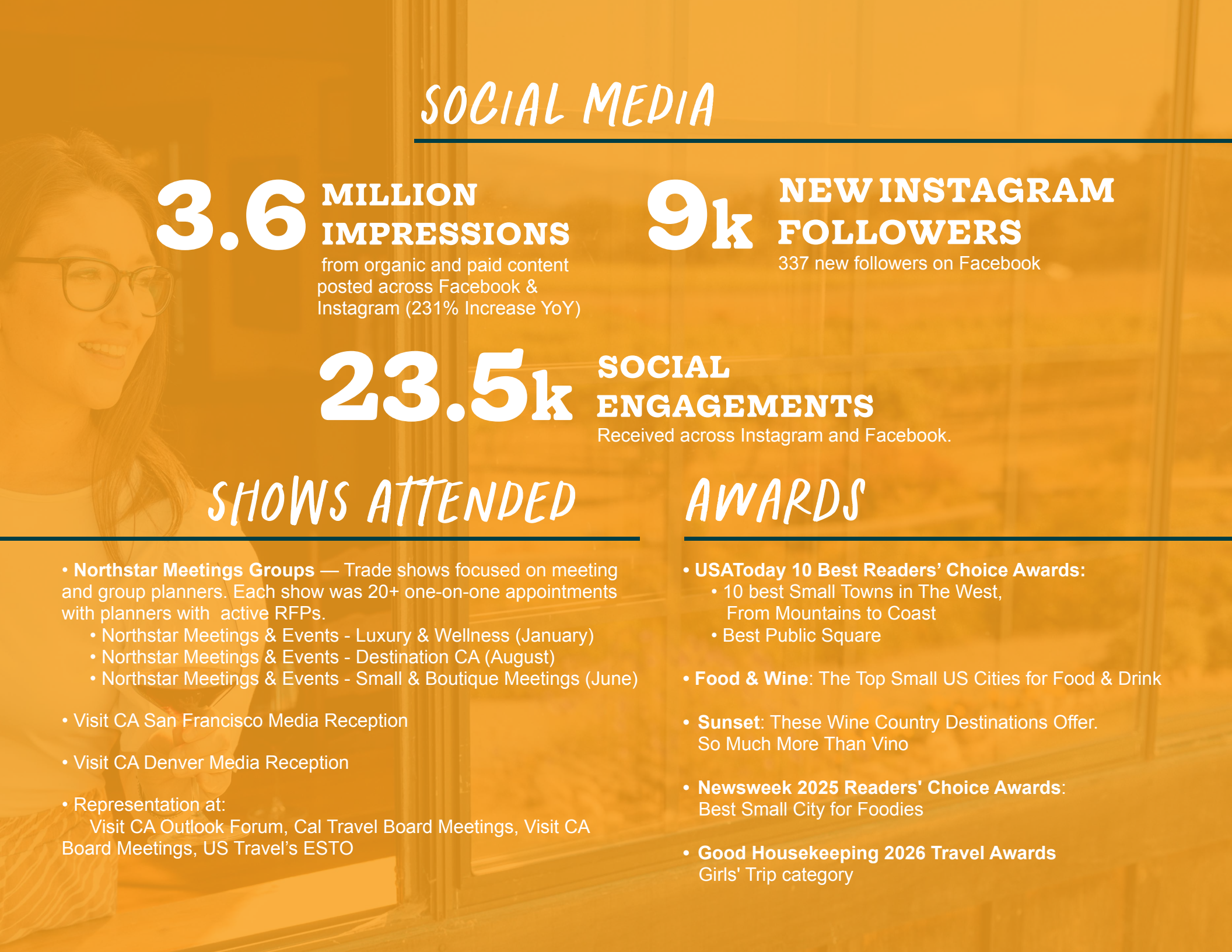
**38 INDIVIDUAL MEDIA VISIT PLACEMENTS (IMV)**
as a direct result of hosting individual visits for media and influencers.

**25 GROUP PRESS TRIP PLACEMENTS (FAM)**
placements resulting from group press trips

**32 MEDIA & INFLUENCER HOSTINGS (IMVs & FAMs)**

*Journalists Hosted:* Lyndsey Matthews, The Points Guy, Desiree Gutierrez, Dallas Observer, D Magazine, Success Magazine, Thrillist, Business Insider, InsideHook, Michele Stueven, LA Weekly, Fiona Chandra, Fodor's Travel, Thrillist, Yahoo Life, PureWow, Islands, Gabi De La Rosa, Texas Lifestyle Magazine, Lauren Mowrey, Food & Wine, Decanter, Forbes, Paul Caputo, Food & Wine, Decanter, Forbes, Keyla Vasconcellos, Forbes, Anna Katherine (AK) Clemmons, USA Today Go Escape, AFAR and Garden & Gun, Wendy Gillette, CBS News, Liza Zimmerman, Forbes, Kristin O'Hara, Good Housekeeping, Chelsea Davis, Forbes, Leah LeMoine, PHOENIX Magazin, Angelina Aragon, PHOENIX Magazine, Madison Rutherford, PHOENIX Magazine, Mirelle Inglefield, PHOENIX Magazine, Fran Miller, Haute Living San Francisco, JustLuxe, Alexa Tapia, Eat This, Not That!, Erin Rottman, 805 Living, Tamara Gane, USA Today 10Best, Tim Chan, The Hollywood Reporter, Rolling Stone, Variety, WWD.

*Influencers Hosted:* Carly Fisher @bookitblonde, Tiffany Ishiguro @tiffanyish, Emily Men @emilymen, Chelsea Davis @cheycheyfromthebay, Nicole Modic @kalejunkie, Danica Janae @bynicalina, Allie and Becca Calegari @ladyandthegentlewoman, Jessica Webb @jessonthewebb, Teresa Barajas @teresa_, Angeliah Clarke @ange_liah



# SOCIAL MEDIA

**3.6 MILLION IMPRESSIONS**
from organic and paid content posted across Facebook & Instagram (231% Increase YoY)

**9k NEW INSTAGRAM FOLLOWERS**
337 new followers on Facebook

**23.5k SOCIAL ENGAGEMENTS**
Received across Instagram and Facebook.

# 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.
  • Northstar Meetings & Events - Luxury & Wellness (January)
  • Northstar Meetings & Events - Destination CA (August)
  • Northstar Meetings & Events - Small & Boutique Meetings (June)

• Visit CA San Francisco Media Reception

• Visit CA Denver Media Reception

• Representation at:
Visit CA Outlook Forum, Cal Travel Board Meetings, Visit CA Board Meetings, US Travel's ESTO

# AWARDS

• **USAToday 10 Best Readers' Choice Awards:**
  • 10 best Small Towns in The West, From Mountains to Coast
  • Best Public Square

• **Food & Wine**: The Top Small US Cities for Food & Drink

• **Sunset**: These Wine Country Destinations Offer. So Much More Than Vino

• **Newsweek 2025 Readers' Choice Awards**: Best Small City for Foodies

• **Good Housekeeping 2026 Travel Awards** Girls' Trip category

# BALANCE SHEET

## Healdsburg Tourism Improvement District as of December 31, 2025

| DISTRIBUTION ACCOUNT | TOTAL |
|---|---|
| Assets | |
| Current Assets | |
| Bank Accounts | |
| 1000 Bank Accounts | -$375,355.68 |
| 1010 Cash in Banks | |
| 1020 Summit State Bank Ops #3477 | 125,000.00 |
| 1025 Summit State Bank ICS #2463 | 487,161.73 |
| 1027 Summit State Bank Debit #6514 | 5,910.00 |
| 1030 Checking - Exchange Bank #2351 | 221,580.87 |
| **Total for 1010 Cash in Banks** | **$839,652.60** |

| | |
|---|---|
| 1040 Available Funds by Class | |
| 1050 District Development Checking | 24,608.65 |
| 1055 District Development Savings | 205,630.04 |
| 1060 Savings 5% HBG | 167,248.18 |
| 1065 Emergency Funding 15% | 0.00 |
| 1010 Cash in Banks | |
| 1020 Summit State Bank Ops #3477 | 125,000.00 |
| 1025 Summit State Bank ICS #2463 | 487,161.73 |
| 1027 Summit State Bank Debit #6514 | 5,910.00 |
| 1030 Checking - Exchange Bank #2351 | 221,580.87 |
| **Total for 1040 Available Funds by Class** | **$397,486.87** |
| **Total for 1000 Bank Accounts** | **$861,783.79** |
| **Total for Bank Accounts** | **$861,783.79** |

| | |
|---|---|
| Other Current Assets | |
| 1045 Certificates of Deposit | 500,000.00 |
| 1047 Deposits Paid | 2,015.00 |
| **Total for Other Current Assets** | **$502,015.00** |
| **Total for Current Assets** | **$1,363,798.79** |
| **Total for Assets** | **$1,363,798.79** |

# BALANCE SHEET

| Liabilities and Equity | TOTAL |
|---|---|
| Liabilities | |
| Current Liabilities | |
| Credit Cards | |
| Summit Bank Credit Card xx8009 | -16,203.12 |

**Total for Credit Cards** **-$16,203.12**

| Other Current Liabilities | |
|---|---|
| 1400 Due to Healdsburg Chamber | -19,447.28 |

**Total for Other Current Liabilities** **-$19,447.28**
**Total for Current Liabilities** **-$35,650.40**

| Long-term Liabilities | |
|---|---|
| 2700 HTID Operations (City 5% Svngs) | 0.00 |

**Total for Other Current Liabilities** **$0.00**
**Total for Current Liabilities** **-$35,650.40**

| DISTRIBUTION ACCOUNT | TOTAL |
|---|---|
| Equity | |
| 3000 Opening Balance Equity | 10,938.50 |
| 3010 Retained Earnings | 1,489,609.34 |
| Net Income | -101,098.65 |

**Total for Equity** **$1,399,449.19**
**Total for Liabilities and Equity** **$1,363,798.79**

# FINANCIAL OVERVIEW

## 2025 Budget Actuals

| REVENUE CATEGORIES | BUDGET | ACTUAL |
|---|---|---|
| City of Healdsburg TID/Operational Funds (Sales & Marketing) | $945,000 | $1,058,215.51 |
| Chamber Admin Fees Received | $135,000 | $141,095.40 |
| District Development Funds Received | $202,500 | $211,643.08 |
| TOTAL REVENUE | $1,282,500.00 | $1,410,953.99 |

| EXPENSE CATEGORIES | BUDGET | ACTUAL |
|---|---|---|
| Sales & Marketing | $837,735 | $808,033.74 |
| Chamber Admin Fees | $125,000 | $154,370.40 |
| District Development Funds Spent | $187,500 | $194,000 |
| Staffing Expenses | $145,525 | $102,102.16 |
| TOTAL REVENUE | $1,295,760 | $1,258,506.30 |

## Total Collections With Percent Change YoY

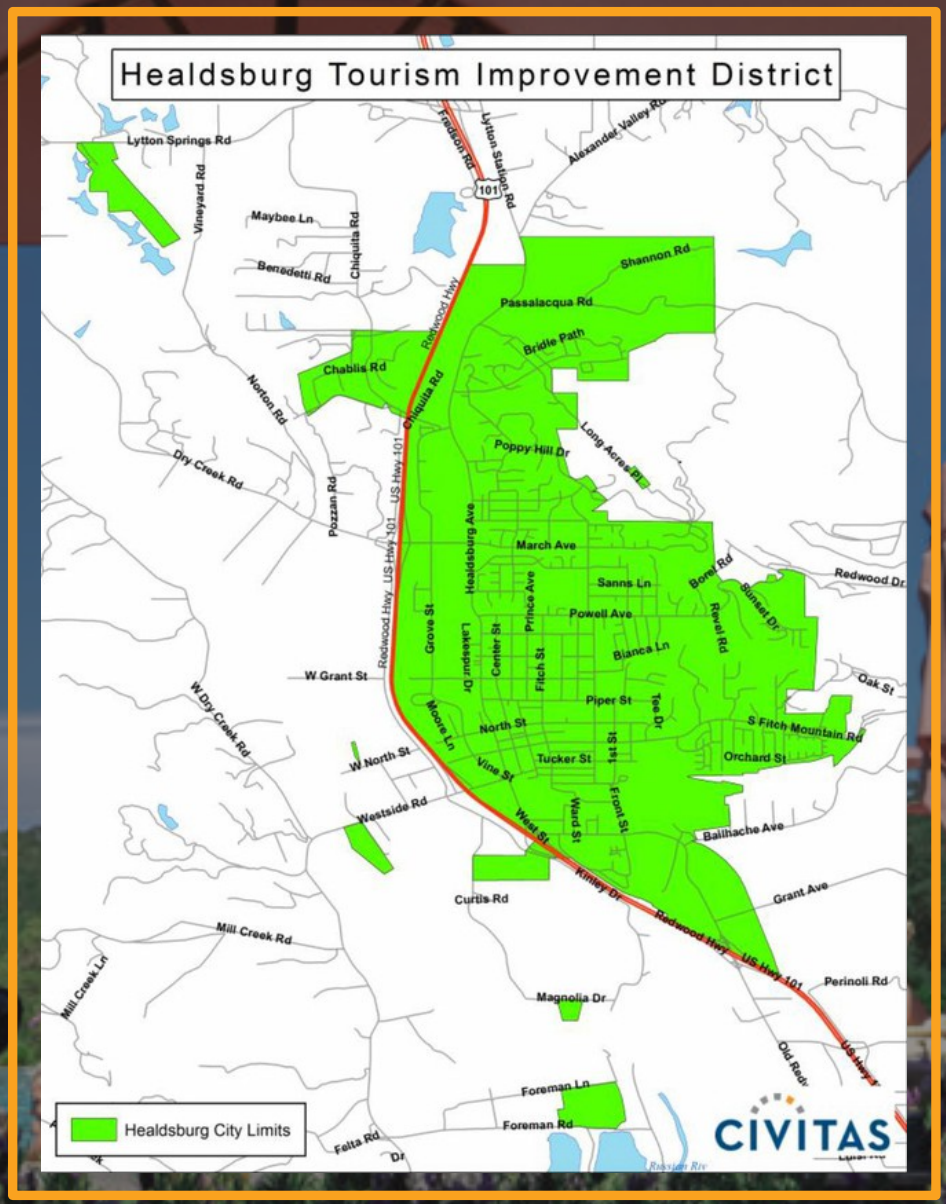
| | | | |
|---|---|---|---|
| January: | $58,239.97 (up 11%) | July: | $129,957.13 (up 1%) |
| February: | $63,624.56 (down 4%) | August: | $143,980.69 (up 1.5%) |
| March: | $76,898.75 (down 12%) | September | $147,477.52 (down 14%) |
| April: | $122,280.82 (up 7%) | October: | $173,886.00 (up 16%) |
| May: | $155,975.47 (up 4%) | November: | $112,240.54 (up 12%) |
| June: | $148,421.43 (up 6%) | December: | $77,971.03 (up 2.74%) |

**TOTAL: $1,410,953.99 (up 2.42%)**

# 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.




Appellation opened September 2025
River Belle Inn closed early 2025

# 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 Jazz Festival 2025
- Design Healdsburg 2025
- True West Film Center Grand Opening Celebration
- Songwriters in Paradise Healdsburg
- Edge Esmeralda
- American Legion 4th of July Fireworks
- 4th of July Kids Parade & Community Celebration
- The Bloodroot Ramble 2025
- 2025 Tuesdays Concerts in the Plaza
- Access Alexander Valley Wine Week & Grand Tasting
- Healdsburg Crush
- Corazon's Dia de Muertos Celebration
- ArtNite
- Winter Wine Road Events,
  Wine & Food Affair, Winter Wineland, Barrel Weekend
- Barndiva's Conversations Worth Having
- The 222 Summer/Fall Series
- 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
- 2025 Merry Healdsburg
- The Raven Theater Summer/Fall Concert Season
- The Raven Theater Winter/Spring Concert Season
- Wilson Artisan Wine & Grilling Competition
- Healdsburg Museum Exhibitions:
  "Many Paths to Healdsburg" & "Interwoven"
- 39th Annual Russian River Watershed Cleanup
- Healdsburg Future Farmers Country Fair & Parade
- Healdsburg Farmers Marketing

# STAY **HEALDSBURG**

*Sonoma Wine Country*