

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 1867, the earliest residents were members of the Pomo Indian tribe. In 1867, 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: Healdsburg encompasses approximately 3.56 square miles (2,276.5 acres) and serves a population of 11,814 in a greater trade area of 50,000. There are about 900 businesses in town, employing more than 5,700 persons. Operating under a Council/ Manager government, Healdsburg has a General Plan that is updated at five-year intervals.

Race: White-71%; Hispanic-28%; other-1%

Language Spoken at Home:

(by persons 5 years and over): English-82%; Spanish-15%; other-3%

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 \$800/mo; 2 bedroom apartments are \$950/mo. House rentals are from \$1050/mo and up. Purchase price of a single-family dwelling starts at \$575,000; condos average \$375,000. Commercial downtown retail space rents for about \$4.00/sq.ft; warehouse space is about \$.85/sq.ft.

School: Healdsburg has both a traditional and vocational high school, one junior high (7-8), 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; numerous courses are offered off-site at Healdsburg High School. The high school also has a satellite down link from Chico State. 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 11 miles west of Healdsburg.

Churches: Healdsburg is home for 19 churches, providing a strong base for community interaction.

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.

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.

Average Household Income: (EST): \$61,800

Average Age: 37.4 years

Number of Households:

2005; 4,680

Percent Owner Occupied: 60.3

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

Housing Developments: The Verandas; 37 single family units off Healdsburg Ave., Rich Ryan Sub-Division; single family units on Monte Vista Dr.; Burbank Housing Development Corp.; senior housing. Parkland Hills.

Major Industries: Agriculture/wine, lumber, tourism, small businesses.

Industries most likely to grow: small businesses, tourism.

Tax Revenues for 2007-2008:

Local Sales and other Taxes; \$2,503,298.36

Hotel/Motel Bed Tax; \$1,861,554.51

Largest Employers:

Employer: Gross annual revenues;

No. of employees; products or services

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

City of Healdsburg: \$14.5 million; 124

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

Gallo Sonoma: \$35 million; 100; winery

Healdsburg District Hospital: \$18.3 million; 252

Healdsburg Lumber: \$7 million; 60; lumber

Healdsburg School District: \$14 million; 325

Jordan Vineyard & Winery/

Jordan Oil & Gas Co: \$20 million; 75: winery/oil & gas

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

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

Nu Forest Products: \$15 million; 49 lumber

Silveira Pontiac, Buick, GMC: \$23.5 million, 70; auto sales

Simi Winery: \$15.2 million; 71; winery

Syar Industries: \$16.5 million; 75; asphalt/concrete, grapes

Timber Crest Farms: \$8 million; 65; dried fruit

Versatron Corp.: \$15 million, 104; aerospace engineering

Wine Alliance (includes Clos du Bois): \$74 million; 143; winery

Sonoma County Demographics:

Geographic Area: 1,512.72 sq. miles

Population: 458,614

Median Age: 34.8



Chamber of Commerce & Visitors Bureau

NEWSPAPERS

Healdsburg Tribune, 5 Mitchell Lane (Thursday Pub.), 433-4451
Press Democrat, 427 Mendocino Avenue, Santa Rosa, 575-7500

REALTORS

cr/cs = commercial rental/sales rr/rs = residential rental/sales

Acacia Exchange Services Inc., 431-1906 (cr,cs,rr,rs)
B&G Group, Inc., 360-1340 (cr,cs,rr,rs)
Bob Santucci/Century 21 Classic Properties, Inc. 888-9115 (cr,cs,rr,rs)
Century 21 / Les Ryan Healdsburg Realtors, 433-4404 (cr,cs,rr,rs)
Coldwell Banker, Giovannoni & Cooper, 433-3397 (cr,cs,rr,rs)
CPS-Healdsburg Creative Property Services, 433-7775 (cr,cs,rr,rs)
Dayton & Cross Real Estate, 433-4476 (cr,cs,rs)
Dutton Appraisal & Consulting, 431-2652 (cr,cs,rr,rs)
Foss Creek Partners, 433-2240 (cr,cs)
Foss Creek Villas, LLC, 200-220 Foss Creek Circle, 707-473-3434 (rs)
Foster Realty & Appraisal Services, 836-9691 (rr,rs,cr,cs)
Fowler Associates, 433-0405 (rr,rs)
Frank Howard Allen Realtors, 431-9620 (rs)
Healdsburg Investors, Ltd. 916-436-2500 (cr,cs,rr,rs)
Healdsburg Property Management, 433-8899 (rr)
Healdsburg Realty, 433-6555 (cr,cs,rr,rs)
Healdsburg Sotheby's International Realty, 433-6555 (cr,cs,rr,rs)
North County Properties, 857-1728 (cs,cr,rr,rs)
RE/MAX Full Spectrum, Kellie Larson, 433-2000, (cs,rs)
RE/MAX Full Spectrum, Larry Orr, 433-2000 x112 (cs,rs)
Prudential California Realty-Healdsburg Office, 433-4150 (cr,cs,rr,rs)
Prudential California Realty-Windsor Office, 838-3200 (cr,cs,rr,rs)
Quaker Hill Development Corp., P.J. Lenz, 431-1780 (cr,cs,rr,rs)
Saggio Hills Development Co., LLC, 433-1099 (cr,cs)
Sotheby's International Realty, 415-296-2207 (rr,rs)
Spadoni & Co. Realty, 433-8463 (cs,rs)
Gary L. Sumner, Coldwell Banker, 535-8732 (rs,cs)

FINANCIAL SERVICES; CREDIT UNIONS, BANKS, SAVINGS & LOANS, MORTGAGES

American Ag Credit, ACA, 200 Concourse Blvd,
Santa Rosa, 545-7100
Atlantic Pacific Bank, 3725 Westwind Blvd, Suite 100,
Santa Rosa, (707) 236-1507
Bank of the West, 450 Center Street, 431-4100
Community First Credit Union, 1105 N. Dutton Ave, Suite A,
Santa Rosa, 543-2613
DLH Investments, 100 E Street, Suite 305, Santa Rosa, 293-5100
Edward Jones Investments, Loretta P. Strong, 58 W. North
Street, Ste.102, 433-6139
Edward Jones Investments, Paul Sullivan, 647 Healdsburg Avenue,
433-3412
Exchange Bank, 1031 Vine Street, 433-0400
Mork Capital Management, 235 Healdsburg Ave, Ste 204. 431-1057
North Coast Bank, 412 Center Street, 431-8800
Redwood Credit Union, 8945 Brooks Road South, Bldg B,
Windsor, 576-5365
Sonoma Bank, 1115 Vine Street, Healdsburg. 431-8866
Summit State Bank, 1001 Vine Street, Healdsburg, 433-5959
Wells Fargo Bank, 999 Vine Street, 473-2460
WestAmerica Bank, 511 Healdsburg Avenue, 433-4455

MEDICAL SERVICES

Alliance Medical Center, 1381 University Street, 433-5494
Healdsburg District Hospital, 1375 University St., 431-6500

Healdsburg Veterinary Hospital, 135 Healdsburg Avenue, 433-5539
Memorial Beach Veterinary Hospital, 15 Healdsburg Avenue, 433-6916

RELOCATION GUIDE

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SCHOOLS & TUTORING

Administration - Healdsburg Schools, 925 University Street, 431-3488
Alexander Valley Elementary School, 8511 Hwy 128, 433-1375
Healdsburg Community Nursery School, 444 1st St., 433-1817
Healdsburg Elementary, 400 First Street, 431-3440
Healdsburg High School, 1024 Prince Street, 431-3420
Healdsburg Junior High School, 315 Grant Street, 431-3410
Live Oak Pre-School, 75 W. Matheson Street, 433-1543
Marce Becerra Academy, 1024 Prince Street, 431-3449
St. John the Baptist Catholic School, 217 Fitch Street, 433-2758
The Healdsburg School, 33 Healdsburg Avenue, 433-4847
West Side Union Elementary, 1201 Felta Road, 433-3923

SERVICES

Airport, City of Healdsburg, 1580 Lytton Springs, 433-8540
Animal Shelter, 570 Westside Road, 431-3386
Cable, Comcast, Vine Street Shopping Center, (866) 928-9135
Cemetery-Oak Mound Cemetery, 601 Piper Street, 433-4582
City Hall, 401 Grove Street, 431-3316
City Planning Department, 435 Allan Court, 431-3346
Electricity, Water, Sewer, Billing (see City Hall), 431-3307
Redwood Empire Disposal /Northbay Corp. (garbage/recycling), 585-0291

Employment:

Nelson Staffing, 576-1670
Star Staffing, 433-5554
County Dump, 166 Alexander Valley Road, 433-5631
Recycle at the Dump, 433-0321
Gas—PG&E, P.O. Box 26, Geyserville, 1-800-743-5000
Healdsburg Fire Department, 601 Healdsburg Avenue, 431-3360
Healdsburg Museum, 221 Matheson Street, 431-3325
Healdsburg Police Department, 238 Center Street, 431-3377
Healdsburg Senior Center Volunteers, 133 Matheson Street, 431-3324
Library (public) & Wine Library, 139 Piper Street, 433-3772
Post Office, 404 Center Street, 433-8142
Sonic.net, 2260 Apollo Way, Santa Rosa, 522-1000
Telephone—AT&T; Within CA; 1-800-310-2355;
Outside CA; call collect 916-593-2310
Vista Broadband Networks, 3020 Santa Rosa Ave., Suite E,
Santa Rosa, 792-3304

STORAGE / MOVING SERVICES

AAction Rents, 431-3544
Double 'O' Mini-Storage, 433-6563
Empire Boat & RV Storage, 433-8900
Empire Mini Storage, 433-3307
Redwood Moving & Storage, 433-2240

AREA TRANSPORTATION SERVICES

Airport Express, Inc., 800-327-2024
Amtrack, 1-800-USA-RAIL
Golden Gate Transit, 541-2000
Greyhound Lines, 800-231-2222
Healdsburg In-City Transit, 431-3324
Sonoma County Transit, 576-7433

All Area Codes (707) unless otherwise noted.