



HEALDSBURG  
CHAMBER

STAY  
HEALDSBURG

## **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 Funding Criteria:

- 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 applications 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 sponsorship recommendations during the next regularly scheduled meeting. The DD Committee and Board will review all applications with the following 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.

If a DD sponsorship 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 sponsorships 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 sponsorships are governed.

At the conclusion of the funded event/project, a written recap report which includes attendee information, use of the funds, and the project's overall success must be submitted. 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 sponsorship.

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 event/project lead 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 sponsorship 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.

### **Application Process and Schedule**

Before filling out the sponsorship application, please look at the required materials and questions by clicking the link below or by clicking here. There is no option to save the application progress once you have begun and it is therefore recommended to have materials and questions ready before continuing to the next page.

Applicants must complete the following online application and include a cover letter (options to upload or copy and paste the cover letter included in the online application).

1. Name of Proposed Event/Project:

2. Amount of Funding being requested from Stay Healdsburg:

3 a. Application Contact (Name, Phone, Email):

b. Marketing Contact (Name, Phone, Email):

4. Date of Event:

5. Location of Event:

5. Total Anticipated Attendees:

6. Description of Proposed Event/Project:

7. How will Event/Project enhance the visitor experience AND generate overnight stays?

8. How will overnight stays be measured?

9. a. Total Projected Budget of Event & Other Sources of Funding (Sponsorships):

b. Detail how the awarded funding from Stay Healdsburg will be utilized (i.e. \$1000 for social media campaigns, \$1000 for branded wine glasses):

10. a. Is this a recurring event?

b. How many years has this event taken place and how has it expanded/grown?

11. a. Please describe your marketing and public relations plan surrounding the Event/Project and your targeted demographic:

b. How will the event/project be marketed to destination travelers outside of the area?

12. How do you plan to showcase Stay Healdsburg as a sponsor? (i.e. link on website on “Where to Stay” options, signs at event)

13. Has this Event/Project received funding from Stay Healdsburg in the past? If so, please send the most recent Post Event Recap to [Jessica@Healdsburg.com](mailto:Jessica@Healdsburg.com).

Yes – The event has been funded by Stay Healdsburg in the past and I understand that the Post Event Recap is a requirement to receive additional funds.

No – This event has not been funded by Stay Healdsburg before.

14. As the applicant, you have read and understand the District Development Event Policy and Application Process and Schedule. If your organization receives a sponsorship, you agree to adhere to the policies listed above. You verify that you are an official spokesperson for the event/organization listed in this application.

Yes, I Agree