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STAY HEALDSBURG AWARDS \$70,500 IN SPONSORSHIPS SUPPORTING LOCAL ORGANIZATIONS

Healdsburg, Calif. (October 1, 2024) – [Stay Healdsburg](#) – a benefit assessment district funded by the lodging partners to promote travel to Healdsburg – announces \$70,500 in sponsorships to 11 local organizations. The semi-annual sponsorship program is derived from the local hospitality industry's annual bed tax receipts. The contributions aim to fund arts, cultural and educational activities, subsequently improving tourism and promoting room stays among the 32-member lodging properties within the city limits, as well as enhancing the residents' overall quality of life.

This round of sponsorships will support upcoming events between November 2024 and April 2025, including:

- Through three separate events, **The Wine Road Series** welcomes attendees to enjoy truly unique wine experiences, outlined below:
 - **Wine & Food Affair (November 2-3, 2024):** The premier wine tasting event along the Wine Road boasted a full weekend of wine and food pairings from over 40 wineries.
 - **Winter Wineland (January 18-19, 2025):** A weekend filled with wine tastings and meet-and-greets with winemakers and winery owners, as well as samples of limited production wines.
 - **Barrel Tasting Weekend (March 1-2, 2025):** A time-honored tradition in Sonoma County, attendees will have the opportunity to learn directly from the winemakers about their processes and be the first to taste limited production wines.
- **Conversations Worth Having at Barndiva**, is an ongoing series aiming to "GREEN" Healdsburg, bringing attention to our daily actions and their planetary and community impact, emphasizing how we can make choices to support our collective wellbeing.
- Various performances from **The 222** continues to capture audiences through theater performances and jazz events, outlined below:
 - **Ryan Keberle + Catharsis Jazz Event (November 9, 2024):** Ryan Keberle + Catharsis, led by Grammy-winning trombonist Ryan Keberle, blends chamber music, South American folk, and indie rock with jazz, featuring a talented ensemble praised for its cinematic sweep and captivating melodies.
 - **David Weiss Sextet Jazz Event (December 7, 2024):** Trumpet master David Weiss brings his New York sextet to Healdsburg, performing original music and never-before-recorded compositions from his latest release, "Auteur."
 - **The Shape of Things Theatre Performance (February 21-18 & March 1-2, 2025):** "The Shape of Things" by Neil Labute, delves deep into the complexities of human relationships and the ethical boundaries of art, leaving audiences both captivated and unsettled.
 - **The Half Life of Marie Curie - Theatre Production (March 21-30, 2025):** "The Half Life of Marie Curie" by Lauren Gunderson, explores the power of female friendship between



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Marie Curie and Hertha Ayrton as they navigate scandal, recovery, and the challenges of being pioneering women in science.

- The **Healdsburg Turkey Trot** on November 28 takes participants on a 5K fun run/walk through the streets of Healdsburg. Hosted by the Rotary Club of Healdsburg Sunrise, the community event raises money for the “Live Like Drew” scholarship, helping local high school scholar athletes to attend college.
- The **T.O.W.N dinner series**, an acronym for “Traveling Off-Season for Wine Night,” will welcome guests on three separate evenings, held in November, January and March. Each dinner will have a unique twist but will all offer a magical and interactive dinner experience that highlights seasonally-driven culinary artistry, paired with the best wines Sonoma County has to offer.
- **"Your River, Downtown"** is a collaborative art project by Linus Lancaster, Hugh Livingston, and Healdsburg Unified School District students that uses real-time data and artistic expression to connect the community with the ecological importance of the Russian River through public video displays and educational content. This installation will be ongoing until September 2025 at multiple public locations in downtown Healdsburg.
- The **Raven Theater Winter-Spring Season** consists of 18 different shows (and counting) with over 50 different performances stretching from November 2024 to April 2025 for guests to enjoy.
- **Merry Healdsburg** welcomes locals and travelers alike to immerse themselves in the holiday spirit with the beloved annual event on December 6. A winter wonderland held in the downtown plaza, the event boasts a tree lighting, live music, bites and sips and photos with Santa.
- The inaugural **Healdsburg Jazz Winter Festival 2025**, from January 30 to February 2, 2025, will showcase a diverse lineup of nationally renowned and Bay Area artists in various historic venues, featuring Grammy winners, MacArthur artists, and rising stars across multiple genres and styles.
- The **Anderson Valley White Wine Festival** taking place on February 15 and 16 will feature white wines from Healdsburg wineries that are members of the Anderson Valley Winegrowers Association, a Winemaker Dinner at BarnDiva, and an International White Wine Festival Grand Tasting in Boonville.
- A beloved tradition, **Passport to Dry Creek Valley** welcomes guests back to wine country from April 25-27 for a weekend filled with delicious food and wine pairings from local vineyards and eateries.

“The latest round of sponsorships marks another amazing milestone for Healdsburg that will elevate the experiences the destination offers to our beloved locals and guests,” said Chief Executive Officer Tallia Hart. “Whether you’re joining us for festive community gatherings like the Turkey Trot and Merry Healdsburg or indulging in enchanting vineyard experiences such as Passport to Dry Creek Valley and The Wine Road Series, we’re proud to support the unique wine country initiatives that make Healdsburg truly special.”

As of January 2023, Stay Healdsburg is the marketing arm of the Healdsburg Chamber of Commerce and represents the lodging businesses in Healdsburg through four seats on the Chamber Board of Directors.



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The portion of each Chamber Board Meeting that discusses Stay Healdsburg's business is open to the public with meetings held on the third Thursday of every month, at 8:15 a.m. at the Chamber office.

Sponsorship program applications open twice a year in the spring and fall, and priority is given to destination events, which generates business midweek and in off-season. Sponsorships for Spring/Summer 2025 will open in March and will be available at <https://stayhealdsburg.com/>.

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About Stay Healdsburg

Stay Healdsburg, the tourism improvement district for Healdsburg, comprises 32 luxury hotels, motels, modern lofts and suites, cozy bed & breakfasts and rustic inns within the city limits. Nestled in the heart of beautiful Sonoma Wine Country, Healdsburg is a culinary epicenter where three premier wine regions meet—Russian River Valley, Dry Creek and Alexander Valley —and home to more than 160 wineries.

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