



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

2023 ANNUAL REPORT

HEALDSBURG TOURISM IMPROVEMENT DISTRICT



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CHAMBER

STAY
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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 Grant Committee meetings.

2023 BOARD OF DIRECTORS

Maggie Curry, *Chair*
Jackson Family Wines

Mike Brennan, *Vice Chair*
Mill District Healdsburg

Dan Mariviglia, *Past Chair*
Passalacqua, Mazzoni, Gladden,
Lopez & Maraviglia, LLP

Bill Smart, *Treasurer*
Martinelli Winery

Heidi Dittloff, *Secretary*
Longboard Vineyards

Katie Ambrosi, *HTID Lodging Partner*
Wilson Artisan Wines & Artisan Lodging

Doug Kaminski, *HTID Lodging Partner*
Montage Healdsburg

Aaron Krug, *HTID Lodging Partner*
Krug Hotels

Circe Sher, *HTID Lodging Partner*
Piazza Hospitality

Beryl Adler
Black Oak Coffee Roasters

Nancy Brandt
Brandt Insurance

Erika Dawkins
Bon Ton Studio & Bon Ton Baby

Jim Heid
Craftwork Healdsburg

MARKETING COMMITTEE

Heidi Dittloff, Longboard Vineyards
Committee Chair

Maggie Curry, Jackson Family Wines

Erika Dawkins, Bon Ton Studio & Bon Ton Baby

Dan Dougherty, Wine Country Buzz

Oceanna Ingram, Artisan Lodging

Doug Kaminski, Montage Healdsburg

Circe Sher, Piazza Hospitality

Ed Skapinok, Appellation Hotel

DISTRICT DEVELOPMENT GRANTS COMMITTEE

Circe Sher, Piazza Hospitality
Committee Chair

Carol Beattie, Healdsburg Forever

Alex Harris, The Harris Gallery

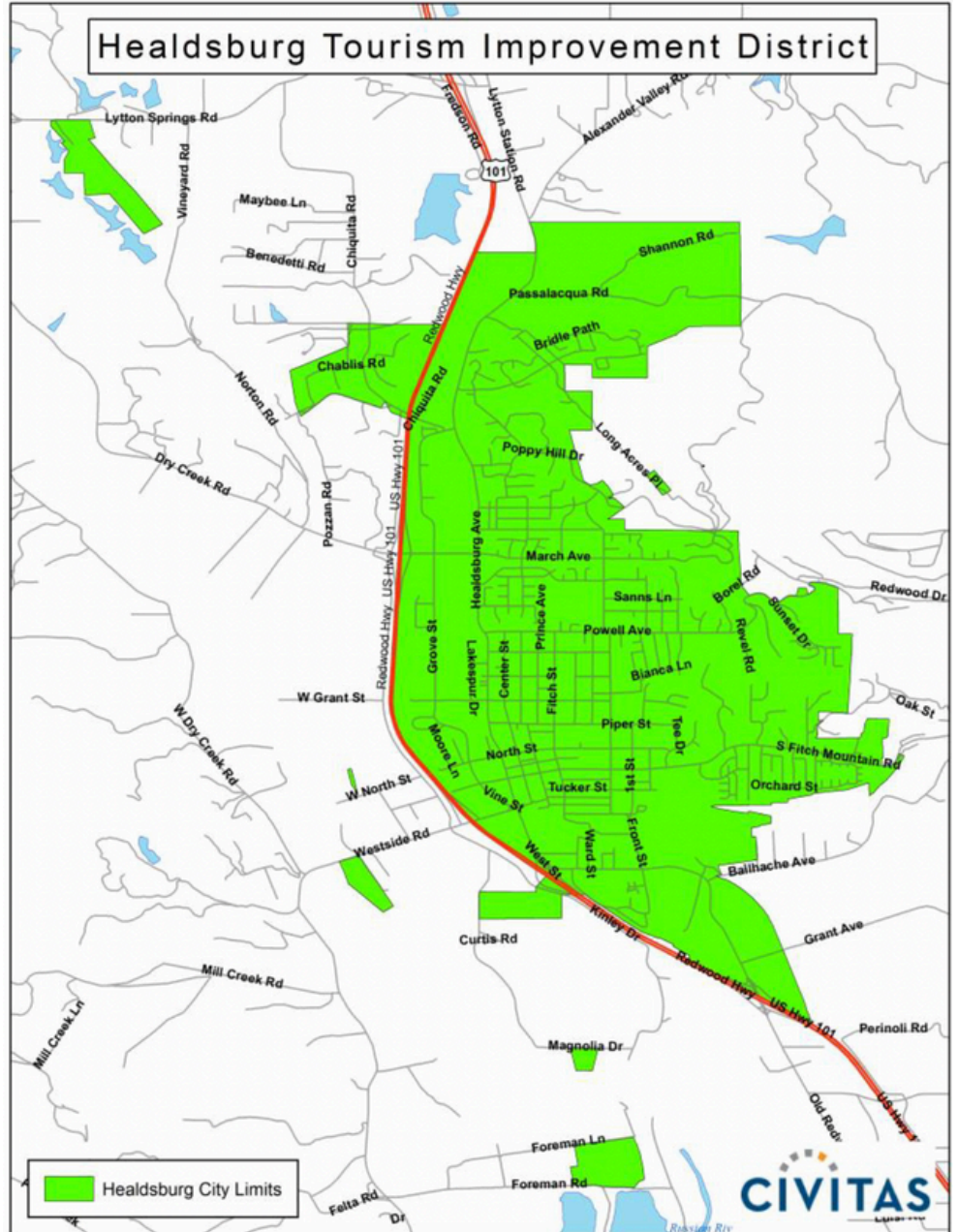
Evelyn Mitchell, Healdsburg City Council



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.



FINANCIAL OVERVIEW

CARRYOVER AMOUNT

\$393,290.67 carried over from 2022 and previous years. This includes the City of Healdsburg savings account, emergency funds account, and District Development savings account.

2023 BUDGET & ACTUALS

REVENUE CATEGORIES	BUDGET	ACTUAL
City of Healdsburg TID Funds	\$860,000	\$1,009,369.36
Chamber Admin Fees Received	\$125,000	\$136,253.27
District Development Funds Received	\$187,500	\$216,909.96
Miscellaneous Income	\$5,000	\$0
TOTAL REVENUE:	\$1,177,500	\$1,362,532.59

EXPENSE CATEGORIES	BUDGET	ACTUAL
Sales & Marketing	\$830,600	\$594,167.31
Chamber Admin Fees	\$125,000	\$136,253.27
District Development Funds Spent	\$287,500	\$283,000
Contract Services	\$157,000	\$17,769.90
Admin/Miscellaneous Expenses	\$5,200	\$35,359.03
TOTAL EXPENSES:	\$1,405,300	\$1,066,549.51



MARKETING HIGHLIGHTS



In 2023, Stay Healdsburg worked with an outside digital marketing agency to manage all branding, website content, digital ad buys, and social media creation. Through these digital marketing efforts, the following results were garnered.

DIGITAL MEDIA OUTLETS

- **Digital Programmatic Banners/Video Advertisements:** Focuses on brand awareness to keep Healdsburg top of mind, generating over 3 million impressions. Specific campaigns resulted in 715 confirmed travelers to Healdsburg, an average CTR of 0.21%. The estimated economic impact for the campaign contract is approximately \$555K, with a ROAS of \$18.65.
- **Text ads (Search Ads on Google):** Google is utilized as a lower funnel tactic, achieving a strong click-through rate (CTR) of over 12%. GA4 provides comprehensive metrics on users, sessions, and engaged sessions.
- **Native Content Article/Stories:** Runs a content-based campaign focusing on various pillars such as 'A Sense for Life,' 'Plan your Summer Getaway,' 'Harvest,' 'Food,' 'Shopping,' and 'Weddings.' Impressions served exceed 2.3 million, with over 12,000 clicks within the content. Consumers spend an impressive 45 seconds on the content, surpassing the benchmark of 30 seconds.
- **TripAdvisor Visit California Co-Ops:** A partnership with matching funds from visit California to spend on TripAdvisor advertising, resulting in an impressive economic impact of \$284,721 with 97 hotel bookings.
- **Dedicated eBlasts:** Through partnership with Sunset Magazine and Marin Magazine, we sponsored eBlasts with specific messaging to our key target markets. These campaigns boasted a very strong open rate at 69%, indicating high engagement and interest among the audience.

15,583,083

Total Impressions

94,746

Total Clicks

MARKETING HIGHLIGHTS



SOCIAL MEDIA MARKETING

In 2023, Stay Healdsburg mainly utilized Facebook and Instagram platforms to boost our branding and messaging. Both organic and paid campaigns were launched to increase followers, website visits, and overall brand recognition.



1,788,924

Facebook Impressions

37,744

Facebook Engagements

1,526

Facebook Followers Gained



1,688,412

Instagram Impressions

28,043

Instagram Engagements

1,612

Instagram Followers Gained

3,477,336

Total Social Impressions

65,787

Total Social Engagements

3,138

Total New Social Followers

WEBSITE STATISTICS

In 2023, the Chamber launched their new website which included a landing page on Healdsburg.com which directed visitors to either business and community resources (Chamber website), or visitor services (Stay Healdsburg website). This also included a new integration with Stay Healdsburg's business listings and the Chamber's CMS to include all hospitality Chamber members on both websites.

86,244

Total Website Users

98,312

Total Sessions



PUBLIC RELATIONS HIGHLIGHTS

In March 2023, Stay Healdsburg hired a new Public Relations agency that would represent our destination on both the west and east coasts. Throughout the year, we garnered the following results:

2.1B

MEDIA IMPRESSIONS
National, Regional + Local Exposure in Key Markets

132

PLACEMENTS
Resulting from Earned Media and Influencer Efforts

18

KEY HOSTINGS
Valuable In-Person Experiences

HOSTED MEDIA

Included in the 18 key media stays in 2023 are three social media influencers and two familiarization (FAM) trips. Our July FAM Trip consisted of four top-tier journalists which produced eight earned media placements to date. In December, we hosted a FAM Trip focused on groups and meetings media outlets, which included four journalists.

PRESS

SFGATE

“Healdsburg is that rare tourist town that manages to feel like it isn't touristy at all ... Healdsburg is still a town where you can ride your bicycle to the ice cream shop or stand in line with the locals to snag a fresh sticky bun at the bakery.”

goop

How to Do Napa and Sonoma in 2 Days

Written by: Caitlin Chapman | Published on: June 22, 2023



ELLE

Head to Healdsburg, California, for the Wellness (and the Wine)



DISTRICT DEVELOPMENT GRANTS

District Development (DD) projects and events are designed to improve the visitor experience AND increase overnight visitation at assessed lodging businesses. Working collaboratively with the City, the Chamber has developed specific funding criteria. The District Development Grants Committee meets to discuss applicants, processes, and procedures regarding the grants. For each grant cycle, the committee makes a recommendation to the Board of Directors who have the final vote.

In 2023, HTID worked with Civitas Advisors (legal counsel) to update the District Development Grant application, policies, and procedures to better align with the statute outlined in the Management District Plan.

GRANTS AWARDED:

- Healdsburg Jazz Festival Winter Concert Series
- 25th Annual Healdsburg Jazz Fest
- Art After Dark Summer Events
- The 222 Winter Performance Series (Jan - March)
- Healdsburg Museum's "We Are Not Strangers Here" Installation
- Russian Riverkeeper's Watershed Cleanup
- AV Film Fest 2023
- Corazon Healdsburg's Dia de Muertos
- Farm to Pantry's Agri-Tourism Program
- The Bloodroot Ramble
- The 222 Summer Performance Series
- Tuesday Concerts in the Plaza
- Giro Vigneti
- Fourth of July Fireworks
- Healdsburg Wine & Food Experience
- Healdsburg Crush
- Fourth of July Duck Dash & Kids Parade
- T.O.W.N. Dinner Series
- Annual Turkey Trott
- Merry Healdsburg
- WineRoad Events
- Investment in the AVFilm Center

\$283,000

Awarded

23

Grants Funded



LOOKING AHEAD

In 2024, Stay Healdsburg will continue its close collaboration with the Healdsburg Chamber to market the destination to overnight travelers. Aligned with previous years, Stay Healdsburg will target the group and meetings industry while continuing strong marketing to the drive and direct flight markets.

New this year, Stay Healdsburg will hire a full-time staff person to manage the marketing and public relations initiatives while also representing the destination in target markets. This will allow the destination to have a stronger representation throughout the state and with regional partners such as Visit California and Cal Travel.



2024 BUDGET PROJECTIONS:

REVENUE CATEGORIES	BUDGET
City of Healdsburg TID Funds	\$875,000
Chamber Admin Fees Received	\$125,000
District Development Funds Received	\$187,500
TOTAL REVENUE:	\$1,187,500

EXPENSE CATEGORIES	BUDGET
Sales & Marketing	\$733,360
Chamber Admin Fees	\$125,000
District Development Funds Spent	\$187,500
Contract Services	\$27,500
Staff/Admin/Misc Expenses	\$163,025
Contingency Expenses	\$59,375
TOTAL EXPENSES:	\$1,295,760



TALLIA HART

CEO

TALLIA@HEALDSBURG.COM

JESSICA BOHON

DIRECTOR OF TOURISM & MARKETING

JESSICA@HEALDSBURG.COM