



**HEALDSBURG**  
Mixing BUSINESS with a  
WINE COUNTRY lifestyle —  
a perfect PAIRING.™



Healdsburg—with its bucolic setting, enviable California climate, quaint sophistication, lively downtown and plethora of activities—is a living paradise. The safe and charming neighborhoods, paired with the family-oriented community, make Healdsburg an ideal business and lifestyle choice.



# Dynamic TOURISM Industry.

An economically enticing and culturally appealing town located in Northern California's picturesque Sonoma County, Healdsburg is an ideal place to live and do business.

Healdsburg boasts a dynamic tourism industry paired with a strong business community and passionate local residents. The beauty of Healdsburg resides in its central location to major cities as well as the mountains and coast, the town's scenic luster, ideal California weather, and its myriad of people and industries.



Healdsburg is a gateway to the esteemed wine appellations of Alexander Valley, Chalk Hill, Dry Creek Valley, Rockpile and Russian River Valley. The wine industry is a driving economic force, providing jobs, tourist appeal and an attractive lifestyle for the community. Additionally, retail, restaurant and lodging businesses are a focal point of town life—drawing visitors and generating business revenue. Agriculture, construction, education, healthcare, heavy machinery, manufacturing, media, professional services, real estate, recreation and technology industries thrive in Healdsburg.

“Community involvement is a top priority in Healdsburg. The Healdsburg Chamber offers members many networking and volunteer opportunities, including the popular **News at Noon** and **Business After Hours** events.”

Craig Schmidt, President - CEO, Healdsburg Chamber of Commerce



Doing business in Healdsburg is smart. Living in Healdsburg is amazing. Both are rewarding economic choices. Our business-friendly local government invites you to become a part of the community. Come meet with us, explore the area and learn about all Healdsburg offers. Whether you're looking to relocate a company, start a business or open a new location, we're here to help make it happen.

# Business FRIENDLY.

Healdsburg is business accessible. As a business community, we welcome corporate ventures, family-owned businesses and independent professionals. Corporate companies, from all sectors of the market, do well in Healdsburg with our business-friendly policies.

Mixing business and the wine country lifestyle truly is a perfect pairing. Healdsburg's small-town charm, agricultural roots and rural location pair well with our proximity to San Francisco, Sacramento and other cities, enabling us to attract highly educated and skilled people to live and work here. The Healdsburg



community is comprised of the ideal age group to gather a successful, talented and energetic workforce. The most populous age range in Healdsburg is 25-44, followed by 45-59 year-olds. Healdsburg (population 11,704) is centrally located in Sonoma County, with easy commute access from surrounding communities, most within a 10- to 30-minute drive. Our ideal location, nearby colleges and universities and vacation-style living makes Healdsburg a winning place to be.



"I was in a corporate life. I came home one day and said to my husband, 'I'm buying a store.' My husband asked me, 'what are you going to have at the end of 10 years?' I replied, 'a lifestyle.' Now it's our store. He's happy. I'm happy. We couldn't have picked a better place to live and have a business."

Sue Sacks, President, Options Gallery Inc.

# Live & WORK in Healdsburg.

The “crown jewel” of Sonoma County, Healdsburg’s gentle sophistication comes from its small-town charm augmented by big-city amenities. We boast a state-of-the-art hospital, public library, excellent public and private educational choices, nearby universities, fitness centers and community pool, easily accessible office complexes, industrial sites, live-work spaces and ease-of-access to Highway 101 for commuting efficiency.



“There is a high level of sophistication in Healdsburg—it’s where everybody wants to be. There is a lot of talent here; Healdsburg is a place for people that want to be where the air is clean, the water is clean, where they can bike, and see the vineyards and blue sky. It’s a tough place to beat.”

Pete Seghesio, CEO, Seghesio Family Vineyards

One rarely has to leave town, but when you do, Healdsburg offers a central location to Santa Rosa, San Francisco, Sacramento, Napa Valley, the Pacific Ocean, Sierra Nevada Mountains and a multitude of small river communities. If meetings or vacation call for further travel plans, San Francisco and Oakland International airports are commutable. Only 15 minutes away is the Charles M. Schulz Sonoma County airport, offering direct flights to Los Angeles, Las Vegas, Portland and Seattle, while the local Healdsburg Municipal Airport is convenient for small plane service. Business or pleasure, it’s all right outside the office door when you’re located in Healdsburg.



# A BUSINESS Playground.

Tourists from around the world seek out Healdsburg as part of their wine country travel experience while locals revel in the lifestyle. Sonoma County's premier wine country town, Healdsburg is a place to make your own. Meander the back roads—exploring your own path to wineries, small farms and hidden gems. Visit the downtown plaza surrounded by enticing shops, stunning art galleries, winery tasting rooms and



assorted culinary delights. If pampering is more your style, spend an afternoon at one of the many elegant spas surrounding the plaza, then relax overnight in one of the luxurious B&B's or hotels.



Healdsburg, and the surrounding areas, is an outdoor enthusiasts playground. Whether you want to go extreme with a hot air balloon ride, ride the trails via horseback, visit Lake Sonoma for boating or camping, canoe or swim the Russian River, hike through the Redwoods, play ball at one of the parks in town, bike the back roads or hit some golf balls, Healdsburg has it covered.

For all these adventures and more, Healdsburg is the place to move your business and family. It's peace of mind.

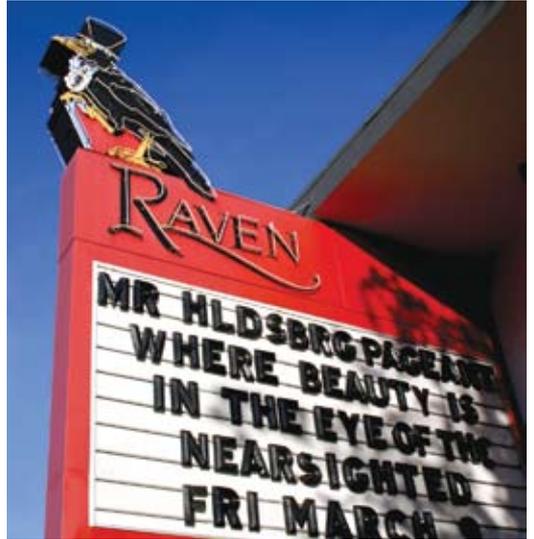
"Our local support is huge. It's fundamental to our business. Our business has been around for 85 years and without the locals, we wouldn't be here. We also have tourists coming here that comprise a huge part of our day-to-day business. Winery tourism in Healdsburg is unbelievable. Healdsburg is a destination."

Will Seppi, General Manager, Costeaux French Bakery



# CULTURALLY Engaging.

In Healdsburg, the business community mixes seamlessly with the arts and entertainment sector. In fact, many businesses are part of, or contribute to, the thriving cultural attractions and activities. Locals and tourists alike enjoy the Healdsburg Jazz Festival, summer concerts in the Plaza, art galleries, public library, museums, Raven Performing Arts Theater featuring plays and musical performances, the movie theater, and the farmers market with local growers and purveyors. The active community spirit is on display during the many annual town events such as the Future Farmers of America parade and fair, holiday tree lighting and festival, Mr. Healdsburg Pageant, annual street dance and much more fun!



"A distinctive aspect about Healdsburg is we've been able to maintain this unique, small-town feel, but with sophistication. This is a very special place to conduct business. The quality of life cannot be beaten here—it's amazing."

Charlie Palmer, Chef-Owner, Dry Creek Kitchen



# Going GREEN in Healdsburg.



We are an environmentally conscious community with a city government that is constantly looking for ways to make Healdsburg a greener city. For instance, we encourage contractors building in Healdsburg to be LEED certified and follow the environmentally sustainable construction standards this certification designates.

“It’s like a dream come true. I live four blocks from where I work. I can walk to work, walk home for lunch—I can spend an entire day in Healdsburg. It’s a good combination of business, family and extracurricular.”

Andy Esquivel, Agent, State Farm Insurance



We offer electric customers free energy audits and financial subsidies for solar power installation and installing energy efficient appliances. The city of Healdsburg has adopted a bold reduction goal regarding local Greenhouse Gas Emissions (GHG): by year 2010, the goal is to be 20 percent below year 2000 GHG levels.

Healdsburg is one of the few cities in California to operate our own electric utility service, helping keep rates in check. Healdsburg rates are 20 percent lower than the Pacific Gas and Electric Company utility rates (depending on specific rate class and energy use). We are proud that up to 80 percent of Healdsburg’s power comes from renewable sources, such as hydroelectric and geothermal energy.

A major focus in Healdsburg is finding ways to connect people to their homes and businesses, without the need for cars. In an effort to get people out of their cars and to provide a recreational outdoor setting, the city of Healdsburg is developing Foss Creek Trail—a pathway that will allow pedestrians and cyclists to walk or bike almost the entire length of Healdsburg.

# Just Move Here.

Be our guest for a guided tour of Healdsburg. Meet with key business and civic leaders. Experience what others already know — doing business and living in Healdsburg is good for your bottom line and your life.

## Interested in moving or starting a business in Healdsburg?

Take advantage of these free services:

- Assistance in financing your business
- Introductions to key business leaders and elected officials
- Site selection and lease or purchase negotiations
- Planning and permitting advocacy
- Relocation and expansion assistance
- Development of financing and loan proposals
- Advice on housing for employees
- Low interest loans to finance electrical impact and hookup fees
- Assistance to determine if project qualifies for redevelopment financing
- Financial and management consulting
- Workshops, seminars and individual consulting



"People who are interested in moving their business to Healdsburg should come here and spend some time with me. I will show them what business locations and opportunities are available. I will help them get their business established or, if it's an existing business, help them move their business to Healdsburg."

Herb Liberman, Economic Development Coordinator,  
City of Healdsburg & Chamber of Commerce



Find more information: [www.heidsburg.biz](http://www.heidsburg.biz)  
Herb Liberman, Economic Development Coordinator,  
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**HEALDSBURG**  
Chamber of Commerce  
& Visitors Bureau