



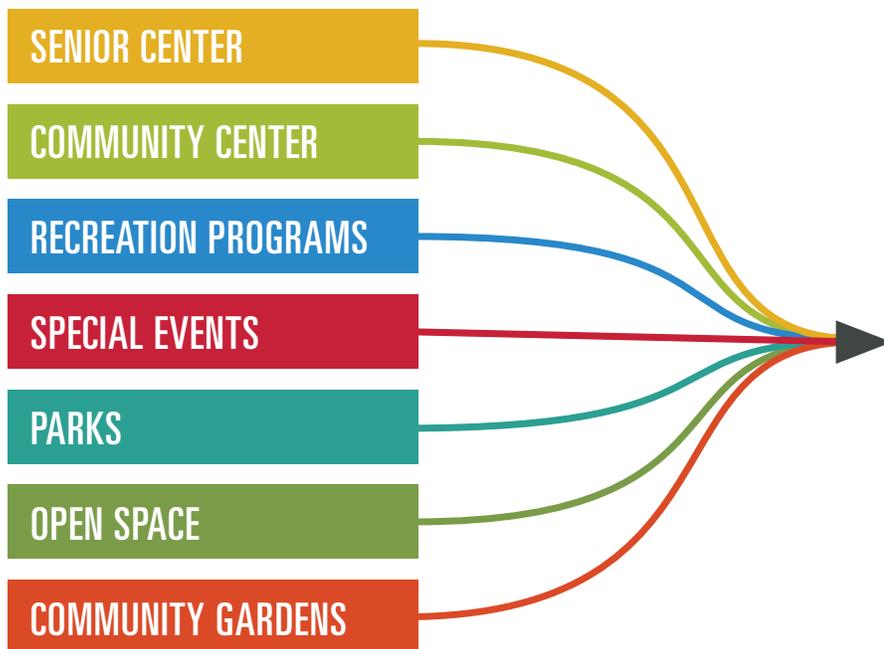
CITY OF HEALDSBURG
**WHO PAYS FOR OUR
COMMUNITY SERVICES?**
The Transient Occupancy Tax (TOT)



WHO PAYS FOR OUR COMMUNITY SERVICES?

The Transient Occupancy Tax (TOT) also referred to as a “bed tax” or “room tax” is a tax assessed to visitors staying in all lodging establishments within the city limits. This includes hotels, motels, resorts, inns, suites and B&Bs. The current TOT rate in Healdsburg is 12%.

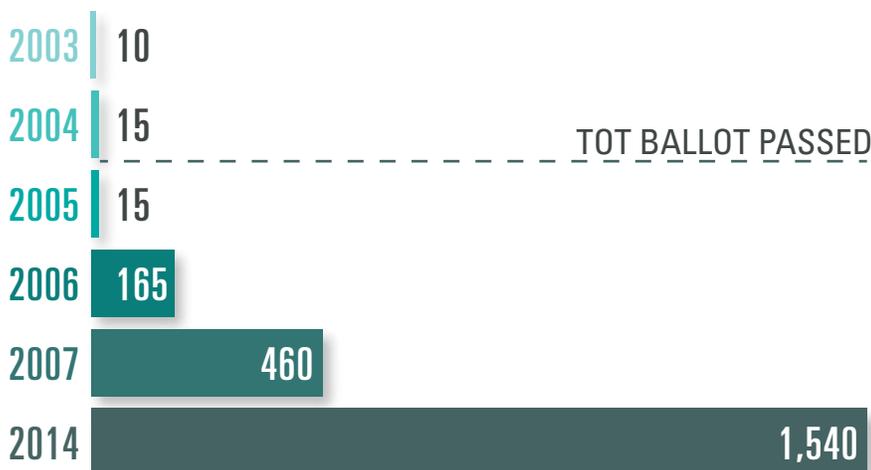
In 2004, voters passed a ballot measure to ensure there would be an ongoing funding source for parks, recreation and open space designating 10% to fund our Community Services. The remaining 2% goes into the General Fund to support public safety. No other tax dollars fund the Community Services Department.



ABOUT COMMUNITY SERVICES

Community Services is the department within the City’s organizational structure that houses all functions related to parks, open space, recreation and senior services. This department is set up as an enterprise fund, which means that its revenue must support its operational expenses. In addition to TOT, Community Services obtains revenues from program fees, grants, facility rentals and donations. There is no General Fund subsidy to the Community Services Department.

RECREATION CLASSES OFFERED BY YEAR



“Healdsburg Community Services has something for everyone. We are fortunate to live in a community that prides itself in programs for all ages from youth to seniors. Our local Senior Center has resources and programs for people 55 and over, a place to meet and learn new things. The Transient Occupancy Tax makes this possible.”

– Mary Lou Eddinger

OUR COMMUNITY SERVICES SUPPORTED BY TOT

SENIOR CENTER

The Healdsburg Senior Center is an activity and resource center dedicated to providing older adult residents with services and programs that encourage physical and emotional well-being, support connections with others and enrich lives. The center offers recreational, leisure, education and enrichment activities, information and referral services and volunteer opportunities. Programs include, but are not limited to:

- Strength Training, Gentle Yoga, Balance & Stability Classes
- iPad & Technology Classes
- Brain Boost Classes
- Writing Classes
- Bridge, Chess and Game Groups
- Support Group
- Art Programs
- Bingo
- Computer Center

PARTNERS:

The center is also home for numerous organizations that provide services for older adults including the Council on Aging, Healdsburg District Hospital, HICAP, SRJC Older Adults Program, AARP and CHP. The non-profit group, Friends of the Senior Center, operates the Senior Center Boutique and supports the center with volunteer and financial assistance for special events and projects. (The center is available for rental for social events and community meetings.)

COMMUNITY CENTER

The Community Center is a multipurpose center, serving residents of all ages. Located on the site of the former Foss Creek Elementary School, the Center's features include:

- Athletic Fields
- Outdoor Basketball Courts
- Outdoor Play Structure
- Meeting Rooms
- Multipurpose Room
- Community Garden
- iGrow Learning Garden – produce is donated to the Healdsburg Food Pantry

SPECIAL EVENTS

The City is host to many varied special events throughout the year. These events are an important part of our community and add significantly to the quality of life for our residents and visitors. The Community Services Department coordinates the events below; the department is also responsible for the processing and permitting of all special events held in the community.

- Summer Concert Series – Tuesdays in the Plaza
- Summer Program Open House
- Annual Senior Appreciation Dinner

COMMUNITY GARDENS

The department offers two community gardens; one adjacent to Badger Park and the other at the Community Center. Plots are available for annual rental. The gardening rental year is January 1 - December 31.

530 Senior Center members

1,000 Average number of monthly participants

850 Average number of unduplicated participants served annually

12,626 Total number of participants served



RECREATION PROGRAMS

The Community Center is home to the Community Services Department staff and is the primary venue for programs and activities offered by the department and by contracted instructors for the following age groups: Toddler & Preschoolers (Under 5 years), Youth (6-17 years) and Adults (18+). The Senior Center is home for most, but not all, Adult (55+) programs. The programs include:

TODDLER & PRESCHOOL:

- Early Childhood Education Programs
- Summer And School Break Camps
- Parent & Child Playgroup
- Swim Lessons
- Mini Sports Programs
- Seasonal Activities
- Music Classes
- Birthday Parties

YOUTH PROGRAMS:

- Recreational Soccer And Baseball Leagues
- Tennis, Basketball And Football Programs
- Art And Music Classes
- Summer And School Break Camps
- Seasonal Activities
- Martial Arts Classes
- Summer Aquatics Programs And Swim Lessons

- After School Program
- Birthday Parties

ADULT PROGRAMS:

- Zumba
- Dog Training
- Martial Arts
- Adult Softball League
- Tennis Classes
- Qigong & Tai Chi



PARKS

Community Services is responsible for managing 27 acres of park land and 155 acres of open space at the Healdsburg Ridge. The department also maintains the Healdsburg Unified School District athletic fields. Additional park space will become the responsibility of the department with the Saggio Hills Park.

Plaza Park
Recreation Park
Giorgi Park
Badger Park
Barbieri Brothers Park

Byron Gibbs Park
Railroad Park
West Plaza Park
Carson Warner Memorial
Skate Park

Foss Creek Pathway
Lower Villa Chanticleer
Park
Dog Parks at the Villa and
Badger Park



OPEN SPACE

The City of Healdsburg, The Sonoma County Agricultural Preservation and Open Space District, and LandPaths have combined efforts to manage and maintain two unique pieces of properties within the City of Healdsburg boundaries.

THE HEALDSBURG RIDGE OPEN SPACE PRESERVE:

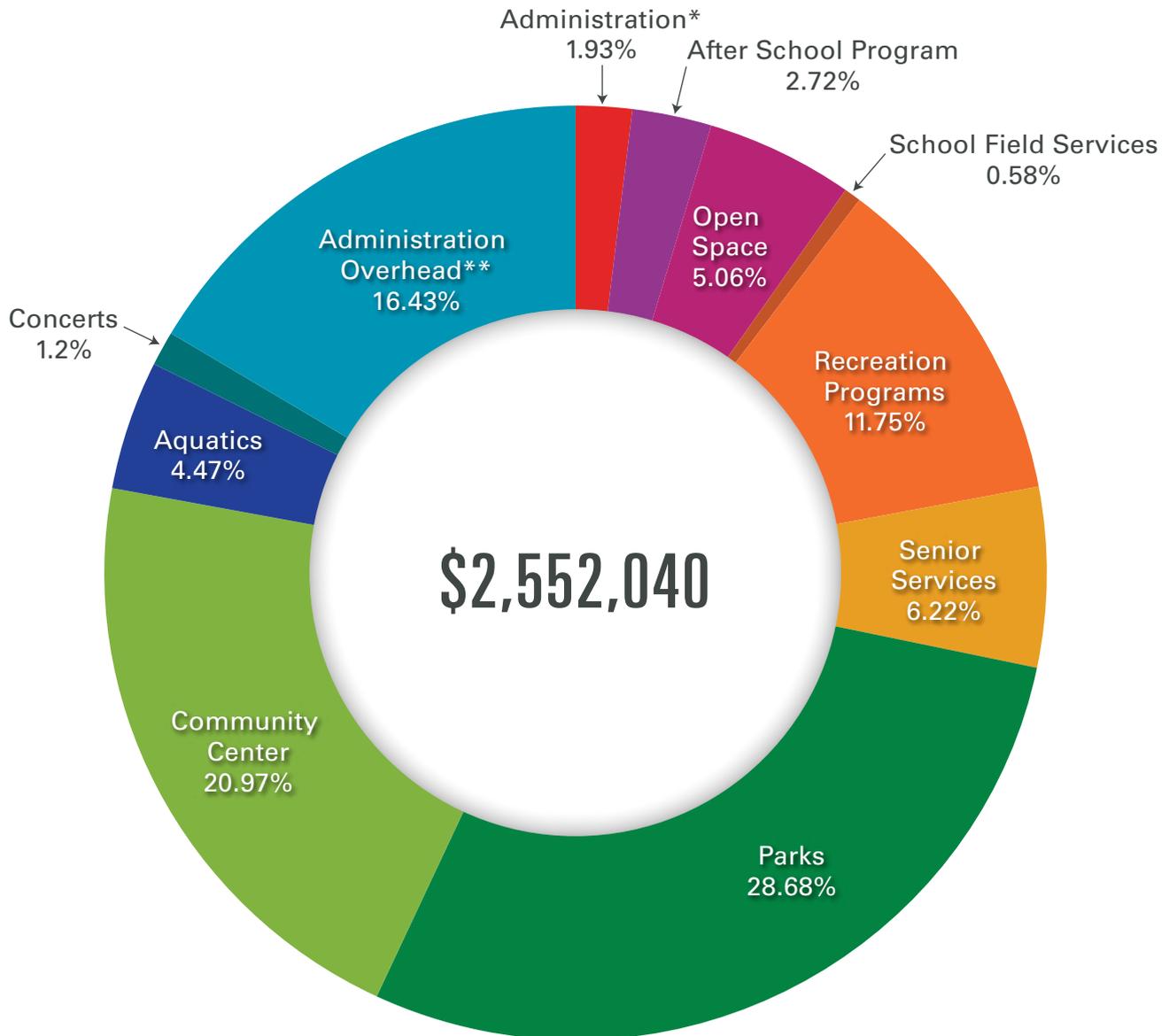
A 55-acre property that consists of a mosaic of grasslands, serpentine chaparral, oak woodlands, wetlands features, and mixed deciduous forest surrounded by dense suburban housing, vineyards and undeveloped lands. This lovely, natural preserve abounds with wildlife and opportunities for hiking and walking.

THE FITCH MOUNTAIN OPEN SPACE PRESERVE:

A 172-acre property that consists of oak woodlands, Madrone trees, mixed conifer forest, and an intermittent creek. Fitch Mountain is one of the most prominent physical landmarks found in the north part of Sonoma County. The mountain is surrounded by the City of Healdsburg and provides a scenic back drop for the City and other communities along the Russian River as well as for area visitors. The mountain offers spectacular views of the Russian River, Alexander and Dry Creek Valleys, and the Mayacamas Mountain range.



HOW IS TOT REVENUE SPENT?



* Administration: Costs related to general Community Services Department oversight.

** Administration Overhead: City administrative services including payroll, payables and cash receipt processing; and other administrative services directly related to the Community Services Department.

SERVICE TO OUR COMMUNITY, FY 2014/15

990

Swim lessons offered to youth which provided them with knowledge on water safety and the fundamentals of swimming

2210

Toddler/Preschool Children enrolled in programs that promoted learning, creativity, and participation

1528

Adults enrolled in classes and developed a new hobby or skill

150

Students in grades K-8 were engaged, active, and safe in our after school program *(funded by ASES grant)*

1042

Enrolled youth participants challenged their minds, worked collaboratively, and learned a new skill/fundamental in classes

\$7,492

Scholarship funds awarded to children for swim lessons, summer camps and youth soccer programs

THE IMPORTANCE OF THE TOT

“The Transient Occupancy Tax is a firm mechanism ensuring ongoing funding for our parks, recreation and community services. We now have a variety of programs and services that allow residents of all ages and interests an opportunity to socialize, participate, and be involved with their community.”

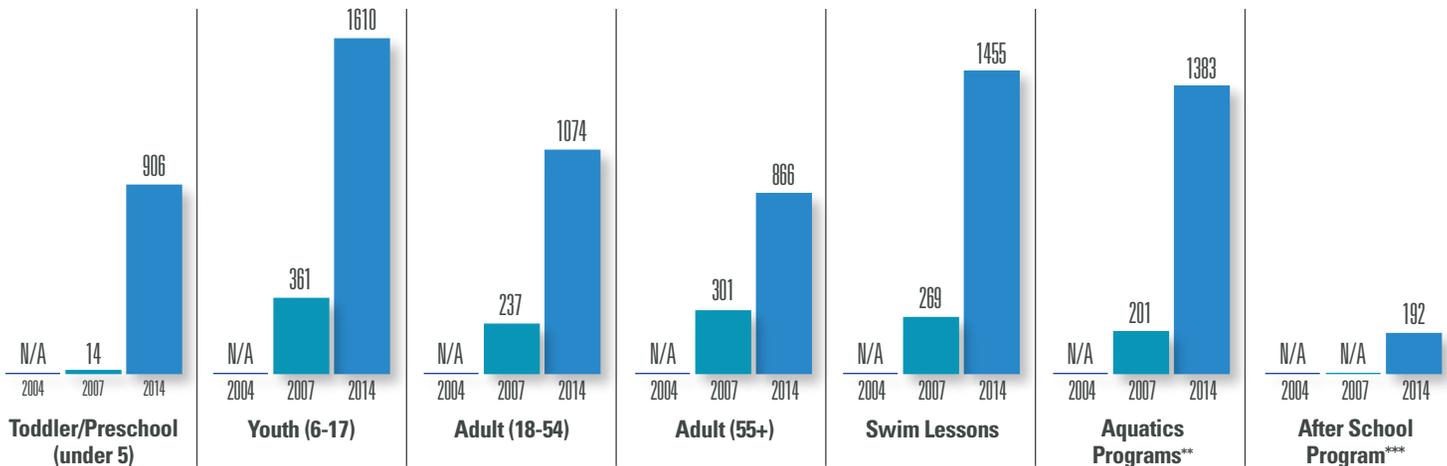
- Kent Mitchell, Chairperson, Parks & Recreation Commission

UNDERSTANDING THE TOT

The Transient Occupancy Tax has provided the City the opportunity for us to acquire open space including Healdsburg Ridge, rehabilitate Giorgi Park, update our Parks facilities, offer After-School programs to underserved children in our community, expand program offerings to our community/seniors at our Senior Center, expand our Community Gardens and maintain our Dog Parks.



INCREASE OF PROGRAMS OFFERED TO OUR COMMUNITY



*Only includes participants registered in a program or activity. Does not include drop-in visitors to senior center not engaged in an program or class or dining program offered by Council on Aging.

**i.e.: Water Exercise, lap swimming, lifeguard training class, summer swim team. Does not include summer recreational swimming participants.

***Program funded by the ASES & 21st Century Grants. 192 students in grades K-8 enrolled in program, which provides homework assistance, enrichment activities, sports and outdoor activity each school day from the end of school until 6 pm.



Attend a meeting. Get involved. Your opinion matters.

Where can I find more information? cityofhealdsburg.org

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