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Planning & Building Dep.
CITY OF HEALDSBURG

Healdsburg Bubble Club Suite – Airbnb Project Narrative

Business Description

To support the needs of visitors to the Healdsburg area, I would like to create a unique and special Airbnb nightly rental in the current 2 bedroom-1 bath apartment at 134 North St which is currently zoned C/D

Competitive and market Analysis – Here are some current Airbnb in the downtown area.

The Ivy House – \$1230 per night

The Healdsburg Plaza Gem - \$744 per night

Orchard Suite - \$662 per night

Cypress House - \$619 per night

Sales and Marketing Plan

Listing 134 North St. on Airbnb would be the main website but also when the Healdsburg Bubble Club is established, I would like to host special guests and members of the Club in the suite.

Ownership and Management Plan

Sarah Quider is the owner of 134 north St and will be the manager as well. She manages the 524 Brown St Downtown Cottage which has been established for 7 years.

Operating Plan

- 1) Obtain the City of Healdsburg business license to list the Airbnb
- 2) Startup – Currently have purchased all furniture for the Airbnb and will put in place by June 1st after the fire sprinklers are installed from Alpha Fire Suppression
- 3) Listing – Airbnb listing will be up and running when all photos have been taken and property details have been established.
- 4) Cleaning – Use the current cleaning crew from my other Airbnb in the Healdsburg area as they abide to all safety and sanitation procedures.