

Ambassador Program

Friday and Saturday Nights

4:30 to 7:30 p.m.

Overview

- Provide pedestrian visitors with info about where to eat, entertainment and any other questions
- Teams of 2 each stroll downtown streets from the Oxbow Public Market to the Andaz, and Napa River Inn to Clinton Street, engaging with pedestrians.
- Each team carries maps, event info and other materials.

Highlights

- Program began in July, 20, 2018, with seven Ambassadors
- Average visitors served each night – 43.64
July – 30
August – 170
September – 359
October – 544
November – 468
Total – 1571

Projections for 2019

- 16 Ambassadors
- Program will run May through November
- Trial run will include Thursday evening

Request for TID Funding

\$0



Locals Night Out

Mix, Mingle, Mojitos and More
Tuesdays, 5:30 to 8:30 p.m. - June 11 to July 30
First Street Napa (Interior)

Overview

- Part of of Downtown Napa Association's (DNA) Re-engage locals strategy , which includes the For Locals Only tab on website
- More upscale, less rock 'n roll
- Using First Street Napa to keep streets open, support those businesses, and as a throwback to original Chefs Market

Description

- 40 to 50 arts and crafts vendors provided by Makers Market, adhering to their standards: "Handcrafted. Locally Made. Ethically Sourced. Traditional. Modern. Timeless. Made in the USA."
- Select downtown businesses (will be provided free booth space)
- Various DIY opportunities
- Downtown based craft brewer will serve at 2 stations each week
- Two downtown tasting rooms per week
- Two entertainment - one solo entry way performance and one medium sized interior
- Mixology contest each week, with three bartenders facing off, ultimate winner to receive \$1,000. Bartender/celebrity judges and people's award

Promotion

- Webpage will list bartenders, winning cocktail, judges
- Advertising will be combo local/on-line
- TID will be recognized

Request for TID Funding

\$15,000

Budget

Income

\$25,000 DNA
\$8,000 First Street Napa
\$12,000 Booth Fees
\$3,000 Alcohol Sales

Total Income \$48,000

Expenses

\$4,000 Market Manager
\$5,000 Support Staff
\$12,000 Entertainment
\$15,000 Ads, Graphic design
\$5,000 Alcohol Purchase, includes mixology
\$2,000 Mixology prizes
\$11,000 Tables, tents, mixology set up
\$1,000 Permits
\$4,000 Security
\$4,000 Porta Potties

Total Expenses \$63,000

Net Income (-\$15,000)