"The Napa Lighted Arts Festival has been an amazing addition to our local arts scene. It connects our residents and guests with our local architecture and provides an electric vibe in the community. It is an event for all ages and families to have a truly unique experience that is free to all in the community."

JILL TECHEL, CITY OF NAPA MAYOR
About the festival

NAPA LIGHTED ART FESTIVAL

More than 40,000 visitors enjoyed nine nights of awe-inspiring art installations in downtown Napa and Oxbow District at approximately 15 sites. The outdoor festival is free and for all ages. This past festival added the iconic Napa Valley hot air balloons during "Night Bloom" that lit up the Oxbow Commons and a community driven Lantern Parade where everyone got to make their own lighted art. The Napa Lighted Art Festival has five core values: To be Innovative, Contemporary, Uplifting, Inspiring and Imaginative.

The Napa Lighted Art Festival goals are:
- Engage with residents and visitors through accessible, immersive, interactive experiences
- Showcase the beauty and uniqueness of downtown Napa and the numerous historic buildings as lightscapes
- Promote learning in the areas of the arts, science, and technology
- Grow and develop a regional and global reputation as a must see festival located in a world-class destination
- Drive economic growth and off-season tourism in the month of January
- Develop partnerships locally, regionally and internationally to develop artistic talent and contribute to the development of these emerging art forms.

40,000 visitors

$2.4 M local economic impact
2020 Achievements

13 Installation Sites
15 Artists
11 International Artists
25 Student Artists
4 Historical Tours
6 Artists Meet & Greets
28 Sponsors & Community Partners

"This has been one of the most amazing teaching experiences of my career."

LISA GOTTFRIED
NEW TECH HIGH SCHOOL
**Economic Impact**

Distance traveled to festival:
- < 10 miles: 53%
- 10-50 miles: 31%
- 50-100 miles: 10%
- 100+ miles: 6%

**KEY STATISTICS**

- 40,000 Visitors
- 58% First time attendees
- 59% Visited in groups of 3 or more
- 10% Stayed in local hotels
- 95% Attendees were satisfied with the festival
- Local sales and hotel tax return of $215,000

**63%**
downtown businesses reported increased in revenue by 5-35%

**64%**
new customers in restaurants and retail stores
3.4 M
Online impressions with paid and display digital campaign

Social Reach

822K Impressions - 34K Engagement - 3.04% CTR

373K Impressions - 2.5K Engagement

10K Impressions

67K Website visits (donapa.com/lights) - Avg. 11 min. stay

PR efforts results in 330K estimated views (Featured in The Associated Press, Yahoo! Finance, and ABC 7)

“It was an absolutely magical event.”
“The Napa Lighted Art Festival has been extremely successful in drawing both visitors and locals to downtown Napa to view the stunning light displays, as well as experience our many restaurants, hotels, shops, and nightlife. January is typically a slower time for businesses and this annual event provides an incentive for people to book an overnight stay to fully enjoy the original art work throughout the downtown area.” - Linsey Gallagher, Visit Napa Valley
Returing January 9-17, 2021
www.donapa.com/lights

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