NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

May 24, 2022
11:00 AM

LOCATION:
RIVER TERRACE INN
1600 Soscol Ave
Napa, CA 94559

COMMITTEE MEMBERS:
Michael Collins, Sara Brooks, Jamie Cherry, Craig Smith, Julie Lucido,
Jenny Toomer, Michael Steinwender

1. CALL TO ORDER/ROLL CALL

2. AGENDA REVIEW

3. PUBLIC COMMENT
   Public comment for all items on or not otherwise on the agenda.

4. CONSENT CALENDAR
   A. APRIL 26, 2022 MINUTES
      Approval the April 26, 2022 Special Meeting minutes.

5. ADMINISTRATIVE REPORT

B. AUGUSTINE AGENCY MONTHLY REPORT
   Receive monthly report from Augustine Agency representatives on performance metrics for
   marketing campaigns related to marketing services contract.

   Recommended Action(s): Approval of the FY22/23 Marketing Plan and Budget

C. VISIT NAPA VALLEY MONTHLY REPORT
   Representatives from Visit Napa Valley monthly report presentation

   Recommended Action(s): No recommended action needed.

D. NAPA TID FY 22/23 BUDGET AND WORKPLAN
Review Napa TID FY22/23 Budget and Workplan to finalize for Council adoption

Recommended Action: Approve Napa TID FY 22/23 Budget and Workplan.

6. **ADJOURNMENT**
   The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for June 28, 2022.


**GENERAL PROCEDURES FOR COMMISSION MEETINGS**

**Meeting Dates:** The Commission meets regularly on the fourth Tuesday every month; and additional meetings may be scheduled as needed.

**Information Available:** Information and documents related to this meeting are available at [www.cityofnapa.org](http://www.cityofnapa.org); or by contacting the Economic Development Division at nharrison@cityofnapa.org; by calling (707) 257-9520; or in person at 1600 First St., Napa, CA 94559. Any documents related to an agenda item that are provided to a majority of the Commission after distribution of the agenda packet are reported by Commission Secretary during the meeting and are available for public inspection.

**City Policy to Facilitate Access to Public Meetings:** The City of Napa offers its public programs, services and meetings in a manner that is reasonably accessible to everyone, including individuals with disabilities. The City complies with all applicable requirements of the Americans with Disabilities Act and California law, and does not discriminate against any person with a disability. Wheelchair access to the Council Chambers, and speaker’s microphone, is available to all persons.

If any person has a disability and requires information or materials in an appropriate alternative format (or any other reasonable accommodation), or if you need any special assistance to participate in this meeting, please contact the City Clerk Department at 257-9503 or email at clerk@cityofnapa.org.

For TTY/ Speech-to-Speech users, dial 7-1-1 for the California Relay Service, for text-to-speech, speech-to-speech, and Spanish-language services 24 hours a day, 7 days a week. In making any request for assistance, advance notice to the City forty-eight hours prior to the meeting will enable the City to make reasonable arrangements.

**Traducciones en Espanol / Spanish-Language Translations:** Se les pide por favor que avise con 48 horas de anticipación cuando haga un pedido para asistencia. Esto les da suficiente tiempo antes de la junta para permitir que la ciudad tome medidas razonables.
**Conduct of Commission Meetings:** The Commission conducts all meetings in accordance with state law (the “Ralph M. Brown Act,” California Government Code Sections 54950, et seq.) and pursuant to the City’s Rules of Order (Policy Resolution 10; R2016-5).

**Public Comment:** Members of the public may directly address the Commission on any subject within the Commission’s subject matter jurisdiction. Each speaker’s comments will be limited to three minutes and will comply with the rules of order for Commission meetings.

**Consent Calendar:** These items are considered routine and may be approved by a single vote; however, any Commission Member may remove an item for discussion or public input prior to action by the Commission. Only the Chair or a majority of the Commission may authorize public input after the consent calendar is introduced.

**Administrative Reports:** Only the Chair or a majority of the Commission may authorize public input after an administrative report item is introduced.

**Consent Hearings:** Consent hearing items are considered routine and may be approved by a single vote of the Commission. However, any member of the public or Commission may remove an item from the consent hearing calendar, and the item will be considered during the public hearing portion of the agenda.

**Public Hearings/Appeals:** During any public hearing or appeal, any person may directly address the Commission. Applicants (or Appellants) are allowed 10 minutes to present testimony at the beginning of the public hearing, and if needed, five minutes to present rebuttal at the end of the public hearing. All other speakers will be limited to 3 minutes.
NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING – April 26, 2022
Meeting Minutes

Members Present: Michael Collins, Jamie Cherry, Craig Smith, Julie Lucido, Jenny Toomer, Michael Steinwender

Members Absent: Sarah Brooks

Others in Attendance:
City of Napa: Neal Harrison, Vin Smith, Seth Anderson, Katrina Gregory, Pete Hagen
Visit Napa Valley: Linsey Gallagher
Augustine Agency: Lindsay Moore, Debbie Augustine, Brittany Lima, Syndey Prince, Claire Marcus, Janette Maerk
Members of the Public: Jackie Simone

Start: 11:09 am

1. CALL TO ORDER/ROLL CALL

City Staff (Neal) conducted roll call.

All members present with Committee Member Craig Smith noted absent.

2. AGENDA REVIEW

City Staff noted no amendments to the Agenda.

No changes to the agenda, no motion needed to approve agenda.

3. PUBLIC COMMENT

Public comment for all items on or not otherwise on the agenda.
Jackie Simone, Napa Valley Cannabis Association

4. CONSENT CALENDAR

A. March 31, 2022 MINUTES
Approval the March 31, 2022 Special Meeting minutes.

Chair Elect Cherry made a motion to approve Consent Calendar Items. Committee Member Craig Smith Seconded the motion. Committee Members: Lucido: Yea, Collins: Yea, Cherry: Yea, Toomer: Yea, Steinwender: Yea.

Nays: None.

Motion Passed Unanimously

5. ADMINISTRATIVE REPORT
A. NAPA Lighted Arts Festival Grant Funding Program

Katrina Gregory (City Staff) provided a proposal to restore the Lighted Arts Festival budget. Request of $200,000. The Napa TID reviewed the update and proposal. Napa TID discussed providing additional measurements to illustrate the ROI for hotels and TOT.

Motion: Lucido Motion to approve $200,000; Collins seconded
Yeas: Collins, Toomer, Steinwender, Cherry, Lucido
Abstain: Smith
Nays: 0

Motion Passed

B. Napa TID FY 22/23 Budget and Workplan

Seth Anderson (City Staff) provided additional overview of the budget and workplan.

Motion: Collins Motion to approve; Collins seconded
Yeas: Collins, Toomer, Steinwender, Cherry, Lucido, Smith
Nays: 0

Motion Passed Unanimously

C. Napa TID Administration

Craig Smith (DNA) discussed the Napa Downtown Association potentially take over the administration of the Napa TID. Noted that this was only a conversation and no decisions to be made. Napa TID provided direction to further explore.

D. Visit Napa Valley Monthly Report

Linsey Gallagher (Visit Napa Valley) provided an overview of Visit Napa Valley and state of tourism in Napa Valley.

E. Augustine Agency Monthly Report

Augustine team provided an overview of their work and upcoming campaign

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for May 24, 2022. The Chair Collins adjourned the meeting at 1:16 p.m.
EXECUTIVE SUMMARY
APRIL SUMMARY - SOCIAL MEDIA

• Social media content generated **928K impressions, 52K engagements and 24K clicks** across social platforms in April.

• Social platforms generated an **engagement rate of 5.3%** across all platforms (industry average is 1.03%).

• Augustine continued to promote **spring blogs** on social platforms to drive traffic to the website as well as **create custom content for platforms like TikTok**.
APRIL SUMMARY – WEBSITE

• In April, there were 45,210 visitors to the website.

• The top event was the Where to Stay button with 559 conversions.

• California continues to source the most traffic at 85% of total users. Other states with high engagement were New York, Texas, Virginia and Florida. Users from San Francisco, Los Angeles and Napa were the top three visiting cities followed closely by other San Francisco Bay Area cities. The Illinois audience was the most engaged with 5:12 average time on page.

• Mobile was the top device for conversions in April with 82% of users and brought in the most users at 31,864.
APRIL SUMMARY – WEBSITE

• The Home page and the What To Do page received the most traffic, similar to previous months. Males ages 35-44 from San Francisco and Napa were the prominent audiences.

• Display was the best performing channel this month, bringing in 24K users. This was followed by organic search with 7.6K visitors. Overall, paid and organic search had the most time on site averaging 4 minutes.

• Visit Napa Valley was the top referral site to the website this month with 1,143 visitors. Other referral sources included Facebook and Localhood (from CA Now Stories). Visit Napa Valley users were the most engaged with 7:15 average time on page.
APRIL SUMMARY - SEO

- Organic Search metrics were up 20% from the last year.

- There were 1,568 total goal completions and 156 Book Now conversions in April.

- Top organic search keywords were around napa, downtown, hotels and restaurants.

- Top performing pages for links included the home page and where to stay.
APRIL SUMMARY – PUBLIC RELATIONS

• Proactive pitch angles this month included **wedding content, new restaurants and chefs, wineries with sustainability practices and Napa’s 175th anniversary.**

• Media Conversations included *San Francisco Bay Times, Wine Country This Week, Vine Pair, Walnut Creek Magazine, Visit California, AFAR, Fodors, Go Nomad, Travel Pulse, Travel + Leisure, Best Life,* among other Bay Area publications and freelancers.

• There were **11 secured clips** this month with estimated digital monthly visits of 62.4M and estimated digital coverage views of 12.7K.

• Coverage featured **the best bachelorette party destinations, best places in Northern California for a family vacation, best trains around Northern America and best wine, eats and stays in Napa Valley.**
FACEBOOK OVERVIEW

- Facebook generated 875K impressions and over 1K engagements in April. There were decreases in engagement due to the end of the Napa Lighted Art Festival.

- The most reached demographic on Facebook was women aged 45-54.

- Sacramento was the largest audience, followed by Los Angeles.

<table>
<thead>
<tr>
<th>Data</th>
<th>March</th>
<th>April</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>76,786</td>
<td>76,754</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Impressions</td>
<td>1,020,680</td>
<td>875,610</td>
<td>-13%</td>
</tr>
<tr>
<td>Engagements</td>
<td>52,404</td>
<td>50,013</td>
<td>-4.6%</td>
</tr>
</tbody>
</table>
FACEBOOK TOP POSTS

• Top Facebook posts featured scenic views of Downtown Napa.

• The top post by lifetime engagements featured the Napa River.

• The average engagement rate (ER) across Facebook posts was an impressive 5.7% (per impression for paid and in-feed Facebook posts). All top posts remain well above the industry benchmark of 0.13% for Hotels and Resorts.

• Augustine will continue to promote outdoor recreation content, lodging specials and unique experiences for Downtown Napa travelers.
**INSTAGRAM OVERVIEW**

- Instagram generated 105K impressions and 2.1K engagements. There continued to be an increase in audience growth as well, gaining 306 new followers.

- The most engaged audience on Instagram is women aged 25-44, followed by women aged 45-54.

- California markets continued to be the most engaged users, with audiences in Napa accounting for the largest segment, followed by San Francisco.

<table>
<thead>
<tr>
<th>Data</th>
<th>April</th>
<th>May</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>38,871</td>
<td>39,014</td>
<td>0%</td>
</tr>
<tr>
<td>Impressions</td>
<td>256,349</td>
<td>104,207</td>
<td>-53%</td>
</tr>
<tr>
<td>Engagements</td>
<td>3,448</td>
<td>2,113</td>
<td>-38%</td>
</tr>
</tbody>
</table>
INSTAGRAM TOP POSTS

- Instagram content highlighted spring in Downtown Napa.

- Top posts featured lodging at Candlelight Inn and spring content.

- The top post generated 481 engagements.

- All top posts continue to remain well above the industry benchmark for engagement rates of 1.03% for Hotels and Resorts.

- Instagram audiences remained engaged with unique spring experiences in Downtown Napa.
TWITTER OVERVIEW

- There were dips in metrics likely due to the end of the Napa Lighted Art Festival.

- The most engaged audience on Twitter is men and women ages 35-44, followed by men and women ages 45-54.

<table>
<thead>
<tr>
<th>Data</th>
<th>March</th>
<th>April</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>28,227</td>
<td>28,191</td>
<td>-0.12%</td>
</tr>
<tr>
<td>Impressions</td>
<td>8,898</td>
<td>5,967</td>
<td>-30%</td>
</tr>
<tr>
<td>Engagements</td>
<td>202</td>
<td>130</td>
<td>-29%</td>
</tr>
</tbody>
</table>
TWITTER TOP POSTS

- Evergreen and user generated content where among top posts this month.
- Engagement rates averaged around 1.8%.
- In the future, Augustine will utilize Twitter to highlight blogs and events.

**Downtown Napa**
28 Apr, 19:00
Home is where the wine is. Make Downtown Napa your home this...

<table>
<thead>
<tr>
<th>Engagement</th>
<th>Clicks</th>
<th>Reach</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>0</td>
<td>117</td>
<td>1.71%</td>
</tr>
</tbody>
</table>

**Downtown Napa**
26 Apr, 11:00
Wine a little, live a lot. 🍷 Housley Napa Valley 🏳️‍🌈 @leilovesfood✈️...

<table>
<thead>
<tr>
<th>Engagement</th>
<th>Clicks</th>
<th>Reach</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>2</td>
<td>211</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

**Downtown Napa**
25 Apr, 15:00
Only smiles, laughter, and good times are allowed here. Our weekday happ...

<table>
<thead>
<tr>
<th>Engagement</th>
<th>Clicks</th>
<th>Reach</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>3</td>
<td>168</td>
<td>1.19%</td>
</tr>
</tbody>
</table>

User follows 0
Detail expands 0
CA NOW STORY

• In April, Augustine continued to create California Now Stories on the Visit California platform.

• The Wine Tasting Room Capital of the World Story generated 1.3K views (average story views are 1K).

• Overall, Downtown Napa’s CA Now Stories saw 22K impressions, an interaction rate of 54% (average is 32%) and a completion rate of 36%.

• Augustine will continue to build California Now Stories to follow the Visit California editorial calendar and Downtown Napa blogs.
CUSTOM SOCIAL VIDEOS

• In April, the team captured and produced video content promoting Milliken Creek Inn and Wilfred's Lounge.

• As platforms like Instagram and TikTok prioritize video content, Augustine will continue to produce videos.

• To align with the Wine Tasting Room Capital of the World campaign, the team will begin to capture content at all the Downtown tasting rooms.
PAID MEDIA CAMPAIGN

- During the month of April, the evergreen paid media campaign generated more than 850K Impressions, 31K clicks to the site and an average of 4.34% CTR (average paid media CTR is 0.9%) across all channels.

- Search CTR was up again this month at 13% (industry average is 4.68%) and Facebook garnered the most impressions at 835K.

- The top performing creative this month was the Arts/Entertainment Single Video, driving 21,742 site visits.

Source: Basis Dashboard
WEBSITE OVERVIEW
WEBSITE ANALYTICS: VISITORS AND SESSIONS

- Traffic had a slight decrease compared to March, most likely due to the end of the Napa Lighted Art Festival. There was an uptick in pages viewed per session, which indicates users are engaged with onsite content.
- Page sessions decreased slightly by 6%.
- There were over 38K visitors with an average session duration of 1:45 (industry average is 1:00 – 1:30).

Source: Google Analytics April 1 – April 30
WEBSITE ANALYTICS: WEBSITE EVENTS

- Total events also saw a decrease of 38%, most likely due again to the end of the Napa Lighted Art Festival.

- Top searched for properties included the Cedar Gable Inn, Napa Winery Inn and Cambria Hotel.

Source: Google Analytics April 1 – April 30
California continues to bring in the most traffic to the website (85%).

San Francisco, Los Angeles and Napa were the top cities for traffic this month.

Website visitors from Napa spent the most time on page at 3:07. For out-of-state audiences, users from Illinois were the most engaged with the website at 3:44.

Source: Google Analytics April 1 – April 30
WEBSITE ANALYTICS: DEVICE

Mobile continues to be the top device for conversions in April with 79% of total users.

Mobile also brought in the most users at 36,601.

Source: Google Analytics April 1 – April 30
### WEBSITE ANALYTICS: PAGES MOST VISITED

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
<th>% Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>74,575(100.0%) (74,575)</td>
<td>65,185(100.0%) (65,185)</td>
<td>00:02:41</td>
<td>45,191(100.0%) (45,191)</td>
<td>76.54%</td>
<td>60.60%</td>
</tr>
<tr>
<td>1. /</td>
<td>7,987(10.71%)</td>
<td>6,623(10.16%)</td>
<td>00:02:13</td>
<td>6,095(13.49%)</td>
<td>53.17%</td>
<td>53.80%</td>
</tr>
<tr>
<td>2. /what-to-do/</td>
<td>3,780(5.07%)</td>
<td>2,429(3.73%)</td>
<td>00:00:50</td>
<td>2,044(4.52%)</td>
<td>36.25%</td>
<td>34.47%</td>
</tr>
<tr>
<td>3. /do/wine-tasting-rooms/</td>
<td>3,226(4.33%)</td>
<td>2,491(3.82%)</td>
<td>00:02:55</td>
<td>2,037(4.51%)</td>
<td>49.34%</td>
<td>47.99%</td>
</tr>
<tr>
<td>4. /do/restaurants/</td>
<td>2,916(3.91%)</td>
<td>2,128(3.26%)</td>
<td>00:02:27</td>
<td>1,596(3.53%)</td>
<td>37.03%</td>
<td>35.77%</td>
</tr>
<tr>
<td>5. /upcoming-events/</td>
<td>1,679(2.25%)</td>
<td>1,344(2.06%)</td>
<td>00:02:24</td>
<td>788(1.74%)</td>
<td>52.73%</td>
<td>40.14%</td>
</tr>
</tbody>
</table>

- In April, the top visited page was the home page followed by the What to Do page.
- The Wine Tasting Rooms page had the highest average time on page, followed by the Restaurants.
- Events also continued to perform well, as more events come online.

Source: Google Analytics April 1 – April 30
### WEBSITE ANALYTICS: CHANNEL PERFORMANCE

#### Acquisition

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Sessions</th>
<th>Users</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>dfa / cpm</td>
<td>28,429</td>
<td>24,831</td>
<td>23,740</td>
</tr>
<tr>
<td>google / organic</td>
<td>8,194</td>
<td>7,127</td>
<td>6,641</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>4,809</td>
<td>4,180</td>
<td>4,068</td>
</tr>
<tr>
<td>Google / SEM</td>
<td>636</td>
<td>588</td>
<td>582</td>
</tr>
<tr>
<td>donapa.com / re...</td>
<td>393</td>
<td>364</td>
<td>364</td>
</tr>
</tbody>
</table>

#### Behavior

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>dfa / cpm</td>
<td>87.27%</td>
<td>1.34</td>
<td>00:00:47</td>
</tr>
<tr>
<td>google / organic</td>
<td>53.06%</td>
<td>2.36</td>
<td>00:03:50</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>66.98%</td>
<td>1.86</td>
<td>00:02:54</td>
</tr>
<tr>
<td>Google / SEM</td>
<td>82.55%</td>
<td>1.51</td>
<td>00:00:36</td>
</tr>
<tr>
<td>donapa.com / re...</td>
<td>19.34%</td>
<td>1.81</td>
<td>00:00:14</td>
</tr>
</tbody>
</table>

#### Conversions

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Goal Conversion Rate</th>
<th>Goal Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td>dfa / cpm</td>
<td>3.5%</td>
<td>381</td>
</tr>
<tr>
<td>google / organic</td>
<td>2.36%</td>
<td>581</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>0.18%</td>
<td>323</td>
</tr>
<tr>
<td>Google / SEM</td>
<td>6.13%</td>
<td>39</td>
</tr>
<tr>
<td>donapa.com / re...</td>
<td>1%</td>
<td>0</td>
</tr>
</tbody>
</table>

- Paid Media brought the most traffic in April with 24K visitors.
- Users coming in from Organic Search spent an average of 3:50 during a session.
- Referral users had the lowest bounce rate.

Source: Google Analytics April 1 – April 30
### WEBSITE ANALYTICS: REFERRALS

- The top referral source was Facebook.
- Other referral sources included Visit Napa valley and Localhood (CA Now Travel Stories).
- Visit California brought in the most engaged users at 4:19 average time on page.

Source: Google Analytics April 1 – April 30

<table>
<thead>
<tr>
<th>Source</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversion</th>
<th>All Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
<td>Sessions</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td></td>
<td>(% of Total)</td>
<td>(% of Total)</td>
<td>(% of Total)</td>
<td>%</td>
</tr>
<tr>
<td>1. m.facebook.com</td>
<td>1,287</td>
<td>1,080</td>
<td>1,480</td>
<td>64.39%</td>
</tr>
<tr>
<td>2. visitnapavalley.com</td>
<td>201</td>
<td>182</td>
<td>229</td>
<td>64.63%</td>
</tr>
<tr>
<td>3. Localhood.com</td>
<td>175</td>
<td>69</td>
<td>197</td>
<td>51.78%</td>
</tr>
<tr>
<td>4. localhood-com.cdn.amproject.org</td>
<td>68</td>
<td>66</td>
<td>69</td>
<td>69.57%</td>
</tr>
<tr>
<td>5. im.facebook.com</td>
<td>65</td>
<td>56</td>
<td>72</td>
<td>69.44%</td>
</tr>
<tr>
<td>6. visitcalifornia.com</td>
<td>64</td>
<td>56</td>
<td>73</td>
<td>46.58%</td>
</tr>
<tr>
<td>7. Facebook.com</td>
<td>33</td>
<td>32</td>
<td>33</td>
<td>96.97%</td>
</tr>
<tr>
<td>8. t.co</td>
<td>32</td>
<td>31</td>
<td>34</td>
<td>94.12%</td>
</tr>
<tr>
<td>9. I.instagram.com</td>
<td>31</td>
<td>27</td>
<td>37</td>
<td>62.16%</td>
</tr>
<tr>
<td>10. Instagram.com</td>
<td>30</td>
<td>27</td>
<td>33</td>
<td>42.42%</td>
</tr>
</tbody>
</table>
**WEBSITE ANALYTICS: ORGANIC SEARCH PERFORMANCE**

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users ↓</td>
<td>New Users ↓</td>
<td>Sessions ↓</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>14.15%</td>
<td>12.21%</td>
<td>15.31%</td>
</tr>
<tr>
<td></td>
<td>7,665 vs 8,208</td>
<td>7,158 vs 8,154</td>
<td>8,850 vs 10,450</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Acquisition</th>
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<th>Conversions</th>
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<tbody>
<tr>
<td></td>
<td>Users ↓</td>
<td>New Users ↓</td>
<td>Sessions ↓</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20.59%</td>
<td>17.59%</td>
<td>24.47%</td>
</tr>
<tr>
<td></td>
<td>7,665 vs 6,356</td>
<td>7,158 vs 6,887</td>
<td>8,850 vs 7,110</td>
</tr>
</tbody>
</table>

- Organic Search traffic metrics decreased this month when compared to March.
- Year over year, there was an increase of 20.59% in organic traffic.

Source: Google Analytics April 1 – April 30
These keywords/phrases have a high average search volume by month. Not all search traffic leads directly to our site, but this information is a good indication of the content visitors are looking for. We’ll continue to optimize for these keywords.

Source: SEM Rush April 1 – April 30
WEBSITE ANALYTICS: SEO KEYWORDS

### Top Visited Pages

<table>
<thead>
<tr>
<th></th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page</td>
<td>5K</td>
</tr>
<tr>
<td>Tasting Rooms</td>
<td>2.8K</td>
</tr>
<tr>
<td>Restaurants</td>
<td>1.8K</td>
</tr>
<tr>
<td>Shopping</td>
<td>169</td>
</tr>
<tr>
<td>Events</td>
<td>117</td>
</tr>
</tbody>
</table>

### Top Visited Pages from Organic Search

These are the pages that are visited the most by organic searches. The overall SEO improvement of the website allows new landing pages/keywords to rank very quickly.

### Top Linked Pages from Organic Search

These pages are the most important for sites to link to as they have the most helpful and relevant information to our prospective visitors. Improving content on these pages will help increase value and hopefully drive additional traffic to the website.

Source: SEM Rush April 1 – April 30
The Wine Tasting Room Capital of the World

• Posted: 4/13

• Page Views: 487

• Avg. Time on Page: 2:47

From oenophiles to first timers, there's something for all wine drinkers to fall in love with...
WEBSITE ANALYTICS: ENEWSLETTER

Winning Subject Line: Take Our Wine Tasting Type Quiz

Sent: 4/15/22

Open Rate: 36.2%
List Average: 14.4%
Industry Average: 15.3%

CTR: 1.8%
List Average: 1.3%
Industry Average: 1.6%

Top Links:
- Wine Capital of the World Blog: 179 clicks
- Events: 138 clicks
- Homepage: 36 clicks
PUBLIC RELATIONS OVERVIEW
MEDIA RELATIONS UPDATES

Proactive Pitch Angles:

• National Pet Day
• Craft beer in Downtown Napa
• Celebrate Earth Day in Downtown Napa
• What's New this Spring
• Napa doesn't have to be expensive

Media Conversations:

• Wine Country Getaways, MSN, The Grapevine Magazine, Wine and Spirits Magazine and Conde Nast, among other Bay Area publications and freelancers
EARNED MEDIA RESULTS

• Secured Clips: 15
• Est. Digital Monthly Visits: 16.5M
• Est. Digital Coverage Views: 57K

• Coverage featured dispelling the notion that Napa is unaffordable, dining in Napa, pet-friendly locations, new restaurants opening, Earth Day and the 175th anniversary celebration with The Napa Table event.
• Media outlets included Roseville Today, Wine Country this Month, SF Chronicle, Mountain View Voice, Jetsetting Fashionista, The Planet D and 365 Atlanta Traveler

Yes, Napa’s expensive. But you can still visit on a budget.

Breakfast: Model Bakery’s famous English muffin — a favorite of Oprah’s — can be had for $2.50, while bagels with a spread from Meadowood chef Christopher Kostow go for $5 at his new Jewish deli, Loveski. Contimo Provisions in downtown Napa has become a breakfast staple among locals for its hearty $4 biscuit sandwiches, like the Ham & Jam filled with smoked molasses-brined ham and homemade jam.
Napa Valley’s once-overlooked ‘downtown’ becomes a wine destination

A new Napa hotel charges $1,300 a night. Are prices really that high across Wine Country?

Food Resolution – Earth Day 2022

Food Is Life Celebration of Earth Day
Friday, April 22–Saturday, April 30
The CIA at Copia
500 1st Street, Napa
Andrew Zimmern's Spilled Milk
Wine country in Northern California is a major tourist attraction.

27 FUN THINGS TO DO IN NAPA EVERYONE WILL ENJOY

NAPA VALLEY GONDOLA

Wine isn’t the only thing comparable to Italy in Napa Valley. Every afternoon, you’ll spot couples gliding across the surface of Napa River on the iconic gondola rides. So, grab your partner’s hand, head to the downtown docks, and get ready for a trip to Italy and back within 40 minutes.

Rowing oars kiss the river surface, guided by seasoned Gondoliers who transport you to the charming canals of Verona with melodic singing.

Oxbow Public Market

If you go one place in downtown Napa, make it here. Located in the Oxbow District of Napa, this market is the perfect place to shop, eat and drink. The 46,000 square foot marketplace includes a deck overlooking the river, with lots of local food vendors, artisan cafes and organic producers. I love Hog Island Oysters for seafood; the Fatted Calf for charcuterie and meats; Gott’s for a burger; fries and a shake; and Models for fresh baked breads and pastry.

National Pet Day is April 11

Downtown Napa’s walkability is great for dogs, with 55 tasting rooms in walking distance and special perks at dog-friendly hotels. And look at these good boys and girls, who are enjoying shopping.
COVERAGE HIGHLIGHT LINKS

- **SF Chronicle** – Yes, Napa's expensive. But you can still visit on a budget
- **Roseville Today** – Napa Celebrates 175 Years with The Napa Table
- **Mountain View Voice** – Food Resolution – Earth Day 2022
- **Wine Country This Month** – Destination Dining in Napa Valley
- **The State** – Napa Valley's once-overlooked 'downtown' becomes a wine destination
- **365 Atlanta Traveler** – 27 Fun Things To Do in Napa Everyone Will Enjoy
- **The Planet D** – How to visit Napa Vally on a budget – Places to stay, eat, and drink wine
- **SF Chronicle** – Napa gets a luxe Thai restaurant from SF
- **Jetsetting Fashionista** – The best dog friendly luxury Napa hotels
- **SF Chronicle** – A new Napa hotel charges $1300 a night. Are prices that high across Wine Country?
- **Hey Do You** – National Pet Day is April 11
- **Andrew Zimmern** – Wine Country Dining
INDUSTRY INSIGHTS
• Wakefield Research found that almost all travelers (98%) are prioritizing wellness activities or wellness-centric travel in 2022. Wellness can come in many forms, however. The study shows that many Americans feel mentally refreshed on vacation after connecting with the local culture (41%) or simply shutting their phone off to unplug (33%). Women are more likely to prioritize reconnecting with family and friends (46%) while men are likely to focus on healthy eating (34%), the study also found. (Travel Pulse, “The Power of Travel Tourism Trends Shaping Today and Tomorrow)

• A majority of travelers are planning long weekends but most are going longer with 38 percent traveling for five to seven days during the summer and 20 percent traveling for longer than a week. Millennials are the generation most likely to go on shorter getaways, whether they are quick, two-night escapes (39 percent) or long weekend trips (64 percent). Holidays remain the most popular times to travel with the Fourth of July the most popular, followed by Memorial Day and Labor Day weekends. Kids are guaranteed lots of fun as the survey revealed that parents are splurging on all kinds of things this summer. Moms and dads are spending big on food and drinks (77 percent), entertainment and activities (56 percent), and accommodations (42 percent) more so than non-parents (73 percent, 48 percent, and 30 percent, respectively). (Travel Pulse, “Summer Vacations Are Back”)

• Forty-eight percent of people booked closer-to-home experiences as they began traveling outside of their hometowns and expanding their comfort radius. (Travel Pulse, “New 2022 Trend Report Finds Outdoor Experiences still Top of Mind”)
COMING UP

• Complete marketing plan for FY22/23 based off of insights from strategy meeting.

• Optimize Wine Tasting Capital of the World campaign and other creative campaigns for FY21/22.

• Continue planning FY 21/22 media visits.

• Continue to pitch local events, new offerings, group and leisure spring travel story angles to local, regional and national media outlets, as well as freelance writers.

• Continue to optimize evergreen campaign assets based on industry trends and performance, add restaurant/dining related content from the Chef Series campaign.

• Continue new SOW for FY 21/22, including creating additional content for new social channels and planning creative/content campaigns.
THANK YOU!
<table>
<thead>
<tr>
<th>Downtown Napa</th>
<th>FY22/23 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monthly Account Management</strong></td>
<td></td>
</tr>
<tr>
<td>Account Planning &amp; Management ($4,000/month)</td>
<td>$48,000</td>
</tr>
<tr>
<td>Public Relations Strategy &amp; Management ($3,500/month)</td>
<td>$42,000</td>
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<tr>
<td>Social Media Strategy &amp; Management ($5,000/month)</td>
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<tr>
<td>Digital Strategy &amp; Management ($2,000/month)</td>
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<tr>
<td>Search Engine Optimization ($1,250/month)</td>
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<tr>
<td><strong>TOTAL</strong></td>
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<tr>
<td><strong>PR and Social Media</strong></td>
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<tr>
<td>Media Visits/Social Influencers</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>Creative &amp; Content Development</strong></td>
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</tr>
<tr>
<td>Content Development</td>
<td>$25,000</td>
</tr>
<tr>
<td>Creative Production</td>
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<tr>
<td>Branding &amp; Brand Guidelines</td>
<td>$27,500</td>
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<td>FY23/24 Planning</td>
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<td><strong>TOTAL</strong></td>
<td>$157,500</td>
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<td><strong>Website</strong></td>
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<td>Website Management ($1,000/month)</td>
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<td>Website Hosting &amp; Security Fee (Hard Cost; Annual Charge)</td>
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<tr>
<td>Crowdriff (Hard Cost Platform Fee)</td>
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<td><strong>TOTAL</strong></td>
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<td><strong>eBlast Marketing</strong></td>
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<td>Email Marketing Platform Fees (Hard Cost; Annual Charge)</td>
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<td><strong>Opportunistic Fund</strong></td>
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<td><strong>TOTAL</strong></td>
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### Napa Tourism Improvement District (TID)

**Draft Budget and Workplan Fiscal Year 2022/2023**

<table>
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<tr>
<th></th>
<th>FY2021/2022 Budget</th>
<th>FY2021/2022 Actual (May 2022-03-29)</th>
<th>FY2022/23 Year-End Projections</th>
<th>FY2022/23 Budget</th>
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<tbody>
<tr>
<td><strong>Beginning Unreserved Fund Balance</strong></td>
<td>$188,068</td>
<td>$188,068</td>
<td>$561,025</td>
<td>$561,025</td>
</tr>
<tr>
<td><strong>Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)</strong></td>
<td>$563,678</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Revenue**

- **TID Assessment**
  - FY2021/2022: $636,000
  - FY2022/23: $1,066,000

- **Interest Earnings**
  - FY2021/2022: $5,500
  - FY2022/23: $5,000

**TOTAL REVENUE**

- FY2021/2022: $641,500
- FY2022/23: $1,071,000

**Expenditures**

**Administrative Support**

- **Salaries and Benefits**
  - FY2021/2022: $31,300
  - FY2022/23: $42,850

- **General Overhead**
  - FY2021/2022: $500
  - FY2022/23: $1,200

**Subtotal Administrative Support**

- FY2021/2022: $32,800
- FY2022/23: $45,050

**Collateral Materials**

- **General Supplies**
  - FY2021/2022: $2,000
  - FY2022/23: $5,000

- **Other Purchased Services**
  - FY2021/2022: $4,000
  - FY2022/23: $4,000

**Subtotal Collateral Materials**

- FY2021/2022: $6,000
- FY2022/23: $10,000

**Advertising and Marketing**

- **Advertising**
  - **Contract Marketing**
    - FY2021/2022: $635,000
    - FY2022/23: $700,000
  - **Other Paid Advertising and Optional Services**
    - FY2021/2022: $50,000
    - FY2022/23: $20,000

**Subtotal Advertising and Marketing**

- FY2021/2022: $685,000
- FY2022/23: $720,000

**Funding Grants to Other Organizations**

- **Contributions/Donations**
  - FY2021/2022: $200,000
  - FY2022/23: $400,000

- **Napa Live Inside and Out**
  - FY2021/2022: $85,000
  - FY2022/23: $85,000

- **Downtown Ambassador**
  - FY2021/2022: $10,000
  - FY2022/23: $30,000

- **Social Media Influencer**
  - FY2021/2022: -
  - FY2022/23: -

- **Lighted Art Festival**
  - FY2021/2022: -
  - FY2022/23: -

- **Porchfest**
  - FY2021/2022: -
  - FY2022/23: -

- **Locals Night Out**
  - FY2021/2022: -
  - FY2022/23: -

- **Napa Valley Film Festival**
  - FY2021/2022: -
  - FY2022/23: -

- **Goodman Library History Gallery**
  - FY2021/2022: -
  - FY2022/23: -

- **DNA 175th Anniversary Marketing Support**
  - FY2021/2022: -
  - FY2022/23: -

- **France is Feast Pop-up Exhibit**
  - FY2021/2022: -
  - FY2022/23: -

**Subtotal Funding Grants to Other Organizations**

- FY2021/2022: $200,000
- FY2022/23: $400,000

**TOTAL OPERATING EXPENSES**

- FY2021/2022: $931,800
- FY2022/23: $1,155,050

**Net Operating Position**

- FY2021/2022: $(282,300)
- FY2022/23: $375,610

**Transfer to/from Reserves**

- FY2021/2022: $(94,232)
- FY2022/23: -

**Estimated Ending Unreserved Fund Balance**

- FY2021/2022: $479,628
- FY2022/23: $561,025

**Estimated Ending Reserved Fund Balance (per Contingency Reserve Fund Policy)**

- FY2021/2022: $563,678
- FY2022/23: $561,025

Contingency Reserve Fund Policy states that the transfer to reserves will be adjusted based on the final net position of the fiscal year.

*The City and TID board shall have the authority to adjust budget allocations between the categories by no more than 20% of the category budget per year.

Contingency Reserve Fund must maintain minimum levels of 35% of budgeted revenue which is $224,525.00 for FY2021/2022. If Napa TID determines that funds in the CRF must be used, they will also provide a plan for replenishment of the CRF.
BUSINESS & MARKETING PLAN
FY 2022/2023
# FY 22/23 Strategic Direction

## Vision
As the gateway to the famed Napa Valley, Downtown Napa is a destination in its own right - a thriving cultural hub offering a unique mix of lodging, world-class food and wine, and lively arts and entertainment. It is the epicenter of laid-back luxury.

## Values
- **Destination Stewardship**
  DoNapa is committed to preserving the beauty, culture, history, and natural resources of Napa so that visitors and locals alike can enjoy it for years to come.
- **Authenticity**
  We strive to represent Napa in a way that rings true to who we are as a community, communicating the unique values and culture we share.
- **Inclusivity**
  All are welcome in Napa, and we engage and collaborate with a wide range of voices.
- **Future Focus**
  DoNapa always has an eye on the future and is poised to present the destination to the next generation of travelers and wine lovers as a bucket list destination filled with world-class food and wine and lively arts and entertainment. It is the epicenter of laid-back luxury.

## Mission
The Napa Tourism Improvement District is the official destination marketing organization for the City of Napa, with a mission to promote each diverse lodging property and partner in hospitality. The Napa Downtown Association’s mission is to foster better business in the downtown area, provide support for the merchants and professionals, and promote downtown as the core of the community for business, entertainment, and culture.

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- Research and Insights .................................................. 4
- New Evergreen Brand Positioning ....................... 8
- Target Audiences .......................................................... 9
- Paid Media Strategy ..................................................... 10
- Owned Media Strategy .................................................. 12
- Earned Media Strategy ................................................ 14
**STRATEGIC PARTNERS**
Downtown Napa is part of a larger tourism ecosystem that works together to amplify efforts and strategically drive visitation to the region, with the ultimate goal to increase overnight stays in Downtown Napa during need periods. Through strategic marketing efforts, DoNapa will use this ecosystem to maximize paid media spend and earned media opportunities, pull through state and national marketing initiatives on paid, earned, and owned channels, and drive potential visitors further down the funnel to the booking stage.

**GOAL #1**
Mindfully build on recovery momentum, be poised to react quickly and nimbly to changes in landscape.

**GOAL #2**
Strategic marketing to maintain brand awareness during peak season and drive overnight visitation during need period/ offseason/midweek.

**GOAL #3**
Increase length of stay and in-market spending.

**GOAL #4**
Build a connection with the next generation of wine drinkers by positioning Downtown Napa as a friendly and approachable bucket-list destination.
TRAVEL TRENDS

ROAD TRIPS
• Road trip activity is surging ahead in 2022, with a majority of U.S. adults (85%) expecting to travel this summer and driving in personal vehicles is the leading choice for getting to summer vacation destinations (Harris Poll, March 2022).
• Visit California’s brand campaign, California Road Trip Republic (CRTR), provides an adventurous layer to the Dream Big global brand advertising program. Inspiring visitors to get off the beaten path and visit the lesser-known, hidden gems of California, CRTR is about a sense of freedom, discovery and transformation through transportation.

PET FRIENDLY
• Pet adoption rates have soared throughout the pandemic and pet owners want to bring their pets when they travel. Hilton’s recent report on The 2022 Traveler revealed that 7 in 10 Gen Z or Millennial pet parents are more likely to travel in the future if pets are welcome, and 2021 Hilton booking data shows that the “pet-friendly” booking filter has been the #3 most used search filter on Hilton.com. (Hilton, March 2022)

OUTDOORS
• People still see the outdoors as the most comfortable of places due to the lasting impact of the pandemic—this is reflected in the faster recovery of rural outdoor destinations like Napa as compared to urban destinations such as San Francisco, which are still feeling the impacts.
• People associate being outdoors with health and wellness, and are trying to improve healthy habits in the wake of the pandemic.
• Outdoor images drive the ad best performance when compared to images of rooms, lifestyle, and amenities. They had a 55% higher click-through rate, and an almost 4% higher conversion rate. (Sojern, March 2022)

BUCKET LIST EXPERIENCES
• The “experience economy” is huge in the travel industry. But fewer and fewer people may be settling for commonplace vacation activities in the coming years. Instead, “consumers [will] pursue authentic experiences, distancing themselves from mainstream tourism providers and venturing into pastimes that feel more meaningful.” Data insights company AirSage marks this as an emerging trend because “people no longer want boring and conventional travel experiences as much as they used to. Instead, they would rather pay more for vacations that are once in a lifetime opportunities.” (Exploding Topics, January 2022)

SEEKING CONNECTION/MAKING UP FOR LOST TIME
• After two years of canceled trips and postponed gatherings with friends and family, consumers are seeking out connections like never before, and travel is on the minds of most Americans, as 85% are currently planning a trip with family and/or friends. (Travel Pulse, March 2022)
• The Knot predicts that 2023 will be the year of weddings, reporting that more weddings will take place in 2023 than ever recorded in a single year. (The Knot, January 2022)

BLEISURE TRAVEL
• As Americans head back to the office en-masse, the return of business travel is building momentum. A growing percentage of employees are also now willing to travel for business and eager to get back to in-person meetings. Many employees have large amounts of PTO banked and are considering extending work trips to enjoy leisure travel experiences.
• Visit Napa Valley reported an all-time high of group business leads in March 2022.

SUSTAINABLE TRAVEL
• As travel restrictions continue to ease and travelers hit the road and the skies once again, they will increasingly seek ways to have more meaningful and conscientious travel experiences, from searching for and booking more sustainable options to looking for ways to improve their impact on the destinations and communities they visit. (Expedia, April 2022)

85% OF AMERICANS ARE CURRENTLY PLANNING A TRIP WITH FAMILY AND/OR FRIENDS.
BRAND MESSAGING PILLARS

These key assets are ownable differentiators for Downtown Napa and will be highlighted throughout paid, earned, and owned marketing initiatives for FY22/23.

**WINE**

With more than 55 wine tasting rooms within a small radius, Downtown Napa is the Wine Tasting Room Capital of the World, nestled within the world’s premier wine region that is home to more than 500 wineries.

**CULINARY**

Home to more than 70 restaurants drawing influence from all corners of the globe and emphasizing farm-to-table philosophies, Downtown Napa is a true culinary mecca.

**PET-FRIENDLY**

Downtown Napa is the valley’s pet-friendly home base. With an abundance of pet-friendly businesses and lodging all in one walkable area, Napa rolls out the red carpet for furry friends.

**OUTDOORS**

Enjoying a mild Mediterranean climate with more than 250 days of sunshine a year, plus easy access to activities such as biking, hiking, hot air ballooning, and kayaking, Napa is a four-season destination where visitors can experience the outdoors year-round.

**LAID-BACK LUXURY**

While Napa is a true luxury destination with world-class amenities, food, and wine, our community is made up of farmers and real people – and we love to kick back and enjoy the fruits of our labor.

**ARTS & ENTERTAINMENT**

Downtown Napa is a thriving arts community where visitors can enjoy a variety of public art, live music and performance arts, and events such as the Lighted Art Festival, BottleRock Napa Valley, Napa City Nights, and more.
WHAT IS BRAND POSITIONING?
Brand positioning is about owning a unique position in the mind of the target consumer, and it is an articulation of what we want the DoNapa brand to be to visitors. Brand positioning is established relative to our competition in a way that signals differentiation and it is about making sure that when potential visitors think of DoNapa, they understand the benefits our destination offers. In essence, a brand positioning shows the value of our brand to the DoNapa target audience.

Fundamentally, brand positioning stands at the heart of marketing strategy. It provides the direction for strategic and tactical activities that will help DoNapa stand out amid the many alternative destinations travelers can choose.

NEW POSITIONING
As we head into the new fiscal year in an evolved travel landscape, it is time to also evolve DoNapa’s evergreen campaign away from our previous “Restore Yourself” positioning and create a new vision that will guide all marketing efforts throughout the year as well as serve as the “always on” layer for paid media campaigns.

The campaign will refresh messaging, amplify emotional connection, and appeal to current audience/industry trends, with the ultimate goal of increasing overnight visitation to Downtown Napa, especially in the shoulder season November-April.
PAID MEDIA STRATEGY

CAMPAIGN OVERVIEW

OBJECTIVES
• Generate awareness and increase overnight visits to Downtown Napa.
• Increase visitation during the need period November–April.
• Increase length of stay and in-market spend.
• Create an emotional connection with the target market.

TARGET AUDIENCE
21-65+ with interests in Outdoors, Vacations and Tourism, Wine & Intent to Travel in CA.

TIMING
July 1, 2022, to June 30, 2023

DIGITAL APPROACH

In order to increase visits to Downtown Napa, we recommend the following digital media strategy:
• Develop a holistic approach ensuring evergreen and seasonal campaign tactics work together to capture users at every step of the user journey.
• Utilize paid social (Facebook and Instagram) as the primary channel for seasonal campaigns.
• Create additional social campaign creative for paid TikTok.
• Utilize seasonal and evergreen SEM to reach audiences both familiar and potentially unfamiliar with Downtown Napa.
• Target key audiences throughout the funnel to help encourage users to visit the site to learn more about Downtown Napa.

GEOTARGETING
State of California

BUDGET
$257,200 Total

TACTICS
• Paid Search
• Paid Social (Facebook & Instagram)
• Paid Social (TikTok)
• Display (Programmatic & Spaceback)

PRIMARY KPI
• Social: Cost Per Site Visit (CPSV)
• Search: Click Through Rate (CTR)
• Display: Cost Per Verified Visit (CPVV)

CAMPAIGN FLOWCHART

Digital Recommended Channels

<table>
<thead>
<tr>
<th>Campaign Media Budget</th>
<th>Jul '22</th>
<th>Aug '22</th>
<th>Sept '22</th>
<th>Oct '22</th>
<th>Nov '22</th>
<th>Dec '22</th>
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<th>Feb '23</th>
<th>Mar '23</th>
<th>Apr '23</th>
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<tbody>
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EVERGREEN AND SEASONAL CAMPAIGNS WILL WORK TOGETHER TO CAPTURE USERS AT EVERY STEP.
OWNED MEDIA STRATEGY

OBJECTIVES
- Drive potential visitors to DoNapa.com to inspire them to plan a trip with fresh content and imagery.
- Create engaging content for social media platforms to inspire visitation and keep Downtown Napa top of mind with target audience.
- Increase production of video content for Instagram and TikTok to engage with aspirational traveler audience.
- Create more owned content in-destination to show the authentic flavor and depth of the Downtown Napa experience.

STRATEGIES
- Execute a photo/video shoot to build asset library that reflects brand values and pillars.
- Create more evergreen content to aid visitors in extending their stay throughout the year.
- Show the depth of experience that is available year-round in Downtown Napa – too much to experience in just a weekend or day trip.
- Position the “off” season and midweek as the best time to experience Downtown Napa like a local insider.

TACTICS
- Self-Guided Walking Tours – new web page highlighting walkability and depth of experience – featuring itineraries to inspire travelers to explore on their own. These can also come to life as Instagram Guides, Reels, and TikToks, utilized in email campaigns, and have the potential to become printed pocket maps to hand out in-market at Welcome Centers throughout the valley.
  - Historic Home Walking Tour
  - Pet-Friendly Wine & Wag Walking Tour
  - Napa ArtWalk & Utility Box Wrap Tour
  - Wine Tasting Room Capital of the World Taster Type Tours
- Instagram Guides – we have a lot of good evergreen blog content that can be repurposed for Instagram Guides- which social followers can save and easily access when it’s time to plan their trip. Build into current content creation process.
- CA Now Travel Stories – content program in partnership with Visit California, tying into their monthly content themes and searchable on Google.
- DoNapa Insider Sips – Cabernet Season blog/video series that spotlights local personalities interview-style, where we ask them about their favorite spots, eats, etc. and they provide insider “sips” on how to experience downtown like a local.
  - Opportunity to highlight diversity and build emotional connection
  - Social video series component - TikTok/Reels
- E-newsletters & Blogs – twice-monthly coordinated with paid campaign messaging, highlighting holidays and seasonal content, new experiences, listicles, etc. to keep potential visitors engaged with fresh content year-round.
- Regular Calls for Content – monthly calls for content to partners will include the option to have DoNapa come to businesses and gather social media photos and videos.
  - Lodging properties will have a special dedicated call for content to encourage regular participation and build a library of lodging assets.

KPIs
- Increase in organic website traffic to DoNapa.com.
- Increase social media followers on Facebook, Instagram, TikTok, Twitter, Pinterest.
- Increase engagement rate on social media channels.
- Increase subscribers, open rates and click-through rates on DoNapa emails.

MORE EVERGREEN CONTENT WILL AID VISITORS IN EXTENDING THEIR STAY THROUGHOUT THE YEAR.
**EARNED MEDIA STRATEGY**

**OBJECTIVES**
- Position Downtown Napa as the best of Napa Valley all in one exciting and walkable home base for exploring wine country.
- Share the stories of why visiting Downtown Napa midweek and/or during Cabernet Season is the best way to experience the town like a local.
- Create an emotional connection with travelers by telling the stories of local personalities.
- Continue to tell the story of the growth and revitalization of Downtown Napa.
- Work to correct the growing perception that Napa is too expensive for the majority of aspirational travelers by highlighting the depth of experience.

**STRATEGIES & TACTICS**
- Partner with Visit California and Visit Napa Valley to amplify pitching efforts and increase qualified top-tier media leads and press visits to Downtown Napa.
- Focus on California media market (Bay Area, Sacramento, and LA as primary markets).
- Continue to build relationships with traditional media and social influencers to earn consistent organic coverage for Downtown Napa.
- Ensure pitching angles and talking points are aligned with current paid and owned initiatives to tell the Downtown Napa story across all channels.

**STORY ANGLES**
- Four-season outdoor destination.
- Downtown Napa offers a laid-back luxury experience for all budgets.
- Downtown Napa is a walkable, pet-friendly wine country home base.
- Dine around the world in Downtown Napa - culinary mecca/ key differentiator of why Napa stands apart from other wine country destinations.
- Wine Tasting Room Capital of the World – most tasting rooms in an urban area, taste the entire valley in one walkable downtown.
- What’s new in Downtown Napa.
- Highlight diversity and inclusion via stories of Napa locals’ human interest.
- Highlight events, arts & culture, live music to show depth of experience beyond wine.

**DOWNTOWN NAPA IS THE BEST OF THE NAPA VALLEY ALL IN ONE PLACE.**

**FY 22-23 TIMELINE: OVERVIEW OF MARKETING INITIATIVES**

**JUL 22**
- Summer
- Fire Season
- Wine Tasting Room Capital of the World
- Brake Here

**AUG 22**
- Summer
- Fire Season
- Wine Tasting Room Capital of the World
- Brake Here

**SEPT 22**
- Harvest
- Fire Season
- Wine Tasting Room Capital of the World
- Brake Here

**OCT 22**
- Harvest
- Fire Season
- Evergreen Campaign
- Wine Tasting Room Capital of the World

**NOV 22**
- Cab Season
- Holiday
- Evergreen Campaign
- Wine Tasting Room Capital of the World

**DEC 22**
- Cab Season
- Holiday
- Evergreen Campaign
- Chef Series

**JAN 23**
- Cab Season
- Restaurant Week
- Evergreen Campaign
- Chef Series

**FEB 23**
- Cab Season
- Holiday
- Evergreen Campaign
- Brake Here
- Chef Series

**MAR 23**
- Spring
- Mustard Season
- Evergreen Campaign
- Brake Here

**APR 23**
- Spring
- Evergreen Campaign
- Wine Tasting Room Capital of the World
- Wine & Wag

**MAY 23**
- Spring
- Evergreen Campaign
- Wine Tasting Room Capital of the World
- Wine & Wag

**JUN 23**
- Summer
- Evergreen Campaign
- Wine Tasting Room Capital of the World
- Wine & Wag