NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

September 27, 2022
11:00 AM

Location: Archer Hotel

COMMITTEE MEMBERS:
Michael Collins, Sara Brooks, Craig Smith, Julie Lucido, Jenny Toomer, Michael Steinwender, Choolwe Kalulu

1. CALL TO ORDER/ROLL CALL
Welcome Choolwe to his first meeting!

2. AGENDA REVIEW

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

4. CONSENT CALENDAR

   A. July 26, 2022 Minutes
Approval of the July 26, 2022 TID Regular Meeting minutes

5. ADMINISTRATIVE REPORT

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Recommended Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Additional uses for TID grants</td>
<td>Review remaining grant budget, explore list of potential options</td>
</tr>
<tr>
<td>B</td>
<td>Ad Hoc Subcommittee Report</td>
<td>Hear update from Ad Hoc Subcommittee – Jenny Toomer</td>
</tr>
<tr>
<td>C</td>
<td>Visit Napa Valley Report</td>
<td>Receive update from Visit Napa Valley</td>
</tr>
</tbody>
</table>
6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for November 22, 2022. Do we want to reschedule?

THE AGENDA FOR THE ABOVE STATED MEETING WAS POSTED AT A LOCATION FREELY ACCESSIBLE TO MEMBERS OF THE PUBLIC AT THE COMMUNITY DEVELOPMENT DEPARTMENT, 1600 FIRST STREET, AND CITY HALL, 955 SCHOOL STREET ON FRIDAY SEPTEMBER 23, 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 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 – July 26, 2022
Meeting Minutes

Members Present: Michael Collins, Jenny Toomer, Michael Steinwender, Julie Lucido

Members Absent: Sarah Brooks, Craig Smith

Others in Attendance:
City of Napa: Jennifer Owen, Brendan Hurley
Visit Napa Valley: Linsey Gallagher
Augustine Agency: Lindsay Moore, Claire Marcus, Janette Maack
Members of the Public: None present

Start: 11:03 am

1. CALL TO ORDER/ROLL CALL

   All members present with Committee Members Sarah Brooks and Craig Smith noted as absent.

2. AGENDA REVIEW

   Added third TID applicant, Kiki Theodorides. Distributed her resume and application to Committee Members.

3. PUBLIC COMMENT

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

      No comment.

4. CONSENT CALENDAR

   A. June 28, 2022 Meeting Minutes
      Approval of the June 28, 2022 meeting minutes.

   B. July 15, 2022 Special Meeting Minutes
      Approval of the July 15, 2022 meeting minutes.

      Julie Lucido offered correction that she was listed incorrectly as a City of Napa attendee in both meeting minutes and should have been listed as a Committee Member. Jennifer Owen agreed to make the change.

      Chair Collins made a motion to approve Consent Calendar Items with above-named change. Michael Steinwender seconded.

      Nays: None.

      Motion Passed Unanimously.
5. **ADMINISTRATIVE REPORT**

**A. New TID Member**

Committee reviewed the applications and resumes of the three applicants: Kiki Theodorides, Bart Jones, and Choolwe Kalulu. Linsey Gallagher offered her insight and experience with the applicants, with other Committee Members adding that they’d recently met Choolwe Kalulu. Based on the discussion, Chair Collins motioned to confirm Choolwe Kalulu. The motion was seconded by Committee Member Lucido.

Nays: None.

Choolwe Kalulu selected to join the TID Committee.

**B. Executive Committee**

Each Fiscal Year, the positions of Chair, Co-Chair, and Chair-Elect must be voted on.

Michael Collins was unanimously approved to continue as Chair.

Michael Steinwender was nominated for Chair-Elect and unanimously approved.

Sara Brooks was unanimously approved to continue as Co-Chair.

**C. FY Meeting Schedule**

With the formation of the new ad-hoc committee to monitor the Augustine Contract, Chair Collins suggested that the Committee change their meeting frequency to every-other-month.

Nays: None.

Motion passed unanimously. The Committee's next meeting will be in September.

**D. Visit Napa Valley Report**

Linsey Gallagher shared a June snapshot and noted a softening in hotel occupancy in early July that may reflect the opening of two new Napa properties, Stanly Ranch and the Cambria Hotel. Additionally, she shared a national consumer sentiment report that called out the rising costs of gas and lodging as deterrents to consumer travel. To combat these trends, Visit Napa Valley is focusing more on paid advertising to drive visitation.

**E. August Marketing Report**

Augustine shared their monthly dashboard. Their main focus moving forward is to optimize their ads and posts to be videos or animation to drive engagement.
Committee Member Toomer asked why Augustine’s work has focused solely on downtown. Augustine shared that in the past, the TID Committee had directed them to do so, but with new direction, they’d be excited to tell more stories about Napa.

6. **ADJOURNMENT**
   The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for September 27, 2022. **Chair Collins adjourned the meeting at 12:04 p.m.**
Purpose: Enhance visitor and local experience as they navigate downtown, resulting in:
- Longer, more enjoyable stays
- Boosted consumer spending in local businesses
- General enhancement of the Napa brand

Methodology: Design, fabricate, and install vertical street pole banners along key corridors downtown. Bonus benefit is these banners can be stored and reused as often as desired, giving the project a longer lifecycle.

Proposal: Napa TID creates comprehensive downtown banner programming
You’re only a half-mile stroll from the Oxbow Market!

Just on the other side of the First Street Bridge Shop, Sip, & Dine on Second Street!

Get a cold glass of bubbles at Be Bubbly

Enjoy drinks with a view at Sky & Vine, the Archer’s rooftop bar!

Wayfinding / Business Promotion

• This way to the Oxbow!
• The Oxbow Market is less than a half-mile this way
• Shop, Sip, and Dine on Second Street
  • This way to Be Bubbly!
  • Baked goods are calling you at Monday Bakery!
  • Find a hidden treasure at Second Street Antiques!
• Fine day for a paddle! Rent a kayak on the Riverfront!
• Rent a bike at Napa Valley Bike Shop or Fat Tire Rentals and explore the Rail Arts District
• Enjoy drinks with a view at Sky & Vine, the Archer’s rooftop bar
Calendar/Napa Branding

• Calendar
  • February – Black History month
  • March – Women's History month
  • June – Pride month
  • July – American Flags
  • September – Hispanic Heritage month
  • November – Native American Heritage month
  • December – Holidays

• Napa Branding
  • Mustard season, beautiful images
  • Napa history – historic images, fun facts (partner with Historical Society)
  • Dog-friendly Napa
Costs

- Fabrication: $60/banner
- Installation + Removal: $30/banner
- Permit fees: $194
- Graphic Design: $5,000–$10,000 (estimate)

Funding Option A: First Street (25 poles) $10,000

Funding Option B: All Existing Poles (115) $25,000

Funding Option C: All Poles + Expanded Area (across both bridges into Oxbow – 275 poles)
- Would require new banner mounting hardware $60,000
Napa Valley Vine Trail Wayfinding
Napa Valley Vine Trail Update

**NAPA - OAK KNOLL - YOUNTVILLE**
- New wayfinding project with City of
- Napa complete by Spring 2023
- .25 mile Redwood Road Connector complete by Fall 2022
- .5 mile Soscol Gap Completed 2022

**AMERICAN CANYON - CARNEROS**
- Napa Pipe District developer project connection 2023
- RSA study on Route via Sanitation District property and NVTA’s Maintenance Facility
Downtown Napa Association

- Add Napa Valley Wayfinding to the Pedestrian Signage Program
- 10 locations recommended near key hospitality areas and road transitions
- $1,500 3-year contract
Maintenance

• $15,000 a mile covers 100% of maintenance
• 50% split between Napa Valley Vine Trail and City of Napa
• Total Annual Budget $180,000
Adopt the Trail

• Adopt the Trail Sponsorship covers 100% of cost
• Provides wayfinding
• 9 miles complete from Kennedy Park
• 3 miles in development Napa Pipe and Sanitation
• Includes Mile 10 through Mile 22
• Each mile includes 4 Mile Marker Recognition
Wayfinding

Soscol and 3rd Street - South

<table>
<thead>
<tr>
<th>Sign #</th>
<th>Existing Post</th>
<th>New Post</th>
<th>Arrow Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>X Recycled plastic</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>X Recycled plastic</td>
<td></td>
</tr>
</tbody>
</table>

*To be installed by Vine Trail staff

2 new Vine Trail Route Maps; space for Adopt the Trail Sponsors – DT Wayfinding
Wayfinding

Soscol and Clinton Street South

Soscol and 1st Street South

Additional marker with miles to RAD/Yountville North

Three-sided mile marker with miles to Vallejo – Kennedy – RAD - Yountville North

2 Additional Directional Signs on the City Map Signs North and South to RAD/Yountville North and Kennedy Park South
Wayfinding

Redwood Road Junction

Add Mile 20 Marker and Change Directional Sign to direct to Redwood Road

Redwood Road Junction North and Crossing

Two-sided mile marker right turn north to Yountville; straight south to DT Napa
Wayfinding

Request to City of Napa TID
• Consider 7% for next 5 years to complete the Napa Valley Vine Trail by 2027

Your support will fund
• Add 10 Downtown Napa Association Signs to the Napa Valley Vine Trail
• Add 2 new 1-Zone route maps to 3rd and Soscol Trailhead
• Add 4 new Mile Markers to Mile 19 at Soscol
• Add 4 new Mile Markers to Mile 20 at Industrial to Redwood Road
• Add wayfinding arrows to new Adopt the Trail signage
• Construction of new trail along NVTA Maintenance Depot and Napa Sanitation
• Complete connections between Napa Pipe
EXECUTIVE SUMMARY
AUGUST SUMMARY - SOCIAL MEDIA

• Social media content generated 1.2M impressions, 25K engagements and 7K clicks across social platforms in August.

• Social platforms generated an engagement rate of 2.2% across all platforms (industry average is 1.03%).

• Augustine continued to promote summer activities, lodging and wine tasting on social platforms to drive traffic to the website as well as create custom content for platforms like TikTok and Instagram Reels.

• Video content continues to boost reach and engagements on social platforms.
AUGUST SUMMARY - PAID MEDIA

• In August, the Wine Tasting Room Capital of the World campaign generated more than 2M Impressions, more than 12K clicks to the site and an average of 0.60% CTR (average paid media CTR is 0.9%) across all channels.

• Search CTR was up again this month at 7.22% (industry average is 4.68%) and Display garnered the most impressions at 978K.

• The top performing creative this month was the carousel generating 1.4K clicks to the site.

• Facebook has delivered 10.2K site visits.
August Summary – Website

- In August, there were over **26K visitors to the website**. This was a 67% increase from July, most likely due to increased paid media efforts.

- The top event was Lodging with 10,760 users.

- **California continues to source the most traffic at 66% of total users.** Users from San Jose, San Francisco and Napa were the top three visiting cities followed by Sacramento and Los Angeles. The Los Angeles audience was the most engaged with 3:08 average time on page.

- **Mobile was the top device for conversions** in August with 69% of users and brought in the most users at 17,830.
In August, the top visited page was the Wine Tasting Room Capital of the World landing page followed by the Home page. The Main Street Reunion event page and upcoming events were also high on the list. The Downtown Napa Wallet Friendly Wine Tasting page had the highest average time on page (7:27), followed by Wine Tasting Room Capital of the World landing page (5:58).

Organic Search was the top traffic source in August with 40.5% of users, however Display saw the largest increase as compared to last month with an increase of 398.4%.

Visit Napa Valley was the top referral site to the website this month, similar to previous months. Other referral sources included Facebook and Localhood (from CA Now Stories).
• **Organic Search metrics were up 12%** from the last month.

• **Top organic search keywords** were around **napa, downtown, hotels and restaurants**. Additional top keywords this month included “Archer Hotel.”

• **Top performing pages** for links included the **home page and tasting rooms**.
FACEBOOK OVERVIEW

Facebook generated 1M impressions and over 22K engagements. There were significant increases in impressions and engagements as the paid social campaign refreshed with new creative.

Top Facebook posts featured activities and wine tasting room creative in Downtown Napa. The top post by lifetime engagements featured the Main Street Reunion event.

The average engagement rate (ER) across Facebook posts was 2.0% (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.

<table>
<thead>
<tr>
<th>Data</th>
<th>July</th>
<th>August</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>77,029</td>
<td>77,090</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Impressions</td>
<td>343,876</td>
<td>1,082,002</td>
<td>+224%</td>
</tr>
<tr>
<td>Engagements</td>
<td>6,852</td>
<td>22,104</td>
<td>+222%</td>
</tr>
</tbody>
</table>
**INSTAGRAM OVERVIEW**

<table>
<thead>
<tr>
<th>Data</th>
<th>July</th>
<th>August</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>39,254</td>
<td>39,284</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Impressions</td>
<td>91,184</td>
<td>166,909</td>
<td>+82%</td>
</tr>
<tr>
<td>Engagements</td>
<td>2,868</td>
<td>3,707</td>
<td>+29.3%</td>
</tr>
</tbody>
</table>

- Instagram generated 166K impressions and 3.7K engagements. There continued to be an increase in audience growth as well, gaining 30 new followers.

- Top posts featured events and lodging. The top post featuring the Napa Table generated 1,509 engagements and a 6.8% ER.

- The average engagement rate for all posts was 3.1%. All top posts continue to remain well above the industry benchmark for engagement rates of 1.03% for Hotels and Resorts.
CUSTOM SOCIAL VIDEOS

• Augustine will continue to produce videos for Reels and TikTok.

• The Napa Table Instagram Reel generated 22K video views and 1.4K engagements with 71 saves and 333 shares.

• Video content will promote unique offerings in Downtown Napa.
Augustine continued to create California Now Stories on the Visit California platform.

The Wallet Friendly travel tips story generated a CTR of 12% (benchmark 4.6%).

Overall, Downtown Napa's CA Now Stories saw 921 story views, an interaction rate of 67% (average is 67%) and a completion rate of 50% (average is 52%).
In August, the paid media campaign generated more than 2M Impressions, more than 11K clicks to the site and an average of 0.60% CTR (average paid media CTR is 0.9%) across all channels.

Search CTR was up again this month at 7.22% (industry average is 4.68%) and Display garnered the most impressions at 978K. Facebook is generating the most site visits at 7,687.

The top performing creative this month was the carousel driving a 1.75% CTR.

Augustine optimized campaign creative to increase CTR across all channels.
WEBSITE OVERVIEW
Traffic increased this month by 67% due to new optimizations in paid media strategy (up 19.5% from last month).

Sessions also increased this month by 72.6%.

There were over 26K visitors with an average session duration of 2:21 (industry average is 1:00 – 1:30).

Source: Google Analytics August 1 – 31
California continues to bring in the most traffic to the website (66.6%).

San Jose, San Francisco and Napa were the top cities for traffic this month making up 44.7% of users.

Website visitors from Los Angeles spent the most time on page at 3:08. For out-of-state audiences, users from Texas were the most engaged with the website at 4:47.

Source: Google Analytics August 1 – 31
During the month of August, there was an increase of total events by more than 19%, likely due to the increase in traffic to the site.

Top searched for properties included Archer Hotel Napa, Napa River and The Westin Verasa Napa.

Source: Google Analytics August 1 – 31
**WEBSITE ANALYTICS: DEVICE**

<table>
<thead>
<tr>
<th>Mobile Device Info</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
</tr>
<tr>
<td>---------------------</td>
<td>-------</td>
<td>-----------</td>
</tr>
<tr>
<td>1. Apple iPhone</td>
<td>10,346</td>
<td>10,189</td>
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<tr>
<td>2. Apple iPhone 11</td>
<td>468</td>
<td>461</td>
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<td>6. Apple iPhone 12</td>
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<td>220</td>
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<tr>
<td>7. Samsung SM-G991U Galaxy S21 5G</td>
<td>201</td>
<td>188</td>
</tr>
<tr>
<td>8. Apple iPhone 8 Plus</td>
<td>196</td>
<td>193</td>
</tr>
<tr>
<td>9. Apple iPhone SE (2nd generation)</td>
<td>182</td>
<td>180</td>
</tr>
<tr>
<td>10. Apple iPhone 13</td>
<td>179</td>
<td>177</td>
</tr>
</tbody>
</table>

- Mobile continues to be the top device for conversions in August with 68.6% of total users.

- Mobile also brought in the most users at 17,830, up by 2.9%.

Source: Google Analytics August 1 – 31
In August, the top visited page was the Wine Tasting Room Capital of the World landing page followed by the Home page. The Main Street Reunion event page and upcoming events were also high on the list.

The Downtown Napa Wallet Friendly Wine Tasting page had the highest average time on page (7:27), followed by Wine Tasting Room Capital of the World landing page (5:58).

Events also continued to perform well, similar to previous months.

Source: Google Analytics August 1 – 31
## WEBSITE ANALYTICS: CHANNEL PERFORMANCE

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Users</th>
<th>% of Total</th>
<th>New Users</th>
<th>% of Total</th>
<th>Sessions</th>
<th>% of Total</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Conversions</th>
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<tbody>
<tr>
<td></td>
<td>26,055</td>
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<td>25,227</td>
<td>(100.05%)</td>
<td>31,580</td>
<td>(100.00%)</td>
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<td>1.71</td>
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<td>1. Organic Search</td>
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<td>12,692</td>
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<td></td>
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<td>2. Display</td>
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<td></td>
<td>(34.82%)</td>
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<td>(34.82%)</td>
<td>(34.82%)</td>
<td></td>
<td></td>
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<tr>
<td>3. Direct</td>
<td>4,818</td>
<td>(18.32%)</td>
<td>4,717</td>
<td>(18.70%)</td>
<td>5,512</td>
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<td>(18.70%)</td>
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<td>(18.70%)</td>
<td>(18.70%)</td>
<td></td>
<td></td>
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<tr>
<td>4. Referral</td>
<td>1,100</td>
<td>(4.18%)</td>
<td>955</td>
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<td>(3.79%)</td>
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<tr>
<td>5. Social</td>
<td>526</td>
<td>(2.00%)</td>
<td>506</td>
<td>(2.01%)</td>
<td>552</td>
<td>(1.75%)</td>
<td>76.81%</td>
<td>1.57</td>
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<td>42</td>
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<td></td>
<td>(2.01%)</td>
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<td>(2.01%)</td>
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<tr>
<td>6. (Other)</td>
<td>32</td>
<td>(0.12%)</td>
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<td>10.53%</td>
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<tr>
<td></td>
<td>(0.12%)</td>
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</tr>
<tr>
<td>7. Email</td>
<td>25</td>
<td>(0.10%)</td>
<td>22</td>
<td>(0.09%)</td>
<td>48</td>
<td>(0.15%)</td>
<td>54.17%</td>
<td>2.04</td>
<td>00:00:10</td>
<td>2.08%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>(0.10%)</td>
<td></td>
<td>(0.10%)</td>
<td></td>
<td>(0.10%)</td>
<td>(0.10%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Paid Search</td>
<td>1</td>
<td>(0.00%)</td>
<td>1</td>
<td>(0.00%)</td>
<td>1</td>
<td>(0.00%)</td>
<td>100.00%</td>
<td>1.00</td>
<td>00:00:00</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>(0.00%)</td>
<td></td>
<td>(0.00%)</td>
<td></td>
<td>(0.00%)</td>
<td>(0.00%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Organic Search was the top traffic source in August with 40.5% of users, however Display saw the largest increase as compared to last month with an increase of 398.4%.

- Organic Search users also had the most time on page with 3:38 minutes.

Source: Google Analytics August 1 – 31
### WEBSITE ANALYTICS: REFERRALS

<table>
<thead>
<tr>
<th>Source</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. visitnapavalley.com</td>
<td>664</td>
<td>579</td>
<td>731</td>
<td>66.35%</td>
<td>1.96</td>
<td>00:03:04</td>
<td>4.70%</td>
<td>49</td>
</tr>
<tr>
<td>2. m.facebook.com</td>
<td>300</td>
<td>294</td>
<td>310</td>
<td>87.10%</td>
<td>1.21</td>
<td>00:00:39</td>
<td>4.19%</td>
<td>13</td>
</tr>
<tr>
<td>3. napavalleyregister.com</td>
<td>112</td>
<td>110</td>
<td>127</td>
<td>75.59%</td>
<td>1.54</td>
<td>00:00:57</td>
<td>1.57%</td>
<td>2</td>
</tr>
<tr>
<td>4. ln.facebook.com</td>
<td>88</td>
<td>84</td>
<td>91</td>
<td>73.63%</td>
<td>1.49</td>
<td>00:01:41</td>
<td>3.30%</td>
<td>3</td>
</tr>
<tr>
<td>5. l.facebook.com</td>
<td>54</td>
<td>47</td>
<td>59</td>
<td>55.93%</td>
<td>2.49</td>
<td>00:04:18</td>
<td>6.78%</td>
<td>4</td>
</tr>
<tr>
<td>6. Linstagram.com</td>
<td>38</td>
<td>36</td>
<td>39</td>
<td>41.03%</td>
<td>2.15</td>
<td>00:00:57</td>
<td>20.51%</td>
<td>8</td>
</tr>
<tr>
<td>7. localhood.com</td>
<td>33</td>
<td>9</td>
<td>41</td>
<td>48.78%</td>
<td>3.20</td>
<td>00:12:55</td>
<td>39.02%</td>
<td>16</td>
</tr>
<tr>
<td>8. practicalwanderlust.com</td>
<td>27</td>
<td>23</td>
<td>29</td>
<td>89.66%</td>
<td>1.07</td>
<td>00:00:46</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>9. baidu.com</td>
<td>22</td>
<td>22</td>
<td>22</td>
<td>100.00%</td>
<td>1.00</td>
<td>00:00:00</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>10. norcalcalendar.com</td>
<td>22</td>
<td>17</td>
<td>28</td>
<td>71.43%</td>
<td>1.29</td>
<td>00:03:32</td>
<td>3.57%</td>
<td>1</td>
</tr>
</tbody>
</table>

- The top referral source continued to be Visit Napa Valley.
- Other referral sources included Localhood (CA Now Travel Stories) and Baidu.com (a search site).
- Localhood brought in the most engaged users with an average time on page at 12:55.

Source: Google Analytics August 1 – 31
WEBSITE ANALYTICS: ORGANIC SEARCH PERFORMANCE

July 2022 vs Aug 2022

<table>
<thead>
<tr>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.47%</td>
<td>19.96%</td>
<td>23.10%</td>
<td>12.52%</td>
<td>9.72%</td>
<td>2.14 vs 2.37</td>
<td>11.96%</td>
<td>3.13%</td>
</tr>
<tr>
<td>10,635 vs 8,828</td>
<td>10,185 vs 8,490</td>
<td>12,692 vs 10,310</td>
<td>59.11% vs 52.53%</td>
<td>2.14 vs 2.37</td>
<td>00:03:38 vs 00:04:07</td>
<td>5.75% vs 5.58%</td>
<td>730 vs 575</td>
</tr>
</tbody>
</table>

Aug 2021 vs Aug 2022

<table>
<thead>
<tr>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td>24.77%</td>
<td>23.83%</td>
<td>27.57%</td>
<td>13.79%</td>
<td>17.33%</td>
<td>2.14 vs 2.59</td>
<td>11.34%</td>
<td>16.95%</td>
</tr>
<tr>
<td>10,635 vs 8,524</td>
<td>10,185 vs 8,225</td>
<td>12,692 vs 9,949</td>
<td>59.71% vs 51.94%</td>
<td>2.14 vs 2.59</td>
<td>00:03:38 vs 00:04:06</td>
<td>5.75% vs 6.93%</td>
<td>730 vs 689</td>
</tr>
</tbody>
</table>

- Organic Search traffic metrics increased this month by 20.5% when compared to July.
- Compared to 2021, there was also an increase of 24.8% in organic traffic.

Source: Google Analytics August 1 – 31
**WEBSITE ANALYTICS: SEO KEYWORDS**

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Position</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Napa Restaurants</td>
<td>1</td>
<td>6.6K</td>
</tr>
<tr>
<td>Downtown Napa Valley</td>
<td>1</td>
<td>1.3K</td>
</tr>
<tr>
<td>Archer Hotel Napa</td>
<td>5</td>
<td>12.1K</td>
</tr>
<tr>
<td>Downtown Napa Hotels</td>
<td>5</td>
<td>2.9K</td>
</tr>
<tr>
<td>Napa</td>
<td>6</td>
<td>823K</td>
</tr>
<tr>
<td>Napa CA</td>
<td>8</td>
<td>27.1K</td>
</tr>
</tbody>
</table>

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: SEMRUSH August 1 – 31
## WEBSITE ANALYTICS: SEO KEYWORDS

### Top Visited Pages

<table>
<thead>
<tr>
<th>Page</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine Capital</td>
<td>6.4K</td>
</tr>
<tr>
<td>Homepage</td>
<td>5K</td>
</tr>
<tr>
<td>Main Street Reunion</td>
<td>3.8K</td>
</tr>
<tr>
<td>Upcoming Events</td>
<td>2.3K</td>
</tr>
<tr>
<td>Restaurants</td>
<td>2K</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Page</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://donapa.com/">https://donapa.com/</a></td>
<td>4,878</td>
</tr>
<tr>
<td><a href="https://donapa.com/do/wine-tasting-rooms/">https://donapa.com/do/wine-tasting-rooms/</a></td>
<td>1,010</td>
</tr>
<tr>
<td><a href="https://donapa.com/lighted-art-festival/">https://donapa.com/lighted-art-festival/</a></td>
<td>837</td>
</tr>
<tr>
<td><a href="https://donapa.com/do/restaurants/">https://donapa.com/do/restaurants/</a></td>
<td>209</td>
</tr>
<tr>
<td><a href="https://donapa.com/where-to-stay/">https://donapa.com/where-to-stay/</a></td>
<td>169</td>
</tr>
</tbody>
</table>

Source: Google Search Console  August 1 – 31
Downtown Napa: Wallet-Friendly Wine Tasting
• Posted: 8/9
• Page Views: 619
• Avg. Time on Page: 7:11

Live Your Best Night Life in Downtown Napa
• Posted: 8/26
• Page Views: 220
• Avg. Time on Page: 5:39

DOWNTOWN NAPA: WALLET-FRIENDLY WINE TASTING
August 9, 2022
Known as the Wine Tasting Room Capital of the World, Downtown Napa features more than 55 tasting...

READ MORE

LIVE YOUR BEST NIGHT LIFE IN DOWNTOWN NAPA
August 26, 2022
When the sun goes down in Downtown Napa, there's way more than wine going on. While of course...

READ MORE
**Winning Subject Line:** Wallet-Friendly Wine Tasting

**Sent:** 8/12/22

**Open Rate:** 38.5%
List Average: 14.4%
Industry Average: 15.3%

**CTR:** 2.0%
List Average: 1.3%
Industry Average: 1.6%

**Top Links:**
- Wallet-Friendly Wine Tasting Blog: 200 clicks
- WINED 175 Event: 31 clicks
- Shopping: 24 clicks
Winning Subject Line: Live Your Best Night Life in Downtown Napa

Sent: 8/30/22

Open Rate: 27.7%
List Average: 14.4%
Industry Average: 15.3%

CTR: 1.2%
List Average: 1.3%
Industry Average: 1.6%

Top Links:
- Events: 157 clicks
- Nightlife Blog: 74 clicks
- Harvest Blog: 48 clicks
PUBLIC RELATIONS OVERVIEW
AUGUST SUMMARY – PUBLIC RELATIONS

- Proactive pitch angles this month included promotion of Downtown Napa as a fall travel destination, city escape, girls getaways and unique wine country. We also promoted outdoor adventure, easy/more accessible hikes, luxury ranch rentals, luxury suites and hotels, Labor Day travel and California Wine Month.


- There were 7 secured clips this month with estimated digital monthly visits of 905M and estimated digital coverage views of 799K.

- Coverage featured hotels to book in Napa Valley, how to plan an epic Napa adventure, top dog-friendly hotels and things to do in Downtown Napa.
MEDIA RELATIONS UPDATES

Proactive Pitch Angles:
- Outdoor Adventure
- City Escapes
- Girls Getaways
- Easy/More Accessible Hikes
- Luxury Suites and Hotels
- Unique Wine Country
- Luxury Ranch Rentals
- Labor Day Travel
- California Wine Month
- Fall Travel Destinations

Media Conversations:
- The Zoe Report, Paddling Magazine, Famadillo, Lonely Planet, Best Life, Cal Matters, TripSavvy, TripAdvisor, 50Connect, Eater SF, Conde Nast Traveler, Visit California and local/national broadcast media
Earned Media Results

- Secured Clips: 7
- Est. Digital Monthly Visits: 2.35M
- Est. Digital Coverage Views: 10.2K
- Est. Audience Reach (Press): 50K

- Coverage featured pet-friendly hotels, 3-day visit to Downtown Napa, wellness-focused resorts and where to eat, drink and stay in Downtown Napa.


The Bold Italic

Where to Eat, Drink & Stay in Downtown Napa Now

*STAY*
River Terrace Inn
Location is everything when it comes to River Terrace Inn, conveniently within a few minutes walking distance of Cikis at Corvia, Oxbow Public Market, Napa Valley Wine Train and downtown Napa across the bridge. It also is located on the Napa River so if you have a river room towards the back, it is far quieter than its access to busy Soscol Avenue would suggest, with a walking trail behind the hotel along the river. Even better, they’re pet friendly.
INDUSTRY INSIGHTS
• Demand is not waning as we head into the fall season, with **90% of American Travelers still reporting plans to go somewhere within the next six months**. Concerns about one's own personal finances greatly impacting their decision to travel has dropped a significant 8 points (from 31% to 23%) in just two months. **Similarly, concerns about gas prices greatly impacting one’s decision to travel have dropped a tremendous 16 points since July (from 43% to 27%).** The economy tops the list of biggest causes of hesitation to travel with 61% reporting inflation; 38% COVID-19; 34% flight delays/cancellations; and only 22% reporting no hesitations whatsoever about traveling at this time! (Note: new data on monkeypox and crime). **Top of the list of fall activities travelers plan to engage in this fall are: Visiting friends and relatives (56%), taking a road trip (43%), and visiting national/state parks (28%).** (Travel Vertical, "Good News: Fuel Prices Down, Travel Sentiment Steps On the Gas")

• **American leisure travelers are most excited to take family trips and romantic getaways in the next 12 months.** Their top travel priorities **are spending time with loved ones, visiting new places they haven’t been before, having fun, relaxing and being happy. Luxury travel is also on trend for leisure travelers, with 37% of American travelers reporting that luxury travel experiences are typically important components of their leisure trips.** They also prefer visiting new places (53%) and having “active time” vacations (45%). Travel transportation preferences remained the same compared to last month, with almost half of travelers reporting they **prefer road trips (46%).** One-quarter prefer trips on a commercial airline (26%) and 12% say they prefer taking a cruise line. (Destination Analyst, "State of the American Traveler – September 2022")
COMING UP

- Implement FY22/23 marketing plan programs and tactics.
- Continue to optimize and evolve Wine Tasting Room Capital of the World campaign and other creative campaigns.
- Qualify potential media and influencer partners for FAM Tours.
- 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.
- Coordinate media opportunity with Visit CA for SF Media Reception.
- Build brand guidelines for future creative projects.
- Update Evergreen campaign assets in FY22/23.
- Utilize Crowdriff tool on website and via social media platforms.
- Execute destination photo/video shoot October 13-14, 2022.
THANK YOU!