NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

March 28, 2023
11:00 AM

Location:
Stanly Ranch
200 Stanly Crossroad Napa, CA 94559

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

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. January 24, 2023 Minutes
   Approval of the January 24, 2023 TID Regular Meeting minutes

5. ADMINISTRATIVE REPORT

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Recommended Action</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Visit Napa Valley Report</td>
<td>Receive update from Visit Napa Valley</td>
<td>No action necessary</td>
</tr>
<tr>
<td>B</td>
<td>Augustine Marketing Report</td>
<td>Receive update from Augustine’s marketing efforts</td>
<td>Content discussion, e.g. Nightlife article</td>
</tr>
<tr>
<td>C</td>
<td>Augustine budget forecast</td>
<td>Receive top-level budget for FY 23/24</td>
<td>Book special meeting in April to work through budget and marketing workplan</td>
</tr>
<tr>
<td></td>
<td>TID Logo mark</td>
<td>Committee discussion on need for logo mark</td>
<td>Vote on allocating funds to creation of logo mark</td>
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</tr>
<tr>
<td>E</td>
<td>Budget outlook</td>
<td>Hear update from Seth on FY 23/24 Budget Projection</td>
<td>No action necessary</td>
</tr>
<tr>
<td>F</td>
<td>Strategic Plan</td>
<td>Discuss potential strategic planning process</td>
<td>Vote yes/no/maybe, discuss next steps</td>
</tr>
<tr>
<td>G</td>
<td>Grant submittals for FY 23/24</td>
<td>Review qualified grant applications</td>
<td>Vote yes/no/need more info; decide which applicants to invite to April special meeting; discuss FY 23/24 grant budget allocation</td>
</tr>
</tbody>
</table>

6. **ADJOURNMENT**
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for May 23, 2023.


**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.
January Meeting Minutes + Supplemental Additions from January Meeting
NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING – January 24, 2023
Meeting Minutes

Members Present: Michael Collins, Jenny Toomer, Choolwe Kalulu, Julie Lucido, Craig Smith, Sara Brooks, Ed Gannon

Members Absent: None

Others in Attendance:
City of Napa: Jennifer Owen, Neal Harrison, Brendan Hurley
Visit Napa Valley: Linsey Gallagher, Jennifer Dadesho
Augustine Agency: Lindsay Moore, Claire Marcus, Janette Maack (virtually)
Members of the Public: Bill LaLiberte, Ernie Schlobohm, Mark Lucas, Steven Miller, Shelly Willis, Chuck McMinn, Tim O’Shea, Shawn Casey-White

Start: 11:00 am

1. CALL TO ORDER/ROLL CALL
   All members present.

2. AGENDA REVIEW
   Three supplemental additions:
   - Visit Napa Valley’s monthly report
   - Four-page supplement to the Vine Trail’s presentation
   - Updated budget snapshot from the City

3. PUBLIC COMMENT
   Ernie Schlobohm and Mark Lucas asked the Committee for $20,000 to support Porch Fest in 2023. They cited the event’s long history, its complementary nature to Bottlerock (family friendly, free, no booze), and its proven ability to draw visitors from outside Napa.

   City Staff will add their request to the March meeting agenda for Committee’s formal review.

4. CONSENT CALENDAR

   A. November 15, 2022 Committee Meeting Minutes
      Committee Member Smith made a motion to approve Consent Calendar Item. Member Toomer seconded. Member Brooks abstained due to her absence.

      Nays: None.

      Motion Passed Unanimously.

5. ADMINISTRATIVE REPORT
A. Augustine Marketing Report

Augustine shared their monthly report and asked for the Committee’s approval or not to move funds currently designated for a Wine N Wag promotion. The Committee had no input at the time; Maack will email the request to the Chair/Co-Chair for review.

Member Toomer asked if Augustine could start their promotion of mustard season now as the mustards are out; Augustine said their coverage was mostly tied to Mustard Season events but they could publish a blog post sooner than scheduled. Linsey Gallagher said VNV had started promoting the flowers on their social media in response to the early bloom.

B. Visit Napa Valley Report

Linsey Gallagher and Jennifer Dadesho shared their monthly report, including the launch of their workforce campaign. Linsey Gallagher will circulate her 1-pager about the campaign to the Committee.

C. Grant Requests

Members of the Rail Arts District (Miller, Willis, McMin, O’Shea) requested $235,000 over 3 years to help fund their Action Junction project, the creation of a private/public plaza on the west side of an existing corridor of the Rail Arts District.

Shawn Casey-White of the Vine Trail presented a more detailed request as a follow-up to her presentation at the September 2022 meeting for a wayfinding package at $50,000.

City Staff presented four options for a street pole banner package at $25,000.

Craig Smith presented a continuance and reboot of the Napa City Nights event in June for $15,000.

Chair Collins stated that the TID can’t fund construction projects, therefore RAD’s proposal was ineligible for funding. Member Gannon added that it seemed only to benefit a small group of businesses directly on the plaza.

Sara Brooks motioned to fund the banner project at $25K with the possibility of more coverage. Craig Smith seconded. Passed unanimously. Linsey Gallagher, Bill LaLiberte, Choolwe Kalulu, and Michael Collins volunteered to serve on an ad hoc subcommittee to flesh out the idea and bring their content to Committee for approval.

Chair Collins motioned to fund Napa City Nights at $15K with Member Kalulu seconding. Passed unanimously.

D. 6-month review, 6-month preview

City Staff presented a Powerpoint deck covering the last 6-months and asking for direction on the next 6-months. Items receiving a vote:
Napa TID Local Governing Committee Meeting Minutes  
January 24, 2023 – 11:00 a.m.

- Staff's budget review identified an unforecasted $169K in TOT revenue that could be used this FY with Council approval. Committee decided to let the funds rollover into next year’s unreserved funds. Co-Chair Brooks asked what would need to be done to increase the amount of contingency funds from 35%; City staff to look into this and bring information to March meeting.
- FY 23/24 grant process: City staff to create a call for applicants and share with Collins & Brooks for approval, then issue that call for applicants in March and screen for any requests that don't qualify with Collins as a second reviewer in case of questions. Qualifying applications will come before the Committee at the May meeting for funding during FY 23/24.
- Marketing Workplan: Committee voted to have a special meeting in February with Augustine to collaborate on the FY 23/24 marketing workplan. City Staff to circulate dates and schedule.
- Meeting Frequency: Committee chose to continue holding full committee meetings every-other-month.
- Money for lunches: Committee chose to allocate funds to cover lunches during meetings at $25/person up to 20 people.

E. Event Logo

Committee agreed on the need to develop a logo that can be used when sponsoring events. City Staff to ask Augustine to present a proposal for the work.

6. ADJOURNMENT

The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for March 28, 2023. Chair Collins adjourned the meeting at 1:50 p.m.
Visit Napa Valley Update

January 2023
Visit Napa Valley is the official destination management organization for Napa County. We promote the region as an attractive travel destination and enhance its public image as a dynamic place to visit, live, and work.

**OUR VISION**
Elevate Napa Valley as the world’s premier wine country experience

**OUR MISSION**
Promote, protect, and enhance the Napa Valley destination
Industry Partner Ecosystem

- Promoting the California experience on a national and international scale.
- A destination of possibility for all.
- ‘Only in SF’
- Gateway to Northern California
- Promoting the entire valley to key markets & audiences
- The good life; to be shared, savored & discovered.

- Capitalizing on overarching Napa Valley brand.
- Unique personalities & offerings.

- Capitalizing on overarching Napa Valley brand & Towns.
- Content, offers & deals from resorts, wineries, restaurants, shops, attractions, events, etc.
## 2022 Calendar Year

### Smith Travel Research

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<th>Comp Set</th>
<th>Calendar YTD December 2022</th>
<th>Hotel Rooms (Approximate)</th>
<th>Occupancy</th>
<th>YOY %</th>
<th>ADR</th>
<th>YOY %</th>
<th>RevPAR</th>
<th>YOY %</th>
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## Smith Travel Research
### December 2022

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Napa Valley Lodging Occupancy Trends Pre-Covid 2017-2019
Source: Smith Travel Research

Enviable, Steady & Predictable

Cabernet Season

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Fires

2017-2019
Napa Valley Lodging Occupancy Trends Since Pandemic 2020-2022
Source: Smith Travel Research

Cabernet Season Cabernet Season
Napa Valley Hotel Occupancy % Trends, 2017-2022
Source: Smith Travel Research
Demand Stabilizing: Overnight visitation to Napa Valley remains stable with demand up +12% year-to-date (Jan-Dec 2022) over the same period a year ago.

Returning to Pre-Pandemic, Predictable Seasonal Visitation Trends: Historically, from November-March, Napa Valley experiences a predictable shoulder season, coined “Cabernet Season,” with lodging occupancy rates dropping as much as 25% vs. high-season.

During this period, Visit Napa Valley focuses marketing and paid advertising efforts to ‘flatten the curve’ pushing visitation from high-demand periods (weekends) and months (May-Oct) to slower demand periods (midweek, Nov-Mar).

A return to a predictable shoulder season underscores the importance of continuing to invest in marketing during ‘Cabernet Season’ and means a return to predictable forecasting, and staffing patterns for businesses.
Cultivate the Napa Valley Brand
- Create Awareness & Desire to Experience Napa Valley
- Employ Cross-Channel Storytelling Efforts
- Develop Experiential Opportunities to Engage with the Brand

Accelerate Travel Recovery
- Drive Travel During Need Periods
- Inspire International Travel Recovery
- Grow Group Travel (Business & Leisure)

Support the Local Industry
- Do for the Local Industry What It Cannot for Itself
- Proactively Communicate Value of Tourism in Napa County
Supporting the Local Industry
Data Insights Investments: Intelligence

FY23

Demand Generation
Encouraging visitors to come to your destination

Visitor Distribution
Distributing demand seasonally, geographically and by day of the week

Economic Opportunity
Generating better visitation, not just more visitation

Accountability
Focusing on a proactive role in community and economic development

Stability
Reinforcing the value of greater financial and community support for the DMO
FY23 Data Insights Investments: Intelligence

Timing: Spring 2023 for first insights
Data Insights Investments: Visitor Profile & Economic Impact

Timing: Year-Long Process, 2024 Release
THE NAPA VALLEY WELCOMED A TOTAL OF 3.85 million VISITORS

80.8% Domestic
19.2% International

64.5% Day Trip Visitors
35.5% Overnight Guests

 Visitor stay

Overnight guests grew 2.5X more than day trips

+5.3%
+13.7%

VISITORS TO NAPA VALLEY SPENT $2.23 billion SUPPORTING LOCAL BUSINESSES

$679M Direct Visitor Spending
$1.55B Visitor Growth

Visitor Growth

Almost 70% of spending generated by overnight hotel guests

Direct visitor spending outpaced visitor growth by almost 2X

NAPA VALLEY'S VISITOR INDUSTRY GENERATED $85.1 million IN TAX REVENUE FOR LOCAL SERVICES

Services Recreation & Trails Public Safety Road Improvements

The tourism industry supports an estimated 16,000 jobs in the community

With a combined payroll of nearly $500 million

The 2nd largest employer in Napa County

VISITNAPAVALLEY.COM/TOURISM | #VISITNAPAVALLEY

Source: 2018 Visitor Profile & Economic Impact Report by Destination Analysts
MARKETING – PAID MEDIA
Workforce Development

The Napa Valley is where quality job opportunities meet excellent quality of life – and open space meets an abundance of possibilities.

Sponsored By _______
Wildfire Detection
Visit Napa Valley joins together with the Napa Valley Grapegrowers, Napa Valley Vintners to fund three early detection wildfire sensors on Atlas Peak, Clover Flat, and Diamond Mountain with 24/7 monitoring to protect Napa County residents and businesses from wildfires.
September-November 2022

Workforce Development
“Crush that Career” Paid Marketing Campaign
Career Resources
Napa Valley 101 Educational Module
1% TOT for Affordable Housing

Sustainability
Napa Green is partnering with Visit Napa Valley to expand its certification umbrella beyond wineries and vineyards into hospitality, beginning with Napa Green Lodging for hotel properties.

Supporting the Vine Trail
Visit Napa Valley is able to return to our full annual commitment of $150,000 in support of the Napa Valley Vine Trail.
Cultivating the Napa Valley Brand
PAID MEDIA OBJECTIVES

1. Maintain an **ALWAYS ON** layer to serve as the foundation of the broader brand awareness campaign, driving website traffic.

2. Engage **LUXURY** travelers with custom content highlighting the vast array of Napa Valley luxury experiences and unique offerings to inspire intent/bookings.

3. Drive awareness and interest in Napa Valley among **ASPIRATIONAL** audiences, inspiring users to engage with tools and resources on the website to inspire intent/bookings.

4. Reach **GROUP (MEETING/INCENTIVE TRIP PLANNERS) TRAVEL TRADE (LUX TRAVEL ADVISORS)** through targeted opportunities on trade channels, communicating the benefits of group/business travel to Napa showcasing the unique spaces and wide array of out-of-the-box experiences to meet business travelers.

5. Implement targeted media campaigns to address emerging topics and need allowing industry to write the narrative while engaging with relevant and specific audiences – **APPROACHABLE LUXURY** and **CRUSH THAT CAREER** campaigns

6. Inspire and engage **LOCAL** audience to generate excitement within community to rediscover the Napa Valley – a great place to live, work, and play – and engender affinity for tourism economy.
• Promotes the wide and diverse range of accommodations, winery, and dining options, in all price points.

• Features interactive landing pages that speak price without ever saying “price”.

• Addresses media narrative of recent months that suggests Napa Valley is only accessible to the ultra-wealthy.

• Encourages interactive discovery of categorized using emotional cues and that are viewable, clickable, bookable.
MARKETING – PAID MEDIA
MODERN LUXURY – PRINT CAMPAIGN

• Market-focused print support to drive awareness

• Estimated Circulation: 500,000

• Reaching readers across key markets with 2 full-page placements per market:
  • San Francisco
  • Los Angeles
  • San Diego
  • Dallas
  • Manhattan
  • Scottsdale

• Additional reach through digital support via Modern Luxury outlets including:
  • Digital Ad Units
  • Luxury Travel E-Blasts (estimated audience: 10,000)
2.7 Million
Annual Website Visits

42.7 Million
Paid Media Impressions

925,000+
Partner Website Referrals

335,000
Social Media Followers

50,000
Email Subscribers

65,000
Napa Valley Visitor Guides Produced
Accelerating Travel Recovery
Helping Guests Explore Better
Napa Valley Welcome Center

111,000
Welcomed More than 111,000 Visitors in 2022

Open 7-days a Week; “Cabernet Season” Hours
• Daily: 9:30 a.m. to 6 p.m.

Upcoming Events:
• Partner Pop-Ups: Jan 26 & 27

Our Approach: High Touch, High Tech
• Paid Staff (Mix of Full Time & Part Time)
• Digital Kiosks from Leader in Technology, True Omni
• 16 x 9 ‘Big Screen’
65,000 miles

More than 65,000 miles traveled in 2022 promoting Napa Valley to target markets and audiences.
## Event Schedule Snapshot

<table>
<thead>
<tr>
<th>Event</th>
<th>Audience</th>
<th>Dates</th>
<th>Market</th>
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</thead>
<tbody>
<tr>
<td>Visit California Mexico Mission</td>
<td>Various</td>
<td>Jan 24-26</td>
<td>Int'l: Mexico</td>
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<tr>
<td>Virtuoso Webinar</td>
<td>Travel Advisors</td>
<td>February 2022</td>
<td>Napa</td>
</tr>
<tr>
<td>Luxury Meeting Summit</td>
<td>Meeting Planners</td>
<td>Feb 22</td>
<td>Silicon Valley</td>
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<tr>
<td>Visit California Outlook Forum</td>
<td>Travel Industry</td>
<td>Mar 7-9</td>
<td>Sacramento</td>
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<tr>
<td>Visit California Connections Luxury*</td>
<td>Travel Advisors</td>
<td>March 2023</td>
<td>SoCal</td>
</tr>
<tr>
<td>Cvent Connect*</td>
<td>Meeting Planners</td>
<td>April 2023</td>
<td>TBA</td>
</tr>
<tr>
<td>Cal Cup</td>
<td>Tour Operators</td>
<td>April 2023</td>
<td>Huntington Beach</td>
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<tr>
<td>Incentive Live</td>
<td>Meeting Planners</td>
<td>May 1-3</td>
<td>TBA</td>
</tr>
<tr>
<td>IPW 2023*</td>
<td>Tour Operators</td>
<td>May 20-24</td>
<td>San Antonio, TX</td>
</tr>
<tr>
<td>Visit Napa Valley Sales Mission*</td>
<td>Meeting Planners</td>
<td>Jun 6-7</td>
<td>TBA</td>
</tr>
</tbody>
</table>

* Denotes partner participation opportunity
Amplifying Partners on the World Stage

Visit Napa Valley Partnership

500

Served Nearly 500 Partners in 2022

PARTNERS BY TYPE

- Activities/Tours, 31%
- Winery, 32%
- Restaurants, 20%
- Lodging, 17%

2023 Partnership Levels:
Continued Streamlined Partnership Model for Easy Participation

- Founders’ Circle Partner
- Standard Partner
- Standard Plus Partner (New)
- Associate Partner (New)
Partnership

Save the Date: Destination Show Case

March 30, 2023
Location: Copia
Thank you

Linsey Gallagher
linsey@visitnapavalley.com
1001 Second Street, Suite 330
Napa, CA 94559
Small Place, Big Reputation

Napa Valley By the Numbers

120
Overnight Accommodation Options

150
Restaurants

5,700
Lodging Rooms

By Contrast, San Francisco has more than 30,000; Sonoma County more than 7,500; the Westin St. Francis in San Francisco has 1,200 rooms

400+
Wineries Open to the Public

Plus More Than

90 Tasting Rooms

16,000
Employed by Tourism & Hospitality
Boutique with Big Impact

Napa Valley By the Numbers

<200
Fewer than 200 Hotel Rooms Added in Last 4 Years

46
Average # of Rooms Per Hotel

70
Properties with Fewer Than 20 Rooms

Total Napa Valley Lodging Rooms 5,700

- Total American Canyon: 6%
- Total City of Napa: 13%
- Total Yountville: 5%
- Total St. Helena: 8%
- Total Calistoga: 15%
- Total Unincorporated, County: 53%
FY22 saw TOT contributions not just returned to pre-pandemic levels, but surpassed FY19, which was previously our high watermark.

This means a return to revenue for our cities and towns for things like fire and safety, roads and sidewalks, parks and recreation, etc.
Revenue from tourism allows local government to invest in services and programs that benefit all residents, including infrastructure improvements, civic amenities, and public safety.

A healthy tourism economy creates demand for a diverse range of goods, services, and cultural programs that are available for both residents and visitors to enjoy, enhancing our quality of life.
PAID MEDIA OBJECTIVES

1. Maintain an ALWAYS ON layer to serve as the foundation of the broader brand awareness campaign, driving website traffic.

2. Engage LUXURY travelers with custom content highlighting the vast array of Napa Valley luxury experiences and unique offerings to inspire intent/bookings.

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6. Inspire and engage LOCAL audience to generate excitement within community to rediscover the Napa Valley – a great place to live, work, and play – and engender affinity for tourism economy.
**Marketing Objectives**

- Maintain/increase length of stay (bookings) and visitor spending and push off-season bookings.

- Educate about all Napa Valley has to offer; provide pass-through opportunities for towns, lodging, and businesses within the valley, when appropriate.

**Paid Objectives**

- Drive qualified traffic, with emphasis on onsite engagement.

- Build awareness of Napa Valley as world-class wine destination for both luxury and aspirational audiences.

- Drive consideration to visit Napa Valley through deeper content engagement, signaling interest to travel.

- Provide paths that drive pass-through/conversion (intent) to travel to Napa Valley.

**Paid Strategies**

- Utilize a full-funnel approach to reach qualified consumers throughout the planning cycle.

- Maintain “Always On” strategy to keep Napa Valley top of mind with travelers, leaning into high profile heavy-ups to drive visitation during slower time periods.

- Lean into top media partner performers to drive quality site traffic.

- Focus on target markets with high probability of driving trip conversion.

- Retarget qualified consumers and push towards conversion of overnight visitation, specifically for mid-week during peak timeframes.
MARKETING – PAID MEDIA
LAYERED MEDIA APPROACH

Awareness
Generate top-of-mind awareness and drive engagement with the Visit Napa Valley brand.

Consideration
Educate and build preference among aware; drive traffic to website for destination exploration.

Intent
Connect interested prospects with destination partners and booking opportunities.

ENGERAGEMENT KPIs:
Primary:
- View rate
Secondary:
- Video Views

TRAFFIC DRIVING KPIs:
Primary:
- CTR
- Sessions
Secondary:
- Time on Site

ACTION KPIs:
Primary:
- Booking Search Rate
- Partner Pass-Throughs
Secondary:
- e-Newsletter Signups
- Visitor’s Guide

Tactics:
- Video
- Stories
- Content

Tactics:
- Single Image
- Display
- Native
- Search
- Content

Tactics:
- Single Image
- Search
TARGET AUDIENCES

MARKETING – PAID MEDIA

Luxury Traveler
Aspirational Traveler
Group Trade Travel Trade
Local Community
Tourism & Hospitality Workforce
Target Audience

Aspirational/Value Traveler (50%)
- HHI $100K-$200K
- Age: 25-44

Luxury Traveler (50%)
- HHI $200K+
- Net Worth $1M
- Age: 45+

Geography

Near
- California

Far
- Dallas-Ft. Worth DMA
- New York DMA
- Phoenix DMA
- Florida

Timing

Flight Dates
- July 2022 - June 2023

Engagement
- CTR, Sessions, TOS
- Partner Referrals

Visitation
- Lift in Visitation (STR)
While California presents the greatest opportunity in advertising, marketing outside the state also drives revenue for the valley.

50% of budget focuses on California with the other 50% spread across 3 other key markets.

- California
- Texas (Dallas)
- New York (NYC)
- Illinois (Chicago)
- Florida
Dual-page spread in partnership with Napa Valley Vintners to co-promote Napa Neighbor Weekend and Napa Valley Restaurant Week

- December 2022 in Napa Valley Life
- January 2023 in Napa Valley Marketplace
MARKETING – PAID MEDIA
CONSUMER – LOCAL PRINT MEDIA

Deployed in January to 50,000+ mailboxes in County of Napa

NAPA NEIGHBOR WEEKEND
JANUARY 21 & 22, 2023

THIS JANUARY, PLAY THE LOCAL CARD

NAPA VALLEY RESTAURANT WEEK®
JANUARY 20–29, 2023

SEE BACK FOR DETAILS

NAPA NEIGHBOR WEEKEND celebrates the residents of Napa Valley. At select wineries throughout the valley, simply make an advance reservation for January 21 or 22 and, upon arrival, show your driver’s license to enjoy VIP treatment, product discounts, and complimentary or upgraded wine tastings and tours. Cheers to you.

MORE DETAILS AT: NapaNeighbor.com

NAPA VALLEY RESTAURANT WEEK® is one of the best times to enjoy all the culinary delights in Napa Valley! For 10 full days, Napa Valley’s world-class restaurants offer exclusive deals on inventive epicurean meals and experiences. From food trucks to Michelin-rated restaurants, Napa Valley Restaurant Week is the perfect time to explore the foods of Napa Valley.

A taste of the good life has never been easier or more fun!

MORE DETAILS AT: visitnapavalley.com/events/annual-events/restaurant-week
**MEETINGS TODAY**
- 3 Email Partner Spotlight & 2 Eblasts (50,000 Subscribers)
- 1 Full Page Print Ad (Wine Country Meetings story feature)

**NORTHSTAR**
- 3 Exclusive Email Newsletters
- Targeted, Sponsored Social Ads (FB & IG)

**GOOGLE SEARCH**
- Keeping Napa Valley top of mind among meeting/incentive planners using key search behavior
ADDITIONAL CHANNELS & OUTLETS

https://open.spotify.com/playlist/6BWYh9aT2r7q9aKJRgOwXo#login
Available Now!

- 177 Pages of Inspiration
- Resource for Visitors & Residents alike
- Discover the wide range of experiences available in Napa Valley.
- Order Copies Online
Industry Resources

VISIT NAPA VALLEY is the official destination management organization for Napa County. We promote the region as an attractive travel destination and enhance its public image as a dynamic place to visit, live and work.

Our Vision: Elevate Napa Valley as the world’s premier wine country experience.
Our Mission: Promote, protect, and enhance the Napa Valley destination.
Our Objectives: Strategic sales and marketing, collaborative destination management, proactive community and partner relations, and organizational excellence.

Subscribe to VNV Newsletter
Consumer Email

Subscribe to VNV Newsletter
B2B Email

Subscribe to VNV Newsletter
Meeting Planners & Travel Agents Emails

Bookmark ➜ www.visitnapavalley.com/industry
Visit Napa Valley Team

Linsey Gallagher
President and CEO
Linsey@VisitNapaValley.com

Sarah Gillihan
Director
Communications, Community & Industry Relations
Sarah@VisitNapaValley.com

Executive, Administration & Operations

Linsey Gallagher
President and CEO
Linsey@VisitNapaValley.com

Teresa Coleman
Controller
Teresa@VisitNapaValley.com

Jennifer Dadesho
Associate Director Marketing
Jennifer@VisitNapaValley.com

Karen Wibbenmeyer
Senior Manager
Digital Marketing
Karen@VisitNapaValley.com

Lauren Martins
Senior Manager
Brand Marketing
Lauren@VisitNapaValley.com

Marketing

Jennifer Dadesho
Associate Director Marketing
Jennifer@VisitNapaValley.com

Karen Wibbenmeyer
Senior Manager
Digital Marketing
Karen@VisitNapaValley.com

Alyssa O’Kelley
Manager
Research and Strategic Insights
Alyssa@VisitNapaValley.com

Communications

Sarah Gillihan
Director
Communications, Community & Industry Relations
Sarah@VisitNapaValley.com

Alyssa O’Kelley
Manager
Research and Strategic Insights
Alyssa@VisitNapaValley.com

Marketing

Jennifer Dadesho
Associate Director Marketing
Jennifer@VisitNapaValley.com

Karen Wibbenmeyer
Senior Manager
Digital Marketing
Karen@VisitNapaValley.com

Lauren Martins
Senior Manager
Brand Marketing
Lauren@VisitNapaValley.com

Communications

Sarah Gillihan
Director
Communications, Community & Industry Relations
Sarah@VisitNapaValley.com

Alyssa O’Kelley
Manager
Research and Strategic Insights
Alyssa@VisitNapaValley.com
Visit Napa Valley Team

Business Development, Sales, Partnership, Guest Experience

Nichole Peterson
Associate Director
Partnerships & Guest Experience
Nichole@VisitNapaValley.com

Makenzie Payne
Associate
Partnerships
Makenzie@VisitNapaValley.com

Becky Barrango
Associate Director
Business Development & Sales
Becky@VisitNapaValley.com

Hannah Redding
Manager
Business Development
Hannah@VisitNapaValley.com

Kameryn Trask
Guest Experience Supervisor
Kameryn@VisitNapaValley.com

Isaias Solano
Guest Experience Lead
Isaias@VisitNapaValley.com

Magaly Cisneros
Guest Experience
Magaly@VisitNapaValley.com

Quinn Anderson
Guest Experience
Quinn@VisitNapaValley.com

Melissa McGreevy
Guest Experience
Melissa@VisitNapaValley.com

Adriana Vargas
Mercantile Manager
Adriana@VisitNapaValley.com

Becky Barrango
Associate
Partnerships
Becky@VisitNapaValley.com

Hannah Redding
Manager
Business Development
Hannah@VisitNapaValley.com

Kameryn Trask
Guest Experience Supervisor
Kameryn@VisitNapaValley.com

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Guest Experience
Magaly@VisitNapaValley.com

Quinn Anderson
Guest Experience
Quinn@VisitNapaValley.com

Melissa McGreevy
Guest Experience
Melissa@VisitNapaValley.com
Marketing & Communications Teams

Marketing

Jennifer Dadesho
Associate Director
Marketing
Jennifer@VisitNapaValley.com

Karen Wibbenmeyer
Senior Manager
Digital Marketing
Karen@VisitNapaValley.com

Lauren Martins
Senior Manager
Brand Marketing
Lauren@VisitNapaValley.com

Communications

Sarah Gillihan
Director
Communications,
Sarah@VisitNapaValley.com

Alyssa O'Kelley
Manager
Research and Strategic
Insights
Alyssa@VisitNapaValley.com

Marketing@VisitNapaValley.com

Media@VisitNapaValley.com
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Partnerships & Guest Experience
Nichole@VisitNapaValley.com

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Quinn Anderson
Guest Experience
Quinn@VisitNapaValley.com

Melissa McGreevy
Guest Experience
Melissa@VisitNapaValley.com

Partnership@VisitNapaValley.com
Concierge@VisitNapaValley.com

Makenzie Payne
Associate
Partnerships
Makenzie@VisitNapaValley.com

Partnership@VisitNapaValley.com
Concierge@VisitNapaValley.com
### Exhibit A

**Napa Tourism Improvement District (TID)**  
**Budget and Workplan Fiscal Year 2022/2023**

<table>
<thead>
<tr>
<th>FY2021/2022</th>
<th>FY2022/2023</th>
<th>FY2022/2023 1-11-23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Actuals</strong></td>
<td><strong>Budget</strong></td>
<td><strong>Actual</strong></td>
</tr>
</tbody>
</table>

**Beginning Unreserved Fund Balance**  
$188,068  
$791,996  
$791,996

**Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)**  
$561,025  
$561,025  
$561,025

**Fund Balance**  
$749,093  
$1,353,021  
$1,353,021

**Revenues**

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<thead>
<tr>
<th>Description</th>
<th>FY2021/2022</th>
<th>FY2022/2023</th>
<th>FY2022/2023 1-11-23</th>
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</thead>
<tbody>
<tr>
<td><strong>TID Assessment</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Interest Earnings</strong></td>
<td>(3,071)</td>
<td>(5,000)</td>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>1,140,293</td>
<td>1,071,000</td>
<td>309,090</td>
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**Expenditures**

<table>
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<tr>
<th>Subcategory</th>
<th>FY2021/2022</th>
<th>FY2022/2023</th>
<th>FY2022/2023 1-11-23</th>
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<tbody>
<tr>
<td><strong>Administrative Support</strong></td>
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<tr>
<td>Salaries and Benefits</td>
<td>16,867</td>
<td>42,850</td>
<td>2,551</td>
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<tr>
<td>Banking Fees</td>
<td>210</td>
<td>1,000</td>
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<tr>
<td>General Overhead</td>
<td>500</td>
<td>1,200</td>
<td>300</td>
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<tr>
<td><strong>Subtotal Administrative Support</strong></td>
<td>17,577</td>
<td>45,050</td>
<td>2,851</td>
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<tr>
<td><strong>Collateral Materials</strong></td>
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<tr>
<td>General Supplies</td>
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<tr>
<td><strong>Other Purchased Services</strong></td>
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<tr>
<td><strong>Subtotal Collateral Materials</strong></td>
<td>4,600</td>
<td>10,000</td>
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<td><strong>Advertising and Marketing</strong></td>
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<tr>
<td>Advertising</td>
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<tr>
<td>- Contract Marketing</td>
<td>364,187</td>
<td>700,000</td>
<td>297,481</td>
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<tr>
<td>- Other Paid Advertising and Optional Services</td>
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<td></td>
<td></td>
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<tr>
<td><strong>Subtotal Advertising and Marketing</strong></td>
<td>364,187</td>
<td>700,000</td>
<td>297,481</td>
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<tr>
<td><strong>Funding Grants to Other Organizations</strong></td>
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<tr>
<td>Contributions/Donations</td>
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<td>400,000</td>
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<td>Street Banner Programs</td>
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<tr>
<td>Lighted Art Festival</td>
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<td>Porchfest</td>
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<td>Rail Arts District</td>
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<td>Napa City Nights</td>
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<tr>
<td>Goodman Library History Gallery</td>
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<td>DNA 175th Anniversary Marketing Support - The Table</td>
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<tr>
<td>Napa County Historical Society</td>
<td>25,000</td>
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<tr>
<td>Vine Trail DT Improvements - Signage</td>
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<tr>
<td><strong>Subtotal Funding Grants to Other Organizations</strong></td>
<td>150,000</td>
<td>400,000</td>
<td>200,000</td>
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<tr>
<td><strong>TOTAL OPERATING EXPENSES</strong></td>
<td>536,364</td>
<td>1,155,050</td>
<td>500,332</td>
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**Net Operating Position**

<table>
<thead>
<tr>
<th>FY2021/2022</th>
<th>FY2022/2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>603,929</td>
<td>(84,050)</td>
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</table>

**Transfer to/from Reserves**

<table>
<thead>
<tr>
<th>FY2021/2022</th>
<th>FY2022/2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>603,929</td>
<td>(84,050)</td>
</tr>
</tbody>
</table>

**Estimated Ending Unreserved Fund Balance**  
$791,996  
$791,996  
$561,025

**Estimated Ending Reserved Fund Balance (per Contingency Reserve Fund Policy)**  
$561,025  
$561,025  
$561,025

### Key Points

- **RESERVES**
  - FY 2022/23 - $791,996 Undesignated & $561,025 Contingency/Emergency per Fiscal Policy
  - Total Reserve Balance = $1,353,021
  - FY 2021/22 revenues exceeded budget by $498,793 & expenditures were $387,436 under budget
  - FY 2021/22 Net Operating Position $603,929 which rolled into Undesignated Reserves

- **REVENUE**
  - FY 2022/23 Budget - $1,071,000
  - FY 2022/23 Quarter 1 Actuals - $309,090
  - Post FY 2022/23 Quarter 1 TOT analysis, City anticipates additional $2 million in TOT which would increase FY 2022/23 TID revenue projection ($1.066 million) by ~ $169,000

- **EXPENDITURES**
  - FY 2022/23 Expenditure Budget vs. Actuals
    - Administrative Support - $2,851/$45,050
    - Materials - $0/$10,000
    - Advertising & Marketing - $297,481/$700,000
    - Grants - $200,000/$400,000

- **FUTURE RESERVES**
  - If projected revenue is $1,235,000 through 6/30/23 and all $1,155,050 of budgeted expenditures are actualized, an additional $85,000 would move into Undesignated Reserves
  - Any budgeted expenditures not actualized would further increase the Undesignated Reserves
SHARE THE TRAIL

Share and enjoy the Vine Trail
Always walk or ride to the RIGHT
Call out when passing from behind
Stay on the trail
Respect private property
Pick up after yourselves and pets
Don’t let pet leashes cross the trail
Ride safe, ride smart, wear a helmet
Stay alert, reduce headphone volume
AG RESPECT
## Estimated Wayfinding Budget

<table>
<thead>
<tr>
<th>Action</th>
<th>Location</th>
<th>Quantity</th>
<th>Price Per Unit</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Replace Arrow</td>
<td>3rd Street</td>
<td>1</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Add Arrow</td>
<td>3rd Street</td>
<td>2</td>
<td>$100</td>
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<tr>
<td>Remove Northbound Sign</td>
<td>3rd Street</td>
<td>1</td>
<td>0</td>
<td>0</td>
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<tr>
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<td>3rd Street</td>
<td>4</td>
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<td>$4,000</td>
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<tr>
<td>Route Maps</td>
<td>3rd Street</td>
<td>2</td>
<td>$1,200</td>
<td>$2,400</td>
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<tr>
<td>Share the Trail</td>
<td>3rd Street</td>
<td>2</td>
<td>$1,200</td>
<td>$2,400</td>
</tr>
<tr>
<td>Add Arrow</td>
<td>1st Street</td>
<td>2</td>
<td>$100</td>
<td>$200</td>
</tr>
<tr>
<td>Replace Bike Route VT East and West</td>
<td>1st Street</td>
<td>2</td>
<td>$100</td>
<td>$200</td>
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<tr>
<td>Add VT North Bound</td>
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<tr>
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<td>1st Street</td>
<td>1</td>
<td>$100</td>
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</tr>
<tr>
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<tr>
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<tr>
<td>Thermo Plastic Share the Trail Signs</td>
<td>Pearl Street</td>
<td>4</td>
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<tr>
<td>Add VT North Bound</td>
<td>Pearl Street</td>
<td>1</td>
<td>$100</td>
<td>$100</td>
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<tr>
<td>Add VT South Bound</td>
<td>Pearl Street</td>
<td>1</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Replace Bike Route with VT West</td>
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<td>Soscol and Clinton</td>
<td>2</td>
<td>$100</td>
<td>$200</td>
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<tr>
<td>Add VT South Bound</td>
<td>Soscol and Clinton</td>
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<td>$100</td>
<td>$200</td>
</tr>
<tr>
<td>Add Arrows</td>
<td>Soscol and Clinton</td>
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<td>$100</td>
<td>$200</td>
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<td>Soscol and Clinton</td>
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<td>McKinstry</td>
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<tr>
<td>Thermo Plastic Share the Trail Signs</td>
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<td>$2,000</td>
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<td>$6,000</td>
</tr>
<tr>
<td>Route Maps</td>
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<td>$3,600</td>
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<tr>
<td>Share the Trail</td>
<td>Redwood Rd</td>
<td>3</td>
<td>$1,200</td>
<td>$3,600</td>
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<tr>
<td><strong>Subtotal VT Signs and Arrow</strong></td>
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<td></td>
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<tr>
<td><strong>Downtown Business</strong></td>
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<td>$175</td>
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<td><strong>$3,150</strong></td>
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<td><strong>Translation of Maps and Route Finding</strong></td>
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<td></td>
<td></td>
<td><strong>$10,000</strong></td>
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<tr>
<td><strong>TOTAL ESTIMATED BUDGET</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$51,450</strong></td>
</tr>
</tbody>
</table>
Future Vine Trail Connection to American Canyon and Beyond

Napa Pipe

- Value Engineer with Goodfellows Construction
- .5 Mile
- $1M estimate
- Flat with 1 land bridge between Railroad and Kennedy Park separating Tulucay Creek and Syar Slough hydraulically connected by a culvert under the 40-foot bridge

Napa Sanitation Montalcino Hotel

- 2.5 Miles
- $5.5 Million estimate
- RSA Engineering Recommended Route to present to Napa Sanitation Board in February 2023
- Basic alignment follows east property line of the Napa San property spray fields behind the Montalcino Hotel Development
## Future Vine Trail Connection to American Canyon and Beyond

<table>
<thead>
<tr>
<th>Action</th>
<th>Location</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Engineering and Environmental</td>
<td>Pipe District</td>
<td>$45,000</td>
</tr>
<tr>
<td>Engineering</td>
<td>Pipe District</td>
<td>$50,000</td>
</tr>
<tr>
<td>Right of Way</td>
<td>Pipe District</td>
<td>$0</td>
</tr>
<tr>
<td>Construction .5 Miles</td>
<td>Pipe District</td>
<td>$900,000</td>
</tr>
<tr>
<td>Pre-Engineering and Environmental</td>
<td>Sanitation</td>
<td>$50,000</td>
</tr>
<tr>
<td>Engineering</td>
<td>Sanitation</td>
<td>$250,000</td>
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<tr>
<td>Right of Way</td>
<td>Sanitation</td>
<td>$250,000</td>
</tr>
<tr>
<td>Construction 2.5 miles</td>
<td>Sanitation</td>
<td>$5,000,000</td>
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</table>

**TOTAL ESTIMATED BUDGET**

$6,045,000
Visit Napa Valley Report
Visit Napa Valley is the official destination management organization for Napa County. We promote the region as an attractive travel destination and enhance its public image as a dynamic place to visit, live, and work.

OUR VISION
Elevate Napa Valley as the world’s premier wine country experience

OUR MISSION
Promote, protect, and enhance the Napa Valley destination
Industry Partner Ecosystem

Promoting the State of California on a national and international scale.

Promoting San Francisco and serving as a gateway to other Northern California destinations, including Napa Valley.

Promoting the entire Napa Valley domestically and globally.

Promoting the unique aspects of the many individual hospitality and tourism-facing businesses via content, offers, deals, news, and information.

Each organization working together to maximize visibility on a local, domestic, and global scale.
Cultivate the Napa Valley Brand
• Create Awareness & Desire to Experience Napa Valley
• Employ Cross-Channel Storytelling Efforts
• Develop Experiential Opportunities to Engage with the Brand

Accelerate Travel Recovery
• Drive Travel During Need Periods (namely Nov - Mar + midweek)
• Inspire International Travel Recovery
• Grow Group Travel (Business & Leisure)

Support the Local Industry
• Do for the Local Industry What It Cannot for Itself
• Proactively Communicate Value of Tourism in Napa County
Travel Trends
# Smith Travel Research

## February Trends

### Smith Travel Research

<table>
<thead>
<tr>
<th>February</th>
<th>Occupancy</th>
<th>ADR</th>
<th>RevPAR</th>
<th>Revenue</th>
<th>Supply</th>
<th>Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>54.4</td>
<td>$ 338.71</td>
<td>$ 184.41</td>
<td>$27,372,139</td>
<td>148,428</td>
<td>80,814</td>
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<tr>
<td>2022</td>
<td>55.4</td>
<td>$ 359.64</td>
<td>$ 199.24</td>
<td>$28,797,227</td>
<td>144,536</td>
<td>80,073</td>
</tr>
<tr>
<td>2019</td>
<td>64.4</td>
<td>$ 255.23</td>
<td>$ 164.43</td>
<td>$23,328,868</td>
<td>141,876</td>
<td>91,404</td>
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<tr>
<td>YOY % change/2022</td>
<td>-1.7%</td>
<td>-5.8%</td>
<td>-7.4%</td>
<td>-4.9%</td>
<td>2.7%</td>
<td>0.9%</td>
</tr>
<tr>
<td>YOY % change/2019</td>
<td>-15.5%</td>
<td>32.7%</td>
<td>12.2%</td>
<td>17.3%</td>
<td>4.6%</td>
<td>-11.6%</td>
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</table>

### Smith Travel Research

<table>
<thead>
<tr>
<th>Running 12 Months</th>
<th>Occupancy</th>
<th>ADR</th>
<th>RevPAR</th>
<th>Revenue</th>
<th>Supply</th>
<th>Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>63.0</td>
<td>$ 451.79</td>
<td>$ 284.46</td>
<td>$549,228,601</td>
<td>1,930,804</td>
<td>1,215,678</td>
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<tr>
<td>2022</td>
<td>61.7</td>
<td>$ 396.99</td>
<td>$ 244.91</td>
<td>$451,340,068</td>
<td>1,842,912</td>
<td>1,136,897</td>
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<tr>
<td>2019</td>
<td>69.5</td>
<td>$ 318.68</td>
<td>$ 221.47</td>
<td>$415,220,610</td>
<td>1,874,832</td>
<td>1,302,958</td>
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<tr>
<td>YOY % change/2022</td>
<td>2.1%</td>
<td>13.8%</td>
<td>16.1%</td>
<td>21.7%</td>
<td>4.8%</td>
<td>6.9%</td>
</tr>
<tr>
<td>YOY % change/2019</td>
<td>-9.4%</td>
<td>41.8%</td>
<td>28.4%</td>
<td>32.3%</td>
<td>3.0%</td>
<td>-6.7%</td>
</tr>
</tbody>
</table>
February 2023 Hotel Rooms (Approximate) Occupancy YOY % ADR YOY % RevPAR YOY %
Comp Set
Napa County 5,700 54.4 -1.7% $ 338.71 -5.8% $ 184.41 -7.4%
Sonoma County 7,500 53.7 -3.3% $ 188.24 -3.2% $ 101.15 -6.4%
Monterey County 12,500 61.1 -0.1% $ 230.87 -1.7% $ 141.06 -1.8%
**NEW** San Luis Obispo County 10,670 61.1 -4.1% $ 156.22 -3.1% $ 95.51 -7.1%
**NEW** Santa Barbara County 10,720 61.0 -4.0% $ 207.23 -6.0% $ 126.44 -9.8%
San Francisco County 36,000 54.4 25.1% $ 213.75 21.7% $ 116.28 52.3%
Jurisdictions
American Canyon 315 79.1 7.2% $ 124.70 -1.7% $ 98.67 5.4%
Napa (City of) 3000 55.5 -3.4% $ 291.71 9.1% $ 161.79 5.4%
Yountville 450 50.4 22.7% $ 612.32 -19.5% $ 308.74 -1.3%
Calistoga 870 52.2 -9.7% $ 474.76 -7.6% $ 247.84 -16.5%
Unincorporated Co. 760 44.1 -3.9% $ 405.97 -27.7% $ 179.12 -30.5%
Service Type
Luxury 40.3 -8.7% $ 821.37 -21.8% $ 330.75 -28.7%
Group 60.4 9.3% $ 268.74 -1.8% $ 162.44 7.3%
Limited Service 61.1 -12.6% $ 161.82 -0.7% $ 98.88 -13.3%
## Smith Travel Research

### YTD February Trends

<table>
<thead>
<tr>
<th></th>
<th>Hotel Rooms (Approximate)</th>
<th>Occupancy</th>
<th>YOY %</th>
<th>ADR</th>
<th>YOY %</th>
<th>RevPAR</th>
<th>YOY %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Comp Set</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Napa County</td>
<td>5,700</td>
<td>46.7</td>
<td>0.5%</td>
<td>$326.21</td>
<td>-3.8%</td>
<td>$152.44</td>
<td>-3.4%</td>
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<tr>
<td>Sonoma County</td>
<td>7,500</td>
<td>49.4</td>
<td>-1.0%</td>
<td>$182.08</td>
<td>-1.7%</td>
<td>$89.92</td>
<td>-2.7%</td>
</tr>
<tr>
<td>Monterey County</td>
<td>12,500</td>
<td>55.0</td>
<td>1.8%</td>
<td>$212.72</td>
<td>-1.5%</td>
<td>$117.07</td>
<td>0.3%</td>
</tr>
<tr>
<td>San Luis Obispo County</td>
<td>10,670</td>
<td>53.8</td>
<td>-5.1%</td>
<td>$147.63</td>
<td>-2.4%</td>
<td>$79.50</td>
<td>-7.5%</td>
</tr>
<tr>
<td>Santa Barbara County</td>
<td>10,720</td>
<td>55.1</td>
<td>-4.1%</td>
<td>$199.67</td>
<td>-2.5%</td>
<td>$109.92</td>
<td>-6.5%</td>
</tr>
<tr>
<td>San Francisco County</td>
<td>30,000</td>
<td>53.5</td>
<td>38.6%</td>
<td>$296.56</td>
<td>72.3%</td>
<td>$158.79</td>
<td>138.9%</td>
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<tr>
<td><strong>Jurisdictions</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Canyon</td>
<td>315</td>
<td>70.8</td>
<td>4.7%</td>
<td>$119.75</td>
<td>-0.2%</td>
<td>$84.79</td>
<td>4.5%</td>
</tr>
<tr>
<td>Napa (City of)</td>
<td>3000</td>
<td>46.7</td>
<td>-1.2%</td>
<td>$277.20</td>
<td>11.3%</td>
<td>$129.49</td>
<td>10.0%</td>
</tr>
<tr>
<td>Yountville</td>
<td>450</td>
<td>40.4</td>
<td>15.9%</td>
<td>$614.76</td>
<td>-14.1%</td>
<td>$248.27</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Calistoga</td>
<td>870</td>
<td>47.0</td>
<td>-6.6%</td>
<td>$467.66</td>
<td>-9.3%</td>
<td>$219.78</td>
<td>-15.3%</td>
</tr>
<tr>
<td>Unincorporated Co.</td>
<td>760</td>
<td>39.6</td>
<td>5.9%</td>
<td>$385.82</td>
<td>-22.6%</td>
<td>$152.89</td>
<td>-18.0%</td>
</tr>
<tr>
<td><strong>Service Type</strong></td>
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<td></td>
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<tr>
<td>Luxury</td>
<td>34.2</td>
<td>-4.8%</td>
<td>$811.25</td>
<td>-20.5%</td>
<td>$277.28</td>
<td>-24.3%</td>
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</tr>
<tr>
<td>Group</td>
<td>51.1</td>
<td>12.0%</td>
<td>$255.61</td>
<td>0.7%</td>
<td>$130.69</td>
<td>12.8%</td>
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<tr>
<td>Limited Service</td>
<td>55.1</td>
<td>-11.5%</td>
<td>$151.61</td>
<td>-0.4%</td>
<td>$83.51</td>
<td>11.9%</td>
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</tbody>
</table>

Editor Note: In January, San Francisco saw a big bump in ADR to $375/night, in part, due to the JP Morgan annual conference returning to the city. SF recovery = Napa Valley recovery
Napa Valley Lodging Occupancy Trends Pre-Covid 2017-2019
Source: Smith Travel Research
Napa Valley Lodging Occupancy Trends Since Pandemic
2020-2022
Source: Smith Travel Research

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>55%</td>
<td>39%</td>
<td>21%</td>
</tr>
<tr>
<td>Feb</td>
<td>56%</td>
<td>42%</td>
<td>28%</td>
</tr>
<tr>
<td>Mar</td>
<td>50%</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td>Apr</td>
<td>59%</td>
<td>74%</td>
<td>62%</td>
</tr>
<tr>
<td>May</td>
<td>67%</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>Jun</td>
<td>72%</td>
<td>72%</td>
<td>74%</td>
</tr>
<tr>
<td>Jul</td>
<td>67%</td>
<td>69%</td>
<td>66%</td>
</tr>
<tr>
<td>Aug</td>
<td>49%</td>
<td>51%</td>
<td>53%</td>
</tr>
<tr>
<td>Sep</td>
<td>46%</td>
<td>53%</td>
<td>52%</td>
</tr>
<tr>
<td>Oct</td>
<td>46%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Nov</td>
<td>24%</td>
<td>45%</td>
<td>52%</td>
</tr>
<tr>
<td>Dec</td>
<td>20%</td>
<td>24%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Source: Smith Travel Research
FY22 saw TOT contributions not just returned to pre-pandemic levels, but surpassed FY19, which was previously our high watermark.

This means a return to revenue for our cities and towns for things like fire and safety, roads and sidewalks, parks and recreation, etc.
FY22 saw TOT contributions not just returned to pre-pandemic levels, but surpassed FY19, which was previously our high watermark.

This means a return to revenue for our cities and towns for things like fire and safety, roads and sidewalks, parks and recreation, etc.
Revenue from tourism allows local government to invest in services and programs that benefit all residents, including infrastructure improvements, civic amenities, and public safety.

A healthy tourism economy creates demand for a diverse range of goods, services, and cultural programs that are available for both residents and visitors to enjoy, enhancing our quality of life.
The Tourism Industry Provides Significant Positive Impact to the Local Jurisdictions Throughout Napa County.

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Population</th>
<th># of Rooms As of June 2022</th>
<th>FY22 TOT Collected By Jurisdiction</th>
<th>TOT Collected Per Resident</th>
<th>TOT Collected Per Room</th>
<th>TOT as a % of General Fund</th>
<th>TOT Growth Since 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>20,000</td>
<td>313</td>
<td>$1,584,253</td>
<td>$79</td>
<td>$5,062</td>
<td>6%</td>
<td>+119%</td>
</tr>
<tr>
<td>Napa</td>
<td>80,000</td>
<td>3,076</td>
<td>$27,174,663</td>
<td>$340</td>
<td>$8,834</td>
<td>25%</td>
<td>+176%</td>
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<tr>
<td>Yountville</td>
<td>3,000</td>
<td>450</td>
<td>$9,827,529</td>
<td>$3,276</td>
<td>$21,839</td>
<td>59%</td>
<td>+145%</td>
</tr>
<tr>
<td>St. Helena</td>
<td>6,000</td>
<td>295</td>
<td>$3,951,440</td>
<td>$659</td>
<td>$13,395</td>
<td>20%</td>
<td>+174%</td>
</tr>
<tr>
<td>Calistoga</td>
<td>5,000</td>
<td>837</td>
<td>$11,786,459</td>
<td>$2,357</td>
<td>$14,082</td>
<td>60%</td>
<td>+243%</td>
</tr>
<tr>
<td>Unincorporated County</td>
<td>27,000</td>
<td>762</td>
<td>$13,791,650</td>
<td>$511</td>
<td>$18,099</td>
<td>6%</td>
<td>+69%</td>
</tr>
<tr>
<td>Total Napa Valley</td>
<td>141,000</td>
<td>5,733</td>
<td>$68,115,994</td>
<td>$483</td>
<td>$11,881</td>
<td>+147%</td>
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</tbody>
</table>

Rounded to the Nearest ,000 FY22 Actual Based on FY23 Budgets, not Actual
Local Jurisdictions Throughout Napa County All Received Significant Boosts to their General Funds in FY22 Due to Visitor-Paid TOT Performance.

<table>
<thead>
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+$26M Over Budget
February 2023 Takeaways

1. Occupancy Still -15% Down vs. 2019; But Average Daily Rate is Up +33%.
   Fewer People; Willing to Pay More Due to Reputation of the Napa Valley Experience.

2. San Francisco Showing Positive Signs of Recovery – Particularly in Group.

3. Visitor-Paid TOT Continues to be the Big Story.
   Hospitality Proud to be Returning Contribution to our Cities & Town’s General Funds.
   +$26M More Than Budgeted.
Destination Showcase
Thursday, March 30
2-5 p.m.
at Copia at CIA

REGISTER NOW

The 2023 Destination Showcase will highlight “Napa Valley by the Numbers” and feature a panel of data experts who will provide tourism insights and trends – from key hotel metrics and occupancy; to travel and group business; to wine consumption. In addition, we will hear updates from our Napa Valley towns and the Visit Napa Valley team.

Space is limited; Register for the Showcase by March 24, 2023
Next Steps

Long Range Strategic Plan Process

Phase 1 | Destination Assessment
• 12 interviews of key industry & community leaders
• DNEXT survey

Phase 2 | Planning Sessions
• Board session
• Management session

Phase 3 | Strategic Plan
• Prepare Strategic Plan
• Validation sessions
• Presentation & Ratification

Done

Done

Done
Tourism Improvement District Renewal

The Napa Valley Tourism Improvement District ("NVTID") The NV TID was formed in 2010 and renewed for 10 years in 2015. The current plan sunsets June 15, 2025. The renewal process begins now.

Since the creation of the NVTID in FY11

- **More $ for Our Community**: Annual TOT collections have grown more than 150%. Visitor Paid revenues for our cities & towns.
- **Napa Valley=Good Investment**: Annual Napa Valley Lodging Revenues up 220%.
- **Sustained, Visitor-Paid Marketing & Sales Budget**: Visit Napa Valley formed with a budget of just $500,000 and was outspent by competitors. Today, Visit Napa Valley operates with a budget between $7-8M, a 1500% increase. An additional $2-$2.5M is generated specifically for the destination marketing in our cities and towns.
Data Insights Investments: Intelligence

Timing: Late Spring 2023 for first insights
Data Insights Investments: Visitor Profile & Economic Impact

Timing: Year-Long Process, 2024 Release

This study will produce a robust visitor profile, including such data points as day visitor versus overnight visitor, domestic visitor versus international visitor, and the incremental revenue that tourism brings to Napa Valley. To complete this study, Visit Napa Valley has partnered with Destination Analysts, a market research company providing travel and tourism businesses with powerful information and research solutions to help clients make informed decisions that lead to profitable marketing and advertising strategies and initiatives. This comprehensive study will take place over the course of the year and survey points have been scheduled at participating businesses throughout the valley. The in-person intercepts will take place as follows:

• Q1 – March 28-April 1
• Q2 – June 15-19
• Q3 – September 5-9
• Q4 – November 15-19

If you are interested in getting involved in this study and would like to offer your place of business as a location for intercepts, please contact marketing@visitnapavalley.com.
Creating Local Advocates for Hospitality

Leadership Napa Valley | Tourism Day!

Creating Educated Local Advocates for Hospitality, Annually
Visit Napa Valley Connects with Industry

Industry Ecosystem Meetings

Spring Board Meeting
DMO CEO Break Out Session
February 2023

Outlook Forum
All Industry Meeting & Education Opportunity

Marketing Meeting
Update from SF Travel on New Campaign
Visit Napa Valley President & CEO, Linsey Gallagher, to represent the state in key International markets this spring and summer led by Visit California’s President & CEO Caroline Beteta and California’s Lt. Governor Eleni Kounalakis.
Visit Napa Valley Honored

Member of the Year 2022
Advocating for our Community

Destination Stewardship & Community Engagement

Trends & Insights
Creating Educated Advocates for the Napa Valley Hospitality Industry

Workforce Development
“Crush that Career” Paid Marketing Campaign

Career Resources
Napa Valley 101 Educational Module

1% TOT for Affordable Housing

Sustainability
Napa Green is partnering with Visit Napa Valley to expand its certification umbrella beyond wineries and vineyards into hospitality, beginning with Napa Green Lodging for hotel properties.

Supporting the Vine Trail
Napa Valley Vintners & Napa Valley’s hospitality industry has pledged $5M total to complete the Vine Trail.
Napa Green Next Steps

Napa Green Lodging

- Held Kick Off with Pilot Lodging Partners in November 2022

Next:
- 1-on-1 Meeting to Review Draft Standards
- 2 Phases of Resource Audits
- Pilot Learnings
- Roll Out More Broadly
## Napa Green Pilot Participants

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<tr>
<th>Property</th>
<th>Rooms</th>
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<td>American Canyon</td>
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<td>Archer Hotel Napa</td>
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<td>Carneros Resort &amp; Spa</td>
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Visit Napa Valley had the honor of presenting a check for $150,000 to the Napa Valley Vine Trail as part of a $2.5M/10-year pledge from the Napa Valley hospitality community.

Congressman Mike Thompson’s office recently stated, “It is estimated that, when all 47-miles of Vine Trail are completed, it will benefit the local economy by over $165 million annually.”
Campaign Launched - Crush That Career

Napa Valley is where quality job opportunities lead to excellent careers. A diverse range of career options lead to limitless potential. Explore the possibilities.

Napa Valley is where quality job opportunities lead to excellent careers. Come, explore the abundance of options.

Read More About This Campaign
February 2023 Takeaways

1. Visit Napa Valley is Supporting Workforce Development
   - Paid Media Campaign “Crush The Career” Launched. Digital & OOO Now Live

2. Visit Napa Valley Investing in Data Tools for 2023
   - Powerful Geolocation, Spend & Event Data Layered Over Tourist Profile & Economic Impact

3. Visit Napa Valley At Home & On the Road Promoting Hospitality in the Napa Valley
   - International Economic, Sales & Media Missions; Industry Conferences; Supporting Local Destination Stewardship
Paid Advertising Campaigns

Cultivating the Napa Valley Brand

Digital and Print Ad Campaigns

- **Cheers, The Good Life**
  - Always On
  - Target Audience: CONSUMER

- **Approachable Luxury**
  - Pulsed
  - Target Audience: CONSUMER

- **Crush That Meeting**
  - Pulsed
  - Target Audience: GROUP TRADE

- **Cheers, The Good Life Tourism Matters**
  - Pulsed
  - Target Audience: CONSUMER

- **Crush That Career**
  - Pulsed
  - Target Audience: WORKFORCE
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<td>WINE COUNTRY THIS MONTH</td>
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Marketing – Paid Media

Cheers Seasonal Launch

Interactive Video

Customizable video unit that provides users opportunity to interact with the ad as well as provides incremental branding for Visit Napa Valley.
Cheers Seasonal Campaign – Sites and Outlets
Marketing – Paid Media

Cheers Seasonal Campaign – Sites and Outlets
Marketing – Paid Media

Cheers Seasonal – Rich Media Ad Units
My Purpose of Life

My Purpose of Life

My Purpose of Life

My Purpose of Life

My Purpose of Life

My Purpose of Life

My Purpose of Life

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My Purpose of Life
Print Campaign with Modern Luxury Media

- Market-focused print support to drive awareness
- Estimated Circulation: 500,000
- Reaching readers across key markets with full-page placements per market:
  - San Francisco
  - Los Angeles
  - San Diego
  - Dallas
  - Manhattan
  - Scottsdale
- Additional reach through digital support via Modern Luxury outlets including:
  - Digital Ad Units
  - Luxury Travel E-Blasts (estimated audience: 10,000)
Promotes the wide and diverse range of accommodations, winery, and dining options, in all price points.

Features interactive landing pages that speak price without ever saying “price”.

Addresses media narrative of recent months that suggests Napa Valley is only accessible to the ultra-wealthy.

Encourages interactive discovery of categorized using emotional cues and that are viewable, clickable, bookable.
Marketing - Paid

February 2023 Takeaways

1. “Cheers” Seasonal Paid Campaign Live
   Generating brand awareness leveraging platforms such as HULU, Paramount+, USA Network, Expedia, People.com Afar.com And more

2. Print Media Campaign: Modern Luxury Media
   Reaching readers across key markets with full-page placements, luxury newsletter, digital ad units

3. Pulsed Campaigns Continue: Approachable Luxury, Workforce Development, Group, Local
   Reaching Audiences ‘mid-funnel’ to convert interest to booking; Bringing the resident along on journey with local advertising campaign
Owned Media
VisitNapaValley.com Website
- 42,000 landing page visits
- 99,000 clicks to view offers
- 15,000 partner website referrals

- 4x features in Consumer Email
  - 194,000 impressions
  - 2,000 clicks to landing page

- December 2022 in Napa Valley Life
  - 25,000 total impressions

- January 2023 in Napa Valley Marketplace
  - 36,000 total impressions
  - 349 QR links to website

- Direct mail campaign
  - 50,000+ mailboxes county-wide
  - 1,500 QR links to website
Let's Get Social!

Restaurant Week

- Social Media
  - 12 posts, reels, stories
  - 105,000 impressions
  - 3,000+ engagements

- Radio Promotion
  - :10 programmed interstitials
  - Hourly 7am – 7pm
  - Monthly Reach (Broadcast + Streaming)
    - 88,000 on The Vine KVYN 99.3
    - 49,000 on Mega Mix KVON 96.9
Radio Interstitials

“What’s Good, Napa Valley!”

Monthly Reach 135,000 Listeners

- Promoting Partner Activity Across Napa Valley
- 10 Second Programmed Interstitials
- Running Hourly 7am – 7pm, Monday through Friday
Digital Marketing

Top Website Landing Pages

- 866,200 Overall Sessions (Oct – Jan)
- 24% above pre-pandemic 2019 levels
- “Cheers, The Good Life” digital ad campaign is routinely a top driver of site traffic
- In January, the Napa Lighted Art Festival (which was heavily promoted on our newsletter and on radio) was a top 5 driver to the site

### October
**Top Pages Viewed**

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<td>00:03:25</td>
</tr>
<tr>
<td>8. /where-to-stay/</td>
<td>6,911</td>
<td>00:01:50</td>
</tr>
<tr>
<td>9. /blog/post/the-most-beautiful-winery-in-nap...</td>
<td>6,545</td>
<td>00:02:27</td>
</tr>
<tr>
<td>10. /wineries/wine-tours-transportation/</td>
<td>6,287</td>
<td>00:02:40</td>
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</table>

### November
**Top Pages Viewed**

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Avg. Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Homepage</td>
<td>17,180</td>
<td>00:01:21</td>
</tr>
<tr>
<td>2. /wineries/</td>
<td>16,250</td>
<td>00:02:09</td>
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<tr>
<td>/cheers/</td>
<td>11,819</td>
<td>00:01:29</td>
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<tr>
<td>4. /wineries/winery-map/</td>
<td>10,485</td>
<td>00:01:35</td>
</tr>
<tr>
<td>5. /wineries/winery-map/</td>
<td>10,284</td>
<td>00:03:42</td>
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<tr>
<td>6. /where-to-stay/</td>
<td>6,548</td>
<td>00:01:48</td>
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<tr>
<td>7. /events/</td>
<td>6,452</td>
<td>00:01:35</td>
</tr>
<tr>
<td>8. /blog/post/kid-friendly-winery-in-napa-valley/</td>
<td>6,235</td>
<td>00:02:08</td>
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<tr>
<td>9. /events/holidays/</td>
<td>6,059</td>
<td>00:02:15</td>
</tr>
<tr>
<td>10. /restaurants/michelin-starred/</td>
<td>6,006</td>
<td>00:03:21</td>
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### December
**Top Pages Viewed**

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
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</thead>
<tbody>
<tr>
<td>1. Homepage</td>
<td>16,760</td>
<td>00:01:25</td>
</tr>
<tr>
<td>2. /wineries/</td>
<td>14,714</td>
<td>00:02:07</td>
</tr>
<tr>
<td>3. /things-to-do/</td>
<td>10,743</td>
<td>00:01:26</td>
</tr>
<tr>
<td>/cheers/</td>
<td>10,035</td>
<td>00:01:35</td>
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<tr>
<td>5. /events/holidays/</td>
<td>9,743</td>
<td>00:02:00</td>
</tr>
<tr>
<td>6. /wineries/winery-map/</td>
<td>9,290</td>
<td>00:03:35</td>
</tr>
<tr>
<td>7. /restaurants/michelin-starred/</td>
<td>6,939</td>
<td>00:04:13</td>
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<tr>
<td>8. /where-to-stay/</td>
<td>6,625</td>
<td>00:01:46</td>
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<td>9. /blog/post/new-years-eve-parties-in-napa-val...</td>
<td>6,467</td>
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<tr>
<td>10. /events/</td>
<td>6,291</td>
<td>00:01:27</td>
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</table>

### January
**Top Pages Viewed**

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<th>Avg. Time on Page</th>
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</thead>
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<td>1. /events/annual-events/restaurant-week/</td>
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<td>00:01:57</td>
</tr>
<tr>
<td>2. Homepage</td>
<td>23,819</td>
<td>00:01:17</td>
</tr>
<tr>
<td>/events/annual-events/napa-lighted-art-festival/</td>
<td>20,494</td>
<td>00:04:50</td>
</tr>
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<td>/cheers/</td>
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<td>5. /wineries/</td>
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<td>14,458</td>
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<td>7. /things-to-do/</td>
<td>12,950</td>
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<td>8. /where-to-stay/</td>
<td>12,142</td>
<td>00:01:53</td>
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<tr>
<td>9. /restaurants/michelin-starred/</td>
<td>10,582</td>
<td>00:04:35</td>
</tr>
<tr>
<td>10. /events/</td>
<td>9,248</td>
<td>00:01:26</td>
</tr>
</tbody>
</table>
# Website Referrals to Partner Sites

**920K**

**PARTNER REFERRALS TO OUR PARTNERS’ WEBSITES (JANUARY - DECEMBER 2022)**

**34%**

**PARTNER REFERRAL RATE**

(% of total visits that result in a partner referral)

<table>
<thead>
<tr>
<th>Partner</th>
<th>Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auberge du Soleil</td>
<td>11,052</td>
</tr>
<tr>
<td>Carneros Resort and Spa</td>
<td>9,817</td>
</tr>
<tr>
<td>The Meritage Resort &amp; Spa</td>
<td>8,890</td>
</tr>
<tr>
<td>Solage Calistoga</td>
<td>8,225</td>
</tr>
<tr>
<td>Four Seasons Resort and Residences</td>
<td>7,168</td>
</tr>
<tr>
<td>Harvest Inn</td>
<td>6,449</td>
</tr>
<tr>
<td>Archer Hotel</td>
<td>5,931</td>
</tr>
<tr>
<td>Bardessono</td>
<td>5,253</td>
</tr>
<tr>
<td>Silverado Resort and Spa</td>
<td>4,753</td>
</tr>
<tr>
<td>Wine Country Inn &amp; Cottages Napa Valley</td>
<td>4,408</td>
</tr>
</tbody>
</table>
Post and Profile Performance

Social Media - Instagram

The golden and crimson hues of the Napa Valley vineyards will put on a picture-worthy display well into th...

**Total Engagements**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Likes</td>
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<tr>
<td>Comments</td>
<td>101</td>
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<tr>
<td>Shares</td>
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<tr>
<td>Saves</td>
<td>639</td>
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<tr>
<td>Video Views</td>
<td>67,385</td>
</tr>
</tbody>
</table>

Total Engagements 6,209

We heard wine pairs best with a dusting of snow... 😊 Just kidding, but in case you haven’t...

**Total Engagements**

<p>| | |</p>
<table>
<thead>
<tr>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Likes</td>
<td>4,843</td>
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<td>Comments</td>
<td>82</td>
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<tr>
<td>Shares</td>
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<tr>
<td>Saves</td>
<td>225</td>
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<tr>
<td>Video Views</td>
<td>78,097</td>
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</tbody>
</table>

Total Engagements 6,309

Wine caves are ideal for safekeeping barrels as wines age but the caves are also perfect to...

**Total Engagements**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>5,441</td>
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<td>Comments</td>
<td>83</td>
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<td>Shares</td>
<td>1,264</td>
</tr>
<tr>
<td>Saves</td>
<td>988</td>
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<tr>
<td>Video Views</td>
<td>103,177</td>
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</table>

Total Engagements 7,776

Impressions

<p>| | |</p>
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<tbody>
<tr>
<td>This Period</td>
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<tr>
<td>Comparison Period</td>
<td>7,579,819</td>
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</table>

Engagements

<p>| | |</p>
<table>
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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>This Period</td>
<td>258,957</td>
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<tr>
<td>Comparison Period</td>
<td>172,525</td>
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Post Link Clicks

<p>| | |</p>
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</thead>
<tbody>
<tr>
<td>This Period</td>
<td>49,919</td>
</tr>
<tr>
<td>Comparison Period</td>
<td>27,213</td>
</tr>
</tbody>
</table>
Sponsorship

Upcoming Programming

April 25 – 27, 2023

- Organic Media/Press Opportunities
- Social Media Buzz
- Local Napa Valley Radio Contest with Access to Private Events
- **Nationwide Radio Promotion** (valued at $7M+/year)
  - Broadens Reach through Connection to Music
  - Targets the Luxury and Aspirational Audiences
  - Aligns with “Cheers, The Good Life”

Estimated 560 Million Impressions
Napa County was able to return quickly to pre-pandemic revenues “and ultimately exceed results due to the hard work of our vintner and hospitality communities who laid a foundation of quality and have been cultivating the Napa Valley brand for decades.”
Lifestyle Travel Media

Essential Napa Valley Wine Experiences You Have To Try

Ready to level up your winetasting experience? Here are four of the best the region has to offer.


https://www.afar.com/magazine/essential-napa-valley-wine-experiences-you-have-to-try
Positive Press Mentions Resulting from Proactive Media Engagement

Media Relations

900M+ Positive Press Impressions in 2022
Partnership & Guest Experience
Napa Valley Welcome Center

Helping Visitors Explore Better

Visitor Traffic:
• Calendar Year 2022: 111,000
• December 2022: 5,700
• January 2023: 5,200

7-days a Week; “Cabernet Season” Hours
• Daily: 9:30 a.m. to 6 p.m.

Events:
• Partner Pop-Ups: Friday, March 31, 2023

High Touch, High Tech
• Paid Staff (Mix of Full Time & Part Time)
• Digital Kiosks from Leader in Technology, True Omni
• 16’ x 9’ Big Screen
2022 Top 5 Sellers by Quantity:
1. Visit Napa Valley Postcard
2. Wine Skin
3. Capabunga Stopper
4. Olive Wood Bottle Stopper
5. Rosewood Corkscrew

2022 Top 5 Sellers by Revenue:
1. Rosewood Corkscrew
2. Pullover Hoodie - Napa Valley Vines
3. Ornament Handmade
4. Tee Ladies Relaxed - V Neck
5. Napa Valley Soap
Serving Nearly 500 Partner Businesses

2023 Partnership Renewal Cycle Underway
February & March

Recruitment Begins April 2023
Sales & Business Development
Facilitated 1,100 Leads
+ Potential Room Nights: 216,360
+ Potential Delegates: 98,300
= Potential Economic Impact: $88,550,000

Facilitated more than 2,000 partner referrals to both the travel trade (travel agents) and meeting professionals.
Promoted Napa Valley at 22 Separate Events & Missions
- More Than in Any Other Past Year
- Developed 3,000 New Contacts in 2022

Highlight: IMEX (November 2022)
- Debuted our new 10x30 booth
- Joined by 9 of our local partners to promote the Napa Valley as a meeting destination.
- Conducted more than 130 appointments
- Interacted with more than 410 meeting professionals, a record for Visit Napa Valley (Double a close competitor)

International Business
- Promoted international inbound travel again, by joining Visit CA sales missions to the U.K., Canada, and Mexico.
- Worked with Visit California on marketing and training key travel professionals in Japan, both in person and via virtual training.
2023 Upcoming

EVENTS & MISSIONS

More than 25 Events/Missions Forecasted to Attend

• Supported by Visit California and SF Travel

• Domestic: continue to partner with Visit California to promote the Napa Valley to meeting planners in key domestic markets

• International: Canada, Mexico, Japan, UK, Europe

• Flagship Shows: IPW, IMEX, and ILTM
Thank You
Visit Napa Valley Team

Executive Administration and Operations

Linsey Gallagher
President and CEO
Linsey@VisitNapaValley.com

Teresa Coleman
Controller
Teresa@VisitNapaValley.com

Alyssa O'Kelley
Sr. Manager
Executive Operations
Alyssa@VisitNapaValley.com

Karen Wibbenmeyer
Senior Manager
Digital Marketing
Karen@VisitNapaValley.com

Jennifer Dadesho
Director
Marketing
Jennifer@VisitNapaValley.com

Sarah Gillihan
Director
Communications, Industry & Community Relations
Sarah@VisitNapaValley.com

Erin First
Communications Manager
Erin@VisitNapaValley.com

New Hire TBA!
New Hire TBA!

Content and Social Media Manager
Visit Napa Valley Team

Business Development, Sales, Partnership, Guest Experience

Angélique Ball
Director
Business Development, Sales, Partnerships, and Guest Experience
Angélique@VisitNapaValley.com

Nichole Peterson
Associate Director
Partnerships & Guest Experience
Nichole@VisitNapaValley.com

Makenzie Payne
Associate
Partnerships
Makenzie@VisitNapaValley.com

Becky Barranga
Associate Director
Business Development & Sales
Becky@VisitNapaValley.com

Hannah Redding
Manager
Business Development
Hannah@VisitNapaValley.com

Kaelyn Sherman
Associate
Business Development
Kaelyn@VisitNapaValley.com

Adriana Vargas
Mercantile Manager
Adriana@VisitNapaValley.com

Kameryn Trask
Guest Experience Supervisor
Kameryn@VisitNapaValley.com

Isiaas Solano
Guest Experience
Isiaas@VisitNapaValley.com

Magaly Cisneros
Guest Experience
Magaly@VisitNapaValley.com

Quinn Anderson
Guest Experience
Quinn@VisitNapaValley.com

Melissa McGreevy
Guest Experience
Melissa@VisitNapaValley.com
Board of Directors
Napa Valley Tourism Corporation

David Oro
American Canyon City Council

Kenta Kamohara
City of American Canyon, Holiday Inn Express & Suites

Steve Potter
City of Napa Manager

Don Shindle
Chair
City of Napa, Westin Verasa

Sara Brooks
City of Napa, Napa River Inn

Steve Rogers
Yountville Town Manager

Max Compagnon
Town of Yountville, Napa Valley Lodge

Amy Carabba-Salazar
St. Helena Chamber of Commerce

Marcelle Adderley
City of St. Helena, Southbridge Napa Valley

Donald Williams
City of Calistoga

Michael Lennon
General Manager, Calistoga Spa Hot Springs

Anne Cottrell
Napa County Board of Supervisors

George Goeggel
Unincorporated County of Napa, Auberge Resorts

Linsey Gallagher
Visit Napa Valley
Visit Napa Valley Board of Directors

Tom Davies  
**Chair**  
MANAGING PARTNER, V. SATTIU WINERY

Thomas Bensel  
**Chair Elect**  
MANAGING DIRECTOR, CULINARY INSTITUTE OF AMERICA

Emma Swain  
**Vice Chair**  
CEO, ST. SUPÉRY ESTATE VINEYARDS AND WINERY

Gary Buffo  
**Secretary-Treasurer**  
PRESIDENT & CEO, PURE LUXURY TRANSPORTATION

Michael Collins  
**Past Chair**  
GENERAL MANAGER, ARCHER HOTEL NAPA

Pete Alles  
GENERAL MANAGER, SOLAGE, AUBERGE RESORTS COLLECTION

Edward Costa  
MANAGING DIRECTOR, CARNEROS RESORT & SPA

Carmen Cruz  
GENERAL MANAGER, EMBASSY SUITES NAPA VALLEY

Whitney Diver McEvoy  
PRESIDENT & CEO, Yountville Chamber of Commerce

Linsey Gallagher  
PRESIDENT & CEO, VISIT NAPA VALLEY

Joe Leinacker  
MANAGING DIRECTOR, MERITAGE RESORT & SPA AND VISTA COLLINA RESORT

Alain Negueloua  
V.P. AND G.M., BARDESSON HOTEL & SPA AND HOTEL YOUNTVILLE & SPA

Linda Reiff  
PRESIDENT & CEO, NAPA VALLEY VINTNERS

Jason Scoggin  
CO-FOUNDER & PARTNER, LATITUDE 38 ENTERTAINMENT

Todd Shalman  
VICE PRESIDENT & MANAGING DIRECTOR, SILVERADO RESORT & SPA

Don Shindle  
GENERAL MANAGER, THE WESTIN VERASA

Jenny Toomer  
GENERAL MANAGER, RIVER TERRACE INN
Augustine Agency Reports
DoNapa paid media campaigns generated over 1M impressions and 21K site visits across all channels in February. Paid Search had impressive CTR coming in at 13%, along with an 88% increase in website traffic YOY with visitors landing on the Lighted Art Festival page and checking out activities to do and events in Downtown Napa. DoNapa PR efforts earned 26 secured clips this month with estimated digital coverage views of 1.79M.

**FEBRUARY HAPPENINGS**

- Lighted Art Festival
- Valentine's Day
- Mustard Celebration
- Wine Tasting Room Capital of The World Campaign Optimization
- Meant to Be Here Evergreen Campaign Optimization
- Website SEO Audit Phase 2 Updates

**PAID MEDIA CAMPAIGNS**

<table>
<thead>
<tr>
<th></th>
<th>21K</th>
<th>1.35M</th>
<th>Top Performing: Lighted Art Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clicks to Site</td>
<td>Impressions</td>
<td>3.49% CTR</td>
</tr>
<tr>
<td></td>
<td>-27% from Jan. 2022</td>
<td>-33% from Jan. 2022</td>
<td></td>
</tr>
</tbody>
</table>

**PUBLIC RELATIONS**

- 26 Secured Clips
- 1.3B Est. Digital Visits
- 1.79M Est. Digital Views

Coverage featured Napa Lighted Art Festival, events happening in Napa, mustard season, restaurants, California's charming small towns, hotel bars, spas, Valentine's Day celebrations, romantic hotels, best places to visit, among others.

**CONTENT THEMES**

**Valentine's Day**
- Blog Views: 445
- Blog Time on Site: 2:57
- eBlast Open Rate: 43.9% (BM: 16.1%)
- eBlast CTR: 1.1% (BM: 1.6%)

**Mustard Celebration/Flip Your Trip (Midweek)**
- Blog Views: 148
- Blog Time on Site: 2:42
- eBlast Open Rate: 42.2% (BM: 16.1%) eBlast CTR: 1.2% (BM: 1.6%)

**SOCIAL MEDIA**

- **Facebook**: 116,640 Engagements, 1,716,800 Impressions
- **Instagram**: 4,541 Engagements, 428,539 Impressions

Top posts highlighted the Napa Lighted Art Festival & generated over 1.1K engagements. The second top post featured Brown Estate and generated over 1K engagements and 101 shares and 109 saves.

**WEBSITE**

- 95K Sessions
- 1:50 Time on Site
- 34,718 Events

- **Top Cities**: San Francisco, San Jose and Sacramento
- **Display** was the top traffic source in February with 49% of users followed by Organic Search with 16.28%
- **Top Page**: Napa Lighted Art Festival (25,957 views), Homepage (9,350 views)

**SEO**

- **-3.4%**
- Organic Search Traffic from Jan. 2022
*Compared to 2022, there was an increase of 26% in organic traffic*
## Coming Up

<table>
<thead>
<tr>
<th>JULY 22</th>
<th>JAN 23</th>
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<tbody>
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<td>• Fire Season</td>
<td>• Cab Season</td>
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<tr>
<td>• Wine Tasting Room Campaign</td>
<td>• Restaurant Week</td>
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<tr>
<td></td>
<td>• Napa Lighted Art Festival</td>
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<tr>
<td></td>
<td>• Evergreen Campaign</td>
</tr>
<tr>
<td></td>
<td>• Chef Series Campaign</td>
</tr>
<tr>
<td>AUG 22</td>
<td>FEB 23</td>
</tr>
<tr>
<td>• Fire Season</td>
<td>• Cab Season/Plum Season</td>
</tr>
<tr>
<td>• Wine Tasting Room Campaign</td>
<td>• Napa Lighted Art Festival</td>
</tr>
<tr>
<td></td>
<td>• Evergreen Campaign</td>
</tr>
<tr>
<td></td>
<td>• Wine Tasting Room Campaign</td>
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<tr>
<td>SEPT 22</td>
<td>MAR 23</td>
</tr>
<tr>
<td>• Harvest Season</td>
<td>• Cab Season/Plum Season</td>
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<td>• Fire Season</td>
<td>• Napa Lighted Art Festival</td>
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<tr>
<td>• Wine Tasting Room Campaign</td>
<td>• Evergreen Campaign</td>
</tr>
<tr>
<td>OCT 22</td>
<td>• Wine Tasting Room Campaign</td>
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<tr>
<td>• Harvest Season</td>
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<td>• Fire Season</td>
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<td>APR 23</td>
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<td>• Evergreen Campaign</td>
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<td>• Holiday</td>
<td>• Wine Tasting Room Campaign</td>
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<tr>
<td>• Evergreen Campaign</td>
<td>• Visit CA Co-op</td>
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<tr>
<td>• Wine Tasting Room Campaign</td>
<td></td>
</tr>
<tr>
<td>DEC 22</td>
<td>MAY 23</td>
</tr>
<tr>
<td>• Cab Season</td>
<td>• BottleRock Napa Valley</td>
</tr>
<tr>
<td>• Holiday</td>
<td>• Evergreen Campaign</td>
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<td>• Evergreen Campaign</td>
<td>• Wine Tasting Room Campaign</td>
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<td>• Chef Series Campaign</td>
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<td>JUN 23</td>
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<td></td>
<td>• Evergreen Campaign</td>
</tr>
<tr>
<td></td>
<td>• Wine Tasting Room Campaign</td>
</tr>
</tbody>
</table>

### CONTENT OUTLOOK

#### Blogs & Social Content:
- What's New in Napa (Mar)
- Best Brunch Spots (Mar)
- Craft Cocktails (Apr)

#### Pitching Themes:
- What's New for Spring
- Best Destinations/Romantic Destinations to Renew Your Vows
- Beyond the Wine
- Sustainable Wineries
- Spring Break Travel

#### Mar/Apr Visit California Themes:
- Sustainability Efforts
- Solo Female Travel
- CA Tourism Month (Apr)

#### Napa Happenings:
- Napa Valley Marathon
- VNV Destination Showcase
- Earth Day
- BottleRock

#### Travel Trends:
- Americans’ level of excitement to travel is at a 3-year high
- 30% say that the present is a good time to spend on leisure travel, the highest this has been since last summer
- Quality time with loved ones, creating memories, and experiencing new places are top travel motivators

---

### CAMPAIGNS

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Social, Display, SEM</td>
<td>Evergreen</td>
<td>$70,000</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Social, Display, SEM</td>
<td>Wine Capital</td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Social and Display</td>
<td>Chef Series</td>
<td>$15,000</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Social, Display, SEM</td>
<td>Wine &amp; Wag</td>
<td>$10,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native, Display</td>
<td>Visit California Co-Op</td>
<td>$10,000</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
FEBRUARY SUMMARY - SOCIAL MEDIA

- Social media content generated **2.1M impressions, 121K engagements, and 45K clicks** across social platforms.

- Social platforms generated an **engagement rate of 5.6%** across all platforms (the industry average is 1.03%).

- Across the board, **social platforms saw the largest spike in engagements, video views, and audience** during the week of February 16th as the Lighted Art Festival came to a close.

- The audience continues to increase across platforms, gaining 514 fans in February.

- **Wine-tasting and dining video content continued to boost reach and engagement** on social platforms. Reels content generated 161 shares on Instagram.
• In February, our paid media campaigns generated over **1M Impressions and 21K Site Visits** across all channels. **Facebook had the lowest CPC at $0.17. Paid Search had the CTR with 13%.**

• Within the Napa Lighted Arts Festival campaign, **Facebook garnered the most impressions at 852K, and generated the most site visits at 15.8K.**

• This month's top-performing creative on Facebook were **NLAF 2022 Slideshow with the highest CTR at 3.49% and NLAF 2022 – Single Image – Angel with 9.5K clicks.**

• This month's top-performing creative on Display were **Light Fest Opt 2 with the highest CTR at 0.16% and 105 site visits.**
In February, there were over **76K visitors to the website**. Main channel was Display with 38K users, followed by Organic Search with 12.6K.

The top event was “Download Map and Guide” with 9.3K events.

California continues to source the most traffic at 78% of total users. Users from San Jose, San Francisco and Sacramento were the top three visiting cities, followed by Napa. The San Jose audience was the most engaged with 2:12 average time on page (industry average is 1:00).

Mobile was the top device for conversions in January, with 63.82% of conversions, and brought in the most users at 62,715.
In February, **the top visited page was the Napa Lighted Art Festival, followed by the Homepage. The Napa Lighted Art Festival page had the highest average time on page (17:52), followed by the Wine Capital (3:03). Industry average time on page is 1:00.**

**Visit Napa Valley was the top referral site to the website this month, similar to previous months.**
• Although Organic Search decreased by 3.40% in February compared to previous month, **Organic Search traffic increased 26% YoY**, bounce rate also improved **1.88% MoM and 5.25% YoY**.

• **Top organic search keywords** were around **Napa Lighted Art Festival and Downtown Napa**.

• **Top performing pages for links** included the **Napa Lighted Art Festival page and Homepage**.
FEBRUARY SUMMARY – PUBLIC RELATIONS


• Media conversations included Robb Report, Good Housekeeping, AFAR, Yahoo, Iconic Life, The Knot, Sunseeker, TravelAwaits, MSN, Travel + Leisure, among local broadcast and online media.

• There were 26 secured clips this month with estimated digital coverage views of 1.79M.

• Coverage featured Napa Lighted Art Festival, events happening in Napa, mustard season, restaurants, California’s charming small towns, hotel bars, spas, Valentine's Day celebrations, romantic hotels, best places to visit, among others.
SOCIAL MEDIA OVERVIEW
Facebook generated 1.7M impressions and over 116K engagements. There were slight decreases as a result of the Napa Lighted Art Festival ending.

Top Facebook posts featured the Napa Lighted Art Festival and the Wine Train.

The average engagement rate (ER) across Facebook posts was 6.8%, an increase of 8% MoM. This was due to the overall engagement on the platform for unique activities in Downtown Napa.

Impressions, engagement and audience growth remained steady throughout the duration of the Lighted Art Festival.
Instagram generated 428K impressions and 4.5K engagements.

The DoNapa Instagram page gained 305 new followers.

Top posts highlighted the Napa Lighted Art Festival generated over 1.1K engagements. The second top post featured Wine tasting Room Brown Estate and generated over 1K engagements and 101 shares and 109 saves.

Instagram saw an increase in tagged UGC content this month including dining and NLAF images and videos on the platform.
• The Lighted Art Festival Story content continued to perform well.

• CA Now story content promoted the Romantic Stays in Downtown Napa.

• Overall, Downtown Napa’s CA Now Stories saw 1.9K story views with an interaction rate of 71.0% (benchmark 67%).
WEBSITE OVERVIEW
There were over 76K visitors in the month of February, which is a 26.99% decrease from January and an 88% increase YoY.

The number of sessions per user decreased to 1.25, which is a 1.03% increase from January.

Bounce rate decreased 1.43% MoM.
California continues to bring in the most traffic to the website (78.58%).

San Jose, San Francisco, and Sacramento were the top cities for traffic this month making up 36.93% of users.

Website visitors from San Jose spent the most time on page at 2:12. For out-of-state audiences, users from Texas were the most engaged with the website at 4:49.
• During the month of February, there was a decrease in total events by 23.95%, events per session increased by 6.08%.
• Top searched for properties included Napa Valley Marriott Hotel and Spa, The Meritage Resort and Spa, and Napa Inn
Mobile continues to be the top device for conversions in February with 82.79% of total users. iOS is used by 73.42% of users.

Desktop remains in the number two spot with 14.48% of total users with an average session duration of 3:04, the highest of the three categories.
### 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>
<th>Page Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1920</td>
<td>132,423</td>
<td>118,298</td>
<td>00:04:38</td>
<td>94,962</td>
<td>76.02%</td>
<td>71.71%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/lighted-art-festival</td>
<td>25,957</td>
<td>22,671</td>
<td>00:17:52</td>
<td>22,033</td>
<td>67.02%</td>
<td>84.40%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/</td>
<td>9,350</td>
<td>7,780</td>
<td>00:02:09</td>
<td>7,041</td>
<td>57.57%</td>
<td>54.87%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/what-to-do</td>
<td>3,998</td>
<td>2,768</td>
<td>00:01:04</td>
<td>1,934</td>
<td>38.16%</td>
<td>36.69%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/do/restaurants</td>
<td>3,213</td>
<td>2,358</td>
<td>00:02:15</td>
<td>1,690</td>
<td>50.35%</td>
<td>42.14%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/upcoming-events</td>
<td>2,538</td>
<td>2,128</td>
<td>00:02:43</td>
<td>1,189</td>
<td>55.89%</td>
<td>44.64%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/wine-capital</td>
<td>2,355</td>
<td>2,051</td>
<td>00:03:03</td>
<td>1,108</td>
<td>60.83%</td>
<td>58.43%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/do/wine-tasting-rooms</td>
<td>1,647</td>
<td>1,117</td>
<td>00:02:17</td>
<td>670</td>
<td>36.36%</td>
<td>32.42%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/do/bars-nightlife</td>
<td>1,638</td>
<td>1,190</td>
<td>00:02:22</td>
<td>873</td>
<td>42.43%</td>
<td>38.77%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/do/shopping</td>
<td>1,148</td>
<td>911</td>
<td>00:03:02</td>
<td>328</td>
<td>48.94%</td>
<td>36.93%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/restaurant-experiences</td>
<td>1,132</td>
<td>1,032</td>
<td>00:01:41</td>
<td>675</td>
<td>95.56%</td>
<td>72.70%</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

- In February, the top visited page was the Lighted Art Festival followed by Homepage and What To Do page.
- The Napa Lighted Arts Festival page had the highest average time on page (17:52), followed by Wine Capital (3:03).
### Website Analytics: Channel Performance

<table>
<thead>
<tr>
<th>Default Channel Grouping</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>% of Total</td>
<td>% of Total</td>
<td>% of Total</td>
</tr>
<tr>
<td>Display</td>
<td>76,021 (49.85%)</td>
<td>72,500 (49.48%)</td>
<td>95,087 (60.00%)</td>
</tr>
<tr>
<td>Organic Search</td>
<td>12,651 (16.28%)</td>
<td>11,410 (15.74%)</td>
<td>15,512 (16.31%)</td>
</tr>
<tr>
<td>Direct</td>
<td>10,026 (12.90%)</td>
<td>9,731 (13.42%)</td>
<td>11,971 (12.59%)</td>
</tr>
<tr>
<td>Social</td>
<td>6,942 (8.93%)</td>
<td>6,383 (8.80%)</td>
<td>7,370 (7.76%)</td>
</tr>
<tr>
<td>Paid Search</td>
<td>5,244 (6.75%)</td>
<td>4,997 (6.89%)</td>
<td>6,169 (6.49%)</td>
</tr>
<tr>
<td>Referral</td>
<td>4,491 (5.78%)</td>
<td>3,885 (5.36%)</td>
<td>5,656 (5.95%)</td>
</tr>
<tr>
<td>(Other)</td>
<td>191 (0.25%)</td>
<td>181 (0.25%)</td>
<td>224 (0.24%)</td>
</tr>
<tr>
<td>Email</td>
<td>46 (0.06%)</td>
<td>39 (0.05%)</td>
<td>78 (0.08%)</td>
</tr>
</tbody>
</table>

- Display was the top traffic source in February with 49% of users followed by Organic Search with 16.28%.
- Organic search and Referral users had the most time on page with 4:16 and 3:50.
**WEBSITE ANALYTICS: REFERRALS**

<table>
<thead>
<tr>
<th>Source</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>visitnapavalley.com</td>
<td>3,381</td>
<td>3,060</td>
<td>4,160</td>
</tr>
<tr>
<td>sf.funcheap.com</td>
<td>687</td>
<td>672</td>
<td>802</td>
</tr>
<tr>
<td>oxbowpublicmarket.com</td>
<td>223</td>
<td>195</td>
<td>255</td>
</tr>
<tr>
<td>patch.com</td>
<td>135</td>
<td>122</td>
<td>158</td>
</tr>
<tr>
<td>thrillist.com</td>
<td>84</td>
<td>82</td>
<td>91</td>
</tr>
<tr>
<td>meitalerresort.com</td>
<td>66</td>
<td>60</td>
<td>95</td>
</tr>
<tr>
<td>localhood.com</td>
<td>61</td>
<td>4</td>
<td>75</td>
</tr>
<tr>
<td>nref.org</td>
<td>39</td>
<td>37</td>
<td>50</td>
</tr>
<tr>
<td>napavalleymustardcelebration.com</td>
<td>38</td>
<td>29</td>
<td>45</td>
</tr>
<tr>
<td>napalife.com</td>
<td>34</td>
<td>28</td>
<td>40</td>
</tr>
</tbody>
</table>

- The top referral source continued to be Visit Napa Valley.
- Other referral sources included sf.funcheap.com and abc7news.com
- localhood.com brought in the most engaged users with and average time on page at 8:51.
**WEBSITE ANALYTICS: ORGANIC SEARCH PERFORMANCE**

<table>
<thead>
<tr>
<th>Feb 2023 vs Jan 2023</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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-26.99%</td>
<td>-30.20%</td>
<td>-27.74%</td>
<td>-1.43%</td>
<td>9.48%</td>
<td>12.54%</td>
<td>4.76%</td>
</tr>
<tr>
<td></td>
<td>76,021 vs 104,124</td>
<td>72,500 vs 103,866</td>
<td>95,087 vs 131,587</td>
<td>76.02% vs 77.12%</td>
<td>1.39 vs 1.27</td>
<td>00:01:59 vs 00:01:38</td>
<td>2.76 vs 2.64%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feb 2023 vs Feb 2022</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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>88.95%</td>
<td>88.12%</td>
<td>81.77%</td>
<td>22.09%</td>
<td>18.36%</td>
<td>36.08%</td>
<td>53.35%</td>
</tr>
<tr>
<td></td>
<td>76,021 vs 40,234</td>
<td>72,500 vs 38,540</td>
<td>95,087 vs 52,311</td>
<td>76.02% vs 62.26%</td>
<td>1.39 vs 1.71</td>
<td>00:01:50 vs 00:02:52</td>
<td>2.76 vs 5.92%</td>
</tr>
</tbody>
</table>

- Organic Search traffic metrics decreased this month by 26.99% when compared to January.
- Compared to 2022, there was an increase of 88.95% in organic traffic.
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.
Top Visited Pages

<table>
<thead>
<tr>
<th>Top Visited Pages</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighted Art Festival</td>
<td>10.5K</td>
</tr>
<tr>
<td>Homepage</td>
<td>3.2K</td>
</tr>
<tr>
<td>Events</td>
<td>2.4K</td>
</tr>
<tr>
<td>Bars-Nightlife</td>
<td>2.1K</td>
</tr>
<tr>
<td>Wine Tasting Rooms</td>
<td>1.5K</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.

Top linked pages

<table>
<thead>
<tr>
<th>Page URL</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://donapa.com/">https://donapa.com/</a></td>
<td>3,485</td>
</tr>
<tr>
<td><a href="https://donapa.com/lighted-art-festival/">https://donapa.com/lighted-art-festival/</a></td>
<td>1,554</td>
</tr>
<tr>
<td><a href="https://donapa.com/where-to-stay/">https://donapa.com/where-to-stay/</a></td>
<td>387</td>
</tr>
<tr>
<td><a href="https://donapa.com/do/wine-tasting-rooms/">https://donapa.com/do/wine-tasting-rooms/</a></td>
<td>386</td>
</tr>
<tr>
<td><a href="https://donapa.com/do/restaurants/">https://donapa.com/do/restaurants/</a></td>
<td>208</td>
</tr>
</tbody>
</table>
YOUR GUIDE TO A SWEET VALENTINE'S DAY IN DOWNTOWN
February 9, 2023
Love is in the air, and nowhere is it stronger than in Downtown Napa. Wine tastings, candlelit...

READ MORE

GET YOUR SENSES READY FOR MUSTARD CELEBRATION WEEKEND IN
Downtown Napa
February 16, 2023
Downtown Napa is known for its world-class wine-tasting rooms, international culinary delights, and...

READ MORE
Winning Subject Line: Your Guide to a Sweet Valentine’s Day in Downtown Napa

Sent: 2/10/23

Open Rate: 43.9%
List Average: 21.4%
Industry Average: 16.1%

CTR: 1.1%
List Average: 1.3%
Industry Average: 1.6%

Top Links:
- Your Guide to a Sweet VALENTINE’S DAY Blog: 51 clicks
- Upcoming Events: 21 clicks
- DoNapa Specials: 17 clicks
Winning Subject Line: Flip Your Trip: 5 Smart Reasons to Book That Mid-Week Vacation

Sent: 2/22/23

Open Rate: 42.2%
List Average: 21.4%
Industry Average: 16.1%

CTR: 1.2%
List Average: 1.4%
Industry Average: 1.6%

Top Links:
- Flip Your Trip Blog: 37 clicks
- Upcoming Events: 33 clicks
- DoNapa Specials: 29 clicks
MEDIA RELATIONS UPDATES

• Proactive Pitch Angles:
  • Weekend Getaways From the Bay
  • Celebrate National Cocktail Day in Downtown Napa
  • High End Travel
  • Mustard Season
  • Romantic California Getaways
  • Relationship and Romance Travel Stories
  • Glam Getaways
  • Spring Break Travel Ideas
  • Downtown Napa: Your Go-To Summer Destination
  • Fun & Unusual Things to Do in California
  • Romantic Destinations for Elopements
  • Downtown Napa Chef Series
  • Best Boutique Hotels Across the U.S.
  • Bike-Friendly Wine Regions
  • Best U.S. Brew Towns for National Beer Day
  • U.S. Spa/Wellness Retreats for Solo Travelers
  • Family-Friendly Vacation Spots in the U.S.
  • World's Most Beautiful Half Marathon Courses.
Earned Media Results

- Secured Clips: 26
- Est. Digital Monthly Visits: 1.89T
- Est. Digital Coverage Views: 1.79M
- Coverage featured Napa Lighted Art Festival, events happening in Napa, mustard season, restaurants, California's charming small towns, hotel bars, spas, Valentine's Day celebrations, romantic hotels, best places to visit, among others.
- Media outlets included ABC, MSN, Patch, 7X7, Rovology, Upscale Magazine, among others.

10 Most Romantic Hotels
Andaz Napa

Located walking distance from the Napa Valley Wine Train and Oxbow Market, the Andaz in downtown Napa is the perfect way to experience the sights, sounds and flavors of the Valley. Farm-to-table fare is served in the hotel's outdoors spaces.
Coverage Highlights

Ranked: California's Most Charming Small Towns

26. Napa, Napa County

Downtown Napa hasn't always been a desirable destination, but revitalization over the past decade or so has turned the area into a trendy spot. The city itself is small, but packed with all the good stuff, including restaurants, wine-tasting rooms, and hotels inside 19th-century buildings like the historic Napa Inn. It's located on either side of the Napa River, a chocolate brown sputtering that weaves through Oakville Preserve.

The San Francisco Standard

Find the Bay Area's Best Superblooms Right Now

As part of its Mustard Season events, Napa Valley puts on an entire map guiding visitors to superbloom hotspots. In fact, Downtown Napa will host its annual Mustard Celebration this weekend from Feb. 16-20, with special menus and—of course—wine tastings.

Tasting Table.

The 19 Best Hotel Bars in California

Sky & Vine Rooftop Bar at the Archer Hotel in Napa

Located six stories above the incredible sweeping vineyards and picturesque valley, Sky & Vine Rooftop Bar is serving delicious drinks and shareable plates on the rooftop of the Archer Hotel in Napa. This stunning spot is the perfect place to enjoy your evening with loved ones any time of the year, as the rooftop boasts spectacular and inviting fire pits, as well as individual igloo-style seating available for reservation during the winter months.

The Best Honeymoon Destinations for Every Type of Couple

The oenophile retreat

A honeymoon in wine country? Sounds like the perfect pairing. At the 712-acre Sterling Ranch, Auberge Estates Collection, the banks of the Napa River, rustic cottages (from $195 per night) are situated among rolling vines. The tasting room and vineyard is known for its pinot noir and chardonnay varieties. Couples can ride alongside olive groves, play bocce on the “great lawn,” splash around the resort’s lap pool, indulge in a wine-tasting spa treatment, and enjoy a hop to neighboring wineries (including Sbragia and Matthiasson), or take a 15-minute hotel shuttle to downtown Napa, where they can sample top-notch catered saucisson and global cuisine. (Angelo Restaurant & Bar, an intimate spot for romantic French fare, is fantastic for both.) While downtown, pay a visit to Brown Estate—the first and only Black-owned winery in the region. A bottle of their zinfandel makes for a memorable souvenir.
**C O V E R A G E  H I G H L I G H T S**

**12 EASY WEEKEND TRIPS FROM SAN FRANCISCO**

Where to Stay in Napa Valley
Archer Hotel Napa

Located in pedestrian-friendly downtown Napa, Archer Hotel Napa is a five-star hotel presenting an unrivaled wine country appeal, stay, and experience.

Featuring a casual yet elegant setting, the hotel presents guests the opportunity to stay in luxury guest rooms and balcony-clad suites to relax and unwind on the open-air rooftop and the Sky & Vine Rooftop Bar to be paired with other popular Archer Hotel Napa dining options, Charlie Palmer Steak and Whiskey Bar, for decadent and tasteful eats paired with famous Napa Valley wines.

**7x7**

20 Fun Things to Do This Week (2.20.23)

Win your way through Downtown Napa’s tasting rooms. With a winery passport, this weekend you’ll be treated to a glass of wine paired with a bite at more than 20 participating tasting rooms; Friday through Saturday, 10am to 5pm. // Downtown Napa; tickets at exploreloch.com

**SF Bay Area Weekend: Hearts In SF; Fly-Fishing Show; Restaurant Weeks**

**Downtown Napa Wine Passport – Mustard Celebration, Napa**

**HAPPENING NEXT**

**Napa Lighted Art Festival Lantern Parade**

The Napa Lighted Art Festival Lantern Parade is a family-friendly “art after dark” experience that takes place in downtown Napa. This short half-mile loop, starting and finishing at Veteran’s Park, is energized by live music by Cenozoic Percussion Electro and the featured artist, YOU! We invite community members to participate and create their own unique lantern to carry on the parade route. Lantern designs are to be inspired by your creativity and they are encouraged to be uplifting and imaginative! Check out the Cenozoic Percussion Electro’s website here: https://cenozoicpercussion Electro.com

This is a free public event for all ages. Strollers are okay but no bikes allowed.
C O V E R A G E  H I G H L I G H T S

7x7

22 Fun Things to Do This Week (2.6.23)

Be part of the art at the Napa Lighted Art Festival Lantern Parade. You’ll get to create your own lantern to carry along the short parade route with live music from Cosmos Percussion Electric leading the way; Saturday at 6:30pm. // Veteran’s Memorial Park, Main St. (Napa); details at donapa.com

Patch

Super Bowl Parties; Lantern Parade; Valentine Fun: SF Bay Area Weekend

Lighted Art Festival Lantern Parade: Napa

HAPPENING NEXT

Napa Lighted Art Festival: Meet the Artists

It’s closing weekend of the Napa Lighted Art Festival! Several of our artists will be visiting and will be available for a more intimate perspective into their background, artistic process, story behind their installation and any other question you may have for them.

Come meet the artists on Saturday, February 18th, at Mia Carta. Learn more about the artists and their artwork in person.

This is a FREE community event. Registration is not required.

More information on the festival and add on events at www.donapa.com/lights

---

30 Best Places to Visit in October in the USA

9. Napa Valley, California

Recommended Hotel: Archer Hotel Napa

Spas of America's 2023 Spa Collection

Spa Terra at The Meritage Resort and Spa in Napa Valley, California

Napa Lighted Art Festival shines light on an exciting way to enjoy outdoor art

NAPA, Calif. – “It’s a different experience than visiting art in a traditional setting. Generally, you tell someone to go to a gallery,” artist and architect Jacques Lescot shares.

The City of Napa has shined a light on a new and exciting way for visitors to enjoy art. The Napa Lighted Art Festival is a nighttime, outdoor, walkable experience that highlights 10 lighted art sculptures from different artists. It is free to the public.
INDUSTRY INSIGHTS
INDUSTRY INSIGHTS

- Skift recently released their 2023 MegaTrends. Most relevant themes included:
  - **Authentic Travel**
    - It’s a well-established trend that *millennials prefer experience over things*. But a less well-understood corollary is that not just any experience will do. In a world where travel is more commonplace than ever, *millennials want to be seen as not simply following the crowd but trailblazing unique experiences*. Seventy percent of American millennials and gen Zs report *seeking out travel experiences that their family and friends have not heard of*, according to Skift Research. In China, that figure reaches 90 percent.
    
  - As travel continues its ferocious return in 2023, consumers are looking for **new, authentic, and luxurious experiences that enable self-fulfillment**. Now more than ever, luxury means providing travelers with the opportunity to be surrounded by nature, *immersed in a region’s culture, and offered bespoke, once-in-a-lifetime experiences*. In 2023, leading luxury destinations are expected to respond to this demand by doubling down on developing and marketing elevated nature-based and cultural offerings.
  
  - **Using social media as a primary research tool (especially video)**
    
  - **About 34 percent of travelers were influenced by TikTok in 2022, a 10 percentage point increase from 2021**, according to a Portrait of American Travelers, an annual survey by MMGY Global, a travel and hospitality marketing agency. “Early decision-making is where a lot of our respondents talk about *how TikTok influences their decision of where to go and where to stay*, whereas Google […] has moved down in some ways,” said MMGY Global CEO Clayton Reid.
• The melding of sustainability and wellness
  • Integrating wellness into hospitality is nothing new, but doing it in a holistic way that factors in broader sustainability goals and aligns with community values points to a new way forward. With anxiety about the global economy, climate change, political uncertainty, and persistent health and safety concerns top of mind, wellness and sustainability have become intertwined as primary travel motivators.

• We have seen a distinct shift in focus toward quality of experience above all else. Travel is no longer taken for granted, and our guests are keen to discover new ways to feel good and live new experiences. They want meaningful moments, a sense of enrichment, amazing photos, and a great story to share. This leads us to new consumer priorities, including a return to slow travel, a desire for self-improvement, positive travel, and the idea that health is wealth.

• The rise of the blended and remote travelers
  • The pandemic has led to a permanent change in how we live our lives between work and the personal. No longer just a trite category called “bleisure,” the idea of blended traveling is front and center for every major travel company now. How new strategies focused on the blended traveler will emerge more clearly in 2023, as the industry recognizes the whole traveler holistically.
  • In fact, the blended travel market has led to $497.5 Billion of value in 2022 with 2 in 5 employees requesting blended travel according to travel managers.
  • Skift Research estimates that there are 3.7 million American who have the theoretical ability to choose to become digital nomads. While not all will, if even a small fraction of this population become nomadic the impact could be huge. All considered, Skift Research estimates an addressable market of $972 million a year in travel spend could be generated by U.S. digital nomads.
COMING UP

- Implement FY22/23 marketing plan programs and tactics
- Refine/finalize planning and budget for FY23/24 based on TID feedback
- Continue to optimize and evolve Wine Tasting Room Capital of the World campaign and Meant to Be Here campaign creatives
- Qualify potential media and influencer partners for FAM Tours - 3 upcoming FAMs in April/May; finalizing itineraries
- 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
- Utilize Crowdriff tool on website and via social media platforms
- SEO Audit- phase two updates
- Working with Leadership Napa Valley on Walking Tours content implementation on the website
THANK YOU!
FY 23/24 Budget Outlook
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginning Unreserved Fund Balance</strong></td>
<td>$791,996</td>
<td>$791,996</td>
<td>$791,996</td>
<td>$945,933</td>
<td>$839,333</td>
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<tr>
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<td>$561,025</td>
<td>$561,025</td>
<td>$561,025</td>
<td>$561,025</td>
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<td>$1,353,021</td>
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<tr>
<td><strong>Revenues</strong></td>
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<tr>
<td>TID Assessment</td>
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<td>635,622</td>
<td>1,270,000</td>
<td>1,305,100</td>
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<td><strong>Expenditures</strong></td>
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<td>Administrative Support</td>
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<td>Salaries and Benefits</td>
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<td>Collateral Materials</td>
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<tr>
<td>General Supplies</td>
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<td>Food for Meetings (56240)</td>
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<td>Professional Services</td>
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<td>Other Purchased Services</td>
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<td>Advertising and Marketing</td>
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<td>Funding Grants to Other Organizations</td>
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<td>Contributions/Donations</td>
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<tr>
<td>- Street Banner Programs</td>
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<td>- Lighted Art Festival</td>
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<td>- Poncho</td>
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<tr>
<td>- Rail Arts District</td>
<td></td>
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<tr>
<td>- Napa City Nights</td>
<td></td>
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<tr>
<td>- Goodman Library History Gallery</td>
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<td>- DNA 175th Anniversary Marketing Support - The Table</td>
<td>40,000</td>
<td></td>
<td>40,000</td>
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<tr>
<td>- Napa County Historical Society</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Vine Trail EIT Improvements - Signage</td>
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<td>-</td>
<td>50,000</td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>Subtotal Funding Grants to Other Organizations</strong></td>
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<td>200,000</td>
<td>400,000</td>
<td>600,000</td>
<td>700,000</td>
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<td><strong>TOTAL OPERATING EXPENSES</strong></td>
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<td><strong>Net Operating Position</strong></td>
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<td>(106,600)</td>
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<td><strong>Estimated Ending Unreserved Fund Balance</strong></td>
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<td>839,333</td>
<td>748,835</td>
</tr>
</tbody>
</table>

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 $374,850.00 for FY2022/2023. If Napa TID determines that funds in the CRF must be used, they will also provide a plan for replenishment of the CRF.
FY 23/24 Grant Applications
## Napa TID Grant Applications
### FY 23/24

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Contact</th>
<th>Project</th>
<th>Funding Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Napa</td>
<td>Tony Valadez</td>
<td>Parking Wayfinding</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>City of Napa</td>
<td>Tony Valadez</td>
<td>Parking Cameras</td>
<td>$110,000.00</td>
</tr>
<tr>
<td>City of Napa</td>
<td>Tony Valadez</td>
<td>Parking Lighting Enhancements</td>
<td>$500,000.00</td>
</tr>
<tr>
<td>City of Napa</td>
<td>Katrina Gregory</td>
<td>Lighted Art Festival 2024</td>
<td>$225,000.00</td>
</tr>
<tr>
<td>Cradle Basket</td>
<td>Lowell Downey</td>
<td>Cradle Basket Indigenous Environmental Learning Center</td>
<td>$200,000.00</td>
</tr>
<tr>
<td>di Rosa</td>
<td>Andrea Saenz</td>
<td>di Rosa Downtown Napa Street Banners</td>
<td>$11,000.00</td>
</tr>
<tr>
<td>Festival Napa Valley</td>
<td>Lissa Gibbs</td>
<td>Festival Napa Valley Summer Season</td>
<td>$100,000.00</td>
</tr>
<tr>
<td>Napa Chamber of Commerce</td>
<td>Jeri Hansen</td>
<td>Economic Outlook Conference</td>
<td>$10,000.00</td>
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<tr>
<td>Napa County Bicycle Coalition</td>
<td>Kara Vernor</td>
<td>Napa Bikefest 2024</td>
<td>$5,000.00</td>
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<tr>
<td>Napa County Historical Society</td>
<td>Sheli Smith</td>
<td>Heritage Tourism</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Napa Farmers Market</td>
<td>Cara Mae Wooledge</td>
<td>Walkable Wellness</td>
<td>$55,000.00</td>
</tr>
<tr>
<td>Napa Women's Half Marathon</td>
<td>Nicky Lynch</td>
<td>Women's Half Marathon &amp; 5K</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>Porchfest</td>
<td>Ernie Schlobohm</td>
<td>Porchfest 2023</td>
<td>$20,000.00</td>
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<tr>
<td>Rail Arts District</td>
<td>Shelly Willis</td>
<td>Action Junction Artworks</td>
<td>$75,000.00</td>
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<tr>
<td>Redwood Trails Alliance</td>
<td>Rachael Bean</td>
<td>RTA Dirt Days - EVENT OCCURS IN CURRENT FY (May 2023)</td>
<td>$12,000.00</td>
</tr>
<tr>
<td>Suscol Intertribal Council</td>
<td>Charlie Toledo</td>
<td>29th Annual Pow-wow</td>
<td>$38,225.00</td>
</tr>
<tr>
<td>Teach Truth</td>
<td>Hannah Henry</td>
<td>100 Plaques</td>
<td>$100,000.00</td>
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<tr>
<td>Winefulness</td>
<td>Sergio Ortega</td>
<td>Latino Food/Wine Guide</td>
<td>$100,000.00</td>
</tr>
</tbody>
</table>

**TOTAL AMOUNT REQUESTED**  
$1,566,225.00
Napa Tourism Improvement District (TID) Funding Request Form - Submission #12382

Date Submitted: 3/23/2023

Section A - General Application Information

Name of Organization*

City of Napa

Name of Executive Director/President/CEO of Organization*

Vincent Smith

Name - Point of Contact for THIS Application*  Email Address*

Tony Valadez  tvaladez@cityofnapa.org

Address*

1600 First St

City*  State*  Zip Code*

Napa  CA  94559

Phone Number*  Website*

707-257-9272  https://www.cityofnapa.org/

Organization Type*  Total Organizational Budget for Current FY*

Municipality  0

Nonprofit, For-profit, Governmental Agency

Section B - Summary of Funding Request

Funding Proposal Project Name*  Total Proposal Budget Amount*

Parking Garage Wayfinding  $60,000
<table>
<thead>
<tr>
<th>Funding Request Amount*</th>
<th>Proposal Matching Funds *</th>
</tr>
</thead>
<tbody>
<tr>
<td>$60,000</td>
<td>0</td>
</tr>
</tbody>
</table>

(Place 0 if this grant will be the sole funding source for this proposal)

<table>
<thead>
<tr>
<th>Source of Matching Funds*</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
</tr>
</tbody>
</table>

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

<table>
<thead>
<tr>
<th>Project Team*</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Parking Department and Public Works</td>
</tr>
</tbody>
</table>

Names of individuals, agencies, or partner organizations that will help execute this proposal

<table>
<thead>
<tr>
<th>Similar Projects*</th>
</tr>
</thead>
<tbody>
<tr>
<td>The City's Parking, Economic Development, and Public Works Departments are currently working with the PBID on a wayfinding program. Through our joint efforts, we have successfully sourced a sign designer, manufacturer, and installer to replace all old wayfinding signs. More signs are currently being installed, and more to come in the future. This request is only a single component that relates to the larger overall wayfinding project.</td>
</tr>
</tbody>
</table>

List similar projects your organization has successfully led. (Limit 600 characters)

<table>
<thead>
<tr>
<th>Project Detail*</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Parking Garage Identification signs will act as a beacon for those looking for parking. Our current wayfinding signs are pointing in the direction of existing parking facilities. Each off-street parking lot has an identification sign already. The parking garages, at this moment, do not. The parking garage identification sign in this request will fulfill that need.</td>
</tr>
</tbody>
</table>

The parking garage identification sign type will be custom made per the design specifications of the current wayfinding project. The font of the parking "P" will match the font of all existing parking identification signs. The sign will be backlit to help highlight the sign when it gets dark. The metal housing of the sign will follow the same rolling hills design language as the City’s logo. |

The final design is currently at a standstill as no funding source for this sign has been identified yet. However, a final design can be produced along with specifications upon request through the City’s existing agreement. |

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

<table>
<thead>
<tr>
<th>Overnight Visitation*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?</td>
</tr>
</tbody>
</table>

- Yes
- No
If Not...*

In our current age, people find their way around new places with Google Maps or similar software on their phone. However, those maps only go as far as showing the exact destination of where you plan to go. Wayfinding is crucial to Downtowns like ours because it points the way to the final destination for their vehicles once they've found out where they're going. The wayfinding project for the most part is already paid for. The breadcrumbs have already been laid out. All we need now are indicators for our 3 centralized parking facilities.

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

**Required Attachments**

Please upload the required attachments in PDF form below.

**Proposal Budget**

Parking Garage Wayfinding.pdf

Please upload your proposal budget. (One page only)

**Optional Attachments**

Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

**Attachment 1**

Choose File

No file chosen

**Attachment 2**

Choose File

No file chosen

**Attachment 3**

Choose File

No file chosen
Parking Garage Wayfinding
2023

City of Napa
Authored by: Tony Valadez, Parking Programs Manager

[3/24/2023]
Parking Garage Wayfinding

Executive Summary

One of the goals for Napa's Parking Department is to guide visitors to open and available parking spaces. Wayfinding is an important and effective tool in guiding visitors to centralized parking locations. Wayfinding isn’t new to the City of Napa. The first wayfinding program was installed in 1999. Those signs served their purpose but were in dire need of renewal and replacement.

In 2021, the City embarked on a project to replace the existing wayfinding signs with a refreshed design and updated waypoints. The PBID approved the financing of refreshed gateway and wayfinding signs to the Downtown area. Samples of those signs can be found in the image below:
The PBID approved up to $450,000 in funding for wayfinding signs. Those signs types include: gateway signs, parking directional signs, destination directional signs, pedestrian directional signs, parks identification signs, and pedestrian maps.

One sign type currently unfunded through this project is Parking Garage Identification signs.

**Statement of Need**

The Parking Garage Identification signs will act as a beacon for those looking for parking. Our current wayfinding signs are pointing in the direction of existing parking facilities. Each off-street parking lot has an identification sign already. The parking garages, at this moment, do not. The parking garage identification sign in this request will fulfill that need.

The parking garage identification sign type will be custom made per the design specifications of the current wayfinding project. The font of the parking “P” will match the font of all existing parking identification signs. The sign will be backlit to help highlight the sign when it gets dark. The metal housing of the sign will follow the same rolling hills design language as the City’s logo.

The final design is currently at a standstill as no funding source for this sign has been identified yet. However, a final design can be produced along with specifications upon request through the City’s existing agreement with the current sign designer.

**Budget**

This project proposal benefits from the work already completed by the City and PBID. A designer by the name of “Hunt Design” is currently under contract with the City. Any design modifications and sign specifications are done by this designer. A local sign manufacturer by the name of “Well Design” is currently under contract with the PBID. Well Design has already quoted the manufacturing and design costs of the Parking Garage Identification signs at $49,750. The only work required prior to manufacturing and installation is the analysis of the installation location at the parking garages. The screenshot below is the sign manufacturing and installation quote for the sign.

<table>
<thead>
<tr>
<th>Way-Finding Signs</th>
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<th>5,950.00</th>
<th>29,750.00T</th>
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<tbody>
<tr>
<td>V22 - Parking ID Wall Mount</td>
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<tr>
<td>Installation</td>
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<td>4,000.00</td>
<td>20,000.00</td>
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<tr>
<td>Installation of Public Parking Signs - Locations TBD (primary electrical by others)</td>
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</tbody>
</table>

The estimate of the garage analysis is currently unknow. If we assume the analysis of all 3 parking garages will cost $10,000, the all-in cost for this entire project is estimated at $60,000.
Conclusion

In our current age, people find their way around new places with Google Maps or similar software on their phone. However, those maps only go as far as showing the exact destination of where you plan to go. Wayfinding is crucial to Downtowns like ours because it points the way to the final destination for their vehicles once they’ve found out where they’re going. The wayfinding project for the most part is already paid for. The breadcrumbs have already been laid out. All we need now are indicators for our 3 centralized parking facilities.
Napa Tourism Improvement District (TID) Funding Request Form - Submission #12400

Date Submitted: 3/24/2023

Section A - General Application Information

Name of Organization*
City of Napa

Name of Executive Director/President/CEO of Organization*
Vincent Smith

Name - Point of Contact for THIS Application*      Email Address*
Tony Valadez                              tvaladez@cityofnapa.org

Address*
1600 First St.

City*      State*      Zip Code*
Napa       CA           94559

Phone Number*      Website*
707-257-9272                   https://www.cityofnapa.org/

Organization Type*      Total Organizational Budget for Current FY*
Municipality               0
Nonprofit, For-profit, Governmental Agency

Section B - Summary of Funding Request

Funding Proposal Project Name*      Total Proposal Budget Amount*
Second St Garage Occupancy Cameras                        $110,000
<table>
<thead>
<tr>
<th>Funding Request Amount*</th>
<th>Proposal Matching Funds *</th>
</tr>
</thead>
<tbody>
<tr>
<td>$110,000</td>
<td>0</td>
</tr>
</tbody>
</table>

(Place 0 if this grant will be the sole funding source for this proposal)

**Source of Matching Funds**

N/A

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

**Project Team**

Parking and Public Works

Names of individuals, agencies, or partner organizations that will help execute this proposal

**Similar Projects**

Parking and Public Works have installed a parking counting system in the Pearl St Garage in the past. The system was successfully installed and worked for several months before vandalism significantly impacted the reliability of the counting system. No further funding has gone towards this project from the City as of yet.

List similar projects your organization has successfully led. (Limit 600 characters)

**Project Detail**

The proposed project will leverage camera technology to read vehicles entering and exiting the Second St Garage, providing a read out of available parking spaces at the exterior of the parking garage. This allows visitors the option to choose to look for available spaces in the garage or look elsewhere, thus improving traffic flow and circulation within the Downtown core. Additionally, the cameras come with license plate reading functionality, allowing the Police Department to leverage the cameras in investigations if any vehicles of interest pass through the camera's view. The security and convenience features of this system help address concerns brought forth by community members looking for a safer and more convenient parking experience in parking garages.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

**Overnight Visitation**

Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- Yes
- No
If Not...*

A camera solution in the Second St Garage can be the first major step in elevating the parking experience Downtown. While other proposals submitted by the parking department focus on improved safety through lighting or improved circulation through wayfinding, this covers both bases though a technology solution. If there is a desire to improve the parking experience Downtown, it's important to note that this solution is more of an added luxury relative the need for improved security and circulation that improved lighting or wayfinding bring. Regardless of whichever parking improvement is considered, all provide a significant improvement to the current conditions.

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

Required Attachments
Please upload the required attachments in PDF form below.

Proposal Budget*
Second St Garage Occupancy Cameras.pdf
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
Choose File  No file chosen

Attachment 2
Choose File  No file chosen

Attachment 3
Choose File  No file chosen
Second St Garage
Occupancy Cameras
2023

City of Napa
Authored by: Tony Valadez, Parking Programs Manager

[3/24/2023]
Second St Garage Occupancy Cameras

Executive Summary

City of Napa public parking lots are scattered throughout the Downtown core. Over the past year, the City’s old wayfinding signs have been replaced by new redesigned and modernized signs. One of the primary intentions of these new signs is to direct vehicles to parking facilities. This project would add the luxury of displaying available parking spaces at the entrance to the Second St Garage.

The Second St Garage is the most utilized garage Downtown. It is also the most compact, and quite frankly, the least favorite garage to many visitors. To add to the frustration, if the garage happens to be full on a busy day, a visitor would have to drive through the entire garage before having to turn back around and out of the difficult to navigate garage. A parking space occupancy counter for the Second St Garage could prevent that frustration from occurring.

Statement of Need

In August of 2019, the City of Napa piloted parking sensor technology at the Pearl St Garage. The technology consisted of physical ground sensors and a sign at the entrance of the garage reading out the inventory. The system functioned well for a few months but did come with its flaws. Vehicles have to drive precisely over the sensor, which is difficult when sections of the garage are narrow. The sensors operate on batteries and require replacement every 3-5 years. Finally, the accuracy of ground sensors is poor relative to newer camera-based technology.

The proposed project will leverage camera technology to read vehicles entering and exiting the Second St Garage, providing a read out of available parking spaces at the exterior of the parking garage. This allows visitors the option to choose to look for available spaces in the garage or look elsewhere, thus improving traffic flow and circulation within the Downtown core. Additionally, the cameras come with license plate reading functionality, allowing the Police Department to leverage the cameras in investigations if any vehicles of interest pass through the camera’s view. The security and convenience features of this system help address concerns brough forth by community members looking for a safer and more convenient parking experience in parking garages.
Budget

The budget for this project is estimated based on a vendor quote. The proposed budget includes the cost for equipment, software services, and installation:

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>$47,924</td>
</tr>
<tr>
<td>Software Services</td>
<td>$7,210</td>
</tr>
<tr>
<td>Labor</td>
<td>$55,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$110,139</strong></td>
</tr>
</tbody>
</table>

All-in-all, the estimated budget is approximately $110,000.

Conclusion

A camera solution in the Second St Garage can be the first major step in elevating the parking experience Downtown. While other proposals submitted by the parking department focus on improved safety through lighting or improved circulation through wayfinding, this covers both bases though a technology solution. If there is a desire to improve the parking experience Downtown, it’s important to note that this solution is more of an added luxury relative the need for improved security and circulation that improved lighting or wayfinding bring. Regardless of whichever parking improvement is considered, all provide a significant improvement to the current conditions.
**Napa Tourism Improvement District (TID) Funding Request Form - Submission #12381**

**Date Submitted:** 3/23/2023

### Section A - General Application Information

**Name of Organization***

City of Napa

**Name of Executive Director/President/CEO of Organization***

Vincent Smith

**Name - Point of Contact for THIS Application***

Tony Valadez

**Email Address***

tvaladez@cityofnapa.org

**Address***

1600 First St

<table>
<thead>
<tr>
<th>City*</th>
<th>State*</th>
<th>Zip Code*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Napa</td>
<td>CA</td>
<td>94559</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone Number*</th>
<th>Website*</th>
</tr>
</thead>
<tbody>
<tr>
<td>707-257-9272</td>
<td><a href="https://www.cityofnapa.org/">https://www.cityofnapa.org/</a></td>
</tr>
</tbody>
</table>

**Organization Type***

Municipality

| Nonprofit, For-profit, Governmental Agency |

### Section B - Summary of Funding Request

**Funding Proposal Project Name***

Parking Garage Lighting Enhancements

<table>
<thead>
<tr>
<th>Total Proposal Budget Amount*</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500,000</td>
</tr>
<tr>
<td>Funding Request Amount*</td>
</tr>
<tr>
<td>------------------------</td>
</tr>
<tr>
<td>$500,000</td>
</tr>
</tbody>
</table>

(Place 0 if this grant will be the sole funding source for this proposal)

<table>
<thead>
<tr>
<th>Source of Matching Funds*</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
</tr>
</tbody>
</table>

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

<table>
<thead>
<tr>
<th>Project Team*</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Parking Department and Public Works</td>
</tr>
</tbody>
</table>

Names of individuals, agencies, or partner organizations that will help execute this proposal

<table>
<thead>
<tr>
<th>Similar Projects*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Works Capital Improvements has done projects ranging from the construction of the Third St parking lot to routine maintenance of the current lighting system.</td>
</tr>
</tbody>
</table>

List similar projects your organization has successfully led. (Limit 600 characters)

<table>
<thead>
<tr>
<th>Project Detail*</th>
</tr>
</thead>
</table>
| The Parking Garage Lighting Enhancement project aims to obtain funds to accomplish the following for all 3 City owned parking garages:  
  - Conduct an assessment of the current lighting conditions.  
  - Create a plan of action based on the assessment results.  
  - Produce a design for improved lighting conditions.  
  - Source a vendor.  
  - Install lights in the garages that meet or exceed the State’s parking garage lighting standards.  
Please reference the attached proposal for further detail. |

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

<table>
<thead>
<tr>
<th>Overnight Visitation*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?</td>
</tr>
<tr>
<td>☐ Yes</td>
</tr>
<tr>
<td>☐ No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>If Not...*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking is often overlooked as a key component to the Napa experience. Napa prides itself in delivering world class wine, hospitality, cuisine, and art. Such a destination should not subject its visitors to a sub-par parking environment. Napa's impression from start to finish should leave visitors wanting to return.</td>
</tr>
</tbody>
</table>

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")
Required Attachments
Please upload the required attachments in PDF form below.

Proposal Budget*
Parking Garage Lighting Enhancements.pdf
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
Choose File No file chosen

Attachment 2
Choose File No file chosen

Attachment 3
Choose File No file chosen
Parking Garage Lighting Enhancements

Executive Summary

Parking facilities are the first and last impression guests to Downtown Napa experience. Regardless of a visitor’s plans for their visit, the ease of the parking experience, the cleanliness of the parking lot, and the perception of safety all play a key role in a positive parking experience. Parking sets the stage for visitors, and if we want visitors to return to Napa, we want visitors to leave with a positive parking experience.

In September of 1972, the Redevelopment Agency of the City of Napa received a Circulation and Parking study from a consulting group. This study was the first of its kind proposing the construction of 3 parking garages in the City of Napa. At the time, Downtown Napa was a quiet town. Much of the reasoning behind the construction of the garages centered around providing an area for expansion for retail facilities, preserve the historic areas, improve circulation, and increase parking inventory for future development. With the addition of 3 centralized parking facilities, Downtown Napa was free from the sprawl of off-street lots. This, along with development friendly policy changes unique to the City’s Downtown, encouraged densified construction that ultimately led to the Downtown we know today.

We still benefit from the foresight of the Redevelopment Agency, however, the City’s parking facilities constructed in that time-period are beginning to look much more tired than years past. Since the construction of the parking garages, lighting technology has significantly advanced, bringing both improved lighting conditions and energy conservation benefits. Frequent concerns about low lighting conditions in the Napa parking garages exacerbate the perception of an unsafe facility. Despite the City’s efforts to frequently clean and paint the garages, it has become apparent that lighting improvements are needed in all 3 City owned parking garages.

Statement of Need

The Parking Garage Lighting Enhancement project aims to obtain funds to accomplish the following for all 3 City owned parking garages:

- Conduct an assessment of the current lighting conditions.
- Create a plan of action based on the assessment results.
- Produce a design for improved lighting conditions.
- Source a vendor.
- Install lights in the garages that meet or exceed the State’s parking garage lighting standards.
When first constructed, the parking garages used high pressure sodium lighting technology. At the time of the construction of the parking garages, this lighting system was fairly common due to their efficiency and long lifespan. However, these lights take several minutes to reach full brightness, had a narrow spectrum of light, and gave off an orange/yellow hue that wasn’t very bright.

The original high pressure sodium lights were eventually replaced by the current metal halide lights. The result of this replacement meant brighter white lights and a broader spectrum of light. However, these lights suffer from shorter lifespans and also take several minutes to warm up to full brightness.

The proposed replacement will leverage modern LED lighting technology. This same technology is utilized in various industries, including modern automotive lighting and outdoor lighting. LED lights are highly efficient, have a long lifespan, and are much brighter than the current lighting solution in the City’s 3 parking garages.

The intention of installing improved LED lighting is to improve the visibility in the parking garages and deter illegal activities that periodically occur in the garages. Vehicle break-ins are an unfortunate reality in the City’s parking garages and can absolutely ruin someone’s experience on their visit. Though many break-ins are spurred by organized crime making its way into Napa, the Parking Division and Police Department frequently work together by conducting frequent patrols of the garages, investigations of footage from existing garage cameras, and encouraging victims to file police reports when such illegal activities occur.

The entire lighting system would cover all levels, ramps, entries, and exit ways. The specific lighting solution would be dependent on any parking standard requirements set by federal, state, or local agencies.

Budget

The following estimates are based off of a price estimate provided by a professional lighting technology firm. The estimates provided by the vendor did not include an estimate for the existing conditions assessment, design and plan for installation, or labor costs adjusted for prevailing wage. That said, the overall estimate for the entirety of the project is the vendor quote doubled.

<table>
<thead>
<tr>
<th>Garage</th>
<th>Gross Project Quote</th>
<th># of LED fixtures</th>
<th>Install estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearl St Garage</td>
<td>$59,630.00</td>
<td>74</td>
<td>$35,000.00</td>
</tr>
<tr>
<td>Clay St Garage</td>
<td>$55,805.00</td>
<td>69</td>
<td>$33,000.00</td>
</tr>
<tr>
<td>Second St Garage</td>
<td>$41,465.00</td>
<td>40</td>
<td>$27,000.00</td>
</tr>
</tbody>
</table>
In total, the gross projected costs for equipment and installation provided by the vendor sum up to $251,900.

Assuming the cost for the conditions assessment, design and plan for installation, and prevailing wage labor costs are relatively equal to the gross projected vendor estimate, the estimated cost for this project all-in is $500,000.

**Conclusion**

Parking is often overlooked as a key component to the Napa experience. Napa prides itself in delivering world class wine, hospitality, cuisine, and art. Such a destination should not subject its visitors to a sub-par parking environment. Napa’s impression from start to finish should leave visitors wanting to return.

Parking garages also store the vehicles of Downtown employees and business owner. For employees coming and going at odd hours of the night, the City wants to inspire a sense of security with well lit parking garages. The City also wants to find ways to encourage employees to park in parking garages. Employees parking in garages helps free up parking spaces in premium parking areas more convenient to patrons of Downtown.

Improved lighting can be a catalyst for further improvements to the Napa parking experience. Future improvements like structure repainting, art installations, and vehicle counting technology can all be leveraged in the City’s parking facilities. However, if no investment is made into these facilities, the parking experience will continue to underwhelm visitors.
Napa Tourism Improvement District (TID) Funding Request Form - Submission #12339

Date Submitted: 3/21/2023

Section A - General Application Information

Name of Organization*
City of Napa

Name of Executive Director/President/CEO of Organization*
Steve Potter, City Manager

Name - Point of Contact for THIS Application*        Email Address*
Katrina Gregory                            kgregory@cityofnapa.org

Address*
1500 Jefferson Street

City*             State*          Zip Code*
Napa            CA              94559

Phone Number*        Website*
707-257-9958            www.cityofnapa.org

Organization Type*        Total Organizational Budget for Current FY*
Government                      $110M
Nonprofit, For-profit, Governmental Agency

Section B - Summary of Funding Request

Funding Proposal Project Name*        Total Proposal Budget Amount*
2024 Napa Lighted Art Festival                $455,000
<table>
<thead>
<tr>
<th>Funding Request Amount*</th>
<th>Proposal Matching Funds *</th>
</tr>
</thead>
<tbody>
<tr>
<td>$225,000</td>
<td>$230,000</td>
</tr>
</tbody>
</table>

(Place 0 if this grant will be the sole funding source for this proposal)

**Source of Matching Funds***

City of Napa, Private Property Sponsorships, Event Sponsorships

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

**Project Team***

Katrina Gregory, Pete Hangen, Meredith Nevard

Names of individuals, agencies, or partner organizations that will help execute this proposal

**Similar Projects***

July 4th Celebration and Napa Dia de los Muertos

List similar projects your organization has successfully led. (Limit 600 characters)

**Project Detail***

The Napa Lighted Art Festival is a celebration of original artwork created by local and international artists at approximately 15 sites in Downtown Napa. The festival takes a bolder approach to visual arts by incorporating emerging light technologies. This walkable outdoor experience is free and enjoyed by all ages. How do you brighten the darkest days in Napa? January and February are the lowest months for TOT and sales tax for this world-renowned destination. Most travelers have just visited their families, went on a winter break vacation or recovering from spending money on holiday gifts. The difficult challenge is luring people out of their homes during the darker, colder time of year. The Napa Lighted Art Festival was designed to entice them with something so exciting and unique they are willing to venture out! The estimated economic impact for the 2023 festival was $3.1M with approximately 50,000 attendees. The Napa Lighted Art Festival helps Napa shine in the best of light!

Please describe your project in more detail and how it will help advance the Napa TID’s funding objectives. (Limit 1000 characters)

**Overnight Visitation***

Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- Yes
- No

**If Not...***

N/A

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

**Required Attachments***

Please upload the required attachments in PDF form below.
Proposal Budget*
NLAF Budget Summary.pdf
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
2023 NLAF TID Final Report.pdf

Attachment 2
No file chosen

Attachment 3
No file chosen
# NAPA LIGHTED ART FESTIVAL - BUDGET SUMMARY

## 2023 REVENUE ACTUALS

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>TID</td>
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<tr>
<td>City of Napa</td>
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</tr>
<tr>
<td>Property Sponsors</td>
<td>$57,500</td>
</tr>
<tr>
<td>Event Sponsors</td>
<td>$11,300</td>
</tr>
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<td><strong>TOTAL</strong></td>
<td><strong>$398,800</strong></td>
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</tbody>
</table>

## 2023 EXPENSES ACTUALS

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projection Artwork &amp; Production</td>
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</tr>
<tr>
<td>Sculpture Artwork</td>
<td>$159,500</td>
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<tr>
<td>Marketing</td>
<td>$49,600</td>
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<tr>
<td>Lantern Parade &amp; Other Entertainment</td>
<td>$11,000</td>
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<tr>
<td>Misc. Items</td>
<td>$7,000</td>
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<tr>
<td>Staffing</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$398,800</strong></td>
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## 2024 REVENUE BUDGETED

<table>
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<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>TID</td>
<td>$225,000</td>
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<tr>
<td>City of Napa</td>
<td>$135,000</td>
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<tr>
<td>Property Sponsors</td>
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<td>Event Sponsors</td>
<td>$20,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
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## 2024 EXPENSES BUDGETED

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projection Artwork &amp; Production</td>
<td>$130,000</td>
</tr>
<tr>
<td>Sculpture Artwork</td>
<td>$165,000</td>
</tr>
<tr>
<td>Marketing</td>
<td>$60,000</td>
</tr>
<tr>
<td>Lantern Parade &amp; Other Entertainment</td>
<td>$15,000</td>
</tr>
<tr>
<td>Misc. Items</td>
<td>$7,000</td>
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<tr>
<td>Staffing</td>
<td>$78,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$455,000</strong></td>
</tr>
</tbody>
</table>

**NOTES:**

- 1:1 match
- $75K operating expenses + $55K staff
- 3 Sites @ 9 nights
- 11 sites private & public sites @ 30 days
- Includes maps, photography, video, design
- 2-3 additional weekends of add-on events
- Ex: Portable Restrooms
- $18.5K Part-Time & OT on Event Days + $55K Full-Time % Support Year-Round
- 4th site or improved/multiple artists at 3 sites
- continue with 10-12 sites
- expand paid marketing by $10K
- additional paid performances
About the festival

NAPA LIGHTED ART FESTIVAL

The 2023 festival returned with projection artwork, the Lantern Parade and an extended 5-week festival! Eleven dynamic and interactive lighted sculptures and 3 projection artworks created a walkable outdoor experience in downtown Napa. Annual festival attendance grew to approx. 45,000-50,000 attendees. The outdoor festival is free and for all ages to enjoy!

The Napa Lighted Art Festival has five core values: **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

- 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 winter months

- Develop partnerships locally, regionally and internationally to develop artistic talent and contribute to the development of these emerging art forms.
EVENT HIGHLIGHTS

ARTISTS:
• 3 International Artists
• 1 Napa Artist + 20 Local Student Artists
• 10 US Artists

LOCATIONS:
• 6 City Parks, Plazas & Bridge
• 3 Projection Sites
• 5 Private Property Sites
EVENT HIGHLIGHTS

50K Festival Attendees

FESTIVAL EXPERIENCES:
- Media night & Artist reception
- Artist Meet & Greets
- Lantern Parade
- Live lighted musical performances

EVENT AMBASSADOR PROGRAM:
- 150 volunteer hours
54% Downtown businesses surveyed stated 2023 festival helped bring in new customers

62% Downtown businesses reported the 2023 festival helped their business

91% Downtown businesses support NLAF returning in 2024
$3.2 M
Economic Impact in 2023

3X ROI
$200K TID Funding
$625K in Hotel Stays
36% First time attending festival

12% Staying in hotels during festival

29% Spending more than $150+ while visiting festival

90% of attendees expectations were met or were exceeded
Social Reach

4.1 M
Online impressions with paid and display digital campaign

303K Impressions - 35K Engagement

50K Impressions - 8K Engagement

59K website page views / 51K unique page views - Avg. 17 min. stay ( + Visit Napa Valley 35K page views)

Featured in Forbes, Mercury News, ABC 7, Patch, Bay Area Moms, EDGE, Napa Register, SF Station, Haute Living SF and more! (412K estimated digital coverage and 113K in broadcast coverage)
2024 Proposal

**TID FUNDING REQUEST: $225,000**

- January 20-February 18, 2024
- Increased budget aligns with a high impact festival and raising costs
- 30-day format with **5 weekends** during the *lowest* TOT months of the year
- Combined efforts with Napa Restaurant Week
- Continued collaboration with Do Napa and Visit Napa Valley
- Building projections on 3-4 sites and keep sculptures at strategic locations
- Presenting Sponsorship with 1:1 matching funds with City of Napa, downtown businesses and event sponsors
- Lantern Parade and festival performances on 2-3 weekends
- Supports community pride in event and promotes TID giving back to the local community
For more information contact:

Katrina Gregory
kgregory@cityofnapa.org
707.257.9958

Pete Hangen
phangen@cityofnapa.org
707.257.9957

Meredith Nevard
mnevard@cityofnapa.org
707.257-9953

www.donapa.com/lights
# Napa Tourism Improvement District (TID) Funding Request Form - Submission #12361

**Date Submitted:** 3/22/2023

## Section A - General Application Information

**Name of Organization**
Cradle Basket/Indigenous Environmental Learning Center

**Name of Executive Director/President/CEO of Organization**
Alyx Howell

**Name - Point of Contact for THIS Application**
Lowell Downey

**Email Address**
downeylowell@gmail.com

**Address**
1015 Oak Street

**City**
Napa

**State**
CA

**Zip Code**
94559

**Phone Number**
7074807558

**Website**
cimcc.org

**Organization Type**
California Indian Museum and Cultural Center

Nonprofit, For-profit, Governmental Agency

**Total Organizational Budget for Current FY**
$250,000.00 - Cradle Basket

## Section B - Summary of Funding Request

**Funding Proposal Project Name**
Cradle Basket/Indigenous Environmental Learning Center

**Total Proposal Budget Amount**
$205,500.00
Funding Request Amount*  Proposal Matching Funds *
$200,000.00  0

(Place 0 if this grant will be the sole funding source for this proposal)

Source of Matching Funds*
N/A

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

Project Team*
City of Napa Parks and Recreation, Napa County Flood District, Napa County Resource and Conservation District, Californian Indian Museum and Cultural Center, Individuals from Each Tribe consisting of the Mishewal Wappo, Pomo/Wintu, Patwin, Miwok and Ohlone, Lowell Downey

Names of individuals, agencies, or partner organizations that will help execute this proposal.

Similar Projects*
Lowell Downey, as Director of Programs and Development for Institute for Living Arts, took the first ecological art exhibition for the United States to Prague, Czech Republic, following the Velvet Revolution in 1990, as well as other art installations and exhibitions. The California Indian Museum and Cultural Center is a well established museum in Santa Rosa.

List similar projects your organization has successfully led. (Limit 600 characters)

Project Detail*
The Cradle Basket/Indigenous Environmental Learning Center (IELC) gives voice to the stories, history, lifestyle and culture of the Native Americans who have lived on the Napa River for over 10,000 years. IELC has been approved by the Napa County Flood District and the City of Napa Parks and Recs for the Oxbow Commons.

IELC will have 24 hour public access in the heart of downtown Napa. Five large stones, representing the Ohlone, Pomo, Wappo, Miwok, Patwin/Wintu will have QR codes installed linking to an educational website. The IELC will draw public and media interest from far and wide with outdoor classes and indigenous events. This is the first large scale and permanent project between the tribes and the City of Napa. Residents and tourists will be guided to this location by the many partners and cultural affiliations. The website will enable the public to have access to tribal knowledge and stories, past and present, to the language and history of the tribes, use of plants, etc.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

Overnight Visitation*
Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

☐ Yes
☐ No

If Not...*
N/A

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")
Required Attachments
Please upload the required attachments in PDF form below.

Proposal Budget*
Cradle Basket-Budget first year 2023-24.pdf
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
IELC Support Letter.pdf

Attachment 2
Map of OXBOW with STONEs- possible.psd

Attachment 3
City of Napa Letter of Support - Cradle Basket.pdf
Cradle Basket
Indigenous Environmental Learning Center
OXBOW COMMONS, Napa, CA

**Proposed Budget for 1st year**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tribal Consultants</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>Stone Purchase and Placement</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Stone Carving</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Two Tribal Meetings on Site</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>City of Napa Site Preparation, In Kind Donation.</td>
<td></td>
</tr>
<tr>
<td>City of Napa and Flood District Site Maintenance (Permanent)</td>
<td>In-Kind Donation</td>
</tr>
<tr>
<td>Unknown Costs- City of Napa Logistics for Traffic Mitigation</td>
<td></td>
</tr>
<tr>
<td>Signage</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Website Construction – First Year</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>QR code creation, Dynamic QR codes on Metal (duplicates)</td>
<td>$250</td>
</tr>
<tr>
<td>Video Interviews/Documentation/Editing</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Audio Soundtracks</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Copyright payments, Use of Artwork</td>
<td>Unknown</td>
</tr>
<tr>
<td>Logo Creation</td>
<td>$3000.00</td>
</tr>
</tbody>
</table>

| 1st Year Education Programs in Oxbow                                 | $20,000.00  |
| • Tabling with Napa County Resource and Conservation District       |             |
| • Ecological classes on native plants                               |             |
| • Tribal Stories                                                    |             |

California Indian Museum percentage (Fiscal Agent) 10% of total budget
Grant Writer (First Year) $4000.00
Program Director $25,000.00 (Part-Time)
Program Tribal Representative and Coordinator $15,000.00 (Part-time)
Consultant – Project $7,500.00
Contingency for Additional Expenses: $15,000.00
• Fundraising Activities -
• Public Relations
• Linkage of Programs with City of Napa, Visit Napa Valley, Schools, Tribal Representatives.
• Media

Estimated Total First Year $205,500.00
November 21, 2022

Alyx Howell, Lead Project Partner
Lowell Downey, Project Creator
via email

Subject: Cradle Basket / Indigenous Environmental Learning Center (IELC)

Dear Mr. Howell and Mr. Downey,
The City of Napa supports the conceptual installation known as the “Cradle Basket” / Indigenous Environmental Learning Center (IELC) proposed for the Oxbow Commons. The City is proud to partner with the Indigenous community to support this exciting project that honors the tribes and their integral part of the community’s history.

The proposed project description includes the placement of 5 large stones in mutually agreed upon locations each designated to represent a local, indigenous tribe. Given the size of the stones described placement in the higher elevations outside of the main flood areas is required.

Given the sensitive nature of the Oxbow Commons and its role as a flood bypass, it is critical to involve the Napa County Flood Control and Water Conservation District on design elements and installation plans. Jeff Gittings, Parks Manager will oversee the project installation plan on behalf of the City of Napa. Jeff will provide guidance and direction to ensure that all City standards and safety precautions are adhered to and that ADA standards are maintained.

The educational and enrichment components that this installation will offer will enrich the lives of many and carry the important stories of the local tribes into the future. We look forwarding to supporting your efforts on this exciting endeavor.

Sincerely,

Breyana Brandt
Parks and Recreation Director

cc: Jeff Gittings – Parks Manager, City of Napa
September 14, 2022

Jeff Gittings, City of Napa Parks Department and
Lowell Downey, Project Proponent
via email

Subject: Cradle Basket/ Indigenous Environmental Learning Center Project

Dear Mr. Gittings and Mr. Downey:
This letter confirms conceptual support for the proposed Cradle Basket/ Indigenous Environmental Learning Center (IELC) concept envisioned for installation in the Oxbow Bypass/Commons as discussed during recent meetings with Alyx Howell and Lowell Downey.

During our discussion we outlined parameters that the Project needs to take into consideration given the flood control purpose of the Oxbow Bypass. As explained to us the Project might include larger proposed stone placements, on which QR codes will be installed. Such larger stones will need to be located on the higher elevation areas that are out of the main areas of flood flows where possible large floating debris could impact them and cause erosion. Smaller stones, if used, will be like the already established stone in honor of Jim Hench and may be located in the bottom of the Bypass channel.

Project proponents have agreed to work directly with the Flood District and the City of Napa to make sure installation meets and exceeds safety concerns and other guidelines. Should the city approve the Project, a design process with full review by the City and Flood District will need to take place. They have also assured us that the Project will follow all requirements, and any changes will be shared with all parties involved and approved before moving forward. I understand that the Project will follow all requirements for ADA access.

I look forward to working with the IELC creators and the City of Napa in establishing the Oxbow Commons as a site honoring the tribes of Napa County who made this area home for thousands of years.

Sincerely,

Richard Thomasser, P.G.
District Manager
**Napa Tourism Improvement District (TID) Funding Request Form - Submission #12405**

**Date Submitted:** 3/24/2023

### Section A - General Application Information

**Name of Organization***

| di Rosa Preserve (dba di Rosa Center for Contemporary Art) |

**Name of Executive Director/President/CEO of Organization***

| Kate Ellertsen |

**Name - Point of Contact for THIS Application***

| Andrea Saenz |

**Email Address***

| andrea.saenz@dirosaart.org |

**Address***

| 5200 Sonoma Hwy. |

**City***

| Napa |

**State***

| CA |

**Zip Code***

| 94559 |

**Phone Number***

| (707) 226-5991 x22 |

**Website***

| dirosaart.org |

**Organization Type***

| Nonprofit Arts |

**Total Organizational Budget for Current FY***

| $1,028,200 |

Nonprofit, For-profit, Governmental Agency

### Section B - Summary of Funding Request

**Funding Proposal Project Name***

| di Rosa Downtown Napa Street Banners |

**Total Proposal Budget Amount***

| $11,000 |
Funding Request Amount*  Proposal Matching Funds *
$11,000  0

(Place 0 if this grant will be the sole funding source for this proposal)

Source of Matching Funds*

0

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

Project Team*

Kate Eiertsen, Andrea Saenz, di Rosa Marketing Coordinator, signs.com

Names of individuals, agencies, or partner organizations that will help execute this proposal

Similar Projects*

di Rosa has posted large horizontal banners outside the entrance to its blue gates for years, but these would be the very first downtown banners for the organization. This proposal would therefore have a significant impact on our advertising reach.

List similar projects your organization has successfully led. (Limit 600 characters)

Project Detail*

For years di Rosa has posted banners at the entrance to its blue gates. These have successfully been used to inform visitors and encourage tourism. Our front gate banners have announced exhibitions and public programs, thanked front-line workers, and more. We have lacked the capacity for a more general brand awareness campaign to increase tourism to di Rosa, and we hope to achieve this advertising reach with the help of the City of Napa and Tourism Improvement District funding.

Funding through this proposal would enable di Rosa to place twelve vertical pole banners in downtown Napa in three rotations (3 times throughout the 2023-2024 funding cycle). Each rotation would include simple brand awareness messaging encouraging tourists to visit: di Rosa is an art park and nature preserve with exhibitions and programs for all that inspire curiosity. We hope you will support our desire to increase tourism at di Rosa and we thank you for your consideration.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

Overnight Visitation*

Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

☐ Yes
☐ No
If Not...*
di Rosa Center for Contemporary Art is the only nonprofit organization in Napa Valley that holds a major collection of Northern California art, hosts contemporary art exhibitions, and public programs for all ages, and is located on a nature preserve. A gem of Napa Valley, we consider it a "must see" for any tourist visiting wine country. di Rosa provides a beautiful place to take a picnic, a respite between tastings, a family-friendly stop, and a cultural outing.

di Rosa welcomes about 12,000 visitors annually, with about 50% of those being tourists. We are certain that advertising with downtown pole banners would increase our visitation numbers, as well as the tourist experience in Napa.

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

Required Attachments
Please upload the required attachments in PDF form below.

Proposal Budget*
di Rosa Downtown Napa Street Banner Budget.pdf
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
Choose File  No file chosen

Attachment 2
Choose File  No file chosen

Attachment 3
Choose File  No file chosen
<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td>6,000</td>
<td>$167 per banner through Signs.com, with 12 banners x 3 rotations (each rotation costing ~$2,000)</td>
</tr>
<tr>
<td>Installation</td>
<td>3,000</td>
<td>Professional installer, $500 for install/$500 de-install x3 banner rotations</td>
</tr>
<tr>
<td>Administrative</td>
<td>2,000</td>
<td>Staff time for in-house graphic design, permits</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>11,000</td>
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</tbody>
</table>
# Napa Tourism Improvement District (TID) Funding Request Form - Submission #12380

**Date Submitted:** 3/23/2023

## Section A - General Application Information

**Name of Organization***

Napa Valley Festival Association, dba Festival Napa Valley

**Name of Executive Director/President/CEO of Organization***

Richard Walker

**Name - Point of Contact for THIS Application***

Lissa Gibbs

**Email Address***

lissa@festivalnapavalley.org

**Address***

PO Box 6221

**City***

Napa

**State***

United States

**Zip Code***

94559

**Phone Number***

707-346-5052

**Website***

https://www.festivalnapavalley.org

**Organization Type***

Nonprofit

**Total Organizational Budget for Current FY***

8,007,200.00

Nonprofit, For-profit, Governmental Agency

## Section B - Summary of Funding Request

**Funding Proposal Project Name***

Festival Napa Valley Summer Season

**Total Proposal Budget Amount***

200,000.00
Funding Request Amount*  Proposal Matching Funds*
100,000.00  100,000.00

(Place 0 if this grant will be the sole funding source for this proposal)

Source of Matching Funds*
Individual donors, corporate sponsorships, peer nonprofit partnerships, ticket revenues, and annual Gala proceeds

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

Project Team*

Names of individuals, agencies, or partner organizations that will help execute this proposal

Similar Projects*
Festival Napa Valley is currently in its 17th annual Summer Season. Since 2020 it has also produced year-round arts education programs for K-12 public schools and active senior centers in Napa County. Since 2021 it has produced monthly public concerts at sites throughout the Greater San Francisco Bay Area (Marin, San Francisco, Burlingame, Berkeley, & Oakland). In 2022 it partnered with the Catalan Tourism Board to co-present a 3 day music festival in Catalonia/Spain, & with NYC Opera and the National Arts Club, bringing Festival Napa Valley programs to audiences outside of California.

List similar projects your organization has successfully led. (Limit 600 characters)

Project Detail*
FNV’s mission is to bring the arts to all, enriching the vitality of the community through performances & education programs while drawing visitors to Napa Valley. Through a 16 day summer music festival, 3 week summer conservatories, & monthly concerts, we present 75+ events & concerts annually introducing 15,000+ audience members to 250+ classically-based music & dance performers. Our audience is a diverse group of high net-worth patrons, individual ticket buyers, free ticket holders, & students. 25% of our audience stays 1-5 nights, primarily in Napa hotels. On average, 27% of all attendees are from Napa County, 36% from the Greater Bay Area, & 37% from outside the region. In 2023, 16 public concerts take place in Napa during our Summer Season (July 8-23), plus 3 patron events within 5 miles of Napa (Stanly Ranch, The Meritage, Darioush). ~3,000 guests will attend 14 daytime admission-free concerts & 2 evening concerts at CIA@Copia; Taste of Napa at The Meritage; & 2 patron dinners.

Please describe your project in more detail and how it will help advance the Napa TID’s funding objectives. (Limit 1000 characters)

---

Overnight Visitation*
Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- Yes
- No

If Not...*
N/A

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")
Required Attachments
Please upload the required attachments in PDF form below.

Proposal Budget*
Proposal Budget 2023 City of Napa TID Grant.pdf
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
2023 Summer Season Quick Look - print2 3.21.23.pdf

Attachment 2
FNV_51691.pdf

Attachment 3
FNV_51691.pdf
**Festival Napa Valley City of Napa TID Grant Proposal**

NOTE: figures reflect hard costs of performances presented in the City of Napa only, July 9-22, 2023

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST</th>
</tr>
</thead>
<tbody>
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<td>Artist Performance Fees</td>
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<tr>
<td>Stage</td>
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<tr>
<td>AV Tech Support</td>
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<td>Transportation</td>
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<td>Venue Rental Fee</td>
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<td>Additional Equipment Rentals</td>
<td>5,540</td>
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<td>Artist Meals</td>
<td>42,560</td>
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**PROPOSAL TOTAL** $ 200,000.00

- Requested TID Funding $ 100,000.00
- Secured Matching Funding $ 100,000.00

**PROJECT RELATED COSTS (fully covered by sources outside of this proposal budget)**

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<tr>
<td>Artist Lodging</td>
<td>165,000</td>
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**Proposed Budget 2023**

The City of Napa only, July 9-22, 2023

<table>
<thead>
<tr>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 performances in Napa @ ~ $4,000 each (average)</td>
</tr>
<tr>
<td>50 performers to Napa @ ~ $800 each (average)</td>
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<tr>
<td>reflects reduction of standard rental fee</td>
</tr>
<tr>
<td>audio, monitors, microphones, stands</td>
</tr>
<tr>
<td>80 performers x 28 meals @ $19/meal ~ (average)</td>
</tr>
</tbody>
</table>

**Note:** figures reflect hard costs of performances presented in the City of Napa only, July 9-22, 2023.

**Project Related Costs (fully covered by sources outside of this proposal budget):**

- 10% of total annual organization-wide staffing
- 10% of total annual organization-wide marketing
  
  reflects discounted rates & in-kind room donations
SATURDAY, JULY 8
Women in the Arts Dinner at The Meritage Resort with Jennifer Grim

JULY 9 - 22
Festival Live! Concert Series
» Admission-free concerts daily at CIA at Copia

SUNDAY, JULY 9
Time for Three
Co-Presented with the Culinary Institute of America
» CIA at Copia

WEDNESDAY, JULY 12
Gordon Getty’s Goodbye, Mr. Chips
» Cameo Cinema

THURSDAY, JULY 13
Novack Concert for Kids
» CIA at Copia

Founders Dinner at Wappo Hill (invitation only)
» Residence of Jean-Charles Boisset and Gina Gallo

FRIDAY, JULY 14
Opening Night with Festival Orchestra Napa
Rachmaninoff Piano Concerto No. 2  |  Alexander Malofeev, piano
Joaquin Rodrigo Concierto de Aranjuez  |  Pablo Sáinz-Villegas, guitar
Yang Bao World Premiere  |  Yang Bao, piano
Festival Orchestra Napa  |  Kyle Dickson, conductor
» Festival Napa Valley Stage at Charles Krug
Patron Dinner at Castello di Amorosa

SATURDAY, JULY 15
Taste of Napa
» The Meritage Resort
Matteo Bocelli in Concert
Francisco Fullana, violin
Festival Orchestra Napa  |  Eugene Kohn, conductor
» Festival Napa Valley Stage at Charles Krug
Patron Dinner at HALL St. Helena

SUNDAY, JULY 16
Alexander Malofeev in Recital
» Bouchaine Vineyards
Vintner’s Luncheon at ADAMVS
Vintner’s Luncheon at Dana Estates
Arts for All Gala at Nickel & Nickel featuring Carrie Underwood

MONDAY, JULY 17
Bouchaine Young Artist Concert, Fiona & Hina Khuong-Huu
» CIA at Copia
Donor Exclusive at Darioush (invitation only)
Serena Sáenz, soprano  |  Francisco Fullana, violin
Sophia Bacelar, cello  |  Pablo Sáinz Villegas, guitar

TUESDAY, JULY 18
Vintner’s Luncheon at ONEHOPE Winery
Seasons of Hope
Auerbach Symphony No. 6, Vessels of Light, dedicated to Chiune Sugihara
Kristina Reiko Cooper, cello  |  Ronit Widmann-Levy, soprano
Rachmaninoff Vocalise
Getty vocal works
  Shenandoah (Lisa Delan, soprano)  |  Annie Laurie (world premiere)
Joan and the Bells cantata
Melody Moore, soprano  |  Lester Lynch, baritone
Festival Orchestra Napa  |  Festival Napa Valley Volti Chorale
Constantine Orbelian, conductor
» Festival Napa Valley Stage at Charles Krug
Patron Dinner at Odette Estate Winery

WEDNESDAY, JULY 19
Bouchaine Young Artist Concert, Harper & Cole Randolph
» CIA at Copia
Vintner’s Luncheon at Duckhorn Vineyards
Vintner’s Luncheon at B Cellars
Opera Scenes with Manetti Shrem Summer Conservatory Vocalists
» CIA at Copia
Patron Dinner at Stanly Ranch

THURSDAY, JULY 20
Novack Concert for Kids, Harper & Cole Randolph
» CIA at Copia
Lester Lynch & Kevin Korth in Recital
Lester Lynch, baritone  |  Kevin Korth, piano
» CIA at Copia
Vintner’s Luncheon at Cliff Lede Vineyards
Vintner’s Luncheon at Trefethen Family Vineyards
Jazz @ Charles Krug with the Frost School of Music All-Stars
Mancini and Gershwin
» Festival Napa Valley Stage at Charles Krug
Patron Dinner at Beringer Vineyards

FRIDAY, JULY 21
Vintner’s Luncheon at the Walther Green Car Barn
Dance Gala: Reunited in Dance
Xander Parish, artistic director
Featuring Dance Soloists displaced by the war in Ukraine
» Festival Napa Valley Stage at Charles Krug
Patron Dinner at Trinchero Napa Valley

SATURDAY, JULY 22
Bouchaine Young Artist Concert, Breshears String Quartet
» CIA at Copia
Vintner’s Luncheon and Fashion Show at Frank Family Vineyards Miller House
Manetti Shrem Opera: Donizetti’s Don Pasquale
Serena Sáenz, soprano  |  Xabier Anduaga, tenor
Alexey Lavrov, baritone  |  Lucas Mechem, baritone
Festival Orchestra Napa  |  Constantine Orbelian, conductor
Jean-Romain Vesperini, director
» Festival Napa Valley Stage at Charles Krug
Patron Dinner at Quintessa

SUNDAY, JULY 23
Season Finale Brunch at Alpha Omega
Season Finale Concert with Festival Orchestra Napa
Stravinsky Petrushka
Rachmaninoff Symphonic Dances
Festival Orchestra Napa  |  Kyle Dickson, conductor
» Festival Napa Valley Stage at Charles Krug
Wrap Celebration (invitation only)
Napa Tourism Improvement District (TID) Funding Request Form - Submission #12328

Date Submitted: 3/20/2023

Section A - General Application Information

Name of Organization*
Napa Chamber of Commerce

Name of Executive Director/President/CEO of Organization*
Jeri Hansen

Name - Point of Contact for THIS Application*          Email Address*
Jeri Hansen                                      Jeri@NapaChamber.com

Address*
1556 First Street, Suite 104

City*                      State*                  Zip Code*
Napa                      CA                      94559

Phone Number*              Website*
707-254-1146               NapaChamber.com

Organization Type*          Total Organizational Budget for Current FY*
Nonprofit                  $643,000
Nonprofit, For-profit, Governmental Agency

Section B - Summary of Funding Request

Funding Proposal Project Name*          Total Proposal Budget Amount*
Economic Outlook conference                   $42,000 (expense)
**Funding Request Amount**

$10,000

**Proposal Matching Funds**

$10,000 (estimated)

(Place 0 if this grant will be the sole funding source for this proposal)

**Source of Matching Funds**

Kaiser Permanente

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

**Project Team**

Napa Chamber of Commerce is coordinating a working group/committee dedicated to planning and implementing all aspects of this event; programming and logistics.

Names of individuals, agencies, or partner organizations that will help execute this proposal

**Similar Projects**

The Napa Chamber of Commerce hosted relevant and successful economic outlook conferences in the past, but it has been a number of years since the last similar event. That said, the organization currently plans and executes events and programs for 50 - 400 people.

List similar projects your organization has successfully led. (Limit 600 characters)

**Project Detail**

The Economic Outlook conference, scheduled for November 9, 2023, will bring community and business leaders together to build awareness and knowledge related to key economic topics including current conditions, forecasts, emerging topics, and the local economic and social impact of key sectors including tourism and hospitality. We are currently exploring the development of an economic and social impact study for our key sectors with the results being released at the November conference. The goal is bring the numbers and dollar figures to narrative life and show the interconnection between our key sectors and personalize them. During the conference we will explore opportunities for moving from economic recovery to vitality. We will inspire attendees to shift their perspectives, take action, and engage in developing partnerships, strategies and solutions. The conference will include agenda programming about the beneficial impact that tourism and hospitality have on the local community.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

**Overnight Visitation**

Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- Yes
- No
If Not...*

One of the key drivers in developing elements of our conference agenda is to address the false and limited narrative around “locals vs. visitors.” While numbers and economic impact help tell part of the story, expanding that to social and community impact can help bring more connectivity and mitigate the “either/or” perception. While this event may not put a significant number of heads in beds for the night - our goal is that it starts conversations and leads to a greater acceptance and appreciation of tourism and hospitality and the valuable role of those sectors in our community.

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

Required Attachments

Please upload the required attachments in PDF form below.

Proposal Budget*

Napa Chamber Economic Outlook Budget draft.pdf

Please upload your proposal budget. (One page only)

Optional Attachments

Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
Choose File
No file chosen

Attachment 2
Choose File
No file chosen

Attachment 3
Choose File
No file chosen
<table>
<thead>
<tr>
<th>Napa Chamber of Commerce</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Outlook Conference and Impact Study</td>
<td>Proposed Budget</td>
</tr>
</tbody>
</table>

### REVENUE

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorships</td>
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</tr>
<tr>
<td>Registration</td>
<td>$25,000.00 estimated; ticket price to be determined</td>
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**TOTAL REVENUE**: $50,000.00

### NON-CASH REVENUE

<table>
<thead>
<tr>
<th>Source</th>
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<tbody>
<tr>
<td>In-kind donations</td>
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### PROGRAM EXPENSES

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<tr>
<th>Source</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Speakers</td>
<td>$15,000.00 Keynote plus subject matter speakers as identified</td>
</tr>
<tr>
<td>Economic and Social Impact Study</td>
<td>$10,000.00 Results to be released/presented at conference</td>
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<tr>
<td>Venue Rental (including food and beverage)</td>
<td>$7,500.00</td>
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<tr>
<td>Marketing and event promotion/advertising</td>
<td>$3,500.00</td>
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<tr>
<td>VIP Reception</td>
<td>$2,000.00 Keynote/speakers, sponsors, special guests</td>
</tr>
<tr>
<td>Travel and lodging</td>
<td>$2,500.00</td>
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<tr>
<td>Office supplies</td>
<td>$500.00</td>
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<tr>
<td>Design and printing</td>
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**TOTAL EXPENSE**: $42,000.00
**Napa Tourism Improvement District (TID) Funding Request Form - Submission #12347**

**Date Submitted:** 3/21/2023

**Section A - General Application Information**

<table>
<thead>
<tr>
<th>Name of Organization*</th>
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<tbody>
<tr>
<td>Napa County Bicycle Coalition</td>
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</table>

<table>
<thead>
<tr>
<th>Name of Executive Director/President/CEO of Organization*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kara Vernor</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name - Point of Contact for THIS Application*</th>
<th>Email Address*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kara Vernor</td>
<td><a href="mailto:KVERNOR@NAPABIKE.ORG">KVERNOR@NAPABIKE.ORG</a></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address*</th>
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<tbody>
<tr>
<td>P.O. Box 5157</td>
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<table>
<thead>
<tr>
<th>City*</th>
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<th>Zip Code*</th>
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<tr>
<td>NAPA</td>
<td>CA</td>
<td>94581</td>
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<table>
<thead>
<tr>
<th>Phone Number*</th>
<th>Website*</th>
<th></th>
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<tr>
<td>7072586318</td>
<td><a href="http://www.napabike.org">www.napabike.org</a></td>
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</table>

<table>
<thead>
<tr>
<th>Organization Type*</th>
<th>Total Organizational Budget for Current FY*</th>
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</thead>
<tbody>
<tr>
<td>Nonprofit 501(c)3</td>
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Nonprofit, For-profit, Governmental Agency

**Section B - Summary of Funding Request**

<table>
<thead>
<tr>
<th>Funding Proposal Project Name*</th>
<th>Total Proposal Budget Amount*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Napa Bikefest 2024</td>
<td>$20,040</td>
<td></td>
</tr>
</tbody>
</table>
**Funding Request Amount**

$5,000

**Proposal Matching Funds**

$15,040

(Place 0 if this grant will be the sole funding source for this proposal)

**Source of Matching Funds**

Matching funds are raised from individual donors, business and organizational sponsorships, and the sale of merchandise and beer/wine. As well, the proposal budget would be larger if not for several discounted and in-kind contributions to the event.

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

**Project Team**

The Napa County Bicycle Coalition and its board members and volunteers, and The Hub Bike Shop. As well, assuming Bikefest 2023 goes well, the Gasser Foundation has indicated it is again interested in providing a variety of in-kind support, including the event’s facility, the parking lot of the South Napa Century Center.

Names of individuals, agencies, or partner organizations that will help execute this proposal

**Similar Projects**

For seven years, from 2012-2018, NCBC successfully held Napa Bikefest. We are currently just over six weeks out from holding Bikefest 2023 after a hiatus, and we are on track to implement it successfully. We have received wide community support and have begun our advertising campaign, which will continue to ramp up as the event date draws nearer. We have also held a variety of bike rides and bike education events throughout the years, including our annual county-wide Bike to Work and School Day, which engages ~1,250 residents in commuting by bike.

List similar projects your organization has successfully led. (Limit 600 characters)

**Project Detail**

From 2012-2018, Napa Bikefest brought together over 1,000 bike enthusiasts from across the Bay Area for daylong celebration of cycling. Returning in 2023, Bikefest will include the North Bay's largest bike swap meet, bands, beer & wine, contests, etc., and group rides, including a tour of downtown mansions led by Napa's Mayor.

Bikefest would advance TID funding objectives by increasing visitation and potentially longer and repeat stays. In planning 2023's event, we discovered several bike events, including Sonoma's ~2,500 rider Wine Country Century, occur in the North Bay the day prior. With an expanded 2024 budget, we could leverage those events to draw more out-of-county cyclists, enticing them to "make it a whole wine country weekend" by traveling from neighboring counties for Bikefest the next day. TID funding would allow us to advertise more broadly, encourage extended bike tourism, and deepen outreach to nearby bike organizations and those attending events the day prior.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

**Overnight Visitation**

Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- Yes
- No
If Not...*

We checked yes because we believe with the right advertising, outreach, and expansion of the event webpage to extend bike tourism even after Bikefest (bike wine tours and rentals, etc.), Bikefest will draw an increased number of overnight visitors.

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

Required Attachments

Please upload the required attachments in PDF form below.

Proposal Budget*

BikeFest 2024 Budget.pdf

Please upload your proposal budget. (One page only)

Optional Attachments

Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1

Full Napa Bikefest Description.pdf

Attachment 2

Choose File

No file chosen

Attachment 3

Choose File

No file chosen
## BikeFest Event Budget 2024

### INCOME

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>TID Grant</td>
<td>$5,000</td>
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<tr>
<td>Beer &amp; Wine Sales</td>
<td>$1,500</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$1,500</td>
</tr>
<tr>
<td>Swap Meet</td>
<td>$1,500</td>
</tr>
<tr>
<td>To be raised &amp; covered by matching funds</td>
<td>$10,540</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$20,040</strong></td>
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### EXPENSES

#### Personnel

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<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff event planning &amp; coordination</td>
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#### Entertainment

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<tr>
<td>Stage</td>
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<tr>
<td>Bands</td>
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#### Permits & Insurance

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<td>ABC permit</td>
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<tr>
<td>Alcohol Insurance</td>
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<tr>
<td>Server Training</td>
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#### Merchandise

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirts/cups/art posters</td>
<td>$2,500</td>
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#### Advertising

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>The Vine</td>
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<tr>
<td>Facebook &amp; Instagram</td>
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<tr>
<td>Cycle California</td>
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<tr>
<td>Other - Big Belly Ad printing, parter advertising etc.</td>
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#### Food & Beverage

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<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Lunch for volunteers</td>
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<tr>
<td>Ice/cups for beer/la croix</td>
<td>$250</td>
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#### Other

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Sponsor Banner</td>
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<tr>
<td>Porta-Potties</td>
<td>$700</td>
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<tr>
<td>Printing &amp; Posters</td>
<td>$300</td>
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<tr>
<td>Security</td>
<td>$250</td>
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<tr>
<td>Truck Rental</td>
<td>$250</td>
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<tr>
<td>Misc. expenses</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$20,040</strong></td>
</tr>
</tbody>
</table>
Napa Bikefest is a day-long family and community celebration of cycling. It offers the North Bay’s largest bike swap meet, with dozens of vendors slinging new and used bikes, parts, and accessories, as well as live music; great food, beer and wine; a kids bike rodeo, community and bike industry booths, bike workshops, contests and games, and group bike rides, including Kidical Mass and a cultural heritage ride through Napa’s historic district led by Napa Mayor Scott Sedgley.

From 2012-2018, Napa Bikefest brought together over 1,000 bike enthusiasts from across the Bay Area to celebrate life on two wheels and help those new to riding get started. After a five-year hiatus, Napa Bikefest will return on May 7, 2023, in a new location, the parking lot of the South Napa Century Center (105 Gasser Drive, Napa), just off the Vine Trail. This year’s entertainment will include live music by The Deadlies, Jealous Zelig, and the Napa High Jazz Band.

For the most up-to-date information on Napa Bikefest 2023, please visit the event website at: www.napabike.org/bikefest.

Or contact info@napabike.org or (707)258-6318.
Napa Tourism Improvement District (TID) Funding Request Form - Submission #12050

Date Submitted: 2/21/2023

Section A - General Application Information

Name of Organization*
Napa County Historical Society

Name of Executive Director/President/CEO of Organization*
Sheli Smith

Name/Point of Contact for THIS Application* Email Address*
Sheli Smith sheli@napahistory.org

Address*
1219 First St.

City* State* Zip Code*
Napa CA 94559

Phone Number* Website*
7072241739 napahistory.org

Organization Type* Total Organizational Budget for Current FY*
museum/library 263,543
Nonprofit, For-profit, Governmental Agency

Section B - Summary of Funding Request

Funding Proposal Project Name* Total Proposal Budget Amount*
Building Heritage Tourism in Napa Valley 50,000
Funding Request Amount* | Proposal Matching Funds *
---|---
25,000 | 25,000

(Place 0 if this grant will be the sole funding source for this proposal)

Source of Matching Funds*
NCHS Revenues and other grant awards (Community Projects, NVArts Council, NV Vintners Assoc.)

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

Project Team*
Kelly O'Connar, Sheli Smith, college/high school interns, and volunteers

Names of individuals, agencies, or partner organizations that will help execute this proposal.

Similar Projects*
In 2022/23 NCHS received $25,000 from TID to research 2 exhibits; Hilos Visibles/Visible Threads & Shouting Down the Wind: Pioneering Women in Napa Valley. The 2 exhibits will draw over 22,000 visitors. We leveraged the TID grant to raise funding for the installation costs of both exhibits and to extend Hilos Visibles, a bilingual exhibit, up Valley to St Helena, as well as create a full digital exhibit. These projects initiated a new network of heritage organizations aimed at building heritage tourism in Napa Valley and created a cohesive and collaborative approach we plan to continue.

List similar projects your organization has successfully led. (Limit 600 characters)

Project Detail*
The requested $25,000 will cover the research for two new exhibits and portions of research for the heritage winery poster/map. The planned exhibits are A City of Immigrants (Fall 2023) and Philosophies of Health in Paradise (working title) (Spring 2024). A City of Immigrants will focus on the diversity of people and their contributions to the businesses and industries of Napa Valley. The exhibits will continue the trend of being in multiple locations and expand out into the public domain with exhibit vignette window decals. Both exhibits will have complementary digital exhibit presentations.

The poster/map will include wineries built between 1836 and 1900. The research will drive the design and the printed poster will be distributed throughout the Valley for sale commercially.

Once again, funding from TID will be leveraged to acquire additional funding to fully fund the exhibits, as well as initiate and grow other, supporting programs, that build heritage tourism in Napa Valley.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

Overnight Visitation*
Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- Yes
- No
If Not...

Heritage Tourism adds approximately 38% additional income per person per day. Heritage tourism may encourage people to stay longer and it certainly encourages people to explore more of the Valley creating increased revenues.

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

Required Attachments

Please upload the required attachments in PDF form below.

Proposal Budget*

TID 2023 Proposal budget.pdf

Please upload your proposal budget. (One page only)

Optional Attachments

Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1

Hiros Visibles Rack Card.pdf

Attachment 2

Shouting Down the Wind Napas Pioneering Women.pdf

Attachment 3

Choose File

No file chosen
### 2023 Napa County Historical Society Request for TID Funding

<table>
<thead>
<tr>
<th>Task</th>
<th>No</th>
<th>Rate</th>
<th>TID Amount Requested</th>
<th>Leveraged Match</th>
<th>NCHS Match</th>
<th>Notes/Rationale</th>
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</thead>
<tbody>
<tr>
<td><strong>Exhibits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A City of Immigrants</td>
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<td></td>
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<tr>
<td>Research</td>
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<td>Research Up Valley</td>
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<td>$22</td>
<td>$880.00</td>
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<td>Research done by sister institutions Up Valley</td>
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<td>Asst. Curation</td>
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<td>This is a college internship</td>
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<td>Philosophies of Health in Paradise</td>
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<td>$12,500</td>
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<tr>
<td>Research Up Valley</td>
<td>40</td>
<td>$22</td>
<td>$880.00</td>
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<td>Research done by sister institutions Up Valley</td>
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<td>Asst. Curation</td>
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<td>This is a college internship</td>
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<td></td>
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<td>Heritage Wineries Poster/map</td>
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<td>Some of the research for A City of Immigrants can be combined with the poster/map research</td>
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<td>$2,000</td>
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<td>$2,000.00</td>
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<tr>
<td>Printing</td>
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<td></td>
<td></td>
<td></td>
<td>This amount will be determined once we have the design and at that time funding will be sought for printing and distribution</td>
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<tr>
<td>Distribution</td>
<td>TBD</td>
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<td></td>
<td></td>
<td></td>
<td>Revenues from the map will be disbursed between the participating heritage organizations creating a sustaining revenue stream.</td>
</tr>
<tr>
<td><strong>Total Request &amp; Match</strong></td>
<td></td>
<td></td>
<td>$25,000</td>
<td>$35,520.00</td>
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<td></td>
<td></td>
<td></td>
<td>$85,520</td>
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</tr>
</tbody>
</table>
Napa County Historical Society proudly presents an introduction to our spring exhibit, Shouting Down the Wind: Napa’s Pioneering Women. Pioneering women are fierce and excel in every generation here in the Valley. They have stepped up to protect their families and help communities thrive, they have taken on Herculean tasks and in a number of instances changed history. This exhibit looks at women’s stories, primarily from the 1830s to today and the remarkable contributions they have made to Napa Valley. There are no sectors of the community that women have not participated in and succeeded. This exhibit looks at their achievements through a number of different themes.

The exhibit themes include Community & Education, Health & Sciences, Arts & Leisure, Business & Industry, and Politics & Public Service, as well as touches on the Wappo & Patwin women of prehistory and the Rancho women of the 1830s and 40s. In addition, selected ephemera from the Valley’s heritage organizations will be on display.

Shouting Down the Wind: Napa’s Pioneering Women will open in Spring 2023 and run through September. The show will be the impetus for the 2023-24 Winter Lecture Series and other programs throughout its run.

For more information on how to be an exhibit sponsor or get involved with the exhibit please contact us at info@napahistory.org.

Napa County Historical Society is a non-profit organization dedicated to the discovery, preservation and presentation of Napa history through exhibits, programs, research, and publications. We are committed to amplifying the value of heritage tourism and celebrating the diversity woven into the rich tapestry of Napa Valley’s heritage.

www.napahistory.org
### Napa Tourism Improvement District (TID) Funding Request Form - Submission #12378

**Date Submitted:** 3/23/2023

#### Section A - General Application Information

**Name of Organization**

Napa Farmers Market

**Name of Executive Director/President/CEO of Organization**

Cara Mae Wooledge

**Name - Point of Contact for THIS Application**

Cara Mae Wooledge

**Email Address**

caramae@napafarmersmarket.org

**Address**

PO Box 10822

**City**

Napa

**State**

CA

**Zip Code**

94581

**Phone Number**

(707) 699-8482

**Website**

https://napafarmersmarket.org/

**Organization Type**

Nonprofit

**Total Organizational Budget for Current FY**

$369,763

### Section B - Summary of Funding Request

**Funding Proposal Project Name**

Napa Farmers Market: Walkable Wellness

**Total Proposal Budget Amount**

$55,000
<table>
<thead>
<tr>
<th>Funding Request Amount*</th>
<th>Proposal Matching Funds *</th>
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</thead>
<tbody>
<tr>
<td>$55,000</td>
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</tbody>
</table>

(Place 0 if this grant will be the sole funding source for this proposal)

Source of Matching Funds*

N/A

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

Project Team*

Cara Mae Wooledge (Napa Farmers Market), Sara Southam (The Westin Verasa)

Names of individuals, agencies, or partner organizations that will help execute this proposal

Similar Projects*

Ms. Wooledge has led successful outreach campaigns encouraging customers to vote in the American Farmland Trust Farmers Market Celebration. Because of these efforts, the Napa Farmers Market was named #1 farmers market in California in 2020 & 2021. Ms. Wooledge has also implemented grant funded outreach projects to from UC Sustainable Agriculture Research & Education Program (’21-’22) to increase CalFresh customer attendance and CDFA Farm to School (’21-’22) Harvest of the Month project with the Napa Valley Unified School District (example of material she created and designed: Attachment #3).

List similar projects your organization has successfully led. (Limit 600 characters)

Project Detail*

The “Napa Farmers Market: Walkable Wellness” project will create quarterly multimedia marketing materials designed to inspire overnight visitors to kick off their day the way thousands of locals do every week: by visiting, shopping, and making friends at the Napa Farmers Market. Seasonal (Summer, Fall, Winter, Spring) promotions will entice overnight visitors to come back for repeat visits to enjoy the bounty at the Napa Farmers Market all year long. Cara Mae Wooledge (Napa Farmers Market) will be the project lead to create, implement, and evaluate a project action plan that gathers input on marketing materials specifically tailored to overnight visitors, including video, photos, graphic design, print materials, social media content, and email/newsletter copy, to be shared with hotels within walking distance of the Napa Farmers Market. Sara Southam (Westin Verasa) will help connect Ms. Wooledge with hotel partners and provide input on the unique marketing needs of overnight visitors.

Please describe your project in more detail and how it will help advance the Napa TID’s funding objectives. (Limit 1000 characters)

---

Overnight Visitation*

Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- [ ] Yes
- [ ] No
If Not...

This project will enhance overnight visitor's experience by giving them a unique opportunity to kick off their day the way thousands of locals do every week at the Napa Farmers Market. Seasonal promotions will entice them to come back for repeat visits to enjoy the bounty all year long by walking over to the Napa Farmers Market.

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

Required Attachments

Please upload the required attachments in PDF form below.

Proposal Budget*

NFM Walkable Wellness Budget.pdf
Please upload your proposal budget. (One page only)

Optional Attachments

Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
Westin Letter of Support.pdf

Attachment 2
NFM Walkable Wellness Project Outline - Draft.pdf

Attachment 3
NFM Harvest of the Month final.pdf
### Napa Farmers Market: Walkable Wellness
#### Budget TID FY 23-24

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>Requested Funds</th>
<th>Justification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Management</strong></td>
<td>$15,000</td>
<td>Cara Mae Woolledge, Director, Napa Farmers Market (FTE, Exempt, $77,819 annual salary), will create, implement, and evaluate the project action plan (including design of some marketing materials deliverables) and act as the brand and content expert for the Napa Farmers Market.</td>
</tr>
<tr>
<td><strong>Marketing Materials</strong></td>
<td>$40,000</td>
<td>Quarterly (Winter, Spring, Summer, Fall; $10,000 per season) multimedia marketing materials (video, photos, graphic design, print materials, social media content, and email/newsletter copy) will be designed for the target audience of visitors stating overnight in hotels within walking distance of the Napa Farmers Market. The budget will be used to design/print materials as developed by input from hotel/tourism partners and hire appropriate content creators (videographer, photographer, etc.).</td>
</tr>
<tr>
<td><strong>Total Funds Requested</strong></td>
<td>$55,000</td>
<td></td>
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</table>
Harvest of the Month

**January (Winter)**
- Navel Orange
- Sweet Potato

**February (Winter)**
- Mandarin Orange
- Broccoli

**March (Winter)**
- Cara Cara Orange
- Radish

**April (Spring)**
- Strawberry
- Asparagus

**May (Spring)**
- Cherry
- Lettuce

**June (Spring)**
- Apricot
- New Potatoes

**July (Summer)**
- Plum
- Corn

**August (Summer)**
- Melon
- Summer Squash

**September (Summer)**
- Grape
- Tomato

**October (Fall)**
- Apple
- Cucumber

**November (Fall)**
- Persimmon
- Winter Squash

**December (Fall)**
- Pomelo
- Cauliflower

---

1100 West Street  
City of Napa Parking Lot

**Saturday**  
Year-round

**Tuesday**  
April - December

8 a.m. - 12 p.m.

www.napafarmersmarket.org  (707) 501-3087
March 17, 2023

Dear TID Board,

This letter expresses our support for our local Napa Farmers Market securing TID Funding. The market takes place at 1100 West Street in Napa each Saturday. In addition, Tuesdays will be added to the weekly line-up in April.

The market is walkable for hotel guests and ties into the pillars of wellness that we market to our customers. This project profoundly enhances the sensory experience of Napa for our overnight guests. Its bright colors, fresh smells, culinary delights, and images of a community knitting itself together create an experience that leaves one wanting to return.

The experience provided to hotel guests by the Napa Farmers Market under Cara Mae Wooldedge’s leadership adds to a richer understanding of Napa. In addition, it provides a pathway to an insider local’s feel while on vacation. Not only can overnight guests secure an excellent cup of coffee and picnic treats for the day, but they can engage with the local artisan vendors in a way representative of our agricultural roots.

In addition, we reflect on Cara Mae’s excellent work to weave in partnerships that battle inequity and food insecurity through several programs. These include the CalFresh Program, Senior Program, WIC, and Shopping for our Shelter. The Napa Farmers market aims to support community gatherings, anti-racism, and equity.

We look forward to creating more awareness for our guests of The Napa Farmers Market. Finally, we’re delighted by Cara Mae’s Walkable Wellness project and look forward to our partnership and outreach to overnight hotel guests throughout the downtown core.

Be well,

Sara Southam
Property Manager & Run Concierge
# Napa Tourism Improvement District (TID) Funding Request Form - Submission #12358

**Date Submitted:** 3/22/2023

## Section A - General Application Information

**Name of Organization**

10xEM, LLC - Napa Women's Half Marathon and 5k

**Name of Executive Director/President/CEO of Organization**

Nick Lynch

**Name - Point of Contact for THIS Application**

Nick Lynch

**Email Address**

nlynch@race10x.com

**Address**

927 N Hedgewood Dr

**City**

Palatine

**State**

IL

**Zip Code**

60074

**Phone Number**

7738493519

**Website**

http://napawomenshalf.events

**Organization Type**

For-Profit

**Total Organizational Budget for Current FY**

150,000

## Section B - Summary of Funding Request

**Funding Proposal Project Name**

Nick Lynch

**Total Proposal Budget Amount**

150,000
Funding Request Amount*  
20,000

Proposal Matching Funds *  
0  
(Place 0 if this grant will be the sole funding source for this proposal)

Source of Matching Funds*  
N/A

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

Project Team*  
Nick Lynch - Owner/CEO

Names of individuals, agencies, or partner organizations that will help execute this proposal

Similar Projects*  
We currently receive fund and sponsorship trade with the CVB in Alpharetta, GA for the Alpharetta Women's Half Marathon and 5k. We watermark all our race photos for the athlete's. We book all our hotels through the CVB and promote Awesome Alpharetta through the year as a travel destination

List similar projects your organization has successfully led. (Limit 600 characters)

Project Detail*  
The Napa Women's Half Marathon and 5k is part of a national women's running series that spans coast to coast. The event in Napa is the only race to start and finish downtown each year. Each year we have participants from all 50 states and several foreign countries. Our survey of the athletes shows that 60% of those participating in the event stay an average of two nights in the Valley. Also, over 63% visit at least one winery. This does not include the many tasting rooms along the way. We partner with 8-10 wineries each year and host a tasting as part of our post race experience at Oxbow Commons Park. We also host a two day packet pickup in downtown Napa at the Napa Running Company. This forces all of our participants to travel in to downtown to pick up their bibs for the race, which drives even more spending downtown. From our survey we can see that our event delivers over one million dollars directly to the Valley. We believe even more is generated through the year.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

Overnight Visitation*  
Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?  
- Yes  
- No

If Not...*  
N/A

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")
Required Attachments
Please upload the required attachments in PDF form below.

Proposal Budget*
2024 NAPA Womens Half.pdf
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
Napa Womans Half Marathon NRC Letter.pdf

Attachment 2
Choose File
No file chosen

Attachment 3
Choose File
No file chosen
## 2024 Napa Women's Half and 5K Budget

### Projected Budget Figures

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</table>
March 22, 2023

To: City Of Napa
From: Napa Running Company, Inc
Re: TID FY 23-24 Call for Funding Requests

Greetings,

As the owner of Napa Running Company, we have supported the Napa Women’s Half Marathon since inception. We were fortunate to connect with them early on when they were planning to launch their inaugural event. We greatly support the event as a major sponsor and realize the benefit to not only our family-owned business, but also the surrounding businesses downtown. With an annual registration of 2,500+ attendees and the fact that most stay two nights at neighboring hotels, as well as eat, shop, and taste wines downtown, it shows the positive influence on all businesses and the City of Napa.

In closing, Napa Running Company strongly supports the consideration of awarding TID funding to the Napa Women’s Half Marathon.

Kind regards,

Sheldon Parker
Owner: Napa Running Company
707-529-4334
sparker@naparunningcompany.com
SECTION A – General Application Information

<table>
<thead>
<tr>
<th>Name of Organization</th>
<th>Napa County Landmarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Executive Director/ President/ CEO of Organization</td>
<td>Ernie Schlobohm</td>
</tr>
<tr>
<td>Point of Contact regarding this application</td>
<td>Ernie Schlobohm</td>
</tr>
<tr>
<td>Preferred Mailing Address</td>
<td>937 Coombs Street Napa, CA 94559</td>
</tr>
<tr>
<td>Telephone</td>
<td>707-255-1836</td>
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<tr>
<td>Email</td>
<td><a href="mailto:info@napacountylandmarks.org">info@napacountylandmarks.org</a></td>
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<tr>
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<td><a href="http://www.napacountylandmarks.org">www.napacountylandmarks.org</a></td>
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<td>Organization Type (501(c)3, 501 (c)6, or Government Agency)</td>
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<td>Total Organizational Budget for Current FY</td>
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SECTION B – Summary of Funding Request

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<tr>
<th>Funding Proposal Project Name</th>
<th>2023 Napa Porchfest</th>
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<td>Total Proposal Budget Amount</td>
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<tr>
<td>Funding Request Amount</td>
<td>15,000 to 20,000</td>
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<tr>
<td>Proposal Matching Funds (Place 0 if this grant will be the sole funding source for this proposal)</td>
<td>0</td>
</tr>
<tr>
<td>Source of Matching Funds – If your organization is receiving matching funds, please name the source.</td>
<td>NCL Porchfest Committee: Ernie Schlobohm, Mark Lucas, Shari Kamimori, Amy Linn, Micah Milan, Terry Wunderlich</td>
</tr>
<tr>
<td>Project Team – Names of Individuals, agencies, or partner organizations that will help execute this proposal</td>
<td>NCL Porchfest Committee: Ernie Schlobohm, Mark Lucas, Shari Kamimori, Amy Linn, Micah Milan, Terry Wunderlich</td>
</tr>
<tr>
<td>Similar Proposals – List similar proposals your organization has successfully led</td>
<td>Previous Ten Years of conducting the Napa Porchfest Event</td>
</tr>
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</table>
1. Please describe your project in more detail and how it will help advance the funding objectives outlined in the FY 22-23 Funding Request Guidelines. (Limit 1000 characters)

2023 is the 11th year in which NCL has conducted PorchFest which is a FREE, FAMILY FRIENDLY, ALCOHOL FREE COMMUNITY EVENT featuring local musicians performing on the porches of historic homes located in the Old Town District. Due to a dramatic increase of incurred costs to produce this very popular event by Napa resident and tourists alike, this event may be in financial jeopardy for its continuation.

2. Please describe the measurable impact of your proposal and what metrics you will use to measure its success? (Limit 1000 characters)

The most measurable impact would be to provide the financial security to actually proceed, plan and conduct the 2023 PorchFest event on July 30th, 2023.
**Napa Tourism Improvement District (TID) Funding Request Form - Submission #12362**

**Date Submitted: 3/22/2023**

**Section A - General Application Information**

**Name of Organization***

Rail Arts District Napa

**Name of Executive Director/President/CEO of Organization***

Shelly Willis, Executive Director  --  Chuck McMinn, President

**Name - Point of Contact for THIS Application***

Shelly Willis

**Email Address***

shellyw857@gmail.com

**Address***

3299 Claremont Way, Suite 5

**City***

Napa

**State***

CA

**Zip Code***

94558

**Phone Number***

916-996-0793

**Website***

www.radnapa.org

**Organization Type***

Nonprofit, For-profit, Governmental Agency

**Total Organizational Budget for Current FY***

$167,500

**Section B - Summary of Funding Request**

**Funding Proposal Project Name***

Action Junction Artworks

**Total Proposal Budget Amount***

$125,000
Funding Request Amount*  
$75,000

Proposal Matching Funds*  
$50,000

(Place 0 if this grant will be the sole funding source for this proposal)

Source of Matching Funds*  
Wine Train, individual contributions, Gasser Foundation

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

Project Team*  
Partner organization: Napa Valley Wine Train. Project Team: Chuck McInnn, Greg Brun, Steven Miller, Tim O'Shea, Lewis DeSoto, Chandra Cerrolo, Shelly Willis

Names of individuals, agencies, or partner organizations that will help execute this proposal

Similar Projects*  
The Rail Arts District has commissioned, installed, and maintained more than 45 artworks in the Rail Arts District.

List similar projects your organization has successfully led. (Limit 600 characters)

Project Detail*  
RAD is seeking funds to install 17 artworks in the area between Vallejo and Jackson Streets. The artworks are part of a larger project that includes developing the site into a gathering space and second trail for visitors to experience the work of artists/makers/creators. When completed, the area can be used for special events and programming including art festivals. The area is the core of Napa Makes (the City's initiative to attract artist/creatives). This grant will fund 15 terracotta planters designed by artists that can be used for seating, a monumental mural, and the completion of the Napa Quake Mosaic by Kristina Young. The Wine Train is a major supporter of this project, contributed 1/3 of RAD's past revenue, and is donating the train car for the mosaic. The goal is to create a concentrated area for visitors to view art. Similar to Miami’s Wynwood Walls where an industrial area was transformed by art and now draws 3 million visitors annually – RAD is transforming this site.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

Overnight Visitation*  
Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

☐ Yes
☐ No

If Not...*  
N/A

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

Required Attachments  
Please upload the required attachments in PDF form below.
Proposal Budget
TID FY24.RAD Project Budget.pdf
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
TID FY24 RAD Artwork Images.pdf

Attachment 2
Choose File No file chosen

Attachment 3
Choose File No file chosen
RAD NAPA
Action Junction Budget
TID Application: March 20, 2022

<table>
<thead>
<tr>
<th>Description</th>
<th>Allowance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Projected Revenue</strong></td>
<td></td>
</tr>
<tr>
<td>Gasser Foundation</td>
<td>$ 25,000.00</td>
</tr>
<tr>
<td>Napa TID</td>
<td>$ 75,000.00</td>
</tr>
<tr>
<td>Napa County</td>
<td>$ 7,500.00</td>
</tr>
<tr>
<td>Wine Train Opt Out Program/Individual contributions</td>
<td>$ 17,500.00</td>
</tr>
<tr>
<td><strong>Total projected revenue</strong></td>
<td>$ 125,000.00</td>
</tr>
</tbody>
</table>

| **Projected Expenses**                                                     |             |
| Quake Mosaic: Lead artist and two assistants fabrication fee               | $ 25,000.00 |
| Mural: Artist design fee and fabrication labor                            | $ 15,000.00 |
| Planter project: Artist design fees (5@$2,000)                            | $ 10,000.00 |
| Planter project: Lead fabricator/glazing                                  | $ 2,500.00  |
| Planter project: Materials                                                | $ -         |
| Equipment rental installation (includes all projects)                     | $ 7,500.00  |
| Planter project installation labor                                        | $ 5,000.00  |
| Train car preparation: sandblast and prime                                | $ 2,500.00  |
| Train car                                                                  | $ -         |
| Storage and staging                                                       | $ -         |
| Materials (includes all projects)                                         | $ 15,000.00 |
| Terracotta pipes and glazes (in-kind)                                     | $ -         |
| Pipe transportation to site from Arizona (in-kind)                        | $ -         |
| Pipe project: five artists travel/per diem to Arizona to produce artworks  | $ 7,500.00  |
| Signage                                                                   | $ 1,250.00  |
| Marketing and public relations expenses                                   | $ 5,750.00  |
| Project management                                                        | $ 15,000.00 |
| Artist general liability insurance                                         | $ 1,500.00  |
| Video/photo documentation                                                 | $ 1,500.00  |
| Contingency                                                               | $ 10,000.00 |
| **Total Projected Expenses**                                              | $ 125,000.00 |
Notes

Secured

in-kind (Mission Clay Products)
in-kind contribution (Wine Train)
in-kind contribution (Wine Train)
in-kind contribution (Mission Clay Products)
in-kind contribution (Mission Clay Products)
DESCRIPTION: Mural by Tatiana Ortiz-Rubio

Ortiz-Rubio has shown her work in Mexico, the United States, and the Dominican Republic. She has participated in Artist in Residency Programs at the Chavon School of Design in the Dominican Republic, where she also taught painting for a semester as a visiting lecturer, and also completed a three-month residency at the Bread & Salt Gallery in San Diego, CA.

If her mural is funded by the TID, she will design something specific for the Action Junction section of the Rail Arts District. The images above are of the artists past work.
DESCRIPTION
QUAKE MOSAIC: by Kristina Young

Nearly 10 years in the making the Quake Mosaic is primarily comprised of household objects broken in the Napa 2014 earthquake and collected from hundreds of Napa residents. In the 12’x40’ composition, thousands of broken objects are arranged into long bands of color and disrupted by a circular pattern of mirror shards. It is made with more than 400 “tiles” created in 50+ free community events in collaboration with over 2,000 local residents, businesses, non-profits, and schools. These tiles will be applied to a train car donated by the Wine Train. It will be an iconic installation in the “Action Junction” block of the Rail Arts District.
Terracotta Artwork/Seating

Artists will create artwork on 15 terracotta pipes that will also be used as planters and seating. This rendering shows the site where the artworks will be installed and illustrates the approximate size and location of the artworks. Artists will create designs that are fired onto the pipes.

The site is within a short walking distance from downtown and the Oxbow District. When completed, it will also include, trees, cable and post fence, lighting, decomposed granite walking surface, and signage beautifying and improving the visitor experience.
Napa Tourism Improvement District (TID) Funding Request Form - Submission #12060

Date Submitted: 2/22/2023

Section A - General Application Information

Name of Organization*
Redwood Trails Alliance

Name of Executive Director/President/CEO of Organization*
Deb St. Cyr

Name - Point of Contact for THIS Application* | Email Address*
Rachael Bean | rachael@trailsalliance.org

Address*
PO Box 14483

City* | State* | Zip Code*
Santa Rosa | CA | 95402

Phone Number* | Website*
559-789-7050 | www.trailsalliance.org

Organization Type* | Total Organizational Budget for Current FY*
Nonprofit | $1,069,600.00
Nonprofit, For-profit, Governmental Agency

Section B - Summary of Funding Request

Funding Proposal Project Name* | Total Proposal Budget Amount*
RTA Dirt Days Skyline Cross Country Mountain Bike Race | $46,616.80
<table>
<thead>
<tr>
<th>Funding Request Amount*</th>
<th>Proposal Matching Funds*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeking any amount of sponsorship</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>(Place 0 if this grant will be the sole funding source for this proposal)</td>
</tr>
</tbody>
</table>

**Source of Matching Funds***

N/A

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

**Project Team***

Bike Monkey, Napa Open Space District

Names of individuals, agencies, or partner organizations that will help execute this proposal.

**Similar Projects***

RTA Dirt Days 2022

List similar projects your organization has successfully led. (Limit 600 characters)

**Project Detail***

Redwood Trails Alliance is a 501(c)3 nonprofit organization whose mission is to advocate for our diverse community of trail users. We teach responsible trail stewardship and offer volunteer trail work opportunities along with planning and construction services for trails for all users to enjoy.

We are hosting our annual RTA Dirt Days weekend event in Skyline Wilderness Park in Napa, CA. We are excited to host a weekend full of activities for families and local businesses to participate in. Among the many outdoor activities on our agenda, we will host a cross country mountain bike race small-scale festival on Saturday, May 13, 2023.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

---

**Overnight Visitation***

Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- Yes
- No

---

**If Not...***

This event will promote tourism by bringing race participants, viewers, and families to Napa County for the full weekend event. Although camping is offered, we expect race participants to also book lodging throughout Napa.

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")
Required Attachments
Please upload the required attachments in PDF form below.

Proposal Budget*
 RTADD.pdf
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
2023RTADirtDays Sponsorship (1) (1) (1).docx

Attachment 2
No file chosen

Attachment 3
No file chosen
# Redwood Trails Alliance

## RTA Dirt Days Budget

### 2023

<table>
<thead>
<tr>
<th><strong>RTA Dirt Days</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
</tr>
<tr>
<td>Registrations</td>
<td>16,500.00</td>
</tr>
<tr>
<td>Grants</td>
<td>2,500.00</td>
</tr>
<tr>
<td>Fundraising Events(Reg donations)</td>
<td>1,200.00</td>
</tr>
<tr>
<td>Merch sales</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>30,000.00</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$ 51,600.00</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Expenses</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff time</td>
<td>12,300.00</td>
</tr>
<tr>
<td>Subcontractors</td>
<td>15,500.00</td>
</tr>
<tr>
<td>Insurance(race insurance)</td>
<td>1,516.80</td>
</tr>
<tr>
<td>Event supplies(porta potties, race equipment, prizes)</td>
<td>8,750.00</td>
</tr>
<tr>
<td>Food &amp; Beverages</td>
<td>8,550.00</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$ 46,616.80</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Net Income</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>$ 4,983.20</strong></td>
</tr>
</tbody>
</table>

---

Wednesday, Feb 22, 2023 01:38:45 PM GMT-8 - Accrual Basis
JOIN US AS A SPONSOR!

Support Redwood Trails Alliance’s efforts by becoming a corporate sponsor of the Dirt Days event series. For more information, reach out to deb@trailsalliance.org. WHEN: MAY 13, 2023

<table>
<thead>
<tr>
<th></th>
<th>COMMUNITY SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>PRESENTING SPONSOR</th>
<th>TITLE SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name &amp; logo on event banner</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Name &amp; logo on RTA Dirt Days website linked to your website</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Name &amp; logo on all emails, fliers, print ads, releases, websites</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$10,000</td>
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<tr>
<td>Company social media exposure</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Prominent logo placement on Start/Finish line banner &amp; race plates</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Your company mentioned in up to 3 targeted social media placements</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Name &amp; logo displayed above the event title on all corresponding promotional/ advertising materials</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>
Company article in online newsletters & website blogs

deb@trailsalliance.org | www.rtagirtdays.com
**Napa Tourism Improvement District (TID) Funding Request Form - Submission #12230**

**Date Submitted: 3/9/2023**

### Section A - General Application Information

**Name of Organization***

Suscol Intertribal Council

**Name of Executive Director/President/CEO of Organization***

Charlie Toledo, Executive Director

**Name - Point of Contact for THIS Application***

Charlie Toledo

**Email Address***

suscol@suscol.net

**Address***

PO Box 5386

**City***

Napa

**State***

Ca

**Zip Code***

94581

**Phone Number***

707-256-3561

**Website***

www.suscolcouncil.org

**Organization Type***

Nonprofit 501( c ) 3

Nonprofit, For-profit, Governmental Agency

**Total Organizational Budget for Current FY***

$120,000.

### Section B - Summary of Funding Request

**Funding Proposal Project Name***

29th Annual Pow-wow

**Total Proposal Budget Amount***

$12,000.
<table>
<thead>
<tr>
<th>Funding Request Amount*</th>
<th>Proposal Matching Funds *</th>
</tr>
</thead>
<tbody>
<tr>
<td>$12,000.</td>
<td>0</td>
</tr>
</tbody>
</table>

*Place 0 if this grant will be the sole funding source for this proposal*

**Source of Matching Funds***

Volunteers, Booth fees

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

**Project Team***

| Skyline Wilderness Park, Napa RCD, Suscol Volunteers(20) |

Names of individuals, agencies, or partner organizations that will help execute this proposal

**Similar Projects***

28th ANNUAL POW WOW October 1st-2nd, 2022 “Honoring Mother Earth!”

Please bring family, friends, and co-workers. The event is open to everyone who comes in a good way! Bring chairs or a blanket. Sponsored by Suscol Intertribal Council. Skyline Wilderness Park, 2201 Imola Ave. Napa, CA 94558

Suscol Intertribal Council presents its 28th Annual Pow-wow. It is a celebration of life! Come dance, and meet old friends and new ones! Tribes from this area as well as drums and dancers from many different tribes of North America will share tradition and culture. Everyone is welcome.

List similar projects your organization has successfully led. (Limit 600 characters)

**Project Detail***

Everyone is welcome to the beautiful Skyline Wilderness Park to watch or participate in songs, drum, and dance, and to enjoy the incredible beauty and joy of Native American culture. This 29th annual Pow-wow celebrates traditional Native Americans. This is a family-friendly event. Come for a few hours or throughout the day! There will be food and Native American vendors. Pow-Wows, Gatherings sometimes referred to as Big Times traditionally were set up as seasonal celebrations, harvest gatherings to visit amongst families, to trade, and for young folks to meet marriageable partners from other tribal clans. Initially, in the post-colonial period, it was a time to come together to see who had survived the past winters. It is a time to share with all people the beauty and richness of Native American culture!

Camping is provided for dancers, drummers, vendor, and their families. Sat breakfast lunch and dinner. Sunday am Hot breakfast for all campers and vendors. Giveaways for quests.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)
**Overnight Visitation**

Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- Yes
- No

**If Not...**

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

---

**Required Attachments**

Please upload the required attachments in PDF form below.

**Proposal Budget**

Pow-wow budget Proposed 2023.xlsx

Please upload your proposal budget. (One page only)

**Optional Attachments**

Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

**Attachment 1**


**Attachment 2**

Dumas-Suscol-October 01, 2022-52929.jpg

**Attachment 3**

Dumas-Suscol-October 01, 2022-52918.jpg
## Suscol 29th Annual Powwow "Celebrate Harvest" Sept 30th-Oct 1st, 2023

<table>
<thead>
<tr>
<th>California Traditional Dancers</th>
<th>grounds/food</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sonoma Pomo Joe Salinas</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Patwin Dancers</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Azteca Dancers: Danza Xitlalli</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Miteca dancers Sunday</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Northern Drum: &quot;Iron Mountain&quot;</td>
<td>$600</td>
<td></td>
</tr>
<tr>
<td>Southern: Red Buffalo Singers</td>
<td>$800</td>
<td></td>
</tr>
<tr>
<td>Master of Ceremonies/</td>
<td>$400</td>
<td>$225 Hotel</td>
</tr>
<tr>
<td>Arena Director/</td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>Headman Dancer:</td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>Headwoman: Frances Rocha</td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>Head Teen Boy: Douglas Kaiser</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Head Teen boy #2 Daniel LeRoy</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Head Teen Girl: Breanna Castro</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Head Teen Girl#2 Summer Harrison</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Headgirl: Sacred Dawn Kaiser</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Head boy: Douglas Kaiser</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Suscol Council Hostess April Jackson/Pomo</td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>Firemen/Security Sal Garcia</td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>Grounds rental Skyline Park</td>
<td>$2,480</td>
<td></td>
</tr>
<tr>
<td>Food/ incidentals/PortaPotties/Dumpster fees</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>PR Printing</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL pay out day 10/2/21</strong></td>
<td><strong>8,700</strong></td>
<td><strong>$2,480</strong></td>
</tr>
</tbody>
</table>

*Note: Total amount paid out is $11,180.*
Suscol Intertribal 28th Annual POW WOW
Oct 1-2, 2022 Skyline Park, Napa CA 94558

Free Open to the Public
Skyline Wilderness park.
2201 Imola Ave, Napa, CA

Native American Drum,
Dancers, Native American Crafts,
Art, & Food booths. Come in a
good way everyone welcome!

More info: #707-256-3561.
Suscol@suscol.net

- Headstaff TBA
- Headman Dancer: Percy Edwards
- Azteca Dancers
- Host drums
- Pomo California Dancers
# Napa Tourism Improvement District (TID) Funding Request Form - Submission #12398

**Date Submitted:** 3/24/2023

## Section A - General Application Information

**Name of Organization***

Teach Truth

**Name of Executive Director/President/CEO of Organization***

Hannah Henry

**Name - Point of Contact for THIS Application***

Hannah Henry

**Email Address***

hannah@hh-studio.com

**Address***

2041 3rd St.

**City***

Napa

**State***

CA

**Zip Code***

94559

**Phone Number***

415-244-4309

**Website***

https://www.teachtruthca.org/100-plaques

**Organization Type***

- Non-Profit

Nonprofit, For-profit, Governmental Agency

**Total Organizational Budget for Current FY***

- Fiscal Sponsorship – Napa County Historical Society

## Section B - Summary of Funding Request

**Funding Proposal Project Name***

100 Plaques Project

**Total Proposal Budget Amount***

38,225
<table>
<thead>
<tr>
<th>Funding Request Amount*</th>
<th>Proposal Matching Funds*</th>
</tr>
</thead>
<tbody>
<tr>
<td>38,225</td>
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</tbody>
</table>

(Place 0 if this grant will be the sole funding source for this proposal)

<table>
<thead>
<tr>
<th>Source of Matching Funds*</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
</tr>
</tbody>
</table>

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

<table>
<thead>
<tr>
<th>Project Team*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hannah Henry - Teach Truth, Sheli Smith - Napa County Historical Society</td>
</tr>
</tbody>
</table>

Names of individuals, agencies, or partner organizations that will help execute this proposal

<table>
<thead>
<tr>
<th>Similar Projects*</th>
</tr>
</thead>
<tbody>
<tr>
<td>On March 11th, the first plaque was installed at Tulocay Cemetery for abolitionist Mary Ellen Pleasant. We identified the need, researched the story, vetted the information, collaborated with Tulocay and the Historical Society, designed the sign, and organized a commemoration event inviting press and local politicians. The 100 Plaques Project was truly born with this event and endorsed by enthusiasts who traversed the Bay Area to honor this historical figure and by our mayor and councilmembers. Teach Truth was established in 2019 but 100 Plaques is the first project seeking funding.</td>
</tr>
</tbody>
</table>

List similar projects your organization has successfully led. (Limit 600 characters)

<table>
<thead>
<tr>
<th>Project Detail*</th>
</tr>
</thead>
<tbody>
<tr>
<td>I started Teach Truth in 2019 to learn and disseminate hidden histories in California. We work with NVUSD and community organizations supporting DEI and are very grassroots. During the pandemic, I started thinking about a tangible project I could undertake using my background as a designer and visual technology specialist. I heard a historian being interviewed who said, in order to learn more about the world we live in, “Read all the plaques.” In his travels around Europe, he made a point of reading every plaque he encountered and learned a great deal. I laughed out loud when I heard this. I had walked the entire pedestrian map of Napa and could tell you the historic plaques span about 50 years in the mid to late 19th century. There is far more to the story! Indeed, 10,000 years of continuous habitation. With the 100 Plaques Project I hope to fill the Napa Valley with rich historical information to help visitors and residents understand the legacy of this incredible valley.</td>
</tr>
</tbody>
</table>

Please describe your project in more detail and how it will help advance the Napa TID’s funding objectives. (Limit 1000 characters)

<table>
<thead>
<tr>
<th>Overnight Visitation*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?</td>
</tr>
<tr>
<td>☐ Yes</td>
</tr>
<tr>
<td>☐ No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>If Not...*</th>
</tr>
</thead>
<tbody>
<tr>
<td>The interactive displays we have designing will beautify barren kiosks, while also enhancing the experience of cultural heritage tourism and using current technology to engage tech savvy visitors.</td>
</tr>
</tbody>
</table>

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")
Required Attachments
Please upload the required attachments in PDF form below.

Proposal Budget*
TID-GRANT-BUDGET-100 Plaques.xlsx
Please upload your proposal budget. (One page only)

Optional Attachments
Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1
100-plaques-proposal-TID-grant-2023.pdf

Attachment 2
TID TT support ltr 22Mar23.pdf

Attachment 3
2021 990.pdf
# Tourism Improvement District Proposal - 100 Plaques

<table>
<thead>
<tr>
<th>Task</th>
<th>No</th>
<th>Rate</th>
<th>Amount</th>
<th>Rationale/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td></td>
<td></td>
<td></td>
<td>Listing personnel related to 100 plaques work only.</td>
</tr>
<tr>
<td>Honorariums</td>
<td>3</td>
<td>$800.00</td>
<td>$2,400.00</td>
<td>Native American consultants from Wappo and Patwin tribes</td>
</tr>
<tr>
<td>Research Assistant</td>
<td>1</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>25 hours - 3D illustrations and content for interactive displays will need details and permissions vetted.</td>
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<tr>
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<td>Sign Design</td>
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<td>$2,000.00</td>
<td>$8,000.00</td>
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<td>Supplies</td>
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<td>Stand fabrication</td>
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<td>$8,000.00</td>
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<tr>
<td>Installation</td>
<td>4</td>
<td>$500.00</td>
<td>$2,000.00</td>
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<tr>
<td>Augmented Reality</td>
<td></td>
<td></td>
<td>$2,000.00</td>
<td>See project details for AR (Augmented Reality) Explanation</td>
</tr>
<tr>
<td>Design + Photography</td>
<td>4</td>
<td>$2,000.00</td>
<td>$8,000.00</td>
<td>2 3D illustrations visible with a smartphone pointed at the interactive display sign.</td>
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<tr>
<td>Hardware</td>
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<td>$3,000.00</td>
<td>Rendering computer needed for the illustrations. Leasing option might be available.</td>
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<tr>
<td>Host</td>
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<td>$150.00</td>
<td>$150.00</td>
<td>Hosting 3D Renderings for 1 year</td>
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<td>$11,150.00</td>
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<td>Total Direct Costs</td>
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<td>IDC (10% of Direct Costs)</td>
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<td>Total Project Cost</td>
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<td>$38,225.00</td>
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</table>
Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

- Do not enter social security numbers on this form as it may be made public.
- Go to www.irs.gov/Form990 for instructions and the latest information.

For the 2021 calendar year, or tax year beginning 6/01, 2021, and ending 5/31, 2022

Napa County Historical Society
1219 First Street
Napa, CA 94559

Name and address of principal officer: Sheli O. Smith
Same as C Above

Website: www.napahistory.org
Form of organization: Corporation
Year of formation: 1948
State of legal domicile: CA

Part I

Summary

1. Briefly describe the organization's mission or most significant activities: The Napa County Historical Society is an educational organization dedicated to the discovery, preservation, and presentation of the people and history of the Napa County and its place in California History.

2. Check this box ☑ if the organization discontinued its operations or disposed of more than 25% of its net assets.

3. Number of voting members of the governing body (Part VI, line 1a) 11

4. Number of independent voting members of the governing body (Part VI, line 1b) 20

5. Total number of individuals employed in calendar year 2021 (Part V, line 2a) 33,540

6. Total number of volunteers (estimate if necessary) 0

7a. Total unrelated business revenue from Part VIII, column (C), line 12 0

7b. Net unrelated business taxable income from Form 990-T, Part I, line 11 0

Revenue

8. Contributions and grants (Part VIII, line 1h) 69,224
9. Program service revenue (Part VIII, line 2g) 51,765
10. Investment income (Part VIII, column (A), lines 3, 4, and 7d) 18,103
11. Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) 61,040
12. Total revenue — add lines 8 through 11 (must equal Part VIII, column (A), line 12) 124,418

Expenses

13. Grants and similar amounts paid (Part IX, column (A), lines 1-3) 5,887
14. Benefits paid to or for members (Part IX, column (A), line 4) 107,041
15. Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) 87,492
16a. Professional fundraising fees (Part IX, column (A), line 11e) 0

b. Total fundraising expenses (Part IX, column (D), line 25) 73,678
17. Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) 180,719
18. Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) -36,817
19. Revenue less expenses. Subtract line 18 from line 12 573,670

Net Assets or Fund Balances

20. Total assets (Part X, line 16) 754,747
21. Total liabilities (Part X, line 26) 674,572
22. Net assets or fund balances. Subtract line 21 from line 20 190,902

Part II

Signature Block

Signature of officer
Sheli O. Smith
Type or print name and title

Preparer's signature
Dorothy J. Lipton, EA
Date: 09/22/21
Check ☑ if self-employed P00166929

Preparer Use Only
Lipton Tax Company, Inc.
830 School St, Ste 6
Napa, CA 94559

Firm's EIN 46-5098814
Phone no. 707-927-5995

May the IRS discuss this return with the preparer shown above? See instructions ☑ Yes ☑ No

BAA For Paperwork Reduction Act Notice, see the separate instructions.
22 March 2023

Tourism Improvement District, Napa
City Hall
955 School St.
Napa, CA 94559

To Napa TID,
We are writing in support, as a fiscal sponsor, for the grant proposal *100 Plaques*, submitted by Teach Truth of California.

The Napa County Historical Society is dedicated to discovering, preserving, and presenting Napa Valley history. To accomplish these goals we are committed to networking with groups who are capturing the nuanced history of Napa Valley in the ongoing efforts to expand our understanding of the rich tapestry of cultural diversity that built our Valley. Teach Truth’s project accomplishes these aims by showcasing events, places, and people through public plaques while promoting heritage tourism in Napa as a means of preserving history and complimenting existing tourism activities, adding both depth and nuance to visitor and resident experiences.

For the purpose of this grant, NCHS commits to administering the grant in terms of coordination, fiscal management, and reporting covered in the indirect costs of the proposal.

We are enthusiastic about being part of this project that builds and promotes the advancement of Heritage Tourism in Napa Valley. Collaboration among the heritage organizations of the Valley is important to achieving optimum success in this venture. Thank you for your time and consideration of Teach Truth’s proposal.

Sincerely,

[Signature]
Sheli Smith, PhD
Executive Director

NCHS is a registered non-profit 501(c)3 Organization • TIN # 94-2690901
**Napa Tourism Improvement District (TID) Funding Request Form - Submission #12399**

**Date Submitted:** 3/24/2023

**Section A - General Application Information**

<table>
<thead>
<tr>
<th>Name of Organization*</th>
<th>Winefulness</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Name of Executive Director/President/CEO of Organization*</th>
<th>Sergio Ortega</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Name - Point of Contact for THIS Application*</th>
<th>Email Address*</th>
<th>Email Address*</th>
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</thead>
<tbody>
<tr>
<td>Sergio</td>
<td><a href="mailto:Brown_oner@yahoo.com">Brown_oner@yahoo.com</a></td>
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<table>
<thead>
<tr>
<th>Address*</th>
<th>1619 Lincoln Ave</th>
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<table>
<thead>
<tr>
<th>City*</th>
<th>State*</th>
<th>Zip Code*</th>
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<tbody>
<tr>
<td>Napa</td>
<td>California</td>
<td>94558</td>
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<table>
<thead>
<tr>
<th>Phone Number*</th>
<th>Website*</th>
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<tr>
<td>818 294 1012</td>
<td>Winefulness.org</td>
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<table>
<thead>
<tr>
<th>Organization Type*</th>
<th>Total Organizational Budget for Current FY*</th>
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<td>For Profit</td>
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**Section B - Summary of Funding Request**

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<tr>
<th>Funding Proposal Project Name*</th>
<th>Total Proposal Budget Amount*</th>
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<tr>
<td>Latino Wine/ Food Guide</td>
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<tr>
<td>Funding Request Amount*</td>
<td>Proposal Matching Funds *</td>
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<tr>
<td>------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>$100,000.00</td>
<td>0</td>
</tr>
</tbody>
</table>

(Place 0 if this grant will be the sole funding source for this proposal)

**Source of Matching Funds**

N/A

If your organization is receiving matching funds, please name the source. Place N/A if this is grant will be your sole funding source for this proposal.

**Project Team**

Latino wineries, Latino owned food and shops, any donations welcome from community funding.

Names of individuals, agencies, or partner organizations that will help execute this proposal.

**Similar Projects**

I'm a teacher that works, collaborates and plans for children kindergarten through 5th grade and we've successfully created and follow through with a Social emotional wellness plan to help all students feel inclusive and heard as a student and member of our community's. I teach mindfulness for large number of students, staff and communities while instilling a life skill that can help with mental awareness and coping mechanisms.

List similar projects your organization has successfully led. (Limit 600 characters)

**Project Detail**

I plan on creating a wine tour guide for the Latino community wine, food and local shops. I want to focus the attention on business owners and not only those working in the fields, restaurants or in the hotel industries. The Latino owned businesses in the Napa are flourishing and I want to bring more attention to that. I drive in the community as a wine tour guide and I notice that when people come to town they are always asking for Latino food, Latino dance spots and sadly, they don't even know that Latino wine makers exists. I want inform everyone that Latino owned wines are thriving here in Napa while highlighting the smaller farm communities that are here. I believe there is room for everybody to thrive in Napa, but we need to inform the community that these wines exist and that the owners play a vital role in not just planting and harvesting, but in making and producing wines. More cultural driven events will bring in more people's to the communities and help celebrate diversity.

Please describe your project in more detail and how it will help advance the Napa TID's funding objectives. (Limit 1000 characters)

**Overnight Visitation**

Is your project expected to draw a significant number of overnight visitors to the City of Napa Lodging properties?

- [ ] Yes
- [ ] No
If Not...*

Cultural events bring peoples from all diversified locations in order to celebrate or partake in all the excitement. The Latino community is rich in diversity, inclusion, and teaching others about the customs of our ancestors. Napa is a hot spot for great Latino food and shops but we are forgetting that Latino wine owners exist or we don’t help promote that and when that starts being recognized, I believe that it will motivates others to come see how and why it’s driven by dedication, passion, a rich culture and values. People will flock into town to experience this and promote it to others in their community's.

If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered "Yes" to the prior question, type "N/A")

Required Attachments

Please upload the required attachments in PDF form below.

Proposal Budget*

Project proposal.pdf

Please upload your proposal budget. (One page only)

Optional Attachments

Attach any visuals, letters of support, or additional project details to funding proposal (maximum of 2 pages). Not required for Interest Form submission.

Attachment 1

Choose File

No file chosen

Attachment 2

Choose File

No file chosen

Attachment 3

Choose File

No file chosen
Latino wine guide

2023/2024

Sergio Ortega
Winefulness
1619 Lincoln ave
Napa, Ca. 94558
Overview

I plan on creating a wine tour guide for the Latino community wine, food and local shops. I want to focus the attention on business owners and not only those working in the fields, restaurants or in the hotel industries. The Latino owned businesses in the Napa are flourishing and I want to bring more attention to that. I drive in the community as a wine tour guide and I notice that when people come to town they are always asking for Latino food, Latino dance spots and sadly, they don’t even know that Latino winemakers exist. I want to inform everyone that Latino owned wines are thriving here in Napa while highlighting the smaller farm communities.

Goals

1. Highlight the Latino owned wine and business in Napa.
2. Promote diversity and inclusion for all wine owners.
3. Bring in more tourism through event planning and cultural driven gatherings.

Budget

1. Website development
2. Photography and video graphics
3. Print and design for event's projects.
4. Hire a team to oversee the financial components.

$100,000.00 budget to help get this started in the right direction is a great start in putting all this into perspective. I’ve never dealt with the money components of this magnitude, but I am willing to hire and learn how to manage and lay out for future engagements.

This is the part where I would love experienced individuals to help with this part of it all. Thank you for understanding. Sergio Ortega