NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

May 23, 2023
11:00 AM

Location:
Archer Hotel
1230 First Street
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. April 14, 2023 Minutes
Approval of the April 14, 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>Augustine FY 23/24 Budget</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Review Augustine 23/24 Annual Marketing Plan + Budget</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vote to adopt annual plan and budget; review event logo options + website booking widgets</td>
<td>11-12:30pm</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>TID FY 23/24 Workplan + Budget</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Review final budget</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vote to approve FY 23/24 workplan &amp; budget</td>
<td>12:30-12:40</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grant submittals for FY 23/24</td>
<td>Review new qualified grant applications; create list of applicants to invite to July meeting</td>
<td>Vote yes/no/need more info; select applicants to present in-person in July</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------</td>
<td>------------------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>D</td>
<td>Lighted Art Festival 2024</td>
<td>Receive presentation from Katrina Gregory</td>
<td>Vote on funding Lighted Art Festival 2024</td>
</tr>
</tbody>
</table>

6. **ADJOURNMENT**  
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for July 25, 2023.

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**THE AGENDA FOR THE ABOVE STATED MEETING WAS POSTED AT A LOCATION FREELY ACCESSIBLE TO MEMBERS OF THE PUBLIC AT THE COMMUNITY DEVELOPMENT DEPARTMENT, 1600 FIRST STREET, AND CITY HALL, 955 SCHOOL STREET ON FRIDAY MAY 19, 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.
Members Present: Michael Collins, Jenny Toomer, Choolwe Kalulu, Julie Lucido, Sara Brooks

Members Absent: Craig Smith, Ed Gannon

Others in Attendance:
City of Napa: Neal Harrison,
Visit Napa Valley: Sarah Galliham, Jennifer Dadesh
Augustine Agency: Lindsay Moore, Claire Marcus, Janette Maack
Members of the Public: Bill LaLiberte,

Start: 11:00 am

1. CALL TO ORDER/ROLL CALL

All members present apart from Craig Smith and Ed Gannon

2. AGENDA REVIEW

- Item B first; Oxbow postponed
- Add Item C to talk about strategic planning

3. PUBLIC COMMENT

No public comment

4. ADMINISTRATIVE REPORT

Item B: Moved this item first to accommodate presentation.
  - Jeri Hanson, President of the Chamber of Commerce, to Economic outlook conference grant request
  - Handed out supplemental two pager (need to post) explaining purpose of the conference
  - last one done in 2013; targeting November 2023 with 200-225 people
  - Draft agenda includes economic and community impact of tourism
  - $10k ask – covers production; total budget $50k; Kaiser already $10k grant of support
  - TID would receive sponsorship credit, possibilities for speaking and tickets.
  - Vote: Julie motions, Choolwe seconds, all in favor.
  - SB: not just sponsoring, we want promotion of city of napa lodging and promotion of tourism.
  - Need Sponsorship deck – want specifics, be speaker, tickets, they develop logo

Item A: Augustine Agency annual plan presentation and budget
  - Provided overview of their annual plan presentation and budget
  - Several clarifying questions from the committee
  - TID committee debrief:
    - Consensus to move forward with Augustine contract and budget to be voted on next meeting
    - Request to move the additional paid marketing line item to separate line in the budget to provide more flexibility
Napa TID Local Governing Committee Special Meeting Minutes  
April 13, 2023 – 11:00 a.m

- Paid media increase to be written approval per Augustine contract
- Need additional KPIs that illustrate impact towards TID mission of heads in beds. Augustine to provide more information and new tools associated with website refresh
- VNV and Augustine to work more closely with each other for next FY to avoid duplication; interest in project managers working together if possible
- Remove FY 24/25 planning line item

Item C: Strategic Planning
- Following March meeting approval of a 3-5 Yr Strategic Plan, discussed TID creating a subcommittee to review scope of services and select vendor. Agreed that Michael Collins, Julie Lucido, and Sarah Brooks to serve on the committee with Craig Smith as a proxy.
<table>
<thead>
<tr>
<th>Department</th>
<th>FY23/24 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>City of Napa TID</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Monthly Account Management</strong></td>
<td></td>
</tr>
<tr>
<td>Account Planning &amp; Management ($5,000/month)</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Public Relations Strategy &amp; Management ($3,500/month)</td>
<td>$42,000.00</td>
</tr>
<tr>
<td>Social Media Strategy &amp; Management ($5,000/month)</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Digital Strategy &amp; Management ($2,000/month)</td>
<td>$24,000.00</td>
</tr>
<tr>
<td>Search Engine Optimization ($1,250/month)</td>
<td>$15,000.00</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$201,000.00</td>
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<tr>
<td><strong>PR and Social Media</strong></td>
<td></td>
</tr>
<tr>
<td>Media Visits/Social Influencers</td>
<td>$20,000.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$20,000.00</td>
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<tr>
<td><strong>Creative &amp; Content Development</strong></td>
<td></td>
</tr>
<tr>
<td>Content Development</td>
<td>$25,000.00</td>
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<tr>
<td>Creative Production</td>
<td>$100,000.00</td>
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<tr>
<td>Website Refresh</td>
<td>$35,000.00</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$160,000.00</td>
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<tr>
<td><strong>Website</strong></td>
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<tr>
<td>Website Management ($1,500/month)</td>
<td>$18,000.00</td>
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<tr>
<td>Website Hosting &amp; Security Fee (Hard Cost; Annual Charge)</td>
<td>$4,688.00</td>
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<tr>
<td>Crowdriff (Hard Cost Platform Fee)</td>
<td>$12,600.00</td>
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<td><strong>TOTAL</strong></td>
<td>$35,288.00</td>
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<td><strong>Paid Media</strong></td>
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<tr>
<td>Paid Media</td>
<td>$350,000.00</td>
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<td>Paid Media - Organic Social Boosts ($600/month)</td>
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<td><strong>TOTAL</strong></td>
<td>$357,200.00</td>
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<td><strong>eBlast Marketing</strong></td>
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<td>Email Marketing Platform Fees (Hard Cost; Annual Charge)</td>
<td>$5,340.00</td>
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<td><strong>TOTAL</strong></td>
<td>$5,340.00</td>
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<tr>
<td><strong>Opportunistic Fund</strong></td>
<td>$40,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$818,828.00</td>
</tr>
</tbody>
</table>
TID FY 23/24 Workplan + Budget
## Exhibit A

**Napa Tourism Improvement District (TID)**

**Budget and Workplan Fiscal Year 2023/2024 2024/2025**

<table>
<thead>
<tr>
<th>FY2022/2023 Projections</th>
<th>FY2023/2024</th>
<th>FY2024/2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Unreserved Fund Balance</td>
<td>$ 791,996</td>
<td>$ 945,933</td>
</tr>
<tr>
<td>Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)</td>
<td>561,025</td>
<td>561,025</td>
</tr>
<tr>
<td><strong>Fund Balance</strong></td>
<td><strong>$ 1,353,021</strong></td>
<td><strong>$ 1,506,958</strong></td>
</tr>
</tbody>
</table>

### Revenues

| TID Assessment | 1,265,000 | 1,300,000 | 1,366,000 |
| Interest Earnings | 5,000 | 5,100 | 5,202 |
| **TOTAL REVENUE** | **1,270,000** | **1,305,100** | **1,371,202** |

### Expenditures

#### Administrative Support
- Salaries and Benefits | 9,363 | 45,000 | 45,000 |
- Banking Fees | 500 | 500 | 500 |
- General Overhead | 1,200 | 1,200 | 1,200 |
| **Subtotal Administrative Support** | **11,063** | **46,700** | **46,700** |

#### Collateral Materials
- General Supplies | - | 5,000 | 5,000 |
- Food for Meetings (56240) | - | 5,000 | 5,000 |
- Professional Services | - | 50,000 | 50,000 |
- Other Purchased Services | 5,000 | 5,000 | 5,000 |
| **Subtotal Collateral Materials** | **5,000** | **65,000** | **15,000** |

#### Advertising and Marketing
- Advertising
  - Contract Marketing | 700,000 | 500,000 | 500,000 |
  - Other Paid Advertising and Optional Services | 350,000 | 350,000 | 350,000 |
| **Subtotal Advertising and Marketing** | **700,000** | **850,000** | **850,000** |

#### Funding Grants to Other Organizations
- Contributions/Donations | 400,000 | 600,000 | 700,000 |
- Street Banner Programs | 20,000 | 20,000 | 20,000 |
- Lighted Art Festival | 10,000 | 10,000 | 10,000 |
- Porchfest | 10,000 | 10,000 | 10,000 |
- Rail Arts District | 10,000 | 10,000 | 10,000 |
- Napa City Nights | 10,000 | 10,000 | 10,000 |
- Goodman Library History Gallery | 50,000 | 50,000 | 50,000 |
- DNA 175th Anniversary Marketing Support - The Table | 40,000 | 40,000 | 40,000 |
- Napa County Historical Society | 20,000 | 20,000 | 20,000 |
- Vine Trail DT Improvements - Signage | 50,000 | 50,000 | 50,000 |
- Street Banner Programs | 20,000 | 20,000 | 20,000 |
| **Subtotal Funding Grants to Other Organizations** | **400,000** | **600,000** | **700,000** |

**TOTAL OPERATING EXPENSES** | **1,116,063** | **1,561,700** | **1,611,700** |

### Net Operating Position

| Transfer to (from) Reserves | 153,937 | (256,600) | (240,498) |
| Estimated Ending Unreserved Fund Balance | 945,933 | 689,333 | 448,835 |
| Estimated Ending Reserved Fund Balance (per Contingency Reserve Fund Policy) | 561,025 | 561,025 | 561,025 |

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

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

Contingency Reserve Fund must maintain minimum levels of 35% of budgeted revenue which is $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.
Grant Submittals for FY 23/24

Synopsis:

- Call for applications went out February 16, 2023
- 26 organizations applied, 23 were qualified and submitted to the Committee
- 2 (Porchfest and Jeri Hansen’s Economic Development Conference) have been approved
- Today you are reviewing applications from:
  - Napa Lighted Art Festival - $225,000 (Katrina is presenting, asking for yes/no vote)
  - Sabor + Ritmo - $150,000 (asking for a yes/no/maybe vote)
  - Alpha Win - $10,000 (asking for a yes/no/maybe vote)
- Today, the Committee must also review the “maybe’s” from the March meeting and determine who to invite to present in July

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Projected 23/24 Budget</td>
<td>$1,371,202.00</td>
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<tr>
<td>Approved Augustine Contract</td>
<td>$818,828.00</td>
</tr>
<tr>
<td>Grant Funds Allocated</td>
<td>$600,000.00</td>
</tr>
<tr>
<td>FY 23/24 Grants Approved</td>
<td>$30,000.00</td>
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<tr>
<td>Pending Grant Requests</td>
<td>$713,500.00</td>
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</tbody>
</table>
**Napa Tourism Improvement District (TID) Funding Request Form - Submission #12595**

**Date Submitted:** 4/12/2023

### Section A - General Application Information

<table>
<thead>
<tr>
<th>Name of Organization*</th>
<th></th>
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<tbody>
<tr>
<td>Alpha Win</td>
<td>--</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Name of Executive Director/President/CEO of Organization*</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Thomas Z Struzzieri</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name - Point of Contact for THIS Application*</th>
<th>Email Address*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christopher Mayone</td>
<td><a href="mailto:Chris@Alpha.Win">Chris@Alpha.Win</a></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Address*</th>
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</tr>
</thead>
<tbody>
<tr>
<td>319 Main Street</td>
<td>--</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>City*</th>
<th>State*</th>
<th>Zip Code*</th>
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<tbody>
<tr>
<td>Saugerties</td>
<td>NY</td>
<td>12477</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Phone Number*</th>
<th>Website*</th>
</tr>
</thead>
<tbody>
<tr>
<td>845.943.9990</td>
<td><a href="http://www.alpha.win">www.alpha.win</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organization Type*</th>
<th>Total Organizational Budget for Current FY*</th>
</tr>
</thead>
<tbody>
<tr>
<td>For-Profit</td>
<td>$1 Million</td>
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### Section B - Summary of Funding Request

<table>
<thead>
<tr>
<th>Funding Proposal Project Name*</th>
<th>Total Proposal Budget Amount*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpha Win Napa Fall Triathlon</td>
<td>$169,293.45</td>
</tr>
</tbody>
</table>
Funding Request Amount*  Proposal Matching Funds *

$10,000  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*

Alpha Win has a full-time staff including a marketing team to execute its events. In addition, we are partnering with Visit Napa for athlete registration and lodging and dining options. Alpha Win also has several industry sponsors that support the race including events.com which coordinates all registration. Most importantly, our event would not be possible without the Bureau of Reclamation, the Napa County Roads Department, the California Highway Patrol (CHP), the Napa County Sheriff’s Office, AMR West and Cal Fire.

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

Similar Projects*

Alpha Win produces more than a dozen events in New York, Florida and California including the Napa Spring event that takes place in April. The spring event featured more than 1,000 athletes and industry average states 2 family members travel with each athlete resulting in 3,000 transient visitors who came to the area in April. Alpha Win organized race meetings each day at the Napa Welcome Center in an effort to make the City of Napa the epicenter for the event for athletes to stay, dine and shop.

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

Project Detail*

After a sold-out April event, we are returning for a second event on October 28 at one of the premier triathlon venues on the planet at the is breathtakingly beautiful Lake Berryessa. We will offer five distances and expect more than 1,000 athletes and 3,000 visitors to attend the event. Most of the visitors will be transient and come to the area one or two days prior to the event and stay a day after to recover resulting in multiple night stays in Napa. We are planning a packet pick up at the Napa Welcome Center and only promote Napa hotels in our athlete guide that is sent to all athletes upon registration. In addition, we would be willing to send direct e-mails to athletes and provide dedicated social media posts promoting the City of Napa. The City of Napa would also have the opportunity to be at the event and provide information about things to do in Napa during their stay for the event.

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*
Budget Napa Fall.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
AW_AthleteGuide_NapaSpring_23.pdf

Attachment 2
Napa Spring.jpg

Attachment 3
Screenshot (2).png
Revenues

R1  ENTRIES             $ 178,875.13
R2  VENDORS             $ 1,050.00
R3  SPONSORS            $ 3,000.00
R4  GRANTS              $ -
R5  OTHER INCOME        $ -

Total Revenue          $ 182,925.13

Expenses

Event Expenses

EE1  AWARDS/MEDALS       $ 10,205.00
EE2  I/C                  $ 15,930.00
EE3  CREW SALS           $ 4,000.00
EE4  TIMERS              $ -
EE5  CREW PAYROLL EXPENSES $ 476.92
EE6  EQUIPMENT RENTALS   $ 7,067.47
EE7  F&B                 $ 3,400.00
EE8  TRAVEL              $ 5,000.00
EE9  LODGING             $ 5,000.00
EE10 ADVERTISING         $ 12,500.00
EE11 PERMITS             $ 7,426.79
EE12 PERMITS             $ 7,426.79
EE13 SHIRTS              $ 9,484.95
EE14 FREIGHT             $ 4,500.00
EE15 POLICE              $ 16,000.00
EE16 EMT AND FIRE RESCUE $ 7,087.50
EE17 LIFEGUARDS          $ 3,350.00
EE18 GIVEAWAYS/BIBS & STICKERS $ 1,967.42
EE19 PER DIEM            $ 500.00
EE20 LIGHT TOWER RENTAL  $ 2,500.00
EE21 TOILET RENTAL       $ 2,567.00
EE22 SUPPLIES AND EQUIPMENT $ 15,400.00
EE23 CHARITABLE DONATIONS $ -
EE24 ADMIN SALARIES       $ 30,000.00
EE25 EVENT INSURANCE AND USAT $ 1,520.00

Total Event Expenses    $ 169,293.45

Gross Profit            $ 13,631.68
# Napa Tourism Improvement District (TID) Funding Request Form - Submission #12406

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

## Section A - General Application Information

**Name of Organization***

Sabor+Ritmo

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

Julissa Marcencia, CEO

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

Julissa Marcencia

**Email Address***

julissa@sabrorritmofestival.com

**Address***

135 Gasser Drive, Suite D

**City***

Napa

**State***

CA

**Zip Code***

94559

**Phone Number***

8052768020

**Website***

www.sabrorritmofestival.com

**Organization Type***

For-Profit

**Total Organizational Budget for Current FY***

2,700,000

---

**Nonprofit, For-profit, Governmental Agency***

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## Section B - Summary of Funding Request

**Funding Proposal Project Name***

Seed Funding for Sabor + Ritmo | Marketing

**Total Proposal Budget Amount***

325000
<table>
<thead>
<tr>
<th>Funding Request Amount*</th>
<th>Proposal Matching Funds *</th>
</tr>
</thead>
<tbody>
<tr>
<td>150,000</td>
<td>0</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*

Julissa and Will Marcencia, Sonia Tolbert, Monica Barrows, Silverado Resort & Spa, Visit Napa Valley, Lazer Media, Uforia Audio Network (TelevisaUnivision), Grupo Multimedios, Wine Down Media, Hispanic and Napa Valley brands

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

Similar Projects*

Sabor + Ritmo is a new destination event created by a team who has held leadership roles with other Napa Valley, Greater Bay, and national festivals & events including Festival Napa Valley, Napa Valley Film Festival, Outside Lands Music Festival, Live in the Vineyards, Safeway Open (now Fortinet).

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

Project Detail*

Our research indicates Napa stakeholders are acutely interested in the affluent Hispanic demographic to drive culturally diverse tourism to Napa. On September 9, 2023, Sabor + Ritmo (S+R) will hold its inaugural cross-genre Latin music festival, the only-of-its-kind destination event blending Hispanic music/culture with the Napa Valley lifestyle. S+R requests $150,000 to support the development of its marketing platform including website development and radio, digital display, and social media advertising that will reach more than 7.2 million HNW Hispanics daily in the top 20 California markets and 3 key Mexico markets of Mexico City, Monterrey, and Guadalajara. Through this campaign, NTID's seed investment would expand Sabor+Ritmo's ability to draw Hispanic overnight and weekend visitors from Southern California and Mexico to stay, dine, and wine taste in Napa over the festival weekend. It is projected 70% of the festival’s 10,000 attendees will be from Southern California and Mexico.

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>
<th>If Not...*</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>
<td>N/A</td>
</tr>
<tr>
<td>Yes</td>
<td>If not, please explain how your event will promote tourism and provide an overall guest enhancement for overnight visitors. (If you answered &quot;Yes&quot; to the prior question, type &quot;N/A&quot;)</td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
</tbody>
</table>
Required Attachments
Please upload the required attachments in PDF form below.

Proposal Budget*
Seed Funding for Sabor + Ritmo .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
Seed Funding for Sabor + Ritmo | Marketing
All marketing content and initiatives will be bi-lingual | Spanish and English

<table>
<thead>
<tr>
<th>Project Budget</th>
<th>Amount</th>
<th>Includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design</td>
<td>$25,000</td>
<td>Branding, style guides for marketing and merchandising</td>
</tr>
<tr>
<td>Social Media</td>
<td>$50,000</td>
<td>Bilingual content creation, multiple platforms</td>
</tr>
<tr>
<td>Public Relations</td>
<td>$50,000</td>
<td>Hispanic and English media publications</td>
</tr>
<tr>
<td>Advertising</td>
<td>$150,000</td>
<td>Radio ads and extensive schedule in California and Mexico</td>
</tr>
<tr>
<td>Website</td>
<td>$50,000</td>
<td>Development and launch of bilingual website and ticketing</td>
</tr>
<tr>
<td><strong>Total Project</strong></td>
<td><strong>$325,000</strong></td>
<td></td>
</tr>
<tr>
<td>Organization Name</td>
<td>Contact Name</td>
<td>Project</td>
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<tr>
<td>-----------------------------------</td>
<td>---------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Festival Napa Valley</td>
<td>Lissa Gibbs</td>
<td>Festival Napa Valley Summer Season</td>
</tr>
<tr>
<td>Hispanics in Wine &amp; Spirits</td>
<td>Lydia Richards</td>
<td>Discovering Napa Valley Latin X Wine</td>
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<tr>
<td>Napa County Bicycle Coalition</td>
<td>Kara Vernor</td>
<td>Napa Bikefest 2024</td>
</tr>
<tr>
<td>Napa County Historical Society</td>
<td>Sheli Smith</td>
<td>Heritage Tourism</td>
</tr>
<tr>
<td>Napa Women's Half Marathon</td>
<td>Nicky Lynch</td>
<td>Women's Half Marathon &amp; 5K</td>
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<tr>
<td>Oxbow Stakeholder Programming Group</td>
<td>Sarah Southam</td>
<td>Oxbow Commons Community Activation</td>
</tr>
</tbody>
</table>

**TOTAL AMOUNT REQUESTED** $328,500.00
DoNapa paid media campaigns generated over 1.3M impressions, and Paid Search had a 14.72% CTR. The website saw 34.8k visitors, with visitors landing on the Home Page and Bars & Nightlife pages. Social platforms saw a large spike in engagement rate at 6.2%. Social and PR content focused on planning romantic honeymoons, where to go for craft cocktails, Napa lodging for every traveler, best things to do in Napa, and more.

**APRIL HAPPENINGS**
- Wine Tasting Room
  Capital of the World Campaign Optimization
- Meant to Be Here
  Evergreen Campaign Optimization
- Website SEO Audit Phase
  2 Updates Ongoing
- Easter Brunch and Egg Hunts
- Earth Day Community Events/Celebrations
- Wine Train

**PAID MEDIA CAMPAIGNS**
- 1.3M Impressions
  +30% MoM
- 14.72% CTR SEM
  Industry Average is 4.68%
- Top Performing:
  Single Culinary Video
  4.11% CTR

**CONTENT THEMES**

**BOTTLEROCK WEEKEND**
Blog Views: 551
Blog Time on Site: 6:54
eBlast OR: 39.4% (BM: 16.5%)
eBlast CTR: 1.8% (BM: 1.6%)

**CRAFT COCKTAIL SCENE**
Blog Views: 234
Blog Time on Site: 3:47
eBlast OR: 43.4% (BM: 16.5%)
eBlast CTR: 1.2% (BM: 1.6%)

**SOCIAL MEDIA**
- **Facebook**
  3.3% ER
  (Industry Avg. 0.9%)
- **Instagram**
  6.9K Engagements
  (+59% MoM)

Top content featured Wine Train, unique activities, craft cocktails, trending video content, and UGC Reel content.

**WEBSITE**
- 34K Visitors
  -1.25% from Mar. 2023
- 2:15 Time on Site
  +12.23% from Mar. 2023
- 15,605 Events
  -1.98% from Mar. 2023

- Top Cities: San Francisco, San Jose and Napa
- Organic Search was top traffic source in April with 26% of users.
- Top Page: Homepage (9,764 views)

**SEO**
- +26%
  Organic Search Pages Per Session from Mar. 2023

Top organic search keywords were around Downtown Napa and other similar search queries.
**CONTENT OUTLOOK**

**Blogs & Social Content:**
- June – Women in Wine
- June – Splurge & Save

**Pitching Themes:**
- 4th of July Dog Escape
- Caviar Day
- Wine and Cheese Day
- Summer Events
- Dog Days of Summer
- California Tourism Month
- National Travel and Tourism Week

**Visit California Themes:**
- May/June: Summer Fairs and Festivals, National Soul Food Month (June), Best Beaches
- July: Family and Accessibility

**Napa Happenings:**
- BottleRock Weekend
- Shop, Sip, & Stroll
- Napa Table
- Oxbow Concert Series
- The Chardonnay Pinot Classic

**Travel Trends:**
- Majority of travelers planning summer trips (78%)
- Most will spend more than they did last year (55%)
- Younger travelers eager to explore this season (Millennials)

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**Campanions**

<table>
<thead>
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<tr>
<td>Social, Display, SEM</td>
<td>Wine Capital</td>
<td>$50,000</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Social and Display</td>
<td>Chef Series</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>
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<td></td>
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<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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<td></td>
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</tr>
</tbody>
</table>

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

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

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

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

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

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

**JAN 23**
- Cab Season
- Restaurant Week
- Napa Lighted Art Festival
- Evergreen Campaign
- Chef Series

**FEB 23**
- Cab Season
- Napa Lighted Art Festival
- Evergreen Campaign

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

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

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

**JUN 23**
- Summer
- Evergreen Campaign
- Wine Tasting Room Capital of the World
- Wine & Wag
EXECUTIVE SUMMARY
April Summary - Social Media

- Social media content generated **662K impressions, 40K engagements and 11K clicks** across social platforms.

- Social platforms generated an **astounding engagement rate of 6.2% (+2.1% MoM)** 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 April 20th with Wine Train content.

- The audience continues to increase across platforms, **gaining 163 fans** in April.

- **Trending video content continued to boost reach and engagement** on social platforms. Reels content **generated a 6.2% engagement rate**.
APRIL SUMMARY – PAID MEDIA

• In April, paid media campaigns generated over 1.3M Impressions and 22.8K Site Visits across all channels. **Paid Search had the highest CTR with 14.72% (industry average is 4.68%).**

• This month's top-performing creative on Facebook was the **Single Video – Culinary with the most clicks CTR at 6,338 Site visits and 4.11% CTR.**

• This month's top-performing creative on Display was **the Outdoor ad with 0.32% CTR and the Tasting Rooms ad with 248 Site Visits.**
• In April, there were over **34.8K visitors to the website**. The main channel was Organic Search with 9.4K users, followed by Paid Search with 7.8K.

• **California continues to source the most traffic at 65% of total users.** Users from San Jose, San Francisco and Napa were the top three visiting cities, followed by Sacramento. The Oakland audience was the most engaged with 3:09 average time on page (industry average is 1:00).

• **Mobile was the top device for conversions in March with 54.93% and brought in the most users at 25,830 total.**

• Visit abc7news.com was the top referral site to the website this month due to PR efforts.

• Decreases in traffic could be attributed to the ending of the Napa Lighted Arts Festival seasonal campaign. **We recommend continuing to promote high priority seasonal activities as applicable.**
APRIL SUMMARY – SEO

• Although Organic Search decreased by 38% in April compared to March, Organic Search pages per session increased 26% MoM and the bounce rate also improved 6.59% MoM.

• Top organic search keywords were around Downtown Napa and other similar search queries.

• The Napa Valley Opera House was the 4th top keyword with most clicks in April. We believe it’s worth developing more content around this keyword like blog posts and we can also improve current landing page.

• Top visited pages for links included the Homepage and Bars & Nightlife pages.
APRIL SUMMARY – PUBLIC RELATIONS

- Proactive pitch angles this month included promotion of Downtown Napa for National Tourism Day and National Travel and Tourism Week, California Tourism Month, Road Trips, Cycling, Wallet-Friendly Wine Tastings, Run on the Napa River, Where to Celebrate a Bachelorette or Girl’s Weekend, the Best Brunch Spots in Downtown Napa, New Wine Tasting Lounge, National Cheese Day, Shop, Sip and Stroll and Wellness.

- Media conversations included Matador Network, TravelAwaits, Conde Nast, USA Today, TripSavvy, AAA Explorer, Food & Wine, AFAR, as well as other top-tier publications and local and regional news outlets.

- There were 18 secured clips this month with estimated digital monthly visits of 973.5B and estimated digital coverage views of 782K.

- Coverage featured how to plan a romantic honeymoon, where to go for craft cocktails, Napa hotels for every traveler, best things to do in Napa, among many more.
SOCIAL MEDIA OVERVIEW
FACEBOOK OVERVIEW

Facebook generated 531K impressions and over 37K engagements. There were increases due to boosted posts promoting unique activities in Downtown Napa.

Top Facebook posts featured a Napa Wine Train event, unique craft cocktails and a scenic post.

The average engagement rate (ER) across Facebook posts was 3.3% (industry average is 0.9%).

Impressions, engagement and audience growth generated the highest increases on April 20th as a result of the Wine Train post.

Video content on Facebook generated 97K views throughout the month.
Instagram generated 130K impressions and 6.9K engagements.

The DoNapa Instagram page gained 219 new followers.

Top posts highlighted the Wine Tasting Room Capital messaging with trending video content and UGC Reel content highlighting unique activities in DoNapa.

The Napa Table Reel generated over 600 engagements, including 71 shares.

Testing viral trending content generated positive results for the Instagram page. Augustine will continue to test trending content.
This month’s CA Now Story content promoted spring activities in Downtown Napa from brunch to unique offerings.

Overall, Downtown Napa’s CA Now Stories generated 34K Google Impressions (+150% MoM), 2.6K story views with an interaction rate of 67% (benchmark 67%).

Top keywords generated google searches include: napa, napa wine tasting and napa vacation.
There were over 34K visitors in the month of April, which is a 1.25% decrease from March and an 10.09% decrease YoY. The lower website metrics can most likely be attributed to March and April being slower seasonal months for Downtown Napa, with an unusual amount of rainy weather also likely contributing. Activity is likely to pick in May with big events like BottleRock, Mother's Day, and the weather warming up.

The number of pages/sessions per user increased to 1.77, which is a 0.51% increase from March.

Bounce rate decreased 1.61% MoM.
California continues to bring in the most traffic to the website (65.52%) by far.

San Jose, San Francisco and Napa were the top cities for traffic this month making up 25.03% of users.

Website visitors from Napa spent the most time on page at 3:15. For out-of-state audiences, users from Arizona were the most engaged with the website at 9:58.
During the month of April, there was a decrease in total events by 1.98%, but events per session increased by 5.11%.

Top searched for properties included Best Western Elm House Inn, The Meritage Resort & Spa and Andaz Napa.
**WEBSITE ANALYTICS: DEVICE**

<table>
<thead>
<tr>
<th>Operating System</th>
<th>Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
</tr>
<tr>
<td>Mobile</td>
<td>26,930</td>
</tr>
<tr>
<td>of Total:</td>
<td>77.35%</td>
</tr>
<tr>
<td>iOS</td>
<td>18,314</td>
</tr>
<tr>
<td>of Total:</td>
<td>67.93%</td>
</tr>
<tr>
<td>Windows</td>
<td>8,627</td>
</tr>
<tr>
<td>of Total:</td>
<td>32.00%</td>
</tr>
<tr>
<td>Android</td>
<td>16</td>
</tr>
<tr>
<td>of Total:</td>
<td>0.06%</td>
</tr>
<tr>
<td>Linux</td>
<td>3</td>
</tr>
<tr>
<td>of Total:</td>
<td>0.01%</td>
</tr>
<tr>
<td>Macintosh</td>
<td>2</td>
</tr>
<tr>
<td>of Total:</td>
<td>0.01%</td>
</tr>
</tbody>
</table>

- Mobile continues to be the top device for traffic in April with 73.95% of total users and 54% of goal completions.
- iOS is used by 67% of users. Windows mobile users had the highest goal conversation rate (68%), followed by Android users (13%).
- Desktop remains in the number two spot with 22% of total users with an average session duration of 3:38; the highest of the three categories.
In April, the top visited page was the Homepage, followed by the What To Do and Where To Stay pages.

Still receiving residual traffic after the event’s end in February, the Napa Lighted Arts Festival page had the highest average time on page (8:00), followed by Where To Stay (7:02).

The Tasting Rooms page had the lowest bounce rate with 35.73%.
### 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></td>
<td>100.00%</td>
<td>100.04%</td>
<td>100.00%</td>
</tr>
<tr>
<td></td>
<td>34,814</td>
<td>33,881</td>
<td>41,972</td>
</tr>
<tr>
<td></td>
<td>(34,814)</td>
<td>(33,867)</td>
<td>(41,072)</td>
</tr>
</tbody>
</table>

1. **Organic Search**
   - Users: 9,441 (26.38%)
   - New Users: 8,795 (25.96%)
   - Sessions: 11,016 (26.25%)
   - Bounce Rate: 51.95%
   - Pages / Session: 2.25
   - Avg. Session Duration: 00:04:03
   - Goal Conversion Rate: 7.73%
   - Goal Completions: 851 (18.96%)
   - Goal Value: $0.00 (0.00%)

2. **Paid Search**
   - Users: 7,824 (21.86%)
   - New Users: 7,569 (22.34%)
   - Sessions: 9,138 (21.77%)
   - Bounce Rate: 54.56%
   - Pages / Session: 2.15
   - Avg. Session Duration: 00:02:29
   - Goal Conversion Rate: 3.71%
   - Goal Completions: 339 (7.55%)
   - Goal Value: $0.00 (0.00%)

3. **Display**
   - Users: 6,400 (17.89%)
   - New Users: 5,988 (17.67%)
   - Sessions: 7,272 (18.61%)
   - Bounce Rate: 89.49%
   - Pages / Session: 1.14
   - Avg. Session Duration: 00:00:29
   - Goal Conversion Rate: 0.48%
   - Goal Completions: 37 (0.82%)
   - Goal Value: $0.00 (0.00%)

4. **Direct**
   - Users: 6,266 (17.51%)
   - New Users: 6,112 (18.04%)
   - Sessions: 7,193 (17.14%)
   - Bounce Rate: 78.06%
   - Pages / Session: 1.62
   - Avg. Session Duration: 00:02:18
   - Goal Conversion Rate: 33.62%
   - Goal Completions: 2,418 (53.87%)
   - Goal Value: $0.00 (0.00%)

5. **Social**
   - Users: 4,238 (11.84%)
   - New Users: 3,928 (11.59%)
   - Sessions: 5,134 (12.23%)
   - Bounce Rate: 91.06%
   - Pages / Session: 1.14
   - Avg. Session Duration: 00:00:31
   - Goal Conversion Rate: 0.74%
   - Goal Completions: 38 (0.85%)
   - Goal Value: $0.00 (0.00%)

6. **Referral**
   - Users: 1,557 (4.35%)
   - New Users: 1,434 (4.23%)
   - Sessions: 1,687 (4.02%)
   - Bounce Rate: 75.82%
   - Pages / Session: 2.13
   - Avg. Session Duration: 00:02:26
   - Goal Conversion Rate: 47.42%
   - Goal Completions: 800 (17.82%)
   - Goal Value: $0.00 (0.00%)

7. **Email**
   - Users: 51 (0.14%)
   - New Users: 48 (0.14%)
   - Sessions: 72 (0.17%)
   - Bounce Rate: 54.17%
   - Pages / Session: 1.81
   - Avg. Session Duration: 00:00:30
   - Goal Conversion Rate: 8.33%
   - Goal Completions: 6 (0.13%)
   - Goal Value: $0.00 (0.00%)

8. **(Other)**
   - Users: 7 (0.02%)
   - New Users: 7 (0.02%)
   - Sessions: 7 (0.02%)
   - Bounce Rate: 100.00%
   - Pages / Session: 1.00
   - Avg. Session Duration: 00:00:00
   - Goal Conversion Rate: 0.00%
   - Goal Completions: 0 (0.00%)
   - Goal Value: $0.00 (0.00%)

- Organic Search was the top traffic source in April with 26% of users followed by Paid Search with 21%.
- Organic Search and Paid Search users had the most time on page with 4:03 and 2:29, showing amazing engagement from these two important audiences.
- Referral and Direct traffic had the highest goal conversion rate with 47.42% and 33.62%.
### WEBSITE ANALYTICS: REFERRALS

<table>
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<th>Source</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
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<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>
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<td>abc7news.com</td>
<td>352 (21.8%)</td>
<td>349 (35.6%)</td>
<td>356 (29.1%)</td>
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<tr>
<td>visitnapavalley.com</td>
<td>127 (11.5%)</td>
<td>115 (11.7%)</td>
<td>139 (11.3%)</td>
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<td>localhoo.com</td>
<td>117 (10.6%)</td>
<td>50 (5.1%)</td>
<td>135 (11.0%)</td>
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<td>sax.amazon-edsystem.com</td>
<td>82 (7.4%)</td>
<td>82 (8.3%)</td>
<td>82 (6.7%)</td>
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<tr>
<td>visitcalifornia.com</td>
<td>67 (6.0%)</td>
<td>61 (6.2%)</td>
<td>70 (5.7%)</td>
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<tr>
<td>example.com</td>
<td>37 (3.3%)</td>
<td>37 (3.7%)</td>
<td>37 (2.0%)</td>
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<td>napalife.com</td>
<td>24 (2.1%)</td>
<td>17 (1.7%)</td>
<td>32 (2.7%)</td>
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<tr>
<td>practicalwanderlust.com</td>
<td>15 (1.3%)</td>
<td>12 (1.2%)</td>
<td>16 (1.3%)</td>
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<tr>
<td>candlelightinn.com</td>
<td>13 (1.1%)</td>
<td>9 (0.9%)</td>
<td>15 (1.2%)</td>
</tr>
<tr>
<td>ciachef.edu</td>
<td>12 (1.0%)</td>
<td>10 (1.0%)</td>
<td>12 (0.8%)</td>
</tr>
</tbody>
</table>

- In April, the top referral source was abc7news.com – most likely from PR efforts.
- Visita napavalley.com brought in the most engaged users with an average time on page at 5:09.
- Candlelightinn.com had the lowest bounce rate with 26.67%.
### WEBSITE ANALYTICS: ORGANIC SEARCH PERFORMANCE

<table>
<thead>
<tr>
<th></th>
<th>Apr 2023 vs Mar 2023</th>
<th>Apr 2023 vs Apr 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Users</strong></td>
<td>20.64% 9,441 vs 7,826</td>
<td>23.17% 9,441 vs 7,665</td>
</tr>
<tr>
<td><strong>New Users</strong></td>
<td>22.17% 8,795 vs 7,199</td>
<td>22.87% 8,795 vs 7,158</td>
</tr>
<tr>
<td><strong>Sessions</strong></td>
<td>22.80% 11,016 vs 8,971</td>
<td>24.47% 11,016 vs 8,850</td>
</tr>
<tr>
<td><strong>Bounce Rate</strong></td>
<td>3.87% 51.95% vs 50.02%</td>
<td>0.85% 51.95% vs 52.40%</td>
</tr>
<tr>
<td><strong>Pages / Session</strong></td>
<td>8.97% 2.25 vs 2.47</td>
<td>6.93% 2.25 vs 2.41</td>
</tr>
<tr>
<td><strong>Avg. Session Duration</strong></td>
<td>2.64% 00:04:03 vs 00:03:57</td>
<td>0.86% 00:04:03 vs 00:04:01</td>
</tr>
<tr>
<td><strong>Goal Conversion Rate</strong></td>
<td>15.17% 7.73% vs 9.11%</td>
<td>10.63% 7.73% vs 6.98%</td>
</tr>
<tr>
<td><strong>Goal Completions</strong></td>
<td>4.16% 851 vs 817</td>
<td>37.70% 851 vs 618</td>
</tr>
<tr>
<td><strong>Goal Value</strong></td>
<td>0.00% $0.00 vs $0.00</td>
<td>0.00% $0.00 vs $0.00</td>
</tr>
</tbody>
</table>

- Organic Search traffic increased this month by 20.64% when compared to March.
- Compared to 2022, however, there was an increase of 23.17%.
- Average session duration increased 2.64% MoM and 0.86% YoY.
- Goal completion increased 4.16% MoM and 37.70% YoY.
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.

### KEYWORD ANALYSIS - APRIL

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Average Position</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Napa</td>
<td>1.6</td>
<td>849</td>
</tr>
<tr>
<td>Napa Downtown</td>
<td>1.9</td>
<td>177</td>
</tr>
<tr>
<td>Downtown Napa Valley</td>
<td>2.1</td>
<td>156</td>
</tr>
<tr>
<td>Croccante Napa</td>
<td>3</td>
<td>124</td>
</tr>
<tr>
<td>Napa Valley Opera House</td>
<td>1.5</td>
<td>97</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.

<table>
<thead>
<tr>
<th>Top Visited Pages</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>1.4K</td>
</tr>
<tr>
<td>Events</td>
<td>789</td>
</tr>
<tr>
<td>Bars-Nightlife</td>
<td>667</td>
</tr>
<tr>
<td>Wine Tasting Rooms</td>
<td>569</td>
</tr>
<tr>
<td>Restaurants</td>
<td>545</td>
</tr>
</tbody>
</table>

**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.

- [https://donapa.com/](https://donapa.com/) 3,231
- [https://donapa.com/lighted-art-festival/](https://donapa.com/lighted-art-festival/) 1,445
- [https://donapa.com/do/wine-tasting-rooms/](https://donapa.com/do/wine-tasting-rooms/) 493
- [https://donapa.com/where-to-stay/](https://donapa.com/where-to-stay/) 354
- [https://donapa.com/do/restaurants/](https://donapa.com/do/restaurants/) 220
WEB SITE ANALYTICS: BLOGS

Your Insider’s Guide to BottleRock Weekend
• Posted: 4/12
• Page Views: 551
• Avg. Time on Page: 6:54

Shake Things Up. Explore Downtown Napa’s Craft Cocktail Scene
• Posted: 4/19
• Page Views: 234
• Avg. Time on Page: 3:47

YOUR INSIDER’S GUIDE TO BOTTLEROCK WEEKEND
April 12, 2023
The BottleRock 2023 lineup brings headliners like Post Malone, the Red Hot Chili Peppers, Lizzo,...

READ MORE

SHAKE THINGS UP. EXPLORE DOWNTOWN NAPA’S CRAFT COCKTAIL
April 19, 2023
When you think of Napa Valley in California, what comes to mind? Chances are, you immediately...
Winning Subject Line: Your Insider's Guide to BottleRock Weekend

Sent: 4/17/23

Open Rate: 39.4%
List Average: 21.8%
Industry Average: 16.5%

CTR: 1.8%
List Average: 1.4%
Industry Average: 1.6%

Top Links:
- HomePage: 30 clicks
- DoNapa Specials: 23 clicks
- Outdoors: 12 clicks
Winning Subject Line: Celebrate Mother’s Day in Downtown Napa

Sent: 5/2/23

Open Rate: 43.4%
List Average: 21.8%
Industry Average: 16.5%

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

Top Links:
- Spas and Wellness: 28 clicks
- Upcoming Events: 41 clicks
- Craft Cocktail Scene: 26 clicks

Downtown Napa is alluring to more than just wine connoisseurs, drawing crowds of craft cocktail enthusiasts worldwide with innovative mixology and hidden speakeasies. Whether you’re a craft cocktail fan or just looking for a change of pace from wine tasting, read on to discover new and unique libations.
PUBLIC RELATIONS OVERVIEW
### Media Relations Updates

**Proactive Pitch Angles:**

- National Tourism Day and National Travel and Tourism Week
- California Tourism Month
- Best Road Trips for National Road Trip Day
- Where to Bike on World Bicycle Day
- Where to Find Wallet-Friendly Wine Tastings
- Paddle Board and Kaya in Downtown Napa
- Celebrate a Bachelorette or Girl’s Weekend in Downtown Napa
- Top U.S. Travel Destinations for Wine Enthusiasts
- Mother’s Day Getaway
- Adventure Outdoors
- Luxury Places/Hotels for Solo Female Traveler
- Best Brunch Spots
- New Tasting Room
- Celebrate National Cheese Day with Wine and Cheese Pairings
- Shop, Sip and Stroll
- Wellness Day
- Soar High for Hot Air Balloon Day
EARNED MEDIA RESULTS

- Secured Clips: 18
- Est. Digital Monthly Visits: 973.5B
- Est. Digital Coverage Views: 782K
- Coverage featured how to plan a romantic honeymoon, boozy train rides around the world, restaurants to take mom for Mexican Mother’s Day, where to go for craft cocktails, things to do in Downtown during BottleRock, exciting things to do in Napa, Napa hotels for every kind of traveler and more.
- Media outlets included Brides, AFAR, Travel & Leisure, SFGate, MSN, TripAdvisor and several other publications.

AFAR

14 Napa Valley Hotels for Every Kind of Traveler

For art and design

R Inn

- Location: Downtown Napa
- Book now

Art can be found everywhere at the R Inn, a boutique hotel in downtown Napa with five loft suites, 10 rooms off an open-air courtyard, and one freestanding bungalow. Formerly an office building, the midcentury-modern structure was renovated and decorated with ornate contemporary chandeliers and quirky accent pieces.

Many of the paintings and larger-than-life sculptures were created by a local artist named Rags, whose signature look appears throughout the property. Photography by various artists from around the Valley hang on the walls of guest rooms and common spaces. All guests have access to communal features such as a small kitchen, outdoor gathering spaces, and living rooms. There’s also a “Zoom room” for remote workers who’d rather not mix business and the pleasure of their hotel rooms.
BRIDES

How to Plan a Romantic Honeymoon in Napa Valley

You can also pack your own picnics for an al fresco lunch for $20 instead of a three-course one for $200 and stick to areas that are walkable or bikeable so you don’t have to Uber all over—Yountville and downtown Napa are packed with tasting rooms, wineries, and a plethora of restaurants at every price point.

Plan a Picnic

If you’re crunched for time in between tastings and can’t swing a three-hour lunch, go the picnic route with provisions from Oakville Grocery or Oxbow Market. “With its mild climate and epic scenery, Napa Valley’s local parks and vineyards are the perfect place to unwind and connect with your significant other,” says Kelly.

The Best US Cities To Visit For Wine Tastings

California is home to many of the larger wine regions in the country. That said, the wine capital of California is none other than Napa Valley. Attracting millions of wine enthusiasts annually, Napa Valley should be on any wine lover’s to-do list. With its abundance of wineries, the Napa Valley Wine Train, tastings galore, vineyard tours, and renowned wines that you can enjoy all year round, this U.S. city is an excellent choice.

The Napa Valley Wine Train has been delighting oenophiles for decades. The 36-mile train travels through some of the most pristine landscapes in Northern California, stopping at famed wineries along the way. The ride includes exclusive tours, onboard wine tastings, and a four-course meal made from locally sourced ingredients to leave passengers fully satisfied. See more about the different rides and book your ticket online.
Napa Valley With Kids? The Best Family-Friendly Hotels, Restaurants, and Things to Do in Wine Country

The Napa River Inn is another great option in the downtown area and a nine-minute walk to the arena. This historic inn dates back to 1901 but has been updated to provide modern amenities and comforts while maintaining its old-world character. Expect rooms with Victorian appeal, fireplaces in most rooms, and thoughtfully arranged seating areas where you can refresh the sets you just saw. The charming inn delivers pastries to your door every morning and is dog friendly for a $50 pet fee.

Finally, end one day with the Casanova sunset cruise with Napa Valley Gondola. The 55-minute gondola excursion is like riding on the waters of Venice. Beautiful scenery abounds during your ride—all you have to do is sit back and take it all in.

Where To Go For: Craft Cocktails

A sliver of the popular Napa Valley Distillery, the newly opened ABBAbar is located in the heart of downtown Napa and on the corner edge of Napa Valley’s cocktail and craft spirits scene. The lively space boasts a vintage vibe and provides the highest level of cocktail service, tasting, and premium spirits in one of the most unique settings in downtown Napa. ABBAbar is also available for private events for up to 60 people.

VACATION IDEA

25 Best Things to Do in Napa Valley

Napa Art Walk showcases a range of unique and beautiful art by talented artists. It also holds an international exhibition every two years, exhibiting the best sculptures of the period and offering them for sale. The selected sculptures are assessed by a jury to ensure that they are among the best. The project is a joint effort of the City of Napa and the Arts Council of Napa Valley and receives support from the National Endowment of the Arts, the California Arts Council, and a number of regional businesses and organizations. Photo credit: Infinity Visuals

Where to travel solo across the U.S.

Napa Valley is a dream destination for solo travelers passionate about food, wine, and wellness. You’ll have your pick of luxury hotels like the Auberge du Soleil, which boasts stunning vineyard views, or boutique options like the Harvest Inn, which features cozy fireplaces and rustic charm. The destination also offers solo travelers a range of culinary experiences, including cooking classes at the Culinary Institute of America at Greystone, wine tastings, and farm-to-table tours like Napa’s Downtown Food & Wine Tour, which includes the best of wine tasting and culinary delights in one three-hour tour.
7 BEST THINGS TO DO IN NAPA VALLEY

While each of Napa Valley’s main towns have their own unique appeal, downtown Napa is certainly the place to be for a thriving wine, arts, and nightlife scene. Situated along the Napa River, this burgeoning area is home to boutique hotels, urban tasting rooms, hip wine bars, top restaurants, theaters, art, and beautiful river walks. The best part? It’s all within walking or biking distance.

Head to First Street Napa, where you’ll find a wide variety of shops and boutiques, as well as wine bars and tasting lounges, such as Cadet Wine + Beer Bar, Acumen Winery Gallery, Mayacamas Vineyards, and JAM Cellars, the latter of which is a unique wine and music venue that hosts regular live music shows. For more musical fun in downtown Napa, check out Savor After Hours, a unique Cabaret and wine tasting experience unlike anything else in the area. Offered June 3 through September 3, 2023, this immersive event features top performers from Dancing With The Stars, wine from PFIUU and Raymond, illusions, and more, for what promises to be a memorable evening in Napa.

Pursue the urban exhibition of public artworks, known as the Napa Art Walk, before checking out the historic Uptown Theatre, a renovated art-deco theater from 1937. If venturing out on two wheels is more your speed, rent bikes for a scenic riverside ride along the paved Napa Valley Wine Trail, which runs 12.5 miles from Napa to Yountville.

10 Amazing Places To Visit In California This Spring

One of the most beautiful times to visit Napa Valley is early spring. The vineyards of Northern California, from Napa to Calistoga, are bursting with bright yellow mustard blossoms. Visit the Oxbow Public Market in Napa for some of the best gourmet food in the area. Enjoy the Napa Valley Wine Train, a vintage steam engine turned into a moving restaurant. Yountville is a small town northwest of Napa, California, famous for its high-end restaurants and sparkling wine.

- **Where to stay:** Archer Hotel Napa
- **Address:** 1530 First Street, Napa, CA 94559
- **Amenities:** Spa and wellness center, Fitness center, Restaurant, Bar/Lounge, Room service, Free Wi-Fi, Valet parking

9 Restaurants Around Napa Valley To Take Mom On Mexican Mother’s Day

Los Agaves Napa, 660 Main St., Napa

Napa C C Casa, 610 First St., Napa

Want a Relaxing Alternative to a California Road Trip? Hop on a Train.

3. Napa Valley Wine Train
- **Where:** Napa Valley

Visiting California's winecountry in Napa can be a nuisance and potential hazard by car. Instead, hop aboard the private Napa Valley Wine Train, a relaxing wine-tasting hop with wine and artisanal food conducted en route on board.

14 EXCITING THINGS TO DO IN NAPA VALLEY, CALIFORNIA

2. Visit A Tasting Room in Downtown Napa

One of my favorite activities in Napa Valley is to explore Downtown Napa and all it has to offer.
• **AFAR**: 14 Napa Valley Hotels for Every Kind of Traveler
• **Brides**: How to Plan a Romantic Honeymoon in Napa Valley
• **Travel + Leisure**: 7 Boozy Train Rides Around the World That Offer Specialty Sips and Stunning Views
• **MSN**: The Best US Cities to Visit For Wine Tastings
• **Explore**: The Best US Cities to Visit For Wine Tastings
• **AFAR**: Napa Valley with Kids? The Best Family-Friendly Hotels, Restaurants, and Things to Do in Wine Country
• **SFGATE**: Things to do in Napa Valley during Bottlerock, plus hotels and restaurants
• **Wine Country this Month**: Where to Go For: Craft Cocktails
• **VacationIdea**: 25 Best Things to Do in Napa Valley
• **TripAdvisor**: Where to travel solo across the U.S.
• **Blogarama**: April 2023 Fun Things to Do in the North Bay
• **Winecountry**: 7 Best Things to Do in Napa Valley
• **TheTravel**: 10 Amazing Places to Visit in California This Spring
• **AFAR**: Want a Relaxing Alternative to a California Road Trip? Hop on a Train.
• **Patch**: 9 Restaurants Around Napa Valley to Take Mom on Mexican Mother’s Day
• **yTravel**: 14 Exciting Things to Do in Napa Valley, California
• **Jetsetting fashionista**: Best Wine Bars in Napa Valley
• **Megan & Aram**: 15 Best Places to Visit in Northern California (in 2023!)
INDUSTRY INSIGHTS
The majority of travelers are planning summer trips: With summer round the corner in the northern hemisphere, the next three months look set to be an extremely busy period for global travel, with over three-quarters of those surveyed (78%) planning leisure trips between June and August. The vast majority of these travelers (95%) plan to travel the same amount (42%) or more (53%) compared to last year.

Most will spend more than they did last year: Over half of those surveyed (55%) will spend more on travel in the next few months compared to the same period last year, while around a third (37%) expect to spend about the same amount. Just 7% plan to spend less, despite a challenging economic outlook for many markets. Indeed, just 2 in 5 travelers surveyed (41%) said macroeconomic factors will change how they travel over the next three months, with two-thirds of these (65%) citing higher living costs, due to inflation, as the reason. Around two-fifths (41%) will travel for shorter periods, while a third (31%) will take fewer trips.

Younger travelers eager to explore this season: Millennials, in particular, seem eager to get back out there, with the Index revealing that this group are more likely to travel this upcoming season, compared to other age groups. However, younger respondents (Gen Z and millennials) are also more likely to alter upcoming travel plans due to macroeconomic factors compared to older groups (49% vs 31%, on average).

Vacation planners looking for new experiences: Over half of respondents (56%) have booked or plan to book on-trip activities ahead of their upcoming trip, highlighting a trend for more experiential trip elements. About three-quarters of these will book their activities prior to their trip beginning, with a fifth (20%) booking four or more weeks before their trip. Gen Z and Millennial travelers are more likely to make advance bookings for experiences and activities than older age groups (68% vs. 41%, on average).
COMING UP

- Refine/finalize planning 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, adding interactive wine quiz ads and begin testing YouTube Shorts
- Post FAM coordination/follow-up, continue to vet interested media and influencers for future opportunities
- 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!
Augustine

BOOKING WIDGET COMPARISON & OVERVIEW
**HOW IT WORKS**

- A booking widget/bar is placed on key pages on the website (homepage) or as a global feature (recommended as global feature)
  - DoNapa would decide placement on page

- Booking widget includes dates for visitors to select and then they are sent to a new page with available lodging properties

- Page showcases current rates taken directly from lodging property sites so that visitors can compare rates and availability

- With Ripe and aRes, visitors can learn more about lodging properties via individual lodging property pages

- With Ripe and aRes, visitors can then book within the site. With Simpleview, visitors are taken directly to the lodging property site
• All three vendors provide real-time dashboards and monthly report generation

• With Ripe (reporting example shown):
  • Ability to integrate event data with reporting to see ROI and bookings due to event
  • e-Commerce analytics inclusive of booking trends, room revenue, reservation metrics, room nights, ADR, conversion rates & more
  • With Ripe, Search and travel intent inclusive of look-to-book windows, search volume, trending dates & popular features, & more
### Comparison & Costs

<table>
<thead>
<tr>
<th>Offerings</th>
<th>Simpleview</th>
<th>aRes</th>
<th>Ripe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated booking widget with live rates</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Hotel is the merchant of record</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Reservations without commissions or fees</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Customized search filters and map</td>
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<td>X</td>
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<tr>
<td>Real-time dashboard analytics of all activity</td>
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<td>X</td>
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<tr>
<td>Individual page for each hotel</td>
<td>X</td>
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</table>

<table>
<thead>
<tr>
<th>Offerings</th>
<th>Simpleview</th>
<th>aRes</th>
<th>Ripe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to bundle extras with hotel reservations</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Unlimited affiliate links to target events</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>TripAdvisor Review Integration</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Bandwango Integration</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Inclusion of promotions and packages</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Collection of first-party data and opt-in info</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

### Costs

<table>
<thead>
<tr>
<th></th>
<th>Set-Up Fee</th>
<th>Ongoing Service Fee</th>
<th>Total for FY23/24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simpleview</td>
<td>$1,500</td>
<td>$6,000</td>
<td>$7,500</td>
</tr>
<tr>
<td>aRes</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Ripe</td>
<td>$5,000</td>
<td>$30,000 ($2,500/month)</td>
<td>$35,000</td>
</tr>
</tbody>
</table>
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 rising 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
<table>
<thead>
<tr>
<th>Napa Chamber of Commerce Economic Outlook Conference</th>
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<tbody>
<tr>
<td>Table</td>
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<tr>
<td>x</td>
</tr>
<tr>
<td>x</td>
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<tr>
<td>x</td>
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<td>x</td>
</tr>
<tr>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Complimentary conference passes</th>
<th>PLATINUM $10,000</th>
<th>GOLD $5000</th>
<th>SILVER $2500</th>
<th>BRONZE $1000</th>
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</thead>
<tbody>
<tr>
<td>One-minute interview included in event welcome video</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive “made possible by...”) session. Only four available</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIP Reception (Nov. 15)</td>
<td>x</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Logo on event/session break slides</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on all pre-event marketing</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company/organization name featured in event social media</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Named in pre-conference attendee communications and emails</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo and link on event website</td>
<td>x</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Logo on event sponsor signage</td>
<td>x</td>
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