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. May 23, 2023 Minutes
   Approval of the May 23, 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 Agency update</td>
<td>Hear update from Augustine</td>
<td>11-11:15am</td>
</tr>
<tr>
<td>B</td>
<td>Napa TID Logo Concepts</td>
<td>Round II of logo concepts presentation by Augustine Agency</td>
<td>11:15-11:30</td>
</tr>
<tr>
<td>C</td>
<td>Visit Napa Valley update</td>
<td>Hear update from VNV</td>
<td>11:30-11:45</td>
</tr>
</tbody>
</table>
D  Banners  Discussion about state of the Pride banners, update on new downtown banners  Vote on whether to print new Pride banners, share update from banner subcommittee and vote on whether to approve designs  11:45-12:05

E  New Committee Member  Review applications from Erin Poders, Eric Fink, and Troy Christianson  Vote on electing a new committee member  12:05-12:30

F  Grant Applicant Presentations  12:30: Vine Trail  12:45: Alpha Win  1pm: Historical Society  Vote on whether to fund requested grants  12:30-1:30

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for September 26, 2023.


GENERAL PROCEDURES FOR COMMISSION MEETINGS

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

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

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

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

For TTY/ Speech-to-Speech users, dial 7-1-1 for the California Relay Service, for text-to-speech, speech-to-speech, and Spanish-language services 24 hours a day, 7 days a week. In making any request for assistance, advance notice to the City forty-eight hours prior to the meeting will enable the City to make reasonable arrangements.
Traducciones en Español / Spanish-Language Translations: Se les pide por favor que avise con 48 horas de anticipación cuando haga un pedido para asistencia. Esto les da suficiente tiempo antes de la junta para permitir que la ciudad tome medidas razonables.

Conduct of Commission Meetings: The Commission conducts all meetings in accordance with state law (the “Ralph M. Brown Act,” California Government Code Sections 54950, et seq.) and pursuant to the City’s Rules of Order (Policy Resolution 10; R2016-5).

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

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

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

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

Public Hearings/Appeals: During any public hearing or appeal, any person may directly address the Commission. Applicants (or Appellants) are allowed 10 minutes to present testimony at the beginning of the public hearing, and if needed, five minutes to present rebuttal at the end of the public hearing. All other speakers will be limited to 3 minutes.
Napa Tourism Improvement District (Napa TID) Meeting Minutes: May 23, 2023
Start: 11am

1. CALL TO ORDER/ROLL CALL

Members Present: Michael Collins, Choolwe Kalulu, Julie Lucido, Sara Brooks, Craig Smith

Members Absent: Jenny Toomer, Ed Gannon

Others in Attendance:
City of Napa: Neal Harrison, Jennifer Owen, Pete Hangen, Breyana Brandt, Katrina Gregory
Visit Napa Valley: Linsey Gallagher
Augustine Agency: Lindsay Moore, Claire Marcus, Janette Maack, Michael Mezzanotte, Debbie Augustine
Members of the Public: Bill LaLiberte

Chair Collins noted that Ed Gannon has tendered his resignation at Stanly Ranch and thus will no longer be serving on the Committee.

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. Lucido motioned, Brooks seconded, unanimously approved.

5. ADMINISTRATIVE REPORT

A. Augustine Agency FY 23/24 Budget – Smith motioned, Brooks seconded, unanimously passed the FY 23/24 budget at $818,828.
B. Augustine Agency Booking Widget options – Agency pitched three options to hotel booking to be embedded on DoNapa.com: Simpleview, Ares, and Ripe. Ripe is their recommended options.
   • Brooks requested that Augustine do more research on fees for Ripe. She is also interested in Ripe’s ability to promote events.
   • Committee’s choice of widget will impact the DoNapa.com website refresh that is currently underway.
C. Augustine Agency Napa TID sponsorship logo options – Agency pitched two different logo options for use on sponsorship materials, etc.
   • Committee preferred option 2, featuring a key, and requested the following modifications:
     o Revise the key so as not to compete with the Concierge Association’s brandmark
     o Flip the prevalence of Hotels and Inns with City of Napa so as to make clear this is not a City of Napa logo
D. Augustine Agency FY 23/24 Marketing Plan – Agency shared 12 new creative ideas for Committee to consider. Committee went through each and gave yay/nay to help focus Augustine’s efforts.
E. Lighted Art Festival 2024 – Katrina Gregory, Pete Hangen, and Breyana Brandt from the City’s Parks & Rec department shared a follow-up presentation to their grant application. Brooks motioned to approve the funding request at $225,000 and Collins seconded, passed unanimously.

F. Grant Submittals for FY 23/24 - Committee reviewed two new applications and wrapped up pending applications from March meeting.
   - Sabor + Ritmo – No vote with the understanding that Visit Napa Valley is already working with them
   - Alpha Win – requested to come present at July meeting
   - Festival Napa Valley – no; don’t see the impact on visitation and Festival usually asks for free hotel rooms
   - Hispanics in Wine & Spirits – directed City staff to ask for more detail on where the TID support would go
   - Napa County Bicycle Coalition – yes to an in-kind donation of $5K in support from Augustine Agency
   - Napa County Historical Society – invited to present at July meeting
   - Napa Women’s Half Marathon – directed City staff to email questions to applicant
   - Napa Chamber of Commerce Economic Summit – Committee had requested more information on how their support of $10K would be utilized and recognized; Neal Harrison shared information on sponsorship levels

Meeting was adjourned at 1:31pm.
In June, DoNapa’s paid media campaigns generated over 913K impressions and 19K site visits across all channels. Paid Search had the highest CTR with 16.86% (industry average is 4.68%). There were over 36K visitors to the website. Mobile was the top device for conversions in June, with 47% of conversions, and brought in the most users at 27K. Social platforms generated an engagement rate of 4.7% across all platforms (the industry average is 1.03%). PR Coverage featured 4th of July in Downtown Napa, a 24-hour wine tasting guide to Downtown Napa, best trips from the Bay Area, Black-owned wineries, among many more.

### JUNE HAPPENINGS
- Wine Tasting Room Capital of the World Campaign Optimization
- Meant to Be Here Evergreen Campaign Optimization
- Chef Series YouTube Shorts Campaign
- Website SEO Audit Phase 2 Updates
- Shop, Sip & Strolls
- Juneteenth
- Blue Note Summer Sessions at Meritage

### CONTENT THEMES
**Summer Special Offers**
- Blog Views: 237
- Blog Time on Site: 3:45
- eBlast OR: 40.1% (BM: 16.5%)
- eBlast CTR: 1.4% (BM: 1.6%)

**Napa Insider Sips**
- Blog Views: 158
- Blog Time on Site: 8:36
- eBlast OR: 43.4% (BM: 16.5%)
- eBlast CTR: 2.1% (BM: 1.6%)

### SOCIAL MEDIA
- **Facebook**
  - 4.8% ER
  - (Industry Avg. 1.03%)

- **Instagram**
  - 109K Engagements
  - (+100.4% MoM)

Top posts highlighted trending video with Bill Hader, Be Bubbly and the Napa Gondola. The Bill Hader post alone was viewed over 35K times and had 645 shares.

### WEBSITE
- **36K Visitors**
  - (+11% from May 2023)
- **2:10 Time on Site**
  - (-3.77% from Apr. 2023)
- **15,833 Events**
  - (+1.46% from Apr. 2023)

- Top Cities: San Jose, San Francisco and Napa
- Organic Search was top traffic source in June with 32.85% of users
- Top Page: Restaurants (9,775 views, result of Chef Series YouTube Shorts paid campaign)

### SEO
- **+2.23%**
  - Organic Search Pages Per Session from May 2023

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

**Blogs & Social Content:**
- July – Summer Music
- July – Walkable Wine Tasting

**Pitching Themes:**
- Summer Napa What’s New release
- White Wine Day (Aug. 4)
- Red Wine Day (Aug. 28)
- Craft beer in Downtown Napa
- Luxury pet experiences
- Bike-friendly cities

**Visit California Themes:**
- Jet-Setting destinations in film/TV
- Vino Vibes
- National Red Wine Day

**Napa Happenings:**
- Friday Nights in the Park
- Oxbow Concert Series
- Best Damn Burger Contest
- Blue Note Summer Sessions
- Porchfest

**Travel Trends:**
- Bespoke travel is becoming the new luxury travel, as only 1/3 of respondents making more than $100,000 a year consider themselves “luxury travelers” while three-quarters of travelers agree that the memories they take from vacations are more valuable than any material item they purchased in the last year.

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### CAMPAIGNS

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<tr>
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<td></td>
</tr>
<tr>
<td>Social, Display, SEM</td>
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</tr>
<tr>
<td>Native, Display</td>
<td>Visit California Co-Op</td>
<td>$10,000</td>
<td></td>
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</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

**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
• Social media content generated **753K impressions, 35K engagements and 12K clicks** across social platforms.

• Social platforms generated an **engagement rate of 4.7%** across all platforms (*the industry average is 1.03%*).

• Augustine continued to promote **summer content, lodging and wine tasting** on social platforms to drive traffic to the website.

• **Trending video content and custom assets continued to boost reach and engagements** on social platforms. **Reels content generated 695 shares on Instagram.**

• Across the board, **social platforms saw the largest spike in engagements, video views and audience** during the week of June 22nd due to trending video content.
In June, DoNapa’s paid media campaigns generated over 913K impressions and 19K site visits across all channels. **Paid Search had the highest CTR with 16.86% (industry average is 4.68%).**

This month's top-performing creative on Facebook was the **Single Video – Wine** with the most clicks at 3,478 site visits and a 2.43% CTR (industry average is 0.9%).

This month’s top-performing creative for display was the **Tasting Rooms ad** with a 0.16% CTR and 54 site visits.

The **YouTube Shorts campaign** generated 1.1M Impressions, 199K video views, and resulted in 5.8K conversions on the DoNapa website. This new tactic allowed DoNapa to increase brand awareness in the digital space.

As DoNapa shifts into the new fiscal year, Augustine will continue to use high-performing creative in the Evergreen campaign.
In June, there were over **36K visitors to the website**. The main channel was organic search with 12K users, followed by paid search with 9.2K.

California continues to source the most traffic at **71% of total users**. Users from San Jose, San Francisco and Napa were the top three visiting cities, followed by Sacramento. The Napa audience was the most engaged with 2:24 average time on page (industry average is 1:00).

Mobile was the top device for conversions in June, with **47% of conversions**, and brought in the most users at 27K.

Facebook was the top referral site to the website this month.

Organic search pages per sessions increased **21% MoM**.

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

Top visited pages for links included the Homepage and Events page.
JUNE SUMMARY – PUBLIC RELATIONS

• Proactive pitch angles this month included promotion of Downtown Napa for World Chocolate Day, best brew towns, adventurous honeymoon destinations, bike-friendly destinations, where to go with your adult children, National Ice Cream Day, summer getaways from the San Francisco Bay, luxury city hotels, wine tasting 101, what’s new in the city of Napa summer 2023, destinations for National White and Red Wine Day, 4th of July fireworks return to Napa and SEO pitching around summer travel, best hotels, hotels with pools and free things to do.

• Media conversations included Parade, AARP, Forbes, Thrillist, The Points Guy, Brides, Martha Stewart Weddings, as well as other top tier publications and local and regional news outlets.

• There were 21 secured clips this month with estimated digital monthly visits of 218.9M and estimated digital coverage views of 269.8K.

• Coverage featured 4th of July festivities, a 24-hour wine tasting guide to Downtown Napa, restaurants, best trips from the Bay Area, Black-owned wineries and more.
SOCIAL MEDIA OVERVIEW
FACEBOOK OVERVIEW

- Facebook generated 644K impressions and over 30K engagements. The increases in impressions can be attributed to paid media efforts and boosted post performance with an emphasis on summer events in Downtown Napa.

- Top Facebook posts featured Be Bubbly, dining at Osha Thai and summer concerts.

- The average engagement rate (ER) across Facebook posts was 4.8% (industry average is 0.9%).

- We continued to see engagement surrounding outdoor activities as users are planning summer trips.
Instagram generated 109K impressions and 8.4K engagements. Significant increases in engagement this month were as a result of trending video content.

The DoNapa Instagram page brought in over 500 new followers in June.

Top posts highlighted pop culture trends featuring Bill Hader, Be Bubbly and the Napa Gondola.

Instagram saw the highest impression share, engagement and audience growth around June 22nd when the trending video was posted. This post alone generated over 35K views and was shared 645 times!

As trends emerge, Augustine will continue to create custom content.

<table>
<thead>
<tr>
<th>Data</th>
<th>May</th>
<th>June</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>41,319</td>
<td>41,828</td>
<td>+1.2%</td>
</tr>
<tr>
<td>Impressions</td>
<td>106,312</td>
<td>109,529</td>
<td>+3%</td>
</tr>
<tr>
<td>Engagements</td>
<td>4,195</td>
<td>8,411</td>
<td>+100.4%</td>
</tr>
</tbody>
</table>
C O N T E N T  C R E A T I O N  A N D  C A  N O W

- Reels content generated 49K impressions and 2.9K engagements. The average engagement rate for Reels was 6% (industry average is 1.03%).

- CA Now Story content continued to promote monthly blogs and summer activities.

- Overall, Downtown Napa’s CA Now Stories saw 4K Google Story views.
WEBSITE OVERVIEW
There were over 36K visitors in the month of June, which is a 11% increase from May.
The number of pages/sessions per user increased to 1.86, which is a 2.23% increase from May.
As users began to plan for summer vacations, there was higher engagement this month across the board.

Source: Google Analytics
California continues to bring in the most traffic to the website (71.60%).

San Jose, San Francisco and Napa were the top cities for traffic this month making up 40% of users.

Website visitors from Napa spent the most time on page at 2:29. For out-of-state audiences, users from Texas were the most engaged with the website at 6:23.

Source: Google Analytics
During the month of June, there was an increase in total events by 14.87% MoM; events per session remained consistent MoM.

Top searched for properties included the Archer Napa Hotel, Andaz Napa and The Napa River Inn.

Source: Google Analytics
### WEBSITE ANALYTICS: DEVICE

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Acquisition</th>
<th>Behavior</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
</tr>
<tr>
<td>desktop</td>
<td>36,146</td>
<td>34,801</td>
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<tr>
<td></td>
<td>% of Total 100.00% (36,146)</td>
<td>% of Total 100.03% (34,801)</td>
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<tr>
<td>mobile</td>
<td>27,833</td>
<td>26,983</td>
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<tr>
<td></td>
<td>(77.53%)</td>
<td>(77.54%)</td>
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<tr>
<td>tablet</td>
<td>719</td>
<td>686</td>
</tr>
<tr>
<td></td>
<td>(2.00%)</td>
<td>(1.97%)</td>
</tr>
</tbody>
</table>

- Mobile continues to be the top device for traffic in June with 77.53% of total users.
- Desktop users accounted for the largest percentage (49%) of goal completions on the website including clicks on “Where To Stay.” This is a positive indicator that desktop users are visiting the site with the intention of booking a room in Downtown Napa. Desktop also had the highest average session duration with 4:09.

Source: Google Analytics
## 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>
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<tbody>
<tr>
<td>/do/restaurants/</td>
<td>9,775</td>
<td>7,824</td>
<td>00:03:00</td>
<td>7,121</td>
<td>76.50%</td>
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<td>9,707</td>
<td>8,181</td>
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<td>7,506</td>
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<tr>
<td>/what-to-do/</td>
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<tr>
<td>/wine-capital/</td>
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<td>00:02:37</td>
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<td>00:01:57</td>
<td>841</td>
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<td>/the-napa-table/</td>
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<td>1,658</td>
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<td>/do/shopping/</td>
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<td>1,025</td>
<td>00:01:55</td>
<td>690</td>
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<tr>
<td>/do/outdoors/</td>
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<td>705</td>
<td>00:01:18</td>
<td>228</td>
<td>49.56%</td>
</tr>
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</table>

- In June, the top visited page was the Restaurants landing page, followed by the Homepage and What To Do. The reason for the spike in website visits was due to the YouTube Shorts promotion featuring Chef Series content.
- The Main Street Reunion page had the highest average time on page (9:13), followed by Napa Table page (7:35).
- The Tasting Rooms page had the lowest bounce rate with 31.44%. This is a positive indicator that people are searching for wine-related events and content.

Source: Google Analytics
Organic search was the top traffic source in June with 32.85% of users followed by paid search with 25%.
Organic search users also had a higher average session duration (3:36).

Source: Google Analytics
In June, the top referral source was Facebook. This is a positive indicator that our paid and organic social media efforts are generating traffic to the DoNapa website.

Users coming from CIA Copia website had the highest time on page with an average session duration of 5:50.

The qr1.be referrals are those that come from QR codes.
### WEBSITE ANALYTICS: ORGANIC SEARCH PERFORMANCE

<table>
<thead>
<tr>
<th></th>
<th>June 2023 vs May 2023</th>
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<th></th>
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<tbody>
<tr>
<td><strong>Acquisition</strong></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Users</td>
<td>21.41%</td>
<td>19.44%</td>
<td>22.15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Users</td>
<td>12,124 vs 9,986</td>
<td>11,245</td>
<td>13,864</td>
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<td></td>
<td></td>
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<tr>
<td>Sessions</td>
<td>15,350 vs 11,350</td>
<td>22.15%</td>
<td>0.40%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Behavior</strong></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Bounce Rate</td>
<td>4.91%</td>
<td>0.40%</td>
<td>2.34%</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Pages / Session</td>
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<td>Avg. Session</td>
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<tr>
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<td>1,014</td>
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<th></th>
<th>June 2023 vs June 2022</th>
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<td>Users</td>
<td>53.88%</td>
<td>51.90%</td>
<td>51.78%</td>
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<td>New Users</td>
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<td>11,245</td>
<td>13,864</td>
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<td>Sessions</td>
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<td>51.78%</td>
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<td>Bounce Rate</td>
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<td>2.34%</td>
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<td>Duration</td>
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<td>Goal Conversion</td>
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<td>Goal Completions</td>
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<td>583</td>
<td>583</td>
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</tbody>
</table>

- Organic search traffic increased this month by 21% compared to May. Top landing pages for organic search were the Home and Events pages.
- Sessions increased 51.78% YoY and 22.15% MoM.
- New users increased 19.44% MoM and 51.90% YoY.
- Goal conversion rate increased 14.59% YoY. This is a positive indicator that more users are visiting the site and searching for lodging compared to June of 2022.

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

Source: Google Search Console
### Top Visited Pages

<table>
<thead>
<tr>
<th>Top Visited Pages</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>2.8K</td>
</tr>
<tr>
<td>Events</td>
<td>2.5K</td>
</tr>
<tr>
<td>Napa Table</td>
<td>1.1K</td>
</tr>
<tr>
<td>Wine Tasting Rooms</td>
<td>1.5K</td>
</tr>
<tr>
<td>Restaurants</td>
<td>1.7K</td>
</tr>
</tbody>
</table>

### Top Visited Pages from Organic Search

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

### Top Linked Pages from Organic Search

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

---

Source: Google Analytics
Summer Deals Available For Your Downtown Napa Vacation

- Posted: 6/21/23
- Page Views: 237
- Avg. Time on Page: 3:45

Napa Insider Sips: Under-The-Radar Tasting Experiences

- Posted: 7/5/23
- Page Views: 158
- Avg. Time on Page: 8:36

**SUMMER DEALS AVAILABLE FOR YOUR DOWNTOWN NAPA VACATION**

June 21, 2023

Any season in Downtown Napa makes for a good time, but with the area’s warm days and cool nights, ...

**NAPA INSIDER SIPS: UNDER-THE-RADAR TASTING EXPERIENCES**

July 5, 2023

As the “Wine Tasting Room Capital of the World,” Downtown Napa has a lot to live up to....
Winning Subject Line: Sizzling Summer Deals, Walk-In Wine Tastings & More
Sent: 6/24/23

Open Rate: 40.1%
List Average: 22.4%
Industry Average: 16.6%

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

Top Links:
- Wine Tasting Capital – 42 clicks
- Fireworks Return for 4th of July – 37 clicks
- Summer Deals Blog – 28 clicks
MEDIA RELATIONS UPDATES

• Proactive Pitch Angles:
  • Indulge in World Chocolate Day
  • Best U.S. Brew Towns
  • Adventurous Honeymoon Destinations
  • Bike-Friendly Destinations
  • Where to Go With Your Adult Children
  • National Ice Cream Day
  • Summer Getaways from The Bay
  • Best Luxury City Hotels
  • Wine Tasting 101
  • What's New in the City of Napa Summer 2023
  • National White & Red Wine Day
  • 4th of July Fireworks Return to Napa
  • SEO Pitching – Summer Travel, Best Hotels, Hotels with Pools, Free Things to Do
Earned Media Results

- Secured Clips: 21
- Est. Digital Monthly Visits: 218.9M
- Est. Digital Coverage Views: 269.8K
- Coverage featured 4th of July festivities, a 24-hour wine tasting guide to Downtown Napa, restaurants, best trips from the Bay Area, Black-owned wineries and more.
- Media outlets included Wine Enthusiast, 7x7, Patch, The Daily Californian, The San Francisco Standard, and several other publications.

Wine Enthusiast
A 24-Hour Wine Tasting Guide to Downtown Napa

Indeed, the self-proclaimed “wine tasting capital of the world” boasts more than 55 tasting rooms concentrated in a 1.5-square-mile radius. While you certainly can’t hit them all in one day, 24 hours is just enough to hit four excellent spots for a fantastic sense of the area’s rich wine-drinking culture.

As a journalist who tells stories about wine, food and travel—and a local to the area—I’ve tasted my way through many of these downtown spots. Here are some personal favorites that reflect the quality and variety of wines across the valley and beyond.
The San Francisco Standard

7 Easy Weekend Getaways From the San Francisco Bay Area

The Archer, Napa

Wine country, rooftop style and walkability from $343 in July

The Archer is the perfect destination for San Franciscans who love to leave the city. Its metro modern design, Charlie Palmer Steak restaurant and rooftop spa, "water deck" and bar combine for no need to leave the property. But should you rent a car, many of Downtown Napa’s attractions are within walking distance—from the dining and shops of First Street Napa to the Oxbow Market to riverfront stroll to tasting rooms—you could even Lyft there and back.

The Ultimate Guide to Fourth of July Fireworks + Events in the Bay Area

Napa Valley: The country’s most famous wine region will be bustling with patriotic pride on the Fourth of July, with festivities taking place in various Napa towns, Calistoga’s Lincoln Avenue will show off its small town charm when the Bakersfield Solar & Parachute goes at 11:45. Help avoid the traffic, a laser light show in Napa Park (8:30). Napa residents will enjoy the return of firework to Corona Commons, live music at the Calistoga Reef/Creekside, and a fireworks display that started from along the river. For more info on events around Napa Valley, go to visitnapavalley.com.
InsideHook

The 27 Best Concerts in San Francisco This Summer

Rufus Wainwright at Blue Note Napa Summer Sessions at the Meritage, June 4

Our pick from the summer-long series. Expect yearning, meowing, dramatics (and special guest/sister Lucy Wainwright Roche).

7x7

26 Fun Things to Do This Week (6.5.23)

A new pop-up experience called Chine Gaoza is coming to Downtown Napa this week. Form a team of seasoned culinary and cocktail experts comes an exciting Mexican-Asian fusion menu served family-style. Think shrimp ceviche with Sichuan spiced pecans; five-spice smothered “BBQ” short ribs in a mole sauce, and more plus-creative cocktails: Wednesday to Friday, 5:30pm to 10pm. At The Andaz Napa; 1450 First St. (Napa). details at 7x7winemakers.com

Coverage Highlights

The Taste of Napa: A Comprehensive Guide

The Taste of Napa festival takes place on the central piece of the Meritage Resort, nestled among acres of sun-drenched vines. The Meritage Resort embodies the refined elegance and warm hospitality of Napa Valley. The picturesque setting provides the perfect backdrop for relishing in everything food, wine, and more.

Vacation Idea

25 Best Places to Visit in the Bay Area, California

14. Napa

The city serves both as a launch point for wine country tours and excursions and a tourist attraction in its own right, showcasing gorgeous late 19th-century architecture throughout its historic downtown region.

Cultural attractions within the city include the Napa Valley Opera House, the Oxbow Public Market, and the Di Rose arts district, which showcases a wide variety of galleries and sculpture gardens.

5 Of Our Favorite Napa Valley Restaurants

For: Oyster Bar at Sosun Market

Oyster lovers are treated to an array of oysters from North America, Europe, Asia, Australia, and New Zealand. The raw oysters are served in a variety of ways, from classic lemon and Tabasco sauce to a spicy ponzu sauce with jalapeño.
Napa Valley Expo To Host Fourth Of July Fireworks Show

Napa Valley Expo July 4th Fireworks 2023: Napa

July 4th Fireworks 2023 In San Francisco Bay Area

SF Bay Area Weekend: Vette-O-Rama Car Show; Beaver Festival; SF Pride

July 4th Parade & Celebration: Napa
• **WineEnthusiast** – [A 24-Hour Wine Tasting Guide to Downtown Napa](https://www.wineenthusiast.com/articles/tasting-guides/a-24-hour-wine-tasting-guide-to-downtown-napa/)
• **The San Francisco Standard** – [7 Easy Weekend Getaways From the San Francisco Bay Area](https://www.sanfranciscostandard.com/articles/7-easy-weekend-getaways-from-the-san-francisco-bay-area/)
• **The Daily Californian** – [Quick Trips to Take This Summer](https://thedailycal.org/articles/quick-trips-to-take-this-summer/)
• **Spa and Beauty Today** – [Napa Spa Guide: The Best Spas in Napa Valley](https://sparandbeautytoday.com/articles/napa-spa-guide-the-best-spas-in-napa-valley/)
• **7x7** – [The Ultimate Guide to Fourth of July Fireworks + Events in the Bay Area](https://7x7mag.com/articles/the-ultimate-guide-to-fourth-of-july-fireworks-events-in-the-bay-area/)
• **InsideHook** – [The 27 Best Concerts in San Francisco This Summer](https://insidehook.com/articles/the-27-best-concerts-in-san-francisco-this-summer/)
• **7X7** – [26 Fun Things to Do This Week (6.5.23)](https://7x7mag.com/articles/26-fun-things-to-do-this-week-6.5.23/)
• **VacationIdea** – [25 Best Places to Visit in the Bay Area, California](https://vacationidea.com/articles/25-best-places-to-visit-in-the-bay-area-california/)
• **Patch** – [Napa Valley Expo to Host Fourth of July Fireworks Show](https://patch.com/articles/napa-valley-expo-to-host-fourth-of-july-fireworks-show)
• **Patch** – [Napa Valley Expo July 4th Fireworks 2023: Napa](https://patch.com/articles/napa-valley-expo-july-4th-fireworks-2023-1)
• **Patch** – [July 4th Fireworks 2023 in San Francisco Bay Area](https://patch.com/articles/july-4th-fireworks-2023-in-san-francisco-bay-area)
• **Patch** – [SF Bay Area Weekend: Vette-O-Rama Car Show; Beaver Festival; SF Pride](https://patch.com/articles/sf-bay-area-weekend-vette-o-rama-car-show-beaver-festival-sf-pride)
• **Patch** – [July 4th Parade & Celebration; Napa](https://patch.com/articles/july-4th-parade-celebration-1)
• **The Sophisticated Life** – [Black-Owned Wineries in Napa and Sonoma](https://thesophisticatedlife.com/articles/black-owned-wineries-in-napa-and-sonoma/)
• **52 Perfect Days** – [50+ Best Things to Do in Northern California](https://52perfectdays.com/articles/50-best-things-to-do-in-northern-california/)
• **FunCheapSF** – [Napa’s 4th of July Parade 2023](https://funcheapsf.com/articles/napas-4th-of-july-parade-2023/)
• **BabyBoomster** – [Go Full on Foodie at California Wineries](https://babyboomster.com/articles/go-full-on-foodie-at-california-wineries/)


I N D U S T R Y  I N S I G H T S

• An Allianz Partners poll of more than 2,000 American adults found that the average number of nights spent away this summer now sits at 4.5 compared to 4.3 last year and 4.1 in 2021. What’s more, the index shows that nearly two-thirds of respondents (64 percent) will squeeze their next trip into a micro-cation—defined as a leisure trip of four nights or fewer and at least 100 miles away from home—and almost a quarter (23 percent) are planning more than one micro-cation.

• Approximately seven in 10 Americans (71 percent) will travel away from home for at least one night, averaging 1.4 trips away from home again this summer.

• Meanwhile, 39 percent are planning multiple getaways of two or more nights. That figure is comparable to 2022. Allianz also found that overall trip length begins to shrink as the number of trips passes three.

• "A ‘micro-cation’ affords more opportunity to make a quick getaway and justify a splurge, and many Americans are planning multiple trips to soak in all summer has to offer from the mountains to the beaches and everywhere in between," Daniel Durazo, director of external communications at Allianz Partners USA, said in a statement.

Source: Travel Pulse, “Americans Taking Longer Trips, Spending More on Summer Vacations”
A MMGY study found that most Americans now regard travel as a direct reflection of their self-identity, with more than half of all survey respondents (51 percent) in agreement with the idea that the places they visit say a lot about who they are.

"This notion of self-expression through travel – or 'identity travel' – indicates that Americans, now more than ever, seem to be seeking out destinations and activities that best align with their unique ideals and values," Chris Davidson, Executive Vice President of MMGY Travel Intelligence, said in a statement. "As American travelers become more discerning with their dollar, marketers should take greater note of this changing mindset, working to clearly articulate and deliver on their brand values to attract those who see life through a similar lens."

Road trips continue to be quite popular, with 63 percent of travelers embarking on a road trip in the past 12 months, marking the highest percentage ever recorded in the survey's history.

Bespoke travel is becoming the new luxury travel, as only a third of respondents making more than $100,000 a year consider themselves "luxury travelers" while three-quarters of travelers agree that the memories they take from vacations are more valuable than any material item they purchased in the last year.

Source: Travel Pulse, "Summer Travel Is Booming and New Trends Are Emerging"
COMING UP

• Kick off FY23/24 in July 2023 – creative planning based on board feedback on creative concepts
• Finalize DoNapa TID logo
• Continue to optimize and evolve Meant to Be Here evergreen campaign creatives
• Build YouTube presence and repurpose Reels content as YouTube Shorts
• Identify TikTok influencers for potential collaborations
• 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
• Phase 2 of SEO Audit; website content/visual refresh
• Utilize Crowdriff tool on website and via social media platforms
OPTION 2
THANK YOU!
Agenda Item D: Banners

- Cost to reprint Pride banners: $2,200

- New Downtown banners
  - Review subcommittee’s chosen concept
  - Discuss expansion of banner program
SELECTED DIRECTION TO REFINE

CONCEPT B

FOCUS ON BRIGHT COLORS AND ELEMENTS TO BRING POP OF EXCITEMENT TO POLES
SIMPLE, PLAYFUL & FUN GRAPHICS TO CARRY IDEA QUICKLY AND EASILY
ICONIC NAPA IMAGERY AND ELEMENTS
REFINEMENTS
CONCEPT B-2
INCORPORATE MORE DRINKING VESSELS IN “SIP”
INCORPORATE GRAPES/GRAPE VINE IN “CULTIVATE”
KEEP “CULTIVATE” ON SINGLE LINE
111 available poles
Expansion corridors listed by priority:
North Main to Caymus
Third St focusing on key entry points to DT
Across bridges

Please mark desired banner exhibit locations on map.
31 Cobra-head Poles
124 Victorian Poles
Agenda Item E: New Committee Member
ERIN PODERS

OBJECTIVE

I would love the opportunity to join the Napa Valley Tourism Improvement District (“Napa TID”). With over 26 years of hotel experience within the luxury market, trained in both Forbes and Mobile standards, (including 5 openings, 17 hotels overall), I believe this would be a perfect time for me to join your committee in my continued journey as a Hospitality Professional and Leader.

EMPLOYMENT

Senza Hotel, Napa, CA, May 2023 – Present
General Manager
48 Rooms
Tripadvisor Travelers Choice Award 2023

Malibu Beach Inn, Malibu, CA, June 2022 – May 2023
Hotel Manager
47 Rooms
Member of Leading Hotels of the World
Virtuoso Member
Readers Choice Award, Conde Nast Traveller Magazine 2015 – Present
Conde Nast Traveller Magazine Gold List 2023
Wine Spectator Award, CBC Restaurant 2015 – Present
  • Implemented training plan for all new hires
  • Created checklists for all department positions, including Managerial roles to improve consistency and accountability
  • Similar day to day duties and overall management and accountability of property to the Director of Hospitality as done in previous 3 years at property.

The Inn of The Five Graces, Santa Fe, NM, June 2021 – June 2022
General Manager
25 Rooms
#2 Hotel in USA, Travel & Leisure Magazine 2021
Forbes Four Star Award
Member of Relais & Chateaux Association
Virtuoso Member
Member of American Express Fine Hotels + Resorts
  • Improved staffing and retention by 3%, with approved new budgeted positions of Spa Director, F&B Director and HR Manager to improve overall service and improve culture
  • Increased employee benefits, tripled PTO, and increased Medical/Dental/Vision coverage for all employees overall benefits to improve retention and be above our comp set in today’s tough recruiting market post covid
  • Recruited and were only hotel in the state to have Clef’s d Or Chef Concierge on our team
  • Trained team in Forbes standards to improve by 13% in overall score YOY in annual shop
  • Trained team in Relais & Chateaux standards
  • Implemented Passport Resorts goals, culture and branding as this was a transition to new Management Company whilst I was there
  • Worked with local vendors, wineries and consultants to improve in-room complimentary private bar, welcome beverages upon arrival to improve overall guest experience
  • Introduced new wine program with $25k budget to increase revenues by $100K by way of local
wineries, vendors and consultants

- Worked closely with all local luxury GM’s, nurtured relations with all top luxury restaurants to improve guest experience and have availability when needed for VIPs
- Involved in local GM association, Concierge association, Opera council and SKAL
- Increased rate 20% YOY
- Increased OCC by 7%
- Opened $5 Million Spa and pool facilities, worked with Hutchinson Consulting to create Spa Menu, training guides, staffing models and roll out spa to public and guests in grand opening in Feb of 2022

**Continuum Hotel, Teton Village, WY, November 2020 – June 2021**
**Taskforce Hotel Operations**
90 Rooms
- Assisted rebranding, retraining and transition to new management company.

**Malibu Beach Inn, Malibu, CA, December 2017 – November 2020 (Covid layoff)**
**Hotel Manager**
47 Rooms
Member of Leading Hotels of the World
Virtuoso Member
Readers Choice Award, The #1 Ranked in Hotel Southern California, Conde Nast Traveller Magazine 2020
Readers Choice Award, Conde Nast Traveller Magazine 2015 – Present
Gold List, Conde Nast Traveller Magazine 2018
Hot List, Conde Nast Traveller Magazine 2017
Wine Spectator Award, CBC Restaurant 2015 – Present
- Trained all staff on Leading Hotels of the World standards
- Promoted key position from within course of 2 years including Executive Housekeeping Manager position. Promoted Executive Chef from Sous Chef internally as well as Assistant Restaurant Manager to Restaurant GM
- Improved rate annually by 20% for 3 years YOY until Covid
- Increased occupancy by 5% YOY
- Participated in Santa Monica Food and Wine Festival, Pebble Beach Food and Wine as well as “to live and dine in LA” at Fairmont Hotel Santa Monica while representing Carbon Beach Club, our in-house hotel restaurant

**Hotel La Jolla, Curio Collection by Hilton, La Jolla, CA, May 2016 – December 2017**
**Director of Hotel Operations**
4 Diamond, 110 Rooms
- Responsible for entire properties operation; including Front Desk, Valet, our signature restaurant CUSP on the top floor, Banquets, Engineering, Housekeeping, Accounting, Payroll, Revenue, Sales and Human Resources.

**Hyatt Carlsbad, San Diego, CA, December 2014 – May 2016**
**Assistant General Manager**
150 Rooms
- Manage all aspects of the Hotel daily operations.
- Ensure all VIP and Gold Passport Members are properly taken care of and acknowledged during their stay, while following Hyatt SOPs.
- Train and maintain Safety Procedures with all staff.
- Manage all Guest Comment Cards.
- Attend weekly Revenue meetings to maximize revenues while increasing YOY rate and revenue.
- Responsible for all areas of Operations when GM was not present.
Copley Square Hotel, Boston, MA, Director of Hotel Operations, January 2014 – December 2014
4 Diamond, 143 Rooms
- Oversee the entire Operations team, including the Front Office, Bellmen, Doormen, Valet, Housekeeping, Food and Beverage, Culinary and Banquets.
- Responsible for all guest Comment Cards as well as TripAdvisor.
- Acting Manager on Duty when the General Manager was not present.
- Implemented re-training of all Front of House staff due to changes with Management and Ownership in the past year.
- Implemented Voilà Frequent Traveler Rewards Program to create more brand loyalty.

The Modern Honolulu, HI, November 2012 – January 2014
Front Office Manager
4 Diamond, 353 Rooms
- Responsible for Reception team, Guest Services, Bellmen, Valet and Doormen, Concierge, Guest Experience, Guest Experience Runners, and Gift Shop.
- Played an integral role in moving hotel rating on TripAdvisor from 12th position to top 3 in all Honolulu, HI.
- Achieved the highest guest Comment Card rating in the entire Hotel using Unifocus, with an average of 96% satisfaction for the year.
- Started MOD program so there is always a Manager on Duty 24 hours a day.
- Created a VIP Arrival program where all guests are contacted prior to arrival, and/or day after check in by our VIP Concierge to assist with anything that they may need.
- Assist all VIP, Celebrity and High Touch guests with all of their needs and requests during their stay.

Park Hyatt Aviara, Resort, Golf Club & Spa, Carlsbad, CA, June 2010 – October 2012
Front Office Manager, Director of Housekeeping
5 Diamond, 329 Rooms
- Liaise with Front Office Manager and Rooms Executive to ensure all VIP Guests are managed correctly.
- Lead a team of 65 associates within the Housekeeping and Laundry departments.
- Review standards daily, and Guest Comment Cards and respond as necessary.
- Managed all arrivals and VIP guests the day prior. When appropriate meet and greet, as well as escort.
- Cared for guest concerns and managed all guest complaints.
- Established our Resort with the #1 check in process within all Hyatt Hotels & Resorts per our Guest Satisfaction Survey.

Four Seasons Hotels & Resorts, April 2004 - June 2010
Four Seasons Resort Aviara, CA, Guest Services Manager, May 2008 – June 2010
5 Diamond, 4 Star, 329 Rooms, 242 Villas
Four Seasons Hotel Las Vegas, NV, Hotel Assistant Manager, March 2006 - May 2008
5 Diamond, 424 Rooms
Four Seasons Resort Whistler, BC, Canada, Resort Assistant Manager, April 2004 - March 2006
5 Diamond, 273 Rooms, 37 Residences

The Fairmont Chateau Whistler, BC, Canada, September 2001 - April 2004
Front Office Assistant Manager
4 Diamond, 550 rooms
EDUCATION

Camosun College, Victoria, BC, Canada, Hotel and Restaurant Management

Thank you for your interest in becoming a member of the Napa Local Governing Committee of the Napa Valley Tourism Improvement District (“Napa TID”).

Please submit your CV along with your answers to the following questions via email to economicdevelopment@cityofnapa.org:

1. Please share any relevant experience or expertise.

I have 27 plus years of experience in the Hospitality industry, working all across the US and Canada.

2. What is your understanding of the role and responsibilities of this committee?

To continue to improve and create more business for Napa Hospitality in its totality.

3. Have you ever attended a meeting of this board? If so, how many?

No I have not, but have been on other boards in previous years as a GM.

4. What duties of this board are most interesting to you?

Helping to bring a new set of eyes to the Napa Valley, and in turn better myself as a professional and be a part of something special in improving a already incredible community and continue to bring in more business and tourism.

5. What activities of this board are least interesting to you?

I don’t believe I am aware of something that does not seem of interest to me at this time.

6. Please list two local references and preferred contact methods.

Eric Fink - GM, Andaz Napa, 509-230-5080
Michelle Perez - Assistant Director of HR, Four Seasons Napa, 530-405-6613

We look forward to reviewing your application.
1. Please share any relevant experience or expertise.
   a. I have worked in the Hospitality Industry for 20 years and have a great understanding of the purpose and value of the TID and TOT taxes and the positive impact these have within each specific community. I have had the opportunity to speak in front of the San Diego City Council in relation to increasing these taxes in a measure proposed during a recent election cycle. In my time working in San Diego, I served on the Board of Directors for the San Diego Harbor Police Foundation for 4 years, with one year as the Chairman. I was successful in bringing in many grants during this time and have a great understanding of what it takes to maintain positive funding for any organization.

2. What is your understanding of the role and responsibilities of this committee?
   a. The purpose of this role is to work as a committee to best utilize the TID dollars and effectively market Napa Valley as the premiere desired travel destination, all while increasing tourism and occupancy within the lodging sector.

3. Have you ever attended a meeting of this board? If so, how many?
   a. Unfortunately, I have not.

4. What duties of this board are most interesting to you?
   a. The strategy and creativity in how we market a world renowned destination. With occupancies and tourism beginning to show slight declines, it will be imperative that this committee is very aggressive in how we begin winning business back into the market. The “revenge travel” covid era is over and the market is beginning to normalize again, thus I would love to have an impact in driving visibility and revenue to Napa Valley. I have significant experience in creating budgets and identifying areas of opportunity within any entity.

5. What activities of this board are least interesting to you?
   a. I have always been very involved in the cities I reside in and feel it is my obligation in this position to do everything I can to help improve the location in which I work in. Therefore I am interested in all aspects of this board.

6. Please list two local references and preferred contact methods.
   a. Dallas Brennan – Sales and Hospitality Executive – John Anthony Family of Wines: Preferred contact is email - dallas@javwine.com
   b. Delia Viader – Owner & Founding Winemaker – Viader Vineyards and Winery: Preferred contact is email - Delia.viader@gmail.com
PROFESSIONAL SUMMARY

Passionate hospitality leader with over 19 years of experience in the industry. Driven champion of hotel operations with outstanding customer service, communication, leadership and organizational skills. A proven track record of creating positive relationships with owners, guests, and colleagues. Dedication to driving improved financial performance while protecting ownership assets. Actively involved business leader within the community.

PROFESSIONAL EXPERIENCE

General Manager
Andaz Napa I Napa, CA
February 2022 – Current
- Manage 141 room luxury Hyatt property

Interim General Manager
Hyatt Regency Boston Harbor I Boston, MA
July 2022 – November 2022
- Managed hotel through pending sale process
- Maintained GOP performance through transitional period
- Prepared and assisted hotel through the 2023 Budget
- Liaison between ownership and investment company

Director of Operations
Manchester Grand Hyatt San Diego I San Diego, CA
July 2019 – July 2022
- Oversee operations of world class 1,628 room hotel in Downtown San Diego
- Manage 220 million dollar annual revenue budget
- Increased ADR year over year by 300 bps
- Reduced room rate allowances by 20% while improving customer service levels
- Improved GOP by 450 bps
- Reduced Rooms HPOR by 10%
- Reduced expenses year over year by $405,000

Director of Rooms
Hyatt Regency Lost Pines Resort and Spa I Cedar Creek, TX
March 2018 – July 2019
- Oversee operations of 491 room, 450 acre property outside of Austin Texas
- Improved GOP by 300 bps
- Successfully planned and organized hotel for a $7 million guestroom renovation
- Reduced total expenses by 8.1%
- Increased RevPAR from $158.83 to $164.93
**Director of Rooms**
November 2016 – March 2018

*Hyatt Regency Newport Beach I Newport Beach, CA*
- Oversee operations of 410 room, 26 acre resort
- Participated and managed three month long Carpedia hotel productivity improvement audit
- Reduced HPOR by 7.5%
- Increased RevPAR from $142.07 to $150.72
- Achieved record customer service scores with an improvement of 8% in two years

**Assistant Director of Rooms**
October 2015 – November 2016

*Hyatt Regency Huntington Beach Resort and Spa I Huntington Beach, CA*
- Managed Rooms Division at 517 room, ocean front resort
- Assist Executive Leadership Team with implementing and achieving hotel operational and financial goals
- Improved customer service scores by 10%

**Director of Housekeeping**
October 2013 – October 2015

*Hyatt Regency Huntington Beach Resort and Spa I Huntington Beach, CA*

**Front Office Manager**
June 2012 – October 2013

*Hyatt Regency Huntington Beach Resort and Spa I Huntington Beach, CA*

**Assistant Director of Housekeeping**
October 2011 – June 2012

*Hyatt Regency Huntington Beach Resort and Spa I Huntington Beach, CA*

**Assistant Front Office Manager**
October 2009 – June 2011

*Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch I Scottsdale, AZ*
- Managed Front Office operations at 493 room resort and spa

**EDUCATION**

BA Business Administration and Management  
Eastern Washington University, Cheney, WA  
2007

AA Business Administration  
Grays Harbor College, Aberdeen, WA  
2005

**HONORS AND ACTIVITIES**

- Hyatt Leadership Award, 2018
- Hyatt Calibrate Executive Committee Mentor, 2018 - Present
- Board of Directors San Diego Harbor Police Foundation; Prevention of Human Trafficking, 2019 - 2023
Troy Christianson

1. Please share any relevant experience or expertise.
I have participated on boards and committees in the past. One committee seat was for Bates Technical College in Tacoma, Wa. My role was to help decide on programs and funding decisions that impacted the downtown economic growth for Tacoma and the colleges’ impact on that.

Another Board I served on was new Avenues for Youth in Portland, Or. My role on the board was to provide input on fundraising efforts for the homeless youth the city experienced. Our goals were to provide the kids safe education and opportunities to get off the streets and enter society as a participating adult. I also served as a committee member on this board 10 years after the board position.

2. What is your understanding of the role and responsibilities of this committee? To help the market grow it’s tourism by creating and implementing programs and processes for making Napa and the surrounding area a friendly destination to outside business.

3. Have you ever attended a meeting of this board? If so, how many? No

4. What duties of this board are most interesting to you? I love the idea of joining the conversation on ideas that can improve our guests to Napa’s experience.

5. What activities of this board are least interesting to you? I don’t really see any least interesting activities at this point, but if I am not super excited about something I’ll let you know!

6. Please list two local references and preferred contact methods.
   Nasser Alimusa - 707-312-0779
**Agenda Item F: Grant Applicant Presentations**

12:30pm – Shawn Casey-White, Vine Trail (Virtual)
12:45pm – Chris Mayone, Alpha Win (Virtual)
1pm – Sheli Smith, Historical Society (In Person)

<table>
<thead>
<tr>
<th>Funded Grants for FY 23-24</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Napa</td>
<td>Lighted Arts Festival 2024</td>
</tr>
<tr>
<td>Porchfest</td>
<td>Porchfest 2024</td>
</tr>
<tr>
<td>Napa Chamber of Commerce</td>
<td>Economic Development Conference</td>
</tr>
<tr>
<td>Napa County Bicycle Coalition</td>
<td>Bikefest 2024</td>
</tr>
<tr>
<td><strong>Total Amount Funded</strong></td>
<td><strong>$260,000.00</strong></td>
</tr>
<tr>
<td><strong>Total Amount Budgeted</strong></td>
<td><strong>$600,000.00</strong></td>
</tr>
<tr>
<td><strong>Budget Remaining</strong></td>
<td><strong>$340,000.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Being Presented Today</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vine Trail</td>
<td>Adopt the Trail</td>
</tr>
<tr>
<td>Alpha Win</td>
<td>Napa Fall Triathlon</td>
</tr>
<tr>
<td>Napa County Historical Society</td>
<td>Building Heritage Tourism in Napa Valley</td>
</tr>
<tr>
<td><strong>Total Amount Requested</strong></td>
<td><strong>$80,000.00</strong></td>
</tr>
</tbody>
</table>
Napa Tourism Improvement District (TID) Funding Request Form - Submission #12990

Date Submitted: 5/17/2023

Section A - General Application Information

Name of Organization*
Napa Valley Vine Trail Coalition

Name of Executive Director/President/CEO of Organization*
Shawn Casey-White

Name - Point of Contact for THIS Application* Email Address*
Shawn Casey-White shawn@vinetrail.org

Address*
3299 Claremont Way #5

City* State* Zip Code*
Napa CA 94558

Phone Number* Website*
707-252-3547 vinetrail.org

Organization Type* Total Organizational Budget for Current FY*
Nonprofit $2,068,000
Nonprofit, For-profit, Governmental Agency

Section B - Summary of Funding Request

Funding Proposal Project Name* Total Proposal Budget Amount*
Adopt-The-Trail $115,000
**Funding Request Amount**

$45,000 x 3-years

**Proposal Matching Funds**

$70,000

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

**Source of Matching Funds**

Other Adopt the Trail sponsors, City of Napa

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**

Shawn Casey-White, Jeff Gittings, City of Napa Parks and REs; Mark Lucas, NVVTC, Maintenance Co-Chair; Dan Wilkowsky, NVVTC, Maintenance Co-Chair; Neal Harrison, City of Napa Development, Dave Youdell, cityofnapa, Parks and Rec, Matt Dunnachie, City of Napa, Parks and Rec,

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

**Similar Projects**

NVVTC is the lead organization for the maintenance of the Napa Valley Vine Trail. NVVTC is responsible for 50% of the maintenance of the Vine Trail through private philanthropy. We have set the best practice standard for maintenance of the Vine Trail since 2016.

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

**Project Detail**

NVVTC performs the sweeping, cleaning, trimming, and other routine maintenance services for the NAPA VALLEY VINE TRAIL described in the Scope of Services attached as Exhibit B (Maintenance Work Scope). NVVTC and the City of Napa share the cost of the Maintenance Activities in accordance with Exhibit B. At the end of each fiscal year, the Reimbursement Rate will be adjusted at the annual CPI.

The Adopt-A-Trail program offers participating businesses and companies an opportunity to show not only their support for the VINE TRAIL but a cause marketing opportunity that demonstrates social responsibility, community involvement, and support of healthy lifestyles. This is a legacy project that will be used and enjoyed by generations to come and a great way for a company to promote these brand values.

Your annual gift of $15,000 per mile is 100% deductible and supports the total cost of Vine Trail maintenance and operations. It covers the private and public costs to maintain the trail.

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...*

The VINE TRAIL is a draw for tourism throughout Napa Valley. It provides an alternative and safe way to explore the City of Napa. Hotels have reported that guests who include the VINE TRAIL add an additional day to their stay. In addition, corporate group events look for alternative activities to wine tasting like the VINE TRAIL as a team-building activity.

A clean, safe VINE TRAIL is an asset to the City of Napa tourism improvement district.

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*

FY2023-24 Budget Worksheet NNVTC.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
Adopt the Trail City of Napa Overview 2023.pdf

Attachment 2
Maintenance Agreement Exhibit B Work Scope with irrigation.pdf

Attachment 3
Choose File No file chosen
The Napa Valley Vine Trail will be an alternative transportation corridor that will wend its way through our beautiful agriculture valley. This Class 1 shared-used trail provides our community a safe, car-free way to explore the beauty of the Napa Valley at the terroir level for generations.

Founded in 2008 the Napa Valley Vine Trail Coalition works tirelessly to engineer, fund, construct, and maintain 47 safe and scenic miles of family-friendly, shared-use Class I trail, stretching from the Vallejo Ferry to Calistoga. Twenty miles are constructed.

Construction from Calistoga to Saint Helena, underway in 2023, will complete 8 miles of the northernmost segment of the Vine Trail with 5.5 miles in Vallejo to be completed in 2024. Users have increased by 47% reaching over 522,000 users last year. The VINE TRAIL has helped shift 12% of the cars off State Route 29.

A critical gap of 13.5 miles remains between Yountville and Saint Helena. Your gift can help the Vine Trail Coalition realize its full potential as a world class active transportation corridor connecting all 47 miles of our beautiful valley.

NVVTC has committed to raise $10 million in private funds to complete the VINE TRAIL by 2027. In addition, we have committed to fund 50% of VINE TRAIL maintenance in perpetuity through a $7 million endowment fund.

Join the VINE TRAIL legacy.

Your gift will help us fulfill the mission of the Napa Valley Vine Trail by supporting the engineering, construction, and maintenance of the trail. With your support, you also aid in the global efforts to help reduce our world’s carbon footprint and help Napa County’s sustainability goal of a greener tomorrow.

For more information about giving opportunities, please contact Carlos Rones, Development Manager

Carlos@vinetrail.org | (707) 252-3547 x100

vinetrail.org
ADOPT A TRAIL SPONSORSHIP

The Adopt-A-Trail program offers participating businesses and companies an opportunity to show not only their support for the VINE TRAIL but a cause marketing opportunity that demonstrates social responsibility, community involvement and support of healthy lifestyles. This is a legacy project that will be used and enjoyed by generations to come and a great way for a company to promote these brand values.

Your annual gift of $15,000 per mile is 100% deductible and supports the total cost of Vine Trail maintenance and operations. It covers the private and public costs to maintain the trail. In recognition of your gift, there are several appreciation and engagement opportunities including:

- Volunteer opportunities on the VINE TRAIL for your employees on key days such as “Bike to Work” and “Earth Day”
- Logo recognition as a an Adopt-A-Trail sponsor on a minimum of 8 signs per mile on the quarter mile-markers North and South Facing your adopted section
- NFC tag connection to provide wayfinding and link to sponsor website
- Annual recognition in Vine Trail annual report and website with link to a landing page
- Annual co-branding rights “Proud Adopt-the-Trail Sponsor” and links to Vine Trail page
- Opportunity to participate in upcoming ribbon cutting and other trail events
- Newsletter feature on AG Respect and Vine Trail maintenance collaboration

For more information ADOPT the TRAIL, please contact Shawn Casey-White, Executive Director
shawn@vinetrail.org | (707) 252-3547 x200 | vinetrail.org
Additional Legacy Opportunities

- Bike Racks
- Bench
- Education Sign
- Rest Stop

For more information ADOPT the TRAIL please contact Shawn Casey-White, Executive Director
shawn@vinetrail.org | (707) 252-3547 x200 | vinetrail.org
# Maintenance Worksheet 2023-2024

**Updated:** 5/2/2023

**Assumptions:**
- Cost/mi from FY 2022-23 Budget: 14,107.98
- CPI: 4%

## Trail & Shelter Maintenance Miles

<table>
<thead>
<tr>
<th>Miles</th>
<th>Notes</th>
<th># of months</th>
<th>100% Cost per mile</th>
<th>Annual Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>54101</td>
<td>54101 · Maintenance American Canyon</td>
<td>14,672</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>54102</td>
<td>54102 · Maintenance Calistoga</td>
<td>2.00</td>
<td>14,672</td>
<td>29,345</td>
<td>8</td>
</tr>
<tr>
<td>54103</td>
<td>54103 · Maintenance City of Napa</td>
<td>7.89</td>
<td>14,672</td>
<td>115,764</td>
<td>12</td>
</tr>
<tr>
<td>54104</td>
<td>54104 · Maint. Napa County - Unincorp.</td>
<td>3.20</td>
<td>14,672</td>
<td>46,951</td>
<td>12</td>
</tr>
<tr>
<td>54104</td>
<td>54104 · Maint. Napa County - Unincorp.</td>
<td>5.80</td>
<td>14,672</td>
<td>85,099</td>
<td>8</td>
</tr>
<tr>
<td>54105</td>
<td>54105 · Maintenance St Helena</td>
<td>0.80</td>
<td>14,672</td>
<td>11,738</td>
<td>8</td>
</tr>
<tr>
<td>54106</td>
<td>54106 · Maintenance Vallejo</td>
<td>5.50</td>
<td>14,672</td>
<td>80,698</td>
<td>4</td>
</tr>
<tr>
<td>54107</td>
<td>54107 · Maintenance Yountville</td>
<td>1.80</td>
<td>14,672</td>
<td>26,410</td>
<td>12</td>
</tr>
</tbody>
</table>

**Total 54000 · Trail & Shelter Maintenance**

396,005
<table>
<thead>
<tr>
<th>Description</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Dispose of trash, recycling, and pet waste from collection containers;</td>
<td>Twice weekly</td>
</tr>
<tr>
<td>supply replacement liners and/or plastic bags for litter, recycling, and</td>
<td></td>
</tr>
<tr>
<td>pet waste collection containers.</td>
<td></td>
</tr>
<tr>
<td>• Inspect the Vine Trail and report any hazards or safety concerns to the</td>
<td>Twice Weekly</td>
</tr>
<tr>
<td>designated contact person for each jurisdiction.</td>
<td></td>
</tr>
<tr>
<td>• Pick up and dispose of litter and debris on the trail</td>
<td>Twice Weekly</td>
</tr>
<tr>
<td>• Sweep, vacuum or blow trail surface and remove and dispose of accumulated</td>
<td>Twice Weekly</td>
</tr>
<tr>
<td>leaves, sediment, or other debris and litter</td>
<td></td>
</tr>
<tr>
<td>→ Cleaning equipment must not leave an accumulation of debris on the</td>
<td></td>
</tr>
<tr>
<td>side of the trail.</td>
<td></td>
</tr>
<tr>
<td>• Trim/mow grasses and prune shrubs adjacent to the Vine Trail to keep trail</td>
<td>Monthly or as needed</td>
</tr>
<tr>
<td>surface clear.</td>
<td></td>
</tr>
<tr>
<td>→ Grass and weeds within ten (10’) feet of either side of the trail to</td>
<td></td>
</tr>
<tr>
<td>be trimmed to four inches (3”) or shorter</td>
<td></td>
</tr>
<tr>
<td>→ Grass Trimmings may be left in place to mulch; other trimmings shall</td>
<td></td>
</tr>
<tr>
<td>be removed and disposed of.</td>
<td></td>
</tr>
<tr>
<td>• Water trees adjacent to the Vine Trail between Trower Avenue and Wine</td>
<td>Twice Monthly until</td>
</tr>
<tr>
<td>Country Avenue in Napa. Revisit need for watering annually until</td>
<td>established</td>
</tr>
<tr>
<td>established.</td>
<td></td>
</tr>
<tr>
<td>• Pressure wash rest areas 4 kiosk(s) and shelter(s)</td>
<td>Monthly</td>
</tr>
<tr>
<td>• Remove, clean or paint over graffiti on or within 10’ of the Vine Trail.</td>
<td>Within 72 hours of occurrence</td>
</tr>
<tr>
<td>To include trail surface, signage and amenities (excludes public art)</td>
<td></td>
</tr>
<tr>
<td>• Monitor and maintain irrigation systems.</td>
<td>Test the system bi-annually and</td>
</tr>
<tr>
<td></td>
<td>repair any leaks within 72</td>
</tr>
<tr>
<td></td>
<td>hours if not a safety/public</td>
</tr>
<tr>
<td></td>
<td>health issue and immediately</td>
</tr>
<tr>
<td></td>
<td>should leaks pose a danger</td>
</tr>
<tr>
<td></td>
<td>to the public.</td>
</tr>
</tbody>
</table>
Napa Tourism Improvement District (TID) Funding Request Form - Submission #12595

Date Submitted: 4/12/2023

Section A - General Application Information

Name of Organization*

Alpha Win

Name of Executive Director/President/CEO of Organization*

Thomas Z Struzzieri

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

Christopher Mayone  Chris@Alpha.Win

Address*

319 Main Street

City*  State*  Zip Code*

Saugerties  NY  12477

Phone Number*  Website*

845.943.9990  www.alpha.win

Organization Type*  Total Organizational Budget for Current FY*

For-Profit  $1 Million

Nonprofit, For-profit, Governmental Agency

Section B - Summary of Funding Request

Funding Proposal Project Name*  Total Proposal Budget Amount*

Alpha Win Napa Fall Triathlon  $169,293.45
Funding Request Amount*

$10,000

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*

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

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<tr>
<th>Entry</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>ENTRIES</td>
<td>$178,875.13</td>
</tr>
<tr>
<td>R2</td>
<td>VENDORS</td>
<td>$1,050.00</td>
</tr>
<tr>
<td>R3</td>
<td>SPONSORS</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>R4</td>
<td>GRANTS</td>
<td>-</td>
</tr>
<tr>
<td>R5</td>
<td>OTHER INCOME</td>
<td>-</td>
</tr>
</tbody>
</table>

**Total Revenue** $182,925.13

## Expenses

### Event Expenses

<table>
<thead>
<tr>
<th>Entry</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>EE1</td>
<td>AWARDS/MEDALS</td>
<td>$10,205.00</td>
</tr>
<tr>
<td>EE2</td>
<td>I/C</td>
<td>$15,930.00</td>
</tr>
<tr>
<td>EE4</td>
<td>CREW SALS</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>EE5</td>
<td>TIMERS</td>
<td>- $</td>
</tr>
<tr>
<td>EE6</td>
<td>CREW PAYROLL EXPENSES</td>
<td>$476.92</td>
</tr>
<tr>
<td>EE7</td>
<td>EQUIPMENT RENTALS</td>
<td>$7,067.47</td>
</tr>
<tr>
<td>EE8</td>
<td>F&amp;B</td>
<td>$3,400.00</td>
</tr>
<tr>
<td>EE9</td>
<td>TRAVEL</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>EE10</td>
<td>LODGING</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>EE11</td>
<td>ADVERTISING</td>
<td>$12,500.00</td>
</tr>
<tr>
<td>EE12</td>
<td>PERMITS</td>
<td>$7,426.79</td>
</tr>
<tr>
<td>EE13</td>
<td>SHIRTS</td>
<td>$9,484.95</td>
</tr>
<tr>
<td>EE14</td>
<td>FREIGHT</td>
<td>$4,500.00</td>
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<td>EE17</td>
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<td>EE18</td>
<td>LIFEGUARDS</td>
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<td>EE20</td>
<td>GIVEAWAYS/BIBS &amp; STICKERS</td>
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<td>EE21</td>
<td>PER DIEM</td>
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<tr>
<td>EE22</td>
<td>LIGHT TOWER RENTAL</td>
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<td>EE23</td>
<td>TOILET RENTAL</td>
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<td>EE24</td>
<td>SUPPLIES AND EQUIPMENT</td>
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<td>EE25</td>
<td>TRASH REMOVAL</td>
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<td>EE26</td>
<td>ADMIN SALARIES</td>
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<tr>
<td>EE27</td>
<td>EVENT INSURANCE AND USAT</td>
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**Total Event Expenses** $169,293.45

**Gross Profit** $13,631.68
Alpha Win Triathlon Series - Napa Valley, CA - Fall 2023

Saturday, October 28, 2023
Putah Canyon Recreation Area
7600 Knoxville Rd, Napa, CA 94558, USA

TICKETS

Individual

Relay Team
**Napa Tourism Improvement District (TID) Funding Request Form - Submission #12050**

**Date Submitted:** 2/21/2023

### Section A - General Application Information

<table>
<thead>
<tr>
<th>Name of Organization*</th>
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<tbody>
<tr>
<td>Napa County Historical Society</td>
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<table>
<thead>
<tr>
<th>Name of Executive Director/President/CEO of Organization*</th>
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<tbody>
<tr>
<td>Sheli Smith</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Name - Point of Contact for THIS Application*</th>
<th>Email Address*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheli Smith</td>
<td><a href="mailto:shel@napahistory.org">shel@napahistory.org</a></td>
</tr>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1219 First St.</td>
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<table>
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<tr>
<th>City*</th>
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<table>
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<tr>
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<th>Website*</th>
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<td>7072241739</td>
<td>napahistory.org</td>
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<th>Organization Type*</th>
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### Section B - Summary of Funding Request

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<th>Funding Proposal Project Name*</th>
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<tr>
<td>Funding Request Amount*</td>
<td>Proposal Matching Funds*</td>
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<td>------------------------</td>
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(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'Connor, Shell 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

Hilos Visibles Rack Card.pdf

Attachment 2

Shouting Down the Wind Napas Pioneering Women.pdf

Attachment 3

Choose File No file chosen
<table>
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<tr>
<th>Task</th>
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<th>Rate</th>
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<th>NCHS Match</th>
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<td>Exhibits</td>
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<td>A City of Immigrants</td>
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<td>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>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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<td>Distribution</td>
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<td>Revenues from the map will be disbursed between the participating heritage organizations creating a sustaining revenue stream.</td>
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</table>
Hilos Visibles/Visible Threads

You are invited to the Premiere Opening

Octubre 2022 - Marzo 2023 • October 2022 - March 2023

Napa County Historical Society • Napa Valley Latino Heritage Committee • St Helena Historical Society

Celebremos el histórico 175 aniversario de Napa • Let’s celebrate historic Napa’s 175th anniversary

Octubre 2022 - Marzo 2023 • October 2022 - March 2023

Napa County Historical Society • Napa Valley Latino Heritage Committee • St Helena Historical Society
Hilos Visibles/Visible Threads
Con el Comité de Herencia Latina de Napa Valley Proyecto de edredón
Featuring the Napa Valley Latino Heritage Committee Quilt Project

NAPA COUNTY HISTORICAL SOCIETY

En
Napa County Historical Society
1219 First Street, Napa, CA 94559
www.napahistory.org

Entrada gratis al publica / Free to the public
Abierto Martes- Jueves
Open Tuesday thru Thursday
10am to 3pm
Viernes y Sábado
Friday & Saturday
10am to 5pm

ST. HELENA HISTORICAL SOCIETY

En
St. Helena Historical Society
1255 Oak Street, St. Helena, CA 94574
www.shstory.org

Entrada gratis al publica / Free to the public
Abierto primer Sábado de cada mes
Open first Saturday
12pm to 4pm

Esta exposición es posible gracias al apoyo de generoso
This is exhibit is made possible by the generous support of

Napa Valley Latina Heritage Committee + Napa tourism Improvement District
City of St. Helena + The Doctors Company + Nimbus Arts + Community Projects
Napa Valley Register + St. Helena Catholic Church + Napa County Hispanic Chamber of Commerce
Leon Brendel + Atomic Janitorial + The Amazing NCHS & SHHS Volunteers
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