

Welcome to Napa Signs BUSINESS PLAN

Kiwanis/LNV Welcome to Napa Gateway Sign Project



I. EXECUTIVE SUMMARY

Napa Club Signs (here-in referred to as the organization) is a collaboration between Kiwanis Club, Leadership Napa Valley and other service organizations with the expectation to beautify the Welcome to Napa gateway signs. The organization solicits financial support in order to be able to introduce its new project. The organization is seeking two hundred thousand dollars (\$200,000.00) towards the beautification project.

Business Description

The organization is working under Kiwanis Club of Napa, a Non-profit Corporation under California state laws and headed by Frank Carr and Paul Oseso.

Leadership Napa Valley, Kiwanis Club, Rotary Club and other organizations that will be part of this project have continued to be involved in myriad accomplishments over the years.

Management Team

The organization has assembled an experienced management team:

Kiwanis Club Welcome to Napa Gateway Sign committee headed by Past President Frank Carr.
Leadership Napa Valley Class 32 Practicum Group represented by Paul Oseso.

Business Mission

- To create welcome **gateway** signs consistent with the world renowned Napa experience.
- Design.
- Support.
- Funding.
- Construction.

Vision

- Long term sustainability.

Funding Request

The Company is seeking \$200,000.00 through donations from the city, service clubs and other interested parties.

We will raise money that will go towards the designing and construction of the two signs.
