PUBLIC COMMENT: For each item described on this special meeting agenda, members of the public will be provided an opportunity to directly address the Napa TID before the Napa TID takes action on that item.

Call to Order/ Introductions:

Informational Items:

1) Visit Napa Valley
   Representatives from Visit Napa Valley will present their COVID-19 Recovery Plan

2) Augustine Agency Monthly Report
   Representatives from the Augustine Agency will present their monthly marketing report.

3) Astra Digital Marketing Services Monthly Report
   Representatives from Astra Digital Marketing Services will present their monthly marketing report.

4) FY 19-20 Napa TID Budget Report
   Representatives from the City of Napa will present updates on the Napa TID FY 19-20 budget.

Action Items:

5) FY 2020-2021 Budget and Workplan: Approval of FY 2020-21 Budget and Workplan
   The Committee will review, discuss and possibly act upon the recommendations from City staff on the FY 20-21 Budget and Workplan.

Adjournment of Committee Meeting:

Situational Analysis

The tourism industry is facing unprecedented times. In the wake of uncertainty caused by the COVID-19 pandemic, Visit Napa Valley is prepared to support recovery efforts, in collaboration with our partners. A phased approach will ensure we’re responsible with our messaging & targeting in order to help our community bounce back as quickly as possible.
TID Revenue Assumptions

VNV Budget FY21
$2.3M - down -67% YOY

Forecasted Percentage Revenue month over month

April, May, June - 0%
July, Aug, Sept - 10%
Oct, Nov, Dec - 20%
Jan - 30%
Feb - 40%
March - 50%
April - 60%
May - 70%
June - 75%
Calling All (Local Destination) to help stimulate the local economy with a ‘nearcation’ — stay overnight in a hotel, dine out, ShopLocal, etc.

Calling All Californians to vacation in their home state and help jump start the Golden State economy

California Is Calling Western Region ‘resilient travelers’ to take a road trip to California

California Dream Big brand invitation:
• Kidifornia
• California Road Trip Republic
• All Dreams Always Welcome

Source: Visit California COVID-19 Marketing Response Recovery Plan, April 2020
Visit California Recovery Phased Targeting

Local California Destinations (Wave 1) 2020

California (Wave 1) 2020

Western Region (Wave 2) 2020

National Domestic* (Wave 3) 2021
*including California

Source: Visit California COVID-19 Marketing Response Recovery Plan, April 2020
Collaborative Messaging Strategy

- Focus on in-state and drive market travel.
- California road trips.
- Promoting the overarching destination to locals and core drive markets.
- A respite; to share, savor, discover.
- Capitalizing on overarching Napa Valley brand.
- Unique personalities & offerings.
- Capitalizing on overarching Napa Valley brand & towns.
- Content, offers & deals from resorts, wineries, restaurants, shops, attractions, events, etc.
## Visit Napa Valley Recovery Marketing Framework

<table>
<thead>
<tr>
<th>PHASE 1</th>
<th>PHASE 2</th>
<th>PHASE 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ANTICIPATED TIMING</strong></td>
<td>March - May</td>
<td>May - August</td>
</tr>
<tr>
<td><strong>TRIGGER</strong></td>
<td>Quarantine and social distancing</td>
<td>Flattening of the curve in sight; still social distancing with hope to travel again soon</td>
</tr>
<tr>
<td><strong>CONSUMER MOTIVATION</strong></td>
<td>Creating a new daily normal way of living and seeking outlets for the now</td>
<td>Initial shock has subsided; seeking positive and encouraging messaging</td>
</tr>
<tr>
<td><strong>BRAND ROLE</strong></td>
<td>Acknowledgement of circumstances (national); rallying around community (local)</td>
<td>Encouraging safety and connection</td>
</tr>
<tr>
<td><strong>MARKETING PURPOSE</strong></td>
<td>Maintain top-of-mind awareness</td>
<td>Drive consideration and intent to support and staycation locally</td>
</tr>
<tr>
<td><strong>MESSAGING STRATEGY</strong></td>
<td>Moments of joy and inspiration during this hard period; stories of humanity and ones that support local business</td>
<td>Provide sense of pride to jump start the economy; promote local destination exploration</td>
</tr>
<tr>
<td><strong>CREATIVE CAMPAIGN</strong></td>
<td>Wine From Home</td>
<td>Napa Valley Spirit</td>
</tr>
<tr>
<td><strong>MARKETING CHANNELS</strong></td>
<td>Owned, Earned</td>
<td>Napa Valley Vintners, Owned, Earned, Paid (OOH, direct, social) Welcome Center?</td>
</tr>
<tr>
<td><strong>CONSUMER ACTION</strong></td>
<td>Staying connected</td>
<td>Positive connection between brand, community and traveler; planning</td>
</tr>
</tbody>
</table>
PHASE 1: PANDEMIC OUTBREAK
Moments of joy and inspiration during this hard period.

Stories of humanity and ones that support local business.

#WFH

(Wine From Home)
Content Programming
PHASE 2: IMPROVING SITUATION
Trends in Consumer Sentiment

Short-Term

- Inversion of city tourism
- Regionalism and roadtripping
- Small tourism - quality v. quantity
- Health and wellness
- Luxury audience

Long-Term

- Deglobalization
- Digitization of meetings & events
- Business travel
- Remote living

Source: Tourism Economics, CIVITAS, 2020
The Spirit of the Napa Valley is defined by its local community. People who are passionate for who they are, what they do and where they live.

And while this quarantine has kept us from fully celebrating this spirit, when the time is right, we’ll gather once again and show our spirit by exploring our backyard.

Dine, Shop, Sip and Stay to support our community and help our neighbors get back to business as usual.
Napa Valley Spirit
CAMPAIGN

Partner Offers - Locals
- June 1 - July 30
- at least 20% value
- rolling as biz opens

Partner Toolkit
- #NVSpirit
- Video
- Icon Bug
- Headline Graphics
- General Copy
- Image Samples
- NVV/VNV Landing Page

Promotions
- Two Waves - Launch & Spirit Week in July
- Stickers, T-Shirts, etc.
- Pennants/Signage for businesses and towns
- Owned/Earned

Paid Advertising
- Billboard
- NV Register
- Marketplace
- Radio
- Paid Social
Napa Valley Spirit
CREATIVE MESSAGING
Napa Valley Spirit

Signage
Sometimes, the best things in life take time. Wine is all about delayed gratification and patience. And with harvest yet to come, we are embracing this concept.

When the time is right, we’ll have the time of our lives in Napa Valley.
Utilize social media channels where Americans* are spending longer amounts of time due to quarantine.

Facebook/Instagram
- Focus on Facebook and Instagram
- Video, single image and stories ads will be explored
- Leverage current Napa Valley targets from FY20 ‘Always On’ layer
  - Top 30% of HHI
  - Interested in travel, wine, food
  - Retarget site visitors with additional messages to re-engage

YouTube
- Explore opportunities with YouTube
- Videos to drive awareness and engagement
- YouTube targeting: Affinity audiences and VNV target

Est. Impressions: 4 million | Budget: $50,000

Source: Global Web Index Coronavirus Findings, April 2020
Better With Time
CREATIVE MESSAGING

BETTER WITH TIME “HERE’S TO” — :30

We open on a lightly misted grape on a vine. There’s a few seconds of silence.

VO: Here’s to patience. Because good things come to those who wait.

We see a beautiful night sky full of stars in someone’s backyard then cut to a chef setting down an exquisite plate of food.

VO: Here’s to seeing the stars in the sky, before you see them again on your plate.

We see several hot air balloons taking off into the sky.

VO: Here’s to letting your mind wander, until you can wander into the clouds.

We see a person or a hand toasting towards the camera.

VO: Here’s to the next time we see each other. Because it’s sooner than you think.

We see a group of people toasting with wine with the grapes in the background.

VO: So, when the time is right, we’ll see you in Napa Valley again.

LOGO: Napa Valley Logo + Better with Time Tag
SOCIAL POST (GENERAL SUPPORT)

HEADLINE
We miss you.

POST COPY:
We surely hope to see you wandering around the Napa Valley again in the near future. Until then, cheers to your patience and we’ll see you soon.
PHASE 3: RECOVERY COMMENCEMENT
• Drive awareness with increased consideration and intent efforts.

• Welcome consumers and groups back to visit when they feel ready.

Raise A Glass

Drive Market, expand to Los Angeles
Media Channels

Focus on a multimedia approach to connect core drive markets with multiple messaging touchpoints.

- **Television**
  - Timing: 6-weeks
  - Target: A35+
  - Markets: San Francisco DMA
  - Balance of reach and frequency

- **Audio Streaming**
  - Timing: 6-weeks
  - Target: Luxury + Aspirational/value
  - Markets: San Francisco DMA
  - Data targeting, cross-device reach

- **Out Of Home**
  - Timing: 8-weeks
  - Target: Luxury + Aspirational/value
  - Market: Sacramento area
  - Units: Billboards and LEDs

- **Digital**
  - Timing: 8-weeks
  - Target: Luxury + Aspirational/value
  - Market: San Francisco + Sacramento area
  - ‘Always On’ activity

**Est. Impressions:** 23,619,333  |  **Budget:** $300,000
# Flowchart

## Media Fltching

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Medium</th>
<th>Est. Impressions</th>
<th>Cost</th>
<th>Phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook/Instagram/Youtube/Pinterest</td>
<td>Digital</td>
<td>5,000,000</td>
<td>$50,000</td>
<td>Phase 2</td>
</tr>
<tr>
<td><strong>Option 1</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television (San Francisco DM, 33+)</td>
<td>TV</td>
<td>6,000,000</td>
<td>$150,000</td>
<td>Phase 3</td>
</tr>
<tr>
<td>Facebook/Instagram/Youtube/Pinterest</td>
<td>Digital</td>
<td>5,000,000</td>
<td>$50,000</td>
<td>Phase 3</td>
</tr>
<tr>
<td>Audio Streaming (San Francisco DM, 33+)</td>
<td>Digital</td>
<td>3,427,000</td>
<td>$125,000</td>
<td>Phase 3</td>
</tr>
<tr>
<td>Facebook/Instagram/Youtube/Pinterest</td>
<td>Digital</td>
<td>750,000</td>
<td>$75,000</td>
<td>Phase 3</td>
</tr>
<tr>
<td><strong>Option 2 Totals</strong></td>
<td></td>
<td></td>
<td></td>
<td>$270,000</td>
</tr>
<tr>
<td>Television (San Francisco DM, 33+)</td>
<td>TV</td>
<td>6,000,000</td>
<td>$150,000</td>
<td>Phase 3</td>
</tr>
<tr>
<td>Audio Streaming (San Francisco DM, 33+)</td>
<td>Digital</td>
<td>3,427,000</td>
<td>$125,000</td>
<td>Phase 3</td>
</tr>
<tr>
<td>Out-Of-Home (Sacramento Metro)</td>
<td>OOH</td>
<td>2,000,000</td>
<td>$50,000</td>
<td>Phase 3</td>
</tr>
<tr>
<td>Facebook/Instagram/Youtube/Pinterest</td>
<td>Digital</td>
<td>750,000</td>
<td>$75,000</td>
<td>Phase 3</td>
</tr>
<tr>
<td><strong>Option 3 Totals</strong></td>
<td></td>
<td></td>
<td></td>
<td>$325,000</td>
</tr>
</tbody>
</table>
THANK YOU.
Agenda

Insights
Strategy
Creative Concepts
Tactics
Insights
Exploring closer to home is a consistent desire for travelers. Venturing out is correlated with distance and familiarity, suggesting road trips over long haul flights may be this summer’s trend (33% in May vs. 24% in April). (The Harris Poll - COVID-19 Tracker Week 10).

Road trips and travel to destinations closer to home will likely drive much of recovery demand as the pandemic fades. The percentage of travelers who agreed that they are more likely to travel by car after COVID-19 passes increased from 35% to 47% in just a week. And the percentage who said they are more likely to travel to destinations close to home increased from 36% to 42% in a week. (US Travel - The Impact of COVID-19 on the United States Travel Economy).

75% of people feel uncomfortable flying on an airplane. Of travelers who fly regularly, 20% say they believe they’re unlikely to do so in the foreseeable future. (Qualtrics - Return to Work/Back to Business Survey)

41% of travelers will stay within a 100-mile radius of home when traveling in 2020. (Skift - Travel Marketing During COVID-19)
Reassuring Safety

- When staying in a hotel in the future, visitors find being provided with safety materials i.e. hand sanitizer, face masks, disinfectant wipes (37%), having cleaning/sanitizing procedures well-explained (32%) and having cleaning activity visible during a stay (30%) as most important operational practices to encourage their business. *(Destination Analysts - Insights Into Americans + Travel)*

- Most travelers want businesses to have certified cleaning/disinfecting protocols in place (63%) as well as employee health screenings (60%) and limitations of crowd size (55%). Travelers also said that staying safe from infection is the most essential priority when traveling (78% say it’s either a high or essential priority). *(Destination Analyst - Insights Into Americans + Travel)*

- With assurances that it is safe to do so, 57% would go on an overnight trip within three months. *(Engagious - What It Will Take To Get Americans To Travel)*

- Only 44% of travelers trust brands to tell the truth about how they are responding to the virus. Nevertheless, brands who show a commitment to safety positively stand out among travelers and 88% of travelers say that actions taken by brands now in response to the coronavirus will affect their loyalty to them also in the future. *(Edelman - Special COVID-19 Research Report on Hospitality & Travel)*

- When asked about the resources they would trust to provide the information needed to travel safely, official state tourism offices and local visitors bureaus were selected second behind friends and family. *(Destination Analyst - Coronavirus Travel Sentiment Index Report - May 11th)*
# Communication Channels

## Where Are You Most Receptive to Learning about Travel Destinations Right Now?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Millennial/GenZ</th>
<th>GenX</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>32.7%</td>
<td>12.9%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Facebook</td>
<td>25.5%</td>
<td>20.7%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Websites found via Search Engine</td>
<td>20.4%</td>
<td>33.5%</td>
<td>40.1%</td>
</tr>
<tr>
<td>Online Articles/Blogs</td>
<td>18.6%</td>
<td>19.6%</td>
<td>20.7%</td>
</tr>
<tr>
<td>TikTok</td>
<td>16.6%</td>
<td>2.0%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Ads around the Internet</td>
<td>16.6%</td>
<td>16.5%</td>
<td>19.0%</td>
</tr>
<tr>
<td>Email</td>
<td>16.1%</td>
<td>25.8%</td>
<td>30.6%</td>
</tr>
<tr>
<td>Twitter</td>
<td>15.9%</td>
<td>6.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15.4%</td>
<td>5.5%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Text Messages</td>
<td>13.7%</td>
<td>7.3%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Digital Influencers</td>
<td>8.4%</td>
<td>4.2%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Apps</td>
<td>7.6%</td>
<td>4.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>None of these</td>
<td>14.1%</td>
<td>29.8%</td>
<td>25.8%</td>
</tr>
</tbody>
</table>
Stories of Compassion and Inspiration

● Our national empathy is only growing: Three-quarters of Americans (75%) say they feel more gratitude toward others and appreciation for what they have is growing - with near equal numbers (73%) feeling more compassionate and forgiving. (MMGY - Travel Intentions Pulse Survey).

● We are trying to be better to each other: Despite financial hardship (31% have had to cut back on savings), Americans are nearly twice as likely to be planning major gift purchases when businesses reopen than they were five weeks ago (21% vs. 12%). (The Harris Poll - COVID-19 Tracker Week 10).

● There is a shared national value toward empathy and selflessness. What’s essential is what’s personal. In addition to providing a safety net for commercial activity, business must also study society for these inherent and yet urgent desires. Because what seems risky to some, feels essential to others. (The Harris Poll - COVID-19 Tracker Week 10).
Partner Strategy: Visit California

- For the first time ever, Visit California will be targeting Californians with paid marketing as the initial phase of their recovery plan.

- Major shift in audience targeting
  - Wave 1 (Q3): Local CA destinations and California residents
  - Wave 2 (Q3 - Q4): Western Region
  - Wave 3 (Q1 - Q2): National Domestic, including California
  *International travel won’t start up again until some time in 2021

- Messaging/Campaign:
  - Wave 1:
    - Create a sense of urgency among California residents
    - Messaging will encourage folks to “do their part” to reboot the state’s tourism economy
  - Wave 2: Roadtrip messaging
  - Wave 3: TBD
Partner Strategy: Visit Napa Valley

- Visit Napa Valley is also shifting targeted audiences as tourism comes back online:
  - Phase 1 (March - May): Locals
  - Phase 2 (May - August): Drive Markets (SF & Sacramento) & Locals
  - Phase 3 (August - December): SF, Sacramento & LA (potentially) & Locals

- Messaging/Campaign:
  - Phase 1: #NapaValleySpirit / Nurture Napa Valley
  - Phase 2: Better with Time
  - Phase 3: Raise a Glass
DoNapa Strategy
Overview

Approach messaging to locals and visitors in three phases with specific tactics for each:

1- Outbreak (Current Conditions)
2- Improving Conditions (Phase I)
3- Recovery (Phase II)
Current Conditions: Outbreak
Outbreak: Strategy

- **Timing**: Outbreak - May

- **Approach**: Do not go dark. Instead, share news. Be present online as a source of calm during a chaotic period. Use sensitive and empathetic tone of voice. Recognize the situation head-on and provide useful resources for community. Offer virtual experiences for tourists as an alternative to visiting Napa.

- **Message**:
  - “We’re here for you.”
  - Focus on connecting with the community

- **Channels/Tactics**:
  - DoNapa.com
  - Public Relations
  - Partner Relations
  - Social Media
  - Email

- **Content**:
  - Website: Information/news/resources (COVID-19 Landing Page)
Outbreak: PR Tactics

● Crisis Communications
  ○ Closely monitoring developments, as well as toolkits and talking points provided by Visit Napa Valley and Visit California. Consistently updating travel advisory on DoNapa.com.
  ○ Developed media talking points for various scenarios related to the outbreak.

● Media Relations
  ○ Ongoing pitching to local, regional and national travel contacts:
    ■ Virtual experiences:
      ● Created a video landing page to showcase the destination and allow people to experience Downtown Napa from the comfort of their own homes;
      ● Showcases wine tasting and cooking experiences.
    ■ Community support - highlighting businesses adapting to the COVID-19 pandemic;
    ■ Acts of kindness - focusing on local businesses rallying to support the community;
    ■ Travel at home - showing signature recipes from Downtown Napa partners;
    ■ Special offers - leveraging gift card specials and added value offers.

● Social Influencers
  ○ Tapping into past influencers who have previously been to Downtown Napa to recreate experience at home in support of AFAR magazine’s #TravelAtHomeChallenge initiative;
    ■ This supports overall brand awareness reaching untapped audiences;
    ■ Additional exposure with AFAR magazine audiences.
Outbreak: PR Tactics (Cont'd)

- **Partnerships**
  - Working closely with Downtown Napa lodging partners and businesses to gather content and updates;
  - Working closely with Visit Napa Valley to help with proactive and reactive pitching and content sourcing ideas.
    - Pitching topics include ways businesses are giving back and/or supporting the community, as well as how to bring travel destinations into the home through the following topics:
      - Virtual Experiences;
      - Food/Recipes;
      - Health and Wellness;
      - Products sold online.
  - Submitting information and updates to Visit California for monthly calls for content, in addition to ongoing pitches with business updates and initiatives from Downtown Napa;
  - Continuing to participate in virtual meetings with editors for recommended best practices, travel sentiment and potential media leads.
Phase I: Improving Conditions
Improving Conditions: Strategy

- **Timing:** May - July/August

- **Approach:**
  - LOCALS: Speak to locals to “Do some good” by shopping and dining local. Remind them to explore their own backyard.
  - VISITORS: Create excitement and inspiration for visitors to come back when we can travel again. Also serving as resource for tools needed to plan their trip back to the destination.

- **Message:**
  - LOCALS: Help Napa businesses by shopping/dining local
  - VISITORS: We’ll be here when you’re ready to welcome you.
  - Finding your new normal, at your own pace

- **Channels:**
  - DoNapa.com
  - Email
  - Social Media
  - Public Relations

- **Content:**
  - Video using free-of-crowds footage we already have of Napa (scenic, walking alone in vineyards, canoeing on river, etc.) including :30 cuts of DoNapa’s “flomotion” videos
  - Local business updates (curbside pick-up, take-out, virtual shopping)
Improving Conditions: PR Tactics

● Crisis Communications
  ○ Continue to closely monitor developments, as well as toolkits and talking points provided by Visit Napa Valley and Visit California.
  ○ Continue to update travel advisory on DoNapa.com as needed.

● Media Relations
  ○ Ongoing pitching primarily focused on targeting local and drive-market media, in addition to regional and national travel contacts:
    ■ Safety and health measure updates - lodging partners and local businesses;
    ■ Special offers - gift card specials and added value offers;
    ■ Community support - businesses adapting to reopening phases;
    ■ Acts of kindness - local businesses continuing to support the community;
    ■ Joyful experiences - tap into overall messaging of soon we’ll travel;
    ■ Microadventures - day trip itineraries;
    ■ Economic recovery - highlight how tourism will be one of the primary Downtown Napa recovery boosters.
Improving Conditions: PR Tactics

- **Partnerships:**
  - Work closely with Downtown Napa lodging partners and businesses to gather content and updates;
  - Work closely with Visit Napa Valley to help with proactive and reactive pitching and content sourcing ideas;
  - Submit information and updates to Visit California for monthly calls for content, in addition to ongoing pitches with business updates and initiatives from Downtown Napa;
  - Continue to participate in virtual meetings with editors for recommended best practices, travel sentiment and potential media leads.
Phase II: Recovery
Recovery: Overview

- **Timing**: July/August-December

- **Approach**:
  - Continue with the DoNapa General Campaign, but with new messaging and only targeting drive markets (San Francisco Bay Area and Sacramento)

- **Message**:
  - Welcoming visitors back to Downtown Napa
  - Renewing and restoring (yourself and the local economy) / Rebuilding
  - Discovering the new normal
  - Proximity - drive markets supporting local economies / small businesses

- **Channels**:
  - Paid Media: Social & Display
  - Email/Website
  - Organic Social
  - Earned Media
Recovery: Paid Media

- Relaunch Paid Media
  - Use remaining media budget for paid media campaign targeting drive markets; retargeting
  *If additional funds are available from reserve, recommendation is to allocate to paid efforts*
  
  - Tactics:
    - Display & Retargeting
    - Social ads incorporating video content
  
  - Timing: July/August - Fall
  *Timing tentative to shift based on conditions of businesses reopening and traveler sentiment*
Recovery: PR Tactics

● Crisis Communications
  ○ Continue to closely monitor developments, as well as toolkits and talking points provided by Visit Napa Valley and Visit California.
  ○ Continue to update travel advisory on DoNapa.com as needed.

● Media Relations
  ○ Ongoing pitching primarily focused on target local and drive-market media, in addition to regional and national travel contacts:
    ■ Safety and health measure updates - lodging partners and local businesses;
    ■ Special offers - gift card specials and added value offers;
    ■ Welcoming back travelers when they feel ready - round-ups of open attractions/lodging;
    ■ Microadventures - day trip and staycation getaway itineraries;
    ■ Alternative itineraries - encourage ticket holders for any canceled event to travel to Downtown Napa anyway;
    ■ Missed milestones - encourage post COVID-19 small group travel to celebrate missed weddings, birthdays, graduations, etc;
    ■ Outdoor itinerary - tap into the trend of wide-open spaces and nature destinations.
    ■ Economic recovery - encourage travel as a way to aid Downtown Napa recovery.
  ○ Monitor editorial calendars for long-lead pitching opportunities:
    ■ What’s new;
    ■ Sustainability efforts;
    ■ Milestones, birthdays, anniversaries, etc.
Recovery: PR Tactics

- **Social Influencers (TBD)**
  - Tap into past influencers who have previously been to Downtown Napa to re-share their content with “Open for Business” messaging, encouraging travel when their followers feel ready.
  - Local social influencer day - meet and greet with untapped local/community influencers to help them explore their own backyard and showcase Downtown Napa is welcoming travelers back.
    - Alternative: Local influencer takeover of DoNapa social media channels to showcase their favorite spots in town and highlight that Downtown Napa is open for business.

- **Local Media Day (TBD)**
  - Drive-market media day coordinating inspirational experiences as a reminder that we’re here to welcome travelers when they feel ready.

- **FAM Tour (TBD)**
  - Traditional media:
    - Individual and/or group FAM - pending journalist travel sentiment;
    - Develop three-day, two night experience with select journalists to showcase recovery efforts in Downtown Napa.
Recovery: PR Tactics

- Partnerships
  - Work closely with Downtown Napa lodging partners and businesses to gather content and updates;
  - Work closely with Visit Napa Valley to help with proactive and reactive pitching and content sourcing ideas;
  - Submit information and updates to Visit California for monthly calls for content, in addition to ongoing pitches with business updates and initiatives from Downtown Napa;
  - Continue to participate in virtual meetings with editors for recommended best practices, travel sentiment and potential media leads.
Creative Concepts
PHASE 2: CONCEPT ONE

RESTORE YOURSELF

With shelter in place orders lifting we are all beginning to define our new normal. Excitement and hope are juxtaposed by anxiety and caution as visitors plan their next step. DoNapa will be there every step of the way to inspire and guide our visitors down a path of renewal. Because getting back to the things you love the most has the power to restore all.

DOWNTOWN NAPA
Be the City. Downtown & More.
PHASE 2: CONCEPT ONE

STAY CLOSE AND GET AWAY

RELAX & SAVOR EVERY BITE

RESTORE YOURSELF

Wine/Foodie Combination
Now that shelter in place orders have been lifted, it’s about time to do something positive for yourself. Take a refreshing getaway right in your own backyard and Do Napa. With open outdoor spaces and activities to fit any comfort level, you can feel good about getting back to your new normal.

SAMPLE HEADLINES
Do Something Positively Restoring
Do Something Positively Refreshing
Do Something Positively Tasty
Do Something Positively Stylish
Do Something Positive for the Community
Do Something Positive for Local Businesses
Do Something Positive for Yourself
Outdoor/Foodie Combination
PHASE 2: CONCEPT TWO

Do Something Positively...

Wine

Foodie

Entertainment

Do Something Positively...

Outdoors

Shopping

Spa
Do Something Positively Refreshing

Do Something Positively Tasty

Do Something Positive

Wine/Foodie Combination
Thank you!
Situation Analysis

We have all seen the immediate impact of Covid-19, and no industry has been protected. The world has been forced to change overnight. Companies without a strong online presence have faced the cold truth that the landscape has gone completely digital overnight. Of those, hotels, restaurants, wineries, and local retailers are among the hardest hit.

Destination seekers, while being sheltered at home, have evolved and are consuming information at an all-time high. What that means for Downtown Napa is that travelers are aspiring to return. TIDs around the country are heavily investing in staying top-of-mind for consumers, while producing content that is aspirational, empathetic, and therapeutic.

As the weeks roll by, Downtown Napa should be thought of first for those who are starving to discover new experiences – starting with immediate locals and regional markets. Now more than ever, it is a must to showcase our city as we collectively countdown the days for normalcy to return.
April content pivoted to **geo-target Napa locals** and promote **restaurant takeout and delivery**, **online shopping**, and tasting room **curbside pickup**

After seeing a dip in March, overall social engagements were up 26% with a **50% increase on Facebook**, **MoM**, with a significant decrease in ad spend

As users seek to help local businesses, there was a **115% increase** in “shares”

With 3.7k engagements, April’s “top post” was the most **engaged FB post FYTD**

Instagram Story impressions are up **58%** with a **994% increase** in users advancing to the next slide
Overview - Website Content

➔ With 1,549 views, April's most visited page was the "How you can support your local restaurants" blog.

➔ Our three resource blogs highlighting restaurants, online retail shopping, and tasting rooms, saw 2.8k page views, accounting for 28% of April page views.

➔ Each of the three blogs had an average time spent of over 4 minutes, with the three averaging 4:23.

➔ Following the pivot toward local marketing, Napa users accounted for 26% of April website sessions, a 41% increase for the area over April 2019.
Driving social users to the individual blog and resource pages, this ad accounted for 55% of all campaign acquisition traffic last month.

Reached 63.9k users in a 15 mile radius of Napa.

3.8k clicks

$0.21 cost per click (total spent: $798.62)

3.04% CTR

124.9k impressions

4:23 avg time spent
Moving Forward

1. Strategy
2. Campaign concepts
Content Direction

➔ Warm
➔ Inviting
➔ Comforting
➔ Relaxing
➔ Supportive
➔ Happy
Continue to focus on local market

- **Direct traffic to operating businesses**, including restaurants, one-on-one boutique shopping with online reservations, wine shipping and curbside pickup offers, and gift cards
- Provide **reopening news and resources** with guidance from the City
- Target **higher-income residents** with **staycation** messaging and encourage them to get out of the house for R&R when the time is right

Launch advertising to drive market

- Emphasize the relaxing nature of Downtown Napa, an **all-in-one escape**
- Messaging would encourage users to **keep Downtown Napa top-of-mind** when planning their next trip
- **Offer incentives** through packages and giveaways to help **drive bookings** as soon as possible.
Encourage users to pre-plan their return visit to Napa through a series of **pre-built packages** targeted toward the **staycation and road trip markets**.

Packages would help stimulate business and incorporate incentives to **book multi-night stays** at Downtown hotels.

Booking would provide access to certificates for restaurants, tasting rooms, retail stores, and other **small businesses** looking to participate.

Campaigns can launch as packages are solidified and hosted on DoNapa.com.

→ Book 2+ nights > enjoy dinner for two > & a tasting experience
Campaigns - Welcome Back to Napa

Welcome Back to Downtown Napa

Do Napa

Downtown Napa is the best of Napa Valley all in one location, so why not make the most of it? We're introducing inclusive packages that provide access to many of Downtown's most luxurious spots. Choose the one that best suits your upcoming itinerary!

Book your Downtown Napa Getaway
8 unique packages to choose from

May 2020
Campaigns - Local Giveaways

➔ #TakeoutTakeover
  ◆ Instagram campaigns like this would allow us to stimulate the restaurant industry by informing followers about takeout and delivery options
  ◆ A “vote to enter” campaign, prizes available may include recipes from head chefs, gift cards, or a private dinner with the owner

➔ A Night out in Napa
  ◆ Some locals may have adjusted to staying at home and dining in. We want to remind them about the local businesses that miss them with an enter-to-win package that includes a combination of a meal, show tickets, hotel stay, wine tasting, 1:1 shopping experience, and more
Campaigns - Giveaways

➔ Enjoy Napa from Home
   ◆ With participating partners, we’ll put together the ultimate “Enjoy Downtown Napa from home” package
   ◆ Target audience: Ideally, the giveaway would be served to past visitors who are most likely to plan a return visit to the area, and include at-home reminders of Downtown
   ◆ Segmented emails sent to most engaged out-of-area subscribers
   ◆ Serve targeted ads to people who have engaged with past events, ads, posts, and more on our social channels
Thank you!
### Napa Tourism Improvement District (TID) Budget Fiscal Year 2020/2021

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<td>Beginning Unreserved Fund Balance (estimated for FY 20/21)</td>
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<td>$325,054</td>
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<td>Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)</td>
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#### Revenues

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<td>TID Assessment</td>
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<td>Interest Earnings</td>
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<td>16,208</td>
<td>18,879</td>
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<td><strong>TOTAL REVENUE</strong></td>
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<td><strong>619,295</strong></td>
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#### Expenditures

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<td>Administrative Support</td>
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<td>Salaries and Benefits</td>
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<td>14,775</td>
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<td>Banking Fees</td>
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<td>General Overhead</td>
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<td>Collateral Materials</td>
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<td>General Supplies</td>
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<td>Other Purchased Services</td>
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<td><strong>Subtotal Collateral Materials</strong></td>
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<td>Advertising and Marketing</td>
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<td>Advertising</td>
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<td>- Contract Marketing</td>
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<tr>
<td>- Other Paid Advertising and Optional Services</td>
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<td><strong>Subtotal Advertising and Marketing</strong></td>
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<td>Funding Grants to Other Organizations</td>
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<td>50,000</td>
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<td>Contributions/Donations</td>
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<tr>
<td><strong>Subtotal Funding Grants to Other Organizations</strong></td>
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<td><strong>50,000</strong></td>
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<td><strong>TOTAL OPERATING EXPENSES</strong></td>
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#### Net Operating Position

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<td><strong>Transfer to Reserves</strong></td>
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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.*