

**NVTID- Yountville Approved Funding Allocation for FY 2019/20**

<b>Chamber of Commerce agreement (includes)</b>		<b>\$240,000</b>
Trip Advisor Premium Destination Page	\$ 20,000	
Chamber Management Fee	\$ 5,000	
Social Media Management & Oversight	\$ 50,000	
Branding Strategy (Mering Carson)	\$150,000	
Phase 2 of Brochure/App	\$15,000	
 <b>NVTID-Yountville Annual Funding Programs:</b>		 <b>\$40,500</b>
Art, Sip and Stroll	\$7,500	
Additional/Extended Holiday Lighting above base	\$7,500	
FAM trip expense	\$25,000	
Meeting expenses	\$500.00	
 <b>External Grants and Sponsorship:</b>		 <b>\$84,300</b>
Napa Valley Museum – Yountville	\$15,000	
Napa Vally Performin Arts Center – Lincoln Theater	\$14,300	
Napa Valley Vine Trail	\$10,000	
Napay Valley Film Festival	\$20,000	
Yountville International Short Film Festival	\$25,000	
 <b>Total</b>		 <b>\$364800</b>

*Approved 6.6.19*