

Business Recovery Destination Marketing Campaign

May 12, 2020

Mayor Dunbar and Councilmembers:

The Yountville, St. Helena and Calistoga Chambers of Commerce in collaboration with each of our respective Cities/Towns come before you, seeking your support of a Business Recovery Destination Marketing Campaign.

Background

The COVID-19 Pandemic has devastated our tourism economy in Napa Valley. Across the Valley, our cities/towns are anticipating as much as a 30% reduction in TOT and Sales Tax Revenue for FY 20/21. Leaving us with limited resources for essential and supportive services. This includes limited resources for destination marketing. Even during these difficult times, it is critical to continue marketing our destination to support the recovery efforts of our local economy.

We understand the difficult financial position our cities/towns are in, which is why we are proposing a collaborative business recovery destination marketing campaign to stretch our dollars further. The Yountville, St. Helena and Calistoga Chambers are prepared to work collaboratively to create a marketing campaign that distinguishes our experiences, while compliment the efforts of Visit Napa Valley.

Proposal

Each City/Town would contribute \$25,000 dollars to the Business Recovery Destination Marketing Campaign.

The total, \$75,000 dollars, would be utilized for a five (5) month campaign. The start time of the campaign will align with Visit Napa Valley's "Phase 2" strategy, roughly late May/early June. Our messaging will be based on a phased approach to ensure we are responsible with our content and targeting, to help our community bounce back as quickly as possible. I.e. the content of our campaign will evolve as the reopening situation evolves.

The target audience would be Lodging Guests (when appropriate) and Daytrippers; adults between the ages of 25-54 with an average household income of \$150,000 dollars or more. This demographic aligns with the Visit Napa Valley Visitor Profile study.

We believe visitors within driving distance will return to Napa Valley first, therefore our geography will focus on San Francisco Bay Area, Silicon Valley with secondary consideration of the Greater Sacramento area.

How will we measure the campaign? The campaign will be measured by engagement. Via click through rates, number of webpage sessions, time spent with content on site and number of webpage views.

Conclusion

This Business Recovery Destination Marketing Campaign will be hard working, tactical and targeted. As leaders within our respective communities, we have an opportunity to unite strategically to support the recovery efforts of our local economy. This is unique. We are fortunate to come together in this way, to maximize the limited dollars we have, to distinguish our communities and amplify our message.

The Yountville, St. Helena and Calistoga Chambers of Commerce look forward to working together to promote our exceptional unique experiences.

We thank you for your consideration and support of this effort.

In Partnership,

Whitney Diver McEvoy
President & CEO
Yountville Chamber of Commerce

Amy Carabba-Salazar
President & CEO
St. Helena Chamber of Commerce

Bruce Kyse
Executive Director
Calistoga Chamber of Commerce