

# **Yountville Chamber of Commerce**



## **Annual Report**

**July 1, 2024 - April 30, 2025**

**Prepared for the Yountville  
Town Council Meeting on  
May 6, 2025.**

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# Table Of

## Contents

- |   |                         |    |
|---|-------------------------|----|
| 1 | Who We Are              | ++ |
| 2 | Vision, Mission, Values | ++ |
| 3 | Our Team and Budget     | ++ |
| 4 | Membership              | ++ |
| 5 | Program Highlights      |    |
| 6 | Marketing Highlights    |    |
| 7 | What's Next?            |    |
| 8 | Conclusion              |    |
-



# Who We Are: Yountville Chamber



The Yountville Chamber of Commerce is a 501c6 non-profit organization. Representing over 330 Business Members and 150 Associate Members. The Yountville Chamber is governed by a volunteer Board of Directors, with day to day operations run by a professional staff of three. We are proud to say, we wears two hats.

We serve as a traditional chamber of commerce and as the destination marketing organization for Yountville. We are proud of this dual role, and our partnership with the Town of Yountville and the NVTID – Yountville to market the destination of Yountville. We believe our community is stronger and more successful because of this leadership alignment.





# Vision, Mission, Values

## Vision

To be the premiere  
small town destination

## Mission

Enriching the Vibrancy of  
Our Community

## Values

### **Building a Thriving Community**

We believe in cultivating strong  
relationships between businesses.  
We believe in cultivating strong  
relationships between businesses  
and residents.

### **Being Your Champion**

We believe in improving the  
economic well-being and quality of  
life in our community.

### **Driving Commerce**

We believe in providing the tools,  
resources, and opportunities to help  
grow member businesses.

### **Promoting Yountville**

We believe in marketing and  
promoting Yountville as the premier  
small-town destination.



# Our Team

## Board of Directors

The Yountville Chamber is governed by a volunteer Board of Directors, made up of 10 voting members and 4 non-voting members.

First Name	Last Name	Company	Board Position
Lisa	Bertolucci	Vintage Sotheby's International Realty	Board Member
Frederick	Boelen	The Good Life Wine Collective	Board Member
Max	Compagnon	Napa Valley Lodge	Secretary
Mark	Davis	Sacramento International Airport	Board Member
Kenneth	Deposki	Kenneth   Raymond Design	Board Member
Mariko	Hachiya	Grgich Hills Winery	Board Advisor
Richard	Hall	WeinStrategies LLC	Treasurer
Arik	Housley	Ranch Market Too	Board Member
Brad	Raulston	Town of Yountville	Board Advisor
Noel	Resnick	Partners2Media	Chair
Julie	Secviar	Far Niente Wine Estates	Vice Chair
Rob	Stout	Yountville Chamber Ambassador Chair	Board Advisor
Heike	Pacchetti	North Block Hotel	Board Member
Erin	Tichy	Thomas Keller Restaurant Group	Board Advisor



# Our Team

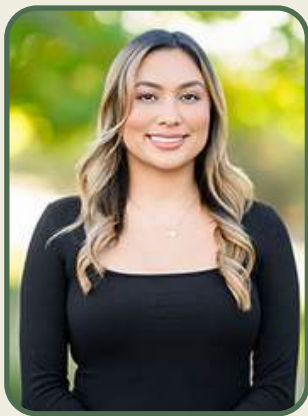
## Staff



Natalie Leighton  
President & CEO

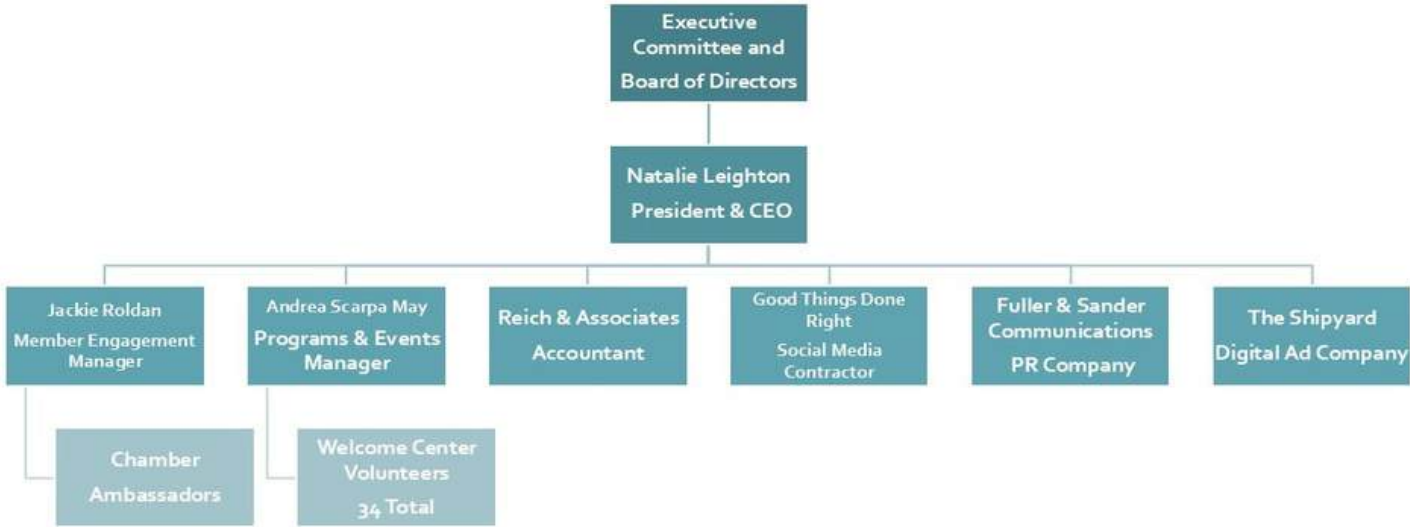


Andrea Scarpa May  
Programs & Events Manager



Jackie Roldan  
Member Engagement  
Manager

### Yountville Chamber Org. Chart







# Budget

Given the current economic environment and hesitant buyer market, the Yountville Chamber is in a solid financial position.

Our income is primarily made up of 3 income streams: Membership dues revenue, Town of Yountville Contract and the NVTID – Yountville contract.

We have additional income from event ticket proceeds, member marketing services and our Guest Information Network Partnership with Visit Napa Valley for the Yountville Welcome Center. We continue to look for new ways to grow revenue for the chamber, through marketing opportunities and new events.

To this end, we brought back Taste of Yountville and launched a new Yountville Wine & Beer Passport to generate new revenue for the chamber. Both have experienced soft sales to date.

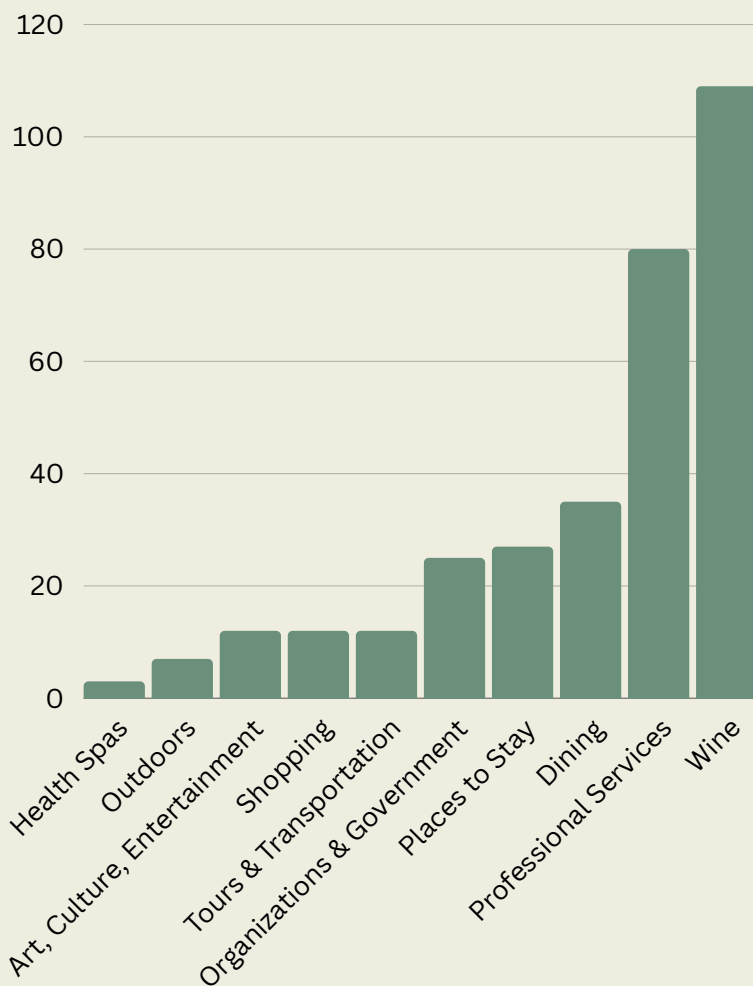
Yountville Chamber Budget July 1, 2024 - June 30, 2025	
Revenue	\$1,031,290
Expenses	\$1,032,795
Net Profit	(\$1,505)

# Membership

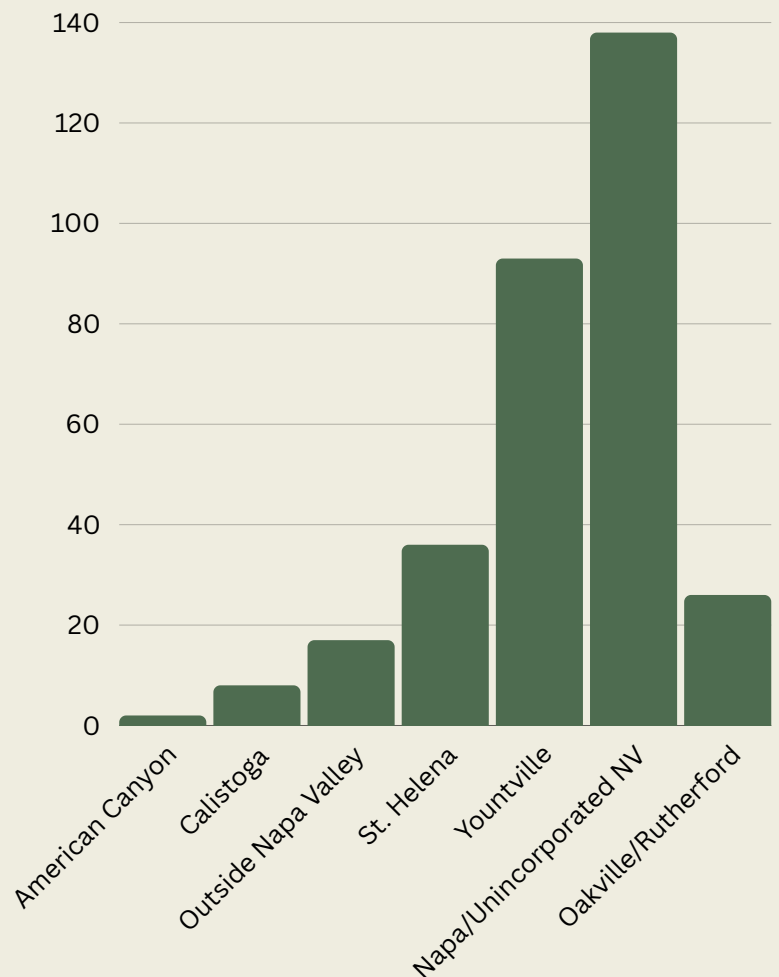
Membership of the Yountville Chamber is made up of two categories: Business Members and Associate Members (Yountville Residents). Currently, we have **480 members total**: 330 Business Members and 150 Associate Members.

We continue to focus on refining our member benefits and providing our members with top notch customer service. Our Business Membership has declined slightly over the past year, due to the current economic climate and less visitation to the Napa Valley. We currently have a cap on our Associate Membership at 150 members.

## Membership by Category



## Membership by Location





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# Program Highlights

This fiscal year was year one of our three-year Strategic Plan. Our Strategic Plan contains four objectives that drive our operations. Goals and metrics are tied to each objective. Numerous tactics are created to ensure achievement of the yearly goals. The Yountville Chamber Board of Directors creates our Strategic Plan each year at our annual Board Retreat.

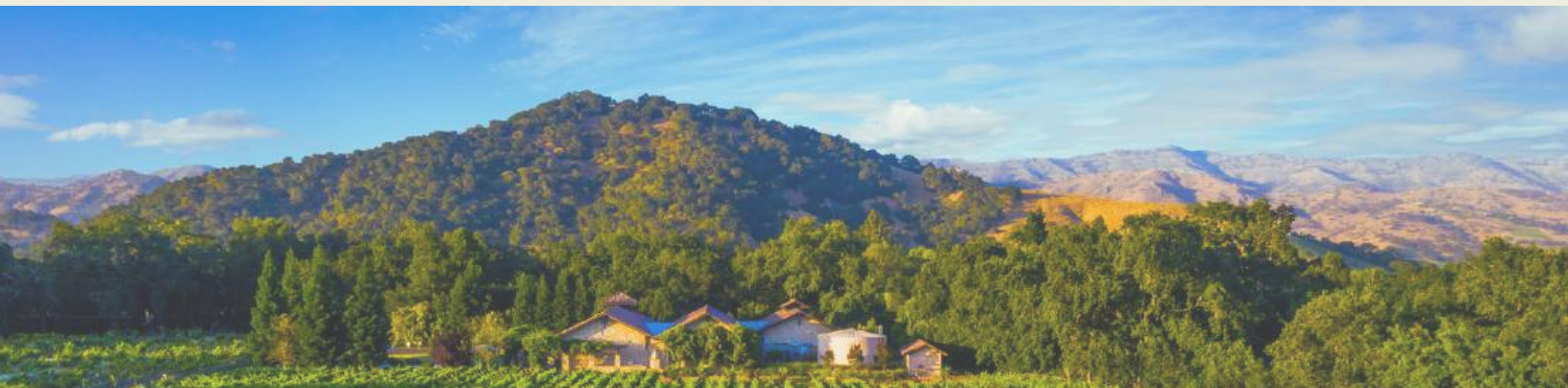
**Objective One:** Focus on Visitor Promotion and Engagement to Foster Positive Economic Impact for Yountville & Surrounding Community

**Objective Two:** Connecting, Convening and Collaborating

**Objective Three:** Run an Effective, Sustainable and Engaging Chamber

**Objective Four:** Enhance Member Resources

We have made significant progress against the goals tied to these objectives. I would like to take this opportunity to share some highlights of our accomplishments. I believe these highlights are best shared under the umbrella of our four key values.



# Program Highlights

**Building a Thriving Community:** at the intersection of helping businesses succeed and our community thrive.



## Networking Mixers

Bringing our members together on a monthly basis fosters friendships and partnerships. And its great for businesses and our community. Our Monthly Networking Mixers continue to be a great success, with between 150 - 200 attendees joining us. Both Business Members and Associate Members attend our Mixers.

## Associate Members

We are so proud of our Associate Member program, chamber membership for Yountville Residents. It is so popular, we had to put a membership cap on it, at 150 members. This program has given our members exclusive access to business promotions, opportunities to network, and more. But most importantly, it has created community.



# Program Highlights

**Being Your Champion:** we are a fierce champion for economic vitality in Yountville

## Policy Collaboration

This year, we worked with Councilmembers Reeves and Trippe on a Foodware Ordinance. This policy collaboration, included meetings with businesses, thoughtful dialog around the environment and this Ordinance's economic impact on both businesses and consumers. There is still much work to be done on this topic, but the collaboration around policy, the environment, our businesses and economy was work many communities would be envious of.



## Yountville Wine & Beer Passport

Championing economic vitality takes many shapes and forms. Sometimes it is policy like above, sometimes it is a Wine & Beer Passport designed to drive traffic to our local Tasting Rooms and Wineries. The Yountville Wine & Beer Passport runs from April 1 - August 31, 2025, featuring 2-for-1 Tastings and discounts at 15 locations. Priced at \$95 dollars, this passport is completely digital, offering ease of download and booking.





# Program Highlights

**Driving Commerce:** we are a catalyst for business growth and strengthening our local economy.



## Holidays in Yountville

Holidays in Yountville took place from November 24, 2024 - January 1, 2025. Featuring over 165 events posted, 65 gifts in the Holiday Gift Guide, and nearly 70 participating businesses. Over 1.4MM digital and print impressions were garnered through our campaign. With over 20,000 people visiting the Holidays in Yountville webpages over the six weeks.

## Taste of Yountville 2025

Taste of Yountville took place on April 27, 2025 at Chandon with just over 200 in attendance. Featuring 14 Yountville Tasting Rooms/Wineries and delicious food by Chandon. Yountville Tasting Rooms/Wineries asked us to bring back this event, as a great way to market Yountville and their businesses.





# Program Highlights

**Promoting Yountville:** we are proud to promote Yountville as the premiere small-town destination

## Yountville Visitor Guide and Map

The Yountville Visitor Guide, is both printed and available digitally on our website. It features a narrative about the destination, along with sample itineraries, member highlights and our Yountville Map. A total of 11,000 copies were printed and distributed over the past year in Yountville and throughout the Napa Valley. The Yountville Map, is printed twice per year, once in the Spring/Summer and one in the Fall/Winter. We print 20,000 copies of the Map, it is distributed to all of the businesses in Town, and handed out at the Yountville Welcome Center.



## Get Inspired Blog

Our Get Inspired Blog on Yountville.com enables us to tell the story of Yountville and also share experiences at member businesses. We strive to post four blogs a month; upcoming events, member spotlight, community events, and current holiday or activity focused (like hiking or walking for example). We share these blogs across our many platforms, including social media, E-newsletter, in our Yountville Welcome Center and more. We have posted over 30 blogs over the past year, with more coming over the next two months!





# Marketing Highlights

We are proud to partner with the Town of Yountville and the NVTID – Yountville to promote the destination of Yountville. Our marketing strategy is comprehensive, covering the following areas: Yountville Welcome Center, Yountville.com, Social Media, Digital Marketing Advertising, Public Relations, Event Marketing as well as some radio and print advertising. Together, with our Marketing Committee, we create our yearly marketing strategy. The Marketing Committee also oversees the progress of our marketing goals. This committee meets every other month.

Yountville  
Welcome  
Center

Yountville.com

Yountville  
Chamber.com

Social  
Media

Public  
Relations

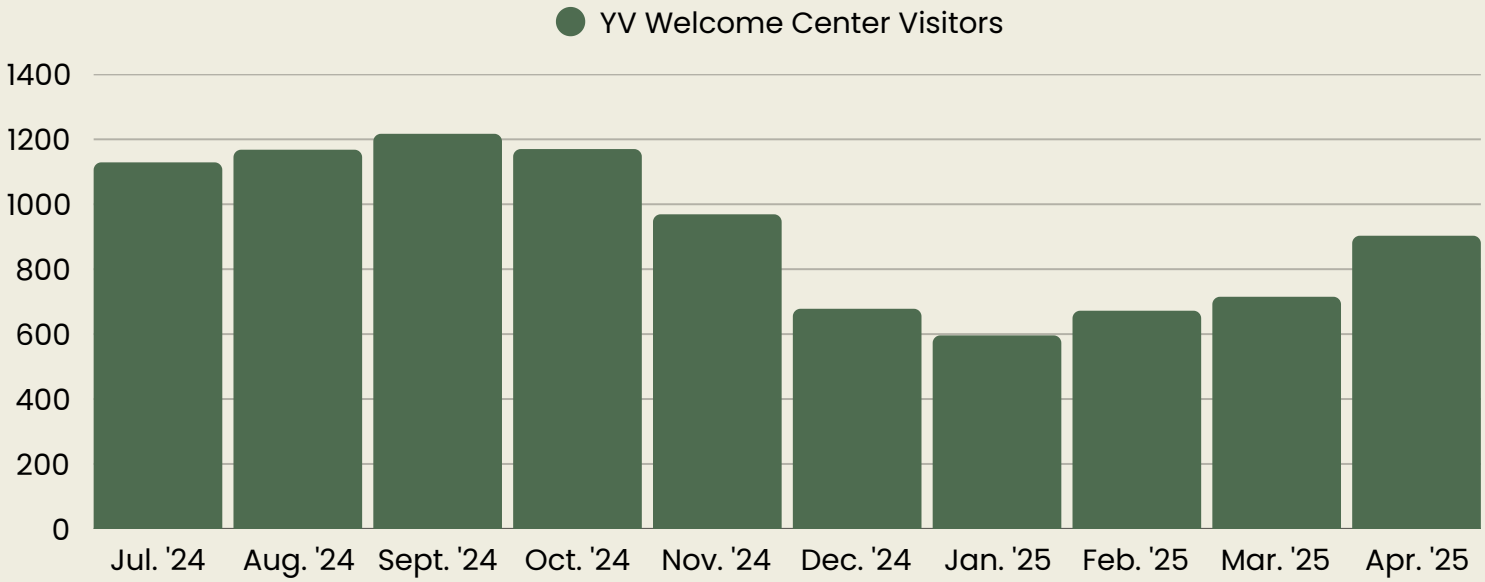
Digital  
Advertising



# Yountville Welcome Center

The Yountville Welcome Center is the “front door” of Yountville. We currently have 34 volunteers, who greet and help visitors, as well as chat with locals and their dogs! We are open seven days a week, Monday – Friday, 10:00 a.m. – 4:00 p.m. and Saturday/Sunday, 10:00 a.m. – 3:00 p.m.

From July 1, 2024 – April 30, 2025, we saw a total of 9,187 visitors, we expect this total to increase with the two months left in the fiscal year. The Yountville Welcome Center features rack cards from our members, visitor information sheets, free magazines, Yountville maps, Napa Valley maps, Visit Napa Valley Guidebook and more. We work collaboratively with Visit Napa Valley and the other Welcome Centers in Napa County to ensure best practices and information. Pictured below, Yountville Welcome Center Volunteers at our annual Halloween Meeting, October 2024.





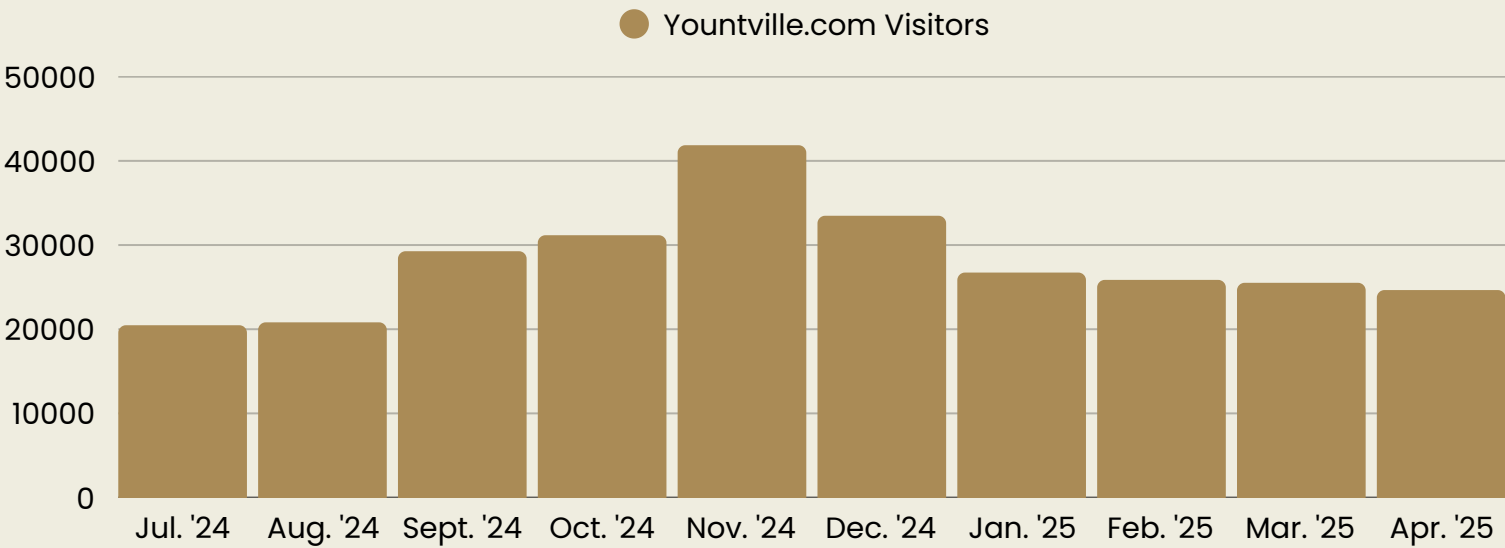
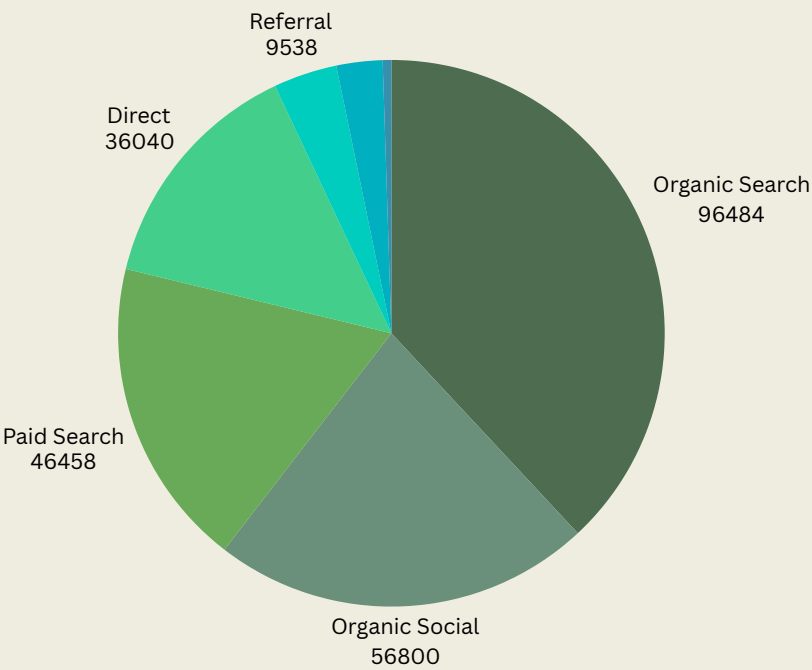
# Yountville.com

Our destination focused website, Yountville.com serves as our home on the internet. Our digital advertising and promotion goes back to this website. Yountville.com is designed to inspire and educate visitors about Yountville. The website contains member directory pages, featuring robust evergreen and search engine optimized content, events calendar, history of Yountville, our Get Inspired Blog, our virtual Yountville Welcome Center and beautiful photos of the destination.

Yountville.com saw 279,811 visitors from July 1, 2024 - April 30, 2025. The large spike in visitation during November and December, is due to our Holidays in Yountville campaign! The top states to visit Yountville.com: California, Washington, Oregon, and Nevada.

This two months left in the fiscal year, we expect to hit over 300,000 visitors to yountville.com.

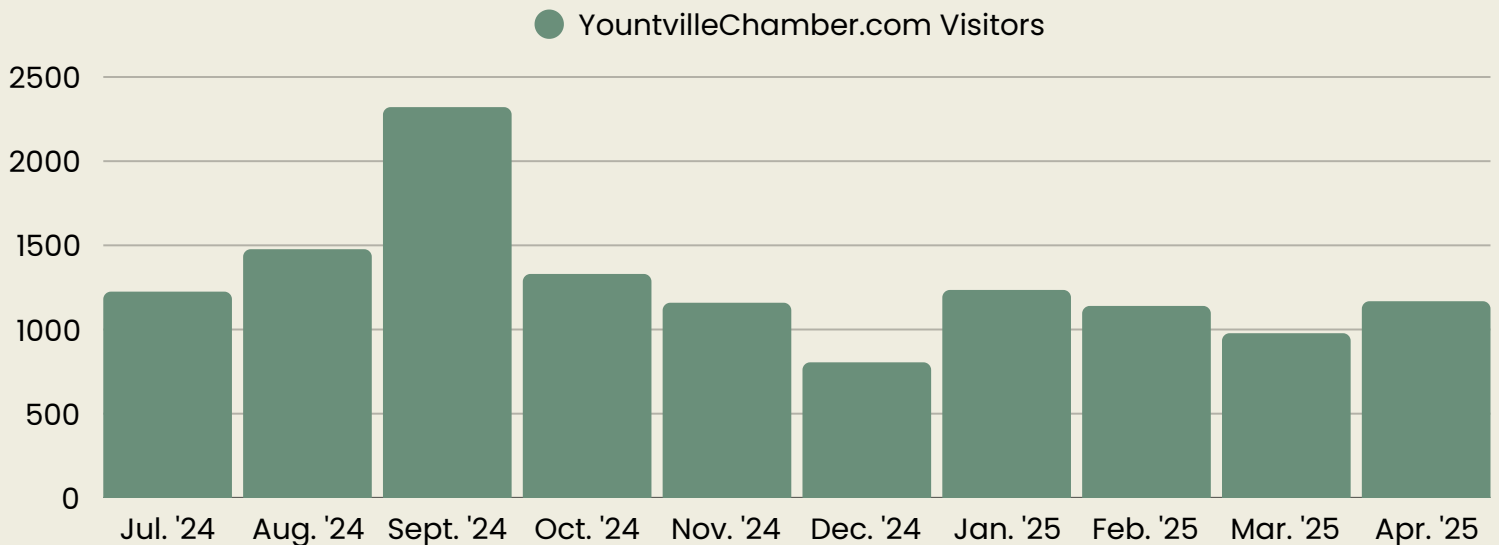
Yountville.com Sessions by Channel





# YountvilleChamber.com

Our award winning website YountvilleChamber.com serves as the one stop shop for all things Yountville Chamber for our members and community. Featuring business spotlights via our Blog, member resources, overview of chamber programs, community event calendar, and more. We are still growing our audience for this website, it is not nearly as popular as yountville.com. We do not spend any money marketing this website, over the last year, we saw a 33% increase in visitation. A total of 12,738 unique visitors to YountvilleChamber.com from July 1, 2024 - April 30, 2025.



Welcome to Yountville Calendar

Events

View the Date of: **May 2025**

MM/DD/YYYY

Filter By Event Type

Clear All Event Types

Food

Business Networking

General

Community

Wine

Other

Arts

Arts

Filter By Type

Organ

Comm

Comm

Mem

month week list month today

Sun

Mon

Tue

Wed

Thu

Fri

Sat

27

28

29

30

1

2

Celebrating 50 Years of Winemaking Excellence at V. Sattui Winery

Shrimp & Steak: \$35 Burger and Martinis

Welcome to Yountville Calendar

Business Directory

Search | Advanced Search | New Members | Coupons and Discounts | All Categories

Search by Keyword

Search by Category

Search

Art, Culture & Entertainment

Professional Services

Concierge Services

Event Services

Health & Wellness

Professional Services

Publications

Real Estate

Retirement Living

Specialized Services

Winery and Vineyard Resources

Shopping



Deli's & Markets


Shopping

Tours & Transportation


Tours

Transportation








EXPLORE THE YOUNTVILLE CHAMBER BLOG



Yountville Chamber: April 11 Newsletter



Yountville Chamber: Introducing our New President & CEO Natalie Leighton



Yountville Chamber: March 28 Newsletter



# Social Media

Social Media continues to be a critical piece of our destination marketing strategy. Many visitors still seek out social media for inspiration when planning their trip, and of course, sharing their trip when in market. We focus on four channels: Facebook, Instagram, Pinterest and TikTok. The Marketing Committee sets the Social Media strategy, that directs our daily content posting.

Our Social Media Strategy has three objectives: 1) Member Content; 2) Driving traffic to Yountville.com; 3) Establishing Yountville social channels as experts on “all things” Yountville.

Each year we run a series of special campaigns around events or brand building, below are three highlights. We ran the following campaigns: Yountville Pup, Great Outdoors, Holidays in Yountville, Yountville International Short Film Festival, Mustard Season, Art, Sip & Stroll and Yountville Pride.

Our overall audience reach grew by to over 101,000 followers across four channels. Over the past year, over 210,000 people have engaged with our content. We have increased the post quality, which has driven more engagement. On Instagram, a total of 11,600 people clicked out to our website for more information. On Facebook, we had over 6,848,028 video views of our posted content.



Followers: 66,192



Followers: 31,800



Followers: 2,100



Followers: 1,600



**MUSTARD CAMPAIGN**  
394,907 Impressions  
2.79% Click Through Rate  
\$2,000 Spent



**OUTDOORS CAMPAIGN**  
274,769 Impressions  
4.87% Click Through Rate  
\$2,000 Spent



**HOLIDAYS IN YOUNTVILLE**  
556,365 Impressions  
1.47% Click Through Rate  
\$3,000 Spent

**Please be sure to follow us at:**

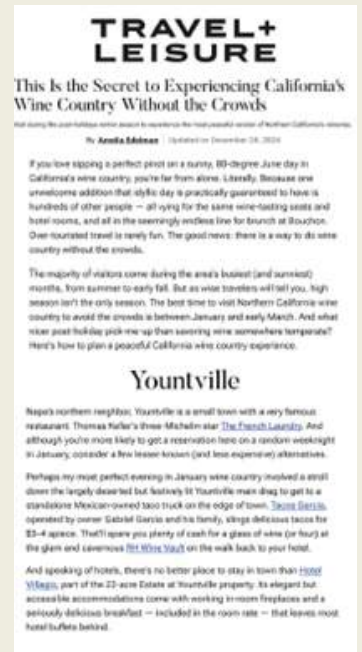
**Facebook:** [@ExploreYountville](#) | **Instagram:** [@YountvilleCA](#) | **Pinterest:** [@YountvilleCA](#) | **TikTok:** [@ExploreYountville](#)

# Public Relations

We continue to retain Fuller & Sander Communications to manage Public Relations for the destination. Fuller & Sander oversee Familiarization (FAM) Tours as part of their contract, generate press releases for upcoming events and field all incoming press inquiries about the destination.

Fuller & Sander Communications coordinated a total of 18 Familiarization Tours to date, with publications such as Los Angeles Times, Forbes Travel Guide, Haute Living and much more.

A total of over 430 million impressions were generated through Fuller & Sander Public Relations efforts. Directly below is a list of the top five publications Yountville and Yountville businesses were featured in over the past year.



Publication Name	Story - Hyperlinked	UMV (Unique Monthly Visitors)
Los Angeles Times	<a href="#">Culinary Delights in Napa and Sonoma</a>	48.2 MM
The Mercury News	<a href="#">Happy Wanderer: Yountville one of the finest Napa Wine Country Towns</a>	20 MM
Forbes Travel Guide	<a href="#">How to Spend Two Days in Yountville, California</a>	1.3 MM
Travel + Leisure	<a href="#">Experience California's Wine Country without the Crowds</a>	16 MM
AARP	<a href="#">A Local's Guide to Napa and Sonoma Wine Country</a>	38 MM

# Digital Marketing Advertising Campaigns

This year, we executed several different digital marketing advertising campaigns to promote Yountville. They include the Hyper Local campaign, Napa Valley North campaign, and our Yountville Brand campaign, running for the eighth year.

The **Hyper Local campaign**, is a geofenced advertising campaign running Monday - Friday only in downtown Napa. This campaign promotes dining, tasting and staying in Yountville. Between July 1, 2024 - March 31, 2025 the campaign generated 1.73 million impressions, with 15,310 clicks to yountville.com. We only spend \$200 dollars per month on this campaign! Huge return for the value.

The **Napa Valley North campaign** is designed to educate and inspire visitors to explore the magic of Napa Valley North by highlighting the close proximity of the multi-city itineraries, boutique charm, world-class wineries, culinary gems, wellness escapes, and unique local experiences in Yountville, St. Helena, and Calistoga end of March through August. The Napa Valley North Campaign is a partnership with Yountville, St. Helena and Calistoga, each local NVTID contributed \$20,000 dollars toward the campaign.

The Napa Valley North Campaign, includes a new website [NapaValleyNorth.com](https://NapaValleyNorth.com) featuring itineraries, digital ads on Facebook/Instagram, google ads, video, spotify playlists and spotify ads.

In the first 3 weeks, the new Napa Valley North website received over 3,700 visitors. With the average time on site 40 seconds. The initial social media video that launched on March 13 had 15,446 views. On Social Media, weekly there is one post and two stories on Instagram dedicated to Napa Valley North. On a monthly basis, there are two collaboration posts between the Yountville, St. Helena and Calistoga Social Media channels as well as two stories on Instagram sharing the Spotify playlists.





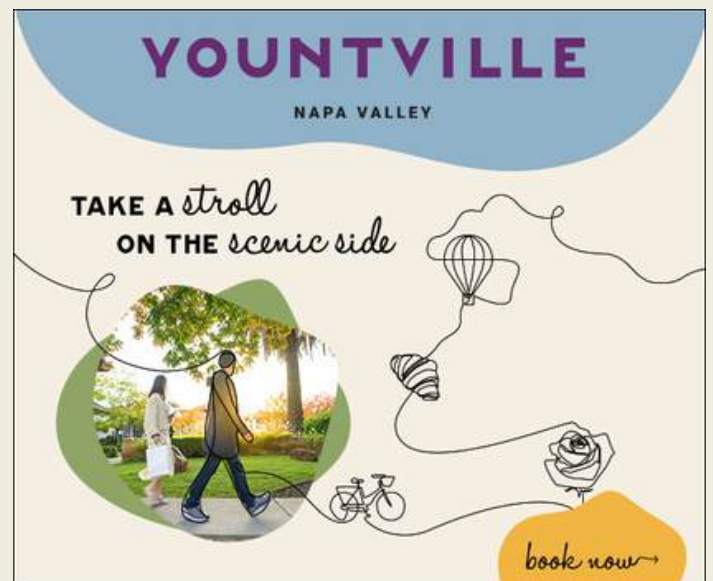
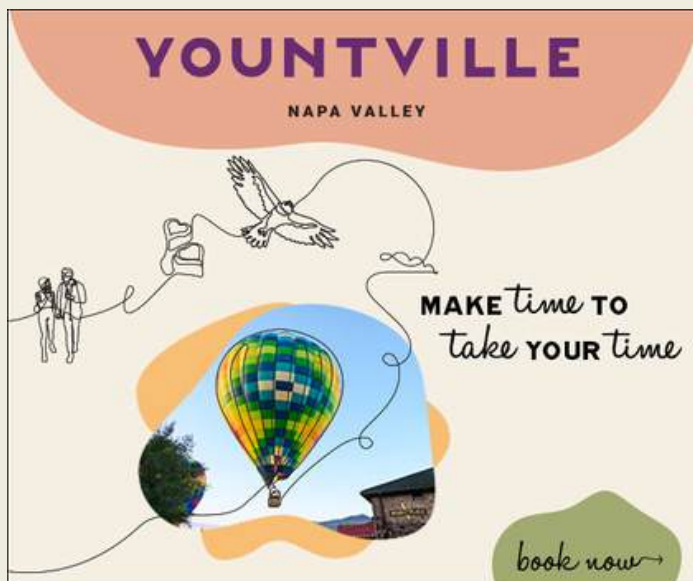
# Digital Marketing Advertising Campaigns Continued

This year we entered into the eighth year of our **Yountville Brand campaign**. The objective of this campaign was to implement a multi-channel, paid advertising plan to generate awareness of Yountville and increase visitation. Additionally, we participated in the co-op for direct room booking through Expedia. Our target audience focused primarily on the Bay Area and Sacramento region, ranging in age from 25 – 54 years old with a household medium income of \$150,000 dollars plus.

In partnership with the NTVID – Yountville, we spent \$180,000 dollars from September 2024 – June 30, 2025. Our campaign ran across the following platforms Facebook/Instagram, Google Search and YouTube and Expedia.

The Expedia program is running January – May 2025. The campaign generated over \$90,611 dollars in booking revenue and 113 room nights for January - March 2025.

For the advertising with Facebook/Instagram, Google Search and YouTube, to date the campaign has generated a total of 10,373,256 million impressions, 1,365,288 views and 59,718 clicks to Yountville.com. [Click here](#) to view “Art of the Stroll” video and [Click here](#) to view “Join Us For a Stroll” video that air on YouTube.com. These stats are from September 2024 - March 2025.



# What's Next?

The Yountville Chamber of Commerce is embarking on a new chapter with our new President & CEO Natalie Leighton, who joined the team on April 29, 2025. Supported by professional staff, active volunteers, engaged members and supportive Board of Directors, we are confident Natalie will lead the Yountville Chamber to new heights.

The Yountville Chamber's commitment and partnership with the Town of Yountville is of paramount importance to our community. We know the economic vitality of our town is upheld through this partnership to promote Yountville as a premiere small-town destination. Through this economic vitality, we experience a high quality of life many aspire to enjoy.

As mentioned earlier on in this report, we are just completing the first year of our three year Strategic Plan. The objectives will remain the same over the next two years, with the strategies and tactics changing depending on the priorities of the chamber and our community. As a reminder, those objectives are:

**Objective 1:** Focus on Visitor Promotion and Engagement to Foster Positive Economic Impact for Yountville & Surrounding Community

**Objective 2:** Connecting, Convening and Collaborating

**Objective 3:** Run an Effective, Sustainable and Engaging Chamber

**Objective 4:** Enhance Member Resources

We look forward to the coming year ahead and our partnership with the Town of Yountville and the NVTID – Yountville. We thank you for your continued support and engagement with us to fulfill our mission of enriching the vibrancy of our community.



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# Conclusion (and thank you!)

This Yountville Chamber of Commerce Town Report is my ninth and final one! Can you believe it?!

When I stepped into this role as President & CEO of the Yountville Chamber on July 1, 2016, I inherited an irrelevant organization, a deficit budget, no professional structure in place, it was in a very sad state. We built the Yountville Chamber to what it is today from difficult beginnings. Even though those were very challenging times, one of the bright spots was our partnership with the Town of Yountville.

The support of the Yountville Town Council, Town Manager and Town Staff was unwavering. Despite not knowing me, or my capabilities, the Council, Manager and Staff always supported me and the Yountville Chamber. They believed in me from day one. I will never be able to properly express how much that meant to me, and what a difference it has made in the success of the Yountville Chamber. Simply, we wouldn't be where we are today, without this support and partnership.

So, as my final thank you and request. I ask you Town Council, Town Manager and Town Staff, give our new President & CEO Natalie Leighton the same support and belief from day one that you gave me. Your confidence in her will do more then you will ever know. Yountville and the Yountville Chamber will be stronger because of it.

As I write this, I am filled with gratitude for the experience to work with each and every one of you. It has been a pleasure to work together on policy, events and initiatives to propel the town of Yountville into the future. Best of luck to each of you in the years ahead.

Cheers to the heart of the Napa Valley,

Whitney Diver McEvoy  
Outgoing President & CEO  
Yountville Chamber of Commerce

