

*ART, SIP &
STROLL
2025*



73 Artists

- Driveway 17
- Plaza 12
- Lawn 17
- Estate 28

62 in 2024



20 WINERIES

14 IN 2024

COMMUNITY CENTER 10
ESTATE 10



SALES

TASTING PACKAGES –

2025: 753 SOLD/ 48 COMP + 72 ARTISTS

1 POSTER/3 TOTE BAGS/7 HATS

2024: 938 SOLD / 44 COMP



MARKETING

TOTAL SPEND \$11,236

(STILL PENDING GRAPHIC DESIGN INVOICES)

CLICK THROUGH OF .04 -.08% IS CONSIDERED AVERAGE

GOOGLE ADS: 197K IMPRESSIONS/1.87K CLICKS (.09%)

SONOMA MEDIA: 408K IMPRESSIONS / 416 CLICKS (.10%)

FACEBOOK ADS: 40K IMPRESSIONS/578 CLICKS (.14%)

EVENT: 526 VIEWS (PD/REGISTER CALENDARS)

ARTSIPSTROLL.COM: (2/1-5/17) 14,419 SESSIONS/11,194 UNIQUE VISITORS.

5,362 COMING FROM FB PAID (37%), DIRECT (23%), GOOGLE 2,421 (17%)

OTHER: SAC BEE PRINT, PRESS DEM PRINT, 65/57 PRINT, KVYN/KVON, EVENT SITES, RACK CARDS.



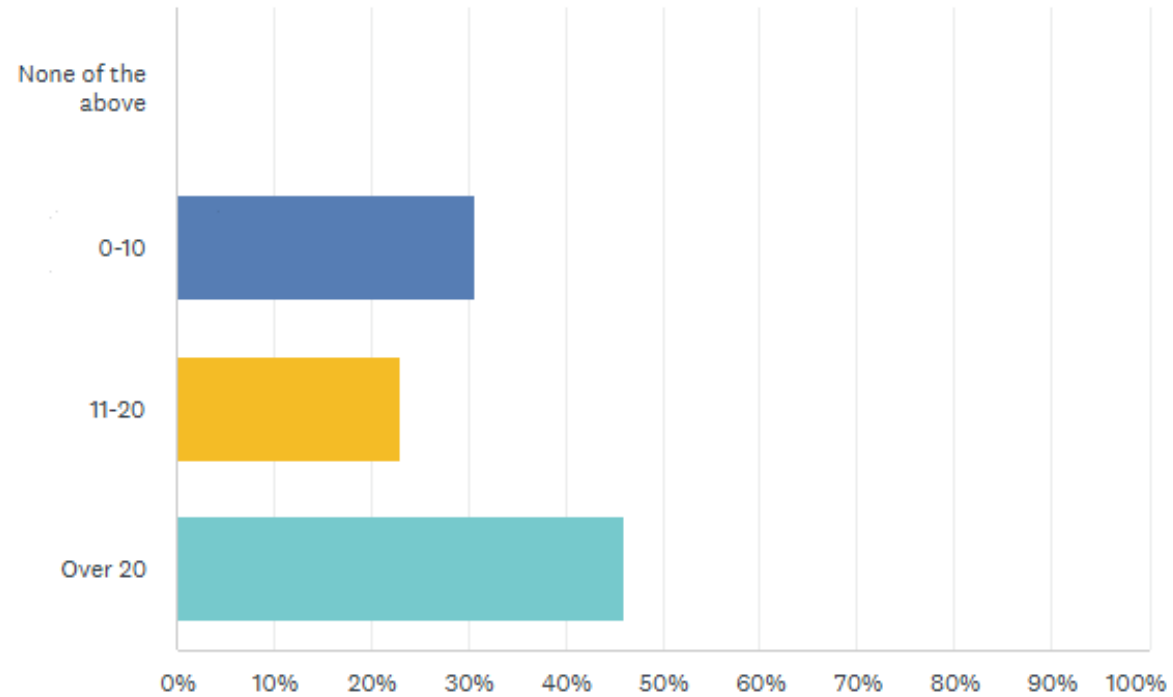
SALES

39/73

RESPONDED

How many items did you sell?

Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
0-10	30.77%	12
11-20	23.08%	9
Over 20	46.15%	18
Total Respondents: 39		

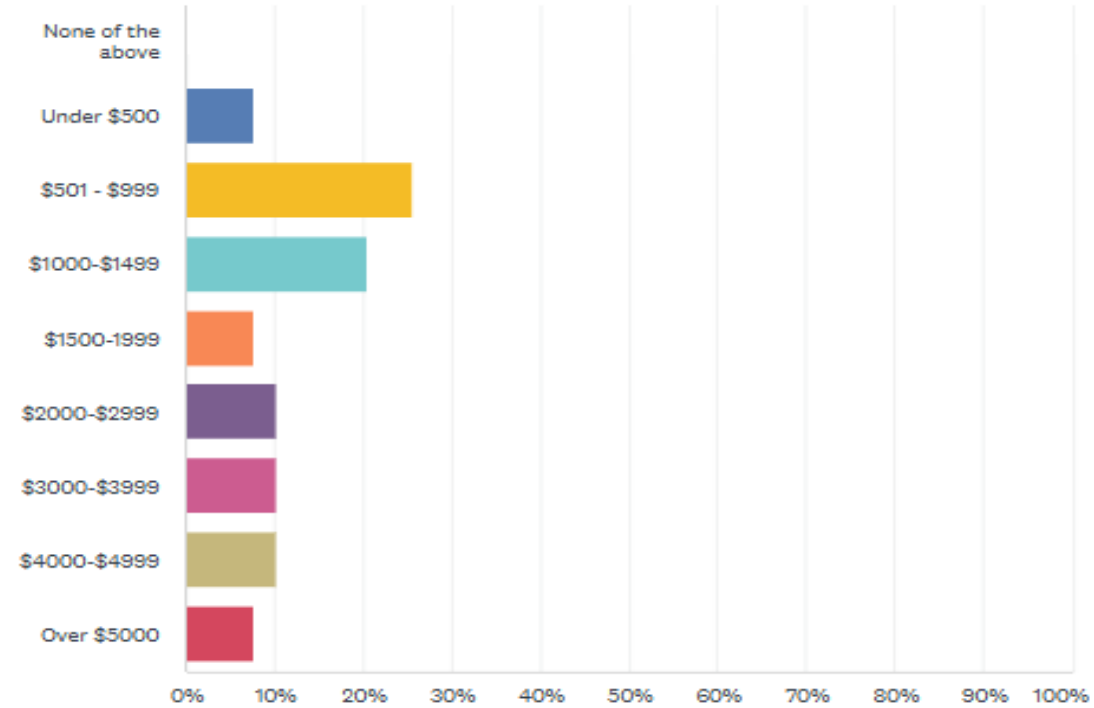
SALES

39/73

RESPONDED

How were your sales totals?

Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Under \$500	7.69%	3
\$501 - \$999	25.64%	10
\$1000-\$1499	20.51%	8
\$1500-1999	7.69%	3
\$2000-\$2999	10.26%	4
\$3000-\$3999	10.26%	4
\$4000-\$4999	10.26%	4
Over \$5000	7.69%	3
Total Respondents: 39		

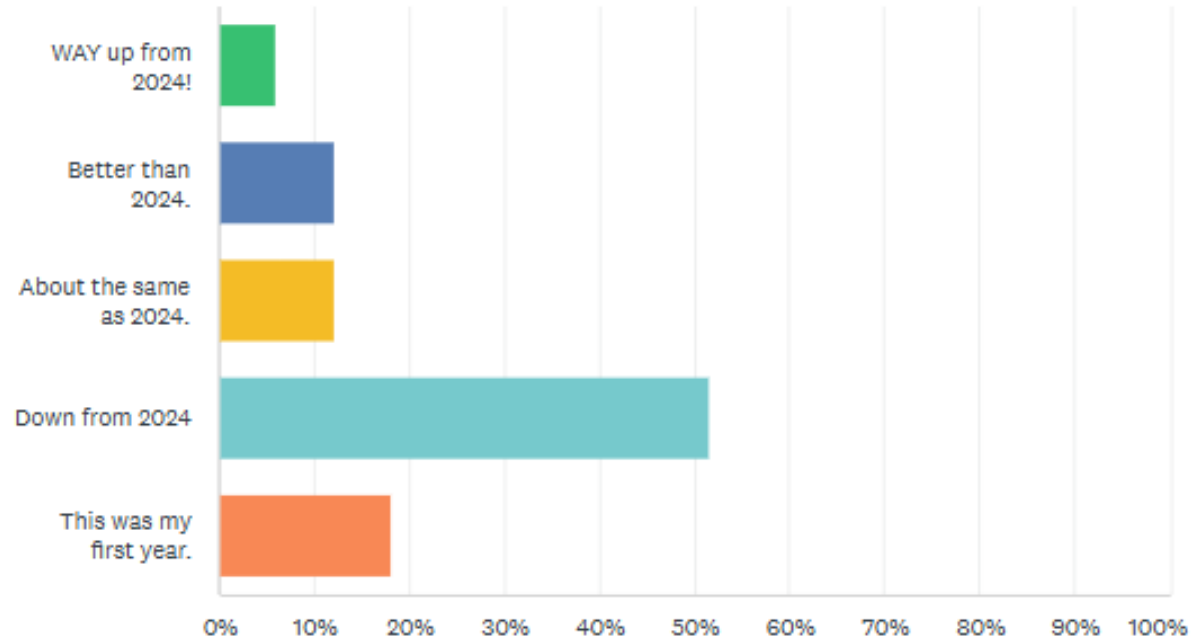
SALES

33/73

RESPONDED

If you participated in 2024, were your sales?

Answered: 33 Skipped: 7



ANSWER CHOICES	RESPONSES	
WAY up from 2024!	6.06%	2
Better than 2024.	12.12%	4
About the same as 2024.	12.12%	4
Down from 2024	51.52%	17
This was my first year.	18.18%	6
Total Respondents: 33		

BUDGET

EXPENSES - \$66,988*

REVENUES- \$69,181

NET - \$2,192 APPROX. PENDING FINAL #'S

LARGEST EXPENSES

- MARKETING - \$11,236
- TENTING & RENTALS - \$38,647

FEEDBACK

39/73

13 ESTATE

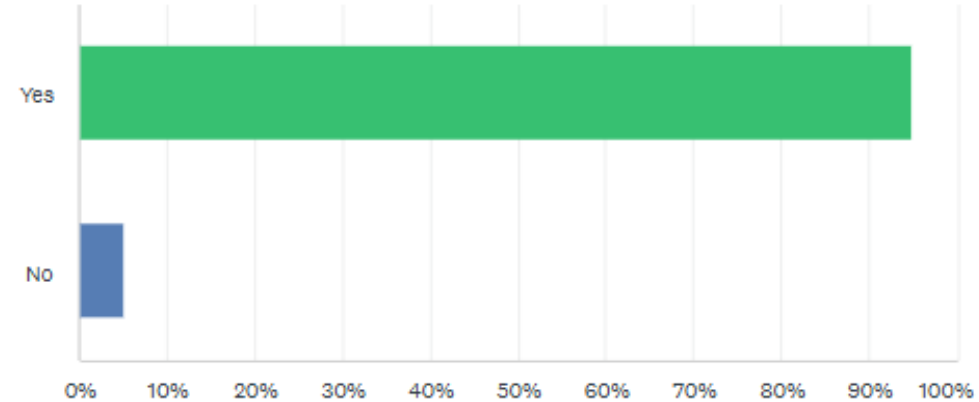
9 DRIVE

8 PLAZA

9 LAWN

Was your booth space adequate for you and your customers?

Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	94.87%	37
No	5.13%	2
TOTAL		39

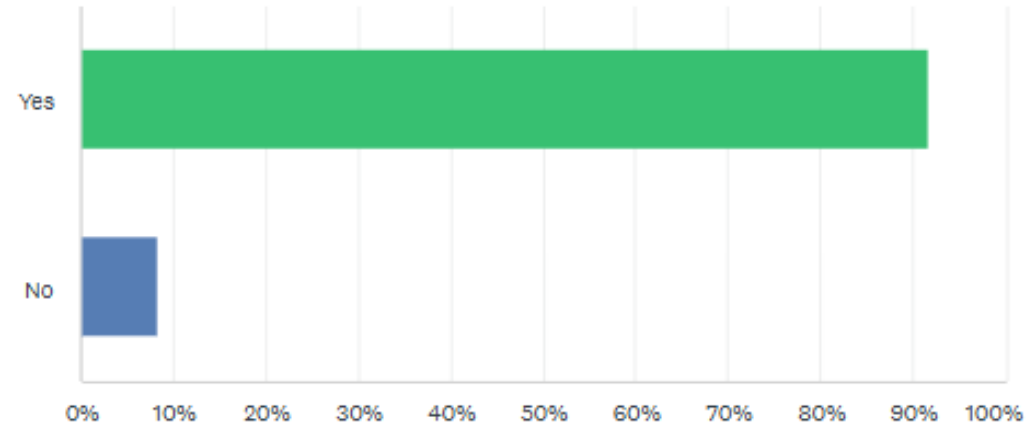
- ONE COMPLAINT DUE TO ARTIST SETTING UP IN WRONG BOOTH
- ONE COMPLAINT OF WIND

FEEDBACK

36/73

Do you feel this event was worth your time and booth fee?

Answered: 36 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	91.67%	33
No	8.33%	3
TOTAL		36

[Comments \(13\)](#)

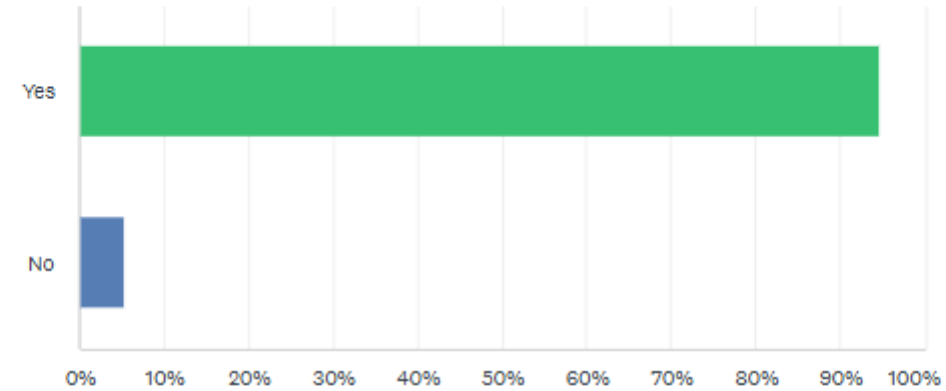
- NOTE OF MORE WINERIES INCLUDED GIVES PERCEPTION OF A WINE EVENT.
- SALES DOWN. NOT AS MANY BUYERS

FEEDBACK

37/73

Would you want to return again next year?

Answered: 37 Skipped: 3



ANSWER CHOICES	RESPONSES	
▼ Yes	94.59%	35
▼ No	5.41%	2
TOTAL		37

[Comments \(17\)](#)

- "IT'S THE BEST EVENT IN THE VALLEY"
- SALES DOWN. NOT AS MANY BUYERS...

FEEDBACK/ OTHER ARTIST COMMENTS

- DIDN'T SEEM TO BE AS MANY OUT-OF-TOWN GUESTS.
- MISSED MUSIC IN THE OTHER AREAS
- APPRECIATE THE DETAILS... WIFI, GOODIE BAGS.
- LESS "SPENDY" CROWD
- ARTISTS STARTED BREAKING DOWN EARLY
- GRATEFUL WE PROVIDE TENTS.
- REALISTIC COMMENTS ABOUT THE STATE OF THE ECONOMY. OTHERS BLAMING PLACEMENT, WINERIES, ETC..

WINERY / FOOD TRUCK SURVEYS

11/35 RESPONDED


- APPRECIATE THE OPPORTUNITY TO ENGAGE WITH COMMUNITY
- 87/100 FOR WELL ORGANIZED
- ALL WOULD RETURN NEXT YEAR
- 89/100 FOR OVERALL HOW IT WENT
- NOTICED YOUNTVILLE LOCALS WALK UP WITH OLD CUPS. SUGGEST WRIST BAND AND TOKENS.
- 5 HOURS FOR WINE POURING IS A LONG TIME

GENERAL COMMENTS/FEEDBACK

- MANY COMMENTS ABOUT THE YOUNT STREET AREA BEING TERRIFIC. VARYING FEEDBACK FROM VENDORS
- CENTRAL MUSICIAN WAS GREAT FOR YOUNT STREET BUT DESIRE TO HAVE MUSIC ELSEWHERE TOO.
- PARTNERSHIP WITH ESTATE YOUNTVILLE WAS TERRIFIC.
- TASTING PACKAGES SALES WERE LOW. KEY TO KEEPING COSTS DOWN FOR ARTISTS. 330 PRE-SALE (1/2 OF 2024)
- BOOTH COST PER ARTIST IS \$467 (TENT, TABLE, CHAIRS). THEY PAY \$350. DOES NOT TAKE INTO CONSIDERATION STAFF TIME OR MARKETING COSTS.

THINGS TO CONSIDER FOR FUTURE

- CLOSER OVERSIGHT AT ARTIST CHECK IN TO MONITOR ARTISTS SETTING UP IN WRONG AREA. (1 ISSUE IN MANY YEARS)
- ANALYZE WAYS TO BRING COSTS DOWN OR GAIN MORE SPONSORSHIPS TO OFFSET ARTIST COSTS.
- ANALYZE REUSE OF OLD CUPS/SELLING EMPTY CUPS/TASTING WRIST BANDS
- STATE OF ECONOMY/SALES/TRAVEL/ WINE & ART?
- POSTER REDEMPTION IS LOW. PREPARED 400 IN TUBES, GAVE OUT 203. ANALYZE COST AND BENEFIT. USE FOR MARKETING IMAGE ONLY?

A photograph of a festival or fair. In the foreground, two young women with long dark hair, wearing light blue shirts and shorts, are walking away from the camera on a paved path. To their right, a long row of white, peaked tents stretches into the distance. Several other people are visible near the tents. In the background, there are green trees and a range of mountains under a clear blue sky with some light clouds. The entire image is framed by a large, light beige geometric shape with thin brown lines, which is partially transparent, allowing the photo to show through. The text "SAVE THE DATE MAY 16, 2026" is printed in a bold, dark blue, sans-serif font on the right side of the beige shape.

SAVE THE DATE
MAY 16, 2026