



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

Item #: {{section.number}}A

Yountville Arts Commission Staff Report

DATE: May 5, 2025

TO: Yountville Arts Commission

FROM: Samantha Holland, Parks & Recreation Director

TITLE/RECOMMENDATION:

Art, Sip and Stroll Update

DISCUSSION/BACKGROUND

May 17, 2025

- **Marketing in full swing:**
 - Press Democrat print ads Napa Paper on Friday 5/2/25 and 5/9/25 1/6 page. Sunday Edition 5/4/25 & 5/11/25 ¼ page.
 - Press Democrat online ads running 5/1/25, 5/6/25
 - Press Democrat: Three other online ads already ran
 - Sacramento Bee Print ad running 5/4 and 5/11/25 1/8 page
 - KVVN/KVYN: 160 spots will begin running Monday 5/5/25 along with ads already running placed by Visit Napa Valley. Giveaway of Tasting Packages week of event. Playing songlists from our Musicians. Interviews the week of event.
 - Direct Email from Chamber sent 4/30/25
 - Chamber Newsletter 4/25/25
 - Direct Emails from Y-Arts sent 3/21/25 and 4/28/25
 - 65/56 Magazine Ad Spring Edition
 - Facebook Ads sponsored by Chamber
 - Facebook Ads sponsored by y-Arts
 - Youtube/Google Ad Campaign 4/23 – 5/16
 - Marita pitching for TV coverage
 - Yountville Sun article 5/1/25 Edition
 - Yountville Sun Ad 5/15 Edition
- 75 Artists
- 3 Musicians
- 20 wineries with 2 Non-Profit Pouring Partners
- 4 food trucks plus one sweets vendor
- Tasting Package Sales as of 4/30/25 160

FISCAL IMPACT

Is there a Fiscal Impact? Yes

Is it Currently Budgeted? Yes

Where is it Budgeted? 01-5415

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Yes

ATTACHMENTS

1. None