



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

Item #: 14A

Yountville Arts Commission Staff Report

DATE: April 7, 2025
TO: Yountville Arts Commission
FROM: Samantha Holland, Parks & Recreation Director

TITLE/RECOMMENDATION:
Event Update

DISCUSSION/BACKGROUND

- 74 confirmed artists with a waiting list
- 21 confirmed wineries
- Updated Event layout
- Musicians being confirmed
- Marketing efforts getting underway include:
 - Sonoma Media: 6 rounds of various online marketing pushes through their website and mobile version
 - 4 printed ads in Press Democrat. (2 sponsored).
 - KVVN Radio Spots upcoming and contest for tasting packages
 - Facebook and Instagram Ads and paid posts and advertisements
 - Rack Card Distribution Upcoming
 - Targeted emails from Yountville Arts
 - Targeted emails and posts from Yountville Chamber

Staff has updated the www.artsipstroll.com website to feature each artist with their own page, all participating wineries are listed as well as the featured food trucks. There is also a page with FAQ's and soon to come page with our musicians. The website has received 1,700 sessions from 1,365 unique users in the last 30 days most coming from Facebook 50%, followed by those who go directly to the website 25%, followed by google 15% and then others in small amounts. 77% of people access from their mobile devices. This is all interesting information to help guide our marketing decisions.

Staff is hard at work on all the other elements of the event working with partners to ensure a great day.

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. 6557 Magazine Ad 2025
2. Welcome Artist
3. Art Sip and Stroll Rack Card