

**YOUNTVILLE CHAMBER
OF COMMERCE**

2024 Annual Report

JUNE 18, 2024



What's Inside

This 2024 Annual Report covers July 1, 2023 – May 31, 2024

**Who
We Are**



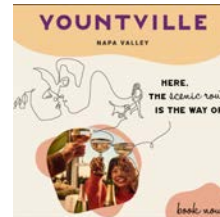
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Who We Are

The **Yountville Chamber of Commerce** is a 501c6 non-profit organization. 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.

Our Mission: Enriching the vibrancy of our community.

Our Vision: To be the premier small-town destination.

In addition to our Vision and Mission, the Yountville Chamber has **four key values** that drive everything we do, from programming, to member services, to marketing and more. These values are the heart and soul of our organization.

- 1. Building a Thriving Community:** We believe in cultivating strong relationships between businesses. We believe in cultivating strong relationships between businesses and residents.
- 2. Being Your Champion:** We believe in improving the economic well-being and quality of life in our community.
- 3. Driving Commerce:** We believe in providing the tools, resources, and opportunities to help grow member businesses.
- 4. Promoting Yountville:** We believe in marketing and promoting Yountville as the premier small-town destination.

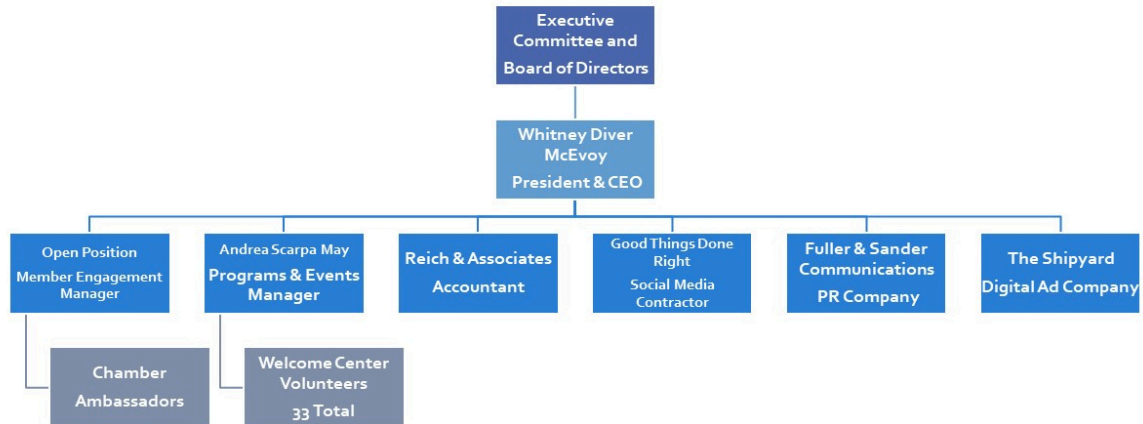
Our Board and Staff

The Yountville Chamber is governed by a volunteer Board of Directors, made up of 9 voting members and 4 non-voting members.

Fname	Lname	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	WeinStretegies LLC	Treasurer
Arik	Housley	Ranch Market Too	Board Member
David	O'Malley	Gruppo Chiarello	Board Advisor
Brad	Raulston	Town of Yountville	Board Advisor
Noel	Resnick	Partners2Media	Chair
Julie	Secviar	Far Niente	Vice Chair
Rob	Stout		Board Advisor

The Yountville Chamber currently has two full time staff, Whitney Diver McEvoy, President & CEO and Andrea Scarpa May, Programs & Events Manger. We are currently hiring our a third full time team member, who will serve as our Member Engagement Manager. Additionally, we work with several organizations to help us execute our destination marketing efforts. Here is our current organization cart.

Yountville Chamber Org. Chart



Our Annual Budget

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.

Yountville Chamber Budget July 1, 2023 - June 30, 2024

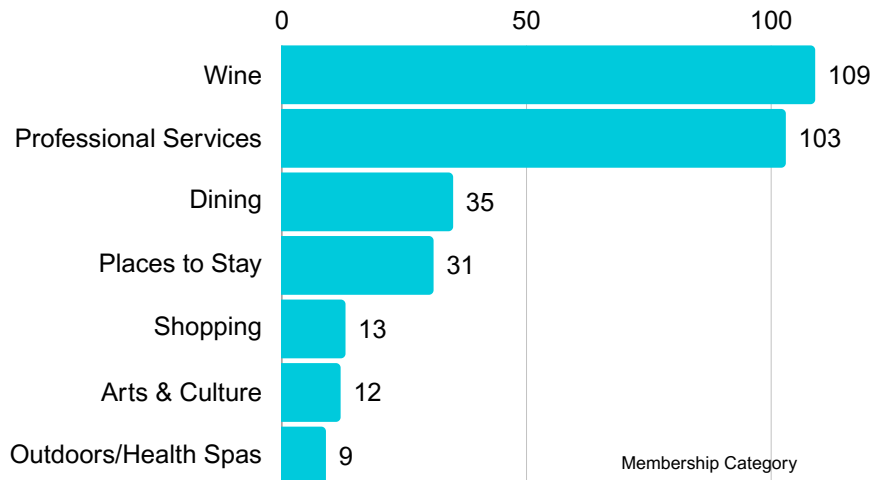
Yountville Chamber Budget July 1, 2023 - June 30, 2024	
Revenue	\$993,888.00
Expenses	\$993,792.00
Net Profit	\$159.00

Membership

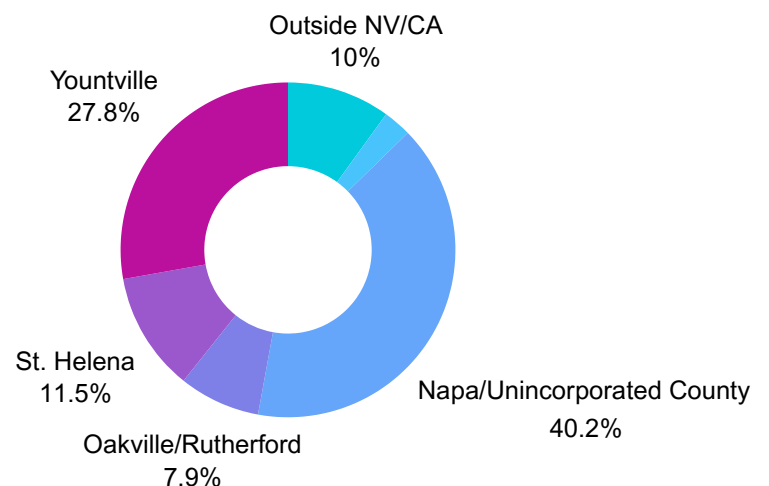
Membership of the Yountville Chamber is made up of two categories: Business Members and Associate Members (Yountville Residents). Currently, we have **484 members** total: 334 Business Members and 150 Associate Members.

We continue to focus on refining our member benefits and providing our members with top notch customer service. Our Business Membership growth has been steady over the past fiscal year, we are close to meeting our budget. Our Leadership Circle program, which includes increased member recognition continues to be successful with 59 members. We currently have a cap on our Associate Membership, at 150 members.

Membership By Category



Membership by Location



Program Highlights

This fiscal year was year three 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 Spring at our annual Board Retreat.

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

Objective Two: Connecting and Convening

Objective Three: Run an Effective and Sustainable Business

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.

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



Networking Mixers

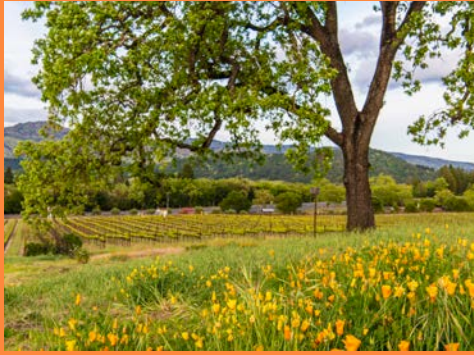
Everyone is excited about networking again, and we love to see it! Our Monthly Networking Mixers continue to have 150 - 200 attendees each month. A mix of both Associate Members and Business Members in attendance. We see time and time again, bringing our members together on a monthly basis fosters friendships and partnerships.



Yountville Mustard Celebration/NV Mustard Celebration

This was our second year participating in the NV Mustard Celebration, with the goal of driving visitation January - March. As part of our support, we produced the 2nd Yountville Mustard Celebration. Featuring 8 wineries, mustard bites by Blossom Catering and art and gifts by Jessel Miller. Over 250 guests sold out the event.

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



A Trusted Resource

Over the last four years, the Yountville Chamber has embraced its role as a trusted resource for our businesses and residents.

We actively communicate with our businesses and get their feedback on critical issues such as water and power. Sharing data and insights with the Town of Yountville to work together on solutions for our community.



Supporting Workforce Development

This past year, we continued our efforts to support building a workforce pipeline here in Napa County. Including, recruiting dozens of employers for the Napa County Job Fair in partnership with Napa Valley College. As well as connecting businesses with students for summer internship programs and mentorships.

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



Yountville Pride Celebrations

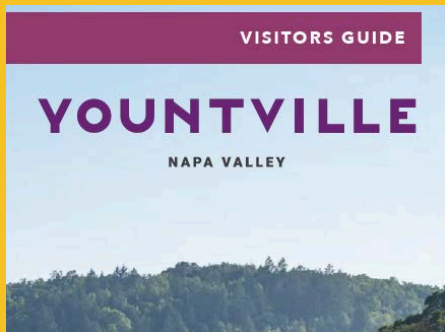
Our second annual Yountville Pride Celebrations take place Monday, June 17 – Sunday, June 23, culminating with Pride Music in the Park. This year, we have 17 events and 9 reoccurring offers! We have spent roughly \$3,000 advertising this program. A big thank you to the Parks & Rec Dept. for your partnership on this program!



Taste of Yountville 2024

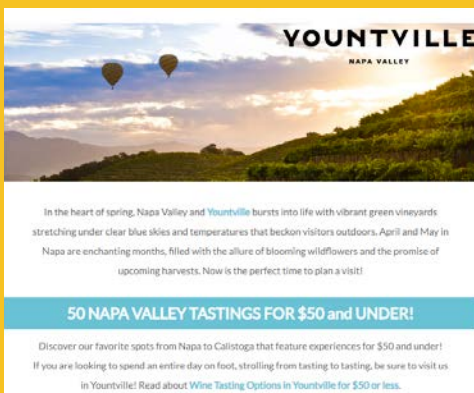
We were thrilled to bring back Taste of Yountville this year. A new format, focusing on Yountville wineries, taking place at Chandon on April 21, saw a near sell out! A total of 239 guests attended, 14 wineries poured and delicious food by Chandon. We are currently in the early planning stages for 2025.

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



Yountville Visitor Guide

A new edition of our popular Yountville Visitor Guide is here! Available in print and digitally on our website yountville.com. A total of 11,000 copies will be distributed in Yountville and throughout Napa Valley. Featuring itineraries, member highlights and our Yountville Map.



Destination Marketing Emails

This year, we committed to sending two destination marketing emails a month. Sending to a list of over 6,500 contacts with an average open rate of 46%! Additionally, we send dedicated member emails, focused on a specific business or offer. Those continue to be very popular, our recent email we sent for Bouchon Bastille Day had a 49% open rate and 11% click through rate!

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.

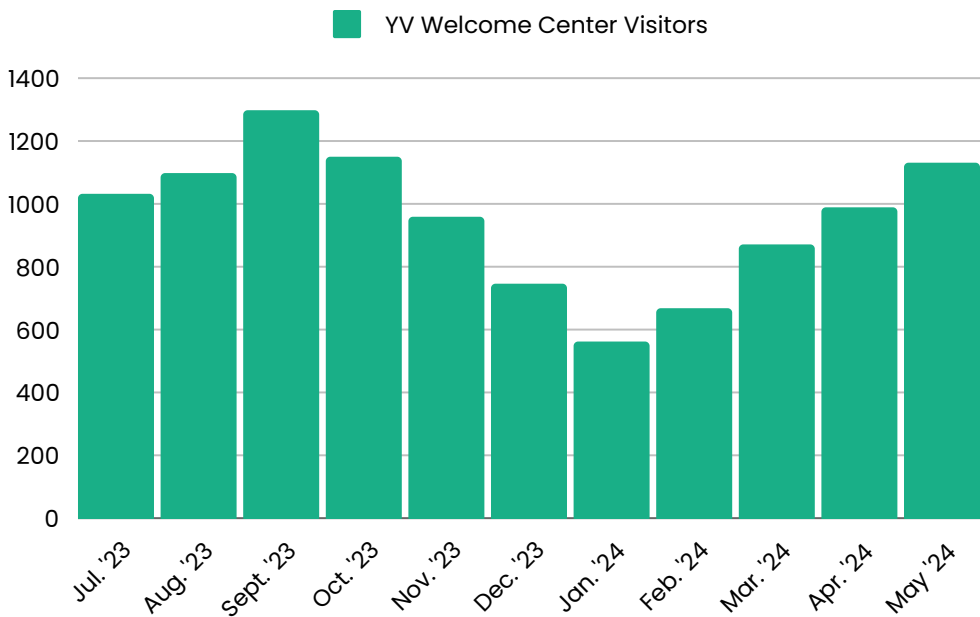
Yountville Welcome Center

The Yountville Welcome Center is the “front door” of Yountville. We currently have 33 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, 2023 – May 30, 2024, we saw a total of 10,713 visitors, this is roughly 1,000 visitors less then the previous 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 directly below, Yountville Welcome Center Volunteers at Sterling Vineyards in Spring 2024.



Yountville Welcome Center Visitors by Month

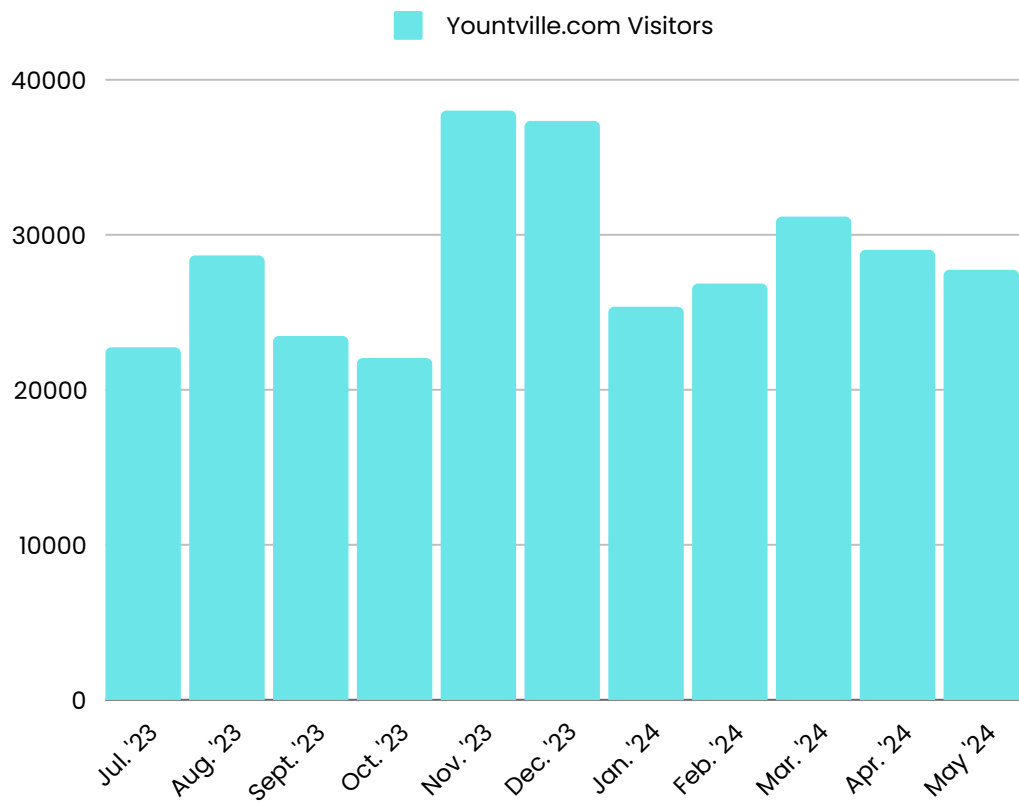


Yountville.com

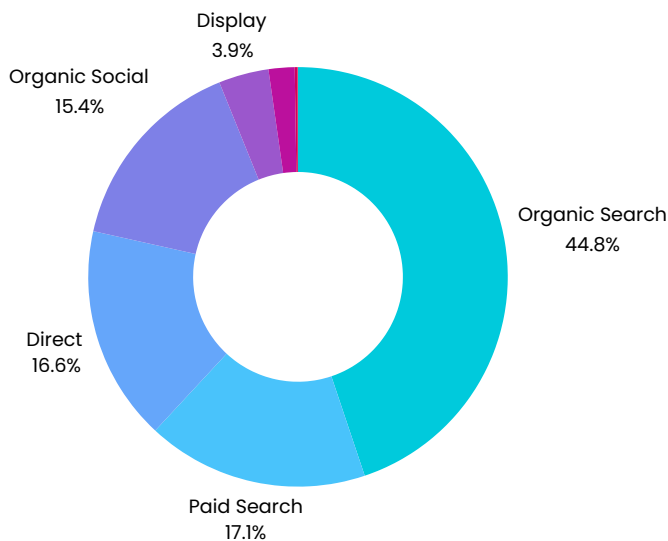
Our destination focused website, Yountville.com serves as our home on the internet. All digital advertising and promotion goes back to this website. Yountville.com is designed to inspire and educate visitors about Yountville. The website contains member directory pages, featuring robust evergreen and 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 319,000 visitors over the past year. A 64% increase over last year during the same time! We attribute this continued traffic growth to our YEAR ROUND digital advertising campaign, the first time we have been able to do this. Additionally, you see a large spike in visitation during November and December, this is during our Holidays in Yountville campaign. When we are spending over \$10,000 dollars advertising Holidays in Yountville. The top states to visit Yountville.com: California, Washington, Oregon, Texas, New York.

Yountville.com Visitors by Month



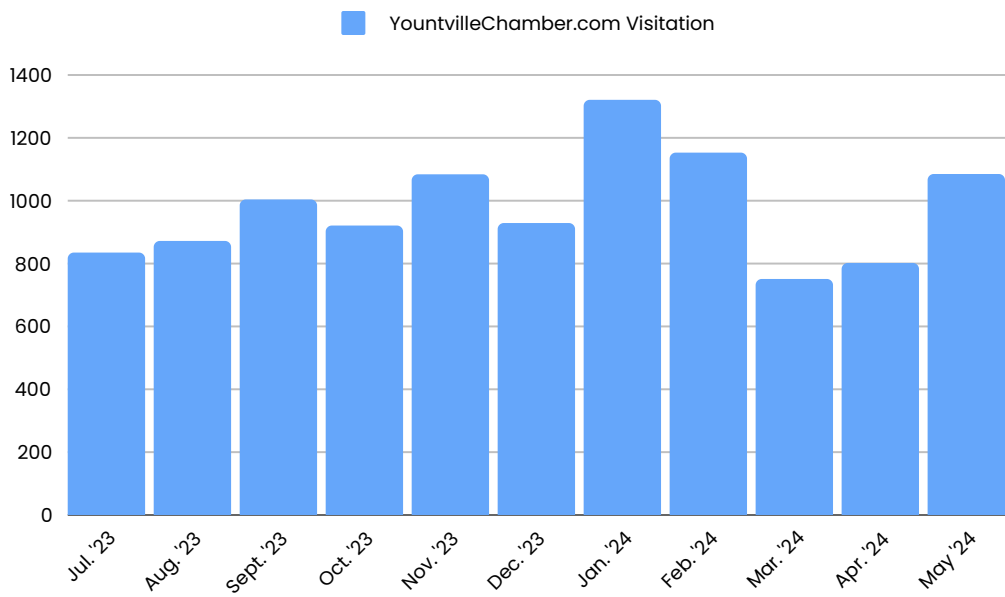
Yountville.com Sessions by Marketing Chanel



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 12% decline in visitation. A total of 10,757 unique visitors to YountvilleChamber.com in the last year. An opportunity for us to improve during the next fiscal year.

YountvilleChamber.com Visitors by Month



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.

Our overall audience reach grew by 56% over the previous year, from 60,801 to 95,099 people. We have increased the quantity of posts shared by 80% over last year, including our story content on Instagram. By engaging our audience in bite-sized formats via stories, we are keeping the algorithm happy. Total number of impressions across all channels has increased by 3.5%, from 17,433,154 to 18,041,887.

Facebook Followers: 64,712

Instagram Followers: 30,543

Pinterest Followers: 273

TikTok Followers: 1,109

Results of Special Marketing Campaigns Through Facebook/Instagram

Campaign	Date Range	Reach	Impressions	Money Spent
Holidays in YV	Nov - Dec '23	190,960	508,143	\$3,000
Mustard Season	Jan - Mar '24	182,049	439,461	\$2,000
YV Short Film Fest.	Jan - Feb '24	112,300	290,035	\$1,000
Taste of YV	Mar - Apr '24	58,338	131,372	\$1,000
Art, Sip & Stroll	Apr - May '24	173,398	447,250	\$2,000

Please be sure to follow us at:

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

Digital Marketing Advertising Campaign



This year we entered into the seventh year of our Digital Marketing Advertising 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 added a new component this year, driving direct bookings through Expedia.com from October 20, 2023 – March 31, 2024, our investment was matched by Visit California and Expedia.com.

Our target audience for our Digital Marketing Advertising Campaign was 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 \$200,000 dollars from July 31 2023 – June 30, 2024. This is the first time we have allocated enough budget to run a digital advertising campaign year round. This is a big step for Yountville, no other destination is doing this in Napa Valley, with the exception of Visit Napa Valley. Our campaign has run across the following platforms: YouTube, Facebook/Instagram, Google Search, Expedia.

Our Digital Campaign has Outperformed Engagement and Conversion Goals (data through April 2024)

Success Metrics: Exceeded Targets for Expedia.com, \$259,000 dollars, 364 nights, in Yountville hotel bookings.

Digital Reach: 13.5+ million impressions, an 11% increase YoY.

Search Performance: Google Search achieved high Click-Through-Rate at 13%.

Awareness: 1+ million views on YouTube, indicating strong message reception.

Engagement: Facebook/Instagram leading in site visits, producing 16,000+ website sessions.

Conversion: The Expedia campaign yielded a 5.03 times the return on ad spend.

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 26 Familiarization Tours and hosting the Public Relations Global Network Organization Luncheon including 50 PR professionals from across the US. The following publications were represented: Bon Appetit, Sunset Magazine, SF Chronicle, City Style and Living Magazine and more. A total of over 571,910,381 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	Unique Monthly Views
The Mercury News	NV Weekend: Wineries, Eateries and Shopping in Yountville	30,734,599
Cowboys & Indians Mag.	What's Hot in Yountville, CA	2,933,700
Associated Press	Spectacular Fields of Yellow Mustard in NorCal Wine Country	18,271,290
KGO/ABC 7	Yountville in NV Provides Travelers with Activities Galore	5,517,038
United Airlines Hemispheres	These Four Napa and Sonoma Spots Pair Wine with Breakfast	12,227,190

Holidays in Yountville

Holidays in Yountville took place from November 19, 2023 – January 1, 2024, and featured six weeks of holiday fun. This year’s program offered a calendar of events, the Holiday Gift Guide, opportunities to give back to the Boys & Girls Clubs of Napa Valley, Wreaths Across America, and more. The goal of *Holidays in Yountville* was to heavily promote the destination and drive commerce to our businesses during the holiday season.

We kicked off Holidays in Yountville with our annual Yountville Town & Tree Lighting. Over 700 people came out to begin the holiday season. Donating dozens of toys to the Boys & Girls Clubs of Napa

Valley and enjoying a sensational performance by Transcendence Theater Company. A big thank you to the Town of Yountville Parks & Rec Department for helping us pull off this very fun event.



Over 65 businesses participated in Holidays in Yountville this year. A total of 270 events were posted on our holiday calendar. A total of 66 gifts were featured in the holiday gift guide. A total of 820 wreaths were placed at the Yountville Veterans Home Cemetery on National Wreaths Across America day, the most we have ever placed.

We heavily marketed Holidays in Yountville, spending over \$10,000 dollars, generating substantial exposure for Yountville and our businesses. We used the following channels to market the event: Facebook Ads; Google Display Network; Print Advertising; PR efforts; Radio Ads with KVON & the Vine and banners in the town of Yountville. Non-paid efforts included promotion with Visit Napa Valley, email blasts through our customer database and listings on our website.

Best performing Marketing efforts for Holidays in Yountville:

Google Display Network Ads: 919,000 impressions.

Facebook/Instagram Ads: 190,000 Impressions

Visits to Holidays in Yountville webpage: 38,000 unique visits

Email Campaign: 72,000 people emailed, average open rate of 44% over 11 emails.

Conclusion, What's Next?

As we embark on our new fiscal year, beginning July 1, 2024, our Board of Directors has approved our new three year Strategic Plan. Over the next three years, the overarching objectives of this plan will remain the same. Each year, the strategies and tactics will change depending on the priorities of the chamber and our community. Our objectives for the next three years 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

The Yountville Chamber of Commerce is grateful for the opportunity to serve as the destination marketing organization for the Town of Yountville and the NVTID – Yountville. We are a small but mighty team of staff and volunteers truly dedicated to promoting our town to ensure economic vitality in Yountville. Through this economic vitality we experience a high quality of life many aspire to enjoy.

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.



For more information about the Yountville Chamber of Commerce, you can visit our website at YountvilleChamber.com or contact us at info@yountville.com or at (707) 944-0904.