

**NVTID- Yountville *Approved* Funding Allocation for FY 2020/21**

<b>Chamber of Commerce agreement (includes)</b>		<b>\$190,000</b>
Trip Advisor Premium Destination Page	\$ 20,000	
Chamber Management Fee	\$ 5,000	
Social Media Management & Oversight	\$ 50,000	
Branding Strategy COVID-19 (Mering)	\$100,000	
Phase 3 of Brochure/App	\$15,000	
<b>NVTID-Yountville Annual Funding Programs:</b>		<b>\$40,500</b>
Art, Sip and Stroll	\$7,500	
Additional/Extended Holiday Lighting above base	\$7,500	
FAM trip expense	\$25,000	
Meeting expenses	\$500.00	
<b>External Grants and Sponsorship:</b>		<b>\$42,500</b>
Napa Valley Museum – Yountville	\$7,500	
Napa Valley Vine Trail	\$10,000	
Yountville International Short Film Festival	\$25,000	
	<b>Total</b>	<b>\$273,000</b>