

ATTACHMENT "A"

****Amended - NVTID- Yountville *Proposed* Funding Allocation for FY 2020/21**

| | | |
|--------------------------------------------------|--------------|------------------|
| Chamber of Commerce agreement (includes) | | \$240,000 |
| 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 | |
| ** COVID-19 Tourism Promotion | \$50,000 | |
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| NVTID-Yountville Annual Funding Programs: | | \$35,500 |
| Art, Sip and Stroll | \$7,500 | |
| Additional/Extended Holiday Lighting above base | \$12,500 | |
| FAM trip expense | \$15,000 | |
| Meeting expenses | \$500.00 | |
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| External Grants and Sponsorship: | | \$42,500 |
| Napa Valley Museum – Yountville | \$7,500 | |
| Napa Valley Vine Trail | \$10,000 | |
| Yountville International Short Film Festival | \$25,000 | |
| | Total | \$310,550 |