

NVTID- Yountville *Approved* Funding Allocation for FY 2021/22

Chamber of Commerce agreement (includes)		\$205,000
Chamber Management Fee	\$	5,000
Destination Social Media Management & Oversight	\$	50,000
Branding Strategy COVID-19 (Ad Spend)		\$135,000
Phase 3 of Brochure/App		\$15,000
NVTID-Yountville Annual Funding Programs:		\$40,500
Art, Sip and Stroll	\$	7,500
Additional/Extended Holiday Lighting above base	\$	7,500
FAM trip expense		\$25,000
Meeting expenses		\$500.00
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	\$288,000