

# YOUNTVILLE

## CHAMBER of COMMERCE

### Annual Report - FY 2021 – 2022

Mayor Dunbar and Councilmembers:

It is an honor to come before you on May 17, 2022, to present the Yountville Chamber of Commerce Annual Report. Thank you for your continued partnership and support. As we slowly move into this next phase of the COVID-19 pandemic, I can't emphasize enough the importance of the leadership alignment between the Yountville Chamber and the Town of Yountville. This alignment allows us to work together to ensure the economic vitality and quality of life in our community. I continue to be grateful and proud of our collaboration.

In the subsequent pages you will find an overview of the chamber's accomplishments from fiscal year 2021-2022. I have been asked to present a shorter power point presentation in person. Therefore, this document will serve as the primary report.

This report is broken down as follows:

1. Yountville Chamber of Commerce Overview
2. Yountville Chamber of Commerce Accomplishments Highlights
3. Marketing the Destination of Yountville

### Yountville Chamber of Commerce Overview

We are proud to say the Yountville Chamber of Commerce 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.

Adopted by the Board of Directors in January 2018, the Yountville Chamber of Commerce Vision and Mission, reflects our organizations priorities.

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

**Mission:** Enriching the vibrancy of our community.

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.

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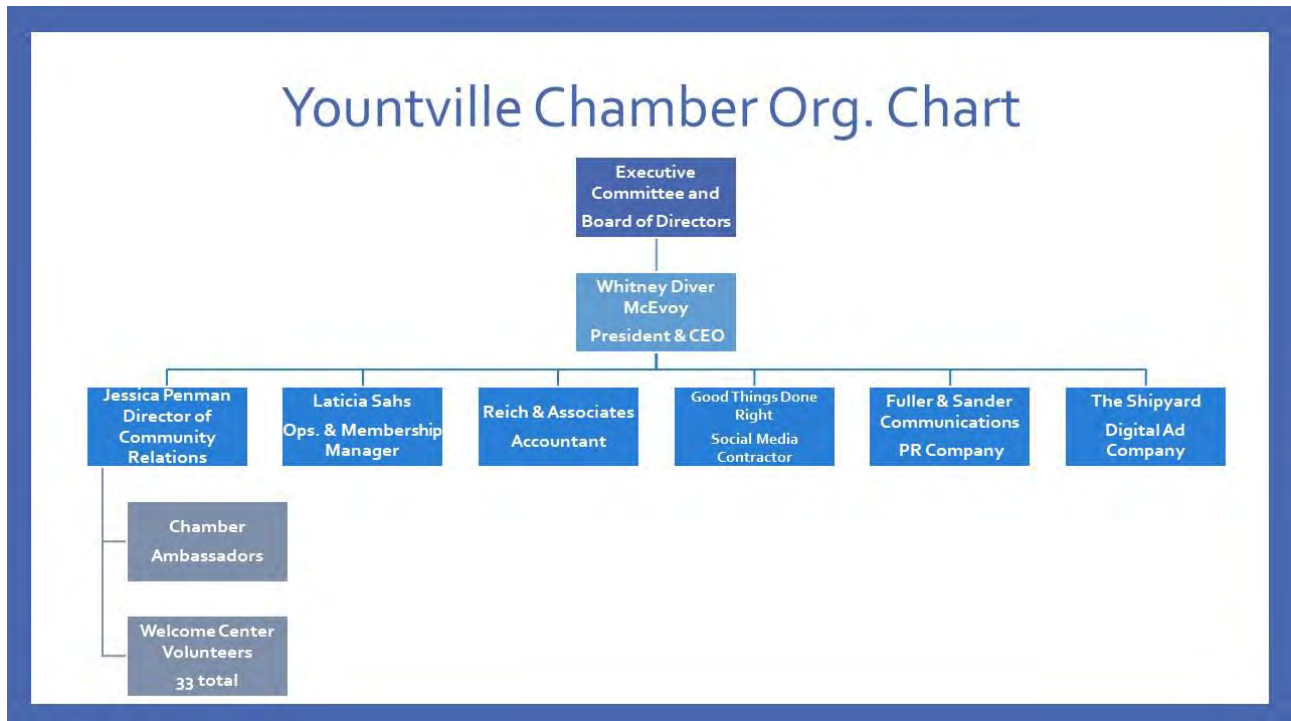
## CHAMBER of COMMERCE

### Board of Directors and Staff

The Yountville Chamber Board of Directors is currently made up 12 voting members and 2 Board Advisors.

Yountville Chamber Board of Directors Roster			
First Name	Last Name	Company	Board Position
Lisa	Bertolucci	Vintage Sotheby's International Realty	Board Member at Large
Max	Compagnon	Napa Valley Lodge	Board Member at Large
Mark	Davis	Sacramento Intl. Airport	Board Member at Large
Kenneth	Deposki	Kenneth   Raymond Design	Board Member at Large
Arik	Housley	Ranch Market Too	Board Member at Large
Stephanie	Leavitt	Bardessono // Hotel Yountville	Chair of the Board
Luke	Magnini	The Estate Yountville	Board Member at Large
Tracy	McArdle	The Good Life Wine Collective	Board Member at Large
David	O'Malley	Gruppo Chiarello	Board Advisor
Noel	Resnick	Partners2Media	Vice Chair of the Board
Steve	Rogers	Town of Yountville	Treasurer
Julie	Secviar	Far Niente	Secretary
Rob	Stout	Yountville Resident	Board Advisor
Inga	Winkler	Chandon	Board Member at Large

The Yountville Chamber Org. Chart has changed since June 2021. Laticia Sahs has joined our team in September 2021 as our Operations & Membership Manager. She manages our Welcome Center operations and Membership retention.



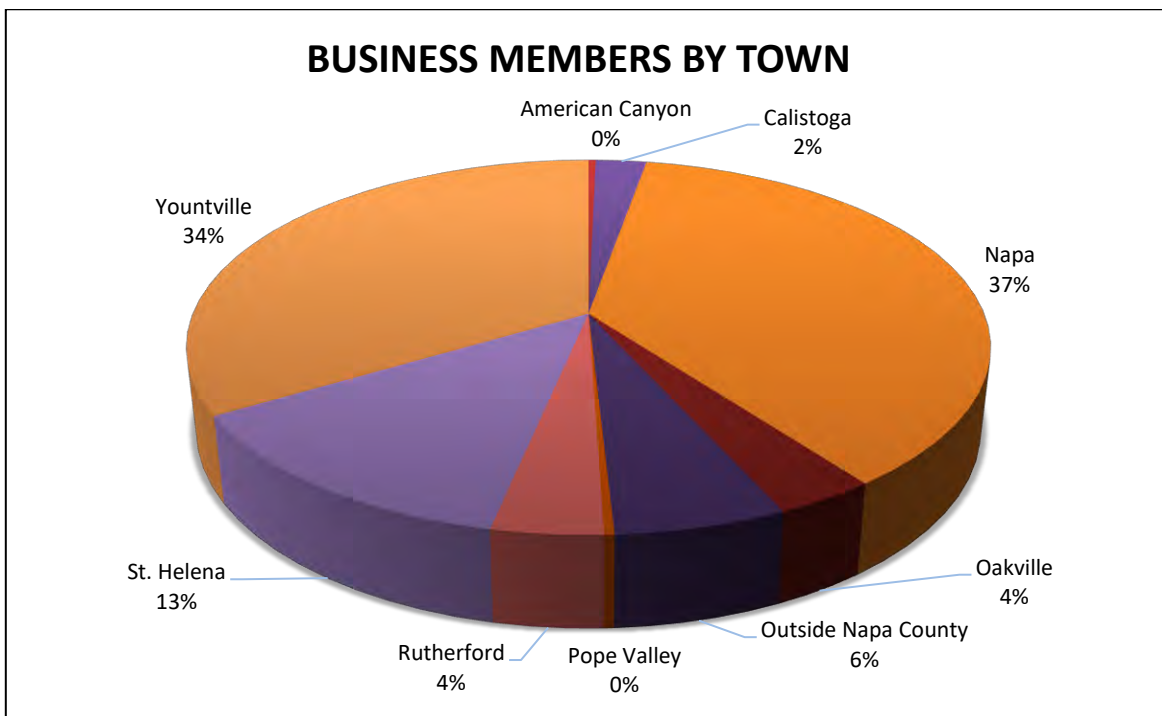
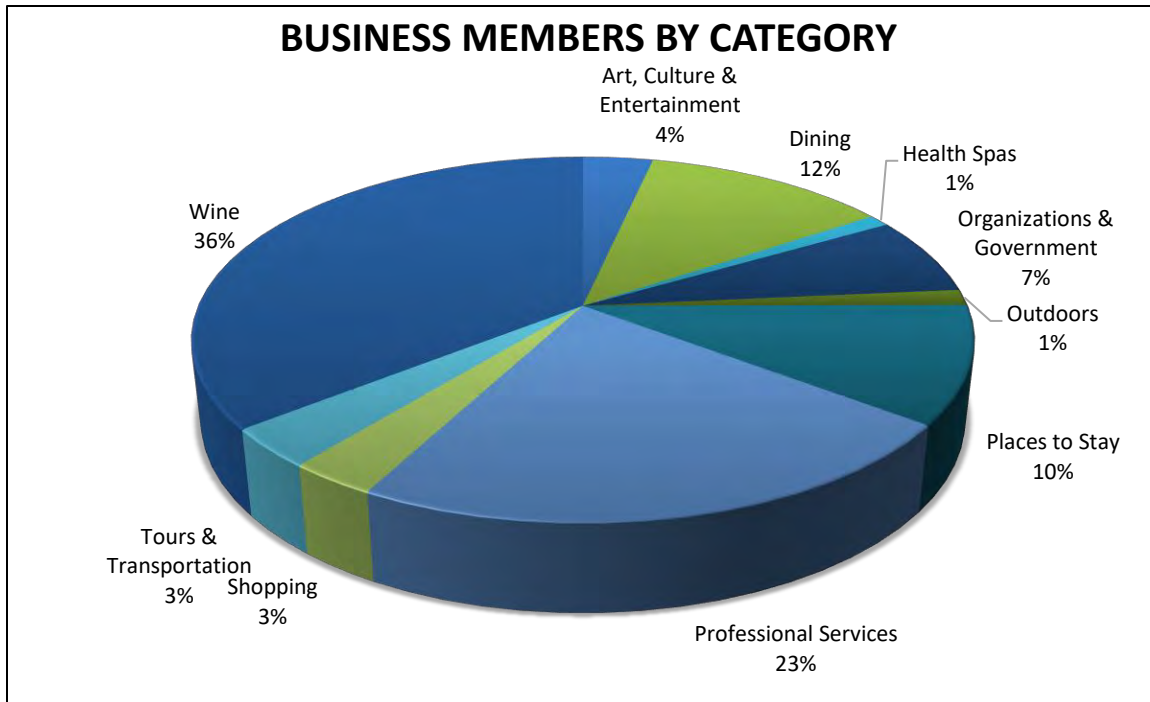
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## CHAMBER of COMMERCE

### Membership

Membership of the Yountville Chamber is made up of two categories: Business Members and Associate Members (Yountville Residents). Currently, we have **401 members total**: 297 Business Members and 104 Associate Members.

We continue to focus on refining our member benefits and providing our members with top notch customer service. This Spring, we have seen both Business and Associate members join the chamber as we move out of the pandemic. We are just as excited as our members are to begin networking and meeting in person again!



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Our **Leadership Circle** program is the premier opportunity for Business Members to invest in the long-term success of our community. We also provide additional marketing benefits to our Leadership Circle members. This program continues to be successful; we now have 56 businesses participating!

## LEADERSHIP CIRCLE PARTNERS

### PLATINUM PARTNERS



### GOLD PARTNERS



### SILVER PARTNERS



### BRONZE PARTNERS



YOUNTVILLE CHAMBER OF COMMERCE

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# YOUNTVILLE

## CHAMBER of COMMERCE

### Chamber Budget

The Yountville Chamber's financial health continued to rebound this last year. We continue to look for new ways to grow revenue for the chamber, through marketing opportunities and sponsorship opportunities for our members. We hope to end the year in a financially positive position.

Budget FY 2021-2022	
REVENUE	\$800,309
EXPENSES	\$809,668
NET PROFIT	\$(9,359)

### Accomplishments Highlights

This year was year one 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 and 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**

The Yountville Chamber of Commerce is at the intersection of helping businesses succeed and our community thrive. We believe we are uniquely positioned to bring people together to create lasting connections, partnerships and friendships that enhance the quality of life here in Yountville.

- Our Networking Mixers are back! We held our first Mixer since March 2020 in August 2021 at The Estate Yountville. Since then, we have held six mixers and have had over 1,200 business and resident members attend. We hope you will join us at our June Mixer, which will be combined with all six chambers of commerce throughout Napa Valley and will take place on Tuesday, June 21 from 5:30 – 7:00 p.m. at the Four Seasons Resort & Residences Napa Valley.



- Our All Member Meetings continue to be a hit, taking place the third Wednesdays of each month via zoom. These All Member meetings are a great way for our membership to stay connected, but also informed. In 2022, we have had a guest speaker each month, talk about issues important to our members, such as tourism forecasting, workforce development, fire mitigation and more. We have had nearly 1,000 members attend these meetings over the past 12 months.

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- We are so proud of our Associate Member program. An Associate Membership is for Yountville Residents. The goal of this membership is to foster better relations between businesses and residents. As well as keep our residents informed about what is happening in our community. And to build a thriving community of connected people. We have 104 members of our Associate Member program!
- Our 5<sup>th</sup> Annual Membership Jubilee & Awards Ceremony took place on May 4. We were thrilled to celebrate our 2022 Business & Community Award Winners. Visit [our YouTube Channel](#) to see each of the award winners videos, produced by Partners 2 Media. Congratulations to our Award Winners!
  - **Business of the Year:** Ranch Market Too!
  - **Business Leader of the Year:** Tracy McArdle, General Manager, The Good Life Wine Collective
  - **Employee of the Year:** Yudith Correa, MSN, RN, PHN, Director of Nursing, OLE Health
  - **Yountville Resident of the Year:** Iren Jenny
  - **Volunteers of the Year:** Pam Zeidell & Jim Ladwig
  - **Yountville Legacy Award:** Rose Solis, Bartender, Panchas



2022 Yountville Business & Community Award Winners

### BEING YOUR CHAMPION

The Yountville Chamber is a fierce champion for economic vitality in Yountville. Supporting the economic vitality of Yountville has never been more important than it is today.

- A big thank you to Town Council and Town Staff for their dedication and partnership around economic recovery in Yountville. Together we worked on the Economic Recovery Program with our business community. And now, we have again worked together to make some of the operational flexibility items like outdoor seating, curbside pickup and temporary retail, permanent for our businesses along Washington Street. We look forward to assisting our businesses through the next phase of this recovery and continue the vibrancy of outdoor seating and activity along Washington Street.
- In the last year, the Yountville Chamber, in partnership with the Workforce Alliance of the North Bay and Napa Valley Chamber Coalition, have produced two job fairs to help support our businesses in their efforts to hire new employees. Over 118 businesses participated either in person or online and over 193 job seekers attended.
- The Yountville Chamber has stepped up to lead the Napa Valley Chamber Coalition, made up of all six chambers of commerce in Napa Valley. Together we have supported numerous policy efforts around traffic, fire prevention and mitigation, economic recovery and workforce development. Just over a year old, we are finding our way as a group, but it is so refreshing to be collaborating together on items that impact all business across the County.

### Napa County Job Fair

**Hybrid Event: In-Person & Virtual**

**Tuesday, February 22**

**10:00 AM - 1:00 PM**




Join us for the Napa County Job Fair  
in-person at Chandon, Yountville  
& online using  
the Premier Virtual platform at no cost!

JOB SEEKERS!

Learn about open positions!  
Chat with recruiters in-person & online!  
Upload your resume into employer virtual booths!  
Get help with your resume and interview prep with CareerPoint Napa!  
Free transportation to Chandon through NVRTA!

TO JOIN, START HERE:  
TO REGISTER CLICK THE LINK OR SCAN THE QR CODE:  
<https://tinyurl.com/25mkrk6s>

Learn about our Career Services at [www.WorkforceAllianceNorthBay.org](http://www.WorkforceAllianceNorthBay.org)  
CareerPoint Napa [NapaAJCC@CareerPointNorthBay.org](mailto:NapaAJCC@CareerPointNorthBay.org) 707-708-3821

This WFOA title financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. CareerPoint Napa is a proud partner of the American Job Center of California's network.

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- I am excited to share the Yountville Chamber is co-leading the effort for a Countywide workforce development strategy, partnering with education leaders and business leaders. The issue of workforce development and creating a pipeline of talent in the Napa Valley has never been more important than it is today.

### DRIVING COMMERCE

We are a catalyst for business growth and strengthening our local economy. At the core of this is providing our businesses with the tools and resources they need to thrive.

- We relaunched [Yountville Locals & Industry Day](#) on January 31, 2022. We moved this program to Mondays, to better support our businesses on a slower day of the week. A total of 43 businesses are participating and 48 offers are available. We are actively marketing Yountville Locals & Industry Day through social media, eblasts, our local Radio Station The Vine and more.
- A great example of providing our members with the tools they need is our Webinar Series. Featuring a different topic each month, over an 8-month period. These webinars provided new skills and knowledge to employees of our members that will enable them to better support their businesses. This year over, 402 people attended the Webinar Series, which covered a diverse range of topics, such as Diversity Equity & Inclusion for businesses, new Recycling and Composting rules for residents & businesses, how to build the best online store for your business, marketing strategies and more.
- Our website [YountvilleChamber.com](#) continues to be a resource hub for our members. We have added additional webpages that have detailed resources for [COVID-19](#), [Wildfires](#), [Earthquakes](#) and more. Our [Blog](#) also continues to be a resource for updates on our various programs, including mixers, webinars, the welcome center, and more. We are seeing just over 10,000 visitors for YountvilleChamber.com each year.



### PROMOTING YOUNTVILLE

We are proud to promote Yountville as the Premier Small-town destination. The following section will include more Yountville marketing highlights.

- This year, we adopted a new marketing tactic, sending dedicated marketing email blasts to our email lists. Our email lists consist of our members, but also visitors who have signed up to receive emails about Yountville, total count is roughly 6,500 emails. We have sent over 24 emails in the past year, with an average open rate of 40%. The industry average open rate is roughly 19%. Content ranges from upcoming events, to mustard season, to celebrating Mom for Mother's Day, and more.
- Nearly two years ago, we launched the Yountville Chamber Facebook page. Dedicated to chamber news, community updates and events, member updates and events and more. We have 611 followers. We invite you to follow us to stay up to date on all things chamber [@Yountville Chamber](#).



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- For the month of November 2021, Visit Napa Valley featured Yountville in their “Dreaming” campaign. Each month featured a different town in Napa Valley. Affectionally titled #YountvilleDreaming, the campaign produced 1.5 million impressions. The Yountville webpage on Visit Napa Valley website saw a 42% increase in traffic. Many Yountville Chamber members participated in this program, please see photo here of the reception launching the program. [Click here](#) for additional stats from the campaign.
- Our Yountville Chamber website Blog continues to be a great source of information for our members and community. We launched a new blog series this year called “Volunteer Spotlight.” Highlighting volunteers from the Yountville Welcome Center. [Click here](#) to see the latest spotlight featuring Lorraine Visovsky.



### Marketing the Destination of Yountville

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 and Event Marketing. 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.

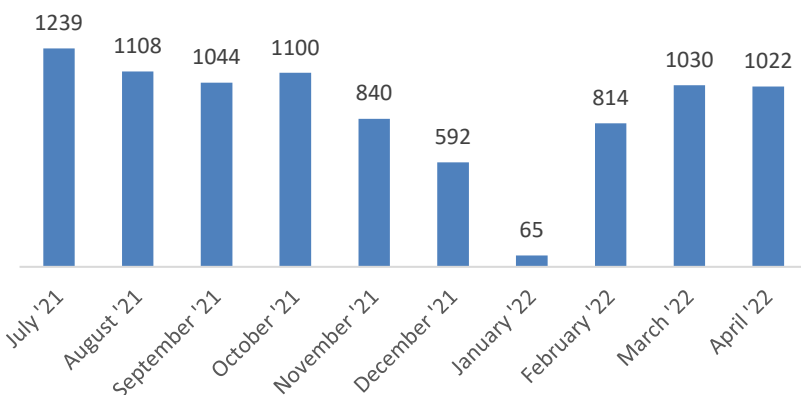
#### YOUNTVILLE WELCOME CENTER

Over the last year, the Yountville Welcome Center has slowly but surely bounced back from COVID-19 impacts. From July 1, 2021 – April 30, 2022, we saw a total of 8,854 visitors. In Fiscal Year 2020, we saw 11,000 visitors, prior to closing on March 11, 2020. We continue to see more visitors each month and anticipate visitation at the Welcome Center will continue to pick up. Over the past year, our volunteers have made a total of 18,700 referrals to chamber members. We currently have 33 volunteers helping us at the Welcome Center.



Yountville Welcome Center Volunteers  
Halloween 2021

#### Welcome Center Visitors FY 2022





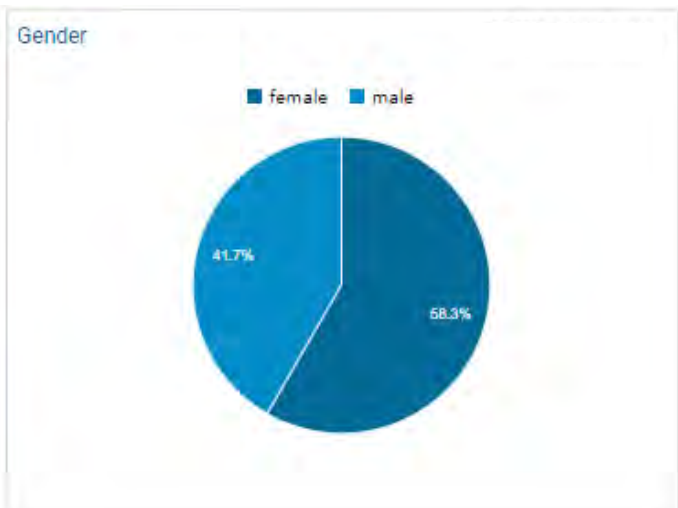
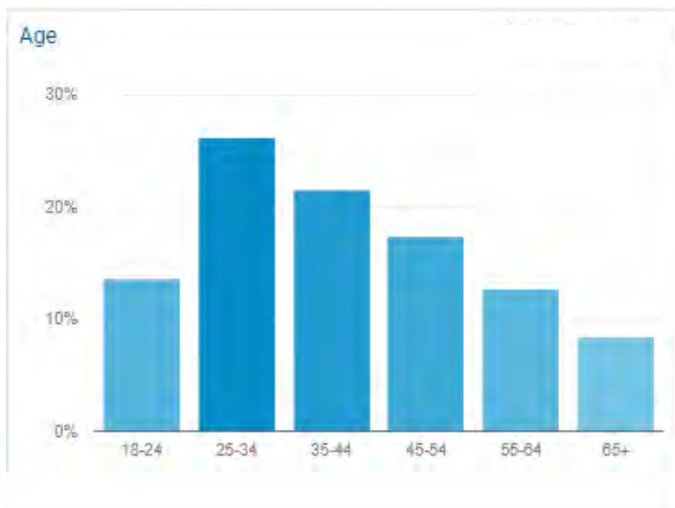
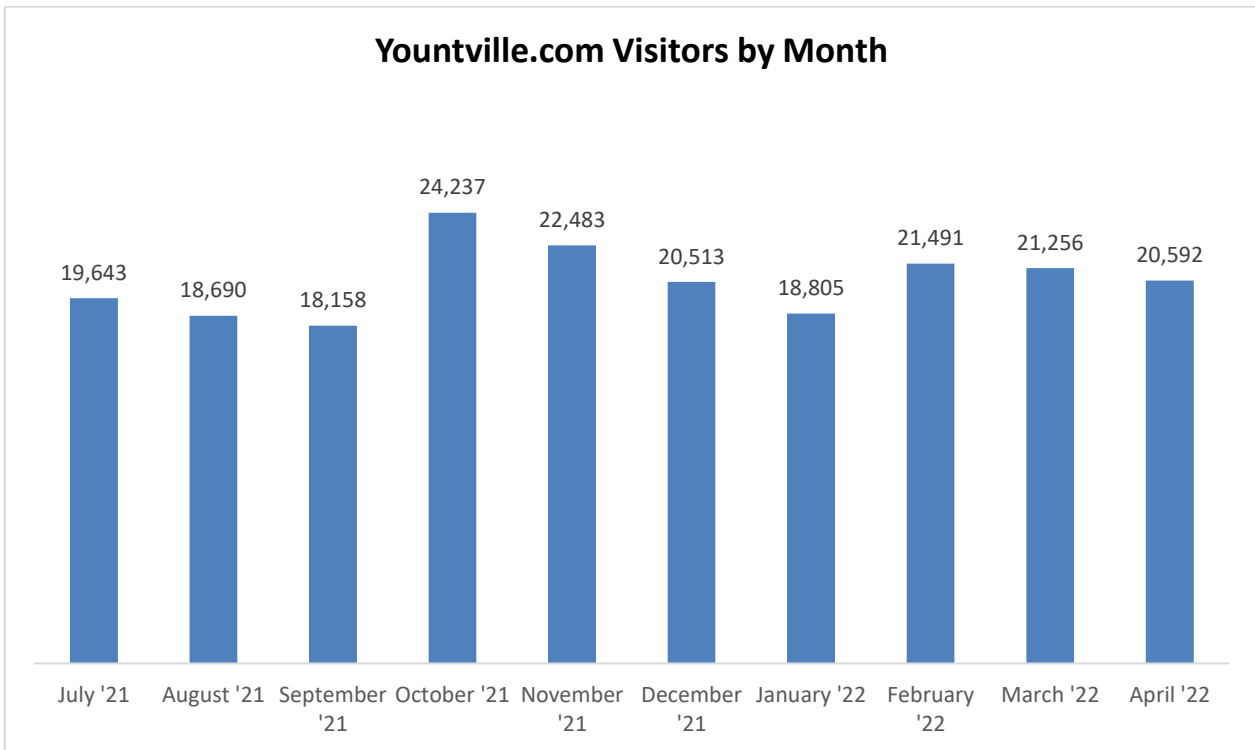
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### YOUNTVILLE.COM

In September of 2019, we relaunched the updated [Yountville.com](http://Yountville.com) and the NEW [YountvilleChamber.com](http://YountvilleChamber.com). Previously, these websites were combined into one, offering both visitor information and chamber information on one site. It was confusing for users. Now, Yountville.com is only dedicated to promoting the destination.

Since launching Yountville.com, we focused on growing the content on the website. Our “[Get Inspired Blog](#)” has become a library of evergreen content. Featuring winery, restaurant, hotel recommendations, upcoming events and more. Yountville.com saw over 205,868 visitors over the past year. We attribute this continued traffic growth to our digital advertising campaign.

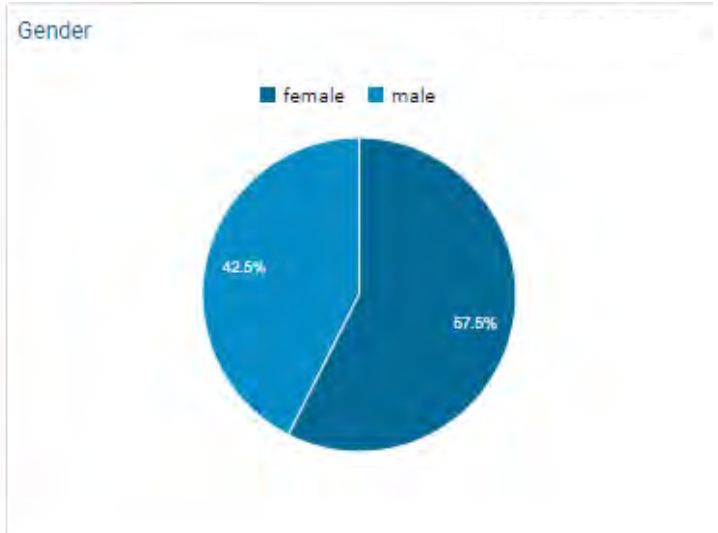
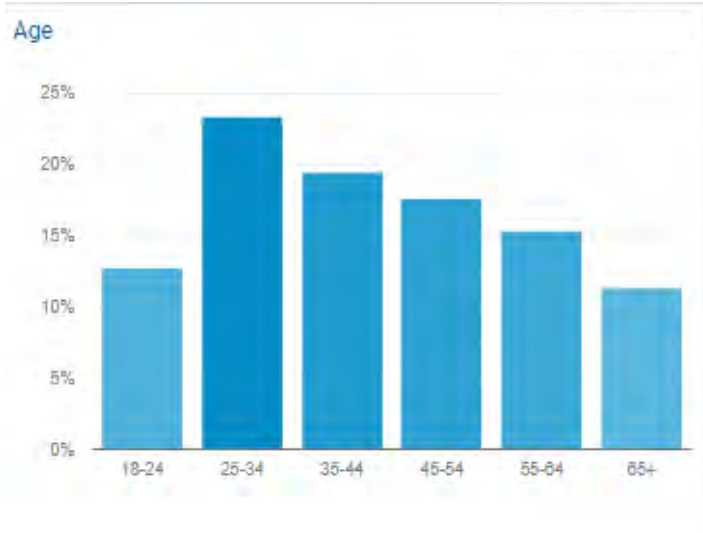
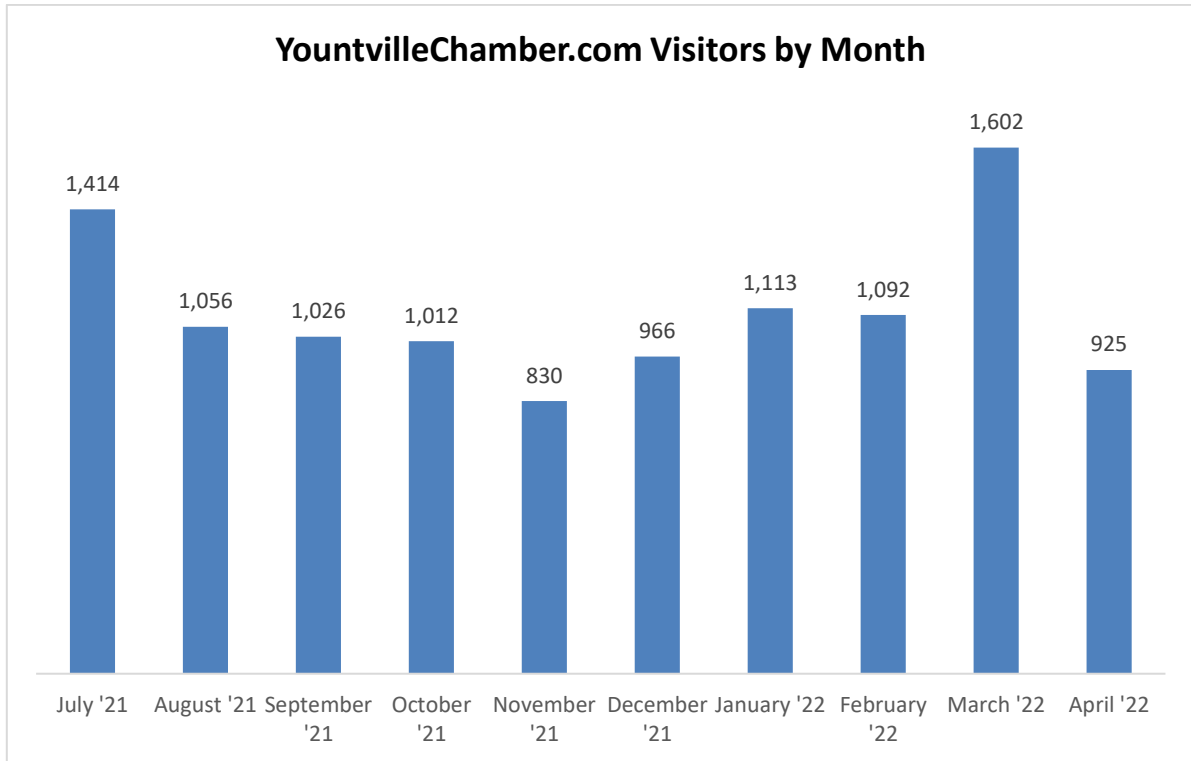


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### YOUNTVILLECHAMBER.COM

We are very proud of our award winning website [YountvilleChamber.com](http://YountvilleChamber.com). We saw over 11,000 visitors to the site over the past year. We are still growing our audience for this website, but we are making good progress. YountvilleChamber.com serves as a one stop shop for our members and community. Featuring business spotlights via our Blog, overview of chamber programs, community event calendar, and more.



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### 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 three channels: Facebook, Instagram and Twitter. Each year, we work with our Marketing Committee to create our social media strategy, that directs our daily content.

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.

**Facebook:** We have seen a 13% growth of Fans on Facebook Year over Year. Total number of followers: 48,355

**Instagram:** We have seen a 7% increase Year over Year in Instagram followers. Total number of followers: 26,314

**Twitter:** We have seen a 1% increase Year over Year in Twitter fans. Total number of followers on Twitter: 4,204

Please be sure to follow our Social Media channels to see the latest content about Yountville.

**Facebook:** [@ExploreYountville](https://www.facebook.com/ExploreYountville)

**Instagram:** [@YountvilleCA](https://www.instagram.com/YountvilleCA)

**Twitter:** [@YountvilleCA](https://twitter.com/YountvilleCA)

### DIGITAL MARKETING ADVERTISING CAMPAIGN

This year we entered into the fifth 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.

In partnership with the NTVID – Yountville, we spent \$120,000 dollars from August 16, 2021 – June 30, 2022. Our campaign ran across the following platforms Facebook/Instagram, Google Display Network, Google Ad Words, YouTube and Sojern.

A total of 6.1 million impressions through March 31, 2022, were generated, we are roughly 70% to goal. The campaign generated a total of 24,354 sessions to Yountville.com resulting in 30 seconds on site, as of March 31, 2022. Our two video ads on YouTube generated over 1 million total views. [Click here](#) to view “Art of the Stroll” video. [Click here](#) to view “Join Us For a Stroll” video.

Our target audience focused on 2 -3 hour drive time, ranging in age from 25 – 54 years old with a household medium income of \$150,000 dollars plus. Targeted geographical areas were San Francisco, Oakland, San Jose, Sacramento.



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### 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. A total of over 348 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	UMV (Unique Monthly Visitors)
Travel & Leisure	<a href="#">Napa Valley Travel Guide   This is the Secret to Visiting CA Wine . . .</a>	4.5 Million
KGO TV Show Localish	<a href="#">Yountville Welcomes Visitors with Season's Greetings . . .</a>	970 Thousand
Lonely Planet	<a href="#">Top Things to do in Napa Valley</a>	1.2 Million
Marie Claire	<a href="#">The Instagram Guide to Napa Valley</a>	1.2 Million
Haute Living SF	<a href="#">. . . a visit to the charming town of Yountville</a>	35 Thousand

Additionally, Yountville was featured in a docuseries exploring the role of Art in American society and its diverse communities from large cities to small rural communities. The inaugural season was released on Amazon Prime Video in February 2022, featuring ten communities across America, including Yountville. Yountville was selected not only as a town that embraces the traditional arts, but also the culinary and winemaking arts. Fuller & Sander also coordinated FAM Tours for 13 journalists, with 6 more visits planned over the next month.

### YOUNTVILLE SPECIFIC EVENTS

#### Holidays in Yountville: The Brightest Town in Napa Valley

The program *Holidays in Yountville* took place from November 21, 2021 – January 1, 2022, 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 500 people came out to begin the holiday season. Donating dozens of toys to the Boys & Girls Clubs of Napa Valley. A big thank you to the Town of Yountville Parks & Rec Department for helping us pull off this very fun event.

Over 70 businesses participated in Holidays in Yountville this year. A total of 166 events were posted on our holiday calendar.

We heavily marketed Holidays in Yountville, 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.



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### Best performing Marketing efforts for Holidays in Yountville:

**Facebook Ads:** 341,000 Impressions

**KVON & KVYN Ads:** 150,000 people reached

**Visits to Holidays in Yountville webpage:** 17,500 unique views

**Google Display Network Ads:** 685,000 impressions

**Email Campaign:** 73,000 people emailed, average open rate of 40%

### Yountville Live and Taste of Yountville

Yountville Live and Taste of Yountville was canceled due to the COVID-19 Pandemic in 2022. The chamber is in discussions with event producers about planning and executing events in 2023. Hopefully news to share about this in the coming months.

### Yountville International Short Film Festival

The 5<sup>th</sup> Annual Yountville International Short Film Festival took place February 3 – 6, 2022 and was back in person. The festival featured 15 dedicated screening block, cabaret style seating, VIP Cinema experiences and more. The event sold out again!

We will be expanding to additional venues in 2023 to meet the additional demand. Planning is already underway for the 6<sup>th</sup> annual festival!



## Conclusion

In conclusion, we are proud of the destination marketing and chamber work we continue to do to support the town of Yountville and our community. We are excited to see economic recovery taking shape here in Yountville and the Napa Valley. We continue to navigate the new normal and what it means for Yountville and for the chamber.

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*.

In partnership,

Whitney Diver McEvoy  
President & CEO  
Yountville Chamber of Commerce