



City of St. Helena
Special City Council Meeting
Monday, May 22, 2017 @ 6:00 PM
Vintage Hall Board Room - Second Floor
465 Main Street, St. Helena

PLEASE NOTE: Any person who wishes to speak regarding an item on the agenda or make a comment under the "public comment" portion of the agenda may do so, but please observe the time limit of three minutes.

Page

1. CALL TO ORDER
2. ROLL CALL
Mayor: Alan Galbraith
Vice Mayor: Peter White
City Council: Paul Dohring
Geoff Ellsworth
Mary Koberstein
3. PUBLIC COMMENT PERTAINING TO THE SPECIAL MEETING ITEMS:
Each person's comments shall be limited to 3 minutes.
4. NEW BUSINESS
 - 4.1. Consider and proposed approval of a resolution renaming Crane Park Pad 2, Juan Diaz Park Pad, in memorial to 23 year city employee Chief Water Distribution Supervisor, Juan M. Diaz (1962-2017) 3 - 6

CEQA Determination: Class I Categorical Exemption under Section 15301 of CEQA.
Prepared By: Tracey Perkosky, Acting Recreation Director and Grant & Finance Manager
Recommendation: Adopt
[Staff Report](#)
 - 4.2. Annual presentation by the St. Helena Chamber of Commerce 7 - 119

CEQA Determination: Not a CEQA project
Prepared By: St. Helena Chamber of Commerce
Recommendation: Receive and file only
[City Council Annual Report 2017](#)
[Public Comments](#)
[Draft 17-18 Marketing Budget](#)
[Chamber Presentation 2017 - Presented at the meeting.](#)
[Chamber DMR16-17](#)
[Chamber Marketing Budget Breakdown](#)
 - 4.3. City Council Discussion and Direction to City Staff Regarding the Creation of a Subsidy to Assist Businesses in Paying their Water/Wastewater Bills in the City of St. Helena. 121 - 129

CEQA Determination: Exempt. (CEQA Guidelines §§ 15061(b)(3), 15273.)

Prepared By: April Mitts, Finance Director

Recommendation: Provide staff and City Attorney with further direction

[Staff Report](#)

[Attachment 1 Hardship Extension Application](#)

[Item 4.3 Public Comment](#)

5. ADJOURNMENT

The next Regular City Council meeting is scheduled for May 23, 2017, at 6:00 p.m. in the Vintage Hall Board Room located at 465 Main Street.

This agenda was posted at City Hall, 1480 Main Street, and at Vintage Hall, 465 Main Street, St. Helena, California on May 19, 2017.



Cindy Black, City Clerk

In Compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Clerk's Office (707) 967-2792. Notification 72 hours prior to the meeting as required by Section 202 of the Americans with Disabilities Act will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



Report to the City Council
Council Meeting of May 22, 2017

Agenda Section: Consent

Subject: Consider and proposed approval of a resolution renaming Crane Park Pad 2, Juan Diaz Park Pad, in memorial to 23 year city employee Chief Water Distribution Supervisor, Juan M. Diaz (1962-2017)

**CEQA
Determination:**

Prepared By: 

Tracey Perkosky, Grant & Finance Manager

Reviewed By:

Approved By:

A handwritten signature in blue ink, which appears to read "Larry F. Pennell".

Larry Pennell, City Manager

BACKGROUND

Crane Park bears a permanent memorial to Del Britton who passed away during his terms as Mayor in 2013. Crane Park Pad 3 is also known as the Del Britton Memorial Grove to honor his service and commitment to the City of Saint Helena. In March 2017, the City unexpectedly lost Juan Diaz, Water Distribution Supervisor, after complications from surgery. He was 54 years old and had worked for St. Helena for 26 years. Juan served as Lead Water Maintenance staff and worked his way up to Chief Water Distribution Operator. In short, his job was to ensure that drinking water made its way from the treatment plant or pump station to homes and businesses. He was directly responsible for and then supervised staff for water leak testing, installing new meters, repairing fire hydrants, replacing water laterals, reading meters and re-reading meters to check for errors, assisting with the water main flushing, and emergency water repairs especially during cold winters. He was on call 24 hours a day as supervisor approval is needed before turning off a customer's water even for an emergency repair. Juan's work was integral to the success of the water distribution for residents and businesses

however he was more than that for his coworkers. He always had a friendly smile and he led by example with an exemplary work ethic. Juan mentored any employee who was willing to learn.

DISCUSSION

The City wishes to acknowledge the hard work, service and dedication to the community and his co-workers of Mr. Diaz with a permanent memorial in Crane Park. Similar to the Del Britton Memorial Grove which is also known as Crane Park Pad 3, this area would have a sign "Juan Diaz Park Pad" and also be known as Crane Park Pad 2. A sign will be installed with the name.

In addition, on Tuesday, May 23rd in honor of Public Works' Week and on would have been Juan Diaz's 55th Birthday, staff and his family will be planting a tree near park pad 2 in his honor.

FISCAL IMPACT

By adopting this resolution the City commits to providing a sign near the park pad at a fiscal impact of up to \$500.

RECOMMENDED ACTION

Staff recommends the City Council adopt the resolution to name Crane Park Pad 2 as the Juan Diaz Park Pad.

ATTACHMENTS

[Resolution](#)

CITY OF ST. HELENA

RESOLUTION No. 2017-

Resolution Naming Crane Park Pad 2 “Juan M. Diaz Park Pad” in Honor of Juan M. Diaz (1962-2017), Chief Water Distribution Supervisor and City Employee for 26 Years

RECITALS

- A. The City of St. Helena previously recognized former Mayor Del Britton with a memorial grove near Crane Park Pad 3 in Crane Park for his service and dedication to the community ; and
- B. On March 3, 2017, the City lost 26-year employee Juan M. Diaz, to complications from surgery; and
- C. Juan M. Diaz served Saint Helena’s residents and businesses most recently as Chief Water Distribution ; and
- D. The City wishes to commemorate the 26 years of service via the naming of Crane Park Pad 2 as the Juan M. Diaz Park Pad.

RESOLUTION

The City Council of the City of St. Helena hereby resolves as follows:

- 1. Approves the naming of Crane Park Pad 2 as the Juan M. Diaz Park Pad and the installation of a sign.

Approved at a Special Meeting of the St. Helena City Council on May 22, 2017, by the following vote:

Mayor Galbraith:	_____
Vice Mayor White:	_____
Councilmember Dohring:	_____
Councilmember Ellsworth:	_____
Councilmember Koberstein:	_____

APPROVED:

ATTEST:

Alan Galbraith, Mayor

Cindy Black, City Clerk

Council Annual Report FY 2016/2017



Introduction

St. Helena Chamber Mission and Community Services

Katie Leonardini, Whitehall Lane Winery
& Vineyards
Chair, Advocacy



Strategic Priorities

Mission: The St. Helena Chamber of Commerce is a membership-based association of business people organized to enhance the local economy and the St. Helena brand for the direct and indirect benefit of its members and the community.

Market St. Helena and businesses to targeted consumers to build revenue with low impact.



Advocate for issues central to our mission's success.

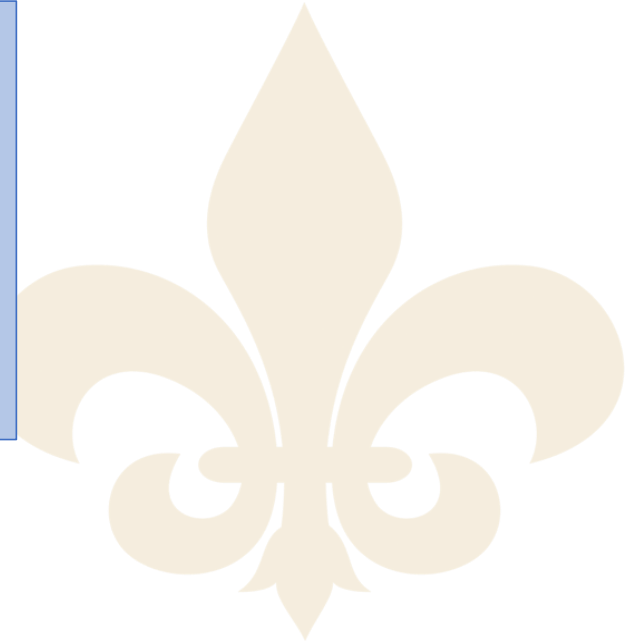
Engage the community to strengthen its support of St. Helena business.



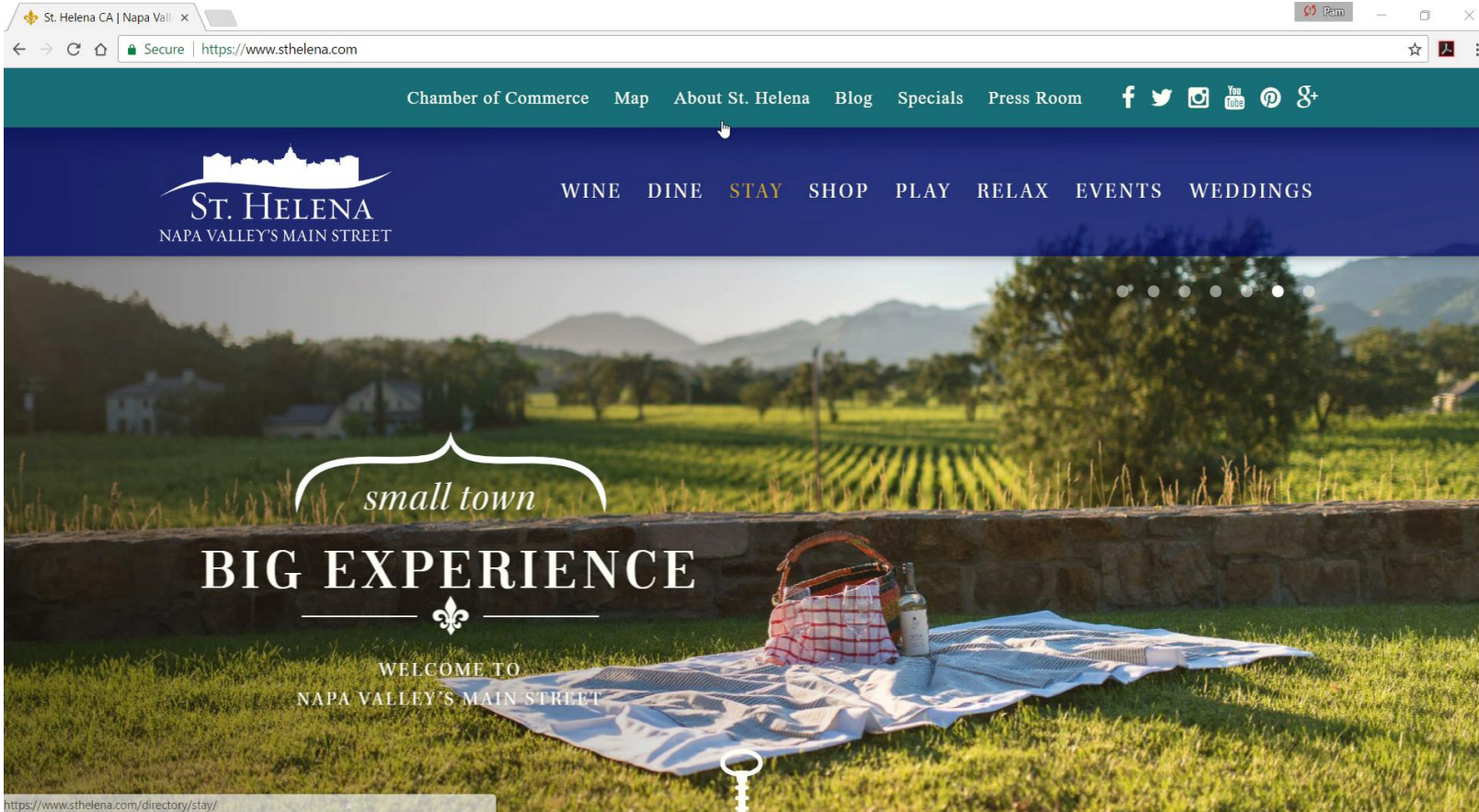
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Community Building



Community Events



Earth Day
Celebrate St. Helena
Musical Picnics
Candidate Debate

Community Building

RETURN ON INVESTMENT

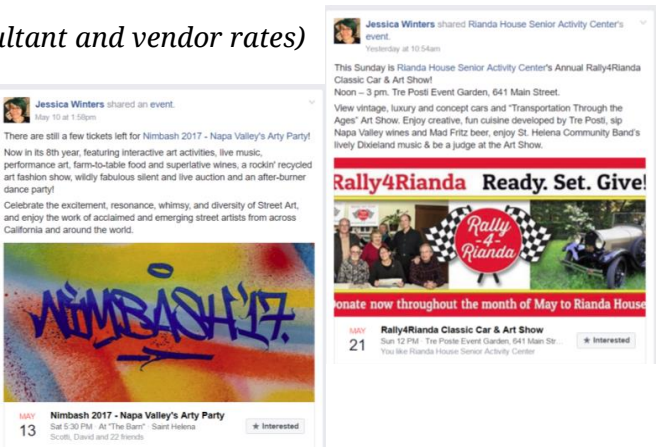
CURRENT MEMBERS

INVESTMENT

Nonprofit Members	\$186
BENEFITS	
Email Blasts	\$ 250
Social Media “The Source”	\$ 500
Welcome Center Exposure	\$ 500
Website Listings/Links	\$ 800
Community Page Links	\$ 800
TOTAL VALUE:	\$2850

BOYS & GIRLS CLUB OF ST. HELENA AND CALISTOGA
 CARPY GANG FOOTBALL
 FRIENDS OF THE CAMEO
 LA BOHEME – ACT 2
 LA BOHEME
 MCE CLEAN ENERGY
 NAPA HUMANE
 NAPA VALLEY COMMUNITY FOUNDATION
 NAPA VALLEY MARATHON
 NAPA VALLEY MASONIC LODGE #93
 NAPA VALLEY VINE TRAIL COALITION
 NAPA VALLEY VINTNERS
 NIMBUS ARTS
 ODD FELLOWS ST. HELENA
 RIANDA HOUSE
 SOROPTIMIST ST. HELENA SUNRISE
 SOROPTIMIST INTERNATIONAL OF ST. HELENA
 ST. HELENA CATHOLIC CHURCH
 ST. HELENA HISTORICAL SOCIETY
 ST. HELENA LIBRARY FOUNDATION
 ST. HELENA ROTARY CLUB
 STEPHEN C. MCCULLAGH FUND
 UP VALLEY FAMILY CENTER
 V FOUNDATION WINE CELEBRATION
 WE CARE ANIMAL RESCUE
 WHITE BARN

(Based on consultant and vendor rates)



Public Affairs Communications

Alerts, Emergency & Crisis PR



FROM CALTRANS:

July, 2016

State of California • Department of Transportation

CONSTRUCTION NOTICE

Date: July 25, 2016
District: 4 - Oakland
Contact: Vince Jacala
Phone: (510) 286-5206

FOR IMMEDIATE RELEASE

State Route 29-Channelization Project-Napa County
Updates Starting July 25, 2016



WINERIES | RESTAURANTS | LODGING | SPA

HIGHWAY 29 UPDATE

Overnight Closures-week of May 3 Canceled

MAY 1, 2015

FOR IMMEDIATE RELEASE FROM CALTRANS

NAPA COUNTY - Caltrans and its local stakeholders have completed preliminary railroad realignment work at State Route 29 (SR-29) near Whitehall Lane in Napa County. The work is in preparation of the SR-29 St. Helena Channelization Project.



City Communications



RSVP Grant Showley



City of St Helena Needs You!
Volunteer! City of St. Helena needs
You to serve on Commissions and
Committees!

May 8 at 10:43am
May is Bike Month! The City of St. Helena encourages everyone to join in this Thursday for Bike to Work & School Day!
There will be two Energizer Stations in St. Helena where participants can stop for a break & refreshment.
Energizer Stations will be located at:
Cliff Family Winery's Velo Vino Tasting Room & the Carnegie Building...
See More



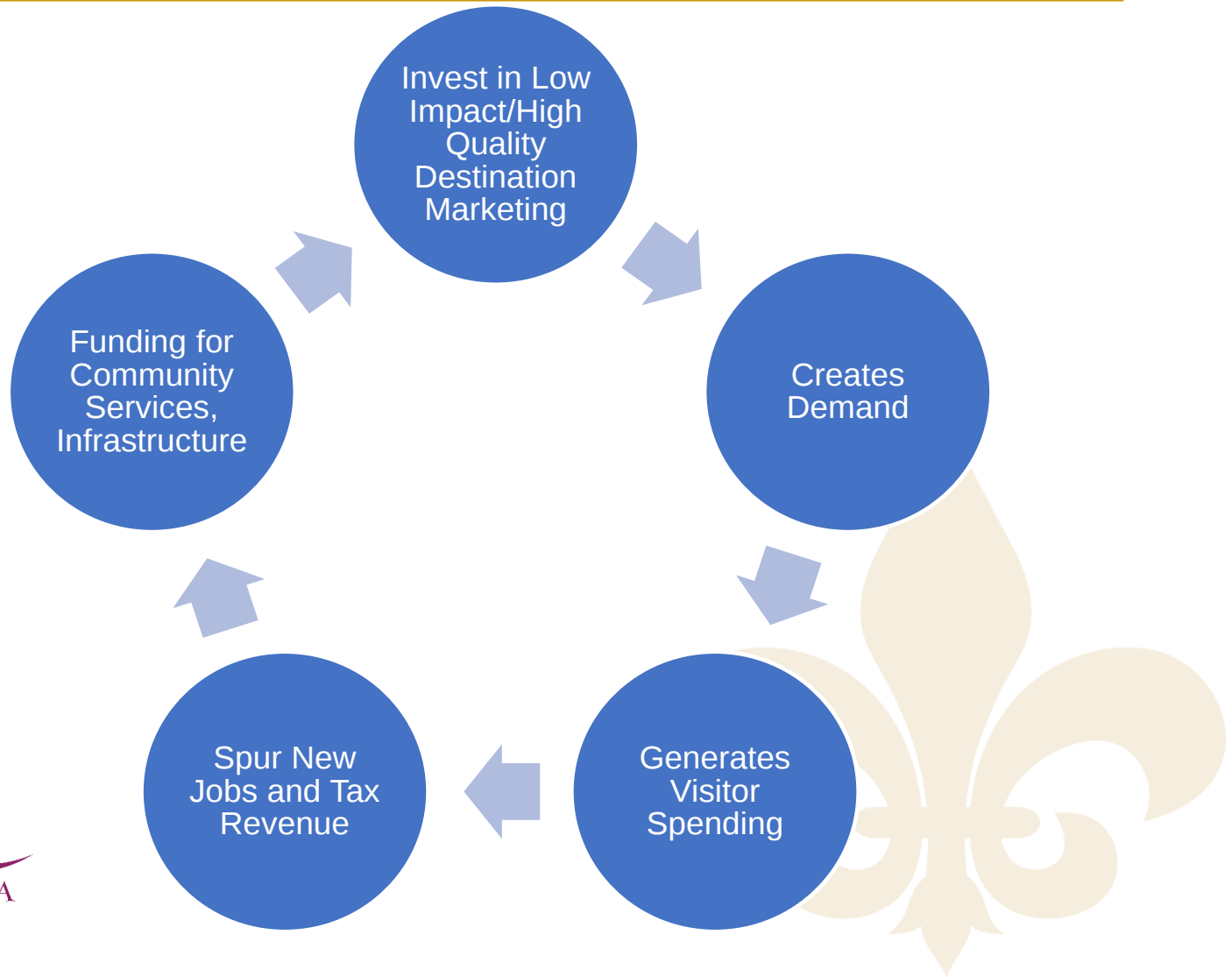
Introduction

Regional Outlook Napa Valley Economic Impact and Destination Marketing

Marcelle Adderley
Southbridge Napa Valley
Chair, St. Helena Tourist Improvement District
Board of Directors, Napa Valley Tourist Corporation



Tourism's Impact on the Community



Tourism Matters

Visitor Spending

Without Tourism, each St. Helena residents would have to spend

\$13,376

to keep our economy at the same level.

Up from \$10,027 in 2014

Taxes Generated Per Household

\$1,604

Amount each resident would have to pay in taxes to make up tourist spending.



Source: 2016 Economic Impact Studies, Destination Analysts

Community Impact

\$47.8 Million	\$20.4 Million	\$11.7 Million	\$387 Million
In TOT generated by visitor spending on lodging stays	In property tax paid by lodging to local jurisdictions	In sales tax generated by visitors for local jurisdictions	In tourism industry payroll for local jobs



Source: 2016 Economic Impact Studies, Destination Analysts

Tourism Economic Benefits

Jurisdiction	2016 TOT	2015 Population	2016 Lodging Rooms
American Canyon	\$1,510,528	20,374	313
Calistoga	\$5,652,939	5,180	738
Napa	\$18,086,126	80,576	2,555
St. Helena	\$2,278,546	6,004	215
Unincorporated County	\$13,277,569	26,907	874
Yountville	\$6,808,915	2,987	444
TOTAL	\$47,314,235	142,028	5,139



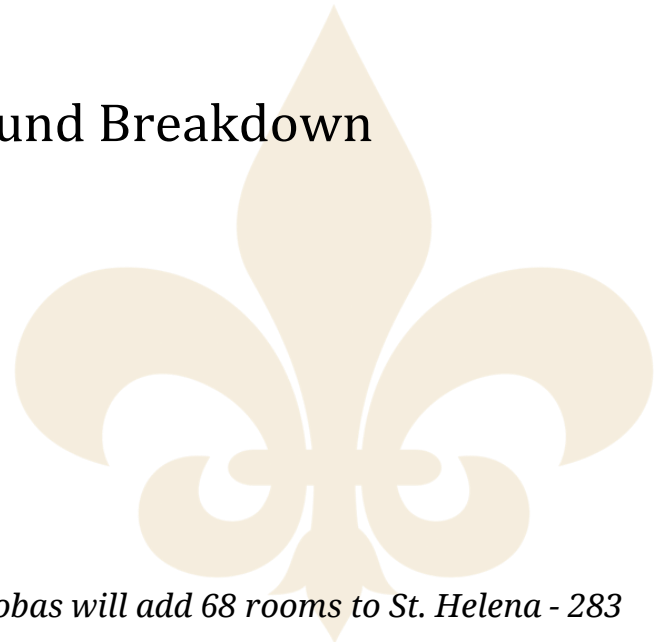
Source: Visit Napa Valley Research and Department of Finance Census Data

Economic Impacts – Budget Comparison

	General Fund Budget	% TOT	#Rooms
✿ Town of Yountville	\$ 9.8 Million	66%	444
✿ City of St. Helena	\$ 10 Million	21%	215
✿ City of Calistoga	\$ 15 Million	56%	738

City of St. Helena General Fund Breakdown

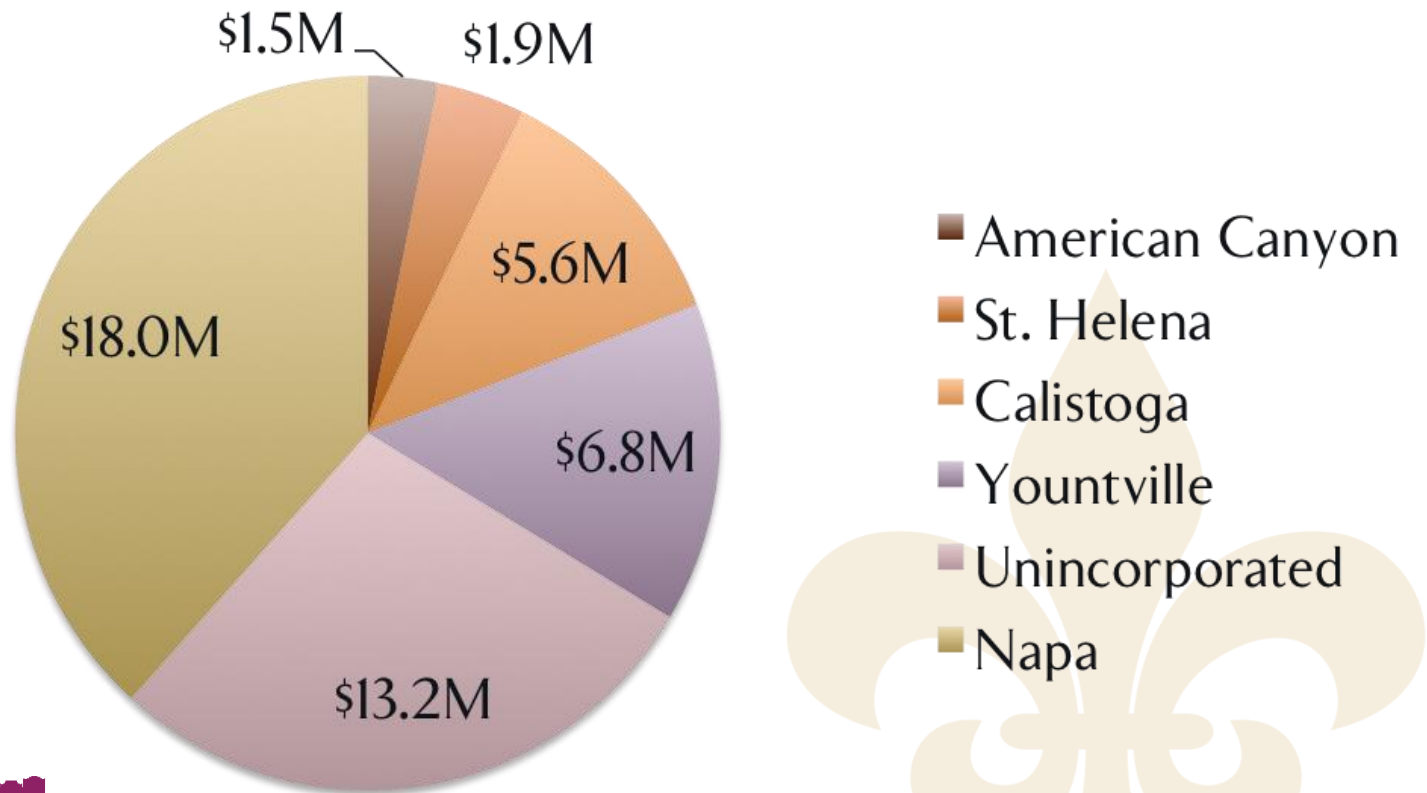
Property Tax:	32%
Sales Tax:	27%
TOT:	21%
Other:	20%



Las Alcobas will add 68 rooms to St. Helena - 283



Economic Impact – TOT Comparison 2016



*adopted budget #'s – actuals are a little higher

NV Tourist Improvement District

TOT	12%	Transient Occupancy Tax
TID	<u>2%</u>	Napa Valley Tourist Improvement District Assessment
TOTAL	14%	Total Hotel Tax paid by Hotel Guest

- *Hotels are self-assessed*
- *Money is restricted to marketing only*
- *Governed by Board of assessed properties, elected officials and other representatives.*
- *Subject to Brown Act*

SHTID Committee

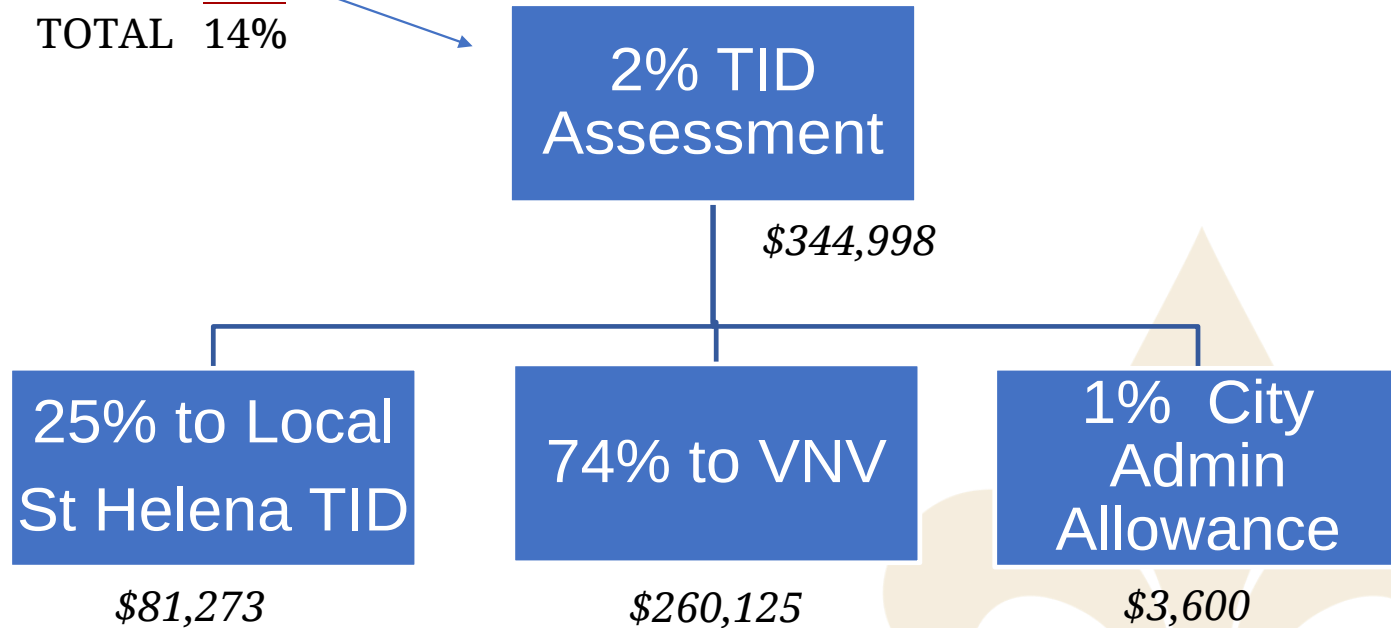
Marcelle Adderley, Chair
Mark Hoffmeister, Vice Chair
Pierrette Therene, Sec/Tres
Tamara DeMars
Kara Adamson
Peter White
April Mitts

Southbridge Napa Valley
Wydown Hotel
El Bonita Motel
Harvest Inn
Chamber of Commerce
City Council
City of St. Helena



NV Tourist Improvement District

TOT 12%
TID 2%
TOTAL 14%



Up Valley Destination Marketing Spending

	Annual TID Revenue	Chamber Contract	TOTAL
St. Helena	\$ 81,000	\$210,000	\$291,000
Calistoga	\$205,000	\$343,000* <i>City Council has \$450,000 under consideration for 17/18</i>	\$548,000
Yountville	\$339,000	\$250,000	\$589,000



Results – Year over Year

ADR		TOT Increase	
<i>Average Daily Room Rate</i>			
2014/15	\$249	2014/15	\$1,842,000
2015/16	\$254	2015/16	\$1,980,000
2016/17	\$294*	2016/17	\$2,241,000*

Occupancy	
2014/15	69%
2015/16	69%
2016/17	65%*

**2016/17 not completed*



Results – Managed Tourism

Cabernet Season – Off Season
Nov – April

ADR <i>Average Daily Room Rate</i>		Occupancy	
2014/15	\$227	2014/15	53%
2015/16	\$224	2015/16	55%
2016/17	\$245*	2016/17	63%*

Does not include April 2017



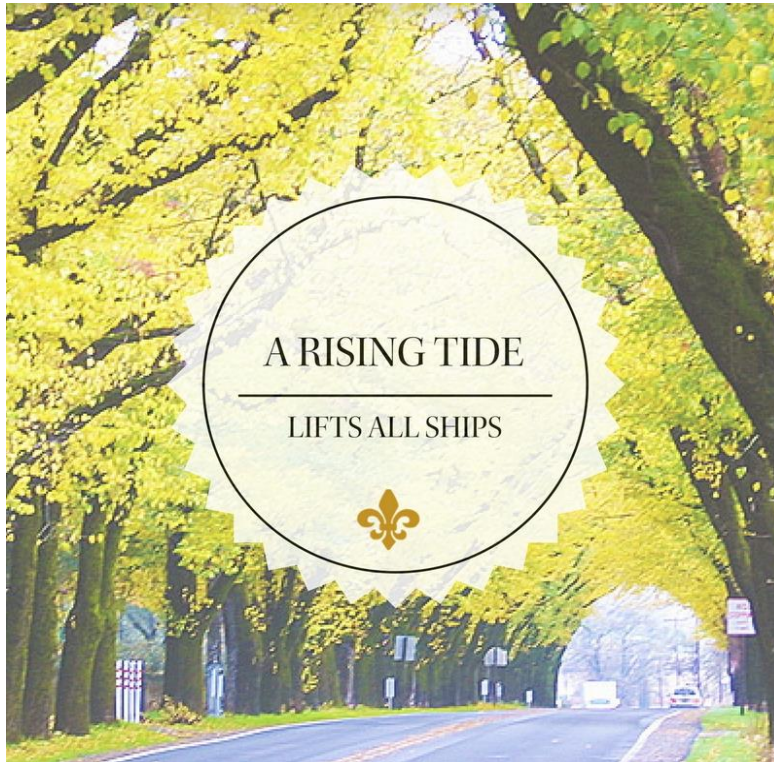
Introduction

2016/2017 Marketing Report

Linzi Gay, GM Clif Family Winery



Destination Marketing St. Helena



Strategic Priority:

Market St. Helena to build revenue with low impact.

Goals:

- *Heads to Beds Midweek & Off Season*
- *Bucks in Tills*
- *Forks in Hand*

Objectives:

- *Position St. Helena as a world class destination*
- *Educate Consumers to Options*
- *Increase Technology Communication*
- *Focus on Lifestyle, Passion and Experience*

Managing Tourism



St. Helena, CA

Published by Carolyn Hernandez [?] · October 5, 2016 ·

Need a weekend in [The Napa Valley](#)? The historic Inn at Salvestrin makes it easy to enjoy wine tasting. Tasting at [Salvestrin Estate](#) is right out your door. You are actually sleeping in the vineyards. Make your reservations now.



St. Helena, CA

Published by Allison Day [?] · November 11, 2016 ·

Come to [#StHelena](#) during [#CabernetSeason](#)! Midweek is an especially great time to come stay and play. Less crowds and more time to be intimately immersed in the best of [#winecountry](#). [#VisitNapaValley](#)



Things to Do in St. Helena CA | Napa Valley

Your guide to dining, wine-tasting, shopping, lodging and things to do in St. Helen...

[STHELENA.COM](#)

Strategic Priority:

Market St. Helena to build revenue with low impact.

Target Timeframe and Message:

- *Off Season “Cabernet Season”*
- *November – April*
- *Midweek through July*
- *Group Sales*
- *Conferences*

Target Audience:

- *Household Income >\$100,000*
- *Groups 50 – 300*
- *67% are 35+*
- *57% Female*
- *400 mile radius*

Welcome Center

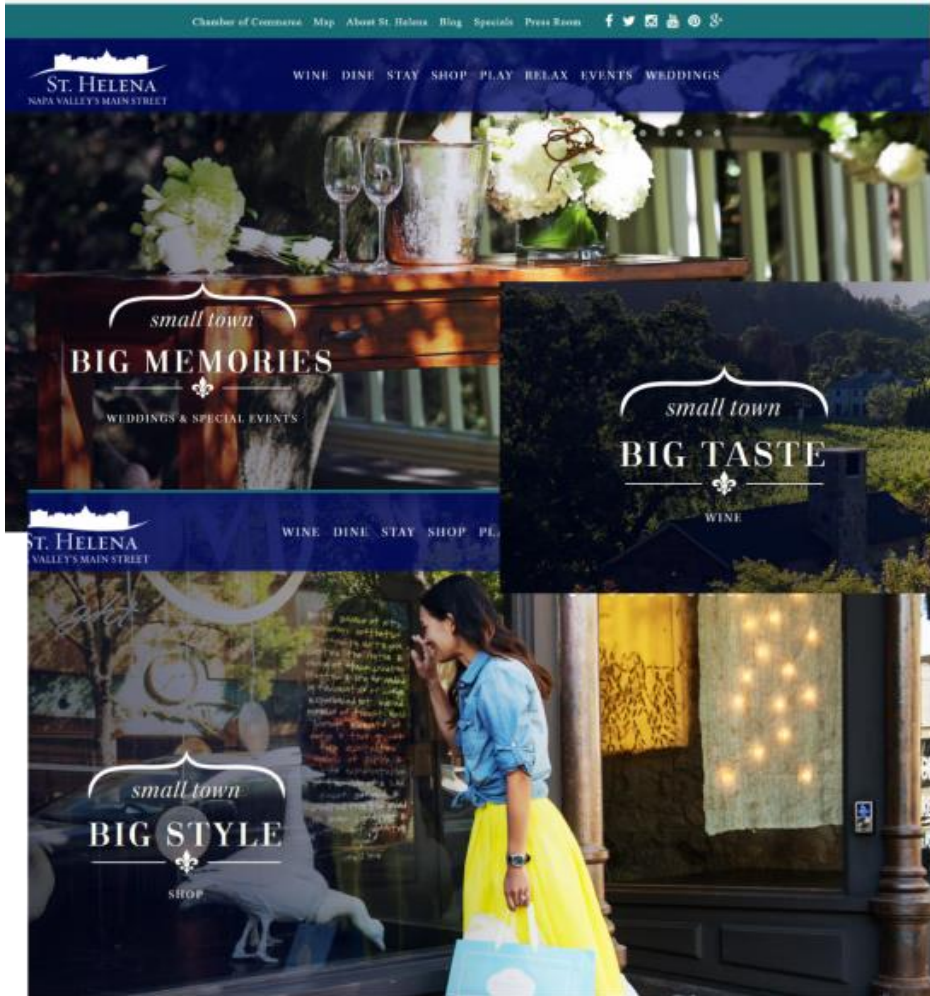
657 Main Street, St. Helena



- Over 17,000 Visitors Served
- Over 250 Lodging Referrals
- Daily Referrals to Businesses
- Over 12,000 Maps Distributed
- 4 Part Time Employees
- 7 Days a week March – November



Telling Our Story Authentically



- Attracts the St. Helena/Napa Valley Visitor Demographic
- Aspirational for Millennials



Telling Our Story Authentically



Collect Great Assets
Build Out Press Gallery
Provide Consistent Look & Messaging



Telling Our Story Authentically

[Chamber of Commerce](#) [Map](#) [About St. Helena](#) [Blog](#) [Specials](#) [Press Room](#) [f](#) [t](#) [i](#) [y](#) [p](#) [g](#)



[WINE](#) [DINE](#) [STAY](#) [SHOP](#) [PLAY](#) [RELAX](#) [EVENTS](#) [WEDDINGS](#)



Scandinavian Style Pine Needle Syrup



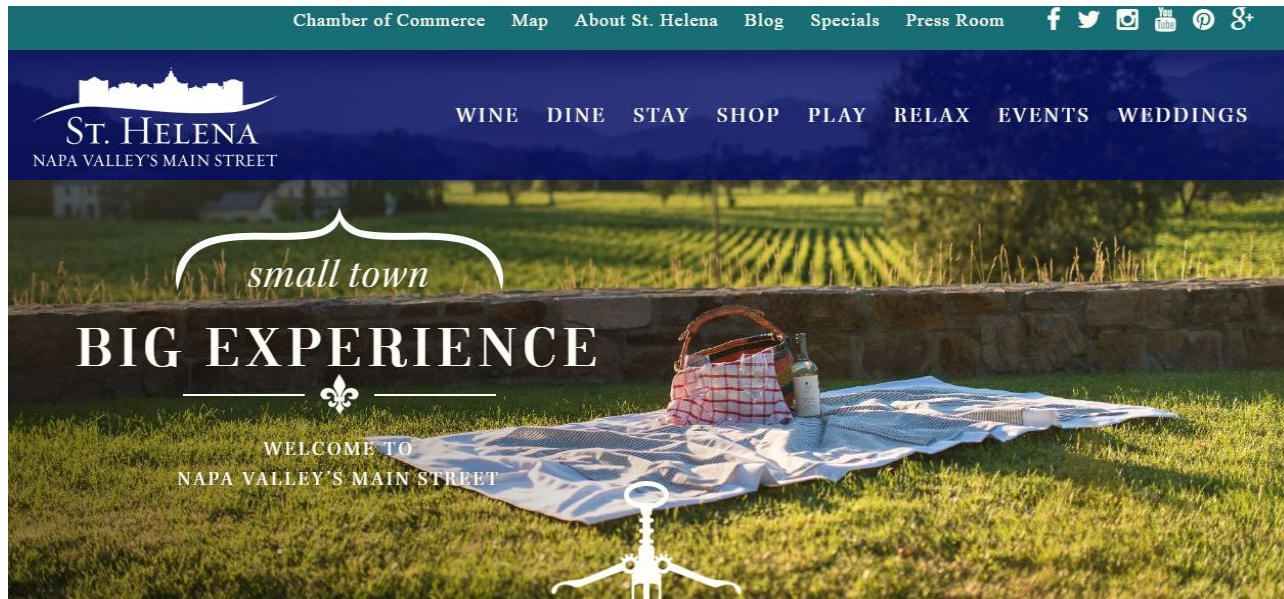
Holiday Gift Guide



Ruin your diet "Napa Valley Style"

[MORE STORIES](#) [OR VISIT OUR PRESSROOM](#)

sthelena.com



- Sessions remain constant YOY with addition of ExperienceStHelena.com
- Avg. session time is up 41.41%
- Bounce rate is down 26.9%
- Pages viewed per session is up 11.23%
- Beginning to implement an SEO strategy with traffic research to increase traffic in 2017/2018



sthelena.com

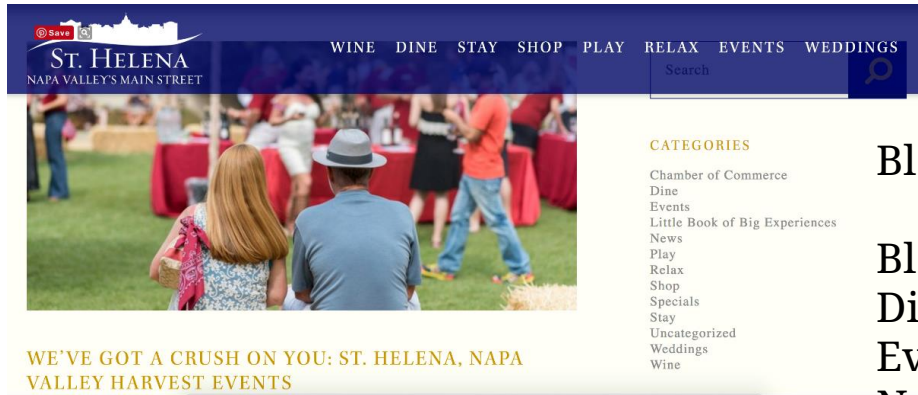
2016 Best Tourism Website
Design 2nd place Globally



The Davey Awards honors the best in Web, Design, Video, Advertising, Mobile & Social from small agencies worldwide.

Blogging

Build Content – Blog: 30 blogs Highlighted members, lodging and overall St. Helena branding.



Blog Page views since June 1 2016

Blog category pages: 2087

Dine posts 1705

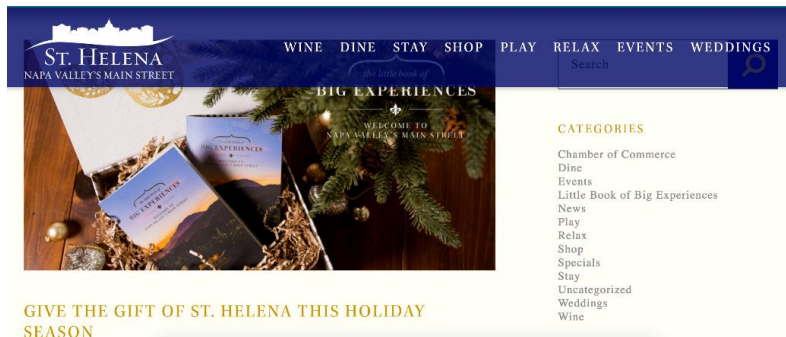
Events (posts about) 976

News posts 2

Play posts 3

Shop posts 2

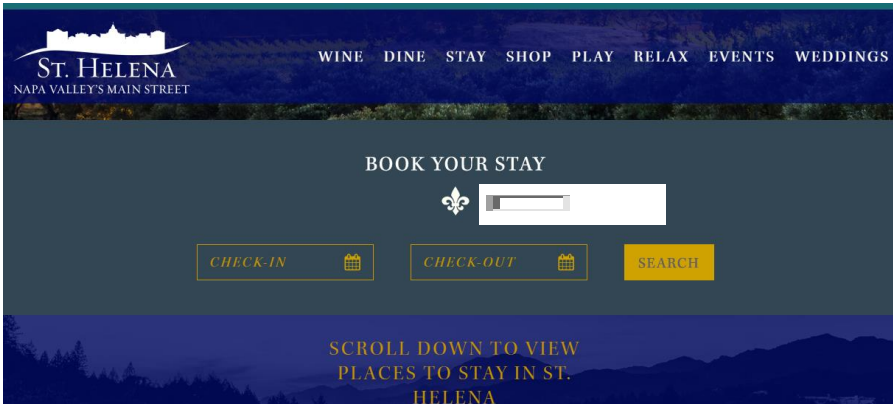
Wine posts 1



30 blog posts since last year

#1 Tool for SEO Optimization

Lodging Referrals



Booking and Referral engine system. The JackRabbit responsive/mobile search engine provides planning tools for the most valuable consumer...the one planning to visit our destination.

Providing our destination with extreme data and meaningful insights on the consumer and the tourism brand through comprehensive reporting.

December 15 to March 31: Total Referrals 375

JackRabbit Online Availability and Booking System

Partner Interface	Lodging	Website Referrals
synxis_xml	Auberge Du Soleil	8
synxis_xml	Bardessono Hotel & Spa	5
	Black Rock Inn	8
	Bothe Napa Valley State Park	11
	Charming Wine Country Cottage	34
vrbo	Church Street VRBO	14
	El Bonita Motel	10
	Golden Haven Hot Springs	9
synxis_xml	Harvest Inn By Charlie Palmer	45
rezovation_v2	Inn At Salvestrin	6
reservation_key_v2	Inn St. Helena	16
starwood	Las Alcobas	14
b4checkin_capy	Meadowood Napa Valley	11
the_booking_button	Shady Oaks Country Inn LM	8
v1webcontrols	Southbridge Napa Valley	23
web_inn_dll	Vineyard Country Inn	57
	Wine Country Inn	16
inn_road	Wydown Hotel	29
	Totals	375

Social Media

Social Media continues to be one of our key marketing efforts.

- Grow audience
- Engage with consumers
- Drive traffic to StHelena.com
- Support partner events and promotions

Post Details

Reported stats may be delayed from what appears on posts

St. Helena, CA
Published by Allison Day [?] · March 13 ·

We're proud to call charming #StHelena "#NapaValley's Main Street" and thrilled to see Only In Your State share a highlight reel of fun facts about what makes #MyStHelena grand! #TasteStHelena



Most People Have No Idea Just How Unique This Village Near San Francisco Truly Is
How many places can boast to having hundreds of wineries and even a culinary institute?
ONLYINYOURSTATE.COM

6,559 People Reached

286 Reactions, Comments & Shares

219 Like	134 On Post	85 On Shares
22 Love	15 On Post	7 On Shares
17 Comments	8 On Post	9 On Shares
28 Shares	28 On Post	0 On Shares

631 Post Clicks

0 Photo Views	375 Link Clicks	256 Other Clicks
-------------------------	---------------------------	----------------------------

NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Facebook Growth – 43%
Twitter Growth – 18%
Instagram Growth – 58%
Pinterest Growth – 57%



Public & Media Relations

- Crafted and distributed press releases to a list of 1,172 media
- Pitched the Little Book of Big Experiences to a curated list of 80 Bay Area, California and national journalists and bloggers for:
 - Holiday gift guides
 - Cabernet Season in St. Helena
 - Valentine's Day
- Invited select food/beverage and travel journalists to experience the Little Book of Big Experiences during Cabernet Season.
- Outreach to select media for their personal and professional use
- Began long lead media FAM Trip the 2017/18 Little Book of Big Experiences.

AFAR [SUBSCRIBE](#) [TRAVEL GUIDES](#) [INTERESTS](#) [HOTELS](#) [JOURNEYS](#) [MAGAZINE](#)



COURTESY OF ST. HELENA CHAMBER OF COMMERCE

Here's a Great Reason to Head to Napa This Winter

It's about to head into its low season, but the wine region is anything but boring at this time of year.



\$889,332.60 EARNED MEDIA VALUE

Program – Little Book of BIG Experiences

November – March



Website Stats

- 38,000 Website Sessions
- Campaigns:
- Wine Country Media
- Facebook
- Display Ads

Display Ad Stats

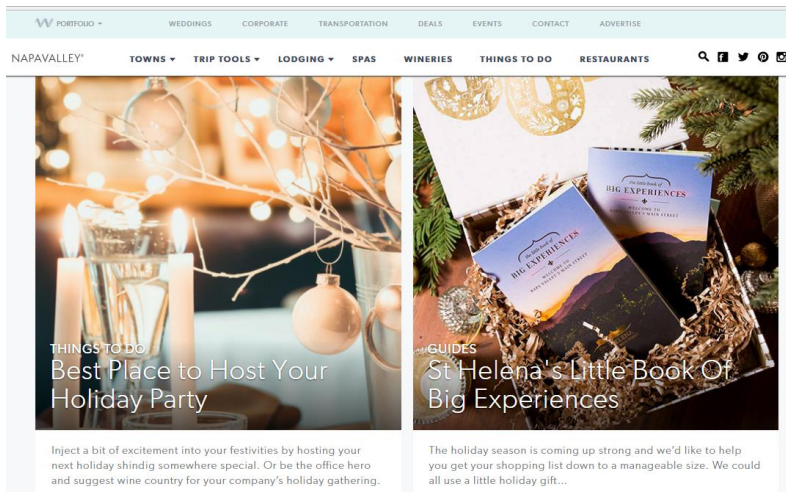
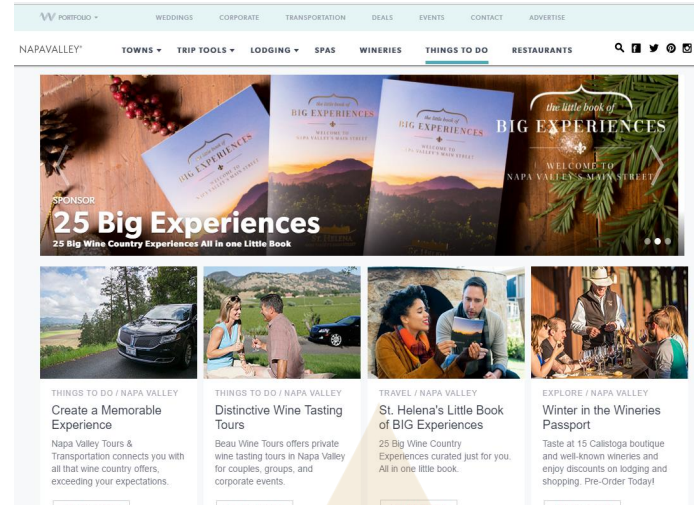
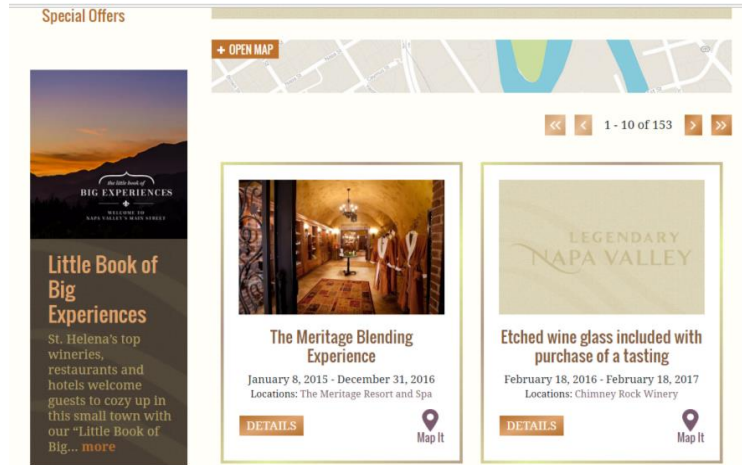
- Impressions 4,165,877
- Clicks 19,623
- Average CPC \$0.61
- CPM \$2.88
- CTR 0.47

Goal: Overnight Stays, off season, mid week, walkability in St. Helena

No discounts, experience based, \$1000 value for \$100



Partnerships and Leverage



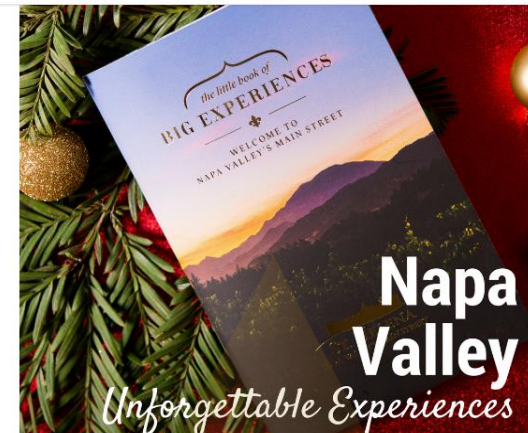
- Visit Napa Valley
- Wine Country Media
- San Francisco Travel
- Visit California

Partnerships and Leverage

Wine Country Media Partnership
WineCountry.com, NapaValley.com, Sonoma.com

ST. HELENA CHAMBER - 12 MONTH METRICS REVIEW

Display Ad Impressions	1,202,749
Total Engagements (Clicks, Page Views, Display Ad Impressions)	1,291,682
Clicks to StHelena.com and ExperienceStHelena.com	11,796
Clicks into St. Helena City Page St. Helena Specific Content Article Page Views	53,282
Newsletter Buyout Page Views	11,935



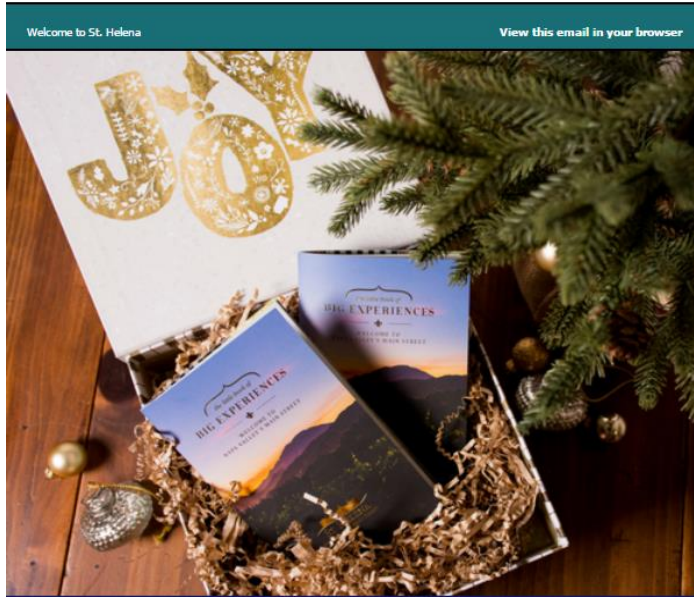
WineCountry invites you to explore
St. Helena's Little Book of BIG Experiences.

Enjoy 25 incredible wine country experiences including elevated tastings,
wine club benefits, room discounts and more... all in one little book!

[LEARN MORE](#)



Direct To Consumer Email



JUST IN TIME FOR THE HOLIDAYS



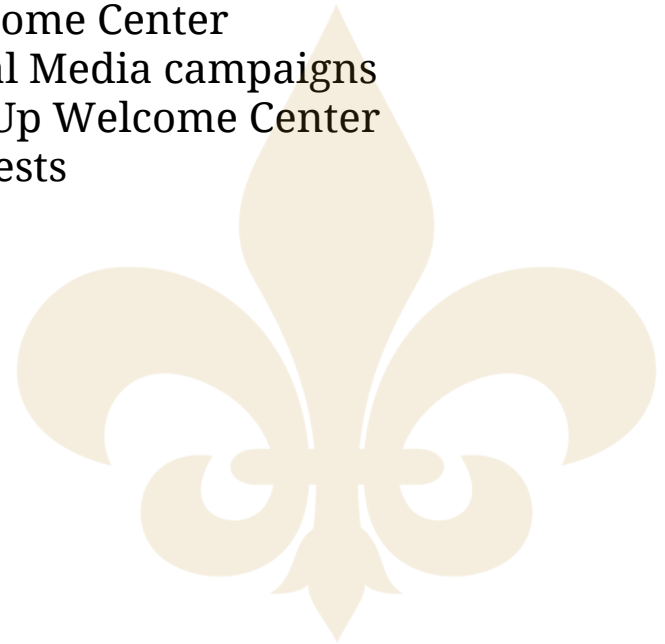
How is it already that time of year? The holiday season is here and we'd like to help you get your shopping list down to a manageable size. We could all use a little holiday gift giving inspiration. St Helena has got you covered, with the gift that keeps on giving all the way through March!



- 2,012 Recipient List
- 25.7% Open Rate
- 2.8 Click Rate

Continuing efforts to capture emails:

- Welcome Center
- Social Media campaigns
- Pop Up Welcome Center
- Contests



How the Money is Spent

Sources of Income, Budget, Spending

Pam Simpson, CEO/President
St. Helena Chamber of Commerce



2017/2018 Budget

Considerations and Realities

Marcus Marquez, Brasswood Estate
Chair, Board of Directors



Council Annual Report FY 2016/2017



Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:19 PM
To: Cindy Black
Subject: Fw: Chamber Marketing Contract Support

Peter G. White
Vice Mayor
1480 Main Street
St. Helena, CA 94574
707-480-9958
peterw@cityofstheleena.org

From: Linzi Gay <lgay@cliffamily.com>
Sent: Thursday, May 4, 2017 11:37 AM
To: Alan Galbraith; Peter White; Geoff Ellsworth; Paul Dohring; Mary Koberstein
Subject: Chamber Marketing Contract Support

Dear Mayor and Councilmembers,

I am writing regarding my support for continuing the Chamber's marketing contract at the current level of \$210,000.

Born and raised in the St. Helena area and now General Manager of Clif Family Winery, it is very important to me to see our local businesses thrive. Our hospitality business employees 35 people, many of whom live in St. Helena.

It is important to us that St. Helena remains at the top of the search when visitors are visiting Napa Valley. It is what helps our business succeed and is imperative to our City's economy. Over 3 million people will visit Napa Valley this year and we want and need them to stay, eat, buy wine and shop in St. Helena. Effective, consistent marketing of St. Helena will help those visitors stop and spend time and money here instead of just passing through. Our business, our economy and my job depends on St. Helena's tourism economy.

Tourism provides benefits to the St. Helena community in many ways. When St. Helena businesses do well, we can improve our infrastructure and our parks, fund our library, and ensure our public safety is maintained. Strong businesses mean better paying jobs and higher wages which allows people to live here with their families and participate in our community. The positive benefits of tourism can make St. Helena thrive in many ways. Please support our economy by continuing the proposed Chamber of Commerce destination marketing contract for the full \$210,000.

Thank you for your consideration.

Linzi Gay
General Manager
Clif Family Winery, Clif Family Bruschetteria
P: 707.656.4029
C: 707.486.7072
E: lgay@cliffamily.com

Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:15 PM
To: Cindy Black
Subject: Fw: Please Approve Chamber of Commerce \$210,000 contract

Peter G. White
Vice Mayor
1480 Main Street
St. Helena, CA 94574
707-480-9958
peterw@cityofsthelena.org

From: Stacia Dowdell <stacia@brasswood.com>
Sent: Friday, May 5, 2017 4:19 PM
To: Alan Galbraith; Paul Dohring; Peter White; Mary Koberstein; Geoff Ellsworth
Subject: Please Approve Chamber of Commerce \$210,000 contract

To Our St. Helena Council Members:

I'm writing you as both a city of St. Helena homeowner and permanent resident as well as a multiple business owner in St. Helena.

I feel that the marketing work performed the St. Helena Chamber of Commerce is essential for keeping our town healthy. The Chamber's work goes beyond business by illustrating St. Helena to professional business people in all the fields so that we may attract the best medical professionals, architects, teachers, and the like to both work and live and raise their families here.

Other work that the chamber does, such as hosting and communicating local events and happenings helps foster a stronger community and one in which I was proud to raise my children.

On the business front, the Chamber's work attracts the necessary clientele to our special and unique town which generates revenue that allows me to provide living wages for my beloved staff so that they may live and work locally, which also helps to strengthens our prized community.

I urge you to approve the Chamber of Commerce's marketing contract of \$210,000 so that they can continue their valuable work for all who live and work in St. Helena.

Sincerely,
Stacia Dowdell
818 Chiles Ave

Cindy Black

From: Peter White
Sent: Monday, May 15, 2017 8:02 PM
To: Cindy Black
Subject: Fw: St. Helena Chamber of Commerce

fyi

Peter G. White
 Vice Mayor
 1480 Main Street
 St. Helena, CA 94574
 707-480-9958
 peterw@cityofstheleena.org

From: Sarah Mitchell <sarah@themodelbakery.com>
Sent: Monday, May 15, 2017 3:49 PM
To: Peter White
Subject: St. Helena Chamber of Commerce

Dear Mayor and Councilmembers:

As a St. Helena business owner who employs over 30 employees in St. Helena, over 70 employees Napa valley wide, our sales are largely dependent on the tourism industry in St. Helena.

I am respectfully requesting you to support the continuation of the Chamber's marketing contract at the current level of \$210,000. Ensuring St. Helena remains at the top of the search when visitors are visiting Napa Valley is imperative to our City's economy. Over 3 million people will visit Napa Valley this year and we want and need them to stay, eat, buy wine and shop in St. Helena. Effective, consistent marketing of St. Helena can cause someone to stop and spend time and money here, instead of passing through. Our business, our economy and my (clients, business, job) depends on St. Helena's tourism economy.

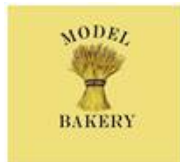
Tourism provides benefits to the St. Helena community in many ways. When St. Helena businesses do well, we can improve our infrastructure and our parks, fund our library, and ensure our public safety is maintained. Strong businesses mean better paying jobs and higher wages which allows people to live here with their families and participate in our community. The positive benefits of tourism can make St. Helena thrive in many ways. Please support our economy by continuing the proposed Chamber of Commerce destination marketing contract for the full \$210,000.

Thank you,

Sarah

Sarah Mitchell Hansen
 Owner/Managing Partner
 The Model Bakery
 644 First St., Bldg. B
 Napa, CA, 94559

(707)259-1128 phone
(707)259-1169 fax
www.themodelbakery.com



Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:20 PM
To: Cindy Black
Subject: Fw: St. Helena's Marketing position and City Council actions
Importance: High

Peter G. White
 Vice Mayor
 1480 Main Street
 St. Helena, CA 94574
 707-480-9958
 peterw@cityofstheleena.org

From: Jorge Zetina <jorge@ce-group.com>
Sent: Tuesday, May 2, 2017 11:33 AM
To: Alan Galbraith; Peter White; Geoff Ellsworth; Paul Dohring; Mary Koberstein
Cc: cegroup
Subject: St. Helena's Marketing position and City Council actions

Dear Mayor and Councilmembers:

As a

- business owner who employs 20,
- a business who works with the wine and hospitality industry,
- employee of a tourism business, who works in St. Helena,

I am respectfully requesting you to support the continuation of the Chamber's marketing contract at the current level of \$210,000. Ensuring St. Helen remains at the top of the search when visitors are visiting Napa Valley is imperative to our City's economy. Over 3 million people will visit Napa Valley this year and we want and need them to stay, eat, buy wine and shop in St. Helena. Effective, consistent marketing of St. Helena can cause someone to stop and spend time and money here, instead of passing through. Our business, our economy and my (clients, business, job) depends on St. Helena's tourism economy.

Tourism provides benefits to the St. Helena community in many ways. When St. Helena businesses do well, we can improve our infrastructure and our parks, fund our library, and ensure our public safety is maintained. Strong businesses mean better paying jobs and higher wages which allows people to live here with their families and participate in our community. The positive benefits of tourism can make St. Helena thrive in many ways. Please support our economy by continuing the proposed Chamber of Commerce destination marketing contract for the full \$210,000.

Thank you,



Jorge Zetina
President / Sr. Consultant
Computer Engineering Group
office: 707-257-9701
cell: 510-224-0941
fax: 707-254-9451
www.ce-group.com

Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:19 PM
To: Cindy Black
Subject: Fw: St Helena Chamber

Peter G. White
 Vice Mayor
 1480 Main Street
 St. Helena, CA 94574
 707-480-9958
peterw@cityofstheleena.org

From: Candice Crawford <ccrawford@clifffamily.com>
Sent: Thursday, May 4, 2017 2:03 PM
To: Alan Galbraith; Peter White; Geoff Ellsworth; Paul Dohring; Mary Koberstein
Subject: St Helena Chamber

Dear Mayor and Councilmembers:

As an employee of a tourism business, who works in St. Helena I am respectfully requesting you to support the continuation of the Chamber's marketing contract at the current level of \$210,000. Ensuring St. Helen remains at the top of the search when visitors are visiting Napa Valley is imperative to our City's economy. Over 3 million people will visit Napa Valley this year and we want and need them to stay, eat, buy wine and shop in St. Helena. Effective, consistent marketing of St. Helena can cause someone to stop and spend time and money here, instead of passing through. Our business, our economy and my (clients, business, job) depends on St. Helena's tourism economy.

Tourism provides benefits to the St. Helena community in many ways. When St. Helena businesses do well, we can improve our infrastructure and our parks, fund our library, and ensure our public safety is maintained. Strong businesses mean better paying jobs and higher wages which allows people to live here with their families and participate in our community. The positive benefits of tourism can make St. Helena thrive in many ways. Please support our economy by continuing the proposed Chamber of Commerce destination marketing contract for the full \$210,000.

Ciao,

Candice Crawford
Hospitality & Events Manager
Clif Family | Velo Vino | Bruschetteria Food Truck
 709 Main St
 Saint Helena CA 94574
 Email: ccrawford@clifffamily.com
 Office: 707.968.0625
 Direct: 707.656.4421



Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:20 PM
To: Cindy Black
Subject: Fw: Support of the St. Helena Chamber's Marketing Program
Importance: High

Peter G. White
Vice Mayor
1480 Main Street
St. Helena, CA 94574
707-480-9958
peterw@cityofstheleena.org

From: Norman Mitroff <norman@normanmitroff.com>
Sent: Monday, May 1, 2017 1:48 PM
To: Alan Galbraith; Peter White; Geoff Ellsworth; Paul Dohring; Mary Koberstein
Cc: Pam Simpson
Subject: Support of the St. Helena Chamber's Marketing Program

Dear Mayor and Councilmembers:

As a St. Helena resident, business owner and providing services to the hospitality industry, I am respectfully requesting you to support the continuation of the Chamber's marketing contract at the current level of \$210,000.

Ensuring St. Helen remains at the top of the search when visitors are visiting Napa Valley is imperative to our City's economy. Over 3 million people will visit Napa Valley this year and we want and need them to stay, eat, buy wine and shop in St. Helena. Effective, consistent marketing of St. Helena can cause someone to stop and spend time and money here, instead of passing through. Our business, our economy and my (clients, business, job) depends on St. Helena's tourism economy.

Tourism provides benefits to the St. Helena community in many ways. When St. Helena businesses do well, we can improve our infrastructure and our parks, fund our library, and ensure our public safety is maintained. Strong businesses mean better paying jobs and higher wages which allows people to live here with their families and participate in our community. The positive benefits of tourism can make St. Helena thrive in many ways. Please support our economy by continuing the proposed Chamber of Commerce destination marketing contract for the full \$210,000.

Respectfully Submitted,

Norm

Norman S. Mitroff

Mitroff Consulting & Associates
954 Brown Street
St. Helena, CA 94574-1308
Voice: (707) 963-8410
Mobile: (415) 307-7806
E-mail: norman@normanmitroff.com
Website: www.normanmitroff.com

Executive Search, Human Capital Management and Transition Coaching

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Cindy Black

From: Peter White
Sent: Thursday, May 04, 2017 3:58 PM
To: Cindy Black
Subject: Fw: Chamber Marketing Contract

Please distribute, thanks

Peter G. White
 Vice Mayor
 1480 Main Street
 St. Helena, CA 94574
 707-480-9958
 peterw@cityofsthenela.org

From: Peter Mondavi Jr <pmondavi@cmondavi.com>
Sent: Thursday, May 4, 2017 3:41:31 PM
To: Peter White
Cc: Marc Mondavi
Subject: Chamber Marketing Contract

Dear Vice Mayor White:

As owners of Charles Krug Winery, Napa Valley's oldest winery, we are strongly supportive of the work the St. Helena Chamber of Commerce does for our community. The vast majority of visitors to our winery are tourists, and we support the Chamber's efforts to drive visitors to St. Helena businesses.

We have worked closely with the Chamber on several marketing campaigns that promote St. Helena as a top wine country destination, and as a result we have seen new visitors to our tasting room and website, strong promotion of our winery on social media platforms, and public relations opportunities. Thanks to the Chamber's leadership, we have also enjoyed a close collaboration with other chamber members - all of us working together to promote St. Helena as a must-see destination.

We are respectfully requesting you to support the continuation of the Chamber's marketing contract at the current level of \$210,000. Ensuring St. Helena remains at the top of the search when visitors are visiting Napa Valley is imperative to our city's economy. More than 3 million people will visit Napa Valley this year, and we want and need them to stay, eat, buy wine and shop in St. Helena. The success of our winery depends on St. Helena's tourism economy.

Furthermore, when St. Helena businesses do well, we can improve our infrastructure and our parks, fund our library, and ensure our public safety is maintained. Strong businesses mean better paying jobs and higher wages, which allow people to live here with their families and participate in our community.

Please support our economy by continuing the proposed Chamber of Commerce destination marketing contract for the full \$210,000.

Respectfully,

Marc Mondavi
Peter Mondavi, Jr.

Co-Proprietors

707-967-2200

C. Mondavi & FAMILY

FAMILY OWNED *and* OPERATED *for* FOUR GENERATIONS

charleskrug.com • ckmondavi.com • thediviningrod.com • purpleheartwines.com

Cindy Black

From: Peter White
Sent: Tuesday, May 16, 2017 10:28 AM
To: Cindy Black
Subject: Fw: Chamber of Commerce Funding

FYI

Peter G. White
Vice Mayor
1480 Main Street
St. Helena, CA 94574
707-480-9958
peterw@cityofsthelena.org

From: Rhoda Schatzel-Svensson <rhoda24@comcast.net>
Sent: Friday, May 12, 2017 2:14 PM
To: Grace Kistner; Sarah Parker; David Knudsen; Tracy Sweeney; Bobbi Monnette; Alan Galbraith; Peter White
Cc: Paul Dohring; Mary Koberstein; Geoff Ellsworth
Subject: Chamber of Commerce Funding

Council members,

The St. Helena Chamber of Commerce printed this in the local paper on April 9, 1897:

“We want to assist in establishing industries and help the town and valley in every way possible,”

There’s a reason chambers of commerce have been a staple in communities for decades. They give professionals a way to network with each other and they all have at least two things in common: They want their business to succeed and they want their local community to thrive.

The St. Helena Chamber of Commerce is extremely important not only to the businesses in St. Helena but to the whole community. If a community does not have a Chamber of Commerce, who will potential homebuyers, businesses and tourists contact for information regarding the city? They offer networking and marketing opportunities, as well as seminars and workshops designed to help entrepreneurs grow their business which help to provide for the future prosperity of the entire community. A community cannot prosper without the help of local businesses and the tax revenues they provide, as well as the local jobs that can be generated. A Chamber of Commerce is vital to any community wishing to thrive and prosper, and the Chamber of Commerce in St. Helena has done a fantastic job of helping the local community prosper since 1897.

Voting to eliminate funding to the St. Helena Chamber of Commerce is akin to President Trump threatening to end the daily White House press conferences.

Sincerely,

Rhoda Schatzel-Svensson
Director of Real Estate
1111 Main Street SH, LLC

Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:20 PM
To: Cindy Black
Subject: Fw: Chamber of Commerce Marketing contract

Peter G. White
Vice Mayor
1480 Main Street
St. Helena, CA 94574
707-480-9958
peterw@cityofsthelena.org

From: Pierrette Therene <pierrettetherene@aol.com>
Sent: Monday, May 1, 2017 4:18 PM
To: Alan Galbraith; Peter White; Geoff Ellsworth; Paul Dohring; Mary Koberstein
Subject: Chamber of Commerce Marketing contract

Dear Mayor and Council members,

I am respectfully requesting you to support the continuation of the Chamber's marketing contract at its current level.

Our business, our employees depend on St Helena's tourism economy.

Tourist dollars return revenue back to the City. Tourist dollars help the City balance the budget and if we want tourists to spend money in St Helena we need an effective and consistent marketing.

Thank you for your consideration,

Pierrette Therene
Manager
El Bonita Motel

Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:20 PM
To: Cindy Black
Subject: Fw: Chamber of Commerce Marketing contract

Peter G. White
Vice Mayor
1480 Main Street
St. Helena, CA 94574
707-480-9958
peterw@cityofsthelena.org

From: Pierrette Therene <pierrettetherene@aol.com>
Sent: Monday, May 1, 2017 4:18 PM
To: Alan Galbraith; Peter White; Geoff Ellsworth; Paul Dohring; Mary Koberstein
Subject: Chamber of Commerce Marketing contract

Dear Mayor and Council members,

I am respectfully requesting you to support the continuation of the Chamber's marketing contract at its current level.

Our business, our employees depend on St Helena's tourism economy.

Tourist dollars return revenue back to the City. Tourist dollars help the City balance the budget and if we want tourists to spend money in St Helena we need an effective and consistent marketing.

Thank you for your consideration,

Pierrette Therene
Manager
El Bonita Motel

Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:21 PM
To: Cindy Black
Subject: Fw: Chamber of Commerce

Peter G. White
Vice Mayor
1480 Main Street
St. Helena, CA 94574
707-480-9958
peterw@cityofsthelena.org

From: Matthew Hileman <matt.hileman@gmail.com>
Sent: Monday, May 1, 2017 1:35 PM
To: Alan Galbraith; Peter White; Geoff Ellsworth; Paul Dohring; Mary Koberstein
Subject: Chamber of Commerce

St. Helena City Council,

I am of the understanding that the Chamber of Commerce's contract is up for review and they're asking for \$210,000 to keep their visitor center open and support their marketing efforts.

I would urge you to consider this, seriously. I could have just cut and paste the letter/email that Pam Simpson sent out with the obligatory "I'm the owner of St. Helena Optometry, employing 4 people in St. Helena, have a son at the RLS, and am a resident of St. Helena..." with her words after that. However, I feel that a personal note would go farther. While I don't benefit directly from tourism, tourist sales accounted for 0.3% of revenue last year, those that do benefit directly are a large part of my clientel. Couple that with the Chamber's annual "put your money where your house is" campaign, and I feel an obligation to voice my support for them.

Thank you for your time.

--

MATTHEW R. HILEMAN
Owner/Optometrlist



Administrator
1104 ADAMS STREET, STE. 101
ST. HELENA, CA 94574
T: 707-963-7923
F: 707-963-8653
www.visionsource-sthelena.com

Cindy Black

From: Peter White
Sent: Tuesday, May 16, 2017 10:30 AM
To: Cindy Black
Subject: Fw: CONTINUED CHAMBER SUPPORT!
Attachments: Chamber Support.docx

FYI

Peter G. White
Vice Mayor
1480 Main Street
St. Helena, CA 94574
707-480-9958
peterw@cityofsthelena.org

From: Maggie Friedrich <maggiefriedrich@gmail.com>
Sent: Thursday, May 11, 2017 9:54 AM
To: Alan Galbraith; Peter White; Geoff Ellsworth; Paul Dohring; Mary Koberstein
Subject: CONTINUED CHAMBER SUPPORT!

Dear City Counsel Members:

Please see my attached letter in support of City funds to the St. Helena Chamber of Commerce.

Thank you!

Margaret Friedrich
, Vice-President
Friedrich Company, Inc
cell 707-322-8358

Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:17 PM
To: Cindy Black
Subject: Fw: I support the Chamber Contract!

Peter G. White
Vice Mayor
1480 Main Street
St. Helena, CA 94574
707-480-9958
peterw@cityofstheleena.org

From: Meg Barkley <mbarkley@cliffamily.com>
Sent: Friday, May 5, 2017 9:24 AM
To: Peter White
Subject: I support the Chamber Contract!

Dear Mayor and Councilmembers:

As an employee of a business who works in St. Helena, with Twenty Years of employment in the Napa Valley Tourist industry and as a Twenty Year resident of Napa Valley,

I am respectfully requesting you to support the continuation of the Chamber's marketing contract at the current level of \$210,000. Ensuring St. Helen remains at the top of the search when visitors are visiting Napa Valley is imperative to our City's economy. Over 3 million people will visit Napa Valley this year and we want and need them to stay, eat, buy wine and shop in St. Helena. Effective, consistent marketing of St. Helena can cause someone to stop and spend time and money here, instead of passing through. Our business, our economy and my (clients, business, job) depends on St. Helena's tourism economy.

Tourism provides benefits to the St. Helena community in many ways. When St. Helena businesses do well, we can improve our infrastructure and our parks, fund our library, and ensure our public safety is maintained. Strong businesses mean better paying jobs and higher wages which allows people to live here with their families and participate in our community. The positive benefits of tourism can make St. Helena thrive in many ways. Please support our economy by continuing the proposed Chamber of Commerce destination marketing contract for the full \$210,000.

Thank you,

Meg Barkley
Director of Hospitality & Wineclub
Clif Family – Velo Vino – Bruschetteria Food Truck
709 Main Street, St. Helena, CA
707.968.0625 (office) 707-287-4462 (cell)
Follow me on twitter-instagram @napafoodie



Cindy Black

From: Peter White
Sent: Friday, May 05, 2017 5:19 PM
To: Cindy Black
Subject: Fw: My voice of LOUD AND STRONG SUPPORT. Thank you

Peter G. White
 Vice Mayor
 1480 Main Street
 St. Helena, CA 94574
 707-480-9958
 peterw@cityofstheleena.org

From: Erin Lail <erin@lailvineyards.com>
Sent: Tuesday, May 2, 2017 9:07 PM
To: Alan Galbraith; Peter White; Geoff Ellsworth; Paul Dohring; Mary Koberstein
Subject: My voice of LOUD AND STRONG SUPPORT. Thank you

Dear Mayor Galbraith, Peter, Geoff, Paul and Ms. Koberstein,

As a business owner who owns Honeydew, LLC and co-owner of Lail Vineyards, a person who works with the wine and hospitality industry in all facets, a person who works with dozens of people who come here and give hundreds of millions to our non profits, a woman who is an advocate for the livelihood of our town and business owners, a person whose family has been here for over 137 years and a woman who has grown up here....

I respectfully request you support the continuation of the Chamber's marketing contract at the current level of \$210,000 or increasing it to \$250,000. The amount of time, thought and energy that is put in by OUR CHAMBER of commerce is amazing. They have really made a huge effort and should be applauded.

The reality of our community and the income for all local businesses are based on tourism and sales. While some people shop locally, it doesn't touch what visitors bring in. Without our visitors, we lose jobs, close down businesses, lose property values, and provide zero future for the next generations. St. Helena does not end with our generation of people. **We need to start thinking about the future.** We are here for a finite time and our job is to keep the vitality and share this beautiful life we have with others. We need to open our eyes, not be afraid of growth and being better. St. Helena isn't going to change much, no where to go! It is wonderful, lets all be a part of it and make it better for all of us who live here and thrive in whatever capacity that might be.

Ensuring St. Helena remains at the top of the search when visitors are visiting Napa Valley is imperative to our City's economy. Over 3 million people will visit Napa Valley this year and we want and need them to stay, eat, buy wine and shop in St. Helena. Effective, consistent marketing of St. Helena can cause someone to stop and spend time and money here, instead of passing through. Our business, our economy and my (clients, business, job) depends on St. Helena's tourism

economy. The marketing report is so interesting and quite frightening when it details what would happen if we didn't have our visitors.

LETS GET EXCITED, BE FRESH AND NEW, HAVE FUN WITH OUR TOWN AND OUR CITIZENS. IT IS A FABULOUS PLACE TO LIVE AND SHARING IT FEELS GOOD. When you share things with people, something that you love, it is a gift. LETS MOVE FORWARD and be innovative, fresh and SUPPORT our businesses.

St. Helena Chamber of Commerce has kept their head high and really done a great job, as I think everyone would agree.. Their marketing budget is well done and at the least PLEASE approve their contract level at \$210,000. We need to give money to make money. Let's give them huge support, tell them we are proud of them and they have been a great face for our community.

On a side note, we should really encourage and put in every window for people to BUY LOCAL. While not everyone can afford it, it shows that we are a strong community who supports our own. We need to spend more time on ways to help people improve their lives here versus attacking them when they come for help. Lets make a difference and be a launching pad for great things to come. Not everyone will agree ever, but we need to think about the future and what our industries and livelihoods are predominately based on.

Thank you for your time and all that you do for our beautiful town, I really mean that~

Erin Lail
Lover of St. Helena
Member of the Chamber
Huge advocate for our public schools
Board of Summer Search (helps our at risk youth have a better life)
Huge advocate for those who work hard to make this a wonderful place
Mama of 2 wonderful children
...and here to help make St. Helena a better place for all

Erin Lail
Honeydew, LLC
Lail Vineyards, LLC

erin@lailvineyards.com
707.333.5596

2017/2018 DRAFT Destination Marketing Budget

CITY OF ST. HELENA CONTRACT SCOPE OF WORK	Program	Chamber	City	TID	VNV	TOTAL
Direct and implement a Public Relations strategy which can include retaining a public relations professional to assist in the marketing and exposure of the City of St. Helena as a high end destination.	Public Relations Strategy	5,000	15,000	10,000		30,000
Maintain a robust, timely and current web-site and provide a link to the City web- site. The site should be mobile friendly and easy to navigate.	Website & SEO strategy		25,000			25,000
Direct and implement a Marketing Strategy with an overall "Visit St. Helena Message" that will directly and indirectly benefit all businesses in and around St. Helena.	Destination Video	5,000		5,000		10,000
	Digital and Print		15,000	20,000		35,000
	Email marketing			10,000		10,000
	Social Media		2,000	10,000		12,000
	LBE		38,000	21,000		59,000
Operate and staff a Welcome Center on a daily basis. Hours of operation shall generally be 10:00 a.m. to 5:00 p.m. daily except for holidays and Chamber staffed Special Events. Chamber may reduce hours weekend hours during Jan - May.	Welcome Center	45,000	100,000		30,000	175,000
Produce and update as necessary various City promotional information such as but not limited to a walking map of St. Helena and other such information.	Collateral & Brand positioning		5,000			5,000
	TOTAL	55,000	200,000	76,000	30,000	361,000

2017/2018 DRAFT Community Programming	Program	Chamber	City	TOTAL
	Celebrate St Helena	20,000		20,000
	Musical Picnics	15,000		15,000
	Earth Day	3,200	2,000	5,200
	Fireworks	1,000	2,000	3,000
	HHF	1,000	1,000	2,000
	City Promotions	5,000	3,000	8,000
	TOTAL	45,200	8,000	53,200

Program	Renaissance	City	TOTAL
Holiday	26,000	2,000	28,000

CITY TOTAL Destination Marketing		200,000
CITY TOTAL Community Programming		10,000
TOTAL CITY INVESTMENT		210,000



Council Annual Report FY 2016/2017



Introduction

St. Helena Chamber Mission and Community Services

Katie Leonardini, Whitehall Lane Winery
& Vineyards
Chair, Advocacy



Strategic Priorities

Mission: The St. Helena Chamber of Commerce is a membership-based association of business people organized to enhance the local economy and the St. Helena brand for the direct and indirect benefit of its members and the community.

Market St. Helena and businesses to targeted consumers to build revenue with low impact.



Advocate for issues central to our mission's success.

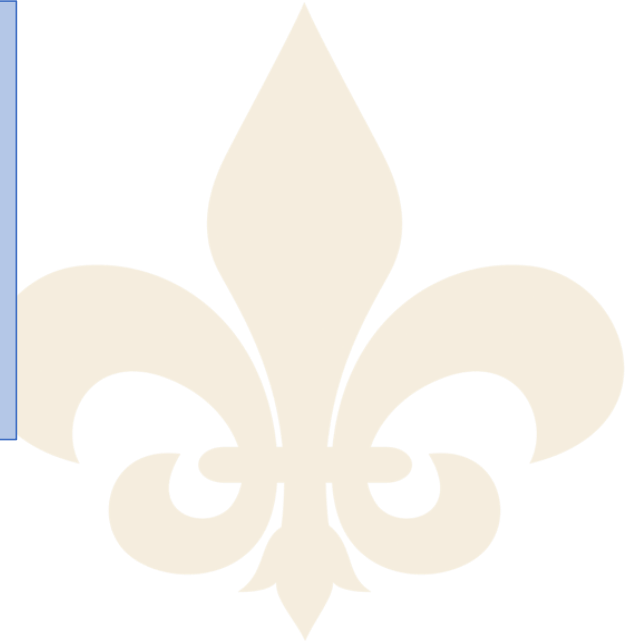
Engage the community to strengthen its support of St. Helena business.



Strategic Priorities

Mission: The St. Helena Chamber of Commerce is a membership-based association of business people organized to **enhance the local economy** and the St. Helena brand for the direct and indirect **benefit of its members and the community.**

Market St. Helena and businesses to targeted consumers to build revenue with low impact.



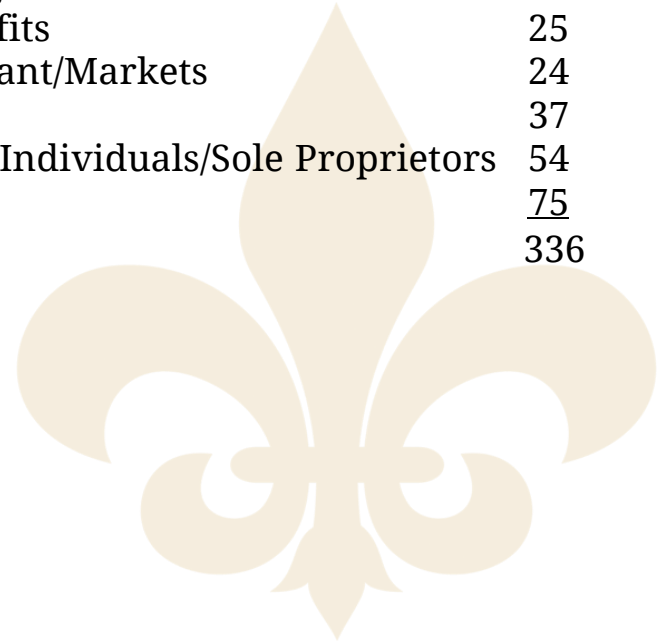
Who We Are

MEMBERSHIP LEVELS

Platinum	\$10,000	10
Gold	\$ 5,000	8
Silver	\$ 3,500	16
Bronze	(Base \$372 +)	253
	Tiered by business	
Sole Proprietor	\$ 186	15
Individual	\$ 186	9
Non Profit	\$ 186	25

MEMBERS BY INDUSTRY

Community Business	6
Education	8
Finance/Insurance	25
Health & Wellness	16
Hospitality/Recreation/Events	48
Lodging	18
Nonprofits	25
Restaurant/Markets	24
Retail	37
Service/Individuals/Sole Proprietors	54
Winery	<u>75</u>
	336



Community Building

RETURN ON INVESTMENT

CURRENT MEMBERS

INVESTMENT

NonProfit \$186

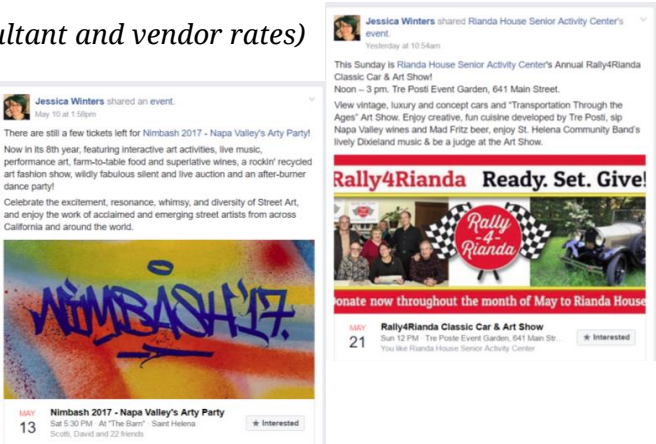
BENEFITS

Email Blasts \$ 250
 Social Media “The Source” \$ 500
 Welcome Center Exposure \$ 500
 Website Listings/Links \$ 800
 Community Page Links \$ 800

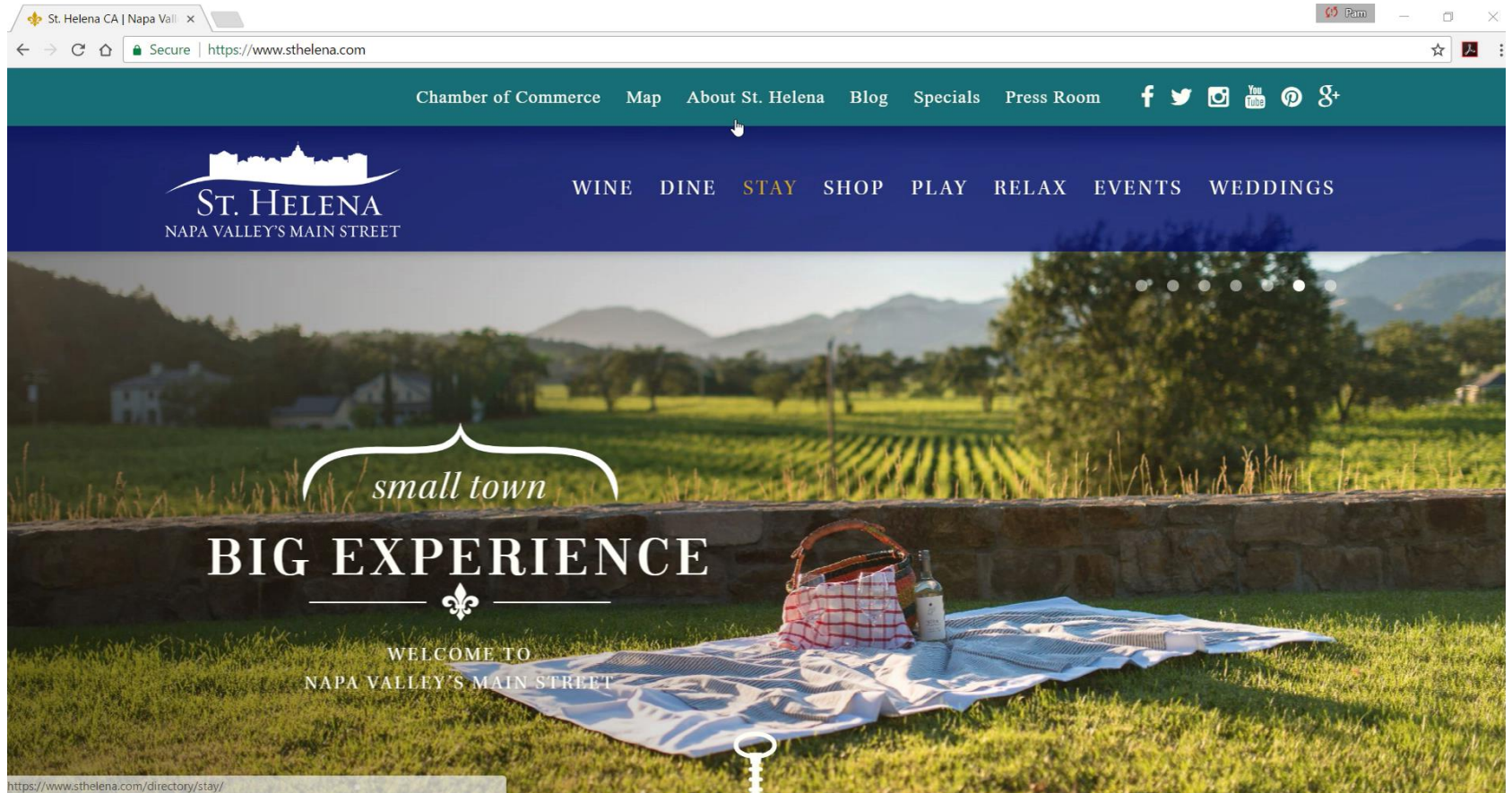
TOTAL VALUE: \$2850

BOYS & GIRLS CLUB OF ST. HELENA AND CALISTOGA
 CARPY GANG FOOTBALL
 FRIENDS OF THE CAMEO
 LA BOHEME – ACT 2
 LA BOHEME
 MCE CLEAN ENERGY
 NAPA HUMANE
 NAPA VALLEY COMMUNITY FOUNDATION
 NAPA VALLEY MARATHON
 NAPA VALLEY MASONIC LODGE #93
 NAPA VALLEY VINE TRAIL COALITION
 NAPA VALLEY VINTNERS
 NIMBUS ARTS
 ODD FELLOWS ST. HELENA
 RIANDA HOUSE
 SOROPTIMIST ST. HELENA SUNRISE
 SOROPTIMIST INTERNATIONAL OF ST. HELENA
 ST. HELENA CATHOLIC CHURCH
 ST. HELENA HISTORICAL SOCIETY
 ST. HELENA LIBRARY FOUNDATION
 ST. HELENA ROTARY CLUB
 STEPHEN C. MCCULLAGH FUND
 UP VALLEY FAMILY CENTER
 V FOUNDATION WINE CELEBRATION
 WE CARE ANIMAL RESCUE
 WHITE BARN

(Based on consultant and vendor rates)



Community Building



Community Events



- Earth Day
- Celebrate St. Helena
- Musical Picnics
- Candidate Debate

Public Affairs Communications

Alerts, Emergency & Crisis PR



FROM CALTRANS:

July, 2016

State of California • Department of Transportation

CONSTRUCTION NOTICE

Dates: July 25, 2016
District: 4 - Oakland
Contact: Vince Jacala
Phone: (510) 286-5206

FOR IMMEDIATE RELEASE

State Route 29-Channelization Project-Napa County
Updates Starting July 25, 2016



WINERIES | RESTAURANTS | LODGING | SH

HIGHWAY 29 UPDATE

Overnight Closures-week of May 3 Canceled

MAY 1, 2015

FOR IMMEDIATE RELEASE FROM CALTRANS

NAPA COUNTY - Caltrans and its local stakeholders have completed preliminary railroad realignment work at State Route 29 (SR-29) near Whitehall Lane in Napa County. The work is in preparation of the SR-29 St. Helena Channelization Project.



City Communications



City of St Helena Needs You!
Volunteer! City of St. Helena needs
You to serve on Commissions and
Committees!



May 8 at 10:43am

May is Bike Month! The City of St. Helena encourages everyone to join in this Thursday for Bike to Work & School Day!

There will be two Energizer Stations in St. Helena where participants can stop for a break & refreshment.

Energizer Stations will be located at:
Cliff Family Winery's Velo Vino Tasting Room & the Carnegie Building...
See More



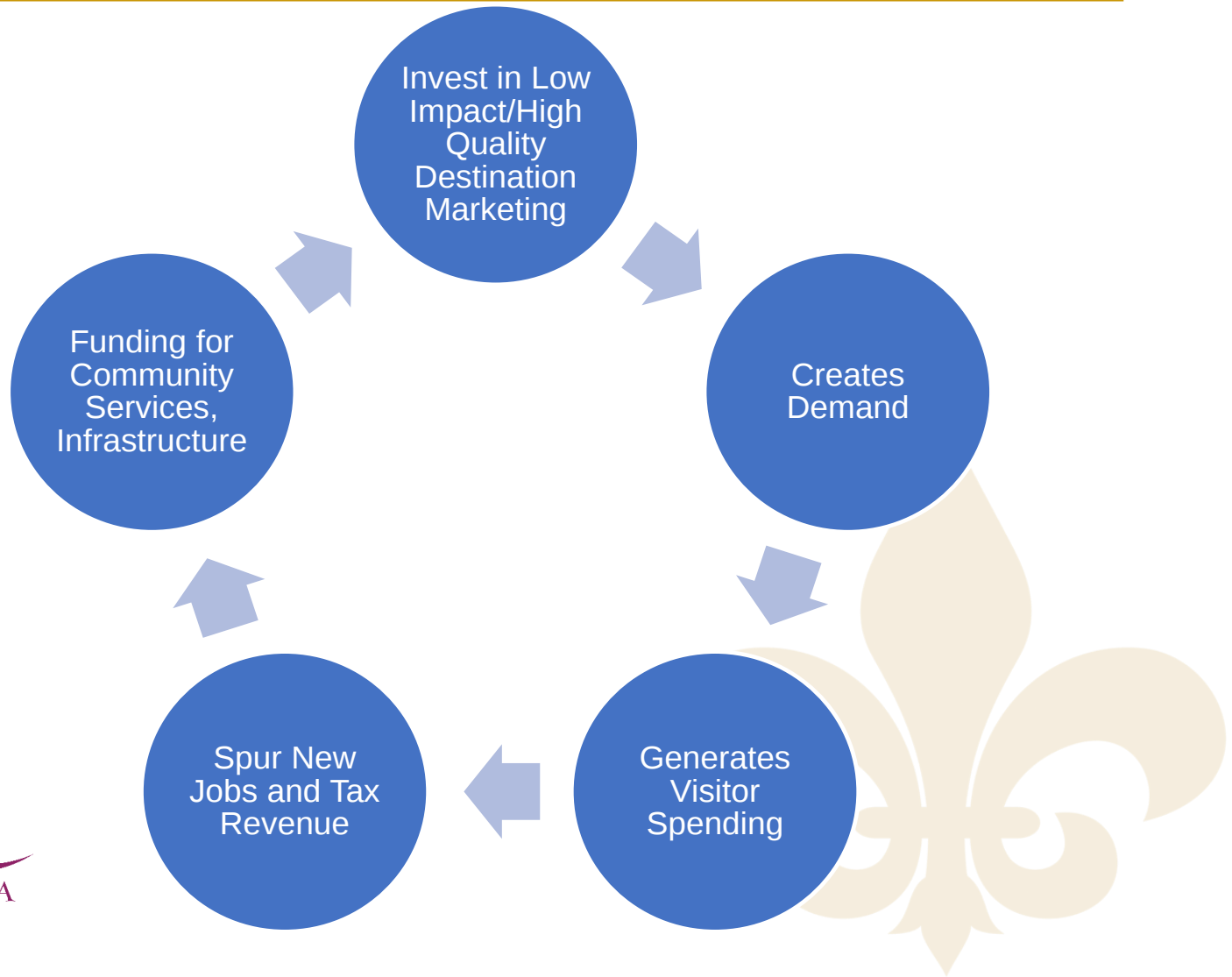
Introduction

Regional Outlook Napa Valley Economic Impact and Destination Marketing

Marcelle Adderley
Southbridge Napa Valley
Chair, St. Helena Tourist Improvement District
Board of Directors, Napa Valley Tourist Corporation



Tourism's Impact on the Community



Tourism Matters

Visitor Spending

Without Tourism, each St. Helena residents would have to spend

\$13,376

to keep our economy at the same level.

Up from \$10,027 in 2014

Taxes Generated Per Household

\$1,604

Amount each resident would have to pay in taxes to make up tourist spending.



Source: 2016 Economic Impact Studies, Destination Analysts

Community Impact

\$47.8 Million	\$20.4 Million	\$11.7 Million	\$387 Million
In TOT generated by visitor spending on lodging stays	In property tax paid by lodging to local jurisdictions	In sales tax generated by visitors for local jurisdictions	In tourism industry payroll for local jobs



Source: 2016 Economic Impact Studies, Destination Analysts

Tourism Economic Benefits

Jurisdiction	2016 TOT	2015 Population	2016 Lodging Rooms
American Canyon	\$1,510,528	20,374	313
Calistoga	\$5,652,939	5,180	738
Napa	\$18,086,126	80,576	2,555
St. Helena	\$2,278,546	6,004	215
Unincorporated County	\$13,277,569	26,907	874
Yountville	\$6,808,915	2,987	444
TOTAL	\$47,314,235	142,028	5,139



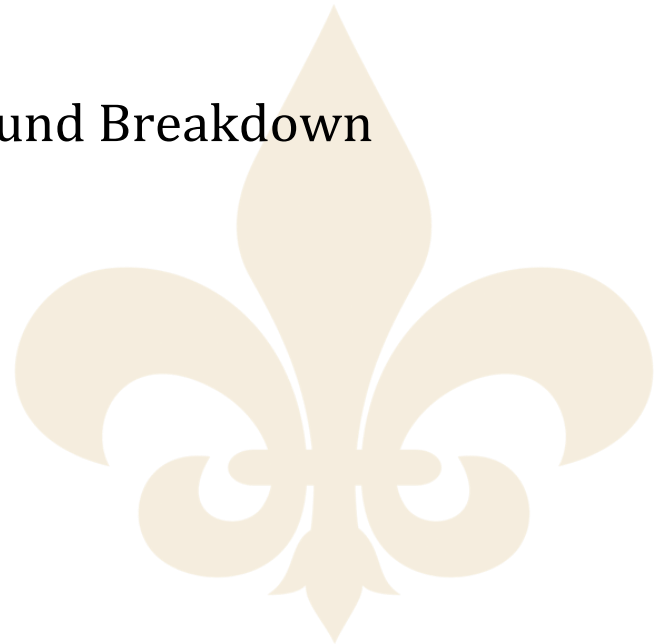
Source: Visit Napa Valley Research and Department of Finance Census Data

Economic Impacts – Budget Comparison

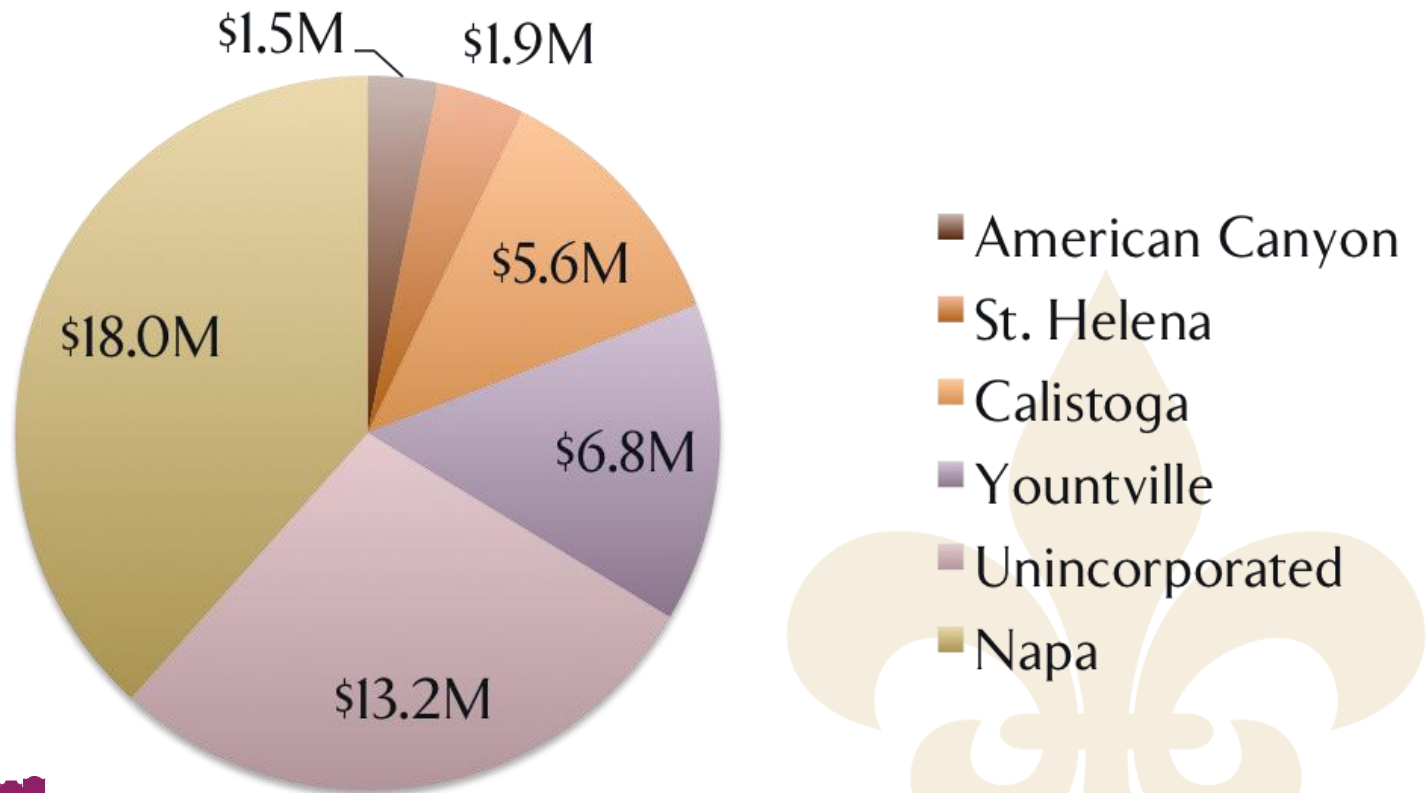
	General Fund Budget	% TOT	#Rooms
✿ Town of Yountville	\$ 9.8 Million	66%	444
✿ City of St. Helena	\$10 Million	21%	215
✿ City of Calistoga	\$11 Million	56%	738

City of St. Helena General Fund Breakdown

Property Tax:	32%
Sales Tax:	27%
TOT:	21%
Other:	20%



Economic Impact – TOT Comparison 2016



*adopted budget #'s – actuals are a little higher

NV Tourist Improvement District

TOT	12%	Transient Occupancy Tax – paid by tourist
TID	<u>2%</u>	Napa Valley Tourist Improvement District
TOTAL	14%	Total paid by Hotel Guest

- *Hotels are self-assessed*
- *Money is restricted to marketing only*
- *Governed by Board of assessed properties, elected officials and other representatives.*
- *Subject to Brown Act*

SHTID Committee

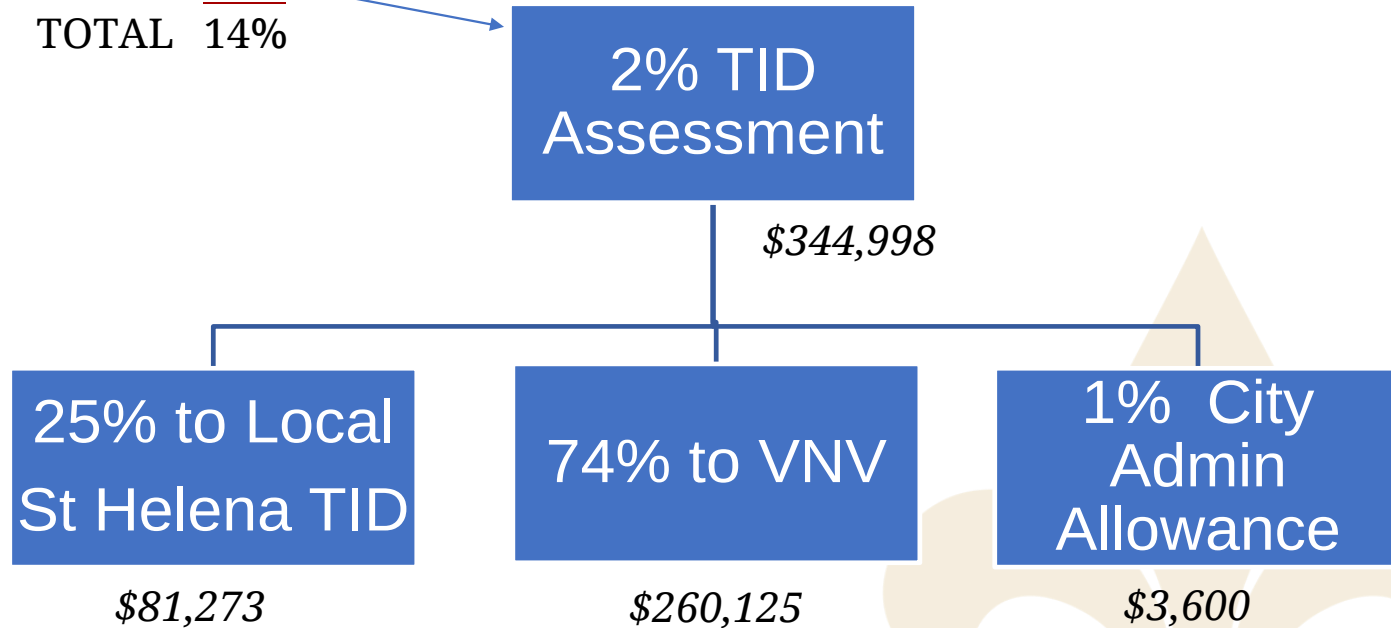
Marcelle Adderley, Chair
Mark Hoffmeister, Vice Chair
Pierrette Therene, Sec/Tres
Tamara DeMars
Kara Adamson
Peter White
April Mitts

Southbridge Napa Valley
Wydown Hotel
El Bonita Motel
Harvest Inn
Chamber of Commerce
City Council
City of St. Helena



NV Tourist Improvement District

TOT 12%
TID 2%
TOTAL 14%



Up Valley Destination Marketing Spending

	Annual TID Revenue	Chamber Contract	TOTAL
St. Helena	\$ 81,000	\$210,000	\$291,000
Calistoga	\$205,000	\$343,000* <i>City Council has \$450,000 under consideration for 17/18</i>	\$548,000
Yountville	\$339,000	\$250,000	\$589,000



Results – Year over Year

ADR		TOT Increase	
<i>Average Daily Room Rate</i>			
2014/15	\$249	2014/15	\$1,842,000
2015/16	\$254	2015/16	\$1,980,000
2016/17	\$294*	2016/17	\$2,241,000*

Occupancy	
2014/15	69%
2015/16	69%
2016/17	65%*

**2016/17 not completed*



Results – Managed Tourism

Cabernet Season – Off Season
Nov – April

ADR <i>Average Daily Room Rate</i>		Occupancy	
2014/15	\$227	2014/15	53%
2015/16	\$224	2015/16	55%
2016/17	\$245*	2016/17	63%*

Does not include April 2017



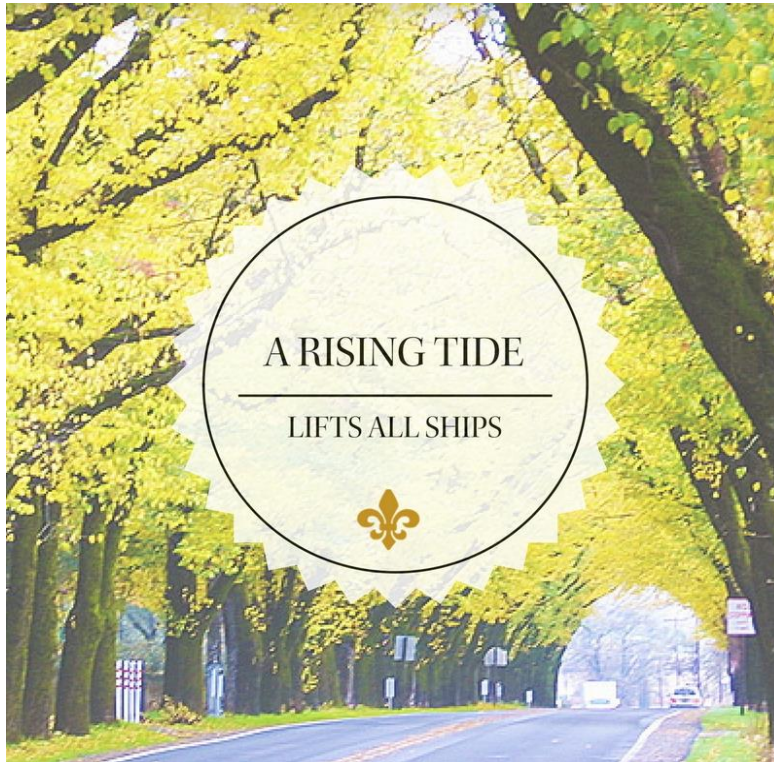
Introduction

2016/2017 Marketing Report

Linzi Gay, GM Clif Family Winery



Destination Marketing St. Helena



Strategic Priority:

Market St. Helena to build revenue with low impact.

Goals:

- *Heads to Beds Midweek & Off Season*
- *Bucks in Tills*
- *Forks in Hand*

Objectives:

- *Position St. Helena as a world class destination*
- *Educate Consumers to Options*
- *Increase Technology Communication*
- *Focus on Lifestyle, Passion and Experience*

Managing Tourism



St. Helena, CA

Published by Carolyn Hernandez [?] · October 5, 2016 ·

Need a weekend in [The Napa Valley](#)? The historic Inn at Salvestrin makes it easy to enjoy wine tasting. Tasting at [Salvestrin Estate](#) is right out your door. You are actually sleeping in the vineyards. Make your reservations now.



St. Helena, CA

Published by Allison Day [?] · November 11, 2016 ·

Come to [#StHelena](#) during [#CabernetSeason](#)! Midweek is an especially great time to come stay and play. Less crowds and more time to be intimately immersed in the best of [#winecountry](#). [#VisitNapaValley](#)



Things to Do in St. Helena CA | Napa Valley

Your guide to dining, wine-tasting, shopping, lodging and things to do in St. Helen...

[STHELENA.COM](#)

Strategic Priority:

Market St. Helena to build revenue with low impact.

Target Timeframe and Message:

- *Off Season “Cabernet Season”*
- *November – April*
- *Midweek through July*
- *Group Sales*
- *Conferences*

Target Audience:

- *Household Income >\$100,000*
- *Groups 50 – 300*
- *67% are 35+*
- *57% Female*
- *400 mile radius*

Welcome Center

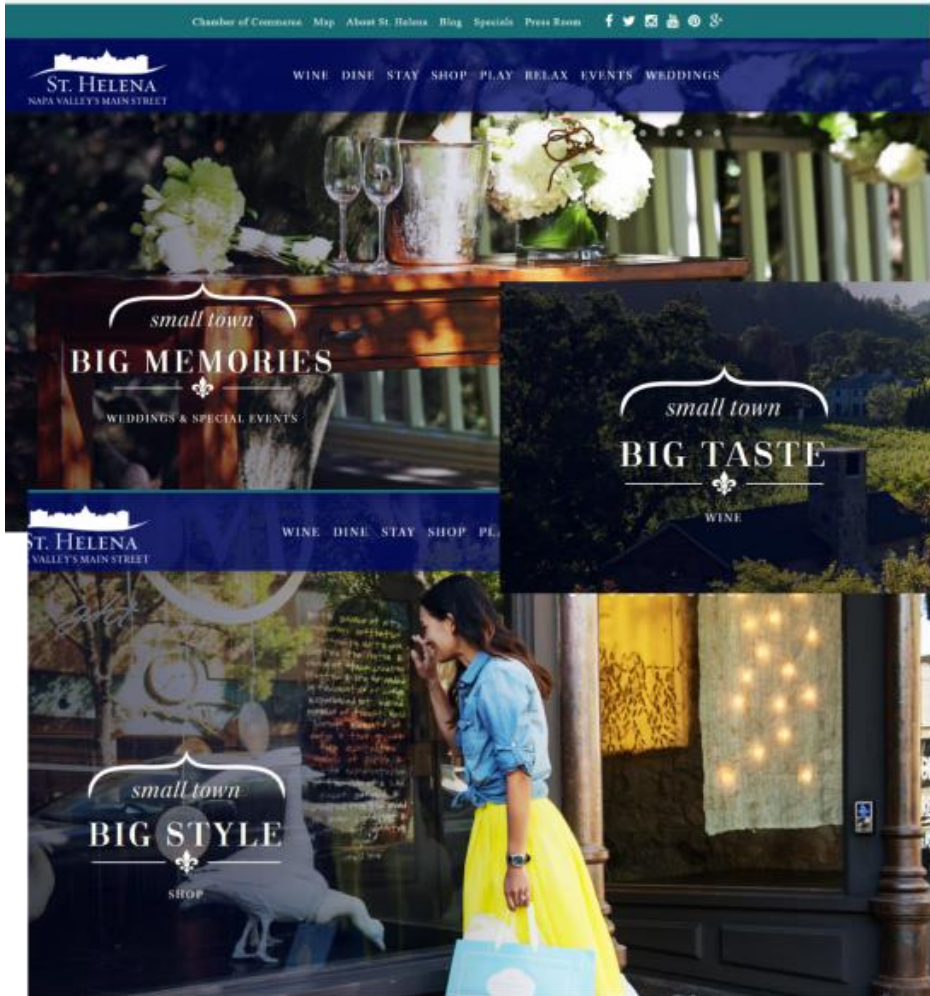
657 Main Street, St. Helena



- Over 17,000 Visitors Served
- Over 250 Lodging Referrals
- Daily Referrals to Businesses
- Over 12,000 Maps Distributed
- 4 Part Time Employees
- 7 Days a week March – November



Telling Our Story Authentically



- Attracts the St. Helena/Napa Valley Visitor Demographic
- Aspirational for Millennials



Telling Our Story Authentically



Collect Great Assets
Build Out Press Gallery
Provide Consistent Look & Messaging



Telling Our Story Authentically

[Chamber of Commerce](#) [Map](#) [About St. Helena](#) [Blog](#) [Specials](#) [Press Room](#) [f](#) [t](#) [i](#) [y](#) [p](#) [g](#)

[WINE](#) [DINE](#) [STAY](#) [SHOP](#) [PLAY](#) [RELAX](#) [EVENTS](#) [WEDDINGS](#)



Scandinavian Style Pine Needle Syrup



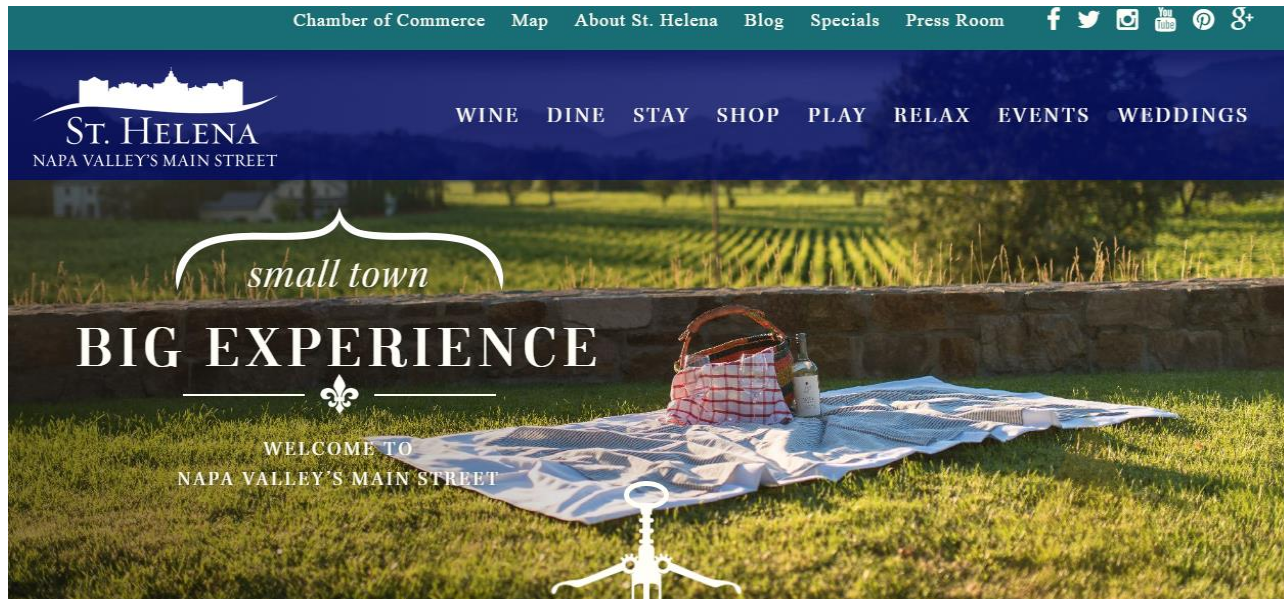
Holiday Gift Guide



Ruin your diet "Napa Valley Style"

[MORE STORIES](#) [OR VISIT OUR PRESSROOM](#)

sthelena.com



- Sessions remain constant YOY with addition of ExperienceStHelena.com
- Avg. session time is up 41.41%
- Bounce rate is down 26.9%
- Pages viewed per session is up 11.23%
- Beginning to implement an SEO strategy with traffic research to increase traffic in 2017/2018



sthelena.com

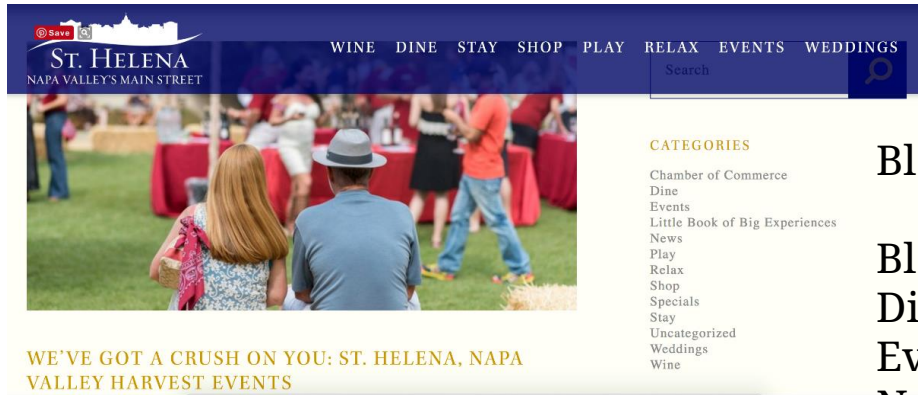
2016 Best Tourism Website Design
2nd place Globally



The Davey Awards honors the best in Web, Design, Video, Advertising, Mobile & Social from small agencies worldwide.

Blogging

Build Content – Blog: 30 blogs Highlighted members, lodging and overall St. Helena branding.



Blog Page views since June 1 2016

Blog category pages: 2087

Dine posts 1705

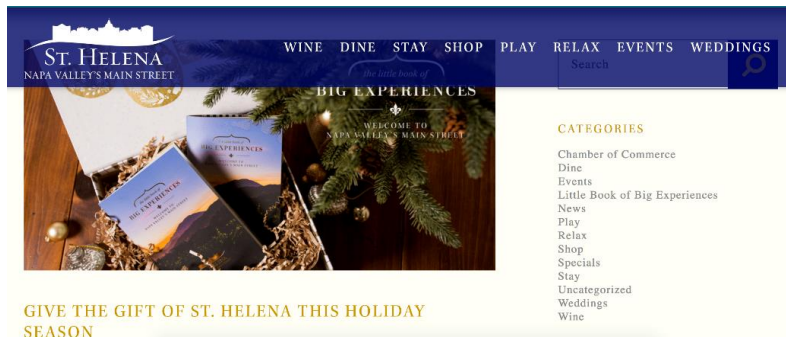
Events (posts about) 976

News posts 2

Play posts 3

Shop posts 2

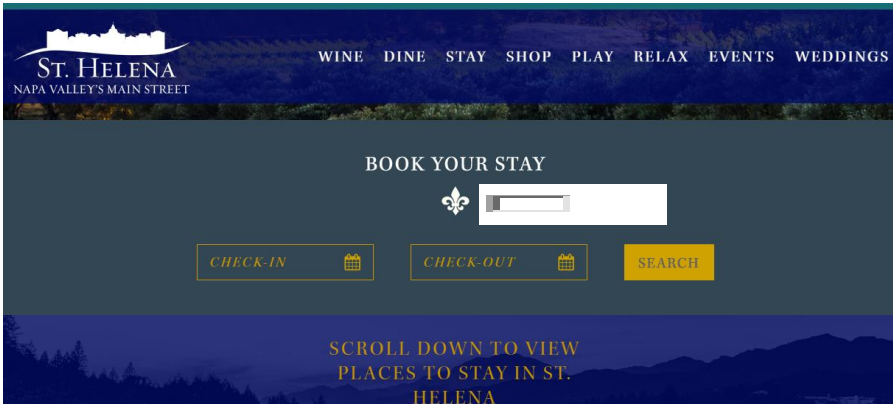
Wine posts 1



30 blog posts since last year

#1 Tool for SEO Optimization

Lodging Referrals



Booking and Referral engine system. The JackRabbit responsive/mobile search engine provides planning tools for the most valuable consumer...the one planning to visit our destination.

Providing our destination with extreme data and meaningful insights on the consumer and the tourism brand through comprehensive reporting.

December 15 to March 31: Total Referrals 375

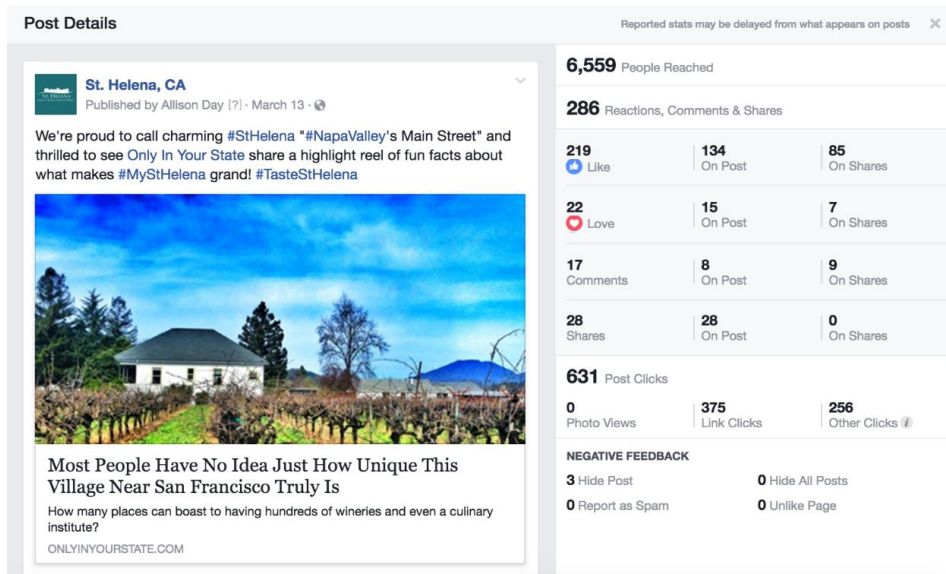
JackRabbit Online Availability and Booking System

Partner Interface	Lodging	Website Referrals
synxis_xml	Auberge Du Soleil	8
synxis_xml	Bardessono Hotel & Spa	5
	Black Rock Inn	8
	Bothe Napa Valley State Park	11
	Charming Wine Country Cottage	34
vrbo	Church Street VRBO	14
	El Bonita Motel	10
	Golden Haven Hot Springs	9
synxis_xml	Harvest Inn By Charlie Palmer	45
rezovation_v2	Inn At Salvestrin	6
reservation_key_v2	Inn St. Helena	16
starwood	Las Alcobas	14
b4checkin_capy	Meadowood Napa Valley	11
the_booking_button	Shady Oaks Country Inn LM	8
v1webcontrols	Southbridge Napa Valley	23
web_inn_dll	Vineyard Country Inn	57
	Wine Country Inn	16
inn_road	Wydown Hotel	29
	Totals	375

Social Media

Social Media continues to be one of our key marketing efforts.

- Grow audience
- Engage with consumers
- Drive traffic to StHelena.com
- Support partner events and promotions



Facebook Growth – 43%
Twitter Growth – 18%
Instagram Growth – 58%
Pinterest Growth – 57%



Public & Media Relations

- Crafted and distributed press releases to a list of 1,172 media
- Pitched the Little Book of Big Experiences to a curated list of 80 Bay Area, California and national journalists and bloggers for:
 - Holiday gift guides
 - Cabernet Season in St. Helena
 - Valentine's Day
- Invited select food/beverage and travel journalists to experience the Little Book of Big Experiences during Cabernet Season.
- Outreach to select media for their personal and professional use
- Began long lead media FAM Trip the 2017/18 Little Book of Big Experiences.

AFAR [SUBSCRIBE](#) [TRAVEL GUIDES](#) [INTERESTS](#) [HOTELS](#) [JOURNEYS](#) [MAGAZINE](#)



COURTESY OF ST. HELENA CHAMBER OF COMMERCE

Here's a Great Reason to Head to Napa This Winter

It's about to head into its low season, but the wine region is anything but boring at this time of year.

ELLIPSES

ST. HELENA CHAMBER OF COMMERCE

\$889,332.60 EARNED MEDIA VALUE



Program – Little Book of BIG Experiences

November – March



Website Stats

- 38,000 Website Sessions
- Campaigns:
- Wine Country Media
- Facebook
- Display Ads

Display Ad Stats

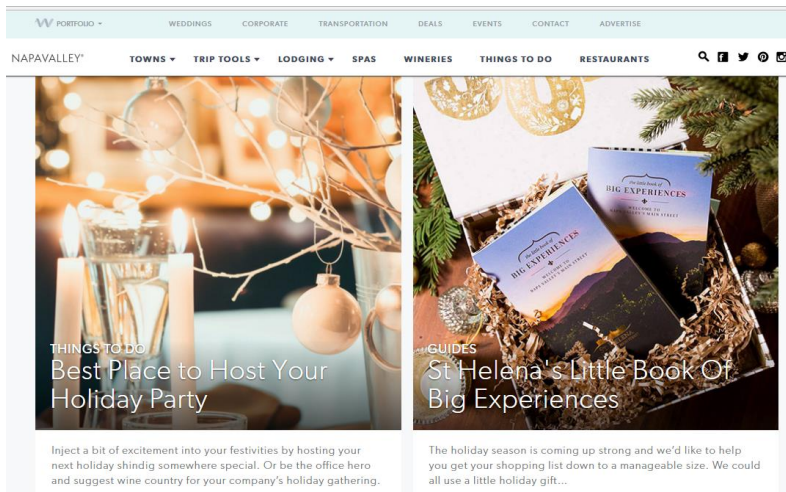
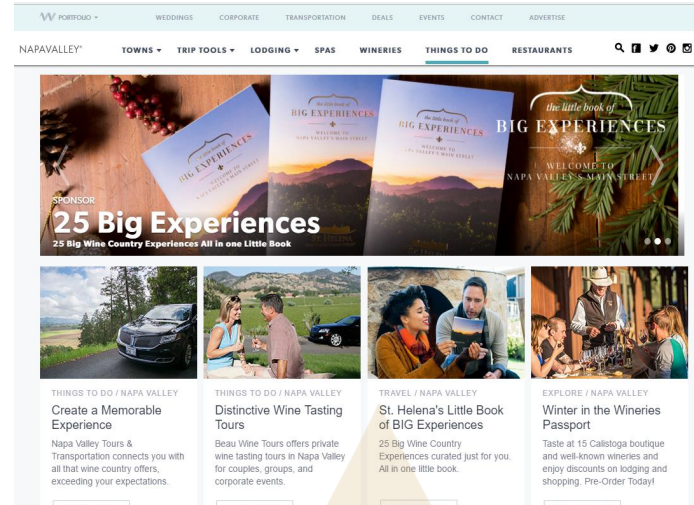
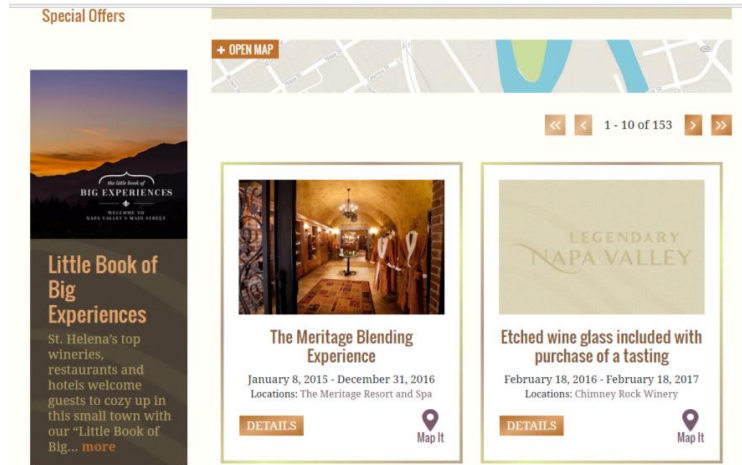
- Impressions 4,165,877
- Clicks 19,623
- Average CPC \$0.61
- CPM \$2.88
- CTR 0.47

Goal: Overnight Stays, off season, mid week, walkability in St. Helena

No discounts, experience based, \$1000 value for \$100



Partnerships and Leverage



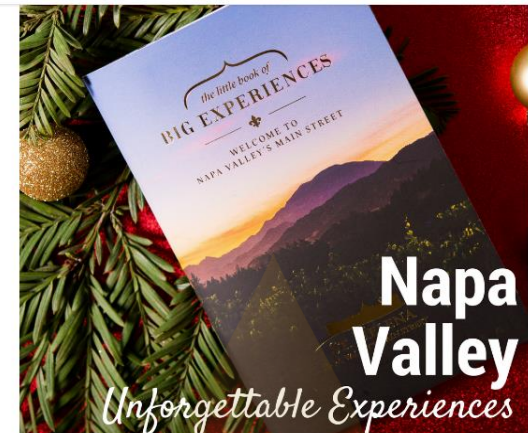
- Visit Napa Valley
- Wine Country Media
- San Francisco Travel
- Visit California

Partnerships and Leverage

Wine Country Media Partnership
WineCountry.com, NapaValley.com, Sonoma.com

ST. HELENA CHAMBER - 12 MONTH METRICS REVIEW

Display Ad Impressions	1,202,749
Total Engagements (Clicks, Page Views, Display Ad Impressions)	1,291,682
Clicks to StHelena.com and ExperienceStHelena.com	11,796
Clicks into St. Helena City Page St. Helena Specific Content Article Page Views	53,282
Newsletter Buyout Page Views	11,935



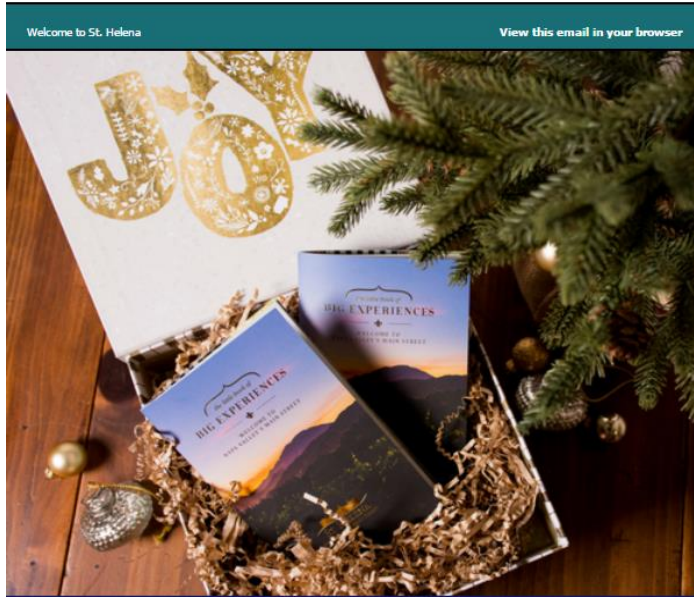
WineCountry invites you to explore
St. Helena's Little Book of BIG Experiences.

Enjoy 25 incredible wine country experiences including elevated tastings,
wine club benefits, room discounts and more... all in one little book!

[LEARN MORE](#)



Direct To Consumer Email



JUST IN TIME FOR THE HOLIDAYS



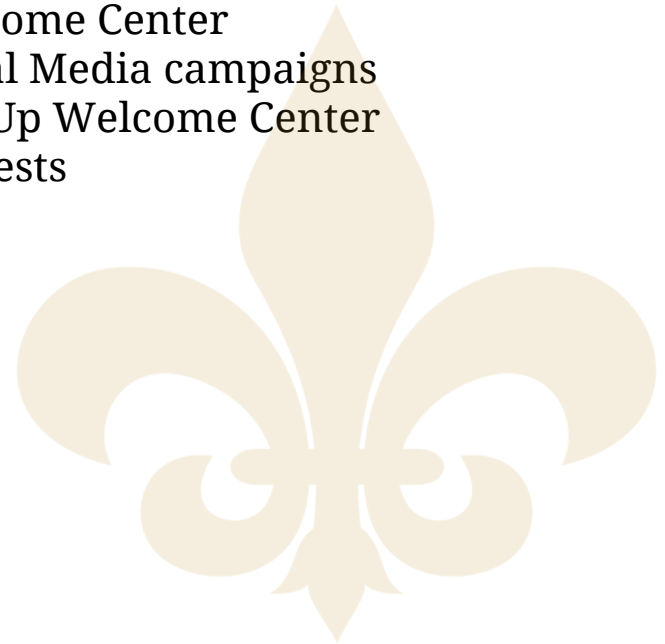
How is it already that time of year? The holiday season is here and we'd like to help you get your shopping list down to a manageable size. We could all use a little holiday gift giving inspiration. St Helena has got you covered, with the gift that keeps on giving all the way through March!



- 2,012 Recipient List
- 25.7% Open Rate
- 2.8 Click Rate

Continuing efforts to capture emails:

- Welcome Center
- Social Media campaigns
- Pop Up Welcome Center
- Contests



How the Money is Spent

Sources of Income, Budget, Spending

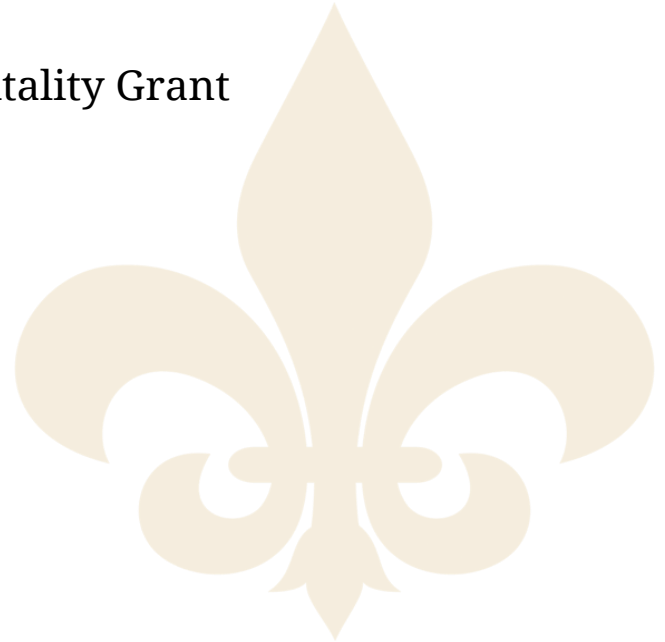
Pam Simpson, CEO/President
St. Helena Chamber of Commerce



Chamber as Marketing Arm for City

Formula vs Contract – History

2008-2012	\$ 99,000	Formula Capped
2013/14	\$104,456 \$ 50,000	Formula Cap Lifted Additional Marketing Money (<i>website overhaul</i>)
2014/15	\$119,236 \$ 50,000	Formula Economic Vitality Grant
2015/16	\$210,000	Contract
2016/17	\$210,000	Contract



Budget

Chamber Adopted Budget FY 2016/2017

Revenue

Dues	\$285,000
Programs & Events	\$107,008
City Contract	\$210,000
TID	\$ 81,000
VNV	\$ 30,000
<u>TOTAL:</u>	<u>\$713,008</u>

Expenses

Marketing	\$348,564
Membership	\$120,259
Events	\$ 47,754
<u>Operations & Admin</u>	<u>\$195,536</u>
<u>TOTAL:</u>	<u>\$712,112</u>

Budget Breakdown

Destination Marketing Revenue

Chamber	\$ 52,564
City of St. Helena	\$200,000
STHTID	\$ 76,000
VNV	\$ 30,000
TOTAL	\$348,564

Events & Community Promotion Revenue

Chamber	\$ 42,316
City of St. Helena	\$ 10,000
TOTAL	\$ 52,316

Destination Marketing Expenses

Brand Positioning	\$ 13,650
Website	\$ 27,644
Digital Advertising	\$ 42,000
LBE Campaign	\$ 58,770
Social Media	\$ 12,500
PR	\$ 30,000
Welcome Center	\$164,000
TOTAL	\$348,564

Events and Local Community Promotion Expenses

Celebrate St. Helena	\$20,316
Musical Picnics	\$15,000
City Promotions	\$ 6,800
Earth Day	\$ 5,200
HF & Fireworks	\$ 5,000
TOTAL	\$52,316

St. Helena Renaissance | Holidays 2016

Raised: \$28,975

Expenses: \$29,077



2017/2018 Budget

Considerations and Realities

Marcus Marquez, Brasswood Estate
Chair, Board of Directors



Considerations and Realities

WITH CONTRACT

Marketing*
 Marketing Program*
 PR*
 Advertising*
 Website*
 Welcome Center*
 Staff*
Membership
 Dues
 Programming
 Staff
Events & Community*
 Local & City Promotion*
 Musical Picnics*
 Earth Day*
 Celebrate St. Helena*
 Assistance with Harvest
 Festival and 4th*
 Staff*
Administration
 TID
 Renaissance
 CHEERS
 Staff

WITHOUT CONTRACT

Marketing
 Marketing Program
 PR
 Advertising
 Website
 Welcome Center
 Staff
Membership
 Dues
 Programming
 Staff
Events & Community
 Local Promotion
 Musical Picnics
 Earth Day
 Celebrate St. Helena
 Assistance with Harvest
 Festival and 4th
 Staff
Administration
 TID
 Renaissance
 CHEERS
 Staff

* Contracted Services

Conclusion

In order to preserve our community and maintain our quality of life, we need to manage tourism together.

We will continue to tell our story authentically so targeted visitors come at the least impactful times and stay longer.



Council Annual Report FY 2016/2017



05/25/17

Saint Helena Chamber of Commerce
Annual Destination Marketing Financial Report
 July 2016 through June 2017

	<u>Budget</u>	<u>Actual</u>	<u>Notes</u>
	<u>Jul '16 - Jun 17</u>	<u>Jul '16 - Jun 17</u>	<u>Jul '15 - Jun 16</u>
Ordinary Income/Expense			
Income			FY16/17 not yet completed
2000 Destination Marketing			
2100 City Contract	210,000.00	210,000.00	210,000.00
2200 SHTID	76,000.00	75,000.00	75,000.00
2300 VNV/Guest Info Grant			
2015/2016 VNV Grant		0.00	30,000.00
2016/2017 VNV Grant	30,000.00	30,000.00	0.00
Total 2300 VNV/Guest Info Grant	30,000.00	30,000.00	30,000.00
2400 Chamber Marketing			
2410 Advertising Other			
Grail 2016	7,000.00	0.00	5,050.00
Wedding Media FAM		0.00	3,000.00
1410 Advertising Other - Other	3,000.00	250.00	0.00
Total 2410 Advertising Other	10,000.00	250.00	8,050.00
2410 Little Book of Experiences			
Participation	12,000.00	10,900.00	0.00
Sales	15,000.00	17,001.70	0.00
Wholesale Sales	3,000.00	200.00	0.00
Total 2410 Little Book of Experiences	40,000.00	28,101.70	0.00
2420 WC Retail Sales	2,564.00	1,953.74	2,368.43
Total 2400 Chamber Marketing	42,564.00	30,305.44	10,418.43
Total 2000 Destination Marketing	358,564.00	345,305.44	325,418.43
Total Income	358,564.00	345,305.44	325,418.43
Gross Profit	358,564.00	345,305.44	325,418.43
2500 Cost of Goods Sold			
2510 Community Programming: Earth Day	2,000.00	2,000.00	2,000.00
2520 Community Programming: HHF	1,000.00	1,000.00	1,000.00
2530 Community Programming: Fireworks	2,000.00	2,000.00	2,000.00
2540 Community Programming: City Promotio	3,000.00	3,000.00	3,000.00
2550 Community Programming: Holiday	2,000.00	2,000.00	2,000.00
Total 2500 Cost of Good Sold	10,000.00	10,000.00	10,000.00
Net Income	348,564.00	335,305.44	315,418.43
Ordinary Income/Expense			
Expense			
3000 Expense			
3100 Business Development			
Business Accomodations	1,000.00	0.00	2,615.61
Business Meals	350.00	442.14	1,456.51
Trade Shows	500.00		
Equipment		0.00	868.02
Trade Shows - Other	1,500.00	0.00	60.00
Total Trade Shows	1,500.00	0.00	928.02
Travel -mileage, parking, tolls		151.04	0.00
Total 3100 Business Development	3,350.00	593.18	5,000.14
3200 Brand Positioning			
Photo and Video	4,000.00	3,893.00	1,268.17
Brand Positioning		0.00	3,740.00
Digital & Print	8,200.00	9,641.39	6,274.30
Passport		0.00	1,366.80
Print Media			
Grail		0.00	12,500.00
San Francisco Chronicle	1,000.00	0.00	935.00
St. Helena Star	450.00	0.00	563.00
Total Print Media	1,450.00	0.00	13,998.00
Total 3200 Brand Positioning	13,650.00	13,534.39	26,647.27
3300 Website			
Blog	4,800.00	3,200.00	2,700.00
Website Consultant	8,000.00	15,150.00	0.00
Service, Maint & Rebuild	10,844.00	8,421.92	18,251.40
Website (SEO & Updates)	4,000.00	3,500.00	0.00
Website Images			10,196.00
Total 3300 Website	27,644.00	30,271.92	31,147.40
3400 Digital Advertising			
Display Ad Buy	26,000.00	18,527.24	11,894.22
Internet Accounts	4,000.00	3,383.35	3,037.81
Partner/Sponsorships	12,000.00	14,000.00	10,870.00
Social Media Ads		3,915.00	1,888.69

05/25/17

Saint Helena Chamber of Commerce
Annual Destination Marketing Financial Report
July 2016 through June 2017

	Budget	Actual		Notes
	Jul '16 - Jun 17	Jul '16 - Jun 17	Jul '15 - Jun 16	
Total 3400 Digital Advertising	42,000.00	39,825.59	27,690.72	
3500 LBE Campaign				
Bank Fees & Taxes	2,000.00	304.84	0.00	
Little Book Digital Media	25,000.00	11,475.00	0.00	
Passport St. Helena		0.00	5,927.04	
Postage	2,000.00	293.30	0.00	
Printed Collateral	9,770.00	5,836.12	0.00	
Project Coordinator & Other Svc	20,000.00	33,622.29	0.00	
Total 3500 LBE Campaign	58,770.00	51,531.55	5,927.04	
3600 Social Media Management	12,500.00	13,000.00	5,350.00	
3700 PR & Media Expense	30,000.00	33,738.19	27,011.78	
3800 Welcome Center				
3810 Facilities & Equipment				
Depreciation Expense	7,000.00	0.00	8,206.00	not yet calculated
Equipment Repairs & Maintenance		0.00	283.02	
Janitorial	2,800.00	2,763.12	2,812.08	
WC Rent	24,000.00	19,000.00	12,000.00	June not paid
Total 3710 Facilities & Equipment	33,800.00	21,763.12	23,301.10	
3820 Equipment Rental & Maint				
Copier Lease	2,500.00	2,485.43	2,460.00	
Copier Service & Maintenance	1,500.00	1,422.79	1,583.00	
Office Repairs & Maintenance	200.00	282.89	119.23	
Water Unit Rental	390.00	394.91	395.52	
Total 3820 Equipment Rental & Maint	4,590.00	4,586.02	4,557.75	
3830 Operations				Some June not paid
Dues/Subscriptions	750.00	1,676.00	774.00	
Email Service	500.00	732.00	234.00	
Garbage Removal	450.00	412.00	449.00	
Storage	600.00	1,100.00	1,445.00	
Telephones	1,600.00	1,511.00	1,809.00	
Utilities	1,800.00	1,757.00	2,354.00	
Total 3820 Operations	5,700.00	7,188.00	7,065.00	
3830 Guest Information Network		0.00	137.00	
3840 Retail Expenses				
Welcome Center Merchandise	500.00	769.05	1,676.79	
Total 3840 Retail Expenses	500.00	769.05	1,676.79	
Pop-up Welcome Center		516.27	0.00	
Total 3800 Welcome Center	44,590.00	34,822.46	36,737.64	This is approx. half the cost of the Welcome Center-Chamber operations pays approx. half of total cost.
3900 Payroll Expense	116,060.00	116,629.58	145,559.93	
Total 3000 Destination Marketing Exp	348,564.00	333,946.86	311,071.92	
Total Expense	348,564.00	333,946.86	311,071.92	
Net Ordinary Income	348,564.00	335,305.44	315,418.43	
Net Income	0.00	1,358.58	4,346.51	

2016/2017 Destination Marketing Budget Breakdown

CITY OF ST. HELENA CONTRACT SCOPE OF WORK	Program	Chamber	City	TID	VNV	TOTAL
Direct and implement a Public Relations strategy which can include retaining a public relations professional to assist in the marketing and exposure of the City of St. Helena as a high end destination.	Public Relations Strategy	5,000	15,000	10,000		30,000
Maintain a robust, timely and current web-site and provide a link to the City web- site. The site should be mobile friendly and easy to navigate.	Website & SEO strategy	2,644	15,000	10,000		27,644
Direct and implement a Marketing Strategy with an overall "Visit St. Helena Message" that will directly and indirectly benefit all businesses in and around St. Helena.	Destination Video					0
	Digital and Print	7,000	15,000	20,000		42,000
	Email marketing					0
	Social Media	500	2,000	10,000		12,500
	LBE	17,770	25,000	16,000		58,770
Operate and staff a Welcome Center on a daily basis. Hours of operation shall generally be 10:00 a.m. to 5:00 p.m. daily except for holidays and Chamber staffed Special Events. Chamber may reduce hours weekend hours during Jan - May.	Welcome Center		124,000	10,000	30,000	164,000
Produce and update as necessary various City promotional information such as but not limited to a walking map of St. Helena and other such information.	Collateral & Brand positioning	9,650	4,000			13,650
	TOTAL	42,564	200,000	76,000	30,000	348,564

2016/2017 DRAFT Community Programming	Program	Chamber	City	TOTAL
	Celebrate St Helena	20,000		20,000
	Musical Picnics	15,000		15,000
	Earth Day	3,200	2,000	5,200
	Fireworks	1,000	2,000	3,000
	HHF	1,000	1,000	2,000
	City Promotions	5,000	3,000	8,000
	TOTAL	45,200	8,000	53,200

Program	Renaissance	City	TOTAL
Holiday	26,000	2,000	28,000

CITY TOTAL Destination Marketing		200,000
CITY TOTAL Community Programming		10,000
TOTAL CITY INVESTMENT		210,000





Report to the City Council
Council Meeting of May 22, 2017

Agenda Section: New Business

Subject: City Council Discussion and Direction to City Staff Regarding the Creation of a Subsidy to Assist Businesses in Paying their Water/Wastewater Bills in the City of St. Helena.

CEQA Status: Exempt. (CEQA Guidelines §§ 15061(b)(3), 15273.)

Prepared By: April Mitts, Finance Director

Approved By: Larry Pennell, Interim City Manager

BACKGROUND

At the May 9, 2017 City Council Meeting, Councilmember Ellsworth requested an item be placed on the agenda discussing the possibility of creating a subsidy to assist restaurants/small businesses in paying their water/wastewater bills in the City of St. Helena.

DISCUSSION

Summary of Businesses

Currently there are approximately 400 businesses with water/wastewater connections in St. Helena, and of those total number of businesses, approximately 21 are categorized as food service/restaurants. To-date City staff has received twelve (12) inquiries from businesses regarding their water/sewer rates. Of the twelve (12) inquiries, eleven (11) specifically questioned how they were being classified for rates. When classification inquiries are made, Public Works and Finance staff will evaluate the business by reviewing the business website and if there is any question that the existing classification may not fit, staff will then set an appointment with the business to review their current operations. During the site visit, staff determines if the business is classified appropriately based on their operations and use of the wastewater system in terms of flow, biological oxygen demand (BOD) and total suspended solids (TSS). Not surprisingly, food service/restaurant businesses have a greater demand on the wastewater system and accordingly experience higher water/sewer rates. Out of the eleven (11) recent inquiries:

1. Five (5) have been reclassified to more appropriately match use of the wastewater system;
2. Three (3) classifications remained the same;
3. Three (3) need further research and are currently working with City staff.

Additionally, Councilmember Ellsworth provide a list of the businesses who had made inquiries directly through him. In comparing the two lists; there were three business identified by Councilmember Ellsworth which had not contacted the City regarding their classifications. Three of the businesses provided by Councilmember Ellsworth have already received a full evaluation, resulting in a re-classification and the refunds are being processed.

Several of the businesses classifications are remaining the same. Five (5) of these businesses are restaurants. Of the restaurants; the average monthly consumption over a three-year period is as follows:

3-Year Average	Restaurant 1	Restaurant 2	Restaurant 3	Restaurant 4	Restaurant 5
Total	35.60	36.27	44.82	14.91	26.18
Average Winter Use	34.40	36.33	45.88	13.80	27.54
Average Summer Use	36.72	35.53	44.62	16.04	25.06

The three-year average removes the lowest month, the highest month, and months where there were leaks which have been addressed by the business. Additionally, when looking at these five (5) restaurants; there was only a slight variation between the winter and summer averages for water use.

Subsidy to Businesses for Assistance with Water/Wastewater Utility Bills

Staff has reached out to various municipalities through personal contacts as well as through governmental finance organization list serves to see if any entities have a program in place to assist businesses with their utility payments. From the responses received, none offer subsidy programs to businesses for assistance with utility payments. The only assistance offered is for low income residential customers.

OPTIONS

Staff has been able to identify two options for the City Council to consider. Be mindful both of these options are in the infancy stage and will require additional research, consultation, and analysis prior to making a determination on the financial impact to the City's General Fund (long and short-term), legalities of such a subsidy, implementation of program, etc.

Option #1

Offer a bill-credit which is off-set by the General Fund for a certain segment of businesses in St. Helena. Similar to the low-income subsidy offered to residents, eligibility requirements will need to be put into place to determine who would qualify for the subsidy. Requirements to consider could include gross revenues of the business or profit margins, as well as the category of business type (e.g. food service/restaurant versus retail sales or office). For instance: a business would qualify if their gross revenues were less than \$100,000/year and/or if their profit margins were less than 10% based on their most current tax returns and they fit within the identified category of business type. These are examples of what eligibility requirements could look like.

Additionally, a determination would need to be made by the City Council on how much of a subsidy to offer. Currently, the low-income subsidy for residential customers is a discount of half the base rate for water and half the base rate for wastewater.

Option #2

The City of St. Helena currently offers a *Hardship Extension Request* (Attachment 1) available to all utility customers. This agreement allows a customer experiencing a hardship to develop a payment schedule with the following parameters:

1. The customer is required to pay the full amount of the bill(s) over a specified time period and 12 months is the maximum breakdown of payments allowed.
2. The hardship payments must be made in addition to any future water bills due.
3. No penalties or interest will accrue as long as the payment terms (amounts) agreed upon are met.
4. Failure to meet the terms of the agreement:
 - a. Could result in disconnection of the premises from the water system for nonpayment of water bills with proper notice as set forth in the California Public Utilities Code; if disconnection is made, additional fees will be charged for reconnection of the water.
 - b. Could cause an action at law to be brought on behalf of the City against the person responsible for payment of such bill to recover the amount of such bill and the cost of such action including reasonable attorney fees incurred in an amount fixed by the court.

In considering this option for businesses as a stop gap measure until the additional rate analysis is complete - a *Modified Hardship Extension Request* is being proposed. This *Modified Hardship Extension Request* would be in addition to the existing *Hardship Extension Request* and again would be targeted to a certain segment of the business community. The proposed modifications are as follows:

1. The *Modified Hardship Extension Request* must be completed and submit to the City.
2. Only one *Modified Hardship Extension Request* will be required for the life of this program.
3. The program is only in effect until the additional rate analysis is completed by the Utility Rate Ad Hoc Committee and upon City Council approval of any changes to the current rates.
4. The *Modified Hardship Extension Request* is available to non-residential customers only which fall within a certain category of business type (e.g. food service/restaurant versus retail sales or office) and their gross revenues were less than \$100,000/year and/or if their profit margins were less than 10% based on a review of their most recent tax returns.
5. The full amount due will be reflected on the customer's account each month; however, only a modified payment will be required as stipulated in the *Modified Hardship Extension Request*. The Finance Department will keep separate files for each customer participating in this program.
6. If the recommendation of the Ad Hoc Committee is that the rates approved on November 29, 2016 remain the same, customers who have filed a *Modified*

Hardship Extension Request as currently provided by the City will be responsible for the full amount due without any subsidy offered by the City.

7. If the recommendation of the Ad Hoc Committee is that the rates approved on November 29, 2016 are revised in a manner that would affect the current billing structure and this recommendation is approved by City Council (e.g. change in sewer base fee by meter size instead of customer type); each customer which completed a *Modified Hardship Extension Request* will be required to pay the amount equal to the amount of the revised rate for the months in which the *Modified Hardship Extension Request* was in place.
 - a. The City will recalculate each customer's utility bill from the time the November 29, 2016 rate revision went into effect (February 2017 billing period). This calculation will be independent of what is in Springbrook - the City's financial software system since the rates in the system are the adopted rates.
 - i. The City will subtract the amount the customer has already paid per the signed *Modified Hardship Extension Request*.
 - b. Any additional monies due to the City will be due and payable upon receipt of revised bill.
 - c. If it is determined a customer has paid more than what the new rates require, a refund will be given to the customer in the form of a bill credit.
 - d. Any difference in rates will be subsidized by the General Fund for the timeframe in which the *Modified Hardship Extension Request* program exists. See table below for example:

Current Monthly Bill – Under the 11/29/16 Rate Structure	Revised Monthly Bill (If a Reduction is Made)	Difference to be Paid from General Fund
\$800.00	\$500.00	\$300.00

Other requirements are the same as with the current *Hardship Extension Request*:

1. No penalties or interest will accrue as long as the payment terms (amounts) agreed upon are met.
2. Failure to meet the terms of the agreement:
 - a. Could result in disconnection of the premises from the water system for nonpayment of water bills with proper notice as set forth in the California Public Utilities Code; if disconnection is made, additional fees will be charged for reconnection of the water.
 - b. Could cause an action at law to be brought on behalf of the City against the person responsible for payment of such bill to recover the amount of such bill and the cost of such action including reasonable attorney fees incurred in an amount fixed by the court.

Items for Further Consideration

1. One issue that the City Council will need to determine is whether a program using the General Fund to subsidize private businesses along the lines discussed above (i.e. based business type and amount of gross receipts and/or profit) constitutes a “gift of public funds” in violation of California Constitution

Article XVI, § 6. In determining whether an expenditure of public funds is a gift, there are two primary questions: (1) whether the expenditure serves a “public” or a purely “private” purpose, and (2) whether the expenditure falls within the City’s identified “public purpose”. The determination of what constitutes a “public purpose” is considered to be primarily a legislative determination to which courts will generally defer if any reasonable basis exists for the determination. (See *Board of Supervisors v. Dolan* (1975) 45 Cal.App.3d 237, 243.) If the funds are used for a “public” purpose, the expenditure is not a “gift” under Article XVI, § 6. It has been held that “social welfare” expenditures are not illegal gifts under Article XVI, § 6. (See *City & County of San Francisco v. Collins* (1932) 216 Cal. 187, 193.)

The City Council will need to determine what public purpose is served by its preferred program expending General Funds to subsidize businesses impacted by utility rates to allow an analysis of whether the program is lawful under Article XVI, § 6. It seems intuitive that a limited and temporary program to provide subsidies to businesses would serve a public purpose of preventing business failures, and the adverse secondary impacts to the City (e.g. blight, vacant buildings, loss of small town character, etc.) that might otherwise result without a subsidy program.¹

2. City Council must identify what segment of the business community this program would entail (e.g. all businesses with less than \$X amount of gross receipts; or businesses classified as food service/restaurants or other such category with less than \$X amount of gross receipts; or all businesses regardless of business type experiencing more than X% of rate increase).
3. What is the extent of the subsidy (e.g. ½ of the rate increase above the existing base) to be provided to the segment identified?
4. Are there any legal constraints the City would have in offering this program to just one customer classification?
5. What are the short-term and long-term effects to cash flow to the Enterprise Funds and General Fund in offering such a program?

¹ Many cases have addressed the question of whether an expenditure constitutes an illegal gift of public funds, in many different contexts. Under the rule that if the money is for a public purpose, the appropriation is not a gift even though private persons are benefited by the expenditure, the following cases have upheld expenditures against gift of public funds challenges: *County of San Diego v. Hammond*, 6 Cal.2d 709 [use of county funds to pay delinquent assessments on over-burdened property]; *City of Oakland v. Garrison*, 194 Cal. 298 [street improvements]; *Allied Architects’ Ass’n v. Payne*, 192 Cal. 431 [erection of memorial hall for war veterans]; *Veterans’ Welfare Board v. Riley*, 188 Cal. 607 [transportation, tuition and living expenses for education of veterans]; *Macmillan Co. v. Clarke*, 184 Cal. 491 [free school text books]; *Patrick v. Riley*, 209 Cal. 350 [payments for destruction of diseased cattle]; *Sacramento & San Joaquin Drainage Dist. v. Riley*, 199 Cal. 668 [flood control]; *City and County of San Francisco v. Collins*, 216 Cal. 187 [bond issue for relief of indigent sick and poor]; *Housing Authority of Los Angeles v. Dockweiler*, 14 Cal.2d 437 [slum clearance]; *Goodall v. Brite*, 11 Cal.App.2d 540 [free treatment in county hospital only for those unable to pay].

6. If the *Modified Hardship Extension* is granted – direction is needed to determine the minimum payment amount required each month for the duration of this program and any criteria to enroll in the program.
7. If there is a recommendation by the Ad Hoc Committee to lower the rates through a different rate structure, is the City at risk for offering a subsidy to certain businesses/residents and not to others?
 - a. e.g. Would there be a requirement to reimburse all customers with General Fund money for the difference between their bill under the November 29, 2016 rate structure and a possible new rate structure?
 - b. If this is the case, what would be the total affect to the General Fund?
8. Staff time to administer the program. If a small amount of applications are received the modified hardship extension request could be managed with current staff. If a large number of applications are received; similar to our current low-income subsidy program; it is anticipated an additional part-time staff member would be needed to help with monthly calculations as this program would require hand calculations for each customer for each month of the program. This requirement is dependent on the number of applications.

There are many aspects of this program which have not been fully researched. As stated earlier, staff had reached out to other agencies. At this time staff has not found any agency offering a subsidy program for businesses, the only subsidy programs found impact low-income residents.

FISCAL IMPACT

Undetermined at this time without further analysis

RECOMMENDED ACTION

Provide staff and City Attorney with further direction.

ATTACHMENTS

Attachment 1 – Current Hardship Extension Request



Hardship Extension Request

Attachment 1

DATE SUBMITTED: _____
APPROVED ☐ REJECTED ☐
APPROVED BY: _____
DATE: _____

PROPERTY INFORMATION				
Date	UB Account Number		Current Balance Due \$	
Name on Account		Phone Number	Emergency Number	
Mailing Address		City	State	Zip Code
Service Address				
PAYMENT SCHEDULE				
PAYMENT DATES		PAYMENT AMOUNTS		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
PLEASE SIGN THE FOLLOWING STATEMENTS AS ACKNOWLEDGED AND REQUIRED BY THIS AGREEMENT				
12 months is the maximum breakdown of payments allowed. - These payments must be made in addition to any future water bills due. - No penalties or interest will accrue as long as the payment terms defined above are met. - Failure to meet the terms of the agreement: - Could result in disconnection of the premises from the water system for nonpayment of water bills with proper notice as set forth in the California Public Utilities Code; if disconnection is made, additional fees will be charged for reconnection of the water. - Could cause an action at law to be brought on behalf of the City against the person responsible for payment of such bill to recover the amount of such bill and the cost of such action including reasonable attorney fees incurred in an amount fixed by the court. Reconnection Fee. Whenever any premises have been disconnected from the system, such premises shall not be reconnected to the system until all delinquent charges, penalties and interest have been paid, together with a reconnection charge as may be set by resolution of the City Council.				
_____ Signature _____ Print Name _____ Date				
PLEASE SUBMIT APPLICATIONS TO:		QUESTIONS?		
City of St. Helena: Utility Billing 1480 Main Street St. Helena, CA 95404		Email: water@cityofsthelelena.org Website: www.cityofsthelelena.org/water Phone: 707-968-2745		

Attachment 1

STAFF USE ONLY	
Account Balance in Springbrook:	Payment Amounts Total:
Account & Agreement Information Verified by:	Date:
Hardship Extension Agreement request is hereby: ☐ Approved ☐ Rejected	
Reason for Hardship Extension Agreement rejection:	
_____ Signature _____ Print Name (Finance Director) _____ Date	

Cindy Black

From: Grace Kistner <gdkistner@comcast.net>
Sent: Monday, May 22, 2017 3:04 PM
To: Alan Galbraith; Peter White; Mary Koberstein; Geoff Ellsworth;
pdohring@cotyofsthelena.org
Cc: Cindy Black
Subject: Item 4.3 May 22nd Agenda

Hello,

After attending all the AD Hoc Committee Meetings it would appear to me that this item should not be on the Agenda until after the committee makes its recommendations. I think you should not consider the businesses as a hardship cases but would suggest that you consider going back to the old wastewater rates or to the modified rates that are part of the rate study for commercial, Mobil homes and multifamily classifications.

I hope you give this you upmost consideration.

Grace