



Napa Valley Vintners and Visit Napa Valley Funding Facts February 13, 2014

- The Napa Valley Vintners (NVV) and Visit Napa Valley (VNV) are each contributing \$2.5 million toward the construction of the Napa Valley Vine Trail for a total combined pledge of \$5 million toward the project.
- The combined contribution demonstrates the strength of commitment by NVV and VNV to the Vine Trail and also furthers their collaboration, which started when vintner members played a key role in reinventing the tourism marketing entity in 2008, and continued during the recent America's Cup events.
- The NVV's contribution to the Vine Trail comes from earnings on long-term investments from the trade association's annual fundraiser, Auction Napa Valley, which has given more than \$120 million to the community since 1981. This donation will not negatively impact NVV's giving to regular Auction grant recipients. Further, NVV's funds will be used specifically for the section of the trail from American Canyon to Yountville providing the greatest benefit to the majority of Napa Valley's residents and schoolchildren.
- VNV is making its commitment on behalf of the Napa Valley lodging community, including funds from local tourism improvement districts and area hotels, and is pledged over a period of ten years.
- The NVV's donation has a matching funds requirement that must be met within the next five years. Contributions made by Visit Napa Valley and the community will count toward this requirement.

Facts About the Vine Trail Project

- The Vine Trail is a 47-mile walking and cycling trail that will span from the Vallejo Ferry Building to Calistoga and provide a healthy, safe, scenic, free and family-friendly, non-motorized transportation corridor for locals and visitors connecting Napa County's communities.
- Ten miles or 20 percent of the trail is already built and the continuous 12.5 miles from Kennedy Park to Yountville, scheduled for completion by the end of 2014, will connect 60 percent of Napa County's entire population to the trail.
- Vine Trail officials estimate that half of its three million annual uses will be by locals and half will be by visitors.
- According to the 2013 Napa County Community Health Assessment, 40 percent of middle school children and 60 percent of adults living in Napa County are overweight or obese. The Vine Trail gives every Napa County resident access to a safe, proactive and preventive approach for addressing health issues facing the community.
- When complete, the full vine trail will pass within one mile of 30 schools.
- The Vine Trail exemplifies "enlightened economic philanthropy" – doing something beneficial for the community while also generating positive economic impact via increased spending, estimated to be worth more than \$150 million per year from tourist uses and \$15 million per year from local uses.
- In addition to the NVV/VNV announcement, the Vine Trail today launched a community fundraising challenge called the Founders Circle. The goal of this challenge is to get at least 100 donors to contribute \$10,000 or more between now and the end of 2014. These Founders Circle donors will receive special benefits and recognition for their support including collectively naming the Oak Knoll Section of the Vine Trail that connects Yountville to the City of Napa.
- The total cost to build the Vine Trail is anticipated to be \$50 million. More than \$37 million is expected from federal, state and local funding. The Vine Trail Coalition has established a goal to raise \$12.5 million in local funding for the remaining construction costs. The combined NVV and VNV donations provide 40 percent of this amount.
- Prior to today's announcement, the Vine Trail had raised \$2.5 million in donations bringing the total to date to \$7.5 million or 60 percent of the local and privately funded goal.