



FOR IMMEDIATE RELEASE

January 29, 2021

St. Helena Tourist Improvement District Accepting Applications for Destination Marketing Programs

The St. Helena Tourist Improvement District (SHTID) is accepting grant applications for destination marketing projects aimed at promoting St. Helena to visitors for FY 2021-2022. Applications are due to the SHTID by Wednesday, March 31, 2021 at 5 pm. Applications can be found at sthelena.com or obtained by emailing admin@sthelena.com.

Formed in 2010, the Napa Valley Tourism Improvement District, is funded through an assessment on hotel room nights implemented and collected by lodging businesses throughout the Napa Valley. The intent of the assessment is to support local activities and products that promote, support and enhance locally based tourism and hospitality efforts. Under the NVTID, each municipality, including the City of St. Helena has created their own Tourist Improvement District Committee to monitor, support and fund activities for their respected cities.

The St. Helena TID Local Governing Board will entertain requests for funding whose sole objective is to advance tourism and hospitality in a significant and measurable way and which will have a demonstrated economic impact specific to the City of St. Helena community.

The Napa Valley is well-known as North America's legendary and premier wine-tourism destination, and we are committed to use that positioning to appropriately and strategically market the local St. Helena community and its many wine, culinary, cultural, lodging and other hospitality destinations. Your request for funding should exemplify and achieve these goals.

Requests for Funding are to be considered as the board determines and will be judged according to criteria that best achieve the following desired goals and objectives: *Requests that do not meet these goals will not be considered.*

- Develop events or activities that drive lodging night stays to the St. Helena community.
- Events or activities should focus on travel Sunday through Thursday and also occur during the shoulder season months of November through March – known as the Cabernet Season. Our tourist community thrives during summer and grape harvest season; so your proposal should concentrate on the off-season and slow times of year.



- Seek to create and sustain events or activities that compel visitors to stay overnight. Although St. Helena is a popular destination for tourists on day-trips, the exclusive goal of this application is to put ‘heads in beds’ and extend stays.
- Highlight St. Helena’s many wine, food, art, and entertainment venues; showcase St. Helena’s commitment to health, wellness, relaxation, and education; take advantage of our notable and recognizable winemakers, chefs, artists, musicians and individuals whose reputations have earned them national and international acclaim;
- The event or activity will enhance the guest experience.
- Demonstrate the financial health and accountability, creativity, and strong management of your organization to fulfill these objectives.

For more information, please email admin@sthelena.com or call 707.963.4456.