

Napa Valley Arts Coalition: A Brief History

Only the Blue parts go on slide

2006

- Napa Valley arts leaders create ACNV Advisory Board with one representative from all local venues and organizations. Main Goals 1) Create a strong trade association in ACNV; 2) ACNV to complete a comprehensive cultural plan with input from the entire county
- ACNV develops Master Online Arts Calendar nvars.org in partnership with Advisory Board.

2007

- Marketing Sub-Committee formed out of Full ACNV Advisory Board

2008

- ACNV completes and distributes Napa County Cultural Plan & ACNV adopts as its own Strategic Plan. Major Goals 1) Establish public policy & support 2) Increase audience by developing cultural tourism; 3) Support arts education & diversity; 4) Maximize local resources through collaboration & creative re-use
- ACNV receives 3-year contract (\$100k/ per year) from Napa County TOT Special Projects Fund to support Cultural Plan implementation
- Advisory Board convenes "NV Artsquake: Surviving the Economic Meltdown"
Major Goal Collaborative marketing effort through partnership with NapaValley.com

2009

- ACNV Marketing Sub-Committee: Prioritized Goals 1) Online Calendar; 2) Hospitality & Targeting Visitors Combined; 3) Resource Sharing; 4) Target Locals;
Action Items 1) Improve and enhance the ACNV calendar and build the arts presence on NapaValley.com; 2) Actively work with the hospitality industry to extend the reach of the calendar to visitors
- North Bay Concierge Alliance Member Meeting: Arts & Culture Focus; demo nvars.org
- ACNV contracts with NapaValley.com (1 year) to provide arts content
- ACNV contracts with Louisa Hufstader to write weekly arts blog for ACNV website focusing on Advisory Board members (6 month contract)
- ACNV completes and distributes Napa County Survey of Arts Education.
Major Finding Average NV student receives less than 2 hours of arts per week.

2010

- ACNV helps draft and pass Public Art Ordinance in City of Napa & supports Yountville program development; Ordinance language to be used as model throughout County
- ACNV completes & distributes Economic Impact Study of the Arts in Napa County
Major Finding: Arts Sector is a \$36M industry in Napa County; Cultural Tourists spend over 2x more than their local counterparts; Audiences for NV Venues are 40% local
- ACNV forms new partnerships with hospitality community; Arts calendar hosted by NV Destination Council, Paul Franson, Marriott, Embassy Suites, Napa River Inn; ACNV launches Hotel Confirmation program

- ACNV Advisory Board renamed “NV Arts Coalition”
- ACNV launches NV ARTS 2010 in partnership with the NV Arts Coalition; 115 events over 30 day period by 65 presenting partners; NVarts.org sees 50% increase in unique visitors

2011

- ACNV forms strategic alliance with NV Destination Council, receives \$40k from TOT Special Projects Fund, Visitor Management Allocation to launch Arts in April