

Napa Valley Mustard Festival

A Sensational Season of Food, Wine, and Art Events

2008 Festival Wrap-up Report

OVERVIEW

A torrential downpour ushered in the 15th annual Napa Valley Mustard Festival as *Mustard Magic* unfolded at the Culinary Institute of American on February 2, 2008. Once inside the magnificent landmark ~ food, wine, music, visual art and tableau scenes embraced guests and the Sensational Season of Events was immediately in full swing.

Rain also sent guests running for cover at *The Marketplace* at COPIA on March 15 and gusts of wind nearly sent a tent sailing skyward the following day. Yet attendance was up nearly 10% on that Signature Event weekend.

And there you have it ~ the purpose of the Napa Valley Mustard Festival: To generate tourism during the time of year when it is needed most. Guests now experience *the good life* in Napa Valley during the first quarter of the year, when very few people came to visit prior to The Festival's inception in 1994. What was once known as the "rainy season" is now known as "*The Mustard Season*" ~ a viable, vibrant, tourism season.

Outstanding, beautifully designed events in spectacular settings frame Napa Valley's *golden season*. The events give the season meaning and panache, a beginning and an end, and a variety of experiences for the entire two month Season of Sensational Food, Wine and Art Events.

Events fared well in 2008 despite an economy with increasing signs of unease. Attendance at evening events was equivalent to attendance in 2007. Attendance at *The Marketplace*, The Festival's Signature Event, increased by 9.4%. *Taste of Yountville* enjoyed its best attendance ever, according to the Yountville Chamber of Commerce, and Calistoga's *Mustard, Mud and Music* expanded from one day to two. It was a very successful weekend, according to The Calistoga Chamber of Commerce.

TRANSIENT OCCUPANCY TAX

The Napa Valley Mustard Festival was created to generate off-season, first quarter tourism business and has succeeded in establishing Napa Valley as a year round destination. First quarter TOT revenues have risen from \$337,897 in 1994 to \$1,359,555 in 2008, an increase of approximately 270%. Revenues increased from \$1,259,636 in 2007 to \$1,359,555 in 2008, an increase of approximately 10%.



Mustard Goddess by Jessel Miller, 2008

MID WEEK PROMOTION

The County of Napa approved funding for three years to create a mid-week merchant promotion to be coordinated and advertised in conjunction with the Napa Valley Mustard. The Board of Directors and The Festival producer received 90 out of 90 possible points for their presentation and proposal.

The promotion was approved in December, 2007, near the end of The Festival's publishing deadline for 2008. With a short timeline for coordination the festival producer registered 49 participants. Of the 20 participants who responded to a request for tracking, 19 responded with positive comments. One responded with "no results." None responded with negative comments. Most experienced good results and several experienced excellent results. The most impressive response was from a hotel/winery package. Participants are enthusiastic about the 2009 mid-week promotion.

The program helped enable The Festival to achieve the goal of increasing TOT revenues by 10% in 2008. The current global economic climate is such that this program will be even more important in 2009 to the local economy.

DEMOGRAPHICS

Demographics taken from a survey in March 2008, at The Marketplace, The Festival's weekend daytime event, are as follows:

- 75% of guests are professional, affluent men and women, ages 30 to 60.
- 56% are married.
- 54% have annual household incomes that range from \$100,000 to more than \$300,000.

Demographics are skewed higher for evening events.

PRESS COVERAGE AND WEBSITE

Articles promoting travel to Napa Valley, Festival events, and the beauty of the Mustard Season complimented publications throughout the country for six months in late 2007 and early 2008.

Press releases were emailed to approximately 1,500 food, wine, art, travel, art and lifestyle journalists, publications, and wire services. About 350 hard copies were mailed with jars of The Festival's private label mustard. The releases generated an estimated 300,000,000 impressions through print and electronic media, internet, and email newsletters locally, regionally and internationally.

One million plus unique visitors have viewed the NVMF website since 2003. Three hundred thousand visited in 2008, which represents a 20% increase over 2007 and a 28% increase since 2006.

MEDIA SPONSORSHIP

Media sponsors including ABC 7, Comcast, KGO Newstalk AM810, *Via Magazine*, *Sunset*, the *San Francisco Chronicle* and numerous regional publications sponsored advertising valued at approximately \$700,000 in 2008.

UNIQUE PROMOTIONS

More than 400 mustard entries in the *World-Wide Mustard Competition's* 19 categories topped all previous records in 2008. Companies from Canada, France, Japan, New Zealand, South Africa, and Sweden, as well the United States of America, entered the competition. Silver Spring Deli Style Mustard from Eau Claire, Wisconsin, was named Grand Champion.

Entries in the *Napa Valley Mustard Festival Photography Contest* promote the scenic beauty of the season through nationwide publicity, marketing, and advertising. Three hundred and ten photographs entered in this year's contest hung at Mumm Napa through May 4. Winning images will be used to promote the 16th annual Season of Events in 2009.

HISTORY

Prior to establishment of the Napa Valley Mustard Festival, few leisure travelers or corporate groups opted to visit Napa Valley during the months of January, February and March. The Festival was established to promote Napa Valley as a destination during these winter/early spring months, generating tourism and business travel. The Festival's broad based marketing, promotion and advertising efforts have generated results surpassing expectations. The Festival has in fact created a new visitor season.

The Festival's framework creates newsworthy festivities during the time of year when a mere 7% of annual visitation took place prior to 1994. A report furnished by The Napa Valley Conference and Visitor Bureau revealed that visitation had increased to 27% in 1996.

Visitors come to Napa Valley during the Mustard Season for the events, to take advantage of special promotions, and to enjoy the beauty of the season as they see it portrayed in the media. Hospitality industry employees who were once laid off during the "slow-season" are now generally employed year around. Tasting rooms, restaurants, and hotel rooms that were once sparsely occupied, are now bustling during "The Mustard Season."

EVENT HIGHLIGHTS

Executive Chef Christopher Manning of Domaine Chandon served as Host Chef in 2008. Domaine Chandon hosted *Le Grand Dîner*, the Festival's celebrity chef and winemaker sit down dining extravaganza. The St. Supery winemaking team filled the Host Winemaker position, and together with Domaine Chandon, cast brilliance on every event.

Executive Chef Andrew Arndt, Elaine Bell Catering, won the Critic's Choice Award in the Festival's Mustard Recipe Competition held at Black Stallion Winery. Executive Chef Peter Pahk, won the People's Choice Award.

Napa Artist Jessel Miller's poster, *Mustard Goddess* was the top selling poster in the history of the Napa Valley Mustard Festival.

SPONSORSHIP

The San Francisco Lexus Dealers Association participated in 2008 as The Festival's Presenting Sponsor. Excellence of presentation was an asset to the events.

Due to several company reorganizations, which took place during the weakening economy in late 2007, The Festival's total cash sponsorship dropped from \$394,000 in 2007 to \$235,333 in 2008.

In-kind sponsorship increased slightly, from \$1,360,330 in 2007 to \$1,371,590 in 2008. In-kind sponsorship eliminates expenses and enables The Festival to provide services including lodging for sponsors, transportation for sponsors and guests, and airline transportation for auction lots and celebrity guest appearances.

THE 16TH ANNUAL NAPA VALLEY MUSTARD FESTIVAL

Festival plans for 2009 are underway. *Mustard Magic* will be held at The Culinary Institute of America on January 31, 2009; *The Awards* on March 13 at Black Stallion Winery; *The Marketplace* on March 14 and 15; and *The Mumm Napa Photo Finish* at Mumm Napa, on March 28. Additional events will be announced over the coming months.

Executive Chef/Owner Ken Frank of La Toque, relocated to the recently opened Westin Verasa in Napa, will serve as Host Chef in 2009. The Westin Verasa will host *Le Grand Dîner* in February.

The Season of Events provides a unique opportunity for Napa Valley businesses to promote their products and services through marketing and presentation at events. There are various ways to get involved including participation, advertising, and sponsorship.

The Festival will serve an increasingly important role in 2009 during a tumultuous economy.

A new, more efficient, and informative website is being launched to promote the 2009 Season of Events.

A RESOUNDING THANK YOU AND INVITATION TO PARTICIPATE

The Napa Valley Mustard Festival Board of Directors and Producer are extremely grateful to participants, sponsoring businesses, and The County of Napa for the support that has enabled the organization to support the communities of Napa County and achieve the desired results.

We are proud to produce the Napa Valley's Mustard Festival ~ Napa County's late winter/early spring promotion ~ and thank those who have participated over the past 15 years.

We invite all to learn more about the Festival by visiting the website at mustardfestival.org, or by calling The Festival's producer at 707-938-1133. Sponsorship guidelines and advertising materials are available for review at mustardfestival.org/business.

We look forward to receiving feedback. Please email comments and questions to Pat Summers, Producer, at pat@summers-mccann.com.

Respectfully Submitted,

George Rothwell
President, Napa Valley Mustard Festival

The Napa Valley Mustard Festival is a 501(c)(4) non-profit community service organization. Proceeds enable The Festival to serve the community of Napa Valley, and to benefit a variety of Napa Valley non-profit arts, cultural, historical, educational, and service organizations.

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Napa Valley Mustard Festival

Sixteenth Annual Season of Sensational Events

January 31 through March 28, 2009

Mustard Magic

~ The Grand Opening Event ~

Saturday, January 31, 7 pm • The Culinary Institute of America, St. Helena

A Weekend of Fine Art

Saturday & Sunday, February 7 & 8 • Galleries throughout the Napa Valley

Le Grand Dîner

featuring celebrity chefs & winemakers

Date and time TBD • The Westin Verasa, Napa

Mustard, Mud & Music - A Calistoga Jazz Festival

Saturday & Sunday, March 7 & 8 • Downtown Calistoga

For information call 707.942.6333

The Awards

~ A Spicy Soirée! ~

Friday, March 13, 7 pm • Black Stallion Winery, Napa

The Marketplace

~ A Signature Event for Connoisseurs ~

Saturday & Sunday, March 14 & 15, 11 am to 5 pm

A Taste of Yountville

Saturday, March 21 • Downtown Yountville

For information call 707.944.0904

The Mumm Napa Photo Finish

~ The Grand Finale Event ~

Saturday, March 28, 7 pm • Mumm Napa, Rutherford

For an invitation, information, tickets and merchandise
call 707.938.1133 or visit mustardfestival.org