



PARTNERSHIPS AND OPPORTUNITIES

# THE GOAL: A 47 MILE SAFE & SCENIC TRAIL



**VALLEJO FERRY TERMINAL**

Paved walking & biking path along the spine of the Napa Valley floor  
(Photo courtesy of Visit Vallejo)



**CALISTOGA, CALIFORNIA**







# WHO WE ARE

The Napa Valley Vine Trail Coalition is a 501(c)3 **nonprofit founded in 2008** to spearhead the creation of a 47-mile-long walking and cycling path between the Vallejo Ferry and Calistoga.

**When completed** the Vine Trail will connect two counties, five cities, one town and two regional trails (the Bay Area Ridge Trail and the San Francisco Bay Trail).

**The Mission of the Coalition** is to physically, artistically and culturally connect the Napa Valley with a safe healthy, and beautiful walking and biking trail.

**The Board of the Coalition** is comprised of 28 organizations representing hospitality, tourism, agriculture, land conservation, transportation, environmental, education, arts, health and public safety.

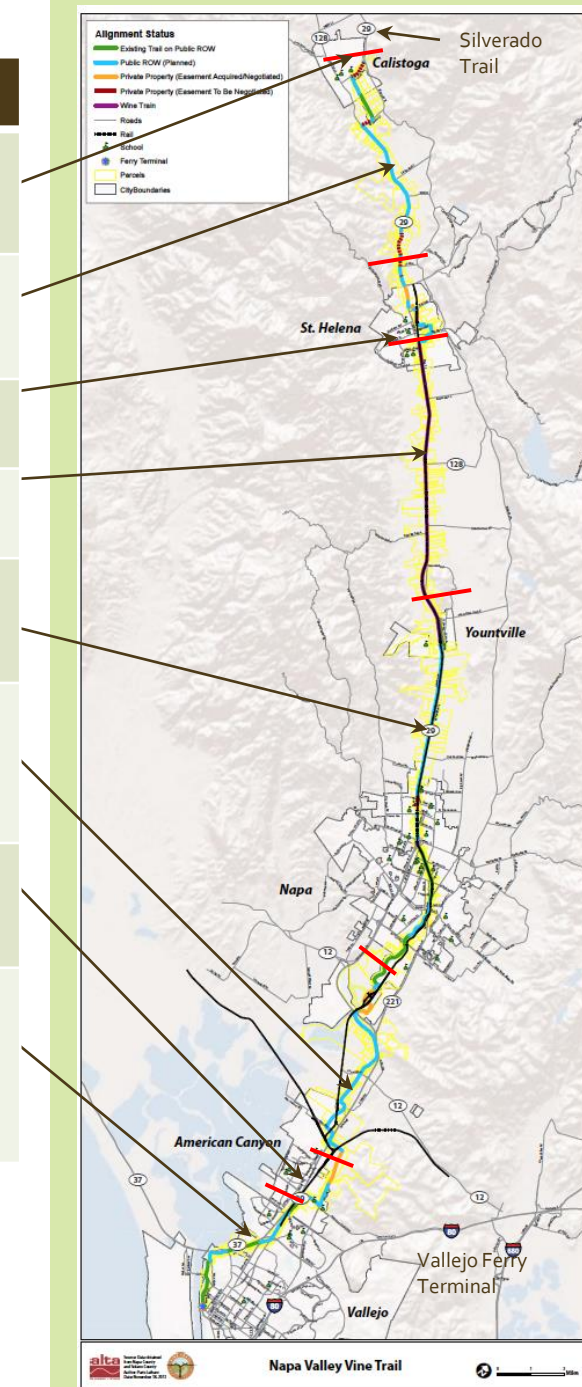


# PROJECT STATUS

Section	Miles	Agency Partners/Status	Schedule
Calistoga (Lincoln Ave to Silverado Trail)	0.25 C 0.45	City of Calistoga/NVVTC/Developers. Sections completed in front of Indian Springs Resort and Calistoga Motor Lodge.	Ongoing
St. Helena (Pratt Ave) –Calistoga (Lincoln Ave)	1.6 C 7.3	NVTA/ Cities of St Helena and Calistoga/ County/NVVTC. In Final Design and Environmental approvals.	Construction 2021-22
St Helena City Connection (Sulphur Springs Ave to Pratt Ave)	2.2	City of St Helena/NVVTC Study prepared	TBD
Yountville (Madison St) to St. Helena (Sulphur Springs Ave)	8.2	County/NVVTC Feasibility Study and mapping completed.	Request for ATP Funds
Oak Knoll (Kennedy Park to Yountville)	12.0 C 0.5	NVTA/County/City of Napa and Town of Yountville/NVVTC. Half mile Soscol Gap being bid out 2021	Completed 2016
American Canyon (Watson Ranch) to Napa (Kennedy Park)	1.4 C 6.9	County/City of American Canyon/City of Napa/Developers/NVVTC County section Tower to Airport completed, Watson Ranch to construct 1 mile of Vine Trail.	Ongoing
American Canyon (Veterans Memorial Park to Watson Ranch)	2.3 C	City of American Canyon	Complete
Vallejo (Ferry Terminal) to American Canyon (Veterans Memorial Park)-	2.4 C 2.9	Solano Transportation Authority/City of Vallejo/Bay Trail/Vine Trail. Environmental approved. Final design in progress for section between Wilson Ave and American Canyon Veterans Memorial Park.	2022

**TOTAL 48.6 MILES**

Completed **20.15 miles**. In progress 10.7 miles. Grant applied for 8.2 miles. TBD 9.55 miles.



# PILLARS OF THE VINE TRAIL

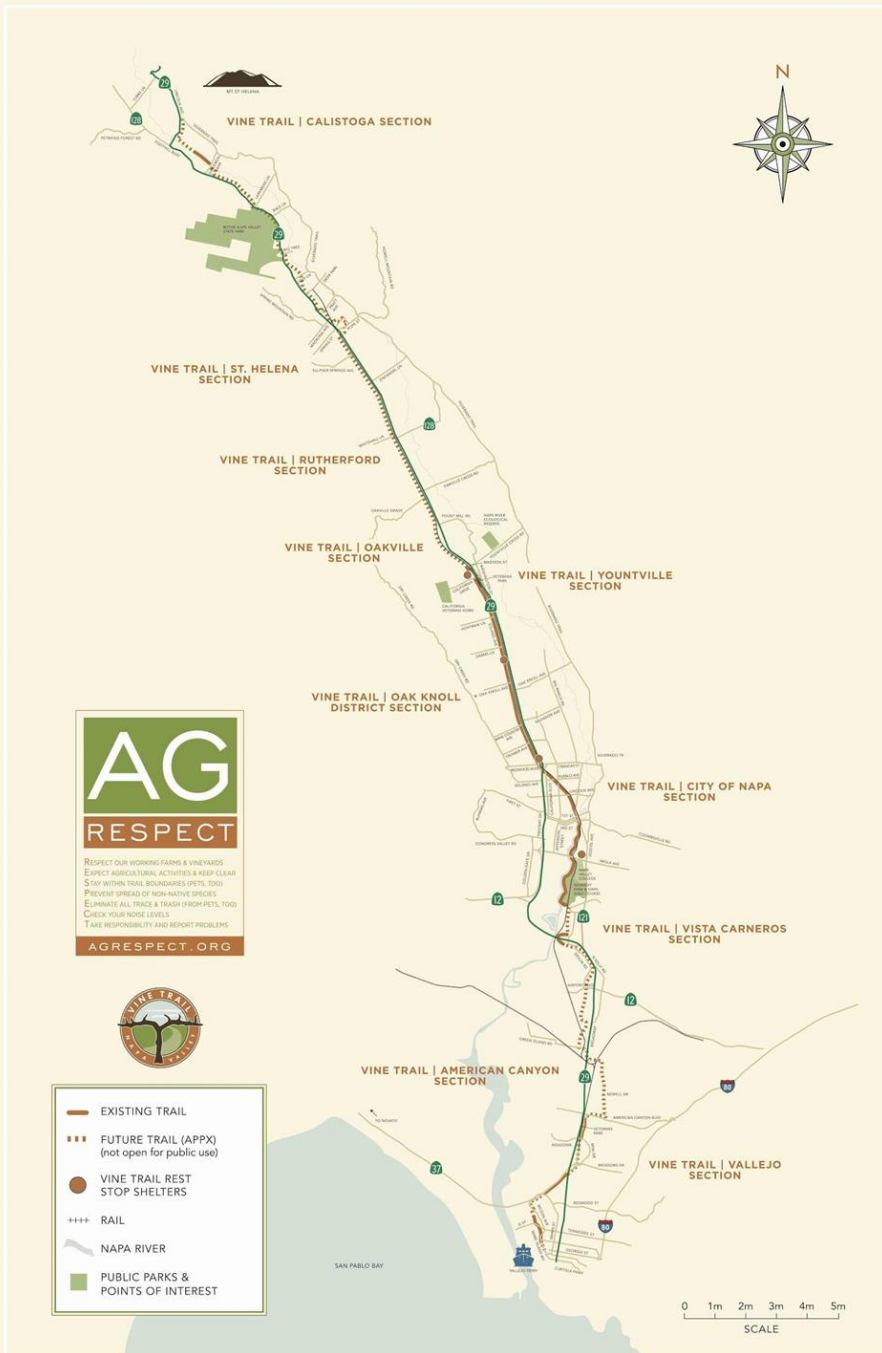
1. Transportation

2. Safety

3. Economic Benefits

4. Health Benefits

5. Cultural & Community Connections



1

# TRANSPORTATION: VINE TRAIL USE

2017 348,440

2018 352,387

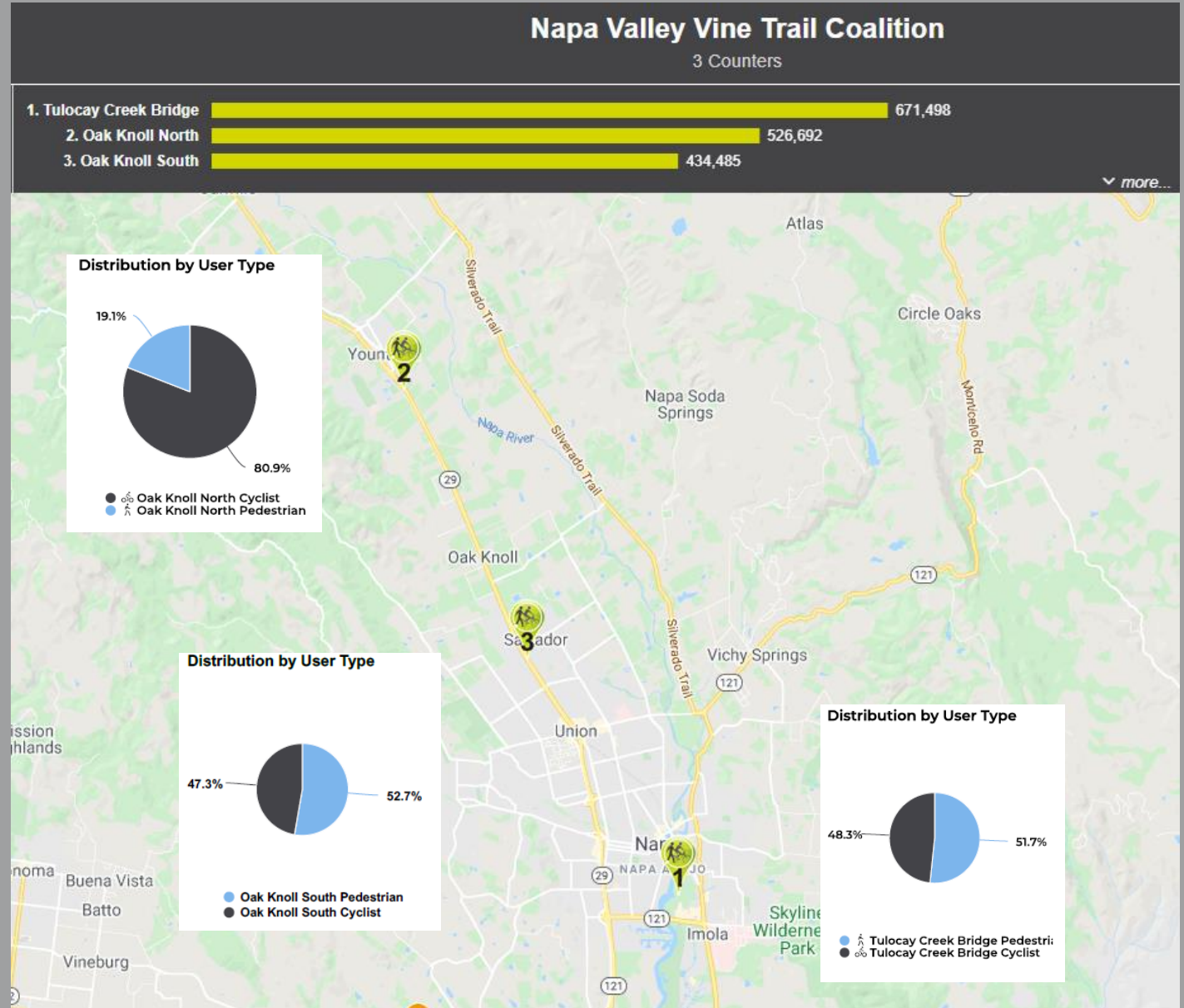
2019 358,852

2020 522,933\*  
(\*46% increase)

Average:

63% Cyclists

37% Pedestrians





# 1

## TRANSPORTATION



**Existing Vine Trail daily uses** between South Napa and Yountville are equivalent to 5% of Average Daily Trips in that corridor.



**116 Wineries** within 1 mile of Vine Trail, hosting 3.6 million guests per year and employing over 1800 employees.



**26,500 students** attend schools and colleges within 0.5 mile of the Vine Trail.



**140 Hotels** with over 5500 rooms and over 2000 employees within a mile of the Vine Trail.



1

# TRANSPORTATION: WHO USES THE EXISTING VINE TRAIL?

LOCALS  
70%

VISITORS  
30%





2

# SAFETY: VINE TRAIL DESIGN STANDARDS

*"Would you let your children  
ride in front of you?"*

Class 1 shared use path

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10' wide + shoulders

---

Safe for all

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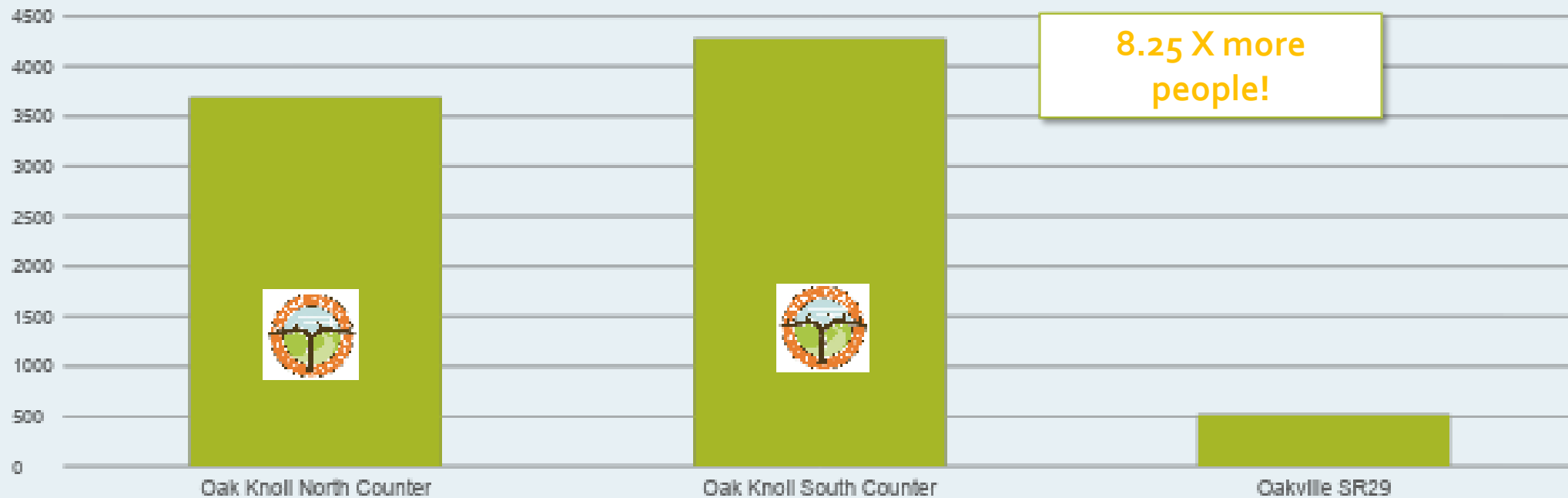
Art, health and educational  
signage along the route



2

## SAFETY: DATA SHOWS PEOPLE FEEL SAFER ON THE VINE TRAIL

### Vine Trail Use versus SR29 August 2020



Comparison of data from two permanent counters on the Vine Trail with temporary counter on SR 29 at Oakville



3

## ECONOMIC BENEFITS NAPA VALLEY TOURISM

3.85 Million visitors (2018)

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80.8 % Domestic  
19.2% International

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64.5% Day visitors  
35.5% Overnight stays

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3.64 Million individuals visited wineries  
between Napa and St Helena in 2014

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The Vine Trail has seen a steady  
growth in visitors versus locals since  
2017 from 5% to 30% (pre COVID)



# 3

## ECONOMIC BENEFITS

Economic Study	Client	Year	Average Tourist Spending	Average Local spending
Pathways to Prosperity; Economic Impacts of Investment in Bicycle Facilities.	North Carolina Dept of Transportation	2004	\$88	N/A
Great Allegheny Passage Economic Impact Study	Laurel Highlands Visitors Bureau and Allegheny Trail Alliance	2009	\$98	\$13
Every Mile Counts: An Analysis of the 2008 Trail User Surveys	NY State Office of Parks, Recreation & Historic Preservation	2010	\$202	\$5.19
The Economic Significance of Bicycle-Related Travel in Oregon	Travel Oregon	2013	\$148	
The Economic Significance of Cycling on Oregon Scenic Bikeways	Travel Oregon and State Dept. of Parks and Rec.	2014	\$98*	\$19
Bicycling in Quebec		2015	\$214	N/A

\*Multi-day expenditures on trails over 50 miles long recorded average spending of \$693.



# 3

## ECONOMIC BENEFITS

Vine Trail economic benefit to Napa County \$165 million annually

Vine Trail when complete	Tourists	Locals
Annual Uses	1.5 million	1.5 million
Average spending	\$100	\$10
Amount spent	\$150 million	\$15 million



# 4

## HEALTH BENEFITS

The following are the annual benefits of the 47-mile Vine Trail project calculated using Caltrans' Cost/Benefit tool for shared use path projects.

Mobility Benefits \$9.1 M

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Increased Exercise \$2.1 M

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Recreation Benefits \$9.8 M

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Reductions in Greenhouse Gas Emissions \$263 K





5

# CULTURAL & COMMUNITY CONNECTIONS

## RAIL ARTS DISTRICT

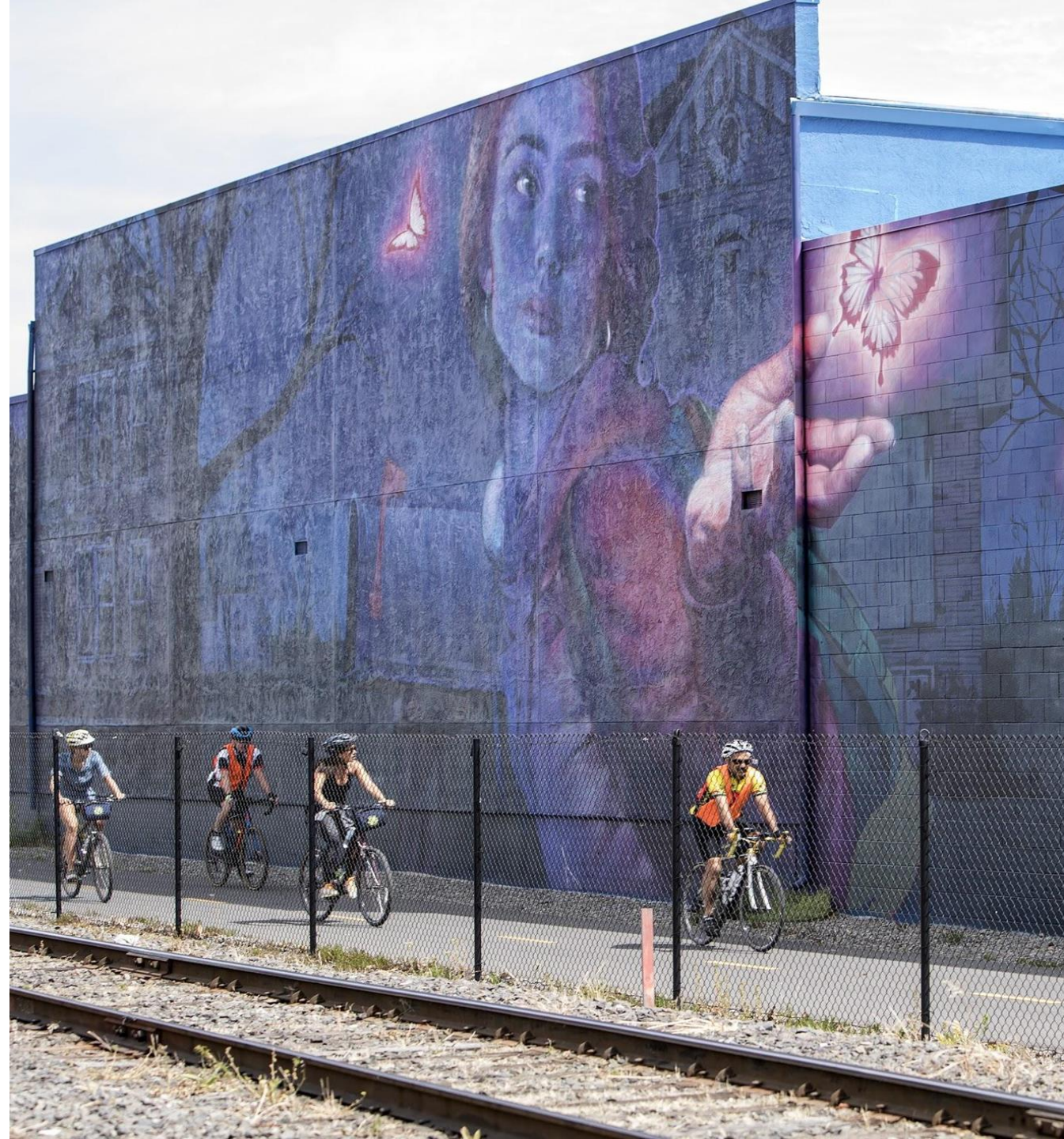
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Two miles of Mural Art along the  
Vine Trail in Napa

Twelve murals

Twelve utility box wraps

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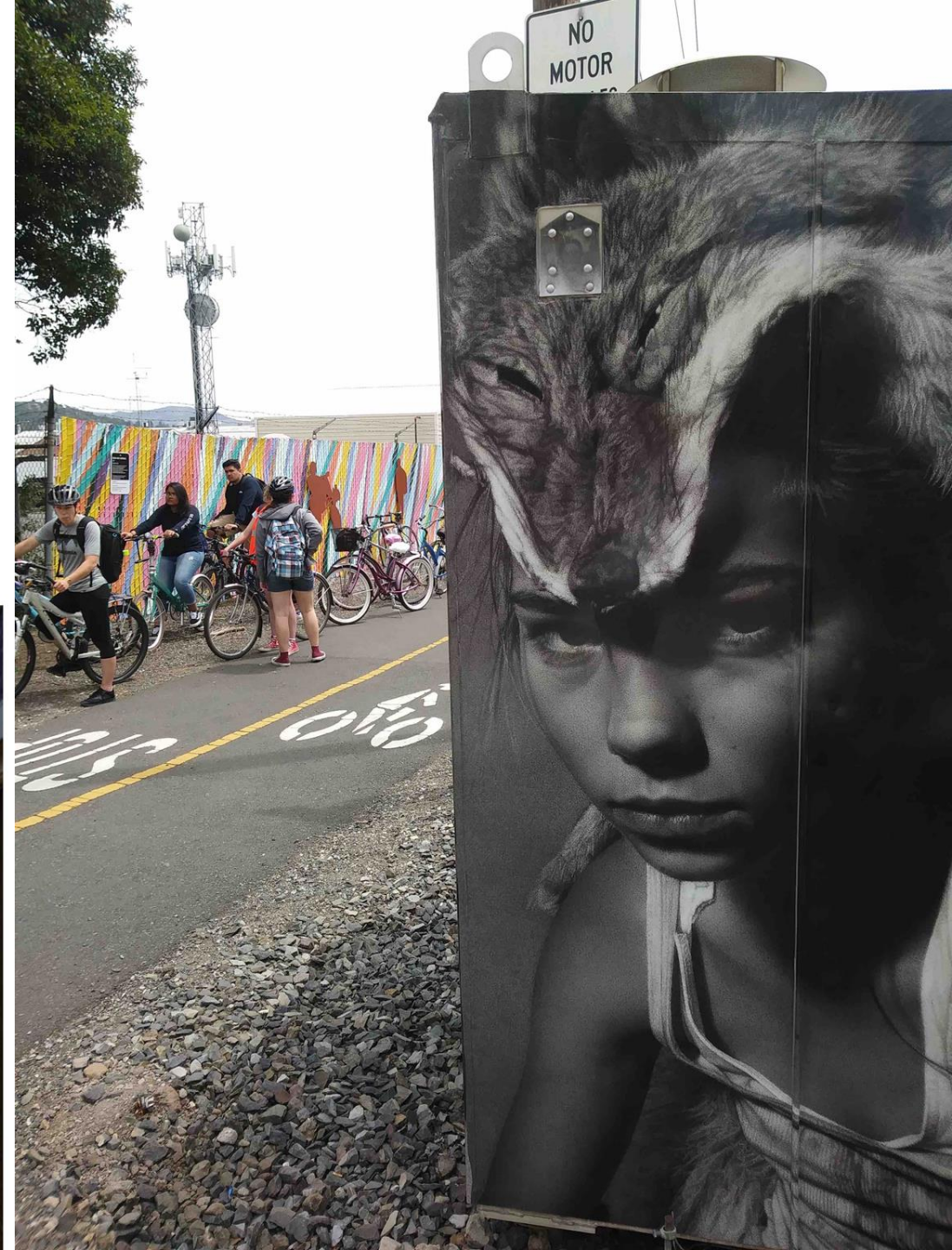


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# CULTURAL & COMMUNITY CONNECTIONS

## RAIL ARTS DISTRICT

Free outdoor contemporary art museum





# CULTURAL AND COMMUNITY CONNECTIONS

## CELEBRATING HISTORY: EDUCATIONAL SIGNAGE

51 signs planned, 18 installed to date

Audio narrative available on VT mobile App



### A Volcano in a Glass

Devastating volcanic explosions created much of what has attracted people to Napa Valley for thousands of years. Between 5 and 2 million years ago, the collision of the North American and Pacific plates periodically ripped fissures in the Earth, spewing lava, fire, hot rock, and ash in all directions.

Layers of volcanic rock from those explosions eventually eroded into the rich soils that have made Napa Valley so agriculturally productive.

Precious metals, and the obsidian prized by native peoples, came from volcanic material flung out of the ground.

Leftover pockets of molten rock heat our hot springs and generate the steam that runs the geothermal power plants at The Geysers.

Our famous vineyards, as well as mining, tourism, and even earthquakes, can all trace their roots to this geologic history.

SPONSORSHIP IS AVAILABLE: 707-252-3547

For the complete Vine Trail experience, visit [www.vinetrail.org/discover](http://www.vinetrail.org/discover)

NAPA VALLEY  
VINE TRAIL

### Napa Valley's First American Pioneer

Yountville's namesake was a frontiersman and soldier who'd made his way west trapping beaver.

George C. Yount was the first American to receive a land grant from General Mariano Vallejo—12,000 acres. He named this tract Rancho Caymus, after the native Wappo group living there, whom he hired to plant crops, orchards and vineyards, and tend his cattle and sheep.



George C. Yount, 1794-1865. Circa 1855

Just about every American settler who came through Napa Valley during the mid-1800s—including survivors of the Donner Party (1846-7)—were treated to Yount's legendary hospitality.

In the early 1850s Yount teamed up with several other landowners to lay out a town, originally called "Sebastopol." After his death in 1865, the town was named Yountville in his honor.



**Activity: Take a Side Trip to the Cemetery**

Follow the signs on Washington, north two blocks, to visit the George C. Yount Pioneer Cemetery and Ancient Indian Burial Grounds. Historical Marker # CA693.



Although romanticized, this image may reflect how Yount appeared in his youthful frontier days.



Portion of a hand-drawn map showing George Yount's land grant in relationship to the present City of Yountville.



Drawing of a blockhouse built by Yount along the banks of the Napa River. This was the first building of its kind west of the Mississippi.

SPONSORED BY  
THE TOWN OF YOUNTVILLE

For the complete Vine Trail experience, visit [www.vinetrail.org/discover](http://www.vinetrail.org/discover)


NAPA VALLEY  
VINE TRAIL



5

# CULTURAL CONNECTIONS CELEBRATING AGRICULTURE

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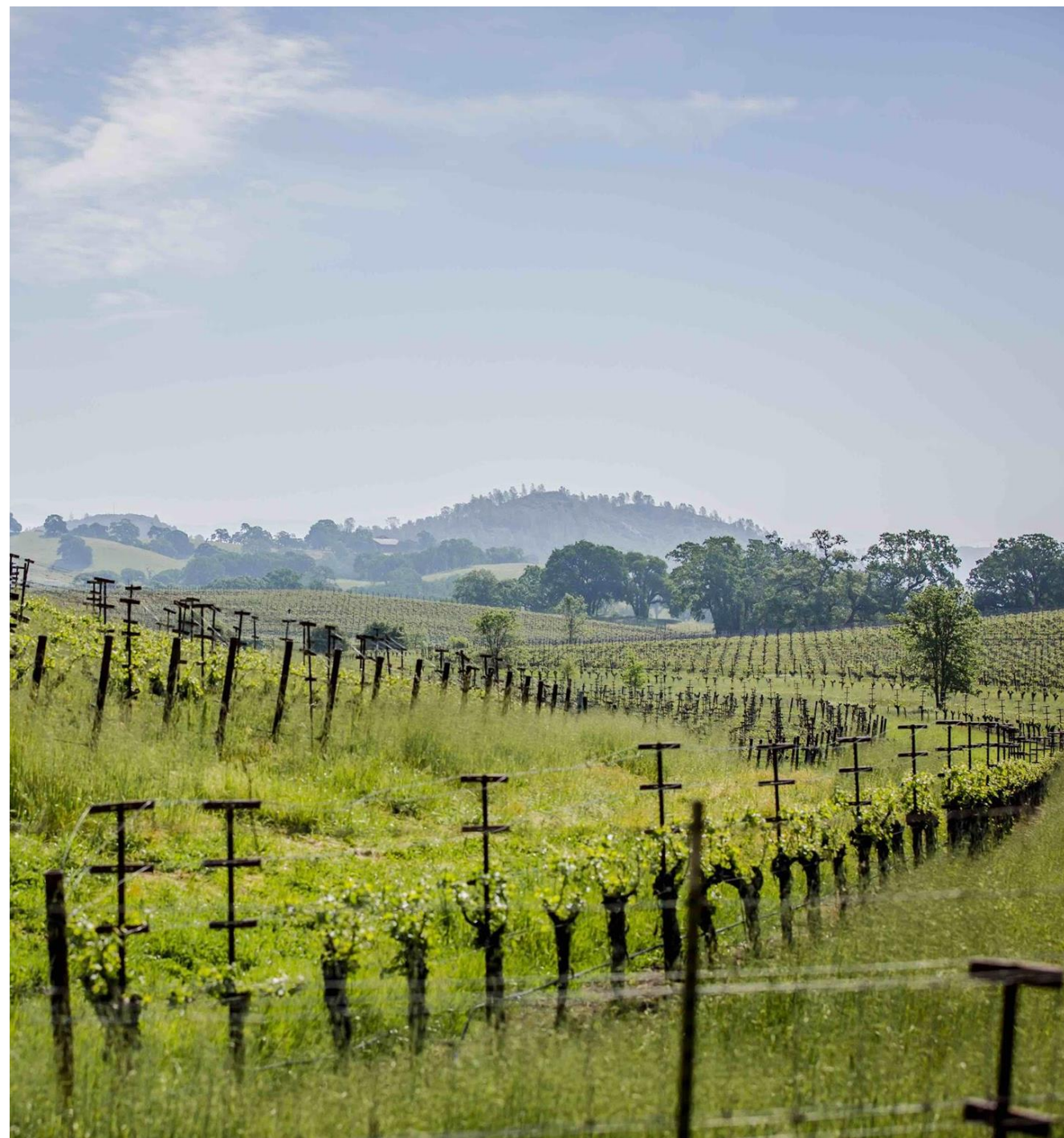
**AG**

**RESPECT**

**R**ESPECT OUR WORKING FARMS & VINEYARDS  
**E**XPECT AGRICULTURAL ACTIVITIES & KEEP CLEAR  
**S**TAY WITHIN TRAIL BOUNDARIES (PETS, TOO)  
**P**REVENT SPREAD OF NON-NATIVE SPECIES  
**E**LIMINATE ALL TRACE & TRASH (FROM PETS, TOO)  
**C**HECK YOUR NOISE LEVELS  
**T**AKE RESPONSIBILITY AND REPORT PROBLEMS

**AGRESPECT.ORG**

○





# FUNDING NEEDED TO COMPLETE THE VINE TRAIL

Source	To Date		In Process*		Future		Total	
	\$K	%	\$K	%	\$K	%	\$K	%
Federal and State Competitive Grants	8,100	41%	10,300	53%	15,000	48%	33,400	48%
Vine Trail Coalition	4,743	24%	2,877	15%	4,900	16%	12,520	18%
Transportation Funds (OBAG/TFCA/TDA)	830	4%	3,911	20%	500	2%	5,241	7%
Jurisdictions pre-Measure T	3,857	20%					3,857	5%
Jurisdictions Measure T Equivalency	1,396	7%	2,012	10%	5,700	18%	9,108	13%
Developer	400	2%			5,100	16%	5,500	8%
Bay Trail / Ridge Trail and Recreational Trails Programs	205	1%	463	2%			668	1%
Total	19,531	100%	19,563	100%	31,200	100%	70,294	100%

# Napa Valley Vine Trail *in the press*

Napa Valley Register

California Style & Culture

Forbes online

Bloomberg online

Rails to Trail Conservancy

Napa Valley Life Magazine

Accidental Writer Travel Blog

Napa Sonoma Magazine

Wine Spectator

Weekend Sherpa

AFAR

Dog Trekker

Great Runs

Taste California Travel

The News Herald

USA Today



*After a lengthy shelter-in-place, it's the perfect time to experience the Napa Valley en plein air – the rolling hills are green and cooler temps are perfect for getting out and taking in the beauty of winter in the vineyards. No matter the season, seeing the valley au naturel is the way to go. More than 300 trees have been planted that will eventually shade trail users. Interpretive signs call out special areas of interest. There are shelters for rest stops with bike racks and bike workstations, maps, and other information. And mileage markers indicate your progress. - Visit Napa Valley*



# VINE TRAIL PRESS COVERAGE



## Building Connections Across the Valley

Often commuters who are stuck in traffic on SR29 north of Napa see cyclists and walkers moving faster than them. This is because they are using the Napa Valley Vine Trail.

The 47-mile Napa Valley Vine Trail endeavor was launched in 2008 by the Napa Valley Vine Trail Coalition, a non-profit organization led by a diverse board of directors representing agriculture, tourism, education, public safety, education, health care, and recreation for wine and other "soft" goods. The coalition works with private public entities, partners in the community and the state of California to advance the trail and address the challenges of the trail. Since 2008, the Coalition has secured \$10 million in public and private funding and raised \$10 million in private donations from individuals and businesses in the region. Today, over 100 miles of the trail are currently in place, with more than 100 miles scheduled for completion in 2021. Eventually, the Napa Valley Vine Trail will connect the ferry terminal to the City of Sonoma.



## A New Way to Explore Napa

When completed, the Napa Valley Vine Trail will be a 47-mile-long walking and cycling path that will run the length of the valley from Valley's Ferry Terminal to Calistoga at the foot of Mount St. Helena. For now, however, the completed section runs 12.5 miles mostly along Highway 29, between Kennedy Park in downtown Napa and Yountville. The bulk of the first stretch opened in 2016, and the nonprofit charged with raising money for the trail's development had enough credit left over to plant 200 trees that will eventually shade the valley's end cyclists, and to build restrooms, shelters and bike repair stations along the way. The portion of trail still just a half-dozen inches, if you're talking to dirt and rocks, while the other side will be expected to open in phases through 2020.

By Matt Stone @WineLocalExpert

PLUS: EODARE COMES HOME / OLIVIA WILDE / CATALINA UNCOVERED / JONAS WOOD



## Through the Grapevine

Bike the Vine Trail to Yountville in Napa Valley

12.02.2020 North Bay Bike Rides, Dog Friendly Share



## Guide to the Vine Trail

The first phase of the Napa Valley Vine Trail is finally open. Here's how to make the most of it on your next visit to Wine Country.

By Matt Vitell Aug 28, 2016 (updated May 27, 2020)



UNFILTERED

## Exclusive New Cabernets Pave the Way for 47-Mile Napa Vine Trail

The just-announced charity wine initiative will give Napa wine lovers a chance to invest in the popular biking and hiking path.

By MaryAnn Worobiec



Oct 13, 2020

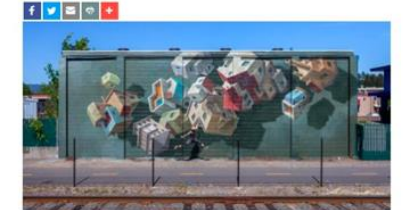
Biking, running or walking through the vineyards in Napa Valley is a terrific way to take in the scenery, and in 2008, the Napa Valley Vintners, the Napa Valley Grapegrowers and the Napa Valley Land Trust founded the Vine Trail Coalition to create the Napa Valley Vine Trail, a 47-mile car-free, paved path that will run from the Vallejo ferry terminal in the south to the town of Calistoga in the north. So far, 19 miles of free, dog-friendly trail have been completed, and today, the coalition announced an exciting and delicious [new Cabernet-based fundraiser](#) to help get the project across the finish line.

Meet RTC Our Work Experience Trails Resources Get Involved

Home > Trailing > Napa Valley Vine Trail Brings a Wealth of Benefits to California's Wine Country

## Napa Valley Vine Trail Brings a Wealth of Benefits to California's Wine Country

Posted 10/27/19 by Maggie McAllen in Business, Trails, Health and Wellness



As Northern California continues to struggle with wildfires, our thoughts are with our partners and area residents. For the latest on the LA Times California Fire Map or the California Department of Forestry & Fire Protection, visit [California's Fire Map](#). The Napa Valley Vine Trail Coalition will continue to keep in touch with partners to monitor how local trails are affected.

Wining and dining aren't the only draws of Northern California's Napa Valley. Now the famous region is becoming known for another major draw: the 47-mile Napa Valley Vine Trail, a developing pathway stretching north-south from Vallejo to Calistoga and featuring the most complete, clear signs and a staggering mountain backdrop.

Scheduled to wrap up by 2025, the trail, once completed, will connect two counties and multiple cities through its 10 planned segments, and serve as a new asset for outdoor tourism, economic development, active transportation and recreation in the region.

From vineyards to wineries, the trail system will increase connectivity and reinvent a region traditionally associated by automobile.

## Bringing Wealth to Wine Country



## ACCIDENTAL TRAVEL WRITER

A Travel Blog for Sports Fans

BY MICHAEL TAYLOR

## A Cyclist's Guide to the Napa Valley Vine Trail

The Napa Valley Wine Trail is network of walking and bicycling trails running from Vallejo to Calistoga. The well-paved trails afford excellent views of vineyards and the surrounding hills. There are rest stops, drinking fountains, and signage with information.



AFAR

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## Napa Valley Vine Trail

Napa, CA, USA

Website

## CAN'T MISS

By day, bike or walk in pursuit of a good glass: [The Vine Trail](#) is a work in progress of 47 miles of trails stretching between Vallejo and Calistoga. The [Calistoga Bikeshop](#) will set you up with wheels, a local map and a sleek bike bag to stash souvenir bottles. Check out the [RH Yountville](#), [The Gallery in the Napa Valley](#) for an immersive experience in food, wine, art and design.

# VINE TRAIL PRESS COVERAGE

## Napa Valley Register



### Cycling groups, businesses, and local government strengthen the Napa Valley Vine Trail

Cyclists of all ages are giving back to the Napa Valley Vine Trail, from clean-up work to donations to efforts to educate students about wildlife and habitats along the corridor.

"The support has been terrific. Many organizations and individuals are making contributions because they see the Trail as providing safety for cyclists and (as) building community," said Philip Sales, executive director of the Napa Valley Vine Trail.

Sales said cycling clubs and businesses have helped fundraise for Trail shelters, sponsored interpretative signs, and planted trees along the Trail.

"Cyclists have helped promote awareness, safety, and education efforts regarding the Trail. There is a great relationship between the Trail and all of the organizations," said Sales.

## Forbes

### A Wine-Loving Chief Executive's Travel Bucket List For 2021

Carrie Coolidge Contributor  
Travel  
I am a Manhattan-based luxury travel, real estate, wine and spirits writer.



From Calistoga to American Canyon, there are countless cycling routes to explore.

For those wishing to bike, you may wish to book a fully guided bike tour or rent a bike and enjoy the stunning views of the valley at your own pace. Check out the newly finished northern section of the Napa Valley Vine Trail. This new section connects the city of Napa with Yountville enabling you to ride past vineyards and wineries, with easy access to restaurants and shops.

Napa Valley Bike Tours and Rentals offers two Napa Valley locations (Yountville and Downtown Napa). Join one of its signature Guided Bike Tours hosted by a knowledgeable Tour Guide, or sign up for a self-guided Tour that includes a delicious box picnic lunch delivered to a winery and wine purchase pickup service. Both locations offer easy access to the Napa Valley Vine Trail, which is a car-free and family-friendly bike path that spans a total of 12 1/2 miles from southern Napa all the way to Yountville.

## Bloomberg

### Where to Go in 2021

The 24 destinations that will be especially profound this year—and the data you need to plan your trip safely.

By Bloomberg Pursuits

A guest room at the new Four Seasons Resort Napa Valley SOURCE: FOUR SEASONS NAPA VALLEY

### Toast a Greener Future in California Wine Country

Four years of devastating fires haven't dimmed Napa and Sonoma's luster as one of the plush, lush—and greenest—wine regions around. Sonoma became the most sustainable viticultural area in the world in late 2019 after 99% of its vineyards were certified as such by third-party auditors, and Montage brought the town of Healdsburg a new level of luxury stay when it opened in December. Its 130 bungalows are partially solar-powered, most with ample terraces and outdoor showers.

Get in on the spirit with a zero-emissions vacation: Restrictions in Burgundy and Tuscany mean that bike trip operators including VBT, DuVine, and Backroads are doubling down on high-end Golden State adventures. When the Four Seasons Resort Napa Valley makes its debut early this year in Calistoga, guests not only can roll up their sleeves and help harvest the property's organically farmed vineyards, they'll have front-door access to bike the 47-mile Vine Trail, which will eventually link the valley from the Vallejo ferry terminal to Calistoga.

## The News-Herald

News Sports Business Entertainment Lifestyle Opinion Obituaries Marketplace

### A sip-and-step guide to hiking the Napa Valley

By Napa Valley News-Herald Staff Apr 6, 2019 Updated Sep 27, 2019 Comments



The sign shows the trail's route and provides information for hikers.



Most Popular articles including: Macy's Store Closing, Napa Valley Vine Trail, and other local news.

## USA TODAY 10Best

Home Travel Guides Readers' Choice Interests

### NAPA VALLEY TRAVEL GUIDE // TIPS

## Raise Spirits as You Ride through Napa Valley Trails

No-cost buzz for wine country cyclists, hikers



# VINE TRAIL PRESS COVERAGE

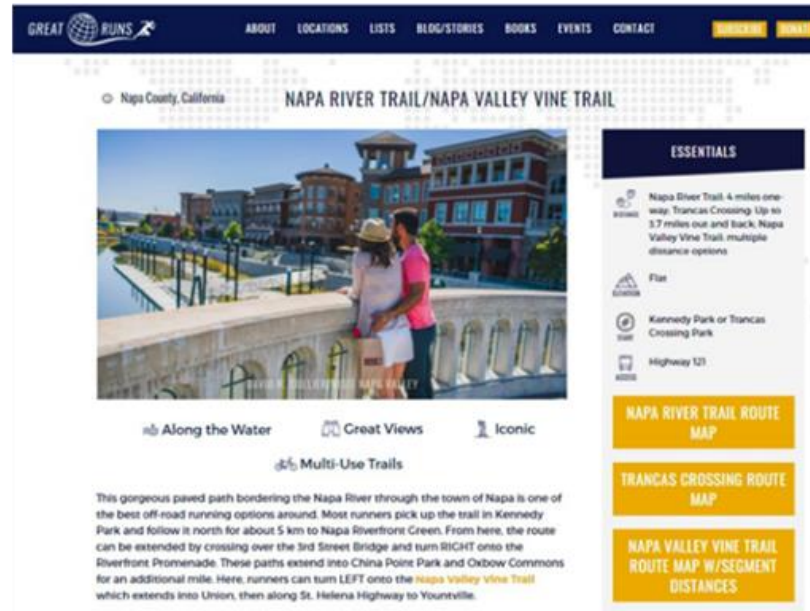


## All Paws Welcome on the Napa Valley Vine Trail



On the trail – Photo Credit: @nvvinetrail

Looking for ways to combine hiking with wine tasting and a really tasty lunch? A new opportunity for DogTrekkers awaits along the newly inaugurated [Napa Valley Vine Trail](#), a paved, multiuse path that eventually will stretch 47 miles from the Vallejo ferry terminal to Calistoga. For now, a 12.5-mile segment from Napa's Kennedy Park to the tony enclave of Yountville is ready for feet, paws and bicycles, with only a short stretch requiring a detour onto city streets.



### NAPA RIVER TRAIL/NAPA VALLEY VINE TRAIL

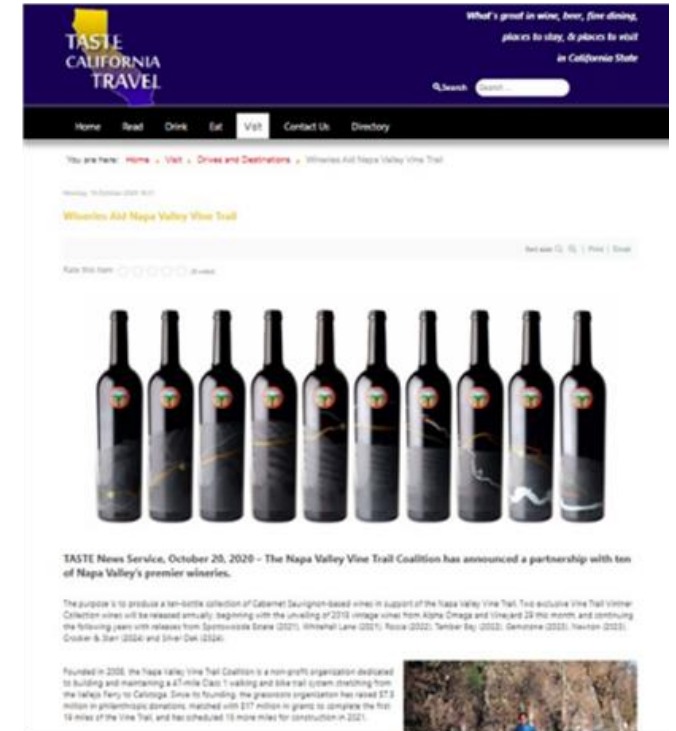
**ESSENTIALS**

- Napa River Trail: 4 miles one-way; Trancas Crossing: Up to 3.7 miles out and back; Napa Valley Vine Trail: multiple distance options
- Flat
- Kennedy Park or Trancas Crossing Park
- Highway 121

**NAPA RIVER TRAIL ROUTE MAP**

**TRANCAS CROSSING ROUTE MAP**

**NAPA VALLEY VINE TRAIL ROUTE MAP W/SEGMENT DISTANCES**



### Wineries Add Napa Valley Vine Trail

**TASTE News Service, October 20, 2020 - The Napa Valley Vine Trail Coalition has announced a partnership with ten of Napa Valley's premier wineries.**

The purpose is to produce a ten-bottle collection of Cabernet Sauvignon-based wines in support of the Napa Valley Vine Trail. This exclusive Vine Trail Vineyard Collection series will be released annually, beginning with the unveiling of 2019 vintage wines from Alpha Omega and Vineyard 28 this month, and continuing the following year with releases from Spiritusvine Estate (2021), Winemakers Lane (2021), Rossi (2022), Tenber Bay (2022), Genesee (2022), Hudson (2022), Crocker & Starr (2024) and Silver Oak (2024).



# MAJOR DONOR OPPORTUNITIES

Donation	Opportunity	Taken	Total Funds	Donation Recognition Description
\$2,500,000	3	2	\$7,500,000	Premier Partner: Trail-wide recognition including all physical & digital maps, way-finding signs in all ten sections of the Vine Trail
\$1,000,000	10	3	\$10,000,000	Section Partner: Recognition at the iconic Vine Trail Shelters in the adopted section and on line
\$300,000	3		\$900,000	Health Partner: Recognition online and on site as of or our three active "Fitness Court" circuits: Vallejo, Napa, Calistoga
\$100,000	1		\$100,000	Mobile App Sponsor: Sponsorship of our GIS synced information app: audio, video, locator
\$40,000	13		\$520,000	Rest Stop Sponsor: Sponsorship of the trailside rest area: interpretive sign, bench, bike rack
\$25,000	50	12	\$1,250,000	Educational Sign Sponsor: Sponsorship of one interpretive signs along the trail
\$5,000	10		\$50,000	Bench Sponsor: Sponsorship of one bench along the trail
\$5,000	10		\$50,000	Bike Rack Sponsor: Sponsorship of one bike rack along the trail
\$5,000	47		\$235,000	Milepost Sponsor: Sponsorship of four ¼ mile posts in a designated mile along the trail



# VINTNER COLLECTION

*Selling to wine enthusiasts*

Limited Edition 900 sets  
*over 5 years - \$5K per set*



*Alpha Omega • Crocker & Starr • Gemstone Vineyards •  
Newton • Rocca • Silver Oak • Spottswoode • Tamber Bey •  
Vineyard 29 • Whitehall Lane*







# QUESTIONS?

**Philip Sales**

Executive Director

Napa Valley Vine Trail Coalition

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