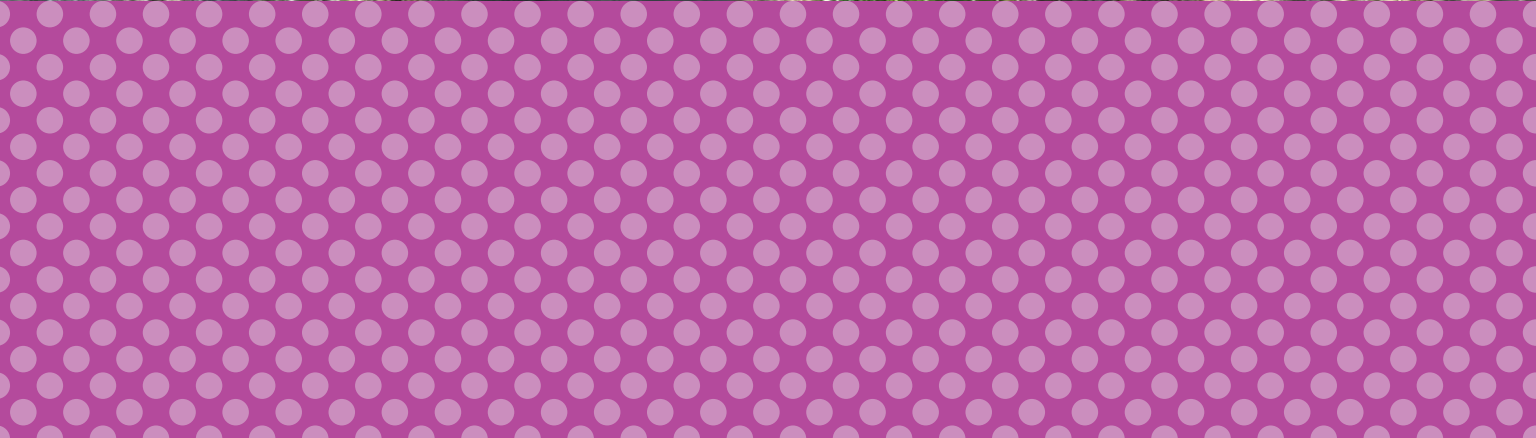
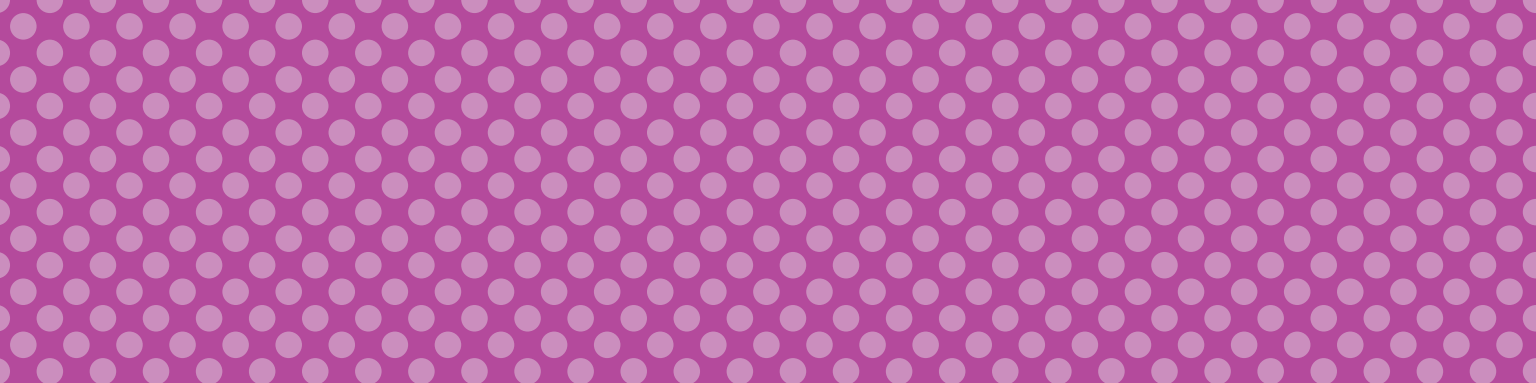




The Campaign for Napa Valley **Wine Education Complex**



A Journey Forward

Here in the world-famous Napa Valley, our Viticulture and Winery Technology Program (VWT) has been named one of the largest in the world and **job placement rates among VWT students have consistently exceeded 80%**. Our professionally farmed teaching vineyard continues to provide the essential field training that students need to compete in the Napa Valley and beyond. Our teaching winery is the first bonded winery in the California community college system, and we released our inaugural vintage in the spring of 2009.

And yet as our program grows, our facilities have become increasingly inadequate to meet the needs of our students. We need a wine and hospitality training facility where students can learn the skills needed for effective hospitality, marketing, and sales related careers.

We celebrate the Wine Spectator's recent gift to build a Wine Education Center at the southern entrance to the college—the gateway to the Napa Valley. But more remains to be done. We must finish this campaign by raising the necessary funds to build a hospitality training center where our students can gain real world skills in wine sales, hospitality, and tasting room management.

Together, we can forge a future that will provide pathways upward for our students, helping them and our community thrive.

With gratitude,

A handwritten signature in black ink that reads "Torrence Powell".

Dr. Torrence Powell, Ed.D.
Superintendent/President
Napa Valley College

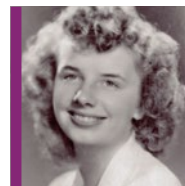


The Campaign for Napa Valley Wine Education Complex

A campus within a campus, the Wine Education Complex will bring students and the community together around state-of-the-art wine education facilities.



**Phase I
FULLY FUNDED**
by the \$10 million Wine Spectator Wine Education Center gift.



We recognize the legacy and memory of Evelyn Allen—lifelong learner, vineyard owner, Napa Valley College student, and benefactor. Evelyn had the foresight and vision to provide for the College in her estate. Her generosity and transformational gift helps us complete funding for Phase I of the project.

Two Phases: A Path to the Future

Phase I: The Wine Spectator Wine Education Center

This 7,000 square foot classroom building will consist of two flexible sensory classrooms that can be combined to seat up to 80 students at a time, and a laboratory classroom with 28 lab stations designed to give students hands-on experience with wine laboratory practices. The sensory classrooms will be the largest classrooms on campus, designed to incorporate the latest technologies in acoustic and lighting design to provide an immersive, experiential appreciation of wine.



If there was ever an educational institution poised for significant contributions to the growth of the California wine industry, this is it.

—Marvin R. Shanken, editor and publisher of Wine Spectator

Wine Spectator



Phase II: A Wine and Hospitality Training Center

Job placement rates in the College's wine program consistently exceed 80%.

In Napa County, the hospitality industry will see the highest growth in upcoming years, with a combined total of 2,272 new jobs by 2028.

The Wine and Hospitality Training Center will provide training in all aspects of wine marketing, sales, and hospitality, including winery food programs, wine club membership, tasting room management, tourism, and the role of a winery chef.

Utilized as a "Marketing Lab" the flexible space and training facility will provide:

- Classroom and training space for the College's food and wine programs.
- A demonstration kitchen to provide hands-on training for students.
- A tasting bar and movable sit-down seating to emulate a variety of hospitality and tasting room scenarios.
- Event space to host industry trainings, educational events, guest lecturers and wine industry professionals.

Program Growth to Meet Industry Need

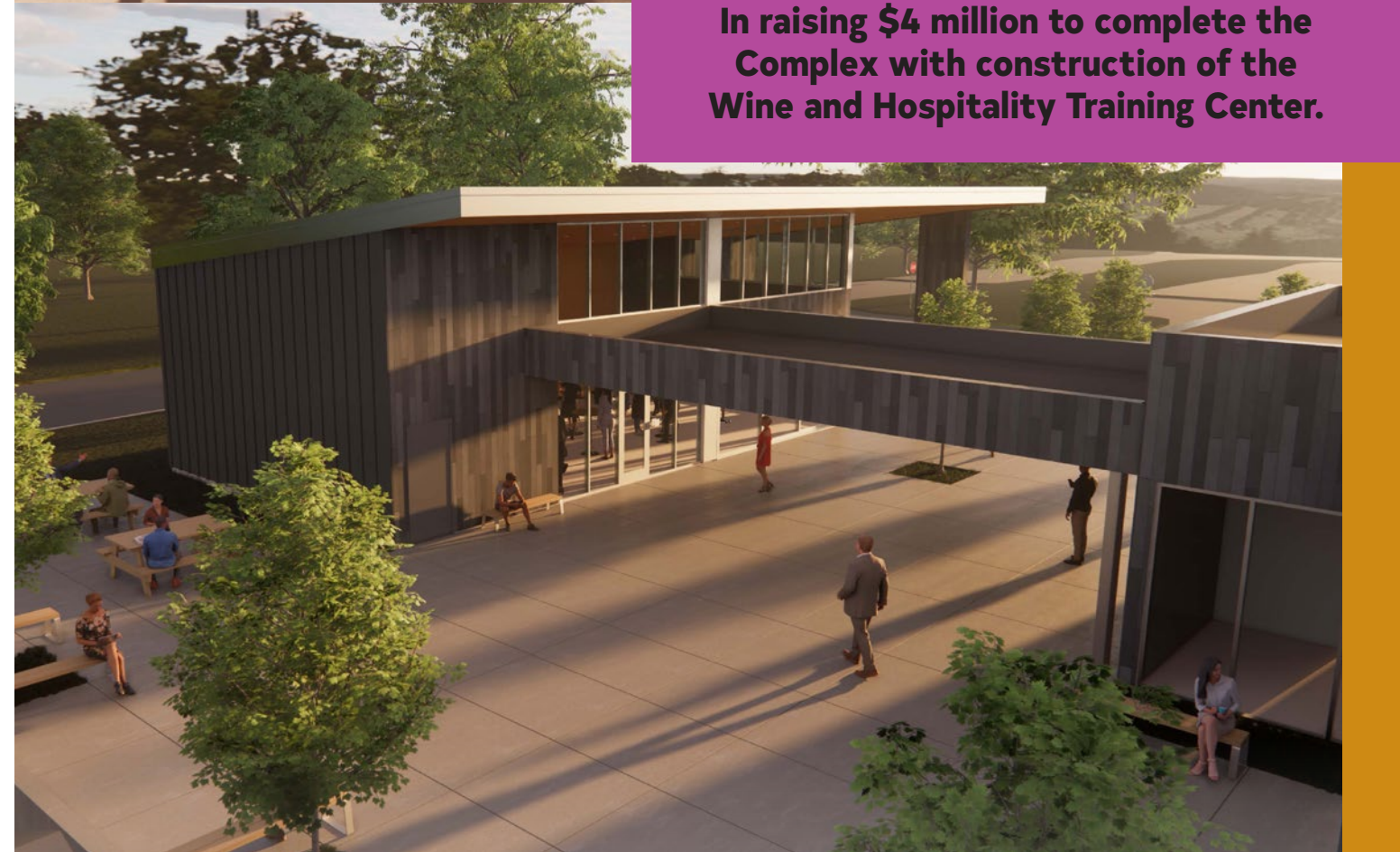
Napa Valley is the nation's epicenter of culinary tourism, and the hospitality industry is the region's second largest employment sector. As the industry continues to merge the practice of wine hospitality with culinary skills, it will require a training center where students can build culinary skills combined with the necessary knowledge of wine to launch successful careers.

Our current classroom for wine marketing courses is the oldest building on campus, needs significant seismic upgrades, and does not provide adequate space to accommodate new courses as part of the College's Hospitality Culinary Tourism Management Program (HCTM). Often there is standing room only for lectures and events, limiting our ability to expand offerings to students.

The Wine and Hospitality Training Center provides a significant upgrade and addition to our traditional classroom space, including a training space for the new Winery Chef Certificate and combined programs in wine marketing, hospitality, and sales. With adjacency to the teaching winery, vineyard, laboratory and Wine Spectator Wine Education Center, students will be able to access multiple degree tracks, providing a broad base of industry knowledge and meeting the need for trained employees in both food and wine.



**Phase II
JOIN US!**
In raising \$4 million to complete the Complex with construction of the Wine and Hospitality Training Center.





Expanding our Wine and Food Pathway



The Wine and Food Pathway helps students build extensive skills through successive certificate and degree options. Courses provide opportunities for students to enhance their careers through multiple degree tracks focused on wine education, food and wine pairing, hospitality training and the cultural appreciation of wine. **The Wine and Hospitality Training Center will be the hub for this expanded pathway program, centrally located within the wine program facilities on Napa Valley College's main campus.**



Culinary Arts

This fast-paced six-month intensive program follows a curriculum designed to teach culinary techniques required to be a successful professional fine-dining chef.



Hospitality Management

Designed to expose students to the fundamentals of the hospitality industry, the second largest employer in the Napa Valley.



Viticulture and Winery Technology

Based on a core curriculum of viticulture, winemaking, and wine marketing courses, students are prepared for entry-level positions and opportunities to advance their careers.



New Certificate Spotlight

Winery Chef Certificate:

This new certificate program prepares students for careers as a winery executive chef or sous chef. Students will learn how to create and deliver a food program for a typical winery, supporting a growing need in the Napa Valley.

In 2022-23 the College's Hospitality Culinary Tourism Management Program (HCTM) nearly doubled.

The following is a sampling of the degrees, certificates, and courses available to students in the new facility:

Degrees

- Culinary Arts – Professional
- Hospitality Management

Certificates

- Winery Chef Certificate
- Introductory Basic Culinary Skills
- Intermediate Basic Culinary Skills
- Culinary Arts – Advanced
- Hospitality Management

Courses

- Hospitality, Culinary and Tourism Management
- Advanced Culinary Class
- Intro to Hospitality Management
- Hospitality Cost Control
- Principles of Hotel Administration
- Culture and Cuisine



Napa Valley College Estate Pinot Noir and Chardonnay produced by our students.

There are more than 700 wineries in the Napa and Sonoma County areas, most of which do not yet have a food program. Wineries of all sizes are seeking trained chefs who can create and deliver a food tasting program to pair with wine tasting.

Growing Roots: The Viticulture and Winery Technology Program

Our mission is to prepare students for careers in viticulture, winery technology, marketing, and sales-related fields. We provide instruction in traditional practices using the newest technology found in today's wine industry.

We are grateful for John Trefethen and the Trefethen Family Winery's vision and support in founding the first laboratory classroom, which has been the cornerstone of the wine program. The legacy of this support will continue to be felt throughout generations of future students.

Trefethen



napa valley vintners

In gratitude to the Napa Valley Vintners for the construction of the Napa Valley Vintners Teaching Winery.

Our Viticulture and Winery Technology program provides students access to Viticulture, Winemaking, and Wine Marketing and Sales programs, granting certificate and Associate of Science degrees. Our program contains over 30 accredited classes with units that transfer to national and international four-year degree programs. Over the last few years, the program has conferred 66 degrees and 42 certificates.

The Napa Valley is one of the world's most renowned wine and viticulture regions, and it provides our students with unparalleled access to the most compelling and innovative industry practices.

- **Our Teaching Winery** The Napa Valley Vintners Teaching Winery is the first bonded winery in the California community college system.
- **Our programs** are designed for students of all ages and roles within the industry.
- **Our students benefit** from access to a professionally farmed, 6-acre teaching vineyard.
- **Our students work** with wine every day, advancing their skills from the vineyard, barrel room, bottling line, and sales training facility.
- **Our graduates' benefit from job placement rates exceeding 80%, well over the goal of 75% set by the program.**



In Napa County, the share of jobs in beverage manufacturing (winemaking) is 75 times larger than the national average.

Our courses have three areas of concentration: Viticulture & Enology, Winemaking, and Wine Marketing & Sales.



Degrees

- Viticulture
- Wine Marketing and Sales
- Winemaking



Certificates

- Viticulture and Enology
- Wine Marketing and Sales
- Wine Production
- Vineyard Management
- Vineyard Pest Scout
- Vineyard Pruning
- Viticulture Operations
- Wine Laboratory Technician
- Winery Management
- Winery Operations



Distance Education Wine Production Certificate

- Lab Analysis of Must/Wines
- Sensory Evaluation of Wine

Student Housing



The 580-bed project, "River Trail Village," is set to open fall 2024 and will provide needed housing to support students coming to Napa to live and work in the wine industry.



Napa Valley College Students

Many of the students in our wine program...

- Work within the industry every day, taking evening classes to improve their skills and advance their careers.
- Are English Language Learners (ELL) who receive training and career advancement services.
- Are second and third generation farm and cellar workers, often the first in their families to earn a college degree.



67% work local jobs and can only attend classes part-time.

More than half are considered economically disadvantaged.

30% come from families that cannot provide any contribution toward the cost of their education.

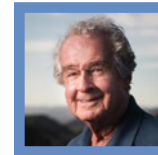
33% are first in their family to attend college.

56% are female.

1 in 5 are homeless or housing insecure.

50% experience some form of food insecurity.

Training to Industry Jobs



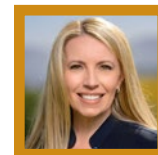
"Napa Valley College is a vital resource for our community, providing students with job-ready skills by receiving a high-quality, accessible, and affordable education. I've been lucky to be a guest lecturer in the wine marketing program class and have seen first-hand the quality of education these students receive."

—Warren Winiarski, Founder of Stag's Leap Wine Cellars



"The wine program at Napa Valley College is an invaluable resource both to students and to the wine industry. With its schedule of evening classes, the program is accessible for students currently employed in wineries. The program's remarkable job placement record ensures successful employment and a thriving, growing wine-producing community."

—Doug Shafer, Vintner



"Napa Valley College's wine program is a hidden gem in our valley and yet crucial to so many of us in the wine industry. The program provides a learning environment where students can work within the industry while taking classes. The positive impact that the College makes in our wine industry is immeasurable."

—Karen Fontanella, Fontanella Family Winery, NVC Foundation Board Member



"The wine program at Napa Valley College is ground zero for hands on experience to those looking to further their education in the wine industry. Students leave the program ready to work in the wine industry."

—Michael Baldacci, Winemaker, Baldacci Family Vineyards

Partner With Us

We are 75% there...

Join us to raise \$4 million to complete the Wine Education Complex at Napa Valley College with the construction of Phase II, the Wine and Hospitality Training Center.

Naming Recognition Opportunities

The following limited naming opportunities are available and can be named in recognition of the donor or in honor and memory of another person the donor wishes to recognize:

Exterior Wine & Hospitality Training Center Building	\$ 2,000,000
Interior Wine & Hospitality Training Center Atrium	\$ 1,000,000
Wine & Hospitality Training Center Terrace	\$ 500,000
Wine & Hospitality Training Center Tasting Area	\$ 250,000
Wine & Hospitality Training Center Demonstration Kitchen	\$ 250,000
Wine & Hospitality Training Center Columns (3)	\$ 100,000
Wine & Hospitality Tasting Prep Room	\$ 50,000
Exterior Terrace Seating (2)	\$ 25,000

The Founder's Circle is a group of visionary donors who support the Campaign for Napa Valley College's Wine & Hospitality Training Center with a one-time, transformational gift of \$25,000 or more. In addition to the limited recognition locations listed above, all other Founders Circle gifts will be prominently recognized on the Donor Recognition Display located in the Training Center Atrium area.

Gifts of all sizes are welcomed and will be recognized on the donor recognition display. For more information on opportunities please contact Jessica Thomason at Jessica.thomason@napavalley.edu or by calling (707) 256-7509.



Help us make a difference with a gift, today. Together we can reimagine wine education in the Napa Valley.

For more information please contact:
Napa Valley College Foundation
Executive Director, Jessica Thomason
Jessica.thomason@napavalley.edu
(707) 256-7509 (office)
(707) 230-8078 (cell)



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Federal ID: 23-7003565

Donations to the Napa Valley College Foundation are tax deductible.