



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 3/7/2017
Agenda Placement: 9F
Set Time: 10:00 AM
Estimated Report Time: 20 Minutes

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: Alice Hughey - Director
Housing and Intergovernmental Affairs

REPORT BY: Carlos Solorio, Management Analyst - 707-253-4825

SUBJECT: Presentation by Visit Napa Valley on FY 2015-16 NVTID Unincorporated and Countywide Marketing Results

RECOMMENDATION

Presentation by Visit Napa Valley on the Fiscal Year 2015-2016 marketing results and overview of Fiscal Year 2016-2017 activities.

EXECUTIVE SUMMARY

Visit Napa Valley provides tourism promotion services for the Napa Valley Tourism Improvement District (NVTID), the Napa Valley Tourism Corporation (NVTC), and the County of Napa. This presentation is a report on tourism promotion activities performed by Visit Napa Valley in Fiscal Year 2015-2016 and an overview of Fiscal Year 2016-2017 activities.

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

Visit Napa Valley specializes in tourism promotion in Napa Valley and is presenting to the Board a report on its annual activities as required by Agreement Nos. 8249, 160120B-16, and A-170675B-17.

SUPPORTING DOCUMENTS

A . Presentation

B . FY 2015-16 Year End Report

CEO Recommendation: Approve

Reviewed By: Molly Rattigan