



Agenda Date: 1/29/2008
Agenda Placement: 9B

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Siegel, Howard - Director
Community and Intergovernmental Affairs Division
REPORT BY: Celeste Buckley, Analyst - 253-4477
SUBJECT: Special Projects Fund Agreements

RECOMMENDATION

County Executive Officer requests approval of and authorization for the Chair to sign the following Special Projects Fund agreements for the term January 1, 2008 through December 31, 2010:

1. Agreement with Napa County Regional Park and Open Space District for a maximum of \$359,700 for outdoor recreation and educational opportunities;
2. Agreement with Arts Council Napa Valley for a maximum of \$290,000 for cultural needs assessment and strategic planning for art experiences and art education;
3. Agreement with Napa County Historical Society for a maximum of \$22,722 for the preservation of historical resources, objects, and archives of the Napa Valley; and
4. Agreement with Napa Valley Mustard Festival for a maximum of \$300,000 for marketing and promotion of off-peak and non-weekend tourism events and opportunities.

EXECUTIVE SUMMARY

Board policy allows for the budget transfer of General Fund revenue to the Special Projects fund in an amount equal to 12.5 percent of the prior calendar years actual Transient Occupancy Tax (TOT) revenue received by the County.

Procedural Requirement

1. Chair announces the agenda item.
2. Staff reports on the item.
3. Questions by the Board.
4. Chair invites public comments.
5. Member makes a motion.
6. Different member seconds the motion.

7. Board discussion and debate on the motion.
8. Chair calls for the vote.
9. If roll call vote requested by member, Clerk calls the roll.
10. Chair announces the result of the vote.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	SPECIAL PROJECTS FUND
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	The requested action is discretionary in that there is no mandate to transfer General Fund monies to the Special Projects Fund or to allocate Special Projects Fund revenue in any particular way. The attached funding agreements are in conformance with the policies previously adopt by the Board of Supervisors.
Is the general fund affected?	Yes
Future fiscal impact:	If approved, the recommended funding agreements would allocate a total of \$351,310 in FY 2007-08; \$233,612 in FY 2008-09; and \$387,500 in FY 2009-10.
Consequences if not approved:	If the recommendations are not approved, the activities for the requested funding will likely not occur or will be delayed indefinitely until other funding sources can be identified. In accordance with Board policy, unallocated revenue will revert to the Special Projects Fund fund balance and may be available for allocation in future years.
Additional Information:	

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

Board policy allows for the budget transfer of General Fund revenue to the Special Projects fund in an amount equal to 12.5 percent of the prior calendar years actual Transient Occupancy Tax (TOT) revenue received by the County. Board policy further states that 60 percent of annual Special Projects Fund revenue will be allocated to

parks and open space projects; 30 percent allocated to visitor management projects, and 10 percent to arts and cultural programs or services.

On August 15, 2007 a Request for Proposal (RFP) process was initiated that would utilize Special Project Fund revenue for Parks and Open Space, Arts and Culture, and Visitor Management projects. A four-member review committee was convened to review the proposals and make funding recommendations.

On December 4, 2007 the Napa County Board of Supervisors approved funding for five agencies and directed the Napa Valley Conference and Visitor's Bureau to return with an amended proposal at a later date. The Board directed staff to return with an agenda item requesting Board approval of the relevant funding agreements. Four agreements are presented for approval today and one (Berryessa Trails & Conservation) will return in one week for Board approval. The funding agreements are in alignment with the Board's direction and guiding principles for expenditure of Special Projects Funds revenue and project goals to:

- | Acquire, improve, and maintain parks and open space properties that provide regionally significant outdoor recreational opportunities in Napa County.
- | Promote off-peak seasonal and non-weekend tourism and visits to Napa County.
- | Promote tourism and visits that benefit all elements of the Napa County tourism economy (lodging, wine tasting/sales, fine dining, arts and culture, apparel and specialty retail).
- | Preserve historical resources, objects, and archives of Napa County.
- | Conduct a county wide needs assessment and create a cultural plan that will enhance access to art and cultural amenities for both Napa County residents and visitors.

The proposed agreements for approval today formalize the direction of the Board of Supervisors for the three-year funding term beginning January 1, 2008, as follows:

Regional Parks and Open Space District	\$359,700
Arts Council Napa Valley	\$290,000
Napa County Historical Society	\$22,722
Napa Valley Mustard Festival	<u>\$300,000</u>
Total Funding FY 2007-10	\$972,422

The four funding agreements are recommended for approval and all agencies proposed to receive funds are legally formed non-profit organizations exempt from State and Federal taxation, local government agencies, or for profit corporations legally organized and authorized to do business in the State of California.

In accordance with Board direction and pursuant to the RFP process all contract proceeds will be used for the provision of Parks and Open Space, Visitor Management, and/or Arts and Cultural programs and projects. The funding awarded will be used for projects of "regional significance" to Napa County as a whole, not individual cities, communities, or geographic areas.

The scope of work and funding for the projects is as follows:

Parks and Open Spaces

Napa County Regional Parks and Open Space District: An award of \$359,700 for the provision of outdoor recreation and educational opportunities -- Oat Hill Mine Trail, Camp Berryessa, Napa River/Bay Trail (FY 2007-08 \$150,000; FY 2008-09 \$27,700; FY 2009-10 \$182,000).

Arts and Culture

Arts Council Napa Valley: An award of \$290,000 for the preparation of a cultural plan, needs assessment, and strategic plan for the purpose of delivering quality art experiences and art education opportunities to residents and visitors of Napa County (FY 2007-08 \$90,000; FY 2008-09 \$100,000; FY 2009-10 \$100,000).

Napa County Historical Society: An award of \$22,722 for the preservation of historical resources, objects, and archives of the Napa Valley region (FY 2007-08 \$11,310; FY 2008-09 \$5,912; FY 2009-10 \$5,500).

Visitor Management:

Napa Valley Mustard Festival: An award of \$300,000 for the marketing and promotion of the Napa Valley Mustard Festival to include promotional packages with local businesses, marketing and distribution of materials, and promotion of mid-week events and opportunities (FY 2007-08 \$100,000; FY 2008-09 \$100,000; FY 2009-2010 \$100,000).

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Karen Collins