



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 11/12/2019  
Agenda Placement: 9B  
Set Time: 10:15 AM  
Estimated Report Time: 30 Minutes

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors  
**FROM:** Minh Tran - County Executive Officer  
County Executive Office  
**REPORT BY:** Molly Rattigan, Deputy County Executive Officer - 253-4112  
**SUBJECT:** Visit Napa Valley Annual Report

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### **RECOMMENDATION**

County Executive Officer requests the following related to the Napa Valley Tourism Improvement District:

1. Receive an annual report from Visit Napa Valley; and
2. Approval of and authorization for the Chair to sign an agreement with Visit Napa Valley for a maximum of \$437,000 for the term July 1, 2019 through June 30, 2020 for the provision of paid advertising and marketing services related to destination marketing of Napa County as a visitor destination.

### **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. Today's action includes a presentation of the annual report as required by the District Management Plan and the recommended approval of an agreement for visitor marketing and experience services.

### **PROCEDURAL REQUIREMENTS**

1. Report by Visit Napa Valley
2. Public Comments
3. Motion, second and vote on proposed annual agreement with Visit Napa Valley

### **FISCAL & STRATEGIC PLAN IMPACT**

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	Unincorporated Tourism Improvement District
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	This item is discretionary in that there is no mandate to provide marketing services. However, the Tourism Improvement District was created by the hoteliers and inn management for the purpose of marketing the Napa Valley as a tourism destination. The Local Governing Committee for the Unincorporated Area has recommended approval of this agreement.
Is the general fund affected?	No
Future fiscal impact:	None, this agreement ends on June 30, 2020.
Consequences if not approved:	If this item is not approved, the Local Governing Committee will need to identify an alternate use for funds.
County Strategic Plan pillar addressed:	Healthy, Safe, and Welcoming Place to Live, Work, and Visit
Additional Information:	

### **ENVIRONMENTAL IMPACT**

There is no Environmental Impact for this item.

### **BACKGROUND AND DISCUSSION**

On June 15, 2010, at the request of 50% of the hoteliers subject to the assessment pursuant to the Property and Business Improvement District Law of 1994, the Board of Supervisors created the Napa Valley Tourism Improvement District (NVTID). The purpose of the NVTID, as defined in the District Management Plan, is to promote tourism throughout Napa County by investing in marketing and tourist-serving programs. The activities of NVTID are funded by a 2% assessment on gross short-term room rentals at lodging businesses. 1.5% of funds generated are under the authority of the Napa Valley Tourism Corporation for management and expenditure and the remaining 0.5% remain under the authority of the home jurisdiction to determine how to spend.

In accordance with the District Management Plan, the Napa County Board of Supervisors has an Unincorporated Tourism Improvement District Management Committee that meets to make recommendations on how to expend the County's 0.5% and oversees any tourism programs supported by this funding.

The purpose of today's item is for Visit Napa Valley to present the annual report on all Tourism Improvement District activities from Visit Napa Valley and to seek Board approval of the annual agreement recommended by the Unincorporated Tourism Improvement District Management Committee.

The Unincorporated Tourism Improvement District Advisory committee is recommending the approval of an agreement with Visit Napa Valley this year in the amount of \$437,000. The Board of Supervisors previously approved the recommended agreement with the Vine Trail in the amount of \$100,000.

The agreement with Visit Napa Valley will be limited to paid advertising to promote consumer awareness of the

Napa Valley with the Wall Street Journal, ADAR, Facebook, Instagram, and Google Display Network. Additionally, a brand partnership co-op with Visit California and Saks Fifth Avenue is included. The paid media will reinforce the Napa Valley brand to drive awareness and interest in the Napa Valley among highly affluent travelers, inspiring visitation by driving prospects to the website. An Influencer campaign with Saks Fifth Avenue, including social, catalog and Flagship in-store events, will inspire new audiences by leveraging the clout of trusted brands and individuals. The paid advertising media buy includes 12.5 million print and digital impressions.

Visit Napa Valley was scheduled to present to the Board of Supervisors in July 2019. The presentation was moved to a future date due to Board scheduling needs. Therefore, this agreement is backdated to July 1st.

Estimated annual funding for the Unincorporated Tourism Improvement District is \$600,000. Unspent funds are maintained in the fund balance as a contingency fund or for future use.

### **SUPPORTING DOCUMENTS**

A . Annual Report

CEO Recommendation: Approve

Reviewed By: Helene Franchi