



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 12/15/2015
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NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Lawrance Florin - Director
Housing and Intergovernmental Affairs
REPORT BY: Carlos Solorio, Staff Services Analyst II - 707-253-4825
SUBJECT: Presentation by Visit Napa Valley on FY 2014-15 NVTID Countywide Marketing Results

RECOMMENDATION

Presentation by Visit Napa Valley on the Fiscal Year 2014-15 NVTID Countywide marketing results, and overview of Fiscal Year 2015-2016.

EXECUTIVE SUMMARY

Visit Napa Valley contracts with the Napa Valley Tourism Improvement District to carry out the activities of the District. This presentation is a report on the District activities performed by Visit Napa Valley in Fiscal Year 2014-2015, and an overview of 2015-2016 Activities, in accordance with Napa County Agreements 7492 and 8442.

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

The Napa Valley Tourism Improvement District (NVTID) was established by the Napa County Board of Supervisors on June 15, 2010. The NVTID was formed under the provisions of the Property and Business Improvement District Law of 1994 (Streets and Highways Code Section 36600 et seq., hereafter "94 Act"). The NVTID is funded by a 2% assessment on gross short term (less than 30 days) room rentals on lodging businesses in both the incorporated cities and town, as well as the unincorporated areas. The assessment revenues promote tourism throughout Napa Valley, and a dedicated portion of .5%, or 25% of the total assessment is available to each of the local jurisdictions to promote tourism in each of the local jurisdictions

Visit Napa Valley has contracted with the NVTID since its creation to carry out the district's tourism promotion activities. Today, Visit Napa Valley will present a report on the annual activities of the NVTC, as required by Agreements 8442 and 7492.

SUPPORTING DOCUMENTS

A . FY 2014-2015 Year End Report

CEO Recommendation: Approve

Reviewed By: Molly Rattigan