



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 6/6/2017
Agenda Placement: 6DD

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Alice Hughey for Minh Tran - Interim County Executive Officer
County Executive Office
REPORT BY: Carlos Solorio, Management Analyst - 707-253-4825
SUBJECT: Special Projects Fund Grants by Board Designation for Fiscal Year 2017-2018

RECOMMENDATION

County Executive Officer requests approval of and authorization for the Chair to sign the following Special Projects Fund grant agreements:

1. Arts Council Napa Valley for a maximum of \$24,498 for the term July 1, 2017 through June 30, 2018 for Arts in April;
2. Visit Napa Valley for a maximum of \$326,658 for the term July 1, 2017 through June 30, 2018 for the provision of visitor management services; and
3. Arts Council Napa Valley for a maximum of \$40,830 for the term July 1, 2017 through June 30, 2018 for the provision of arts management services.

EXECUTIVE SUMMARY

Today's action will allow for the execution of grant agreements with Visit Napa Valley and Arts Council Napa Valley for Special Project Fund designations previously made by the Board.

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 Special Projects Fund and the funding of Arts and Culture and Visitor Management projects are not required by law, but have been identified as a priority of the Board. The award of these grants is in accordance with the Board's direction to staff relating to allocation of the Special Projects Fund.

Is the general fund affected? Yes

Future fiscal impact: Future funding will be based on direction provided by the Board of Supervisors.

Consequences if not approved: If these recommendations are not approved, staff would need to request additional Board direction on the award of grants.

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

On November 2004, Napa County voters approved a 1.5% increase in the Transient Occupancy Tax (TOT) rate charged to visitors renting hotel and motel rooms in the unincorporated area. The increase took effect on January 1, 2005 and was not dedicated to any specific purpose. As a result, the Board established the Special Projects Fund for projects related to Parks and Open Space, Visitor Management, and Arts and Culture and committed an annual contribution of 12.5% of the prior calendar year's total TOT revenues to the Special Projects Fund, fiscal conditions permitting. In 2010, the Board authorized the continued financing of the three priority areas of the Special Projects Fund, which was re-authorized by the Board in 2012 through Fiscal Year 2017-18.

The Special Projects Fund currently finances programs or projects related to three priority areas: Parks and Open Space (60%), Visitor Management (30%), and Arts and Culture (10%). Of the 10% designation for arts and culture projects, 25% is reserved for art-related projects and programs proposed by the Arts Council Napa Valley (ACNV). The remaining 75% is reserved for the purpose of awarding Arts Capacity-Building grants. The 30% designation reserved for Visitor Management is divided into a 5% designation to fund the Arts Council's producer's participation in Arts in April, 66 2/3% for marketing activities Visit Napa Valley marketing approved under the Napa Valley Tourism Improvement District Management District Plan, and the remaining 28.3% for additional visitor management grant proposals. (The competitive grant agreements for the latter category will be presented in a separate report.)

Today's action will allow for the orderly execution of grant agreements for Visit Napa Valley and the Arts Council Napa Valley.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Carlos Solorio