



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 8/27/2019  
Agenda Placement: 9C  
Set Time: 9:15 AM  
Estimated Report Time: 15 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 and NVTID Unincorporated Funding

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### **RECOMMENDATION**

County Executive Officer requests the Board receive an annual report from Visit Napa Valley as required by the Napa Valley Tourism Improvement District.

### **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. The Fiscal Year 2019-2020 agreement will be brought back on consent at a future meeting.

### **PROCEDURAL REQUIREMENTS**

No Action Required

### **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**

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 with 1.4% of funds generated allocated to the authority of the Napa Valley Tourism Corporation for management and expenditure, 0.1% for administrative costs related to collection, and the remaining 0.5% remain under the authority of the home jurisdiction to determine how to spend. A memo detailing the creation and management of the Napa Valley Tourism Improvement District is attached to this item.

In accordance with the District Management Plan, the Napa County Board of Supervisors has an Unincorporated Tourism Improvement District Local Governance 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 plans for expending funds in Fiscal Year 2019-2020. The Unincorporated Tourism Improvement District Local Governance Committee has recommended approval of an agreement in the amount of \$400,000. This contract will be brought to the Board of Supervisors at a future meeting date.

Estimated annual funding for the Unincorporated Tourism Improvement District is \$600,000. The Board of Supervisors previously approved a \$100,000 grant agreement with the Vine Trail for design, engineering and construction costs. Unspent funds are maintained in the fund balance as a contingency fund or for future use.

**SUPPORTING DOCUMENTS**

A . Visit Napa Valley Annual Report

CEO Recommendation: Approve

Reviewed By: Molly Rattigan