



Napa County

Board Agenda Letter

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Board of Supervisors

Agenda Date: 12/14/2021

File ID #: 21-1270

TO: Board of Supervisors
FROM: Minh C. Tran, County Executive Officer
REPORT BY: Becky Craig, Assistant County Executive Officer
SUBJECT: NVTID and Visit Napa Valley Board Annual Updates

RECOMMENDATION

SET MATTER 10:30 A.M. - 30 Minutes

County Executive Officer requests the Board receive an annual report from representatives of the Unincorporated Napa Valley Tourism Improvement District and Visit Napa Valley.

EXECUTIVE SUMMARY

The Unincorporated Tourism Improvement District Management Committee's members are appointed by the Board of Supervisors and meet quarterly to review and advise on tourism programs.

FISCAL & STRATEGIC PLAN IMPACT

Is there a Fiscal Impact? No
County Strategic Plan pillar addressed: Effective and Open Government

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: N/A

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 appointed an Unincorporated Tourism Improvement District Management Committee that meets to make recommendations regarding expenditure of the County's 0.5% and oversees any tourism programs supported by this funding. The purpose of today's item is for the Committee's Chair and the President and CEO of Visit Napa Valley to provide annual updates.