

**RESOLUTION NO. 2024 - \_\_\_\_**

**A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NAPA DECLARING ITS INTENTION TO RENEW THE NAPA VALLEY TOURISM IMPROVEMENT DISTRICT (NVTID) AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF**

**WHEREAS**, the Property and Business Improvement Law of 1994, Streets and Highways Code § 36600 et seq., authorizes cities and counties to establish and renew property and business improvement districts for the purposes of promoting tourism; and

**WHEREAS**, the Napa Valley Tourism Improvement District (NVTID) was established in 2010, for a five-year period, pursuant to the Property and Business Improvement Law of 1994; and

**WHEREAS**, the NVTID was subsequently renewed on June 10, 2014, by Resolution No. 2014-64, for a ten (10) year term which ends on June 15, 2025; and

**WHEREAS**, Visit Napa Valley, lodging business owners, and representatives from the County have met to consider the renewal of the NVTID; and

**WHEREAS**, Visit Napa Valley has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the NVTID, a service plan and budget, and a proposed means of governance; and

**WHEREAS**, the renewed NVTID includes all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of the cities of American Canyon, Calistoga, Napa, and St. Helena, the Town of Yountville, and the unincorporated area of the County of Napa (jurisdictions); and

**WHEREAS**, consent to include lodging businesses in their respective jurisdictions will be requested from the cities of American Canyon, Calistoga, Napa, and St. Helena and the town of Yountville; and

**WHEREAS**, lodging business who will pay more than fifty percent (50%) of the assessment under the NVTID have petitioned the Board of Supervisors to renew the NVTID.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF SUPERVISORS THAT:**

1. The recitals set forth herein are true and correct.
2. The Board of Supervisors finds that lodging businesses that will pay more than fifty percent (50%) of the assessment proposed in the Plan have signed and submitted petitions in support of the renewal of the NVTID. The Board of Supervisors accepts the petitions and adopts this Resolution of Intention to renew the NVTID and to levy an assessment on lodging businesses within the NVTID boundaries in accordance with the Property and Business Improvement

District Law of 1994.

3. The Board of Supervisors finds that the Plan satisfies all requirements of Streets and Highways Code §36622.
4. The Board of Supervisors declares its intention to renew the NVTID and to levy and collect assessments on lodging businesses within the NVTID boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The NVTID shall include all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of the cities of American Canyon, Calistoga, Napa, and St. Helena, the Town of Yountville, and the unincorporated area of the County of Napa, as shown in the map attached as Exhibit A.
6. The name of the district shall remain the Napa Valley Tourism Improvement District (NVTID).
7. The annual assessment rate is two percent (2%) of gross short-term (30 days or less) sleeping room rental revenue. In years three (3), six (6) and nine (9) of the NVTID's term, the assessment rate may be recommended to be increased by the Visit Napa Valley Board of Directors and then brought to the Napa Valley Tourism Corporation Board for final approval. The maximum increase in years three (3), six (6) and nine (9) shall be one half of one percent (0.5%). The total assessment rate may not exceed three percent (3%) of gross short-term (30 days or less) sleeping room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days. Stays by government employees on government business shall not be subject to assessment. "Government employee" shall mean foreign or domestic government employees subject to exemption from transient occupancy tax pursuant to each municipality's municipal/county code.
8. The assessments levied for the NVTID shall be applied toward valley-wide marketing and sales and local jurisdiction destination marketing programs to market assessed lodging businesses in NVTID as tourist, meeting, and event destinations, as described in the Plan. Funds remaining at the end of any year may be used in subsequent years in which NVTID assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
9. The renewed NVTID will have a ten (10) year term, beginning June 16, 2025 or as soon as possible thereafter, and ending ten (10) years from its start date, unless renewed pursuant to Streets and Highways Code § 36660.
10. Bonds shall not be issued.
11. The time and place for the public meeting to hear testimony on renewing the NVTID and levying assessments are set for December 3, 2024, at 9:00 AM, or as soon thereafter as the matter may be heard, at the Board of Supervisors Chambers located at 1195 Third Street, Third Floor, Napa, CA 94559.
12. The time and place for the public hearing to renew the NVTID and the levy of assessments are

set for December 17, 2024, at 9:00 AM, or as soon thereafter as the matter may be heard, at the Board of Supervisors Chambers located at 1195 Third Street, Third Floor, Napa, CA 94559. The Clerk of the Board is directed to provide written notice to the lodging businesses subject to assessment of the date and time of the meeting and hearing, and to provide that notice as required by Streets and Highways Code §36623, no later than October 18, 2024.

13. At both the public meeting and hearing, the testimony of all interested persons for or against the renewal of the NVTID may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the lodging businesses within the renewed NVTID that will pay fifty percent (50%) or more of the estimated total assessment of the entire NVTID, no further proceedings to renew the NVTID shall occur for a period of one (1) year.
14. The complete Plan is on file with the Clerk of the Board and may be reviewed upon request.
15. This resolution shall take effect immediately upon its adoption by the Board of Supervisors.

**THE FOREGOING RESOLUTION WAS DULY AND REGULARLY ADOPTED** by the Napa County Board of Supervisors, State of California, at a regular meeting of the Board held on the 15th day of October, 2024, by the following vote:

AYES:	SUPERVISORS	
NOES:	SUPERVISORS	
ABSTAIN:	SUPERVISORS	
ABSENT:	SUPERVISORS	

NAPA COUNTY, a political subdivision of the State of California

By: \_\_\_\_\_,  
 JOELLE GALLAGHER, Chair of the Board of Supervisors

APPROVED AS TO FORM Office of County Counsel  By: S. Darbinian Deputy County Counsel  Date: October 9, 2024	APPROVED BY THE NAPA COUNTY BOARD OF SUPERVISORS  Date: Processed By:  _____ Deputy Clerk of the Board	ATTEST: Clerk of the Board of Supervisors  By: _____
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**EXHIBIT A**

District Boundaries

