

Department Overview

On June 15, 2010, the County of Napa approved Resolution No. 2010-72 which created the Napa Valley Tourism Improvement District (NVTID), a benefit assessment district which includes all incorporated jurisdictions including the Town of Yountville and the unincorporated county. The NVTID levies a self-assessment of 2% of gross revenues on short-term (less than 30 days) room rental revenue on all lodging businesses. The NVTID was initially approved in 2010 for five (5) years and was then extended for an additional ten (10) years in 2015. The assessment revenue must be used for marketing, sales promotions and other tourist serving activities designed to increase tourism and to market the Napa Valley as a tourist, meeting and event destination.

The 2% self-assessment is allocated with 1.5% provided to the Napa Valley Tourism Corporation (NVTC) to administer the valley wide sales and marketing effort and .5% which is allocated to each local jurisdiction for tourism-related expenditures in accordance with the Management Plan in the individual jurisdiction.

The Town collects the 2% NVTID assessment at the same time as it collects the Town's TOT taxes levied on lodging properties located in the Town. The Town forwards 1.5% to the County of Napa for the regional NVTID distribution and place .5% in the local NVTID-Yountville agency fund administered by the Town of Yountville serving as its fiduciary agent. In accordance with the NVTID Management Plan, the Town in its capacity as tax collector is paid a 1% administrative fee for its cost in collecting and forwarding assessment money and support of the local governing body.

The NVTID-Yountville local governing body is responsible for the development of an annual work plan, budget, approval of expenditures, and appropriate reports to the NVTID, Town of Yountville and County of Napa as may be required. The local governing body consists of four (4) lodging property representatives, one (1) Chamber of Commerce Board of Directors member, one (1) Town of Yountville elected official and the Town Manager or designee.

2019-2020 Accomplishments

- Local governing body launched continuing promotional and marketing efforts.
- Funded the Yountville Trip Advisor web page and management costs for the web page with Yountville Chamber of Commerce.
- Funded social media campaign and expanded marketing efforts to target markets through a contract with the Yountville Chamber of Commerce. This is consistent with the NVTID branding strategy, to use social media to market Yountville as a destination.
- Funded a number of targeted familiarization (FAM) trips for media travel writers.
- Provided grants to Napa Valley Museum at Yountville, Napa Valley Performing Arts Center at Lincoln Theatre, and the Yountville International Short Film Festival.
- Provided funding for purchase of seasonal street banners.

2020-2021 Goals and Objectives

- Continue to collect and account for the 2% Tourism Improvement Assessment.
- Maintain funding for the successful partnerships and marketing programs designed to bring visitors to Yountville in the shoulder season.
- Evaluate new programs and initiatives and implement based on results of the adopted May 2018 Strategic Planning Retreat.

Budget Highlights

- This budget is shown for informational and planning purposes; actual approval of program expenditures are done by the NVTID-Yountville local governing body.
- The Town of Yountville serves as the NVTID-Yountville's fiduciary entity.

Town of Yountville
TOURISM IMPROVEMENT DISTRICT ASSESSMENT FUND
Fund 22 - Department 1015

		2017-18 ACTUAL	2018-19 ACTUAL	2019-20 BUDGET	2019-20 ESTIMATED	2020-21 PROPOSED
■ BEGINNING FUND BALANCE		\$ 559,649	\$ 505,149	\$ 445,482	\$ 529,779	\$ 436,335
REVENUE						
3301	Investment Earnings	4,107	9,461	5,000	6,500	5,000
3040	Tourism Assessment - County	781,625	929,723	863,333	675,250	647,500
3041	Tourism Assessment - Local	264,067	314,095	291,667	228,125	218,750
3042	Tourism Assessment - Admin	10,563	12,564	11,667	9,125	8,750
	Total Revenues	\$ 1,060,362	\$ 1,265,843	\$ 1,171,667	\$ 919,000	\$ 880,000
EXPENDITURES						
4280	County Assessment Pass Through (74%)	781,639	929,723	863,333	675,250	647,500
Yountville TID Share (25%)						
4210	Contract Services	55,000	-	-	-	-
4990	Community Outreach & Promotion	268,611	298,926	260,000	328,069	260,000
	Total Expenditures	\$ 1,105,250	\$ 1,228,649	\$ 1,123,333	\$ 1,003,319	\$ 907,500
TRANSFER TO GENERAL FUND						
7900	Administration Fee (1%)	(9,612)	(12,564)	(11,667)	(9,125)	(8,750)
	Total Transfers	\$ (9,612)	\$ (12,564)	\$ (11,667)	\$ (9,125)	\$ (8,750)
■ ENDING FUND BALANCE		\$ 505,149	\$ 529,779	\$ 482,149	\$ 436,335	\$ 400,085
	Net Change in Fund Balance	(54,500)	24,630	36,667	(93,444)	(36,250)
FUND BALANCE ALLOCATIONS						
	Assigned for Local Agency TID Reserve Fund	-	170,000	170,000	170,000	170,000
	Unassigned Fund Balance	505,149	359,779	312,149	266,335	230,085
■ Total Fund Balance		\$ 505,149	\$ 529,779	\$ 482,149	\$ 436,335	\$ 400,085
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