

Town of Yountville

Resolution Number 20-3989

Approving an Amendment to Professional Services Agreement between the Town of Yountville and the Yountville Chamber of Commerce for the Provision of Marketing and Promotional Services and Operation of Visitor Information Center from July 1, 2020 through June 30, 2023 to fund additional coordinated Up Valley COVID19 Reopening Marketing Campaign and to provide additional \$25,000 from unassigned fund balance.

Recitals

- A. The Town Council recognizes that Yountville is an internationally renowned tourist destination resort known for its high end resorts and spas, exceptional wines, highly regarded restaurants and general commerce celebrating the wine and culinary lifestyle that makes Yountville the “Heart of the Napa Valley” and where one comes to “Taste Life Here”.
- B. The Town recognizes that tourism and general commerce constitute the major industry and generate significant municipal revenues in Yountville. The Town’s general fund derives significant revenues, over 75%, from the Transient Occupancy Tax (TOT) and sales tax generated by tourism which is the single largest source of General Fund revenue to fund core governmental services. Local property taxes are not sufficient to pay for the combined contract costs for public safety (law enforcement and fire and emergency medical services).
- C. The COVID-19 Pandemic situation shows that the Town is not immune to fiscal challenges and that destination marketing and promotion is necessary to restore TOT and sales tax revenue derived from visitors to Yountville.
- D. When adopting this three-year agreement, Town Council members strongly encouraged the Chamber CEO and Town Manager to evaluate funding additional marketing efforts beyond what is included in the agreement.
- E. The Cities of Calistoga, St. Helena and Yountville Town/City Managers and Chamber Executives have developed an upvalley focused rural destination marketing campaign targeted for the June to September 2020 time period to jointly combine \$25,000 from each jurisdiction to collaboratively fund this promotional effort.
- F. Section 37110 of the California Government Code authorizes the expenditures of money accruing to the General Fund in the Fiscal Year for such promotion and marketing.

Now therefore, the Town Council of the Town of Yountville does resolve as follows:

- 1. Adopts Resolution Approving amendment to the Professional Services Agreement between the Town of Yountville and the Yountville Chamber of Commerce for the Provision of Marketing and Promotional Services and Operation of Visitor Information Center from July 1, 2020 through June 30, 2023 to fund additional coordinated Up Valley COVID-19 Reopening Marketing Campaign and to provide additional \$25,000 from the unassigned fund balance.
- 2. Authorizes Town Manager to sign amendment up to the budgeted amount.
- 3. Funding for this project is allocated from the FY19/20 Unassigned Fund Balance.

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4. The Resolution is hereby adopted and becomes effective and in full force immediately upon adoption.

PASSED AND ADOPTED at a regular meeting of the Town Council of the Town of Yountville, State of California, held on this 19th day of May, 2020 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

John F. Dunbar, Mayor

ATTEST:

Michelle Dahme, CMC
Town Clerk