A Tradition of Stewardship
A Commitment to Service

Agenda Date: 12/15/2020
Agenda Placement: 9E
Set Time: 11:00 AM
Estimated Report Time: 30 Minutes

NAPA COUNTY BOARD OF SUPERVISORS
Board Agenda Letter

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 Board Update

RECOMMENDATION

County Executive Officer requests the following related to the Unincorporated Napa Valley Tourism Improvement District:

1. Receive the required annual report from Visit Napa Valley; and
2. Approval of and authorization for the Chair to sign an agreement with Visit Napa Valley for a maximum of $100,000 for the term July 1, 2020 through June 30, 2021 for the provision of direct digital impressions and marketing services related to destination marketing of Napa County as a visitor destination during and after the COVID-19 pandemic.

EXECUTIVE SUMMARY

The Unincorporated Tourism Improvement District Advisory committee is recommending the approval of an agreement with Visit Napa Valley this year in the amount of $100,000. The agreement with Visit Napa Valley will be limited to paid advertising to promote consumer awareness of the Napa Valley with Facebook, Google Display Network, Pandora, Clear Channel and more. The paid media will reinforce the Napa Valley brand to drive awareness and interest in the Napa Valley with an emphasis on what visitors can expect during and after the pandemic.

PROCEDURAL REQUIREMENTS

1. Visit Napa Valley Report
2. Public Comment
3. Motion, second and vote on item

FISCAL & STRATEGIC PLAN IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	Unincorporated Tourism Improvement District
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	Napa County receives a portion of the Tourism Improvement District funding that must be spent strictly for marketing purposes per the District Management Plan.
Is the general fund affected?	No
Future fiscal impact:	None
Consequences if not approved:	If this item is not approved, Napa County will need to identify another way to spend these funds on marketing or they would remain in the fund balance.
County Strategic Plan pillar addressed:	Healthy, Safe, and Welcoming Place to Live, Work, and Visit
Additional Information:	The Local Governance Committee has thoroughly reviewed current and anticipated revenues following the COVID-19 pandemic and the 2020 wildfires. The amount proposed helps maintain a fund balance while still achieving the purpose of the Tourism Improvement District. Revenues and appropriations will be reevaluated in February 2021.

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. 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 an Unincorporated Tourism Improvement District Management 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 to seek Board approval of the annual agreement recommended by the Unincorporated Tourism Improvement District Management Committee.

The Unincorporated Tourism Improvement District Advisory committee is recommending the approval of an agreement with Visit Napa Valley this year in the amount of $100,000. The agreement with Visit Napa Valley will be limited to paid advertising to promote consumer awareness of the Napa Valley with Facebook, Google Display Network, Pandora, Clear Channel and more. The paid media will reinforce the Napa Valley brand to drive awareness and interest in the Napa Valley among highly affluent travelers, inspiring visitation by driving prospects to the website.

The paid advertising media will include what visitors can expect from Napa Valley during and after the pandemic. Visit Napa Valley was scheduled to present to the Board of Supervisors in July 2020, however, COVID-19 and the 2020 wildfires, required the committee to reassess all anticipated revenues and make difficult decisions as to how to allocate funds this year. Therefore, this agreement is backdated to July 1st.

The Unincorporated Tourism Improvement District Management Committee will continue to evaluate revenues and make recommendations as needed.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Samuel Ross