

Town of Yountville

Resolution Number 24-4327

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF YOUNTVILLE GRANTING CONSENT TO THE COUNTY OF NAPA TO RENEW THE NAPA VALLEY TOURISM IMPROVEMENT DISTRICT (NVTID) AND INCLUDE THE TOWN OF YOUNTVILLE IN THE NVTID.

Recitals

- A. The Napa Valley Tourism Improvement District (NVTID) is a benefit assessment district established under the Property and Business Improvement Law of 1994 (Sts. & Hy. Code, § 36600, et seq.) to fund destination marketing and tourism promotion for lodging businesses in Napa Valley, including within the Town of Yountville.
- B. The renewal of the NVTID, with the inclusion of the Town of Yountville, will allow for the continuation of marketing and promotional efforts essential to maintaining and growing the tourism sector in Napa Valley, thereby benefiting the community and local economy.
- C. The NVTID will operate under a Management District Plan, attached hereto as Exhibit “A”, which details assessment boundaries and includes a service plan and budget, with assessments to be collected based on a rate of two percent (2%) of gross short-term rental revenues from lodging businesses. In years three (3), six (6) and nine (9) of the NVTID’s renewal term, the assessment rate may be increased upon recommendation of the Visit Napa Valley Board of Directors and approval by the Napa Valley Tourism Corporation Board, but in no case may the assessment rate exceed three percent (3%).
- D. The renewed NVTID shall have a term of ten (10) years, beginning on or after June 26, 2025, during which assessed business owners retain the right to protest and initiate proceedings for termination of the NVTID under certain conditions.
- E. On October 15, 2024 the Board of Supervisors of the County of Napa adopted a Resolution requesting consent from the Town of Yountville to renew the NVTID.
- F. Town staff recommends the Town Council approve the renewal and grant consent to the County of Napa for the inclusion of the Town of Yountville in the NVTID in accordance with Sts. & Hy. Code, § 36620.5.

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

- 1. The Town of Yountville hereby grants its consent to the County of Napa for the renewal of the Napa Valley Tourism Improvement District (NVTID) and for the inclusion of the Town of Yountville in the NVTID, in accordance with the Management District Plan.
- 2. The Town Manager is hereby authorized and directed to take any actions necessary and appropriate to effectuate the inclusion of the Town of Yountville in the NVTID, including execution of any agreements with the County of Napa as needed.

3. The Town Clerk shall attest and certify to the passage and adoption of this Resolution, and it shall become effective immediately upon its approval.

PASSED AND ADOPTED at a regular meeting of the Town Council of the Town of Yountville, State of California, held on this 3rd day of December 2024 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Margie Mohler, Mayor

ATTEST:

Hilary Gaede, Communications Director/ Town Clerk