

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

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 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.

2020/2021 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. Targeted marketing efforts related to COVID-19 recovery.
- Funded several targeted familiarization (FAM) trips for media travel writers.

2021/2022 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.
- Continue COVID-19 recovery and marketing strategy.

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.

Did You Know?

- Visit Napa Valley is one of the Napa Valley Tourism Improvement District's tolls for marketing Yountville to travelers around the world.

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	2018/2019 ACTUAL	2019/2020 ACTUAL	2020/2021 BUDGET	2020/2021 ESTIMATED	2021/2022 PROPOSED
■ BEGINNING FUND BALANCE	\$ 505,149	\$ 529,779	\$ 445,482	\$ 424,311	\$ 294,511
REVENUE					
3301 Investment Earnings	9,461	8,024	5,000	2,000	2,000
3040 Tourism Assessment - County	929,723	699,155	647,500	522,500	647,500
3041 Tourism Assessment - Local	314,095	236,201	218,750	178,750	218,750
3042 Tourism Assessment - Admin	12,564	9,448	8,750	7,083	8,750
Total Revenues	\$ 1,265,843	\$ 952,828	\$ 880,000	\$ 710,333	\$ 877,000
EXPENDITURES					
4280 County Assessment Pass Through (74%)	929,723	705,188	647,500	522,500	647,500
Yountville TID Share (25%)					
4210 Contract Services	-	-	-	-	-
4990 Community Outreach & Promotion	298,926	343,663	260,000	310,550	260,000
Total Expenditures	\$ 1,228,649	\$ 1,048,851	\$ 907,500	\$ 833,050	\$ 907,500
TRANSFER TO GENERAL FUND					
7900 Administration Fee (1%)	(12,564)	(9,445)	(8,750)	(7,083)	(8,750)
Total Transfers	\$ (12,564)	\$ (9,445)	\$ (8,750)	\$ (7,083)	\$ (8,750)
■ ENDING FUND BALANCE	\$ 529,779	\$ 424,311	\$ 409,232	\$ 294,511	\$ 255,261
Net Change in Fund Balance	24,630	(105,468)	(36,250)	(129,800)	(39,250)
FUND BALANCE ALLOCATIONS					
Assigned for Local Agency TID Reserve Fund	-	170,000	170,000	170,000	170,000
Unassigned Fund Balance	529,779	254,311	239,232	124,511	85,261
■ Total Fund Balance	\$ 529,779	\$ 424,311	\$ 409,232	\$ 294,511	\$ 255,261
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