



NAPA VALLEY TOURISM BUSINESS IMPROVEMENT DISTRICT MEETING AGENDA

City Hall - Council Chambers
4381 Broadway St., Suite 201, American Canyon
March 2, 2023
9:30 AM

Chair: Valerie Zizak-Morais, President/CEO, Napa Valley Chamber of Commerce/Welcome Center

Vice Chair: David Oro, Councilmember, City of American Canyon

Secretary/Treasurer: Jason Holley, City Manager, City of American Canyon

Committee Members: Erik Burrow, General Manager, Doubletree Hotel; Kenneth Tanahal, General Manager, Fairfield Inn & Suites; Kenta Kamohara, General Manager, Holiday Inn Express; Buzz Butler, Hotel Representative

Consistent with Government Code Section 54953 and the American Canyon City Council Resolution Declaring the Existence of a Local Emergency due to the COVID-19 Pandemic, this meeting will be held by Zoom Teleconferencing only to promote local, state, and federal guidelines and social distancing recommendations for the containment of the coronavirus. City officials and members of the public are invited to attend the meeting via teleconference. This meeting will not be broadcasted live.

PUBLIC PARTICIPATION

Oral comments, during the meeting: Oral comments can be made in person during the meeting. A Zoom Webinar has been established for public comments made via zoom. To give your public comment via zoom, use the Register to Speak feature of eComments, connect via the below Zoom link and use the “raise your hand” tool, or call into the zoom meeting at 408-638-0968 and press *9 to “raise your hand” when the item is called. To avoid confusion, all hands raised outside of Public Comment periods will be lowered.

Written comments, via eComments: Please submit written comments through the eComments link, located on the Meetings & Agendas page of our website [here](#). Comments will be available to committee members in real time. To allow for review of comments, eComments will close at 7:00 AM on the day of the meeting. All comments received will be posted online and become part of the meeting record.

Zoom Meeting Link: [Click here](#)

Webinar ID: 874 5660 4225 Passcode: 845994

The above-identified measures exceed all legal requirements for participation in public comment, including those imposed by the Ralph M. Brown Act. For more information, please call the Office of the City Clerk at (707) 647-4369 or email cityclerk@cityofamericancanyon.org.

AGENDA MATERIALS: TBID agenda materials are published 72 hours prior to the meeting and are available to the public via the City’s website at www.cityofamericancanyon.org.

AMERICANS WITH DISABILITIES ACT: The Napa Valley Tourism Business Improvement District

Committee will provide materials in appropriate alternative formats to comply with the Americans with Disabilities Act. Please send a written request to City Clerk at 4381 Broadway, Suite 201, American Canyon, CA 94503 or by email to cityclerk@cityofamericancanyon.org. Include your name, address, phone number and brief description of the requested materials, as well as your preferred alternative format or auxiliary aid, at least three calendar days before the meeting.

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

*This time is reserved for members of the public to address the Napa Valley Tourism Business Improvement District Committee on items not on the agenda and are within the subject matter jurisdiction of the committee. Comments are limited to 3 minutes. To provide an oral comment for an item on the agenda click the "raise your hand" button if joining by computer, or press *9 if joining by phone, when the item is called. To avoid confusion, any "raised hands" outside of the Public Comment period will be lowered.*

AGENDA CHANGES

Committee members may change the order of the agenda, or request discussion of a Consent item. The public may request discussion of a Consent items by providing a written comment through the Public Comment Portal prior to the meeting.

CONSENT

1. **TBID Minutes of the March 3, 2022 Special Meeting**
Recommendation: Approve the Minutes of the March 3, 2022 Napa Valley Tourism Business Improvement District Special Meeting. (ACTION)
2. **TBID Minutes of the October 7, 2022 Special Meeting**
Recommendation: Approve the Minutes of the October 7, 2022 Napa Valley Tourism Business Improvement District Special Meeting. (ACTION)

BUSINESS

3. **Review and discuss TBID donation policy.**
4. **TBID Financial Reports**
Recommendation: Review and approve the TBID Financial Reports for June through December 2022. (Action)
5. **TBID Fiscal Year 2022 Budget**
Recommendation: Review and approve the Napa Valley Tourism Business Improvement District budget for fiscal year 2022 (ACTION)
6. **Visit Napa Valley Update**
Recommendation: Receive an update from Visit Napa Valley. (Informational)

7. American Canyon Hotels Update

Recommendation: Receive an update from the American Canyon Hotels. **(Informational)**

8. American Canyon Chamber of Commerce/Welcome Center Update

Recommendation: Receive an update from the American Canyon Chamber of Commerce/Welcome Center. **(Informational)**

9. City of American Canyon Update

Recommendation: Receive an update from the City of American Canyon. **(Informational)**

COMMITTEE MEMBER COMMENTS

Committee members may comment on matters of public concern and announce matters of public interest; no collective committee action will be taken.

ADJOURNMENT

CERTIFICATION

I, Cherri Walton, CMC, Deputy Clerk for the City of American Canyon, do hereby declare that the foregoing agenda of the Tourism Business Improvement District was posted in compliance with the Brown Act prior to the meeting date.

Cherri Walton, CMC, Deputy City Clerk

CITY OF AMERICAN CANYON
NAPA VALLEY TOURISM BUSINESS DISTRICT MEETING

ACTION MINUTES

March 3, 2022

CALL TO ORDER

The meeting was called to order at 9:30 a.m.

MEETING ANNOUNCEMENT

The meeting announcement was made.

ROLL CALL

Present: Chair Valerie Zizak-Morais; Vice Chair David Oro; Secretary/Treasurer Jason Holley
Committee Members: Erik Burrow, Kenta Kamohara

Absent: Committee Members Buzz Butler and Kenneth Tanahal

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

None

AGENDA CHANGES

There were no agenda changes.

CONSENT

1. TBID Minutes of January 3, 2022

Action: Motion by Vice Chair Oro to approve the Minutes of January 3, 2022, Napa Valley Tourism Business Improvement District Meeting, seconded by Committee Member Kamohara, and carried by unanimous vote.

BUSINESS

2. Sponsorship opportunities for Brenda Knight Events.

The Committee discussed sponsorship opportunities for Brenda Knight Events.

Action: Motion by Chair Zizak-Morais to approve a scholarship of \$3450 to the Local Festival Arts Foundation for a Juneteenth event, seconded by Secretary/Treasurer Holley, and carried by unanimous vote.

Action: Motion by Committee Member Burrow to form a subcommittee to establish a process for scholarship requests with Vice Chair Oro and Committee Member Kamohara serving, seconded by Secretary/Treasurer Holley, and carried by unanimous vote.

3. Visit Napa Valley Update

The Committee received an update from Visit Napa Valley.

4. American Canyon Chamber of Commerce/Welcome Center Update

The Committee received an update from the American Canyon Chamber of Commerce/Welcome Center.

5. Marketing opportunities for American Canyon Hotels

The Committee discussed upcoming marketing opportunities for American Canyon Hotels.

6. American Canyon Hotels Update

The Committee received an update on the American Canyon Hotels from Committee Member Kamohara, Holiday Inn Express, and from Committee Member Burrow, Doubletree Hotel.

7. City of American Canyon Update

The Committee received an update on the City of American Canyon from Secretary/Treasurer Holley.

Committee Member Oro left the meeting at 11:34 a.m.

8. TBID December 2021 Financial Reports

The Committee reviewed the TBID Financial Reports for December 2021. Chair Zizak-Morais will meet with the City of American Canyon Finance Director to review TBID budget.

Action: Motion to approve the December 2021 Financial Reports by Secretary/Treasurer Holley, seconded by Committee Member Kamohara and carried by unanimous vote (Committee Members Butler and Tanahal; Vice Chair Oro were absent.)

ADJOURNMENT

The meeting was adjourned at 11:37 a.m.

CERTIFICATION

Respectfully Submitted,

Cherri Walton, CMC, Deputy City Clerk

**CITY OF AMERICAN CANYON
REGULAR CITY COUNCIL MEETING**

ACTION MINUTES
October 7, 2022

CALL TO ORDER

MEETING ANNOUNCEMENT

The meeting was called to order at 9:04 am.

ROLL CALL

Present: Committee Members Erik Burrow, Kenneth Tanahal, Buzz Butler; Secretary/Treasurer Jason Holley; Vice Chair David Oro; Chair Valerie Zizak-Morais

Absent: Committee Member Kenta Kamohara

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

There were no public comments.

AGENDA CHANGES

Action: Motion to add Business Item 8. American Canyon TBID Funding Request Guidelines to the Agenda made by Vice Chair Oro, seconded by Chair Zizak-Morais and carried by unanimous vote.

Yea: Committee Members Erik Burrow, Kenneth Tanahal, Buzz Butler; Secretary/Treasurer Jason Holley; Vice Chair David Oro; Chair Valerie Zizak-Morais

Nay: none

Absent: Committee Member Kenta Kamohara

CONSENT

Action: Motion to approve the Consent Calendar made by Vice Chair Oro, seconded by Secretary/Treasurer Holley and carried by unanimous vote.

Yea: Committee Members Erik Burrow, Kenneth Tanahal, Buzz Butler; Secretary/Treasurer Jason Holley; Vice Chair David Oro; Chair Valerie Zizak-Morais

Nay: none

Absent: Committee Member Kenta Kamohara

1. TBID Minutes of the May 6, 2021, Meeting

Action: Approved the minutes of the May 6, 2021, Napa Valley Tourism Business Improvement District Meeting.

BUSINESS

2. Visit Napa Valley Update

The committee received an update from Jennifer Dadesho and Sarah Gillihan of Visit Napa Valley.

3. American Canyon Chamber of Commerce/Welcome Center Update

The committee received an update from Chair Valerie Zizak-Morais of the American Canyon Chamber of Commerce/Welcome Center.

4. American Canyon Hotels Update

The committee received an update from Committee Member Eric Burrow of the Doubletree Hotel and Committee Member Ken Tanahal of the Fairfield Inn & Suites.

5. City of American Canyon Update

The committee received an update from Secretary/Treasurer Jason Holley and Vice Chair David Oro of the City of American Canyon.

6. TBID 2021/2022 Financial Reports

Action: Motion to approve the Financial Reports made by Vice Chair Oro, seconded by Committee Member Erik Burrow and carried by unanimous vote.

Yea: Committee Members Erik Burrow, Kenneth Tanahal, Buzz Butler; Secretary/Treasurer Jason Holley; Vice Chair David Oro; Chair Valerie Zizak-Morais

Nay: none

Absent: Committee Member Kenta Kamohara

7. TBID Fiscal Year 2022 Budget

The Committee received a report of the 2022 Fiscal Year budget from Chair Zizak-Morais.

Action: Motion to approve the 2022-2023 Budget made by Secretary/Treasurer Holley, seconded by Vice Chair Oro, and carried by unanimous vote.

Yea: Committee Members Erik Burrow, Kenneth Tanahal, Buzz Butler; Secretary/Treasurer Jason Holley; Vice Chair David Oro; Chair Valerie Zizak-Morais

Nay: none

Absent: Committee Member Kenta Kamohara

8. American Canyon TBID Funding Request Guidelines

The Committee received a presentation from Vice Chair Oro who noted feedback from the group. This item will be placed on a future agenda for approval and implementation.

COMMITTEE MEMBER COMMENTS

There were no comments.

ADJOURNMENT

The meeting was adjourned at 10:41 a.m.

CERTIFICATION

Respectfully Submitted,

Taresa Geilfuss, CMC, City Clerk

AMERICAN CANYON TOURISM BOARD IMPROVEMENT DISTRICT (TBID) FUNDING REQUEST GUIDELINES

The Napa Valley Tourism Improvement District (NVTID) was created in 2010 and is funded through a 2% assessment on short-term (30 days or less) room rentals on lodging businesses throughout the Napa Valley. The intent of the assessment is to support local activities and projects that promote, support, and enhance locally based tourism and provides a public benefit.

The American Canyon Tourism Board Improvement District Local Governing Committee (TBID) oversees 100% of the expenditure of funds generated locally by the City of American Canyon's three lodging establishments. These funds are to be used within the City of American Canyon's boundaries. The Napa Valley is well-known globally as a premier destination, and the American Canyon TBID is committed to leverage this position to strategically market the City of American Canyon's many unique features and experiences.

Funding Objectives: The objective of this funding is to enhance the visitor experience. Funding requests must advance tourism and hospitality in a significant and measurable way (put heads in beds) and demonstrate economic impact specific to the City of American Canyon's community.

Types of projects can include:

- Locally specific market niche advertising and marketing
- Tourism marketing and promotions, including website, print and other collateral material and technology applications
- Local special event programming, underwriting and promotion
- Community and cultural arts programming activities
- Tourism-related streetscape enhancement and visitor-serving public improvements such as trails, pedestrian paths, signage, bike paths, etc., which improve upon the visitor experience and access to lodging properties in the City of American Canyon
- Seasonal and other tourism and visitor-related programs

Funding requests that promote the City of American Canyon during its off-season and slower times of the year, such as Sunday – Thursday and/or during [Cabernet Season](#) (November – March), and drive overnight stays are preferred.

Funding Eligibility: Applicants must have a proven track record of programming, event planning/ implementation on related activities that advance the objectives above. The following entities are eligible to apply:

- 501(c)3 and 501(c)6 organizations
- Government entities

Funding Request Timeline: Requests for funding are to be considered on a rolling basis until **April 15th at 5 pm Pacific** of each calendar year. Eligible funding requests will be voted on at a regularly scheduled American Canyon TBID meeting. Meetings are held bi-monthly on the 1st Thursday (January, March, May, July, September, November).

How to apply: Please complete and submit the application online at INSERT URL and submit any additional attachments outlined in the checklist to cwalton@cityofamericancanyon.org Eligible applicants will then be invited to present their proposal at the next scheduled TBID Regular meeting. **Allocations will be announced at TBID's regular meeting on July 1st.**

**AMERICAN CANYON TOURISM IMPROVEMENT
DISTRICT (TBID) FUNDING REQUEST
INTEREST FORM**

Interest Form Checklist

- Completed Interest Form Online**
 - o General Applicant Information **(Section A)**
 - o Summary of Project (Event, Activity, Collateral Material or Service) being Requested **(Section B)**
 - Required Attachments**
 - o Proposal Budget **(One Page)**
 - o Project Timeline **(One Page)**
 - o Current Organizational Budget **(One Page)**
 - o ***If previous TBID Grantee*** provide datasets/ metrics from awarded project **(One Page)**
 - Optional Attachments (Not required for Interest Form submission)**
 - o Attach any visuals, letters of support, or additional project details to funding proposal **(Maximum of 2 pages)**
 - o ***Current Insurance Certificates in the following coverage amounts will be required if your proposal is accepted. (No need to enclose as part of Interest Form)***
 - General Liability Policy: Comprehensive or Commercial General Liability Insurance (“CGL”) at least as broad as Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001), in an amount of \$1,000,000 per occurrence. If the Services involve explosive, underground or collapse risks, XCU will be included. If a general aggregate limit is used, either the general aggregate limit will apply separately to this Agreement or the general aggregate will be twice the required occurrence limit.
 - Automobile Liability Policy: Automobile liability insurance with coverage at least as broad as ISO Form numbers CA 0001 06 92, Code 1 (any auto), for vehicles used in the performance of this Agreement with minimum coverage of not less than \$1,000,000 per accident, combined single limit.
 - Worker’s Compensation: Workers’ Compensation insurance meeting statutory limits of the Labor Code. The workers’ compensation policy will contain or be endorsed to contain a waiver of subrogation against the City, its officials, officers, agents, and employees.
- Endorsements. The Comprehensive or Commercial General Liability and automotive liability policies will contain or be endorsed with the following provisions:
- The City, its officers, elected or appointed officials, employees, volunteers, and agents, are covered as additional insureds for liability arising out of the operations performed by or on behalf of Consultant. The coverage will contain no special limitations on the scope of protection afforded to the City, its officers, officials, employees, volunteers, and agents.
 - The Consultant’s insurance is primary and no insurance held by the City will be called upon to contribute to a loss.
 - The inclusion of more than one insured will not operate to impair or limit the rights of one insured against another, and the coverage will apply as though separate policies have been issued to each insured.

SECTION A – General Application Information

Name of Organization	
Name of Executive Director/ President/ CEO of Organization	
Point of Contact regarding <i>this</i> application	
Preferred Mailing Address	
Telephone	
Email	
Website	
Organization Type (501(c)3, 501 (c)6, or Government Agency)	
Total Organizational Budget for Current FY	

SECTION B – Summary of Funding Request

Funding Proposal Project Name	
Total Proposal Budget Amount	
Funding Request Amount	
Proposal Matching Funds (Place 0 if this grant will be the sole funding source for this proposal)	
Source of Matching Funds - If your organization is receiving matching funds, please name the source.	
Project Team – Names of Individuals, agencies, or partner organizations that will help execute this proposal	
Similar Proposals – List similar proposals your organization has successfully led	

- 1. Please describe your project in more detail and how it will help advance the funding objectives outlined in the FY 19-20 Funding Request Guidelines. (Limit 1000 characters)**

- 2. Please describe the measurable impact of your proposal and what metrics you will use to measure its success? (Limit 1000 characters)**



Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2021-22

as of 6/30/2022

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 6/30/2022

Fiscal Year 2021-22

	Actual
Revenues	\$ 65,926
Expenses	<u>50,525</u>
Net Income	\$ 15,401
*Resources Available at July 1, 2021	<u>71,231</u>
Purchase Commitments	<u>-</u>
Estimated Available Balance at 6/30/2022	<u>\$ 86,632</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2021-22

EXPENSES through 6/30/2022

Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Annual Funding Contribution	40,000	184966	9/15/21
American Canyon Arts Foundation	Juneteenth Community Celebration Donation	4,600	186739	4/12/22
Wanderlust Content Studio LLC	Napa Valley Visitor Magazine 22/23 2 Page Content	5,925	187712	8/9/22

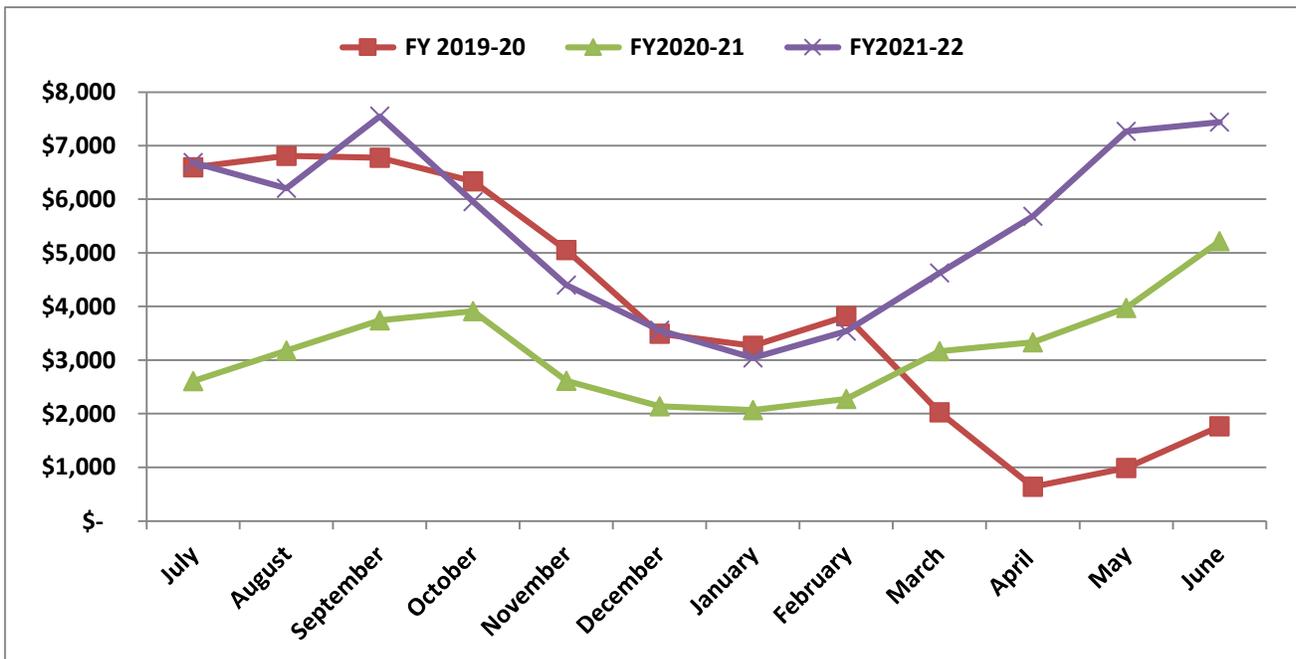
Total Expenses

\$ 50,525

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2021-22

REVENUES Through 6/30/2022.

		FY 2019-20	FY2020-21	FY2021-22	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	6,593	\$ 2,608	\$ 6,681	\$ 4,073	156%
August		6,811	3,179	6,205	3,026	95%
September		6,773	3,741	7,549	3,808	102%
October		6,332	3,911	5,952	2,041	52%
November		5,049	2,611	4,401	1,790	69%
December		3,488	2,138	3,553	1,415	66%
January		3,267	2,066	3,040	974	47%
February		3,816	2,272	3,538	1,266	56%
March		2,023	3,164	4,623	1,459	46%
April		637	3,331	5,682	2,351	71%
May		987	3,970	7,266	3,296	83%
June		1,764	5,219	7,436	2,217	42%
Total Revenues		47,540	\$ 38,209	\$ 65,926		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 7/31/22

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 7/31/22

Fiscal Year 2022-23

	Actual
Revenues	\$ 6,787
Expenses	-
Net Income	\$ 6,787
*Resources Available at July 1, 2022	86,632
Purchase Commitments	-
Estimated Available Balance at 7/31/22	\$ 93,419

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
Fiscal Year 2022-23

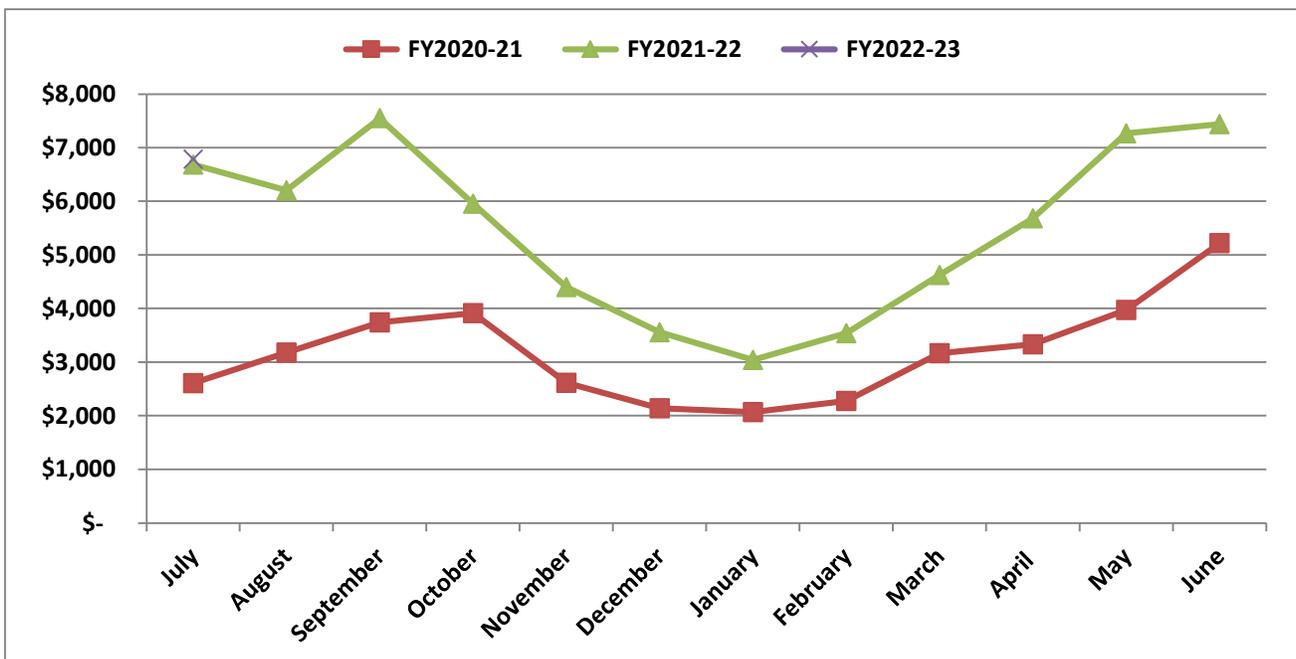
EXPENSES through 7/31/22

Vendor	Description	Amount	Check No.	Date
<u>Total Expenses</u>		\$	-	

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2022-23

REVENUES Through 7/31/22.

		FY2020-21	FY2021-22	FY2022-23	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	2,608	\$ 6,681	\$ 6,787	\$ 106	2%
August		3,179	6,205		-	0%
September		3,741	7,549		-	0%
October		3,911	5,952		-	0%
November		2,611	4,401		-	0%
December		2,138	3,553		-	0%
January		2,066	3,040		-	0%
February		2,272	3,538		-	0%
March		3,164	4,623		-	0%
April		3,331	5,682		-	0%
May		3,970	7,266		-	0%
June		5,219	7,436		-	0%
Total Revenues		38,210	\$ 65,925	\$ 6,787		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 8/31/22

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 8/31/22

Fiscal Year 2022-23

	Actual
Revenues	\$ 13,565
Expenses	-
Net Income	\$ 13,565
*Resources Available at July 1, 2022	86,632
Purchase Commitments	-
Estimated Available Balance at 8/31/22	\$ 100,197

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
Fiscal Year 2022-23

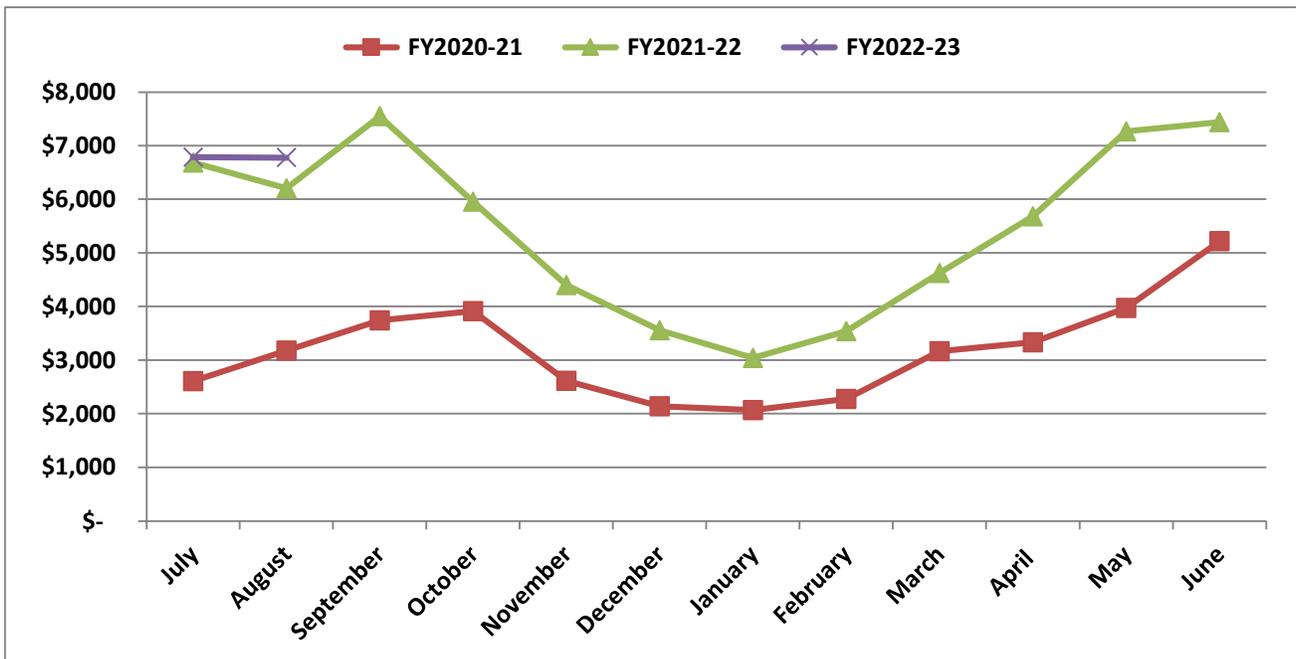
EXPENSES through 8/31/22

Vendor	Description	Amount	Check No.	Date
<u>Total Expenses</u>		\$	-	

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2022-23

REVENUES Through 8/31/22.

		FY2020-21	FY2021-22	FY2022-23	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	2,608	\$ 6,681	\$ 6,787	\$ 106	2%
August		3,179	6,205	\$ 6,778	573	9%
September		3,741	7,549	\$ -	-	0%
October		3,911	5,952	\$ -	-	0%
November		2,611	4,401	\$ -	-	0%
December		2,138	3,553	\$ -	-	0%
January		2,066	3,040	\$ -	-	0%
February		2,272	3,538	\$ -	-	0%
March		3,164	4,623	\$ -	-	0%
April		3,331	5,682	\$ -	-	0%
May		3,970	7,266	\$ -	-	0%
June		5,219	7,436	\$ -	-	0%
Total Revenues		38,210	\$ 65,925	\$ 13,565		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 9/30/22

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 9/30/22

Fiscal Year 2022-23

	Actual
Revenues	\$ 20,931
Expenses	<u>-</u>
Net Income	\$ 20,931
*Resources Available at July 1, 2022	86,632
Purchase Commitments	<u>-</u>
Estimated Available Balance at 9/30/22	<u>\$ 107,563</u>

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
Fiscal Year 2022-23

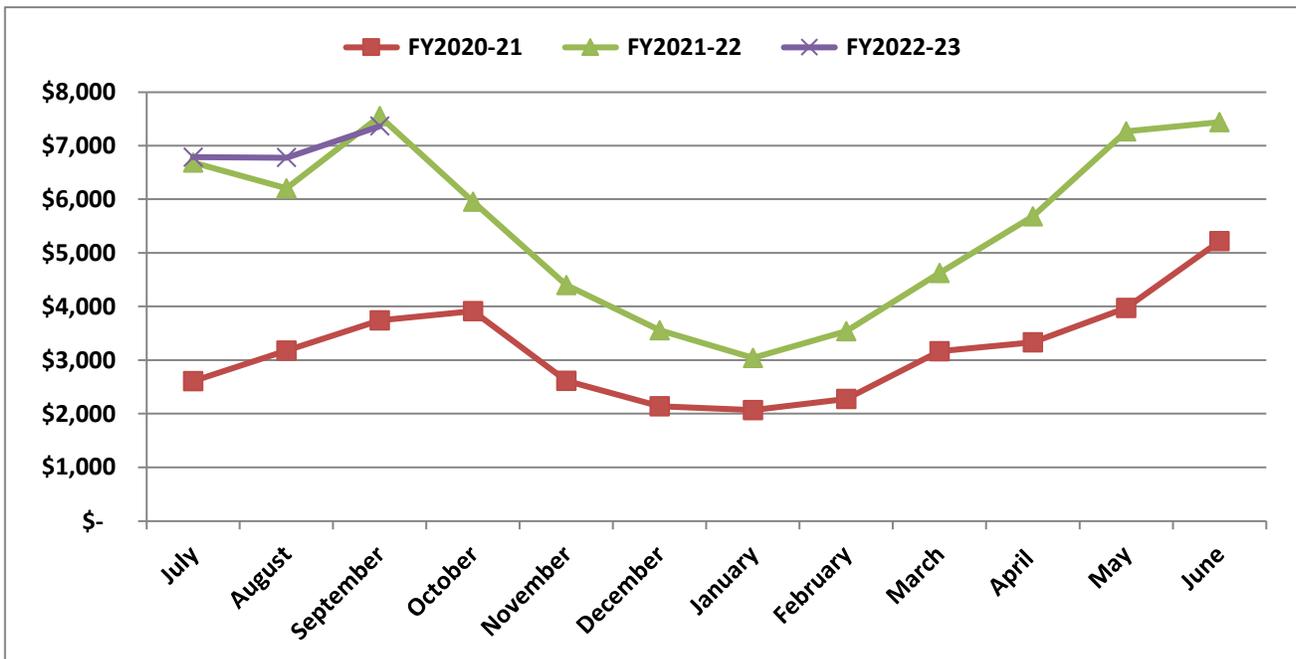
EXPENSES through 9/30/22

Vendor	Description	Amount	Check No.	Date
<u>Total Expenses</u>		\$	-	

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2022-23

REVENUES Through 9/30/22.

		FY2020-21	FY2021-22	FY2022-23	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	2,608	\$ 6,681	\$ 6,787	\$ 106	2%
August		3,179	6,205	\$ 6,778	573	9%
September		3,741	7,549	\$ 7,366	(183)	-2%
October		3,911	5,952	\$ -	-	0%
November		2,611	4,401	\$ -	-	0%
December		2,138	3,553	\$ -	-	0%
January		2,066	3,040	\$ -	-	0%
February		2,272	3,538	\$ -	-	0%
March		3,164	4,623	\$ -	-	0%
April		3,331	5,682	\$ -	-	0%
May		3,970	7,266	\$ -	-	0%
June		5,219	7,436	\$ -	-	0%
Total Revenues		38,210	\$ 65,925	\$ 20,931		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 10/31/22

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 10/31/22

Fiscal Year 2022-23

	Actual
Revenues	\$ 27,519
Expenses	<u>-</u>
Net Income	\$ 27,519
*Resources Available at July 1, 2022	86,632
Purchase Commitments	<u>-</u>
Estimated Available Balance at 10/31/22	<u>\$ 114,151</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2022-23

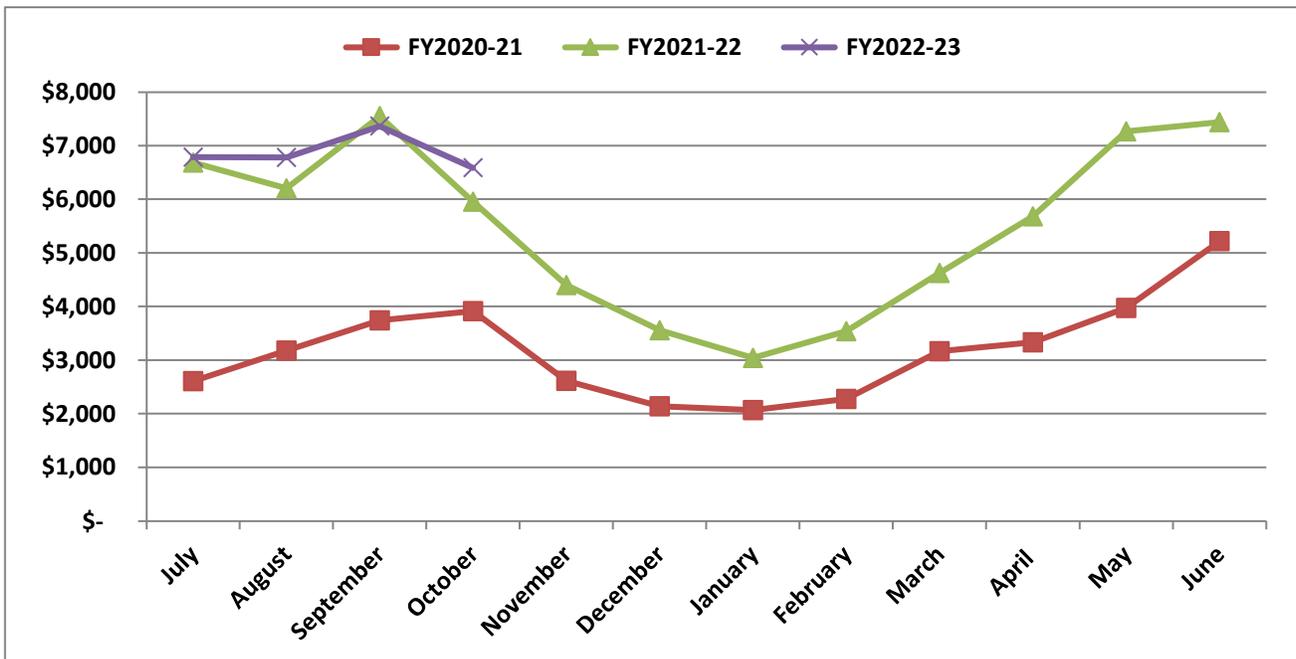
EXPENSES through 10/31/22

Vendor	Description	Amount	Check No.	Date
<u>Total Expenses</u>		\$	-	

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2022-23

REVENUES Through 10/31/22.

		FY2020-21	FY2021-22	FY2022-23	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	2,608	\$ 6,681	\$ 6,787	\$ 106	2%
August		3,179	6,205	\$ 6,778	573	9%
September		3,741	7,549	\$ 7,366	(183)	-2%
October		3,911	5,952	\$ 6,588	636	11%
November		2,611	4,401	\$ -	-	0%
December		2,138	3,553	\$ -	-	0%
January		2,066	3,040	\$ -	-	0%
February		2,272	3,538	\$ -	-	0%
March		3,164	4,623	\$ -	-	0%
April		3,331	5,682	\$ -	-	0%
May		3,970	7,266	\$ -	-	0%
June		5,219	7,436	\$ -	-	0%
Total Revenues		38,210	\$ 65,925	\$ 27,519		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 11/30/22

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 11/30/22

Fiscal Year 2022-23

	Actual
Revenues	\$ 32,220
Expenses	<u>-</u>
Net Income	\$ 32,220
*Resources Available at July 1, 2022	86,632
Purchase Commitments	<u>-</u>
Estimated Available Balance at 11/30/22	<u>\$ 118,852</u>

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
Fiscal Year 2022-23

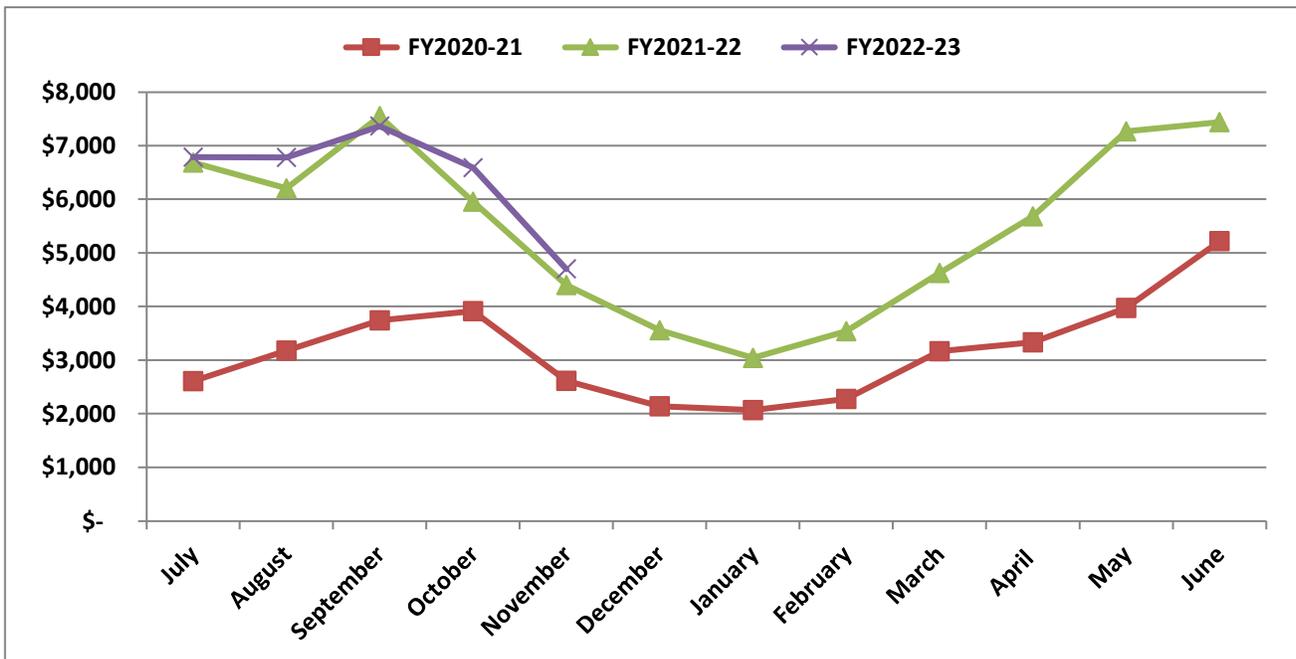
EXPENSES through 11/30/22

Vendor	Description	Amount	Check No.	Date
<u>Total Expenses</u>		\$	-	

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2022-23

REVENUES Through 11/30/22.

		FY2020-21	FY2021-22	FY2022-23	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	2,608	\$ 6,681	\$ 6,787	\$ 106	2%
August		3,179	6,205	\$ 6,778	573	9%
September		3,741	7,549	\$ 7,366	(183)	-2%
October		3,911	5,952	\$ 6,588	636	11%
November		2,611	4,401	\$ 4,701	300	7%
December		2,138	3,553	\$ -	-	0%
January		2,066	3,040	\$ -	-	0%
February		2,272	3,538	\$ -	-	0%
March		3,164	4,623	\$ -	-	0%
April		3,331	5,682	\$ -	-	0%
May		3,970	7,266	\$ -	-	0%
June		5,219	7,436	\$ -	-	0%
Total Revenues		38,210	\$ 65,925	\$ 32,220		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 12/31/22

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 12/31/22

Fiscal Year 2022-23

	Actual
Revenues	\$ 35,288
Expenses	<u>55,000</u>
Net Income	\$ (19,712)
*Resources Available at July 1, 2022	<u>86,632</u>
Purchase Commitments	<u>-</u>
Estimated Available Balance at 12/31/22	<u>\$ 66,920</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2022-23

EXPENSES through 12/31/22

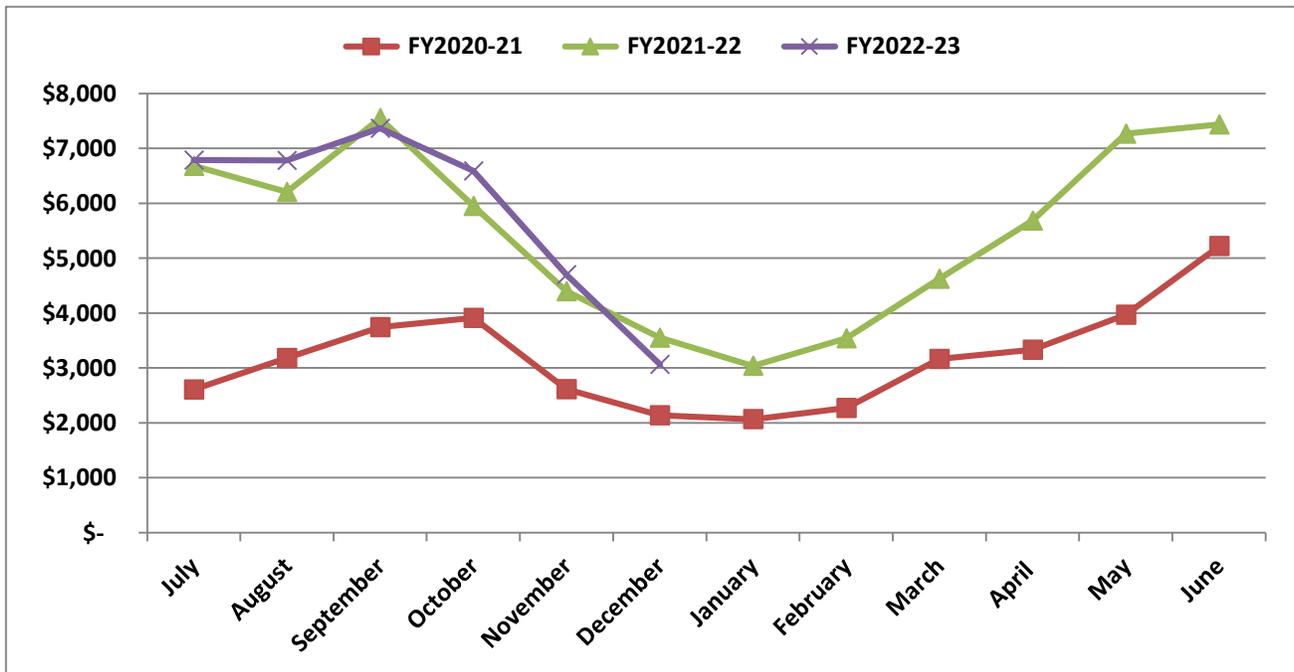
Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Funding Welcome Center Marketing	55,000	188901	12/22/2022

Total Expenses \$ 55,000

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2022-23

REVENUES Through 12/31/22.

		FY2020-21	FY2021-22	FY2022-23	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	2,608	\$ 6,681	\$ 6,787	\$ 106	2%
August		3,179	6,205	\$ 6,778	573	9%
September		3,741	7,549	\$ 7,366	(183)	-2%
October		3,911	5,952	\$ 6,588	636	11%
November		2,611	4,401	\$ 4,701	300	7%
December		2,138	3,553	\$ 3,068	(485)	-14%
January		2,066	3,040	\$ -	-	0%
February		2,272	3,538	\$ -	-	0%
March		3,164	4,623	\$ -	-	0%
April		3,331	5,682	\$ -	-	0%
May		3,970	7,266	\$ -	-	0%
June		5,219	7,436	\$ -	-	0%
Total Revenues		38,210	\$ 65,925	\$ 35,288		



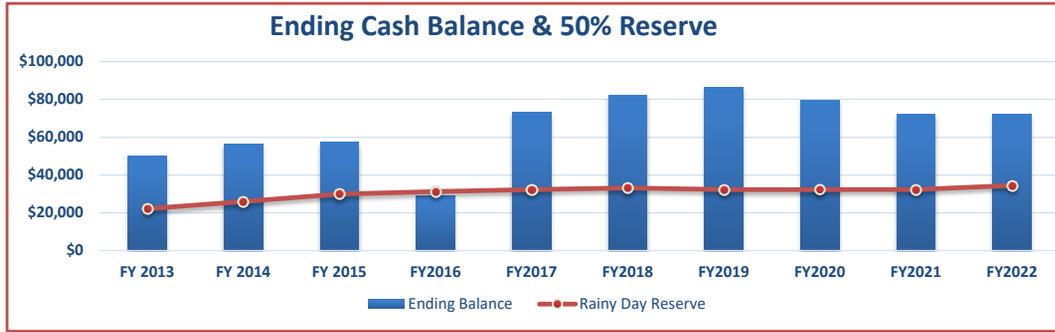
American Canyon Tourism Improvement District

FY 2022-23 Adopted Budget

Includes FY 2022 Actual

	FY2016 Actual	FY2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Budget	FY 2021 Actual	FY 2022 Budget	FY 2022 Actual	FY 2023 Budget	Comments
REVENUES											
Beginning Balance	\$57,401	\$28,930	\$73,083	\$82,158	\$86,579	\$79,475	\$79,475	\$71,953	\$71,231	\$86,632	
TBID Assessments	\$62,509	\$64,653	\$66,389	\$64,540	\$47,540	\$22,200	\$38,932	\$68,950	\$65,926	\$65,926	FY2022 estimate from City Finance, represents a 77% increase in FY2022. But 4th Qtr increase was 212%!
Total Resources	\$119,910	\$93,583	\$139,472	\$146,698	\$134,119	\$101,675	\$118,407	\$140,903	\$137,157	\$152,558	
EXPENSES											
Annual Costs											
Winecountry.com	\$72,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Canceled in FY 20216
NV Guidebook	\$0	\$0	\$0	\$5,926	\$2,963	\$6,000	\$0	\$6,000	\$5,925	\$6,000	Maintain same funding level?
Marketing Materials	\$1,000	\$0	\$0	\$0	\$23,681	\$20,000	\$15,000	\$15,000	\$0	\$15,000	\$15k VNV/Expedia campaign in FY21
Local Welcome Center (Chamber)	\$10,000	\$15,000	\$25,000	\$25,000	\$25,000	\$20,000	\$25,000	\$40,000	\$40,000	\$40,000	
Vine trail support (10% for 5 years)	\$5,980		\$12,716	\$6,640	\$0	\$2,400	\$6,454	\$4,500	\$4,500	\$4,500	Use 5% of FY 21 Act., or \$1947 (plus FY 20 Act, or \$2377)
Local Festivals (10% of revenues)	\$2,000	\$5,500	\$8,000	\$4,500	\$3,000	\$0	\$0	\$3,450	\$4,600	\$6,592	10% of Budgeted Revenue--Bring back the policy?
Napa Valley Film Festival (annual)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Canceled in FY 2014
Subtotal, annual costs	\$90,980	\$20,500	\$45,716	\$42,066	\$54,644	\$48,400	\$46,454	\$68,950	\$55,025	\$72,092	Operating Surplus/(Deficit): \$0
One-Time Costs											
Marketing Efforts (Plan/One-time)			\$11,598	\$18,053	\$0	\$0	\$0	\$0	\$0	\$0	
Strategic Plans	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Subtotal, one-time costs	\$0	\$0	\$11,598	\$18,053	\$0	\$0	\$0	\$0	\$0	\$0	
Total Expenditures	\$90,980	\$20,500	\$57,314	\$60,119	\$54,644	\$48,400	\$46,454	\$68,950	\$55,025	\$72,092	
ENDING BALANCE											
Rainy Day Reserve*	\$28,930	\$73,083	\$82,158	\$86,579	\$79,475	\$53,275	\$71,953	\$71,953	\$82,132	\$80,466	
	\$31,255	\$32,327	\$33,195	\$32,270	\$32,270	\$32,270	\$32,270	\$34,475	\$32,963	\$32,963	Used FY 2019 Actual (pre-pandemic) as basis
UNRESTRICTED CASH AVAILABLE	-\$2,325	\$40,757	\$48,964	\$54,309	\$47,205	\$21,005	\$39,683	\$37,478	\$49,169	\$47,503	

* 50% of TBID Assessments



Potential Local Festivals	Budget	Approved
Reindeer Run	\$0	
ACAF/Arts in April	\$0	
Chili Cook-off	\$0	
ACCPF "Evening at the Ruins"	\$0	
Flyway Festival	\$0	
Audubon Event	\$0	
TOTALS	\$0	\$0