NAPA VALLEY TOURISM BUSINESS IMPROVEMENT DISTRICT MEETING AGENDA
City Hall - Council Chambers
4381 Broadway St., Suite 201, American Canyon
November 3, 2022
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

AMENDED AGENDA

This agenda has been amended adding an attachment to Business Item 1. The items on the previous agenda will not be considered.

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, City Council and other public meetings will be conducted both in person at City Hall, 4381 Broadway, Suite 201, and also via Zoom Teleconferencing 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 this meeting by ZOOM ONLY.

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 TBID members in real time. eComments will remain open throughout the meeting. All comments received will be posted online and become part of the meeting record.

Zoom Meeting Link: Click here
Webinar ID: 835 4488 1545 Passcode: 429750

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 TBID Board 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

MEETING ANNOUNCEMENT
Pursuant to AB 361 this meeting will be held entirely virtually. All methods available for public participation are detailed on the first page of the agenda.

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. It is recommended that speakers limit their comments 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
There are no consent items.

BUSINESS

1.   **Review and discuss TBID donation policy.**

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 Amended Agenda of the City Council was posted in compliance with the Brown Act prior to the meeting date.

_____
Cherri Walton, CMC, Deputy 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 XX% of the expenditure of funds generated locally by the City of American Canyon 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 DAY, DATE, TIME. Eligible funding requests will be voted on at a regularly scheduled American Canyon TBID meeting. Meetings are held INSERT CADENCE.

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.

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

Interest Form Checklist

☐ **Completed Interest Form Online**
  - <mark>THIS WILL BE AVAILABLE ONLINE</mark> General Applicant Information **(Section A)**
  - <mark>THIS WILL BE AVAILABLE ONLINE</mark> Summary of Project (Event, Activity, Collateral Material or Service) being Requested
    (Section B)

☐ **Required Attachments**
  - Proposal Budget **(One Page)**
  - Project Timeline **(One Page)**
  - Current Organizational Budget **(One Page)**
  - *If previous TBID Grantee* provide datasets/ metrics from awarded project **(One Page)**

☐ *Optional Attachments (Not required for Interest Form submission)*
  - Attach any visuals, letters of support, or additional project details to funding proposal *(Maximum of 2 pages)*

  - *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 *this* 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)**