

Napa Tourism Improvement District (TID) Budget Fiscal Year 2019/2020

	<u>FY2018/2019</u>		
	<u>FY2018/2019</u>	<u>Estimated</u>	<u>FY2019/2020</u>
	<u>Budget</u>	<u>Actuals</u>	<u>Budget</u>
Beginning Unreserved Fund Balance (estimated for FY 19/20)	\$ 215,947	\$ 215,947	\$ 20,429
Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)	361,025	361,025	561,025
Revenues			
<i>TID Assessment</i>	1,029,000	901,000	964,000
<i>Interest Earnings</i>	2,500	6,000	5,000
TOTAL REVENUE	1,031,500	907,000	969,000
Expenditures			
<u>Administrative Support</u>			
<i>Salaries and Benefits</i>	36,640	15,463	30,419
<i>Banking Fees</i>	1,000	475	1,000
<i>General Overhead</i>	8,100	8,100	8,100
Subtotal Administrative Support	45,740	24,038	39,519
<u>Collateral Materials</u>			
<i>General Supplies</i>	15,000	-	
<i>Other Purchased Services</i>	15,000	3,080	
Subtotal Collateral Materials	30,000	3,080	-
<u>Advertising and Marketing</u>			
<i>Advertising</i>			
- Contract Marketing	588,000	488,000	
- Other Paid Advertising	63,800	-	
- Visit California Media Reception (included in Contract Marketing budget)	-	1,200	
- Visit Napa Valley Visitor Guide Magazine	4,700	4,700	
- SF Travel Moscone Conventon Center	6,500	6,500	
Subtotal Advertising and Marketing	663,000	500,400	-
<u>Funding Grants to Other Organizations</u>			
<i>Contributions/Donations</i>	350,000	350,000	
- Napa Live Inside and Out	10,000	10,000	
- Downtown Ambassador	5,000	5,000	
- Social Media Influencer	10,000	10,000	
Subtotal Funding Grants to Other Organizations	375,000	375,000	-
TOTAL OPERATING EXPENSES	1,113,740	902,518	39,519
Net Operating Position	(82,240)	4,482	929,481
<i>Transfer to Reserves</i>	200,000	200,000	-
Estimated Ending Unreserved Fund Balance	(66,293)	20,429	949,911
Estimated Ending Reserved Fund Balance (per Contingency Reserve Fund Policy)	561,025	561,025	561,025

Contingency Reserve Fund Policy states that the transfer to reserves will be adjusted based on the final net position of the fiscal year. The transfer to reserves in Fiscal Year 2018/2019 is proposed as a one time increase to the reserve.

*The City and TID board shall have the authority to adjust budget allocations between the categories by no more than 20% of the category budget per year.