



NAPA TOURISM IMPROVEMENT DISTRICT (NAPA TID) FY 22-23 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 Napa Tourism Improvement District Local Governing Committee (Napa TID) oversees 25% of the expenditure of funds generated locally by the City of Napa's lodging establishments. These funds are to be used within the City of Napa's boundaries. The Napa Valley is well-known globally as a premier destination, and the Napa TID is committed to leverage this position to strategically market the City of Napa'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 and demonstrate economic impact specific to the City of Napa'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 Napa
- Seasonal and other tourism and visitor-related programs

Funding requests that promote the City of Napa 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. Eligible funding requests will be voted on at a regularly scheduled Napa TID meeting. Funding may be used for projects occurring in FY 22-23.

How to apply: Complete and submit the attached Interest Form and attachments in PDF format to jowen@cityofnapa.org. Eligible applicants may then be invited to present their proposal at the next scheduled TID Regular meeting.



**NAPA TOURISM IMPROVEMENT DISTRICT (TID)
FY 22-23 FUNDING REQUEST
INTEREST FORM**

Interest Form Checklist

- Completed Interest Form**
 - General Applicant Information (**Section A**)
 - 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 TID 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 <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 22-23 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)**