

**Napa Tourism Improvement District (TID)
Draft Budget and Workplan Fiscal Year 2022/2023**

	FY2021/2022 Budget	FY2021/2022 Actuals (thru 2022-03-29)	FY2022/2023 Year-End Projections	FY2022/23 Budget
Beginning Unreserved Fund Balance	\$ 188,068		\$ 188,068	\$ 563,678
Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)	561,025		561,025	561,025
Revenues				
<i>TID Assessment</i>	636,000	619,576	965,000	1,066,000
<i>Interest Earnings</i>	5,500	1,557	5,800	5,000
TOTAL REVENUE	641,500	621,133	970,800	1,071,000
Expenditures				
<u>Administrative Support</u>				
<i>Salaries and Benefits</i>	31,300	11,776	17,350	42,850
<i>Banking Fees</i>	1,000	(92)	340	1,000
<i>General Overhead</i>	500	250	500	1,200
Subtotal Administrative Support	32,800	11,934	18,190	45,050
<u>Collateral Materials</u>				
<i>General Supplies</i>	2,000	-	-	5,000
<i>Other Purchased Services</i>	4,000	2,000	2,000	5,000
Subtotal Collateral Materials	6,000	2,000	2,000	10,000
<u>Advertising and Marketing</u>				
<i>Advertising</i>				
- Contract Marketing	635,000	199,406	430,000	700,000
- Other Paid Advertising and Optional Services	50,000	-	20,000	
Subtotal Advertising and Marketing	685,000	199,406	450,000	700,000
<u>Funding Grants to Other Organizations</u>				
<i>Contributions/Donations</i>	200,000		-	400,000
- Napa Live Inside and Out	-	-	-	
- Downtown Ambassador	-	-	-	
- Social Media Influencer	-	-	-	
- Lighted Art Festival	-	85,000	85,000	
- Porchfest	-	-	10,000	
- Locals Night Out	-	-	-	
- Napa Valley Film Festival	-	-	-	
- Goodman Library History Gallery	-	-	-	
- DNA 175th Anniversary Marketing Support	-	-	30,000	
- France is Feast Pop-up Exhibit	-	-	-	
Subtotal Funding Grants to Other Organizations	200,000	85,000	125,000	400,000
TOTAL OPERATING EXPENSES	923,800	298,340	595,190	1,155,050
Net Operating Position	(282,300)	322,793	375,610	(84,050)
Transfer to/ (from) Reserves	(94,232)			
Estimated Ending Unreserved Fund Balance	-		563,678	479,628
Estimated Ending Reserved Fund Balance (per Contingency Reserve Fund Policy)	466,793		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 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.

Contingency Reserve Fund must maintain minimum levels of 35% of budgeted revenue which is \$224,525.00 for FY2021/2022. If Napa TID determines that funds in the CRF must be used, they will also provide a plan for replenishment of the CRF.