

David Turgeon

From: partnership@legendarynapavalley.com
Sent: Tuesday, June 08, 2010 12:04 PM
To: david@legendarynapavalley.com
Subject: TID Information Notice for Hoteliers



TID INFORMATION NOTICE

Dear Member of Napa County's Lodging Community:

On June 15, 2010, the Napa County Board of Supervisors will vote on a resolution to approve the formation of The Napa Valley Tourism Improvement District (NVTID). If this resolution passes and the formation of the District takes place, below is a brief summary of information that will be important for you and your business.

What is the NVTID Assessment?

The NVTID assessment is a 2% self-assessment by lodging entities (hotels, inns, bed and breakfasts) within the County of Napa on gross room rental revenue collected from July 1, 2010. Generated funds will be exclusively dedicated to the effective promotion and marketing of Napa County as North America's premier wine, food, arts and wellness destination.

Which hotels, inns and bed and breakfasts will be required to pay the TID assessment?

All lodging properties within Napa County which pay TOT will be required to pay the TID assessment.

When does the collection of the TID assessment begin?

Should the Board of Supervisors vote to approve formation of the TID on June 15th, 2010, the assessment will become effective on July 1, 2010, at which time hotels will also be able to begin collecting it from hotel guests.

Note: Lodging properties are responsible for payment of the assessment based on guest room revenue beginning July 1, 2010, whether or not the assessment is collected from guests.

Can the assessment be passed on to the guest?

YES; the assessment may be passed on to guests. Properties that choose to do so should update their TOT line item on the guest folio to read:

"TOT / Tourism Assessment

14%" (12% for the city of American Canyon).

Will the assessment be collected on rooms reserved prior to July 1 if the guest's stay takes place on or after July 1?

Yes; the assessment is collected based on guest room revenue beginning July 1, 2010. Therefore, revenue from guests who have made reservations for occupancy on or after July 1, 2010 *prior to* July 1st, 2010 are not exempt from the TID assessment.

How will the collection of funds generated by the assessment be handled?

The County of Napa or your City or Town's Tax Collector's Office will mail forms for monthly or quarterly reporting and payment of the TID assessment based upon that agency's existing TOT reporting schedule.

How and when will official notification of the formation of the District take place?

Depending on the property's location, the County of Napa or the appropriate City or Town's Tax Collector's Office will be sending out an official notice of District formation and compliance regarding the TID assessment immediately after June 15, 2010 if the Board of Supervisors approves the resolution.

More Questions?

Please contact Clay Gregory at the Napa Valley Destination Council at 707 226-5813, ext. 110 or clay@legendarynapavalley.com.

Founders' Circle

