

CITY OF ST. HELENA
TOURIST IMPROVEMENT DISTRICT
FUNDING APPLICATION 2023-24

The Napa Valley Tourism Improvement District was created in 2010, and is funded through an assessment on hotel room nights implemented and collected by lodging businesses throughout the Napa Valley. The intent of the assessment is to support local activities and products that promote, support and enhance locally based tourism and hospitality efforts. The Napa Valley is well-known as North America’s legendary and premier wine-tourism destination, and we are committed to use that positioning to appropriately and strategically market the local St. Helena community and its many wine, culinary, cultural, lodging and other hospitality destinations. Your request for funding should exemplify and achieve these goals.

The St. Helena TID Local Governing Board will entertain requests for funding whose sole objective is to advance tourism and hospitality in a significant and measurable way and which will have a demonstrated economic impact specific to the City of St. Helena community.

Requests for Funding are to be considered as the board determines and will be judged according to criteria that best achieve the following desired goals and objectives: *Requests that do not meet these goals will not be considered.*

- Develop events or activities that drive lodging night stays to the St. Helena community.
- Events or activities should focus on travel Sunday through Thursday and also during the shoulder season months of November through March – known as the Cabernet Season. Our tourist community thrives during summer and grape harvest season; so your proposal should concentrate on the off-season and slow times of year.
- Seek to create and sustain events or activities that compel visitors to stay overnight. Although St. Helena is a popular destination for tourists on day-trips, the exclusive goal of this application is to put “heads in beds” and extend stays.
- Highlight St. Helena’s many wine, food, art, and entertainment venues; showcase St. Helena’s commitment to health, wellness, relaxation, and education; take advantage of our notable and recognizable winemakers, chefs, artists, musicians and individuals whose reputations have earned them national and international acclaim;
- The event or activity will enhance the guest experience.
- Demonstrate the financial health and accountability, creativity, and strong management of your organization to fulfill these objectives.

2022/2023 St. Helena TID Board of Directors

Mark Hoffmeister, Wydown Hotel, Chair
Ty Accornero, Alila, Vice Chair
Marcelle Adderley, Southbridge Napa Valley, Secretary/Treasurer
Mitchell Warren, El Bonita Motel
Cynthia Cohen, Meadowood
Eric Hall, City Council
April Mitts, Assistant City Manager, City of St. Helena

Lodging Representative
Lodging Representative
Lodging Representative
Lodging Representative
Chamber Representative
City of St. Helena Representative
St. Helena, City Manager Designee

APPLICATION CHECKLIST

FY 2023/2024: Funding Requests for Projects beginning July 1, 2023 through June 30, 2024

Organization: _____

Date Submitted: _____

Grant Amount Requested: _____

SECTION A - SUMMARY OF ORGANIZATION CURRENT BUDGET

Please attach these items to the application or send electronically. The St. Helena TID will insure utmost confidentiality in protecting any financial documents submitted as part of this process.

- Provide the current years’ budget for the Organization.
- Provide most recent closed Profit & Loss / Balance Sheet for current year-to-date financials
- Provide last year’s annual audit, financial statement and most recent tax return
- Current Insurance Certificates in the following coverage amounts will be required if your proposal is accepted. If your organization cannot meet these limits, please provide reasons for a request in reduction.
 1. Worker’s Compensation, with Employer’s Liability Limits, not less than one million dollars (\$1,000,000) each accident;
 2. Commercial General Liability Insurance with limits not less than one million (\$1,000,000) dollars each occurrence Combined Single Limit for Bodily Injury and Property Damage, including Contractual Liability, Personal Injury, Products and Completed Operations;

PART I: GRANTEE INFORMATION

LEGAL NAME OF ENTITY:

DBA (DOING BUSINESS AS):

STATE OF INCORPORATION:

ENTITY TYPE (LLC, NON-PROFIT, ETC.):

BUSINESS ADDRESS:

OFFICIAL PROJECT TITLE:

NAME AND ADDRESS TO SEND CORRESPONDENCE:

CONTACT NAME:

CONTACT EMAIL:

NAME AND TITLE OF TWO SIGNATORIES PER ENTITY BYLAWS:

(THESE TWO SIGNATORIES ARE OFFICIALS EMPOWERED TO SIGN CONTRACTS ON BEHALF OF YOUR ORGANIZATION – PER YOUR BYLAWS)

NAME:

NAME:

PLEASE SUBMIT A W-9 IF YOU ARE NOT CURRENTLY A VENDOR WITH THE CITY OF ST. HELENA.

PART II: PROJECT DESCRIPTION

BRIEF DESCRIPTION OF PROJECT AND HOW IT SATISFIES THE GRANT CRITERIA TO BUILD OVERNIGHT TOURISM DURING NEED PERIODS (OFF SEASON AND/OR MIDWEEK):

PART III: SCOPE OF WORK, BUDGET, AND METRICS

PROJECT "SCOPE OF WORK" BROKEN DOWN BY TASK

<p>EXAMPLE: <i>TASK ONE: Secure 6-week targeted digital ad campaign in fly-in feeder markets</i> <i>TASK TWO: Work with designer to develop ad artwork for digital ad campaign</i></p>

PROJECT "BUDGET" BROKEN DOWN BY TASK

Total Grant Amount Requested

PROJECT "BUDGET" BROKEN DOWN BY TASK

<p>EXAMPLE: <i>TASK ONE: Targeted digital ad campaign: \$20,000</i> <i>TASK TWO: Estimated design costs: \$1,000</i> <i>Total Grant Amount Requested: \$21,000</i></p>
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PROJECT "METRICS" BROKEN DOWN BY TASK

PLEASE IDENTIFY A MINIMUM OF ONE KEY METRIC PER TASK AND A GOAL THAT DEMONSTRATES THE EFFECTIVENESS OF YOUR PROJECT. EXAMPLES OF ACCEPTABLE METRICS: # HOTEL ROOMS FILLED AS A RESULT OF THE PROMOTION; GOOGLE ANALYTICS SHOWING INCREASE IN OUT-OF-TOWN UNIQUE VISITOR TRAFFIC DIRECTLY RESULTING FROM PROMOTION ACTIVITY; DATA FROM TICKET SALES THAT SHOWS YEAR-OVER-YEAR INCREASE IN VISITORS FROM OUTSIDE OF NAPA COUNTY.

THE ST. HELENA CHAMBER OF COMMERCE OR VISIT NAPA VALLEY WILL BE HAPPY TO HELP YOU IDENTIFY KEY METRICS AND POTENTIAL DATA SOURCES FOR EACH TASK.

EXAMPLE:

TASK ONE METRIC & GOAL: 2 MILLION IMPRESSIONS SERVED BY TARGETED DIGITAL AD CAMPAIGN; MINIMUM OF .25% CLICK-THROUGH RATE

TASK TWO METRIC & GOAL: AD DESIGNS THAT SUPPORT THE BRAND CREATED IN A TIMELY MANNER, ON BUDGET

PART V: REVIEW OF PREVIOUS PROJECTS SUPPORTED BY TIS GRANTS

HAS A PROJECT PRODUCED BY YOUR ORGANIZATION RECEIVED A GRANT FROM THE ST. HELENA TID?

IF YES, PLEASE INDICATE THE OUTCOME OF THE PROJECT AND YEAR IT WAS

FUNDED: _____

Please note:

- All fields must be completed for your application to be considered
- Please submit this form in WORD formatting only. PDF will not be accepted
- St. Helena TID will review all applications and recommend projects they believe best fit the criteria St. Helena Tourism Improvement District (SHTID).
- Applicants will be invited to present their grant request to the full TID meeting on **April 12, 2023 - 9AM**.
- The SHTID will make decisions and will allocate grants on a payment schedule. Grant Awardees will submit invoices based on that schedule to the St. Helena TID, 1320 Main Street A, St. Helena CA 94574

The funding application must be submitted by 5p.m. on March 31, 2023 to:

admin@sthelena.com or via mail to: Mark Hoffmeister, Vice-Chair
St. Helena TID
1320 Main Street A
St. Helena CA 94574

Please contact Amy Carabba- Salazar 707-963-4456 or amy@sthelena.com if you have questions or would like additional information.