

## CITY OF ST. HELENA TOURISM IMPROVEMENT DISTRICT FUNDING APPLICATION REQUEST FORM

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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 – know 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.

### **St. Helena Tourism Improvement District Committee**

Rick Swig, Chair, Owner, Harvest Inn  
Todd White, Grandview Hotel/CHEERS! St. Helena  
Sharon Crull, Terraces Winery  
St. Helena Chamber of Commerce Designee  
Don Lynch, Inn at Southbridge  
Mary Haney, Hotel St. Helena  
Mary Neilan, City Manager, City of St. Helena, CA  
David Turgeon, COO, Legendary Napa Valley

## APPLICATION CHECKLIST

Check one of the following applicable to this application.

FY 2010/2011 - July 1, 2010 through June 30, 2011

FY 2011/2012 - July 1, 2011 through June 30, 2012

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NAME OF ORGANIZATION: \_\_\_\_\_

DATE SUBMITTED: \_\_\_\_\_

AMOUNT REQUESTED: \$ \_\_\_\_\_

- Complete Application Checklist
- Letter of Authorization signed by Designated Organization Contact, summarizing request
- General Applicant Information (Section A)
- Summary of Organization Current Budget (Section B)
- Summary of Project (Event, Activity, Collateral Material or Service) being Requested (Section C)
- Detailed Financial Aspects of the Funding Request (Section D)
- List of Organization's projected activities for the next year and how the proposed Program will fit into that schedule (Section E)
- 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.
  - o Worker's Compensation, with Employer's Liability Limits, not less than one million dollars (\$1,000,000) each accident;
  - o 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;
  - o Business Automobile 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 Owned, Non-Owned, and Hired auto coverage, as applicable.

**SECTION A - GENERAL APPLICANT INFORMATION**

- 1) Name of organization:
- 2) Executive Director/ President of Organization:
- 3) Point of Contact regarding *this* Application:
- 4) Preferred Mailing / Delivery Address:
- 5) Telephone:
- 6) Email:
- 7) URL:
- 8) Date organization was established:
- 9) What is your organizational structure, non-profit, LLC, etc.?
- 10) Organization's fiscal year? From: \_\_\_\_\_ To: \_\_\_\_\_
- 11) Number of full-time staff \_\_\_\_\_ Part-time staff \_\_\_\_\_ Volunteers \_\_\_\_\_
- 12) Organization objectives and activities:

**SECTION B - SUMMARY OF ORGANIZATION CURRENT BUDGET**

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

- 1) Provide the current years' budget for the Organization.
- 2) Provide most recent closed Profit & Loss / Balance Sheet for current year-to-date financials
- 3) Provide last year's annual audit, financial statement and most recent tax return

## **SECTION C - PROJECT BUSINESS PLAN & SUMMARY OF REQUESTED FUNDING**

- 1) Provide a detailed Business Plan for the requested project. Include a description of the project, purpose, location, duration, etc.
- 2) Goal of the project
- 3) Will the economic and hospitality benefits extend beyond the city? What is the impact on Napa Valley at large vs. the local St. Helena community?
- 4) What is the methodology used for determining how this project / event / product will result in increased lodging room-night bookings?
- 5) Describe the scope and status of outreach that has already occurred and is in place to engage St. Helena's lodging establishments and make them part of this effort. Are travel / accommodations packages part of this business plan?
- 6) Is this expected to be an on-going or one-time project? Will it build upon existing or previous activities or programs?
- 7) Who is the target audience and what is the expected number of participants / spectators? Provide the expected number of attendees (local and out-of-town guests) and potential room night bookings?
- 8) Who will be responsible for creating and managing the project? What is their past experience with this type of project and the scope of work they will implement?
- 9) Identify the name and role of any project partners or sponsors.
- 10) Schedule for implementing project, which will vary depending on a product or event.

**SECTION D - FUNDING REQUEST**

- 1) The amount you are requesting from the local St. Helena Tourism Improvement District:  
\$ \_\_\_\_\_
  
- 2) What percentage of this project will be funded by this funding request?
  
- 3) What percentage of your organization's budget will go towards this project?
  
- 4) Using the budget template provided, please provide the overall project budget, which will vary depending on whether the activity is a product vs. an event, and which should include such items as in-kind services of organization, anticipated fees, space rental, marketing/advertising, operating expenses, printing, etc:
  
- 5) Is your organization requesting funding from the county-wide Napa Valley Tourism Improvement District / Destination Council or other TID organization? If so, what is the amount and how is it proportional to the amount requested of the local St. Helena TID committee?
  
- 6) Provide a list of the amount of funding requested from any other sources, and your sponsors and partners, including any in-kind services. Have these other funds been officially committed, or are they pending?
  
- 7) Timing of funding needed – lump sum or other payment distribution being requested?

**SECTION E - LIST OF ORGANIZATION'S ACTIVITIES FOR THE NEXT YEAR**

- 1) Provide a list of the requesting organization's activities for the year.
  
- 2) Is the funding activity requested the key event, program, product, etc. for the organization?
  
- 3) How does this project fit into the overall work program for the organization?

**SECTION F - APPLICATION SUBMITTAL INSTRUCTIONS**

When filling out the application form please use a 10 point or larger font size, be concise in your responses, and limit your response to no more than **20** total pages including attachments. The annual audit, financial statement or form 990 is not included in this amount.

Please submit (3) copies of the funding application along with (1) reproduceable copy.

**The funding application must be submitted by \_\_\_\_\_ p.m. on \_\_\_\_\_ to**

Rick Swig, Chair, St. Helena Tourism Improvement District Committee  
C/O City of St. Helena  
Mailing Address: 1480 Main Street, St. Helena, CA 94574

Please contact Todd White 707-963-2700 or [todd@napalux.com](mailto:todd@napalux.com) if you have questions or would like additional information.