

## EXHIBIT "A"

### Napa Tourism Improvement District (TID) Fiscal Year 2018-2019 Budget and Work Plan

	<u>FY2018/2019</u>
	<u>Proposed</u>
	<u>Budget</u>
Estimated Beginning Unreserved Fund Balance	\$ 354,084
Estimated Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)	317,800
<b>Revenues</b>	
<i>TID Assessment</i>	1,029,000
<i>Interest Earnings</i>	2,500
<b>TOTAL REVENUE</b>	<b>1,031,500</b>
<b>Expenditures</b>	
<i>Administrative Support</i>	
<i>Salaries and Benefits</i>	36,640
<i>Banking Fees</i>	1,000
<i>General Overhead</i>	8,100
Subtotal Administrative Support	45,740
<i>Collateral Materials</i>	
<i>General Supplies</i>	15,000
<i>Other Purchased Services</i>	15,000
Subtotal Collateral Materials	30,000
<i>Advertising and Marketing</i>	
<i>Advertising</i>	
- Contract Marketing	588,000
- Other Paid Advertising	75,000
Subtotal Advertising and Marketing	663,000
<i>Funding Grants to Other Organizations</i>	
<i>Contributions/Donations</i>	375,000
Subtotal Funding Grants to Other Organizations	375,000
<b>TOTAL OPERATING EXPENSES</b>	<b>1,113,740</b>
<b>Net Operating Position</b>	<b>(82,240)</b>
Transfer to Reserves	200,000
Estimated Ending Unreserved Fund Balance	71,844
Estimated Ending Reserved Fund Balance (per Contingency Reserve Fund Policy)	517,800

Contingency Reserve Fund Policy states that the transfer to reserves will be adjusted based on the final net position of the prior year. The transfer to reserves in Fiscal Year 2018/2019 is proposed as a one time increase to the reserve.

\*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.