

Exhibit A

Napa Tourism Improvement District (TID) Budget & Workplan Fiscal Year 2020/2021

	FY2019/2020		
	FY2019/2020	Estimated	FY2020/2021
	Budget	Actuals	Budget
Beginning Unreserved Fund Balance (estimated for FY 20/21)	\$ 125,054	\$ 125,054	\$ 325,948
Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)	561,025	561,025	561,025
Revenues			
<i>TID Assessment</i>	964,000	685,260	438,600
<i>Interest Earnings</i>	5,000	21,984	5,000
TOTAL REVENUE	969,000	707,244	443,600
Expenditures			
<u>Administrative Support</u>			
<i>Salaries and Benefits</i>	30,419	16,372	37,400
<i>Banking Fees</i>	1,000	617	1,000
<i>General Overhead</i>	8,100	7,800	8,100
Subtotal Administrative Support	39,519	24,789	46,500
<u>Collateral Materials</u>			
<i>General Supplies</i>	5,000	-	6,000
<i>Other Purchased Services</i>	5,000	-	6,000
Subtotal Collateral Materials	10,000	-	12,000
<u>Advertising and Marketing</u>			
<i>Advertising</i>			710,000
- Contract Marketing	510,000	428,046	-
- Other Paid Advertising and Optional Services	150,000	53,515	-
Subtotal Advertising and Marketing	660,000	481,561	710,000
<u>Funding Grants to Other Organizations</u>			
<i>Contributions/Donations</i>	240,000	-	-
Subtotal Funding Grants to Other Organizations	240,000	-	-
TOTAL OPERATING EXPENSES	949,519	506,350	768,500
Net Operating Position	19,481	200,894	(324,900)
<i>Transfer to Reserves</i>	19,482	-	-
Estimated Ending Unreserved Fund Balance	125,053	325,948	1,048
Estimated Ending Reserved Fund Balance (per Contingency Reserve Fund Policy)	580,507	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.