

## Fiscal Year 23 - 24 Budget vs. Actuals

		Jul '23 - Jun 24	Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>	Carryover		\$ 7,189.00
	Napa Table Wine Auction	\$ 50,000.00	\$ 38,000.00
	WINED Passport	\$ -	\$ 15,000.00
	Napa's Table Ticket Sales	\$ 88,500.00	\$ 69,000.00
	Shop Downtown Napa Guide	\$ 12,905.75	\$ 28,295.00
	Oxbow Promotional Assessment	\$ 43,987.79	\$ 39,350.00
	Downtown Promotional Tax	\$ 197,921.63	\$ 161,200.00
	PBID Pedestrian Signage	\$ 3,355.00	
	Main Street Reunion	\$ 16,824.95	\$ 13,575.00
	PBID Administration	\$ 65,000.00	\$ 60,000.00
	Commercial Vendors	\$ -	\$ 1,800.00
	Alcohol Beverage Sales	\$ 4,772.00	\$ 12,000.00
	Sponsorships	\$ 215,000.00	\$ 154,000.00
	Bank Interest	\$ 4.74	
	Membership Fees	\$ (125.00)	
	<b>Total Income</b>	<b>\$ 698,146.86</b>	<b>\$ 599,409.00</b>
<b>Gross Profit</b>		<b>\$ 698,146.86</b>	<b>\$ 599,409.00</b>
<b>Expense</b>	Software Subscriptions	\$ 3,340.68	
	Training	\$ 599.95	
	Pedestrian Signs	\$ 4,605.97	
	WINED Passport Reimbursements	\$ -	\$ 15,000.00
	City Business License	\$ 355.00	\$ 250.00
	Food Costs	\$ 15,000.00	\$ 15,000.00
	Shop Napa Guide	\$ 850.00	\$ -
	Glassware	\$ 2,130.00	
	Federal / State taxes	\$ 100.00	\$ 100.00
	Contributions	\$ 50,000.00	\$ 38,000.00
	Supplies/ Materials	\$ 14,696.95	\$ 69,250.00
	Collateral	\$ 20,214.00	\$ 27,000.00
	Event Entertainment	\$ 91,021.19	\$ 56,050.00
	Alcoholic Beverage	\$ 5,494.86	\$ 18,450.00
	PBID	\$ 540.00	
	Holiday Parade	\$ 3,409.51	
	Christmas	\$ 750.00	\$ -
	Accountant	\$ 8,700.00	\$ -
	Advertising	\$ 61,409.17	\$ 84,300.00
	Bank Charges	\$ 97.97	
	Contract Services	\$ 78,982.41	\$ 69,550.00
	Dues/Subscription	\$ 2,078.67	\$ -
	Employee Payroll	\$ 236,526.13	\$ 148,059.00
	Insurance	\$ 33,813.76	\$ 23,700.00
	Office Equipment/Furniture	\$ 2,959.86	\$ 1,500.00
	Offices Supplies	\$ 2,026.84	\$ 3,500.00
	Permits and Licenses	\$ 1,925.00	\$ 4,600.00
	Postage/Box Rental	\$ 405.39	\$ 250.00
	Printing and Reproduction	\$ 489.21	
	Rent	\$ 9,190.00	\$ 15,000.00
	Staff Support	\$ -	\$ 3,000.00
	Storage Unit	\$ 542.04	
	Telephone	\$ 5,044.71	\$ 3,625.00
	Travel/Expenses	\$ 2,687.33	\$ 900.00
	Web Site	\$ 3,113.25	\$ 2,325.00
	<b>Total Expense</b>	<b>\$ 663,099.85</b>	<b>\$ 599,409.00</b>
<b>Net Ordinary Income</b>		<b>\$ 663,099.85</b>	<b>\$ 599,409.00</b>
<b>Net Income</b>		<b>\$ 35,047.01</b>	<b>\$ -</b>

## Proposed Fiscal Year 24-25 Budget

		July '24 - June '25
<b>Ordinary Income/Expense</b>		
<b>Income</b>	Carryover FY 23-24	\$ 35,047.01
	WINED Passport	\$ 20,000.00

	Napa's Table Ticket Sales	\$	115,550.00
	Napa Table Auction	\$	65,000.00
	Shop Downtown Napa Guide	\$	12,500.00
	Oxbow Promotional Assessment	\$	52,830.00
	Downtown Promotional Tax	\$	256,830.00
	PBID Pedestrian Signage	\$	5,500.00
	Donation	\$	2,500.00
	PBID Administration	\$	60,000.00
	Third Party District Events	\$	20,000.00
	Alcohol Beverage Sales	\$	7,500.00
	Sponsorships	\$	192,500.00
	Bank Interest	\$	12.00
	<b>Total Income</b>	<b>\$</b>	<b>845,769.01</b>
<b>Gross Profit</b>		<b>\$</b>	<b>845,769.01</b>
<b>Expense</b>	Software Subscriptions	\$	3,500.00
	Training	\$	3,000.00
	Pedestrian Signs	\$	5,500.00
	WINED Passport Reimbursements	\$	20,000.00
	City Business License	\$	375.00
	Food and Wine Costs Napa Table	\$	35,500.00
	Shop Napa Guide	\$	18,500.00
	Glassware	\$	2,500.00
	Federal / State taxes	\$	100.00
	Event Rentals Napa Table	\$	48,000.00
	Contributions	\$	65,000.00
	Supplies/ Materials	\$	17,500.00
	Collateral	\$	20,000.00
	Event Entertainment	\$	60,000.00
	Alcoholic Beverage	\$	5,500.00
	Third Party Event Sponsorships	\$	50,000.00
	Holiday Parade	\$	4,000.00
	Christmas Tree Lighting	\$	1,500.00
	Accountant / Bookkeeper	\$	8,500.00
	Advertising	\$	60,000.00
	Bank Charges	\$	200.00
	Contract Services	\$	74,750.00
	Dues/Subscription	\$	2,200.00
	Employee Payroll/Payroll Taxes (ED + Amba	\$	220,000.00
	Insurance	\$	46,272.00
	Office Equipment/Furniture	\$	2,000.00
	Offices Supplies	\$	3,000.00
	Permits and Licenses	\$	6,500.00
	Postage/Box Rental	\$	1,000.00
	Printing and Reproduction	\$	1,500.00
	Rent	\$	9,000.00
	Staff Support	\$	25,000.00
	Telephone/Internet	\$	5,500.00
	Meals/Travel Expenses	\$	3,500.00
	Web Site	\$	3,500.00
	<b>Total Expense</b>	<b>\$</b>	<b>832,897.00</b>
<b>Net Ordinary Income</b>		<b>\$</b>	<b>12,872.01</b>
<b>Net Income</b>		<b>\$</b>	<b>12,872.01</b>