

FISCAL YEAR 2023-2024 ANNUAL REPORT FOR THE DOWNTOWN BUSINESS
PROMOTIONS TAX AREA (DBPTA) AND THE OXBOW BUSINESS
PROMOTIONS ASSESSMENT AREA (OXBOW BPAA)

July 1, 2023 – June 30, 2024

The NDA has prepared and filed the annual report using the format provided by California Streets and Highways Code Section 36533 for the annual report for the DBPTA and Oxbow BPAA and in accordance and obligations contained in City Agreement 9354 "Napa Downtown Association Agreement, management of Assessments District". This format is as follows:

1. Any proposed change in boundary of area or benefit zone, or parcel classification.

Response: No changes to boundaries or classifications are proposed.

2. Improvements and activities to be provided for the fiscal year.

Response:

- **Shop Downtown Napa Guide** – 10,000 shop guides are produced that feature about 50 retail locations per annual issue. This is available for participation from all DPTA and Oxbow BPAA businesses.
- **Co-op advertising programs** – Businesses in both districts are invited to participate in seasonal advertising programs, of which half is paid for them. This is available for participation from all DPTA and Oxbow BPAA businesses.
- **Weekly E-Newsletter** – sent to a list of 800, this includes info provided by businesses and non profits. Special announcements are sent out as needed. This is available for participation from all DPTA and Oxbow BPAA businesses.
- **Administration** – All bookkeeping, recording keeping and agendas & minutes for all meetings. Also manage all aspects of the Pedestrian Signage program, the Ambassador program and PBID (detailed below.) This is available for participation from all DPTA and Oxbow BPAA businesses.
- **TID Liaison** – Although the TID is a stand alone committee, the DNA acts as the day-to-day contact for all things calendar, website and social media related. This is available for participation from all DPTA and Oxbow BPAA businesses.
- **Fridays in the Park – Friday nights in July, 2023** the precursor to this, Napa City Nights, was a Napa staple for 17 years. This revised edition is still free, open to the public and does not have alcohol sales. Two bands will play every night.

- **Show & Shine August 18, 2023**— featuring 150 pre-1978 cars, this free event will again be held in Parking lot X. It's a teaser for the following day's car show, and is a locals' favorite.
- **Main Street Reunion Car Show – August 19, 2023** The event features 400 pre-1978 cars. It's free and open to the public, and has been a Napa staple for over twenty-five years. It's mainly on Third Street.
- **Best Burger contest – August, 2023** Burger bragging rights will be spread far and wide as downtown restaurants compete in at least a dozen categories for the best of the best in downtown. Guests will be able to vote on-line, boosting website traffic. This is available for participation from all DPTA and Oxbow BPAA businesses.
- **Hometown Halloween – October 28, 2023** offers Napers of all ages safe trick or treating at up to 100 downtown businesses. 100 businesses participated in 2022 There are no outside vendors and no streets are closed. This is available for participation from all DPTA and Oxbow BPAA businesses.
- **Napa Tree Lighting Ceremony – Nov. 22, 2023 at 6 PM** Held in Veterans Park the day before Thanksgiving, this free community event features entertainment from local children's group and Mayor Sedgley, leading the children to countdown the lighting to the Christmas Tree. No outside vendors and no street closures.
- **Napa Christmas Parade – December 9, 2023 at 5 PM** This community event welcomes one and all, encouraging all Napers to either march along or come out and join their friends.
- **Wanderland of Trees – November 22 through December, 2023** – this month-long promotion kicks off with an open house immediately following the tree lighting. It will give Napers and visitors a reason to come downtown, to view dozens of decorated Christmas trees. Sixty-eight businesses participated the first year. One result was 1800 visiting the website to vote on their favorite tree. This is available for participation from all DPTA and Oxbow BPAA businesses.
- **Shop, Sip & Stroll – Thursday Nights in June, 2023 5 to 7 PM** This promotion features retail paired with tasting rooms, sort of a Happy Hour shopping experience. Fifty stores will participate in 2023 event, which does not close any public streets. Light outdoor music will play on sidewalks that are wide enough to support that. This is available for participation from all DPTA and Oxbow BPAA businesses.
- **Special Events Napa's Table – June 8, 2024** Originally a celebration of Napa's 175th anniversary, this now-annual event features dinner for 400 at a long table on First Street. Pre and post event activities include a reception and desserts. The event

serves as a fund raiser for both the Downtown Napa Association, the Napa Food Bank and others.

- **Social Media campaign** the association is contracting with a local social media agency to help boost the DPTA and Oxbow BPAA businesses profile.
- **Manage PBID** The association is responsible for day-to-day management of the PBID district. Funded projects include the hanging flower basket program, enhanced garage and sidewalk cleaning, all Christmas lights, banners, garland and tree. PBID is funding the City approved Way-Finding signage program, and almost \$500,000 effort to provide better information and a needed face lift. Other activities include marketing, from projects as varied as hosting travel writers to producing maps of downtown Napa. This is available for participation from all DPTA and Oxbow BPAA businesses.
- **Student Employee Training**
Working with the Napa County Office of Education, the districts will facilitate the hiring of up to twelve students, who will spend 40 hours getting a 360 degree view of restaurants. This is the second year and third effort of it's kind. This is available for participation from all DPTA and Oxbow BPAA businesses.

3. Estimated cost to provide the improvements and activities for the year.

Response: The DNA estimates it will cost \$599,409 to manage and promote the DBPTA and the Oxbow District. The DBPTA tax revenue funds approximately 75% of the overall program, the Oxbow BPAA the remaining 25% with additional contributions from other sources such as Property Improvement District (PBID) administration, grants, sponsorship, and event ticket sales.

FY 23-24 Forecasted Budget	FY 22-23
Ordinary Income/Expense	
Income	
Carryover FY 22-23	7,189.00
Napa Table Wine Auction	38,000.00
WINED Passport	15,000.00
Napa's Table Ticket Sales	69,000.00
Shop Downtown Napa Guide	28,295.00
Oxbow Promotional Assessment	39,350.00
Downtown Promotional Tax	161,200.00
Main Street Reunion	13,575.00
PBID Administration	60,000.00
Commercial Vendors	1,800.00
Alcohol Beverage Sales	12,000.00

Sponsorships	154,000.00
Total Income	599,409.00
Gross Profit	599,409.00
Expense	
WINED Passport Reimbursements	15,000.00
City Business License	250.00
Food Costs	15,000.00
State taxes	100.00
Contributions	38,000.00
Supplies/ Materials	69,250.00
Collateral	27,000.00
Event Entertainment	56,050.00
Alcoholic Beverage	18,450.00
Advertising	84,300.00
Contract Services	69,550.00
Employee Payroll	148,059.00
Insurance	23,700.00
Office Equipment/Furniture	1,500.00
Offices Supplies	3,500.00
Permits and Licenses	4,600.00
Postage/Box Rental	250.00
Rent	15,000.00
Staff Support	3,000.00
Telephone	3,625.00
Travel/Expenses	900.00
Web Site	2,325.00
Total Expense	599,409.00
Net Ordinary Income	0.00
Net Income	0.00

4. Method and basis of levying taxes in the Napa DBPTA:

Response: The taxes for the DBPTA and Oxbow BPAA are levied in an amount equal to 40 percent of the business license tax for businesses in the benefit zone. Business license taxes are imposed on each business pursuant to Napa Municipal Code Chapter 5.04.

5. Amount of any surplus or deficit revenues to be carried over from previous fiscal year.

Response: Carryover from FY 22-23 is \$7,189.

FY 22-23 Budget to Actuals	Budget	Actuals
Ordinary Income/Expense		
Income		
Napa Table Wine Auction	38,000.00	38,000.00
WINED Passport	15,000.00	21,516.43
Napa's Table Ticket Sales	69,000.00	71,000.00
Shop Downtown Napa Guide	28,295.00	710.00
Oxbow Promotional Assessment	50,856.00	41,296.00
Downtown Promotional Tax	173,536.00	186,370.63
Main Street Reunion	14,995.00	12,811.46
PBID Administration	60,000.00	60,000.00
Commercial Vendors	0.00	1,740.00
Alcohol Beverage Sales	30,000.00	11,509.95
Sponsorships	130,000.00	112,500.00
Bank Interest		3.05
Total Income	609,682.00	557,457.52
Gross Profit	609,682.00	557,457.52
Expense		
WINED Passport Reimbursements	15,000.00	18,271.51
City Business License	0.00	355.25
Food Costs	15,000.00	0.00
Shop Napa Guide	0.00	12,639.00
Reserve		25,000.00
State taxes	100.00	100.00
Contributions	1,000.00	0.00
Supplies/ Materials	75,475.00	57,685.14
Collateral	27,000.00	11,135.82
Event Entertainment	65,538.00	30,811.11
Alcoholic Beverage	28,750.00	23,921.00
Christmas		20,000.00
Accountant	0.00	8,684.00
Advertising	89,675.50	70,370.15
Contract Services	95,474.00	68,169.88
Dues/Subscription		700.00
Employee Payroll	163,632.00	147,414.58
Franchise Taxes		100.00
General Membership Meeting		1,562.82
Insurance	23,557.50	19,626.90
Office Equipment/Furniture	750.00	3,773.25
Offices Supplies	1,749.50	3,066.84
Permits and Licenses	3,000.00	5,960.00
Postage/Box Rental	347.40	91.25

Printing and Reproduction		1,708.93
Rent	14,379.00	9,324.74
Staff Support	1,500.00	0.00
Telephone	4,313.50	5,156.70
Travel/Expenses	1,050.00	2,607.25
Web Site	2,688.00	2,032.80
Total Expense	629,979.40	550,268.92
Net Ordinary Income	-20,297.40	7,188.60
Net Income	-20,297.40	7,188.60

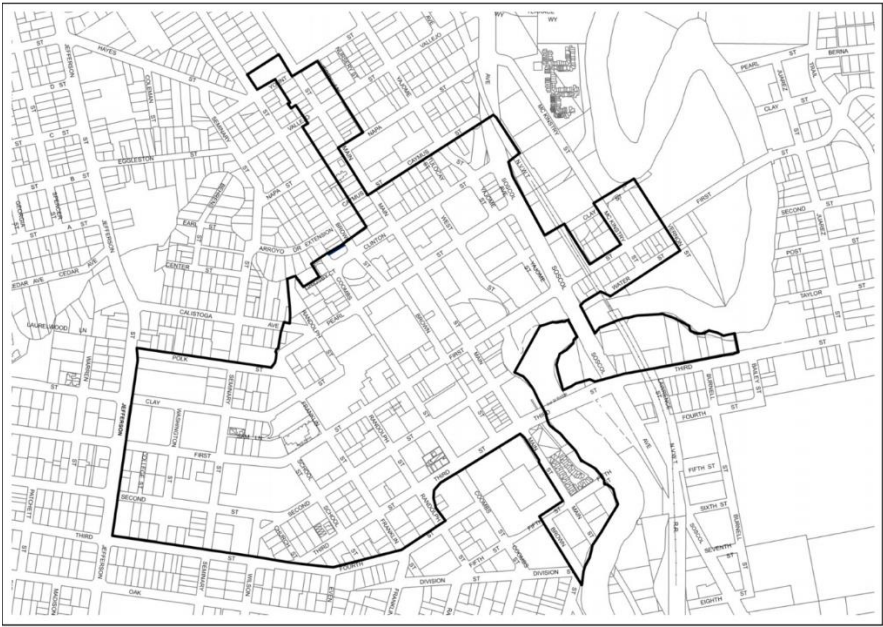
6. Amount of any contributions to be made from sources other than taxes levied pursuant to this part.

Response: The budget anticipates \$173,000 coming from PBID & TID, and \$136,000 from the Napa Table.

The Board of Directors of the NDA serves as the Advisory Board to the DBPTA and Oxbow BPAA. For the FY 2023-2024, the NDA Board of Directors and their respective affiliations are:

Connie Anderson, President; Napa Valley Marketplace
Sara Brooks, Treasurer; Napa River Inn
Peter Triolo, Secretary/Treasurer; Archer Hotel
Toni Chiapetta; Sweetie Pies
Tom Finch; Filippi's Italian Pizza Grotto
Chrissy Pearce Jeffries; Jeffries General
Anette Madsen; Anette's Chocolate
Bob Magnini; Director of Operations, Bazan Cellars
Kimberly McMaster; Blue Water Day Spa
Chuck Meyer; Ox & Fox and Napa Palisades
Garret Murphy; Vintners Collective
Craig Smith; Executive Director

Boundary Map for the DBPTA



Boundary Map for the Oxbow BPAA

