

**DOWNTOWN NAPA PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT
FY 2024-2025**

Background Summary. For almost twenty years, the Downtown Napa Property and Business Improvement District, (PBID), has provided an array of services, marketing programs, and environmental enhancements, and has coordinated and supported signature events for its member businesses and for the Napa community at large. The PBID is a pedestrian friendly retail, restaurant, service and office district centered primarily along First Street and Main Street in Downtown Napa. The purpose of the PBID is to continue to provide and manage unique services, activities and improvements for this highly visible and popular locale. The PBID enables its property owners, working as a unit, to continue to fund needed property and business-related programs above what is provided by City of Napa base level services.

- Formed in 2005, through the collection of an annual property-based assessment, the Downtown Napa PBID began financing amenities and activities that improved and enhanced Napa's downtown corridors and provided benefits to its business members.
- The PBID has since been renewed three times for five-year terms, and it will be pursuing renewal this upcoming year for another five-year term, 2025-2030.
- There are currently 273 eligible commercial properties assessed within the PBID boundaries. Properties that contain residential uses, schools, utility rights-of-way, non-profits or are owned by certain governmental, non-profit organizations or charitable organizations are not assessed.
- Comprised of two zones - Zone 1 is the core retail center of Downtown Napa and consists of commercially zoned properties centered along Main Street and 1st Street and streets that directly connect to these corridors. Retail activity and pedestrian traffic are highest in this portion of the PBID, and thus these parcels require the highest level of programmed and response PBID services.
- Zone 2 consists of the remaining commercially zoned parcels within the PBID boundaries. Zone 2 has less retail activity and pedestrian traffic than the Zone 1 parcels and requires lower levels of programmed and response service from the PBID. The assessments for each zone vary according to level of benefit to the member businesses. A map of the PBID boundaries is attached to this report.

PBID Boundaries and Zones. Generally, the boundaries of the PBID span Downtown Napa from Jefferson Street east, across the Napa River and Soscol Avenue to Silverado Trail, encompassing the Oxbow District and portions of the east-west streets of Polk, Pearl, Clay, First, Second, Third, Fourth and Fifth; and, north-southwards along the Main Street corridor extending from Yount Street south to portions of Fourth, Fifth, and Division Streets.

2024-2025 PBID Owners' Association. The Napa PBID is managed by an Owners' Association comprised of member business representatives. The PBID Owners' Association holds regular meetings on the fourth Thursday of each month. Agendas and minutes are posted on [the DoNapa.com](http://theDoNapa.com) website. Day to day activities are administered by the Executive Director of the Downtown Napa Association.

PBID Owners' Association Members:

- Ryan Gregory, Chairperson, County of Napa
- Sara Brooks, Napa Hatt Building
- Mike Butler, Property Owner City of Napa HR Building
- Tony Giaccio, Napa Valley Wine Train
- Michael Holcomb, Property Owner, Various Parcels
- Zen Hunter-Ishikawa, The Wiseman Company
- Bob Johnstone, Member-at-Large
- Kelly Moore, Zapolski Real Estate
- Vin Smith, City of Napa
- Staff: Bill LaLiberte, DNA Executive Director

Review of Fiscal Year 2023-2024 Programming and Focus Areas.

In 2023-24, the Downtown Napa PBID prioritized and provided financial support for its core focus areas of 1) Advocacy and Administration, 2) Beautification, Maintenance and Infrastructure, and 3) Marketing:

• Wayfinding Signage Installation	\$124,701.13
• Wayfinding Signage Marketing	22,542.10
• Hanging Flower Baskets	100,000.00
• Holiday Garland and Lighting, Purchase and Storage	47,414.00
• Sidewalk and Parking Garage Supplemental Cleaning	50,000.00
• Napa Table Special Event	40,000.00
• Fridays In the Park	38,000.00
• Ambassador & Safekeeping Program	45,000.00
• Main Street Reunion Event	25,000.00
• Production of Downtown Napa Maps	10,000.00
• PBID Renewal Efforts	10,475.00

Table 1 (P&L Statement) below reflects the specific budget and actual expenditures from the previous FY.

EXHIBIT A

Table 1: Budget vs Actual FY 23-24		Jul '23 - Jun 24	Budget
Ordinary Income/Expense			
Income			
	Carryover from PY	300,000.00	300,000.00
	Interest Income	3,674.14	450.00
	Property Taxes	509,989.55	521,137.00
	Total Income	813,663.69	821,587.00
Expense			
Advocacy and Administration			
Administration			
	Unallocated	0.00	30,892.97
	Administration - Other	65,000.00	61,200.00
	Total Administration	65,000.00	92,092.97
	Bank Charges	0.00	400.00
	PBID Renewal	10,475.00	11,130.00
	Total Advocacy and Administration	75,475.00	103,622.97
Beautify, Maintain & Infrastruc			
Christmas Garland			
	Christmas Garland installation	11,144.00	9,250.00
	Replacement Garland and Storage	3,447.00	8,750.00
	Christmas Garland - Other	0.00	8,040.00
	Total Christmas Garland	14,591.00	26,040.00
	Christmas Lights -	32,823.00	34,000.00
	Hanging Flower Baskets	100,000.00	200,000.00
	Sidewalk/Garage Cleaning	50,000.00	50,000.00
	Unallocated	0.00	115,635.92
	Way Finding Signage Installatio	124,701.13	
	Total Beautify, Maintain & Infrastruc	322,115.13	425,675.92
	Contingency	0.00	19,213.00
Marketing			
	Ambassador & Safekeeping	45,000.00	45,000.00
	Art Walk	0.00	10,000.00
	Fridays in the Park	38,000.00	45,000.00
	Maps of Historic DT	10,000.00	7,500.00
	Napa Table	40,000.00	40,000.00
Special Events			
	Christmas	0.00	10,000.00
	Main Street Reunion Car Show	25,000.00	
	Special Events - Other	1,250.00	0.00
	Total Special Events	26,250.00	50,000.00
	Travel Writers Visits (FAM)	0.00	15,000.00
	Wayfinding Signage	22,542.10	90,000.00
	Total Marketing	181,792.10	262,500.00
	Total Expense	579,382.23	811,011.89
	Net Ordinary Income	234,281.46	10,575.11
	Net Income	234,281.46	10,575.11

Fiscal Year 2024-2025 Assessment Revenue Outlook

As noted in the attached Exhibit B, Chart of Assessments to be Levied for 2024-2025, PBID property assessments on 273 eligible properties will total **\$546,768**. Each year, PBID assessments rates are increased based upon year-over-year CPI for the SF Bay Area, not to exceed 3% per year.

For FY 24-25, rates per property square-foot are as set forth in the Management District Plan:

	Retail	Non-Retail	Parking	Vacant
Zone 1	\$0.2578	\$0.1722	\$0.0855	\$0.0427
Zone 2	\$0.0855	\$0.0855	\$0.0427	\$0.0427

A breakdown of parcel count and projected revenue is as follows:

- Zone 1: 167 parcels
- 61% of PBID area is in Zone 1
- 66.4% of expected revenue to be generated from Zone 1: \$363,544
- Zone 2: 106 parcels
- 39% of PBID is in Zone 2
- 33.6% of expected revenue to be generated from Zone 2: \$183,224

Reporting Requirements.

The California Streets and Highways Code Section 36650 requires that annual reports for Property and Business Improvement Districts contain the following information. The Downtown Napa PBID presents these responses:

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

Response: No changes to the PBID boundaries occurred during the past year or are proposed for the upcoming FY. Some property classifications have changed, and those are reflected in the attached list of parcels and assessments, Exhibit B.

2. Improvements and activities to be provided for the 24-25 fiscal year.

Response:

Beautification, Maintenance & Infrastructure, Zones 1 and 2 \$420,292.70

- Wayfinding Signage Installation & Maintenance
- Hanging Flower Baskets on 160 Light Poles
- Christmas Holiday Lighting & Garland, Pre-Thanksgiving thru Week 1 January
- Sidewalk and Parking Garage Supplemental Cleaning
- Utility Box Art, Decorative Wrap Designs throughout Downtown Napa

Marketing \$226,586.34

- Ambassador Program, Four 2-person teams providing personal assistance, direction and recommendations

- Fridays In the Park, free Veterans Park summer concerts and picnic opportunities
- Napa Table, Alfresco Dining down Main Street between First & Third Streets
- Production of Historic Downtown Napa Maps
- Other Special Events

Administration \$106,635.40
Perform day-to-day tasks and programming as directed by the PBID Owners' Association

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

Response: The Owners' Association estimates that it will cost \$753,514.44 to manage and promote the PBID activities. See Table 2 Proposed FY 2024-2025 Budget below.

4. Method and basis of levying assessments in the PBID.

Response: Assessments are based on the property size and use, location within Zone 1 or Zone 2, and are collected by the County via property taxes. This method was authorized under renewal of the PBID in 2020, as outlined in the Management District Plan. Assessment revenues are passed through to the City and onto the PBID. See Exhibit B Chart of Assessments.

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

Response: The carryover from FY 23-24 is \$314,644.

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

Response: None.

Table 2: Proposed FY 24-25 Budget		
		Jul '24 - Jun 25
Ordinary Income/Expense		
Income		
	Carryover from PY	314,644.00
	Interest Income	6,875.00
	Property Taxes	506,160.00
Total Income		827,679.00
Expense		
Advocacy and Administration		
	Administration	
	Unallocated	41,435.40
	Administration - Other	65,000.00
	Total Administration	106,435.40
	Bank Charges	200.00
	PBID Renewal	0.00
	Total Advocacy and Administration	106,635.40
Beautify, Maintain & Infrastruc		
	Christmas Garland	
	Christmas Garland installation	12,000.00
	Replacement Garland and Storage	7,500.00
	Christmas Garland - Other	7,500.00
	Total Christmas Garland	27,000.00
	Christmas Lights -	32,000.00
	Hanging Flower Baskets	150,000.00
	Sidewalk/Garage Cleaning	50,000.00
	Unallocated	63,951.79
	Art Utility Boxes	5,000.00
	Way Finding Signage Installation	92,340.91
	Total Beautify, Maintain & Infrastruc	420,292.70
Contingency		
Marketing		
	Unallocated	86,586.34
	Ambassador & Safekeeping	45,000.00
	Fridays in the Park	45,000.00
	Maps of Historic DT	10,000.00
	Napa Table	40,000.00
	Special Events	
	Christmas	
	Special Events - Other	
	Total Special Events	0.00
	Travel Writers Visits (FAM)	0.00
	Wayfinding Signage	0.00
	Total Marketing	226,586.34
Total Expense		753,514.44
Net Ordinary Income		74,164.56
Net Income		74,164.56

DOWNTOWN NAPA PBID ZONE BOUNDARY MAP

