

July 1<sup>st</sup>, 2024 – June 30<sup>th</sup>, 2025

City staff has directed the executive director of the Napa Downtown Association (NDA) to prepare an annual report for the Oxbow Business Promotions Assessment Area (Oxbow BPAA) using the format provided by California Streets and Highways Code Section 36533. 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.
- **Co-op advertising programs** – Businesses in both districts are invited to participate in seasonal advertising programs, of which half is paid for them.
- **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.
- **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).
- **Event Sponsorship** – The NDA has approved \$30,000 to support third party events in the FY 24-25 budget. The NDA board has already approved funding of \$8500 to support Oxfest, an Oxbow District event, on August 17<sup>th</sup> 2024 and \$5,000 to support SoFi Battle of the Bands on July 28<sup>th</sup> 2024 from this fund. As part of our sponsorship the NDA will also support these events by assisting in the permitting process and ABC licensing as needed.
- **TID Liaison** – Although the TID is a stand-alone committee, the NDA acts as the day-to-day contact for all things calendar, website and social media related for the DoNapa brand. NDA is acting as the pass-through agency for TID grant funding of downtown district events such as Oxfest and SoFi Battle of the Bands.
- **Fridays in the Park** – This series of live music concerts will run the four Friday nights in July, and the first Friday in August 2024. 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 16, 2024 – 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.
- **Hometown Halloween** October 26, 2024 – Offers Napans 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.
- **Napa Tree Lighting Ceremony** Nov. 27, 2024 at 6 PM – Held in Veterans Park the day before Thanksgiving, this free community event features entertainment from local children's groups 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 7, 2024 at 5 PM – This community event welcomes one and all, encouraging all Napans to either march along or come out and join their friends.
- **Wanderland of Trees** November 29 through December 2024 – This month-long promotion kicks off with an open house immediately following the tree lighting. It will give Napans 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.
- **Shop, Sip & Stroll** Thursday Nights in June, 2025 5 to 7 PM – This promotion features retail paired with tasting rooms, sort of a happy hour shopping experience. Fifty stores will participate in the 2024 event, which does not close any public streets. Light outdoor music will play on sidewalks that are wide enough to support that. Each Thursday a different district of downtown will be featured. The four districts are First Street, Second and Third Streets, Oxbow District, and Main Street.
- **Napa's Table** June 7, 2025 – Originally a celebration of Napa's 175<sup>th</sup> anniversary, this now-annual event features dinner for 400 at a long table. The event has been moved to Main Street. Pre and post event activities include a reception and desserts. The event serves as a fund raiser for both the Downtown Napa Association and CANV Napa Food Bank.
- **Social Media Campaign** – NDA is contracting with a local social media agency at \$3000 monthly to boost downtown's profile in the Oxbow District and Downtown areas promoting merchants and locally owned businesses to attract Napa residents to shop, eat, and drink locally.
- **Radio Marketing** – NDA has contracted with Wine Down Media for weekly messaging plus "What's Up in Downtown" 5–7-minute

segments on English Language “The Vine” and Spanish Language “MegaMix.” This is an 18-month contract at \$1250 per month to promote everything downtown. NDA will use this platform to promote third party events which include Oxfest, SoFi Battle of the Bands as well as NDA events Shop Sip and Stroll, Fridays in the Park, Hometown Halloween, Christmas Parade and Tree lighting.

- **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, an 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.
- **TID and PBID Connection** – The NDA is working with both TID and PBID committees to hold an annual joint meeting to look at combined funding for larger longer-term projects. These are projects individual committees could not do alone such as transportation and workforce development.

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

Response: The NDA estimates it will cost \$832,897.00 to manage and promote the Downtown Business Promotions Tax Area (DBPTA) DBPTA and the Oxbow District. The DBPTA tax revenue funds \$256,830 of the overall program, the Oxbow BPAA \$52,830.

4. Method and basis of levying taxes in the Oxbow BPAA and 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 23-24 is \$35,047.01

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

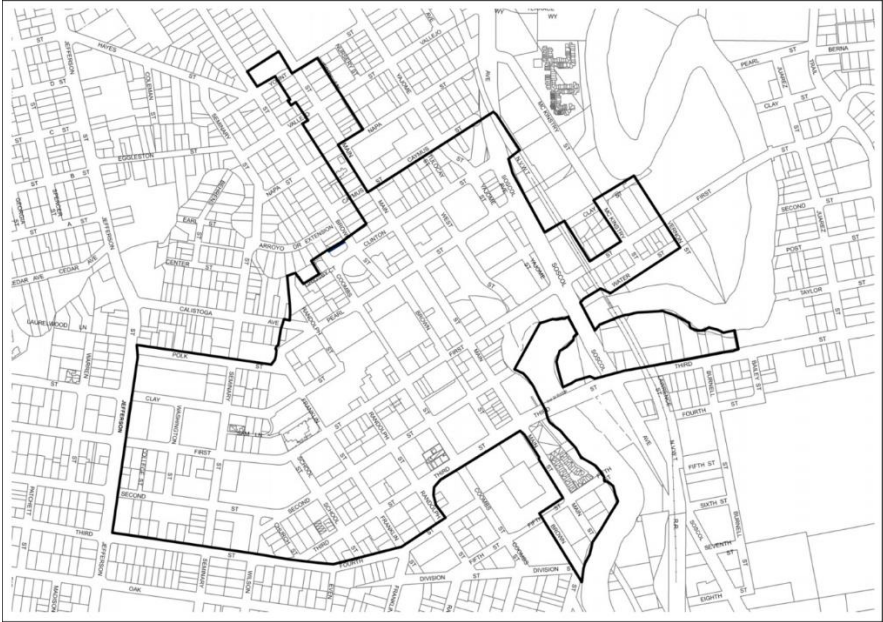
Response: The budget anticipates \$192,500 coming from Property and Business Improvement District (PBID) & Napa Tourism Improvement District (TID) to supplement funding of NDA events and programs and \$115,550 from

the Napa Table. The NDA also anticipates revenue of approximately \$28,000 from the Downtown Napa Shop Guide, Pedestrian Sign Program, Alcohol Sales, and smaller sponsorships.

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

Peter Triolo, President; Archer Hotel  
Chrissy Pearce Jeffries, Vice President; Jeffries General  
Sara Brooks, Treasurer; Napa River Inn  
Connie Anderson, Immediate Past President; Napa Valley Marketplace  
Toni Chiapetta; Sweetie Pies  
Bob Magnani, Director of Operations; Bazan Cellars  
Kimberly McMaster; Blue Water Day Spa  
Chuck Meyer; Ox & Fox and Napa Palisades  
Garret Murphy; Vintners Collective  
Gabe Carlin; Oxbow Public Market  
Faith Ventrello; Folklore Napa  
Alyssa Piombo; Riza Plants  
Bill La Liberte, Executive Director; NDA

**Boundary Map for the DBPTA**



**Boundary Map for the Oxbow BPAA**

