



# Economic Development Dashboard

These key indicators gauge the City of Napa's economic performance and are updated on a quarterly basis as needed



## The City's Economy at a Glance



**\$389**

Hotel Average Daily Rate  
(Mar. 2024)



**52.0%**

Hotel Occupancy Rate  
(Mar. 2024)



**-2.8%**

Hotel Occupancy Rate  
past year difference (Mar.  
2023-Mar. 2024)



**-6.9%**

Hotel Occupancy Rate  
past two year difference  
(Mar. 2022-Mar. 2024)



**\$7.48 Billion**

City of Napa Gross Regional Product  
Economic Output (2023 est.)



**-4.4%**

City of Napa Taxable Sales Percent  
Increase (2022 Q4 to 2023 Q4)



**-2.1%**

Napa County Taxable Sales Percent  
Increase (2022 Q4 to 2023 Q4)



**-2.3%**

California Taxable Sales Percent  
Increase (2022 Q4 to 2023 Q4)



**\$916,050**

Median home price within the City as  
of Mar. 2024 (Zillow Research)



**+3.6%**

City of Napa one year home price  
growth rate (Mar. 2023-Mar. 2024)



**+2.5%**

City of Napa two year home price  
growth rate (Mar. 2022-Mar. 2024)



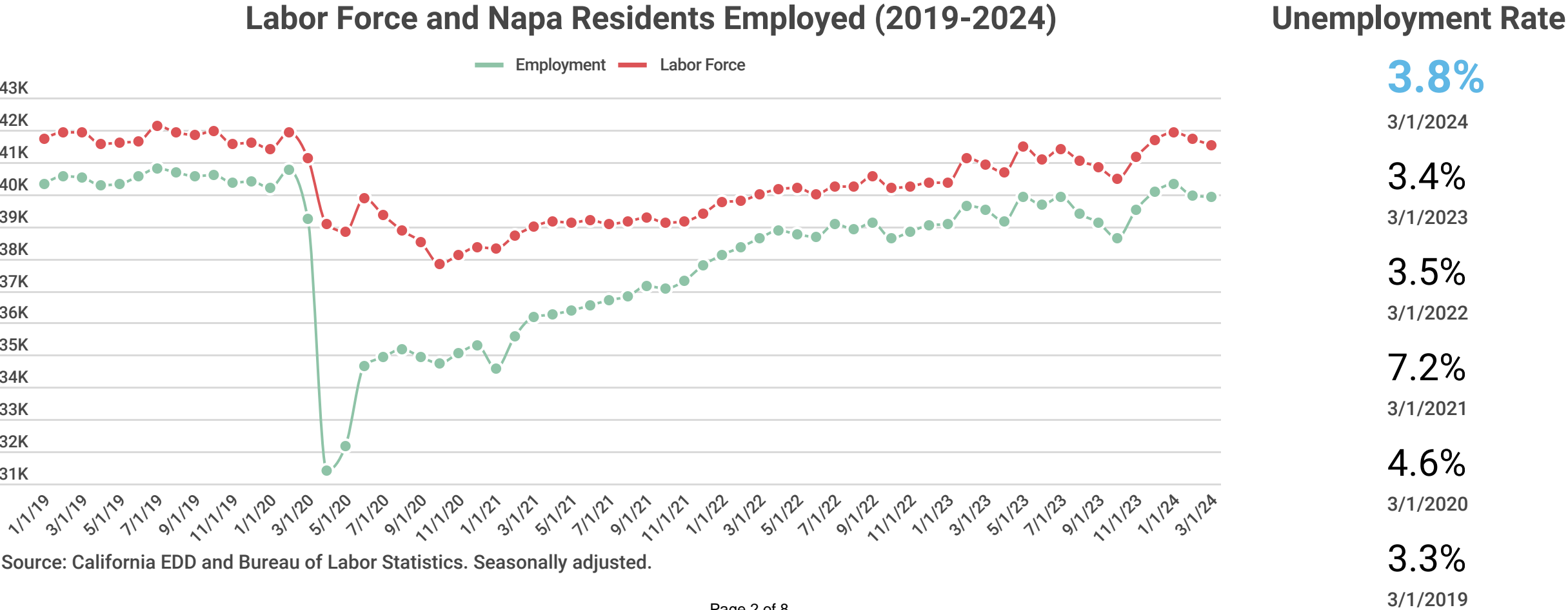
**-2.3%**

City of Napa Housing Market Forecast  
(% change in median home price) to  
Apr. 2025

# Labor Force and Employment

**Takeaway:** Napa's labor force continued to grow in the first quarter of 2024, with job growth for Napa's residents rising slightly also. This mix reduced Napa's unemployment rate to 3.8% in March 2024 after seasonal adjustments from the October 2023 peak of 4.5% unemployment, but 0.5 percentage points higher than March 2023. Napa's unemployment rate is similar to Napa County's at 3.9% as of March 2024.

**Description:** The City of Napa's labor force (red line in the graph) is determined by the number of residents working or looking for work. Employed residents (green line in the graph) live in Napa and have jobs. This illustrates how many Napa residents are employed compared to the overall workforce.

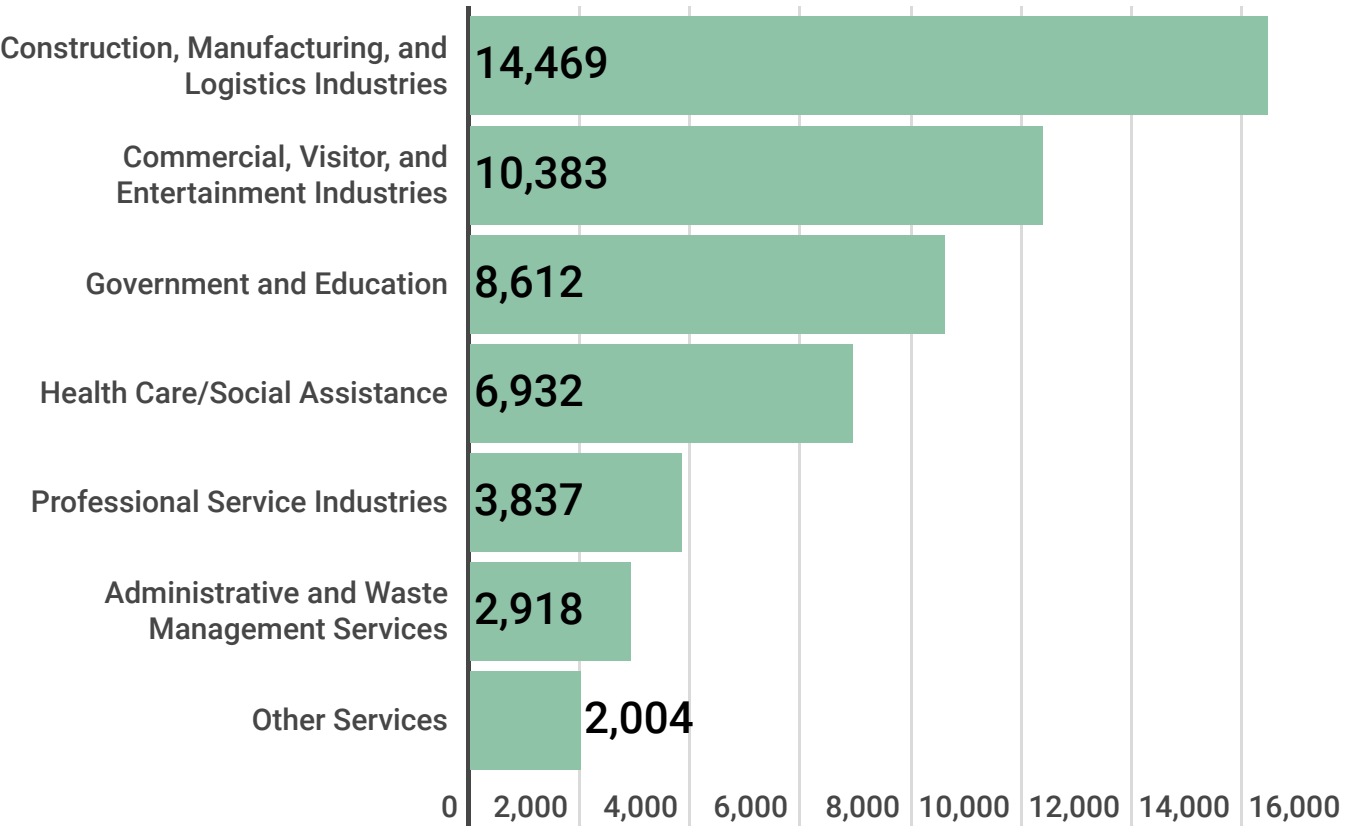


# Employment by Industry (Jobs in the City of Napa)

**Takeaway:** These data are estimates for 2022 (49,154 jobs). At 14,468 jobs, construction, manufacturing, and logistics workers hold the largest share of employment within the City of Napa. The next group is the commercial, visitor, and entertainment industries, with 10,383 jobs. Government and education are the third highest industries, with 8,613 jobs. The City of Napa has a total of approximately 49,150 jobs.

**Description:** The graph and table below show the estimated number of jobs in the City of Napa for 2022, including employed residents and inbound commuters. A forecast for 2023 will be provided in Q2 2024.

**Jobs in the City of Napa (included Residents and inbound Commuters) (2022)**



Industry	Estimated Number of Jobs
<b>Construction, Manufacturing, and Logistics Industries</b>	<b>14,469</b>
Agriculture	2,941
Mining	19
Utilities	139
Construction	3,300
Manufacturing	6,103
Wholesale	967
Transport/Logistics/Warehousing	1,000
<b>Commercial, Visitor, and Entertainment Industries</b>	<b>10,383</b>
Retail	4,642
Hotels and Motels and Arts	359
Restaurants	5,382
<b>Government and Education</b>	<b>8,612</b>
Education	1,070
Government	7,542

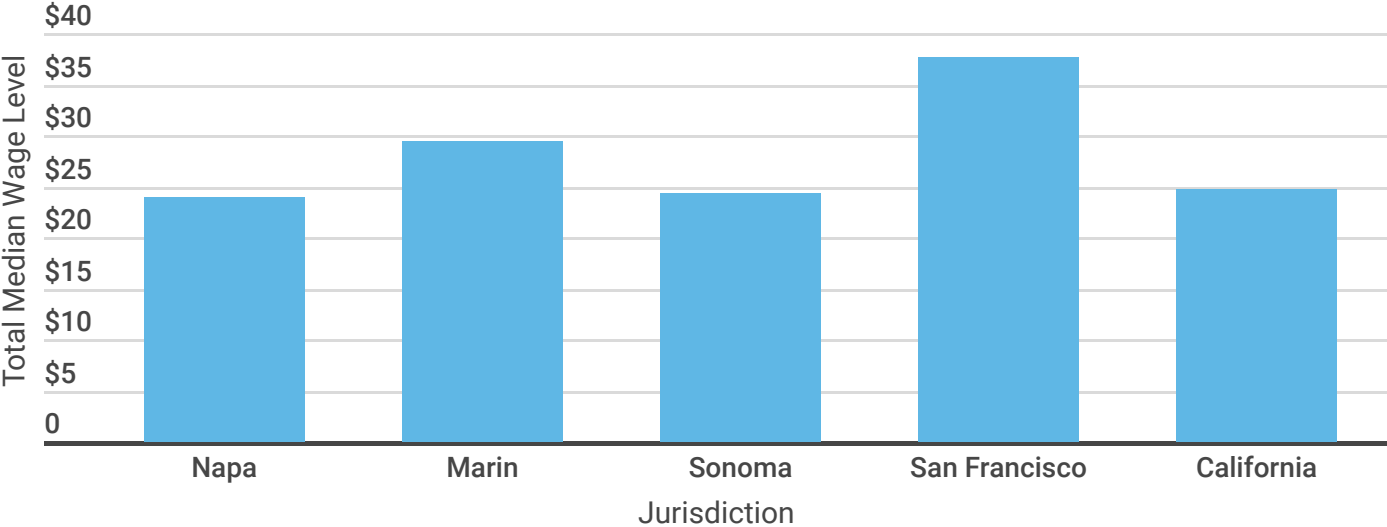
Source: California EDD, Census Bureau, EMSI (Lightcast)

# Median Wages by Occupation

**Takeaway:** The median wage for jobs worked in 2024 within the City of Napa is \$24.62 for all industries combined (+\$0.62 from 2023), where the median in Sonoma is \$24.84, San Francisco's metropolitan area (including Alameda and San Mateo counties) is \$34.64, and California is \$25.98 (the 2024 data are not yet available for San Francisco city and county alone or Marin County as of June 1, 2024). These data indicate that overall wages in Napa are competitive with those in adjacent Sonoma County and have slowed compared to those in California. For Napa, healthcare and protective services jobs had more than a 10% wage increase since 2023. Napa as a city economy is a significant portion of Napa County's labor market in terms of jobs available and a wide breadth of positions.

**Description:** The chart and table show the median wage level by occupation for selected jurisdictions and California overall. The complete list of included occupations can be viewed by scrolling on the table.

Median Wages by Occupation (2023)



Occupation Type	Napa	Marin*	Sonoma	SF	CA
Management	\$59.43		\$57.37	\$82.38	\$65.31
Business and Financial Operations	\$39.96		\$39.42	\$50.46	\$42.25
Computer and Mathematical	\$48.24		\$49.04	\$78.79	\$65.27
Architecture and Engineering	\$47.59		\$52.13	\$60.73	\$52.24
Life, Physical, and Social Science	\$34.55		\$40.94	\$57.86	\$46.55
Community and Social Service	\$32.81		\$28.82	\$31.17	\$28.95
Legal	\$53.00		\$50.32	\$76.16	\$62.91
Educational Instruction and Library	\$35.19		\$32.31	\$36.12	\$33.17
Arts, Design, Entertainment, Sports, and Media	\$30.00		\$29.50	\$43.70	\$36.55
Healthcare Practitioners and Technical	\$60.13		\$57.91	\$66.99	\$53.61
Healthcare Support	\$18.84		\$18.46	\$16.58	\$16.65

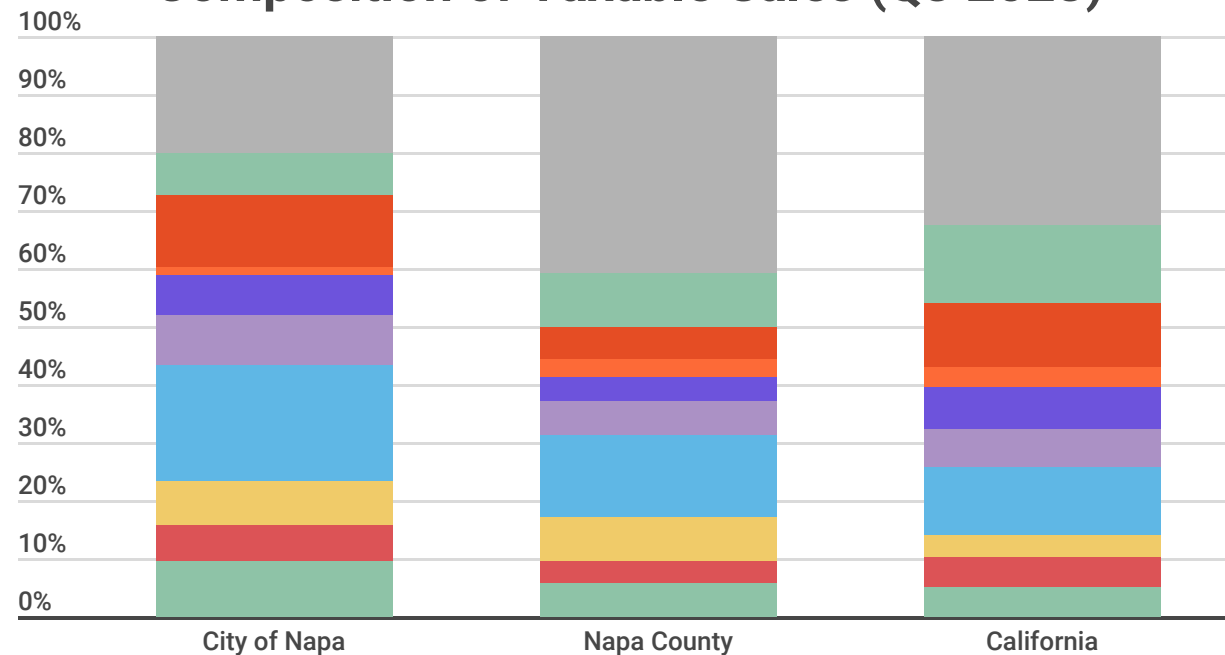
Source: California EDD and Bureau of Labor Statistics (2023).

# Taxable Sales

**Takeaway:** Restaurants and bars (Food Services and Drinking Places) were 19.8 percent of taxable sales in the City of Napa in the fourth quarter of 2023, with hardware and garden stores (Building Material and Garden Equipment and Supplies Dealers) at 9.6 percent of total taxable sales. Gasoline stations were 8.8 percent, including sales of non-food retail items inside many stations. The All-Other Outlets category includes an array of businesses with retail points of sale, but is not a retail business as a primary function (winery tasting rooms are examples) at 19.8 percent of taxable sales. For the City of Napa, taxable sales fell by an estimated 4.4 percent between Q4 2022 and Q4 2023. Napa County taxable sales fell by -2.3 percent, while California slipped by -2.1 percent.

**Description:** The chart below summarizes the composition of taxable sales to track business health in terms of revenue and sales tax revenue for the City.

**Composition of Taxable Sales (Q3 2023)**



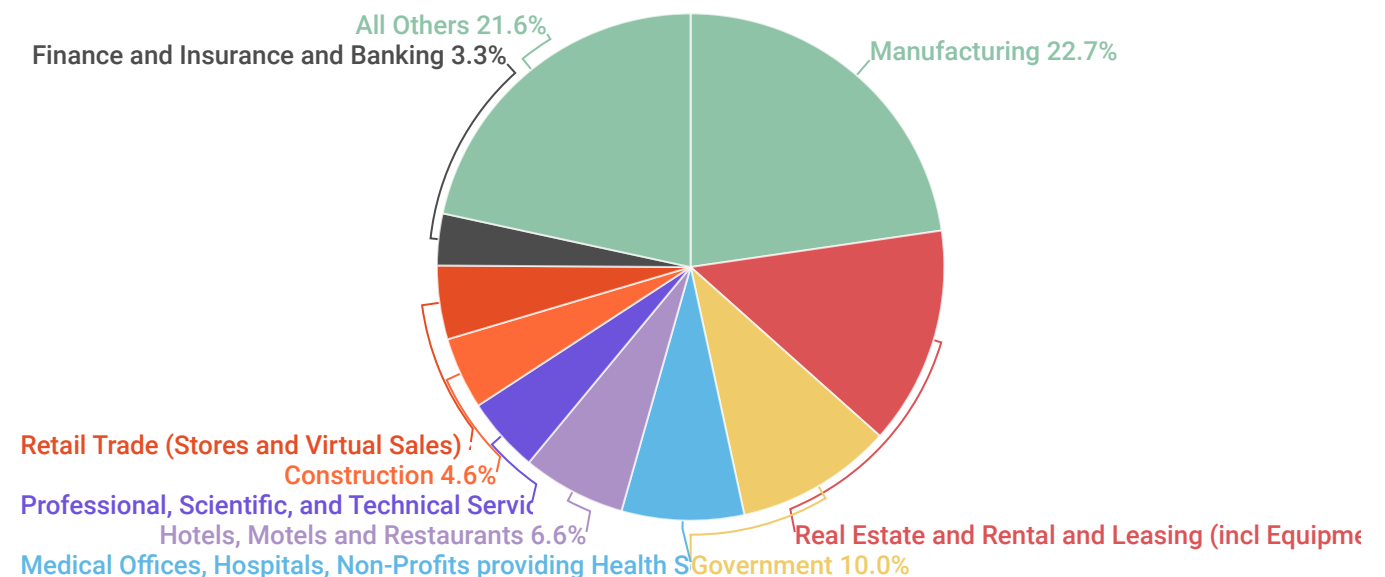
Source: California Department of Tax and Fee Administration

# Economic Output

**Takeaway:** The City of Napa's top industries are Manufacturing (including wineries where bottled wine is produced), Real Estate, Rental and Leasing, Government, Medical Services, and Visitor-Serving (Hotels, Motels, and Restaurants).

**Description:** This chart tracks the top economic drivers in the City of Napa's economy. The chart summarizes the estimated economic output from various industries within the city economy for 2023 in 2021 Dollars. The total economic output of Napa County is approximately 11.8 billion dollars, where the city economy is 7.48 billion dollars (in 2021 inflation-adjusted dollars for 2023), of which the Napa city economy contributes approximately 68.4% of the total economic output.

**Napa (City) Gross Regional Product (2023 est.)**



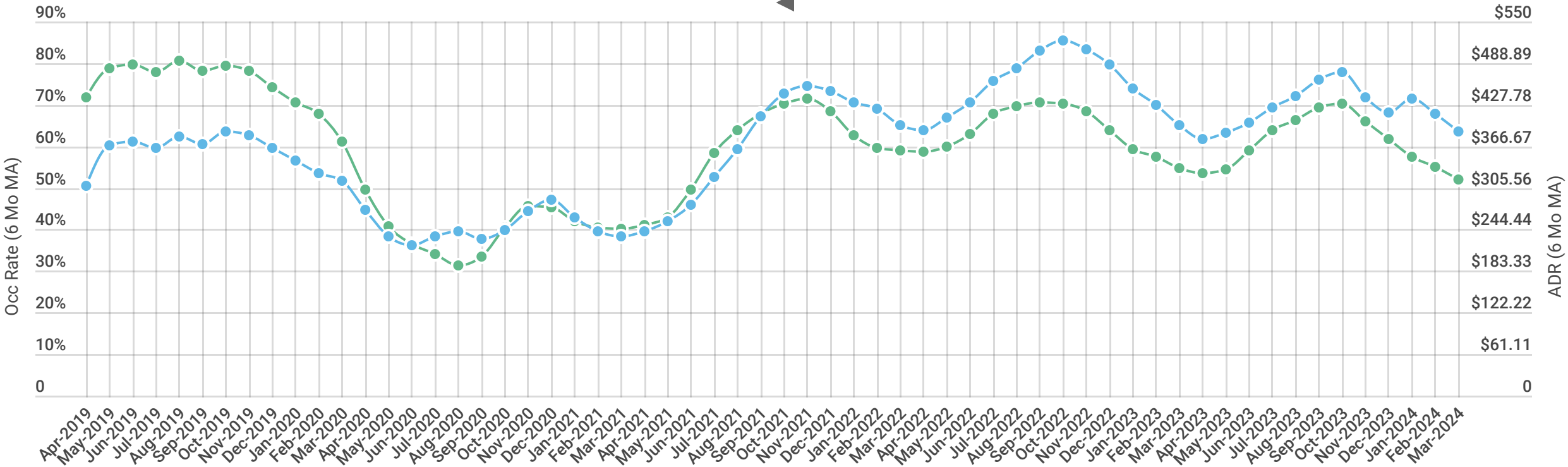
Source: Bureau of Economic Analysis, California EDD, EMSI (Lightcast)

# Visitor and Tourism Trends

**Takeaway:** Hotel occupancy and average daily rates in March 2024 were estimated (on a six-month, moving average basis) to be lower compared to 2023 (-2.8 percentage points or 52.0% in March 2024 versus 54.8 % in March 2023). Average daily rates in Napa were down \$11 per night compared to the six-month moving average ending in March 2024 (\$389) and March 2023 (\$398). The six-month moving average is meant to flatten some of the seasonal and episodic reasons for changes in these data and focus more on trends. The slight flattening of Occupancy Rates and ADR follow regional trends from 2023 into 2024; San Francisco's tourism market has had a strong recovery since 2022 and remains a competitive issue for Napa tourism.

**Description:** Occupancy rates measure how full hotels and lodging are during a particular time. This helps indicate the amount of visitor activity for overnight stays and informs the Transient Occupancy Tax (TOT) revenue forecast. The average daily rate (ADR) refers to the average cost of a one-night stay.

**Hotel Occupancy Rate (Occ) and Average Daily Rate (ADR) in Dollars for 6 Month Moving Average (2019-2024)**



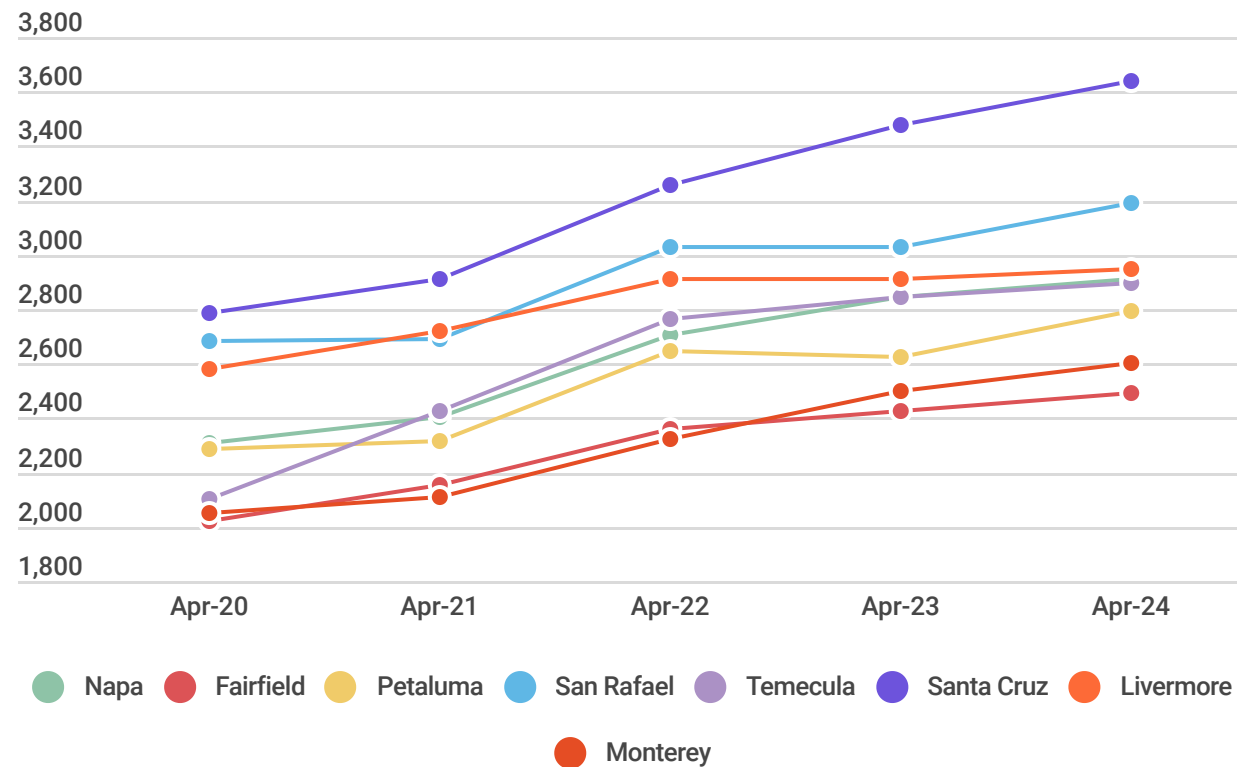
Source: Smith Travel Research

# Median Rent Comparisons

**Takeaway:** Median rents increased 2.3% percent in Napa, according to ZillowTM Research, between April 2023 and April 2024. Comparable jurisdictions increased by 6.4 percent in Petaluma and 1.4 percent in Livermore. Perhaps more critically, rents are up between 14.4 percent (Livermore) and 37.6 percent (Petaluma) since January 2020 (pre-pandemic), with Napa up 26.4 percent over that time.

**Description:** The chart and table provide benchmarks for rental affordability in the Napa housing market. Comparison jurisdictions were chosen due to similar population size, being a tourism destination, and/or within a wine region. The rental price medians are calculated using samples of homes, condos, and apartments for rent, but they are largely dominated by one- and two-bedroom apartments.

## Median Rents by Year and Jurisdiction (2020-2024)



Place	Apr-20	Apr-21	Apr-22	Apr-23	Apr-24	% Change 2023-24
Napa	\$2,304	\$2,400	\$2,701	\$2,845	\$2,912	2.3%
Fairfield	\$2,017	\$2,156	\$2,362	\$2,423	\$2,490	2.7%
Petaluma	\$2,282	\$2,317	\$2,645	\$2,624	\$2,793	6.4%
San Rafael	\$2,686	\$2,690	\$3,028	\$3,026	\$3,190	5.4%
Temecula	\$2,105	\$2,423	\$2,766	\$2,841	\$2,897	2.0%
Santa Cruz	\$2,786	\$2,912	\$3,259	\$3,477	\$3,637	4.6%
Livermore	\$2,576	\$2,721	\$2,912	\$2,907	\$2,947	1.4%
Monterey	\$2,047	\$2,112	\$2,323	\$2,502	\$2,600	3.9%

# Looking for more data?

Click below to visit the California Governor's Office of Business and Economic Development (Go-Biz) for an interactive map of Napa.

The screenshot displays the Go-Biz website interface for Napa, California. The top navigation bar includes 'State of California', 'EXPLORE COMMUNITIES', 'COMPARE COMMUNITIES', 'Opportunity Zones', 'CalEnviroscreen', 'GO-Biz', and 'Help'. Below this is a secondary menu with 'Summary', 'Demographics', 'Occupation Data', 'Establishments', 'Consumer Expenditures', 'Business', and 'Talent'. A 'Saved Results' button with a counter of 0 is also present.

The main content area for Napa, California, includes a 'Back' button, a 'Change Location' link, and a 'Compare Community' link. There are also 'PDF' and 'Share' buttons. The 'People' section shows a total population of 78,495 and a median age of 39.31. A bar chart below this shows the gender distribution: 49.49% Male and 50.51% Female.

The right side of the page features an interactive map of Napa and its surrounding areas, including Oak Knoll, Salvador, Union, Napa, Imbola, Rockram, Thompson, Merazo, and Napa County Airport. The map includes a 'Map Layers' panel, a 'Map' button, and a 'Satellite' button. A 'MAP TOOLS' panel at the bottom of the map includes options for Pinpoint, Measure, By Address, Filter: Area, Map Styles, and Export. The map also shows various landmarks like Skyline Wilderness Park and Silverado Trail.