

## Fiscal Year 24-25 Budget vs. Actuals

|                                |   | Jul '24 - Jun 25     | Budget               |
|--------------------------------|---|----------------------|----------------------|
| <b>Ordinary Income/Expense</b> |   |                      |                      |
| <b>Income</b>                  |   |                      |                      |
|                                | Carryover   |                      | \$ 35,047.01         |
|                                | WINED Passport                                      | \$ 15,448.76         | \$ 20,000.00         |
|                                | Napa's Table Ticket Sales                           | \$ 110,590.00        | \$ 115,550.00        |
|                                | Napa Table Auction                                  | \$ 65,000.00         | \$ 65,000.00         |
|                                | Shop Downtown Napa Guide                            |                      | \$ 12,500.00         |
|                                | Oxbow Promotional Assessment                        | \$ 52,830.00         | \$ 52,830.00         |
|                                | Downtown Promotional Tax                            | \$ 256,830.00        | \$ 256,830.00        |
|                                | PBID Pedestrian Signage                             | \$ 375.00            | \$ 5,500.00          |
|                                | Donation  | \$ 1,800.00          | \$ 2,500.00          |
|                                | PBID Administration                                 | \$ 65,000.00         | \$ 60,000.00         |
|                                | Third Party District Events                         | \$ 20,671.15         | \$ 20,000.00         |
|                                | Alcohol Beverage Sales                              | \$ 15,260.65         | \$ 7,500.00          |
|                                | Sponsorships  | \$ 226,317.09        | \$ 192,500.00        |
|                                | Bank Interest                                       | \$ 3.91              | \$ 12.00             |
|                                | <b>Total Income</b>                                 | <b>\$ 830,126.56</b> | <b>\$ 845,769.01</b> |
|                                | <b>Gross Profit</b>                                 | <b>\$ 830,126.56</b> | <b>\$ 845,769.01</b> |
|                                |   |                      |                      |
| <b>Expense</b>                 |   |                      |                      |
|                                | Software Subscriptions                              | \$ 3,101.53          | \$ 3,500.00          |
|                                | Training  |                      | \$ 3,000.00          |
|                                | Pedesrtian Signs                                    | 1,529.45             | \$ 5,500.00          |
|                                | WINED Passport Reimbursements / Shop Sip and Stroll | 13,863.92            | \$ 20,000.00         |
|                                | City Business License                               | \$ 375.00            | \$ 375.00            |
|                                | Food and Wine Costs Napa Table                      | 32,800.00            | \$ 35,500.00         |
|                                | Shop Napa Guid                                      | \$ 1,540.00          | \$ 18,500.00         |
|                                | Glassware   | \$ 2,375.00          | \$ 2,500.00          |
|                                | State taxes   | \$ 843.00            | \$ 100.00            |
|                                | Event Rentals Napa Table                            | 51,940.75            | \$ 48,000.00         |
|                                | Contributions                                       | \$ 72,605.70         | \$ 65,000.00         |
|                                | Supplies/ Materials                                 | 24,930.99            | \$ 17,500.00         |
|                                | Collateral  | 9,148.66             | \$ 20,000.00         |
|                                | Event Entertainment                                 | \$ 70,602.00         | \$ 60,000.00         |
|                                | Alcoholic Beverage                                  | 8,190.23             | \$ 5,500.00          |
|                                | Third Party Event Sponsorships                      | 48,779.26            | \$ 50,000.00         |
|                                | Holiday Parade                                      | 3,640.00             | \$ 4,000.00          |
|                                | Christmas Tree Lighting                             | \$ 1,060.30          | \$ 1,500.00          |
|                                | Accountant / Bookkeeper                             | 6,800.00             | \$ 8,500.00          |
|                                | Advertising   | \$ 73,725.49         | \$ 60,000.00         |
|                                | Bank Charges  | 784.13               | \$ 200.00            |
|                                | Contract Services                                   | 113,401.80           | \$ 74,750.00         |
|                                | Dues/Subscription                                   | \$ 1,580.00          | \$ 2,200.00          |
|                                | Employee Payroll/Payroll Taxes (ED + Ambassadors)   | \$ 190,335.64        | \$ 220,000.00        |
|                                | Insurance   | \$ 38,239.44         | \$ 46,272.00         |
|                                | Office Equipment/Furniture                          | 1,052.21             | \$ 2,000.00          |
|                                | Offices Supplies                                    | 1,006.69             | \$ 3,000.00          |
|                                | Permits and Licenses                                | \$ 11,605.80         | \$ 6,500.00          |
|                                | Postage/Box Rental                                  | 153.20               | \$ 1,000.00          |
|                                | Printing and Reproduction                           | 1,088.28             | \$ 1,500.00          |
|                                | Rent  | 9,000.00             | \$ 9,000.00          |
|                                | Staff Support                                       | \$ 100.00            | \$ 25,000.00         |
|                                | Telephone/Internet                                  | 3,826.17             | \$ 5,500.00          |
|                                | Meals/Travel Expenses                               | \$ 148.78            | \$ 3,500.00          |
|                                | Web Site  | 2,052.72             | \$ 3,500.00          |
|                                | <b>Total Expense</b>                                | <b>\$ 802,226.14</b> | <b>\$ 832,897.00</b> |
|                                | <b>Net Ordinary Income</b>                          | <b>\$ 27,900.42</b>  | <b>\$ 12,872.01</b>  |
|                                | <b>Net Income</b>                                   | <b>\$ 27,900.42</b>  | <b>\$ 12,872.01</b>  |

# Proposed Fiscal Year 25-26 Budget

|                                |   | July '25- June '26   |
|--------------------------------|---|----------------------|
| <b>Ordinary Income/Expense</b> |   |                      |
| <b>Income</b>                  |   |                      |
|                                | Carryover FY 24-25                                | \$ 27,900.42         |
|                                | WINED Passport                                    | \$ 15,000.00         |
|                                | Napa's Table Ticket Sales                         | \$ 148,500.00        |
|                                | Napa Table Auction                                | \$ 65,000.00         |
|                                | Shop Downtown Napa Guide                          | \$ 12,500.00         |
|                                | Oxbow Promotional Assessment                      | \$ 52,840.00         |
|                                | Downtown Promotional Tax                          | \$ 256,830.00        |
|                                | PBID Pedestrian Signage                           | \$ 5,500.00          |
|                                | Donation  | \$ 2,500.00          |
|                                | PBID Administration                               | \$ 65,000.00         |
|                                | Third Party District Events                       | \$ 25,000.00         |
|                                | Alcohol Beverage Sales                            | \$ 39,000.00         |
|                                | Sponsorships                                      | \$ 225,000.00        |
|                                | Bank Interest                                     | \$ 12.00             |
| <b>Total Income</b>            |   | <b>\$ 940,582.42</b> |
| <b>Gross Profit</b>            |   | <b>\$ 940,582.42</b> |
| <b>Expense</b>                 |   |                      |
|                                | Software Subscriptions                            | \$ 3,500.00          |
|                                | Training  | \$ 3,000.00          |
|                                | Pedestrian Signs                                  | \$ 5,500.00          |
|                                | WINED Passport Reimbursements                     | \$ 15,000.00         |
|                                | City Business License                             | \$ 375.00            |
|                                | Food and Wine Costs Napa Table                    | \$ 28,000.00         |
|                                | Shop Napa Guide                                   | \$ 18,500.00         |
|                                | Glassware   | \$ 5,000.00          |
|                                | Federal / State taxes                             | \$ 1,000.00          |
|                                | Event Rentals Napa Table                          | \$ 53,000.00         |
|                                | Contributions (Napa Table Auction)                | \$ 65,000.00         |
|                                | Supplies/ Materials                               | \$ 35,000.00         |
|                                | Collateral  | \$ 15,000.00         |
|                                | Event Entertainment                               | \$ 75,000.00         |
|                                | Alcoholic Beverage                                | \$ 10,000.00         |
|                                | Third Party Event Sponsorships                    | \$ 50,000.00         |
|                                | Holiday Parade                                    | \$ 2,500.00          |
|                                | Christmas Tree Lighting                           | \$ 1,500.00          |
|                                | Accountant / Bookkeeper                           | \$ 6,500.00          |
|                                | Advertising                                       | \$ 75,000.00         |
|                                | Bank Charges                                      | \$ 200.00            |
|                                | Contract Services                                 | \$ 120,000.00        |
|                                | Dues/Subscription                                 | \$ 2,200.00          |
|                                | Employee Payroll/Payroll Taxes (ED + Ambassadors) | \$ 220,000.00        |
|                                | Insurance   | \$ 46,500.00         |
|                                | Office Equipment/Furniture                        | \$ 1,000.00          |
|                                | Offices Supplies                                  | \$ 1,500.00          |
|                                | Permits and Licenses                              | \$ 15,000.00         |
|                                | Postage/Box Rental                                | \$ 350.00            |
|                                | Printing and Reproduction                         | \$ 1,500.00          |
|                                | Rent  | \$ 9,000.00          |
|                                | Staff Support                                     | \$ 25,000.00         |
|                                | Telephone/Internet                                | \$ 4,500.00          |
|                                | Meals/Travel Expenses                             | \$ 1,000.00          |
|                                | Web Site  | \$ 3,500.00          |
| <b>Total Expense</b>           |   | <b>\$ 919,625.00</b> |
| <b>Net Ordinary Income</b>     |   | <b>\$ 20,957.42</b>  |
| <b>Net Income</b>              |   | <b>\$ 20,957.42</b>  |