

PROPOSED BUDGET

Income		
	City License Fees	25,400.00
Total Income		<u>25,400.00</u>
Expense		
	Collateral	1,700.00
	Advertising	8,400.00
	Employee Payroll	10,000.00
	Meetings	600.00
	Printing	500.00
	Telephone	1,800.00
	Web Site	2,400.00
Total Expense		<u>25,400.00</u>
Net Ordinary Income		<u><u>0.00</u></u>
Net Income		0.00

BUDGET VS ACTUAL		Budget	Jan - Dec 12 Actual
Income			
	City License Fees	22,360.00	25,500.80
Total Income		<u>22,360.00</u>	<u>25,500.80</u>
Expense			
	Collateral	1,700.00	1,700.00
	Advertising	8,400.00	8,400.00
	Employee Payroll	6,360.00	6,360.00
	Meetings	600.00	600.00
	Printing	1,100.00	1,100.00
	Telephone	1,800.00	1,800.00
	Web Site	2,400.00	2,400.00
Total Expense		<u>22,360.00</u>	<u>22,360.00</u>
Net Ordinary Income			3,140.80



DOWNTOWN NAPA GOALS 2013

The DNA goals established in 2012 were largely planning goals, and will serve as the starting place for 2013. The board anticipates revising and building on these goals through May.

1. Structure an event calendar that is sustainable and best supports downtown businesses.
 - a. Increase Main Street Reunion profitability, possibly by making it a two-day event.
 - b. Explore establishing a multiple day event, such as the Mustard Festival or Gilroy Garlic Festival.
 - c. Consider the impact to events of new businesses, such as a hotel at the old Merrill site, and plan for changing event footprints.
 - d. Monitor downtown business owner feedback on events on a semi annual basis.
2. Foster better business in the Downtown area and improve the exchange of business information between DNA members.
 - a. Design a program to educate business owners and their employees so they know what other businesses are located downtown, and what those businesses offer. This could include a booklet, in-store orientation, or other strategies
 - b. Encourage businesses by example and through their staffs to promote DNA activities, (both immediate and future) to maximize visitors' and residents' time in downtown.
 - c. Research a secret shopper program.
 - d. Establish an ambassador program.
3. Insure that the DNA has an active and effective political voice in issues affecting downtown.
 - a. Review agendas of all civic meetings for germane topics.
 - b. Organize strategies for most effectively communicating the DNA's positions.



Downtown Napa Association 2013 Calendar of Events

Admission is always FREE
www.DoNapa.com or 707-257-0322



Chefs' Market

May 16 - August 1. Thursday Evenings, 5 to 9 PM

Now in it's 16th year, Napa's most popular outdoor event combines food, wine and entertainment t make this one a signature Napa event. Chefs' demonstrations from some of the best chefs in the Valley -- and you are invited to enjoy and taste. Three musical stages & kids' entertainment.

Main Street Reunion Car Show

August 17, Saturday, 10 AM to 3 PM

Over 400 pre-1976 cars on display, plus entertainment.

Blues, Brews & BBQ

August 24, Saturday, Noon to 6 PM

Featuring Blues from some of the Bay Area's best blues musicians, twenty hard-to-find micro-brewed beers and BBQ extraordinaire. It doesn't get much better!

Napa Wine & Crafts Fair

September 7, Saturday, 10 AM to 6 PM

Celebrating its 36th year, this event has added music in a big way. 200 artists display unique, original handcrafted art. Napa Valley wines make strolling down the street a summer delight.

Hometown Halloween

October 26, Saturday, Noon to 3 PM

Join the Flintstones, the cast from the Wizard of Oz and more. Thousands of costumed goblins (of all ages) will trick or treat.

Tree Lighting Ceremony

November 27, Wednesday, 6 PM

It's beginning to look a lot like Christmas. Enjoy a cup of hot chocolate, cookies and entertainment as Napa's Mayor lights the Christmas tree in Veterans Park.

Christmas Parade

November 30, Saturday, 5 PM

Since becoming an evening parade, Napans have figured out how to add lights to any entry -- cars, horses, even children. The floats get a little better every year! Santa wraps this one up and leads everyone to the Oxbow Public Market, for free cookies & hot chocolate.