

**PROPOSED BUDGET FOR FISCAL YEAR 2013: January 1, 2013 through December 31, 2013**

<b>Income</b>	Main Street Registration Fee	19,500.00
	PBID Administration	54,000.00
	Commercial Vendors	48,500.00
	Wine Tasting Card	43,200.00
	Booth Fees	33,000.00
	Alcohol Beverage Sales	193,800.00
	Sponsorships	101,500.00
	Napa Parking & Business Imp	
	Area 1, Zone 2, Tax Revenue	106,075.00
<b>Total Income</b>		<u>599,575.00</u>

<b>Expense</b>	Electricity	1,320.00
	Supplies/ Materials	41,825.00
	Collateral	4,700.00
	Event Entertainment	54,090.00
	Alcoholic Beverage	56,735.00
	Porta-Potties	2,100.00
	Accountant	6,500.00
	Advertising	32,100.00
	Bank Charges	540.00
	Contract Services	148,750.00
	Dues/Subscription	3,600.00
	Employee Payroll	176,356.00
	Franchise Taxes	100.00
	General Membership Meeting	500.00
	Insurance	27,488.00
	Office Equipment/Furniture	1,800.00
	Offices Supplies	3,000.00
	Permits and Licenses	13,750.00
	Postage/Box Rental	1,050.00
	Printing and Reproduction	1,100.00
	Rent	6,000.00
	Storage Unit	2,000.00
	Street Clean-up	1,100.00
	Telephone	5,400.00
	Travel/Expenses	2,880.00
	Web Site	3,600.00

<b>Total Expense</b>		<u>598,384.00</u>
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<b>Net Ordinary Income</b>		<u><u>1,191.00</u></u>
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<b>Net Income</b>		<b>1,191.00</b>
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BUDGET VS ACTUAL		Budget	Jan - Dec 12 Actual
<b>Income</b>	Main Street Registration Fee	17,750.00	19,914.00
	PBID Administration	54,000.00	62,620.00
	Commercial Vendors	53,650.00	40,813.24
	Wine Tasting Card	60,000.00	46,160.68
	Event Co-op Fees		200.00
	Booth Fees	36,200.00	38,102.40
	Alcohol Beverage Sales	187,150.00	185,263.40
	Sponsorships	104,183.00	109,716.00
	Bank Interest	30.00	23.62
	Napa Parking & Business Imp		
	Area 1, Zone 2, Tax Revenue	106,419.20	104,454.20
	Misc. Income		5,000.00
<b>Total Income</b>		<b>619,382.20</b>	<b>612,267.54</b>
<b>Expense</b>	Reconciliation Discrepancies		-23.80
	Electricity	0.00	388.57
	Supplies/ Materials	43,280.00	44,674.73
	Collateral	7,100.00	8,938.20
	Event Entertainment	30,300.00	29,174.35
	Alcoholic Beverage	70,463.00	59,393.60
	Porta-Potties	9,100.00	9,125.41
	Accountant	6,500.00	3,787.00
	Advertising	53,600.00	27,720.46
	Bank Charges	550.00	182.30
	Contract Services	144,200.00	157,601.67
	Dues/Subscription	3,150.00	1,244.00
	Employee Payroll	180,325.00	172,438.02
	Franchise Taxes	85.00	85.00
	General Membership Meeting	400.00	107.75
	Insurance	28,160.00	27,580.69
	Office Equipment/Furniture	1,800.00	606.14
	Offices Supplies	4,200.00	2,799.63
	Permits and Licenses	15,495.00	5,646.37
	Postage/Box Rental	1,100.00	818.70
	Printing and Reproduction	5,050.00	26.84
	Rent	7,200.00	6,100.00
	Storage Unit	2,000.00	0.00
	Street Clean-up		1,000.00
	Telephone	1,740.00	4,013.79
	Travel/Expenses	2,100.00	1,679.86
	Web Site	2,700.00	2,250.43
<b>Total Expense</b>		<b>620,598.00</b>	<b>567,359.71</b>
<b>Net Ordinary Income</b>		<b>-1,215.80</b>	<b>44,907.83</b>

**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 its 16th year, Napa's most popular outdoor event combines food, wine and entertainment to 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, Napa's 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.