

**PARKING & BUSINESS IMPROVEMENT AREA 1, BENEFIT ZONE 2  
Required Components of Annual Report  
California Streets and Highways Code Section 36533**

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: Manage and promote Chefs' Market; Main Street Reunion Car Show; Blues, Brews & BBQ; Wine, Crafts & Jazz Festival; Halloween; Tree Lighting and Christmas Parade; Conduct familiarization tours with media, concierges, event planners, etc; Prepare a Downtown Business education program; Research a secret shopper program; Establish an ambassador program, and provide advocacy regarding political issues affecting downtown.

3. Estimate of cost to provide the improvements and activities for the year.

Response: The estimated cost for management and promotion as provided above is \$598,384.

4. Method and basis of levying tax revenue in the Napa Parking & Business Improvement Area 1, Zone 2:

Response: In accordance with Municipal Code section 3.28, taxes are levied in an amount equal to 40% of the business license tax for businesses in the "PBIA 1, Benefit Zone 2" area. 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: There is no surplus revenue or deficit to be carried over from the previous year.

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

Response: The budget anticipates \$493,500 from event registration fees, commercial vendors, the Wine Tasting Card, booth fees, alcohol beverage sales sponsorships, and administration funds from the PBID.

## EXHIBIT B

Advisory Board: The following comprise the 2013 Board of Directors for PBIA 1,  
Benefit Zone 2:

<u>Name</u>	<u>Affiliation</u>
Sara Brooks, President	Napa Mill
Celeste Carducci	Uncorked at Oxbow
Tom Finch	Filippi's Pizza Grotto
Stephanie Kendall	Carpe Diem
Anette Madsen	Anette's Chocolates
Joe Peatman, Jr.	Downtown Joe's
Steve Pierce	The Executive Room
Cheryl Richburg	Napa Valley Traditions
Steve Rodrigues	Val's Liquors Downtown
Craig Smith	Executive Director, DNA