

2021 Annual Report for the DBPTA

January 1 – December 31, 2020

Although there are no specific reporting requirements established for the DBPTA tax, City staff has used the format provided by California Streets and Highways Code Section 36533 for the DBPTA annual report. This format is as follows:

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:

- a) **Special Events** Because of COVID 19, a number of special events have been cancelled for 2020, including Napa Live: Inside and Out, Show and Shine, Main Street Reunion, Blues Brews & BBQ, and the Napa Christmas Parade.
- b) **Hometown Halloween** offers Napans of all ages safe trick or treating at up to 50 downtown businesses, October 31st. There are no outside vendors and no streets are closed. Subject to change pending COVID 19 outlook or if sponsorship is pulled.
- c) **Napa Tree Lighting Ceremony** Held in Veterans Park the day before Thanksgiving, Nov. 25th, this free community event features entertainment from local children's group and Mayor Techel, leading the children to countdown the lighting to the Christmas Tree. Since this will be the only Christmas event, organizers will make it a bigger even than in the past. No outside vendors and no street closures. Subject to change pending COVID 19 outlook or if sponsorship is pulled.
- d) **Coop advertising programs** The NDA produces 7500 copies of the Shop Downtown Napa Guide, which features up to 30 retailers. This is distributed in those stores, at the visitors center and to all lodging establishments in the city. Additionally, the association offers members a 50-50 coop Christmas print advertising opportunity
- e) The **Napa Beer 2020** card now features half-price tastings at 6 downtown area breweries.
- f) **Social Media campaign** the association is contracting with a local social media agency to help boost downtown's profile.
- g) **Manage PBID** The association is responsible for day-to-day management of the PBID district. Funded projects include the hanging flower basket program, enhanced garage and sidewalk cleaning, all Christmas lights, banners, garland and tree. Other activities include marketing, from projects as varied as hosting travel writers to producing maps of downtown Napa.

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3. Estimated cost to provide the improvements and activities for the year.

Response: The NDA estimates it will cost \$243,700 to manage and promote the DBPTA and the Oxbow District. The DBPTA tax revenue funds approximately 75 percent of the overall program, the Oxbow BPAA the remaining 25%.

4. Method and basis of levying taxes in the Napa DBPTA:

Response: The taxes for the DBPTA are levied in an amount equal to 40 percent of the business license tax for businesses in the benefit zone. 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: The DBPTA and Oxbow BPAA concluded the 2019 year with \$18,264 net income. That balance will be carried forward into 2020.

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

Response: The budget anticipates a total of \$233,390 resulting from the Oxbow Promotional Assessment, carryover from the previous year, Downtown Parking & Business Improvement District administration, commercial vendors, the Napa Beer 2020 Tasting Card, and sponsorships.

The Board of Directors of the NDA serves as the Advisory Board to the DBPTA. For the 2021 DBPTA, the NDA Board of Directors and their respective affiliations are:

Bill La Liberte, President, Oxbow Public Market
Allison Hallum, Vice-President, Eiko's and Napa Noodle
Tom Finch, Treasurer, Filippi's Pizza Grotto
Connie Anderson, Napa Valley Marketplace
Sara Brooks, Napa River Inn
Naomi Chamblin, Napa Bookmine
Andrew Curry, Vermeil Wines
Tamer Hamawi, Gran Electrica
Julie Meyers, Greenhaus Spa
Anette Madsen, Anette's Chocolate
Jessica Pinzon, Miminashi
Craig Smith, Executive Director