

Proposed Fiscal Year 26-27 Budget			
			Jul '26 - June '27
<b>Ordinary Income/Expense</b>			
<b>Income</b>	<b>Carryover FY 25-26</b>		56,685.37
	<b>4000 · Napa's Table Event</b>		210,000.00
	<b>4005 · Shop Downtown Napa Guide</b>		12,500.00
	<b>4010 · WINED Passport</b>		10,000.00
	<b>4015 · Oxbow Promotional Assessment</b>		56,046.42
	<b>4020 · Downtown Promotional Tax</b>		272,470.02
	<b>4025 · Booth Fees</b>		1,500.00
	<b>4030 · PBID Pedestrian Signage</b>		8,500.00
	<b>4035 · PBID Administration</b>		60,000.00
	<b>4040 · Alcohol Beverage Sales</b>		35,000.00
	<b>4045 · Sponsorships</b>		5,000.00
	<b>4047 · PBID Sponsorships</b>		140,000.00
	<b>4048 · TID Sponsorships</b>		50,000.00
	<b>4050 · Third Party District Events</b>		
<b>Total Income</b>			917,701.81
<b>Gross Profit</b>			917,701.81
<b>Expense</b>			
<b>Shop, Sip &amp; Stroll</b>			
<b>5000 · General &amp; Admin Expenses</b>			
<b>5001 · Advertising</b>			
	<b>5002 · Advertising &amp; Marketing</b>		37,500.00
	<b>5003 · Social Media - Facebook</b>		2,000.00
	<b>5004 · Social Media Consultant</b>		39,700.00
	<b>5001 · Advertising - Other</b>		
	<b>Total 5001 · Advertising</b>		79,200.00
	<b>5005 · Accounting/Staff Support</b>		37,500.00
	<b>5006 · Bank Charges</b>		500.00
	<b>5007 · City Business License</b>		250.00
	<b>5011 · Dues/Subsription</b>		4,500.00
	<b>5013 · Monthly Fee &amp; Computer Maint.</b>		2,400.00
	<b>5014 · Offices Supplies</b>		1,000.00
	<b>5015 · Office Equipment/Furniture</b>		1,500.00
	<b>5016 · Printing and Reproduction</b>		5,000.00
	<b>5017 · Permits and Licenses</b>		17,500.00
	<b>5019 · General Membership Meeting</b>		1,000.00
	<b>5020 · Interest Expense</b>		850.00
	<b>5021 · Restaurant/Food</b>		2,500.00
	<b>5022 · Software Subscriptions</b>		4,800.00
	<b>5023 · Telephone</b>		5,500.00
	<b>5025 · Insurance</b>		
	<b>5025.00 · Directors &amp; Officers</b>		2,200.00
	<b>5025.02 · Workers' Compensation</b>		1,200.00
	<b>5025.03 · Employee Medical</b>		24,900.00
	<b>5025.04 · Employee Dental</b>		4,272.00
	<b>5025.01 · Insurance - GL Policy</b>		14,000.00
	<b>Total 5025 · Insurance</b>		46,572.00
	<b>5026 · Rent</b>		
	<b>5026.01 · Office</b>		10,200.00
	<b>5026.03 · Storage Unit</b>		

	5026 · Rent - Other		
	<b>Total 5026 · Rent</b>	10,200.00	
	5027 · Contract Services	120,000.00	
	5030 · Taxes	1,000.00	
	5031 · Postage/Box Rental	350.00	
	5035 · Training	2,500.00	
	5040 · Travel/Expenses	1,500.00	
	5045 · Website	2,800.00	
	5000 · General & Admin Expenses - Other		
	<b>Total 5000 · General &amp; Admin Expenses</b>	348,922.00	
	<b>6000 · Employee Payroll</b>		
	6005 · Executive Director	139,050.00	
	6010 · Staff Wages - Ambassadors	37,500.00	
	6015 · Employ P/R Tax	16,000.00	
	6020 · Payroll Service Fee	150.00	
	6000 · Employee Payroll - Other		
	<b>Total 6000 · Employee Payroll</b>	192,700.00	
	<b>6500 · Events</b>		
	6510 · Event Rentals	50,000.00	
	6515 · Bands & Entertainment	25,000.00	
	6520 · Alcoholic Beverage	40,000.00	
	6525 · Supplies/ Materials	15,000.00	
	6530 · Food Costs	30,000.00	
	6535 · WINED Passport Reimbursements	10,000.00	
	6540 · Third Party Event Sponsorship	40,000.00	
	6545 · Pedestrian Signs	5,500.00	
	6546 · Holiday Parade	5,000.00	
	6547 · Christmas Tree Lighting	3,500.00	
	6548 · Contributions	65,000.00	
	6500 · Events - Other		
	<b>Total 6500 · Events</b>	289,000.00	
	6600 · Collateral	25,000.00	
	<b>Total Expense</b>	855,622.00	
	<b>Net Ordinary Income</b>	62,079.81	
	<b>Other Income/Expense</b>		
	<b>Other Income</b>		
	Bank Interest	350.00	
	<b>Total Other Income</b>	350.00	
	<b>Other Expense</b>		
	Bad Debt Expense		
	Penalties		
	Sales Tax		
	<b>Total Other Expense</b>	0.00	
	<b>Net Other Income</b>	350.00	
	<b>Net Income</b>	<b>62,429.81</b>	