

083-2025 - EX A - FY 2025-2026 ANNUAL REPORT

July 1st, 2025 – June 30th, 2026

City staff has directed the Executive Director of the Napa Downtown Association (NDA) to prepare an annual report for the Downtown Business Promotions Tax Area (DBPTA) using the format provided by California Streets and Highways Code Section 36533. 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:

Special Events

- **Fridays in the Park** – Running July 11th-August 1st, Fridays in the Park is a free event, open to the public in Veterans Park. Guests are encouraged to bring food from Oxbow and Downtown merchants to be enjoyed while listening to two bands each night.
- **Show & Shine** – Scheduled for August 15th, 2025 in parking lot X, this community-facing, free event will feature 150 pre-1978 cars.
- **Hometown Halloween** – Scheduled for October 25th, 2025, this beloved annual free event offers Napans of all ages safe trick-or-treating at 100+ downtown businesses across the Oxbow and Downtown. In 2024, 118 businesses participated and an estimated 2300 lbs. of candy was handed out.
- **Napa Tree Lighting Ceremony** – Held in Veterans Park the day before Thanksgiving (Nov. 26th, 2025 at 6 PM), this free community event features entertainment from local children's groups and Mayor Sedgley, leading the children to count down the lighting to the Christmas Tree.
- **Napa Christmas Parade** – This community event welcomes one and all, encouraging all Napans to either march along or come out and join their friends. This year's event is scheduled for December 6th, 2025 at 5 PM.
- **Napa's Table** – Originally a celebration of Napa's 175th anniversary, this now-annual event features dinner for 400 at a long table on Main Street between First and Third Streets. The event serves as a fundraiser for both the Downtown Napa Association and CANV Napa Food Bank. It will be held on June 6th, 2026.
- **Shop, Sip & Stroll** – This promotion features retail locations paired with tasting rooms, a hybrid happy hour/shopping

experience. Light outdoor music will play on sidewalks that are wide enough to support that. Each month a different district of downtown will be featured. The four districts are First Street, Second and Third Streets, Oxbow District, and Main Street. This will run the third Wednesday of each month starting on June 18th through September 17th from 5 to 7 PM and will feature approximately 30 merchants each month.

- **Event Sponsorship** – The NDA has approved \$50,000 to support third party events in the FY 25-26 budget. The NDA board has already approved funding of \$30,000 to support First Thursdays in the Oxbow Commons. First Thursday's take place on the first Thursday of each month, commencing May 1st 2025 through October 2nd 2025. The NDA has approved funding of \$7,500 for SoFi Battle of the Bands on July 27th 2025 from this fund. As part of our sponsorship the NDA will also support these events by assisting in the permitting process and ABC licensing as needed.

Marketing Efforts

- **Shop Downtown Napa Guide** – 10,000 shop guides are produced that feature about 50 retail locations per annual issue. This is available for participation to all Oxbow and Downtown district businesses.
- **Co-op advertising programs** – Businesses in both Oxbow and Downtown districts are invited to participate in seasonal advertising programs, of which the NDA pays for half and the merchant pays for half.
- **Weekly E-Newsletter** – Sent to a list of 800+, this includes info provided by businesses and non-profits. Special announcements are sent out as needed. This is available for participation to all Oxbow and Downtown businesses.
- **Social Media Campaign** - NDA is contracting with a local social media agency Good Things Done Right at \$3100 monthly to boost downtown's profile, targeting content capture in the Oxbow and Downtown districts promoting merchants and locally owned businesses to attract Napa residents to shop, eat, and drink locally.
- **Radio Marketing** – NDA has contracted with Wine Down Media for weekly messaging plus "What's Up in Downtown," 5-7-minute segments on English Language "The Vine" and Spanish Language "MegaMix." This contract at \$1250 per month promotes everything downtown. NDA will use this platform to promote third party events which include First Thursday's, SoFi Battle of the Bands as well as NDA events Shop Sip and Stroll, Fridays in the Park, Hometown Halloween, Christmas Parade and Tree

Lighting.

Administration & Support

- **Administration** – All bookkeeping, recording keeping and agendas & minutes for all meetings is conducted by the Executive Director of the NDA. The ED also manages all aspects of the Pedestrian Signage program, the Ambassador program and the Property & Business Improvement District (PBID; detailed below).
- **TID Liaison** – Although the Napa Tourism Improvement District (TID) is a stand-alone committee, the NDA works with the TID / DoNapa as the downtown contact for all things calendar, website and social media related. NDA also acts as a pass-through agency for TID grant funding of downtown district events such as SoFi Battle of the Bands.
- **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. PBID just completed funding the City approved Way-Finding signage program, a \$450,000 effort to provide better pedestrian and vehicular information and a needed face lift. Other activities include marketing, from projects as varied as hosting travel writers to producing maps of downtown Napa. This is available for participation to all Oxbow and Downtown businesses. PBID is currently in the process of a seven-year renewal that will extend its Oxbow and Downtown improvements / enhancements through 2032.

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

Response: The NDA estimates it will cost \$919,625.00 to manage and promote the DBPTA and the Oxbow District. The DBPTA tax revenue of \$256,830 funds approximately 28% percent of the overall program, the Oxbow BPAA tax revenue of \$52,840 funds approximately 6%. The remaining 66% comes from the Tourism Improvement District (TID) and the Property Business Improvement District (PBID) grants as well as event sponsorships, fundraisers and PBID administration fees. The Oxbow and Downtown districts benefit from these additional funds through events targeting locals and visitors to shop, eat and drink locally.

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

Response: The taxes for the DBPTA and Oxbow BPAA 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: Carryover from FY 25-26 is \$27,900.42

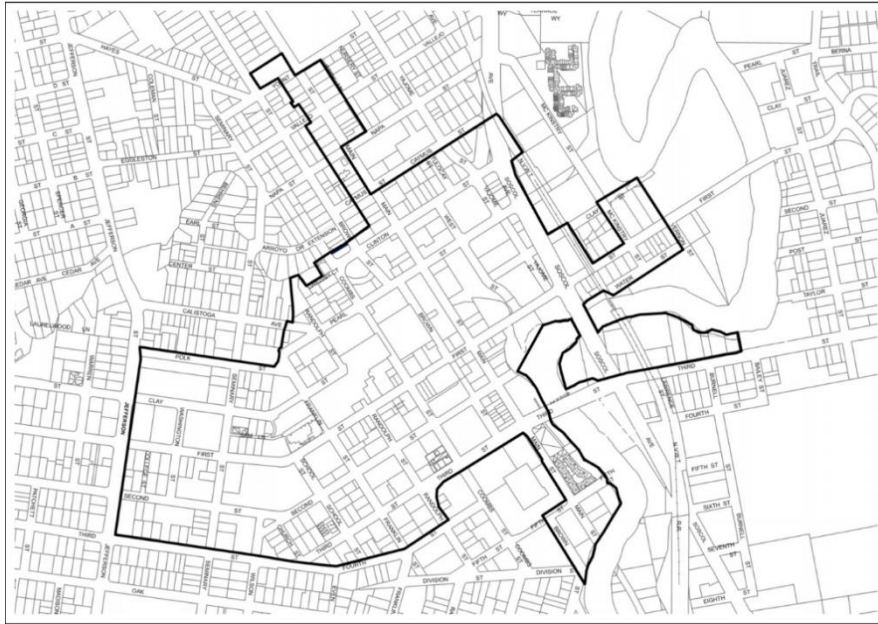
6. Amount of any contributions to be made from sources other than taxes levied pursuant to this part.

Response: The budget anticipates \$225,000 coming from PBID & TID to supplement funding of NDA events and programs and \$115,550 from the Napa Table. The NDA also anticipates revenue of approximately \$60,000 from the Downtown Napa Shop Guide, Pedestrian Sign Program, Alcohol Sales, and smaller event sponsorships.

The Board of Directors of the NDA serves as the Advisory Board to the DBPTA. For the 2025 DBPTA, the NDA Board of Directors and their respective affiliations are:

- Chrissy Pearce Jeffries, President; Jeffries General
- Sara Brooks, Vice President; Napa River Inn
- Tom Finch, Treasurer; Filippi's Pizza Grotto
- Bob Magnini, Director of Operations; Bazan Cellars
- Kimberly McMaster; Blue Water Day Spa
- Chuck Meyer; 1331 and Napa Palisades
- Gabe Carlin; Oxbow Public Market
- Faith Ventrello; Folklore Napa
- Allison Hallum; Eiko's, Napa Noodles
- Cassan Macaraig; Winston's Café and Bakery
- Adam McClary; Gamling and McDuck
- Bill La Liberte, Executive Director

Boundary Map for the DBPTA



Boundary Map for the Oxbow BPAA

