

July 1<sup>st</sup>, 2026 – June 30<sup>th</sup>, 2027

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

- **Event Sponsorship** – The NDA has approved \$40,000 to support third party events in the FY 26-27 budget. The NDA board has approved funding of \$50,000 to support First Thursdays in the Oxbow Commons. First Thursdays will take place on the first Thursday of each month starting May 2<sup>nd</sup> 2026 through July 2<sup>nd</sup>, 2026. The NDA has approved funding of \$7,500 for SoFi Battle of the Bands on July 26<sup>th</sup>, 2026, 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.
- **Sunday Afternoons in the Park** – Four Sundays in July – The First Sunday is July 5<sup>th</sup> followed by the 12<sup>th</sup> 19<sup>th</sup> and 26<sup>th</sup>. Sundays in the Park will run from 1pm to 5pm and is a free event, open to the public and does not have alcohol sales. Guests are encouraged to bring food from Oxbow and Downtown merchants to be enjoyed while listening to two bands each afternoon.
- **Hometown Halloween – October 31<sup>st</sup>, 2026**, offers Napans of all ages safe trick or treating at 100+ downtown businesses. In 2025 116 businesses participated and an estimated 2300 lbs. of candy was handed out. This is a community facing event and involves the Oxbow and Downtown districts.
- **Napa Tree Lighting Ceremony – Nov. 25<sup>th</sup>, 2026, at 6 PM** Held in Veterans Park the day before Thanksgiving, this free community event features entertainment from local children's group and Mayor Sedgley, leading the children to countdown to the lighting of the Christmas Tree. No outside vendors and no street closures.
- **Napa Christmas Parade – December 5<sup>th</sup>, 2026 at 5 PM** This community event welcomes one and all, encouraging all Napans to either march along or come out and join their friends.
- **Shop, Sip & Stroll – The third Wednesday of each month starting in June through September from 5 to 7 PM** This promotion features retail locations paired with tasting rooms, sort of a Happy Hour shopping

experience. Twenty plus merchants will participate each month, which does not close any public streets. Music will play at two locations in the event footprint and 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.

- **Special Events Napa's Table – June 5th, 2027** Originally a celebration of Napa's 175<sup>th</sup> anniversary, this now-annual event features dinner for 350 at a long table. The event is held 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.

#### Marketing Efforts

- **Shop Downtown Napa Guide** – 10,000 shop guides are produced that feature about 50 retail locations per annual issue. Shop Guides are distributed to hotel properties and welcome centers in the city of Napa for their guests. 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 in Napa Valley Marketplace Magazine. The NDA pays half of the ad cost for 20+ participating merchants.
- **Weekly E-Newsletter** – Sent to a list of 1000+, 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.
- **OurNapa Social Media Campaign** – NDA is contracting with 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, Sundays in the Park, Hometown Halloween, Christmas Parade and Tree lighting.

#### Administration & Support

- **Administration** – All bookkeeping, recording keeping and agendas & minutes for all meetings. Also manage all aspects of the Pedestrian Signage program, the Ambassador program and Property and Business Improvement District (PBID - detailed below). This is available for participation to all Oxbow and Downtown businesses.
- **TID Liaison** – Although the 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 Property and Business Improvement District (PBID). Funded projects include the hanging flower basket program, enhanced garage and sidewalk cleaning, all Christmas lights, banners, garland and tree. PBID approved \$127,820 funding for the Oxbow District Gateway Sign with installation expected in May 2026; \$75,000 for the Second Street Crosswalk Art and \$40,000 for the Lighted Arts Festival. 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 was renewed in 2025 for a seven-year renewal that will extend its Oxbow and Downtown improvements / enhancements that started January 1<sup>st</sup> 2026 and will run to December 31<sup>st</sup> 2032.

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

Response: The NDA estimates it will cost \$855,622 to manage and promote the DBPTA and the Oxbow District. The DBPTA tax revenue of \$272,470 funds approximately 30% percent of the overall program, the Oxbow BPAA tax revenue of \$56,046 funds approximately 6%. The remaining 64% 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 \$56,685.37.

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

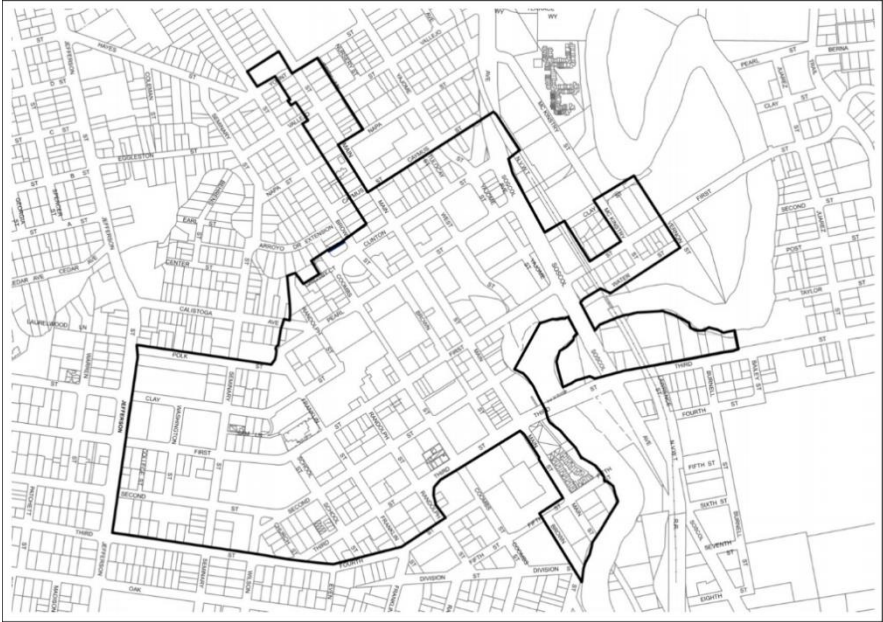
Response: The budget anticipates \$190,000 coming from PBID & TID to supplement funding of NDA events and programs and \$75,000 from the Napa

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  
Chuck Meyer, 1331 and Napa Palisades  
Kimberly McMaster; Blue Water Day Spa  
Faith Ventrello; Folklore Napa  
Allison Hallum; Eiko's. Napa Noodles  
Cassan Macaraig; Winston's Café and Bakery  
Adam McClary; Gamling and McDuck  
Alexis Padis; Padis Jewelry and Tasting Room  
Katherine Zimmer; Art Gallery Napa Valley  
Bill La Liberte, Executive Director

**Boundary Map for the DBPTA**



**Boundary Map for the Oxbow BPAA**

