

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

		5026 · Rent - Other		
		Total 5026 · Rent	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		
		Total 5000 · General & Admin Expenses	348,922.00	
		6000 · Employee Payroll		
		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		
		Total 6000 · Employee Payroll	192,700.00	
		6500 · Events		
		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		
		Total 6500 · Events	289,000.00	
		6600 · Collateral	25,000.00	
		Total Expense	855,622.00	
		Net Ordinary Income	62,079.81	
		Other Income/Expense		
		Other Income		
		Bank Interest	350.00	
		Total Other Income	350.00	
		Other Expense		
		Bad Debt Expense		
		Penalties		
		Sales Tax		
		Total Other Expense	0.00	
		Net Other Income	350.00	
		Net Income	62,429.81	