

Fiscal Year 24-25 Budget vs. Actuals

	Jul '24 - Jun 25	Budget
Ordinary Income/Expense		
Income		
Carryover		\$ 35,047.01
WINED Passport	\$ 15,448.76	\$ 20,000.00
Napa's Table Ticket Sales	\$ 110,590.00	\$ 115,550.00
Napa Table Auction	\$ 65,000.00	\$ 65,000.00
Shop Downtown Napa Guide		\$ 12,500.00
Oxbow Promotional Assessment	\$ 52,830.00	\$ 52,830.00
Downtown Promotional Tax	\$ 256,830.00	\$ 256,830.00
PBID Pedestrian Signage	\$ 375.00	\$ 5,500.00
Donation	\$ 1,800.00	\$ 2,500.00
PBID Administration	\$ 65,000.00	\$ 60,000.00
Third Party District Events	\$ 20,671.15	\$ 20,000.00
Alcohol Beverage Sales	\$ 15,260.65	\$ 7,500.00
Sponsorships	\$ 226,317.09	\$ 192,500.00
Bank Interest	\$ 3.91	\$ 12.00
Total Income	\$ 830,126.56	\$ 845,769.01
Gross Profit	\$ 830,126.56	\$ 845,769.01
Expense		
Software Subscriptions	\$ 3,101.53	\$ 3,500.00
Training		\$ 3,000.00
Pedestrrian Signs	1,529.45	\$ 5,500.00
WINED Passport Reimbursements / Shop Sip and Stroll	13,863.92	\$ 20,000.00
City Business License	\$ 375.00	\$ 375.00
Food and Wine Costs Napa Table	32,800.00	\$ 35,500.00
Shop Napa Guid	\$ 1,540.00	\$ 18,500.00
Glassware	\$ 2,375.00	\$ 2,500.00
State taxes	\$ 843.00	\$ 100.00
Event Rentals Napa Table	51,940.75	\$ 48,000.00
Contributions	\$ 72,605.70	\$ 65,000.00
Supplies/ Materials	24,930.99	\$ 17,500.00
Collateral	9,148.66	\$ 20,000.00
Event Entertainment	\$ 70,602.00	\$ 60,000.00
Alcoholic Beverage	8,190.23	\$ 5,500.00
Third Party Event Sponsorships	48,779.26	\$ 50,000.00
Holiday Parade	3,640.00	\$ 4,000.00
Christmas Tree Lighting	\$ 1,060.30	\$ 1,500.00
Accountant / Bookkeeper	6,800.00	\$ 8,500.00
Advertising	\$ 73,725.49	\$ 60,000.00
Bank Charges	784.13	\$ 200.00
Contract Services	113,401.80	\$ 74,750.00
Dues/Subscription	\$ 1,580.00	\$ 2,200.00
Employee Payroll/Payroll Taxes (ED + Ambassadors)	\$ 190,335.64	\$ 220,000.00
Insurance	\$ 38,239.44	\$ 46,272.00
Office Equipment/Furniture	1,052.21	\$ 2,000.00
Offices Supplies	1,006.69	\$ 3,000.00
Permits and Licenses	\$ 11,605.80	\$ 6,500.00
Postage/Box Rental	153.20	\$ 1,000.00
Printing and Reproduction	1,088.28	\$ 1,500.00
Rent	9,000.00	\$ 9,000.00
Staff Support	\$ 100.00	\$ 25,000.00
Telephone/Internet	3,826.17	\$ 5,500.00
Meals/Travel Expenses	\$ 148.78	\$ 3,500.00
Web Site	2,052.72	\$ 3,500.00
Total Expense	\$ 802,226.14	\$ 832,897.00
Net Ordinary Income	\$ 27,900.42	\$ 12,872.01
Net Income	\$ 27,900.42	\$ 12,872.01

Proposed Fiscal Year 25-26 Budget

		July '25- June '26
Ordinary Income/Expense		
Income		
Carryover FY 24-25	\$	27,900.42
WINED Passport	\$	15,000.00
Napa's Table Ticket Sales	\$	148,500.00
Napa Table Auction	\$	65,000.00
Shop Downtown Napa Guide	\$	12,500.00
Oxbow Promotional Assessment	\$	52,840.00
Downtown Promotional Tax	\$	256,830.00
PBID Pedestrian Signage	\$	5,500.00
Donation	\$	2,500.00
PBID Administration	\$	65,000.00
Third Party District Events	\$	25,000.00
Alcohol Beverage Sales	\$	39,000.00
Sponsorships	\$	225,000.00
Bank Interest	\$	12.00
Total Income	\$	940,582.42
Gross Profit	\$	940,582.42
Expense		
Software Subscriptions	\$	3,500.00
Training	\$	3,000.00
Pedestrian Signs	\$	5,500.00
WINED Passport Reimbursements	\$	15,000.00
City Business License	\$	375.00
Food and Wine Costs Napa Table	\$	28,000.00
Shop Napa Guide	\$	18,500.00
Glassware	\$	5,000.00
Federal / State taxes	\$	1,000.00
Event Rentals Napa Table	\$	53,000.00
Contributions (Napa Table Auction)	\$	65,000.00
Supplies/ Materials	\$	35,000.00
Collateral	\$	15,000.00
Event Entertainment	\$	75,000.00
Alcoholic Beverage	\$	10,000.00
Third Party Event Sponsorships	\$	50,000.00
Holiday Parade	\$	2,500.00
Christmas Tree Lighting	\$	1,500.00
Accountant / Bookkeeper	\$	6,500.00
Advertising	\$	75,000.00
Bank Charges	\$	200.00
Contract Services	\$	120,000.00
Dues/Subscription	\$	2,200.00
Employee Payroll/Payroll Taxes (ED + Ambassadors)	\$	220,000.00
Insurance	\$	46,500.00
Office Equipment/Furniture	\$	1,000.00
Offices Supplies	\$	1,500.00
Permits and Licenses	\$	15,000.00
Postage/Box Rental	\$	350.00
Printing and Reproduction	\$	1,500.00
Rent	\$	9,000.00
Staff Support	\$	25,000.00
Telephone/Internet	\$	4,500.00
Meals/Travel Expenses	\$	1,000.00
Web Site	\$	3,500.00
Total Expense	\$	919,625.00
Net Ordinary Income	\$	20,957.42
Net Income	\$	20,957.42