

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
	Pedesrtian 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