ATTACHMENT 1

Economic Development Dashboard

These key indicators gauge the city of Napa's economic performance and are updated on a quarterly basis as needed

CITY OF NAPA ECONOMIC DEVELOPMENT

The City's Economy at a Glance

$383
Hotel Average Daily Rate (May 2026, Six-Month Moving Average)

58.0%
Hotel Occupancy Rate (May 2026, Six-Month Moving Average)

+0.2%
Hotel Occupancy Rate past year difference (May 2025 - May 2026)

+1.2%
Hotel Occupancy Rate past two year difference (May 2024 - May 2026)

$7.48 Billion
City of Napa Gross Regional Product Economic Output (2024 est.)

-3.5%
City of Napa Taxable Sales Percent Change (2025 Q1 to 2026 Q1)

-1.8%
Napa County Taxable Sales Percent Increase (2025 Q1 to 2026 Q1)

2.3%
California Taxable Sales Percent Increase (2025 Q1 to 2026 Q1)

$876,583
Median home price within the City as of June 2026 (Zillow Research)

-3.1%
City of Napa one year home price growth rate (June 2025 - June 2026)

-6.1%
City of Napa two-year home price growth rate (June 2024 - June 2026)

-3.1%
City of Napa Housing Market Forecast (% change in median home price) to June 2027

Updated 7/2026

Labor Force and Employment

Takeaway: Using June 2026 as the latest official data available, Napa's labor force from Q2 2025 to Q2 2026 was flat (increased by three residents after seasonal adjustments). Napa's number of employed residents increased by approximately 103 workers from Q2 2025 to Q2 2026. Napa's unemployment rate moved to 4.2 percent after seasonal adjustments as of June 2026, down from a recent peak in October 2025 of 4.9 percent. Napa's unemployment rate is low on a downward trajectory, but we should not expect to break 4.0 percent and remain below that number; Napa seems to be entering a period of stable employment for its residents, recognizing some strong seasonality as we move toward the end of Q3 2026 that may put some upward pressure on unemployment.

Description: The city of Napa's labor force (red line in the graph) is determined by the number of residents working or looking for work. Employed residents (green line in the graph) live in Napa and have jobs. This illustrates how many Napa residents are employed compared to the overall workforce.

Labor Force and Napa Residents Employed (2022-2026)

Source: California EDD and Bureau of Labor Statistics. Seasonally adjusted. 6 month moving average.

Unemployment Rate

4.2%
June **2026**

4.3%
June 2025

3.9%
June 2024

3.3%
June 2023

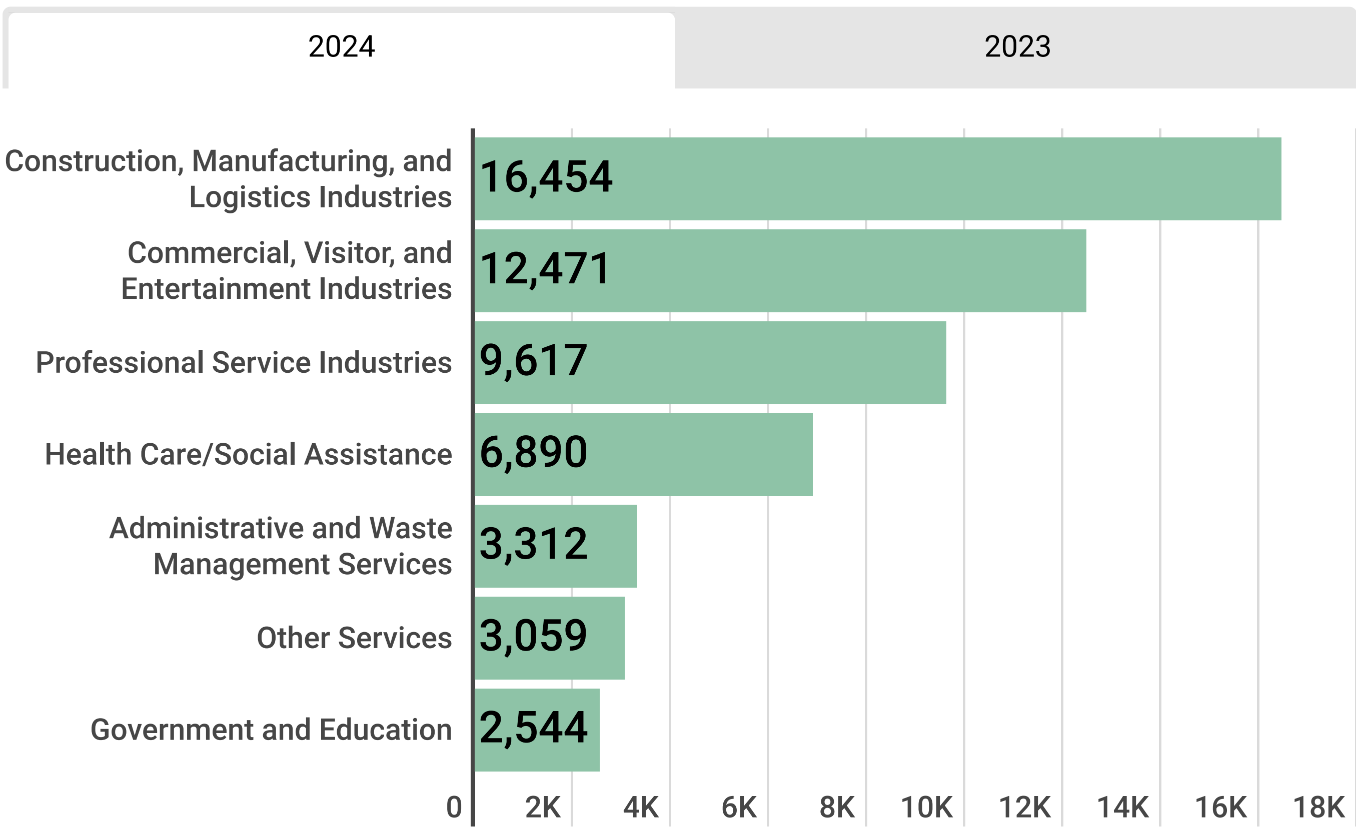
3.1%
June 2022

Employment by Industry (Jobs in the City of Napa)

Takeaway: The number of people working for Napa-based employers is estimated to be 54,347 in 2024 (the estimate for 2023 was 54,008 jobs or +0.6 percent growth). At 16,454 jobs, construction, manufacturing (incl. wine making), and logistics workers hold the largest share of employment within Napa. The next group is the commercial, visitor, and entertainment industries, with 12,471 jobs. Professional services in the private sector employ approximately 9,617 workers; healthcare and social assistance, including public health, are the third highest industries, with 6,890 jobs.

Description: The graph and table below show the estimated number of jobs in the city of Napa for 2024, including employed residents and inbound commuters. These are the latest data as of December 2025, with updates expected for December 2026 through 2025.

Jobs in the city of Napa (includes Residents and inbound Commuters) (2024)



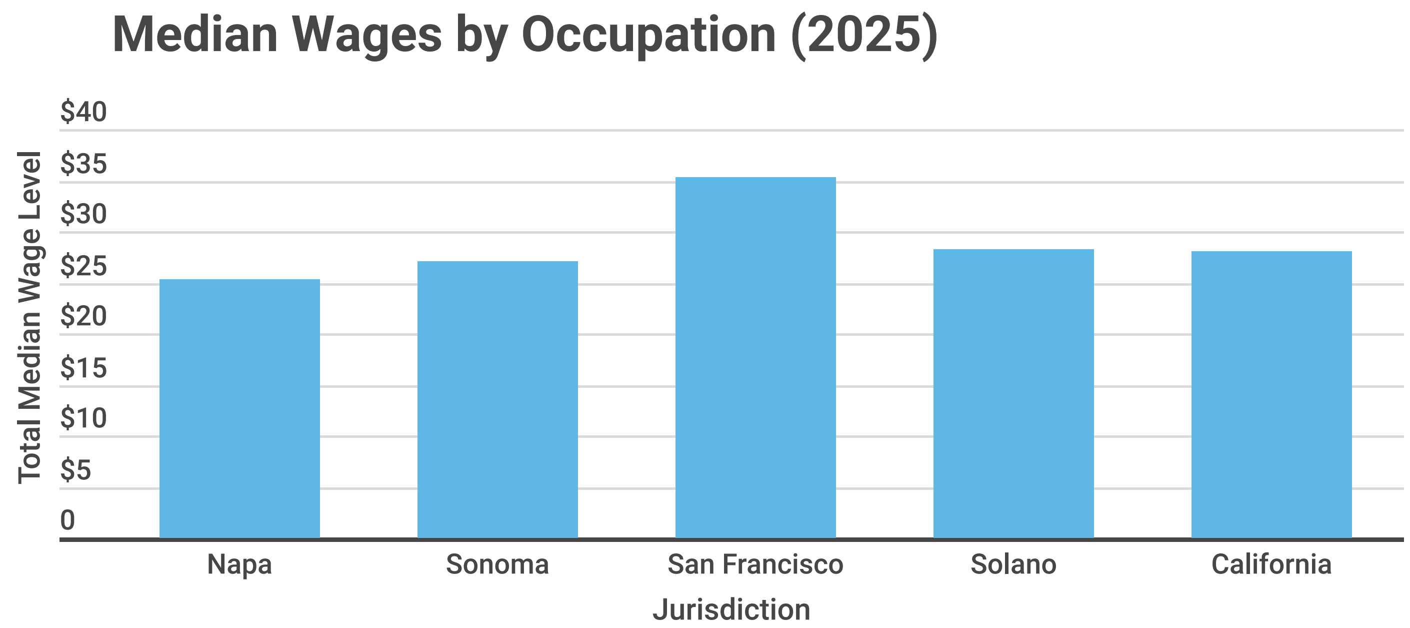
Industry	2024	2023
Construction, Manufacturing, and Logistics Industries	**16,454**	**16,523**
Agriculture	3,769	3,682
Mining	20	20
Utilities	86	84
Construction	3,277	3,310
Manufacturing	6,142	6,142
Wholesale	1,100	1,211
Transport/Logistics/Warehousing	2,060	2,074
Commercial, Visitor, and Entertainment Industries	**12,471**	**12,171**
Retail	4,740	4,740
Arts and Events	1,452	1,249
Hotels/Motels and Restuarants	6,279	6,182
Government and Education	**2,544**	**2,561**
Education	924	896
Government	1,620	1,665

Source: California EDD, Census Bureau, EMSI (Lightcast)

Median Wages by Occupation

Takeaway: The median wage for jobs worked in 2026 within Napa County is approximately $27.14 for all industries combined (+$1.78 per hour from 2025, +7.0%), where the median in Sonoma is $27.94, Marin County is $31.10 per hour, San Francisco's metropolitan area (including Alameda and San Mateo counties) is $40.18, and California is $28.63. These data indicate that overall wages in Napa are competitive with those in adjacent Sonoma County and lower than in Solano County. Napa as a city economy is a significant portion of Napa County's labor market in terms of jobs available and a variety of positions.

Description: The chart and table show the median wage level by occupation for selected jurisdictions and California overall. The complete list of occupations can be viewed by scrolling on the table.



Occupation Type	Napa	Sonoma	SF	Solano	Marin	CA
Management	$63.03	$61.10	$99.10	$62.34	$70.83	$70.02
Business and Financial Operations	$41.34	$42.30	$61.05	$43.06	$48.63	$46.99
Computer and Mathematical	$52.41	$51.24	$84.68	$53.32	$66.03	$68.54
Architecture and Engineering	$52.22	$60.77	$68.25	$53.36	$56.38	$61.29
Life, Physical, and Social Science	$38.94	$49.43	$65.66	$50.35	$57.25	$50.27
Community and Social Service	$33.73	$34.13	$35.05	$35.98	$34.56	$30.93
Legal	$50.33	$59.92	$83.53	$49.23	$51.05	$64.02
Educational Instruction and Library	$37.82	$32.52	$37.28	$35.24	$36.37	$34.19
Arts, Design, Entertainment, Sports, and Media	$33.92	$31.64	$50.60	$29.17	$44.57	$39.30
Healthcare Practitioners and Technical	$64.93	$65.64	$74.53	$67.31	$72.41	$60.95
Healthcare Support	$19.65	$18.74	$19.12	$18.55	$22.35	$17.72

Source: California EDD and Bureau of Labor Statistics (2024).

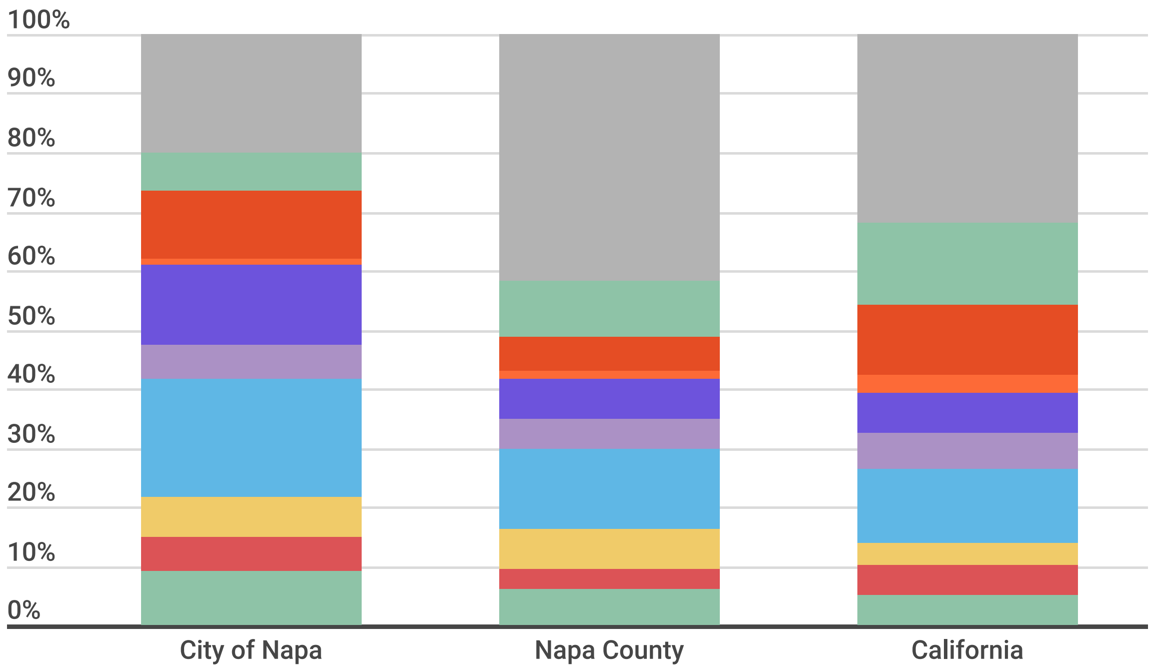
BUSINESS HEALTH

Taxable Sales

Takeaway: The total taxable sales of all retail categories in Napa were $390.8 million in Q1 2026, a -3.5% decrease from Q1 2025. On a rolling, four-quarter basis from Q1 2025 to Q1 2026, the annualized change was -0.3%. The change in the city sales tax rate in 2025 may be providing some downward pressure on taxable sales; clothing and general merchandise stores saw increased taxable sales from Q1 2025, while other categories (including gasoline stations) saw a decrease. Given the increase in gasoline prices in Q1 2026, we will watch closely how reduced prices in Q2 2026 may shift taxable sales in this category, as well as visitor demand to come and stay in Napa. The top retail sector continues to be restaurants and bars (Food Services and Drinking Places), ending 2025 at 20.0% ($78.3 million), followed by general merchandise stores (department and gift stores) at 13.4% ($52.4 million). The All-Other Outlets category includes various businesses with retail points of sale (e.g., winery tasting rooms), accounting for 19.9% ($77.6 million) of taxable sales. California taxable sales increased by 2.3% from Q1 2025 to Q1 2026 in contrast; Napa County outside the City of Napa had lower taxable sales by -0.7%. The latest data are as of July 2026 and were reported for Q1 2026 (through March 31, 2026).

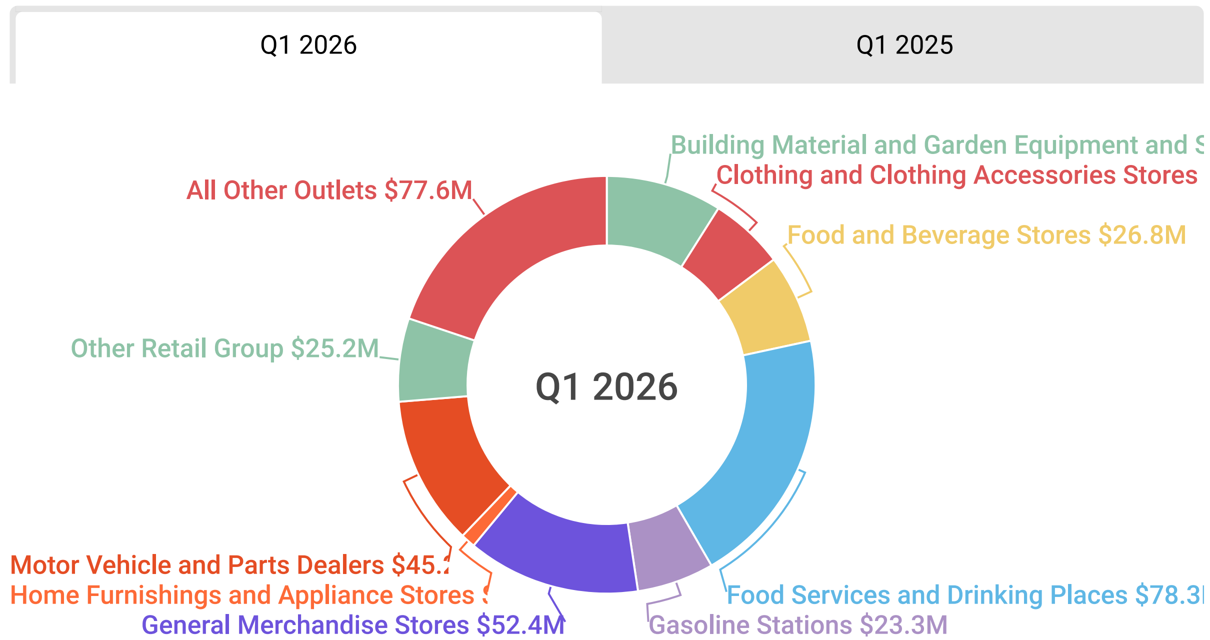
Description: The charts below summarize the composition of taxable sales to track business health, which forms the basis of revenue and sales tax revenue generated for the City.

Composition of Taxable Sales (Q1 2026)



Source: California Department of Tax and Fee Administration

Comparison of city of Napa Taxable Sales by Major Retail Category (Q1 2026, Q1 2025)



Numbers may not add up due to rounding.

Source: California Department of Tax and Fee Administration

BUSINESS HEALTH

Business Licenses

Takeaway: Overall, the number of new, net business starts in Q1 2026 (January to March 2026) increased by 108 businesses for the City of Napa. Service-related businesses, retailers and beauty stores accounted for most of the Q1 2026 starts in net; there were nine new restaurants across the city's economy in Q1 2026.

Description: The table below illustrates the number of businesses in the City Limits that either (1) applied for a new business license with a start date or (2) closed out a license within each quarter in 2025. Business Category sectors are specific business types used as descriptors by the City of Napa for aggregation. Scroll to see full table.

Open and Closed Business Licenses (2026)

Business Category	Number of New Starts	Number of Closed	Difference
Accomodation	1	0	+1
Retail Sales	15	2	+13
Restaurant/Bar/Food	10	1	+9
Art/Entertainment	7	2	+5
Beauty/Massage	15	5	+10
Services	87	18	+69
Tasting Room/Wine Sales	3	4	-1
Manufacturing/Wine Production	2	0	+2
Q1 Total:	140	32	108
2026 Total	140	32	108

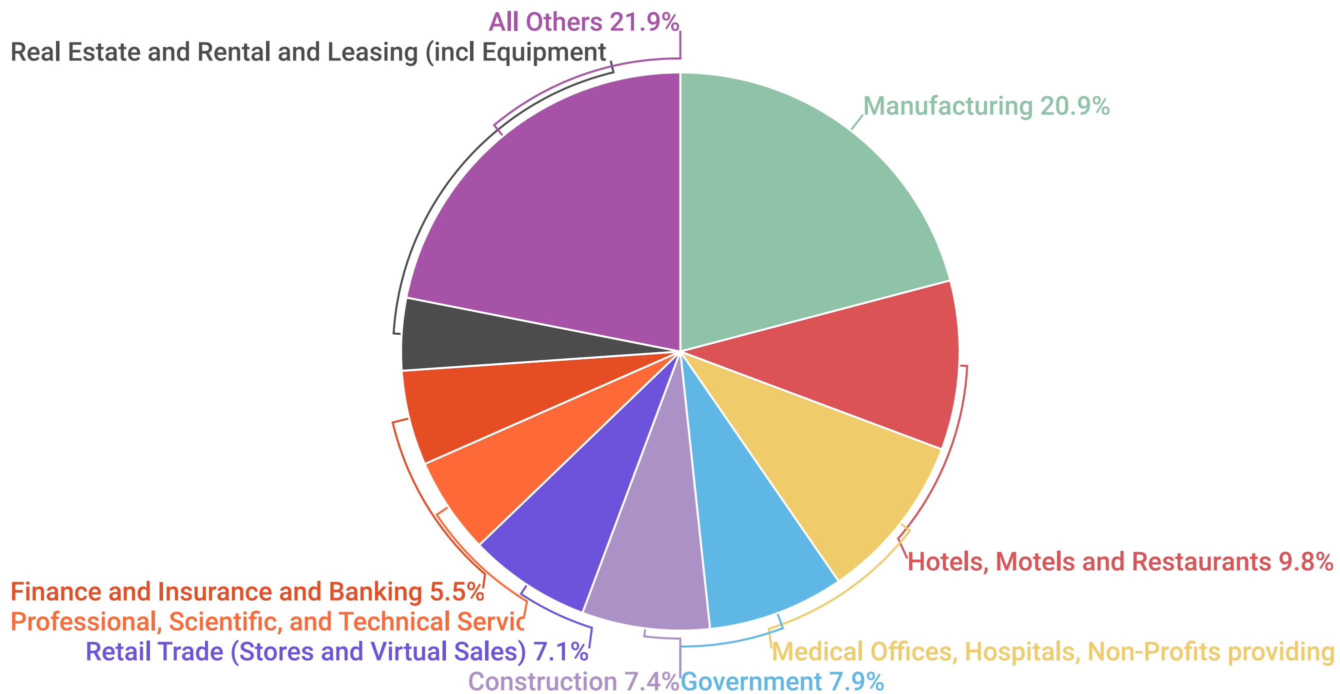
Source: HdL

Economic Output

Takeaway: Napa's top industries are Manufacturing (including wineries where bottled wine is produced), Visitor-Serving (Hotels, Motels, and Restaurants), Medical Services, Government, and Construction as of 2024. The latest data are from December 2025.

Description: This chart tracks the top economic drivers in Napa's economy. It summarizes the estimated economic output of various industries in the city economy for 2025, in 2021 dollars. The total economic output of Napa County is approximately $11.8 billion, while the city economy is $7.55 billion (in 2021 inflation-adjusted dollars for 2024), of which the Napa city economy contributes approximately 66.7 percent of Napa County's total economic output.

Napa (city) Gross Regional Product (2024)



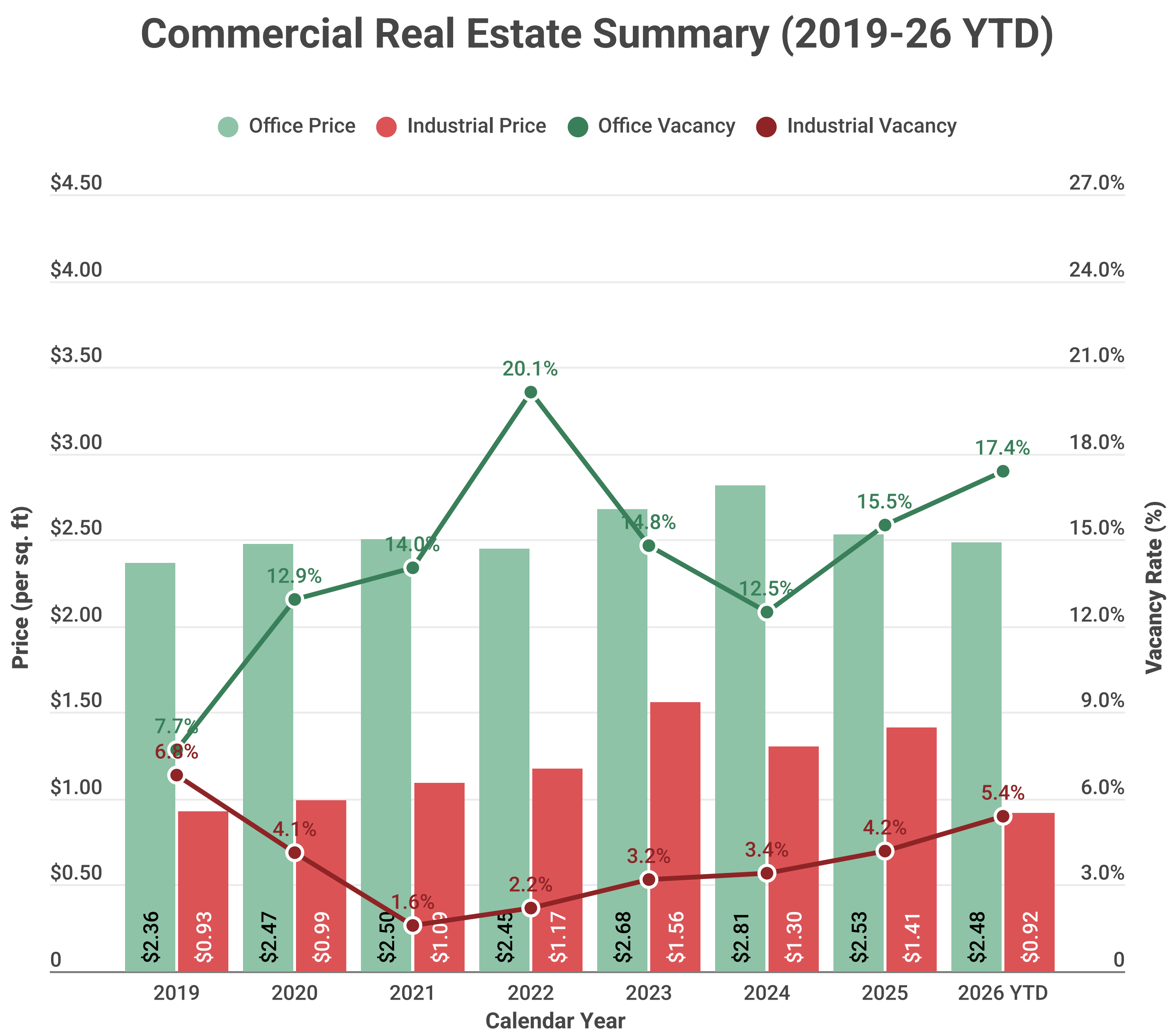
Source: Bureau of Economic Analysis, California EDD, EMSI (Lightcast)

Commercial Real Estate Summary

Takeaway: Office vacancy rates increased to 17.4 percent in Q1 2026 in Napa. Office vacancy was 15.9 percent on average in calendar year 2025. The price per sq. ft. slipped slightly in Q1 2026 to $2.48 per sq. ft. versus 2025 on average ($2.53 per sq. ft.) following vacancy rates. Industrial vacancy increased year over year in 2025 to 4.2 percent from 3.4 percent, while price per sq. ft. has been steadily rising. Industrial prices fell to $0.91 per sq. ft., the first time the prices has been below one dollar in some time. Industrial vacancies increased to 5.4 percent in Q1 2026 from 4.2 percent in 2025.

The stagnation in office vacancy rates is not a surprise and has been predicted by the City of Napa. Interest rates have stopped falling, geopolitical uncertainty has increased and operational costs saw a shock as of March 2026 due to the conflict in Iran.

Description: The chart (right) shows the relationship between the price per square foot of office and industrial commercial real estate compared to the vacancy rate of each.vacancy rate of each.



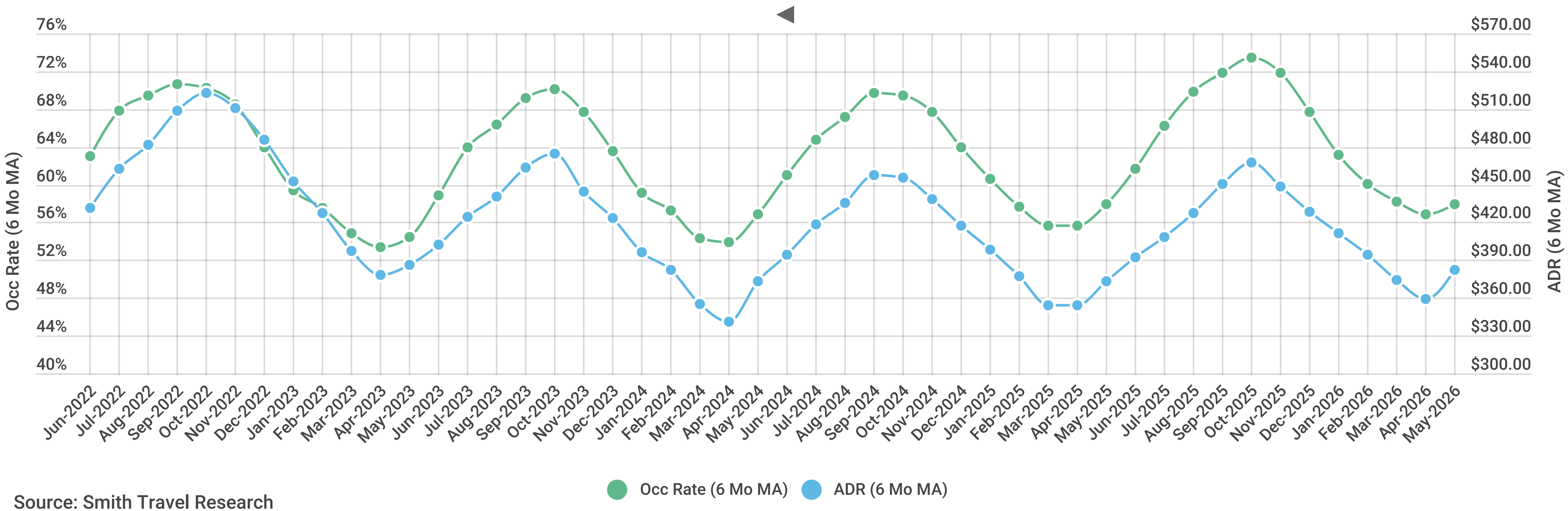
Source: Keegan and Coppin (industrial); Colliers (office)

Visitor and Tourism Trends

Takeaway: We consider six-month moving averages for hotel occupancy and average daily rates (ADR). As of May 2026 (the latest data as of July 2026), occupancy rates (on a six-month moving-average basis) increased 0.1 percentage points compared to May 2025 to 58.0 percent. Average daily rates in Napa increased approximately $9.13 per night, comparing the six-month moving average ending in May 2026 ($382.69) to May 2025 ($373.56). The latest data are as of May 2026. Seasonality remains heavy in these data, as in other areas of California.

Description: Occupancy rates measure how full hotels and lodging are during a particular time. This helps indicate the visitor activity for overnight stays and informs the Transient Occupancy Tax (TOT) revenue forecast. The average daily rate (ADR) refers to the average cost of a one-night stay. Using six-month moving averages reduces seasonal and episodic variation in these data and focuses more on trends.

Hotel Occupancy Rate (Occ) and Average Daily Rate (ADR) in Dollars for 6 Month Moving Average (2022-2026)



Source: Smith Travel Research

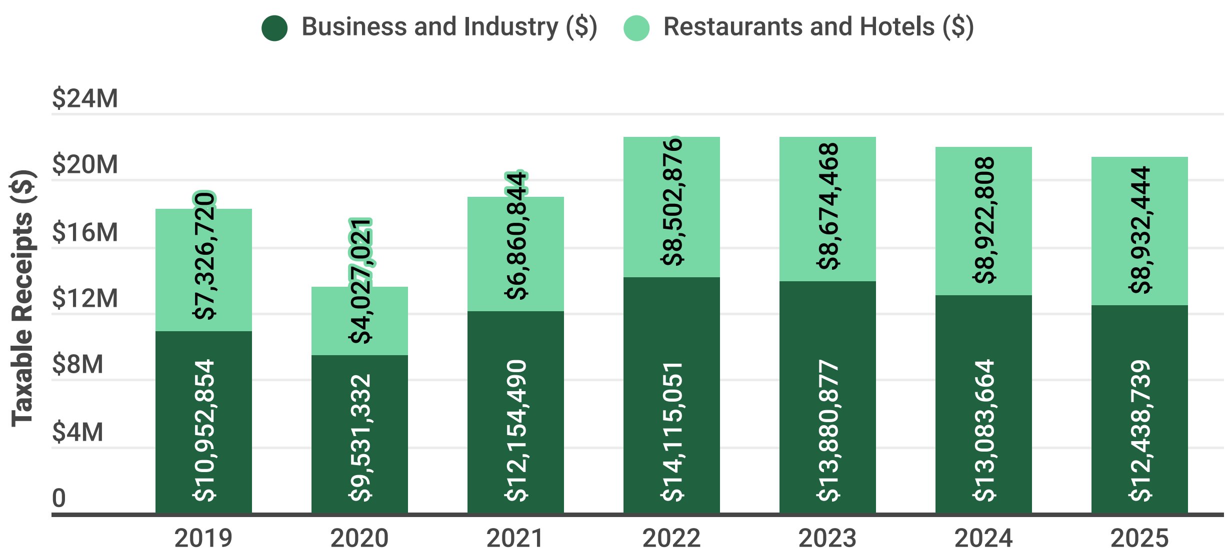
TOURISM TRENDS

Tourism Economy Trends

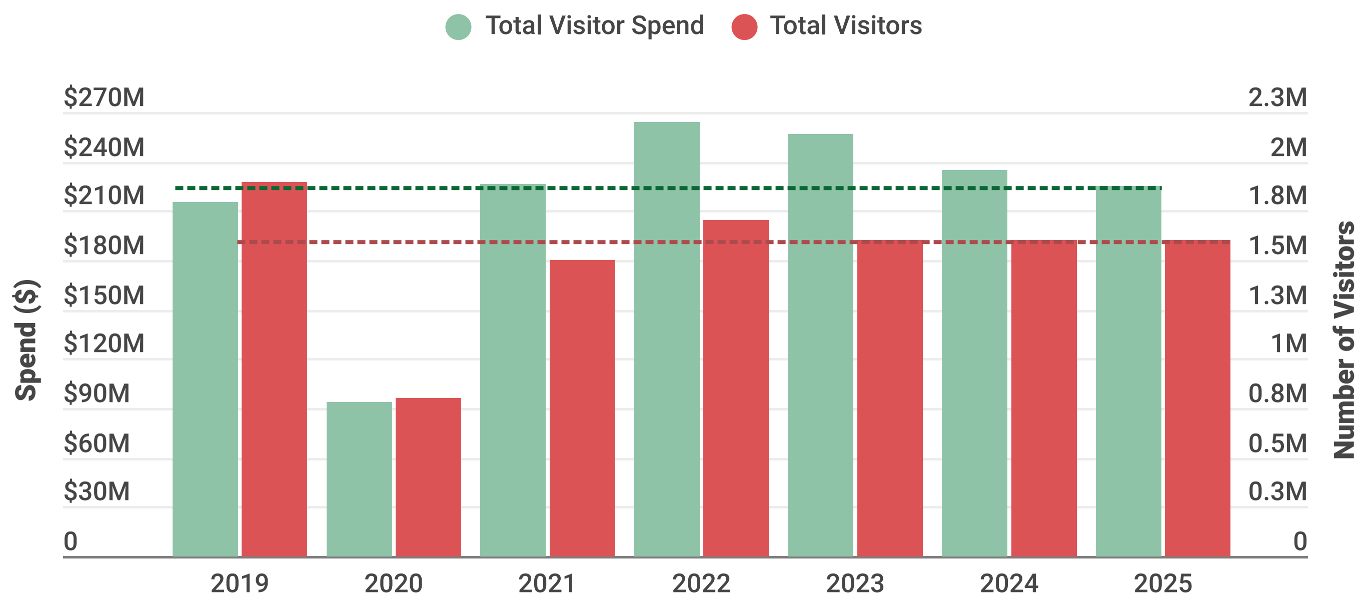
Takeaway: When comparing Visitors that come to Napa, we see that it has been relatively stable since 2023 at around 1.5 million visitors a year, which is 0.3 million less than 2019. Although constant, Visitor Spend has been decreasing since the post-pandemic high in 2022 and only slightly higher than 2019 visitor spend. When comparing **spend per visitor**, spend has gone up since 2019 but has been decreasing since 2023 despite the number of visitors remaining constant. When looking at Napa County, sales tax received from tourism-based businesses have decreased slightly since 2022 but still above 2019 levels.

Description: The chart and table to the right provide a snapshot of the numbers of individual visitors and visitor spend in the city of Napa market. The dash lines in the chart show 2025 compared to 2019 pre-pandemic levels. The chart below shows taxable receipts for business and industry (including wine) and restaurants and hotels.

Tourism Industry Taxable Receipts in Napa County



Visitor and Visitor Spend in city of Napa (2019-2025)



	Total Visitor Spend*	Total Visitors**	Spend per Visitor	1 year % change
2019	$215,800,000	1,900,000	$114	-
2020	$94,100,000	796,600	$118	4.00%
2021	$226,300,000	1,500,000	$151	27.72%
2022	$263,500,000	1,700,000	$155	2.74%
2023	$257,100,000	1,600,000	$161	3.67%
2024	$234,400,000	1,600,000	$147	-8.83%
2025	$225,100,000	1,600,000	$141	-3.97%

Above Source: Placer.ai Labs

*Visitor Spend is spend from short-term travelers visiting a market for business, tourism, or other purposes.

**Total Visitors whose home location is at least 50+ miles from the Napa market that visit.

***Note that international visitors are excluded from both Visitor Spend and Total Visitors.

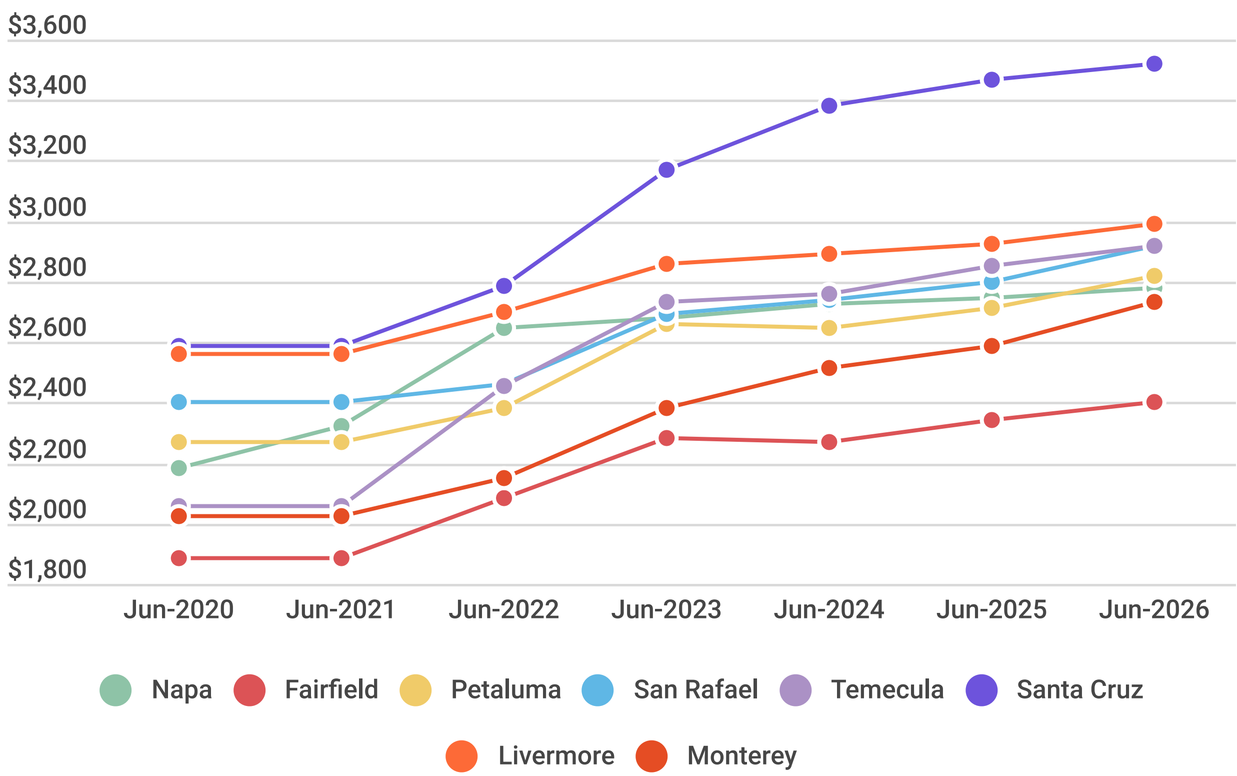
Left Source: HdL

Median Rent Comparisons

Takeaway: Median rents increased by 1.2 percent in Napa, according to ZillowTM Research, between June 2025 and June 2026. Regionally, growth was between 1.0 and 5.5 percent, as rent growth continued for all regional comparison areas. Monterey, San Rafael and Petaluma all increased by more than 3.8 percent over the last 12 months ending in June 2026. The latest data are from June 2026.

Description: The chart and table provide benchmarks for rental affordability in the Napa housing market. Comparison jurisdictions were chosen due to their similar population size, being a tourism destination, and/or being within a wine region. The rental price medians are calculated using samples of homes, condos, and apartments for rent, but they are primarily dominated by one- and two-bedroom apartments.

Median Rents by Year and Jurisdiction (2020-2026)



Place	June 2020	June 2021	June 2022	June 2023	June 2024	June 2025	June 2026	Change
Napa	$2,184	$2,322	$2,644	$2,677	$2,724	$2,748	$2,781	1.2%
Fairfield	$1,887	$1,887	$2,084	$2,280	$2,267	$2,344	$2,405	2.6%
Petaluma	$2,269	$2,269	$2,383	$2,663	$2,649	$2,712	$2,816	3.8%
San Rafael	$2,403	$2,403	$2,464	$2,695	$2,738	$2,800	$2,921	4.3%
Temecula	$2,056	$2,056	$2,458	$2,734	$2,760	$2,855	$2,918	2.2%
Santa Cruz	$2,587	$2,587	$2,787	$3,168	$3,382	$3,466	$3,523	1.6%
Livermore	$2,560	$2,560	$2,699	$2,861	$2,890	$2,927	$2,988	2.1%
Monterey	$2,022	$2,022	$2,149	$2,385	$2,513	$2,589	$2,732	5.5%
Napa County	$2,258	$2,374	$2,662	$2,733	$2,750	$2,774	$2,825	1.8%

Source: Zillow™ Research (2020-2026). Current dollars.