

**DOWNTOWN NAPA PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT
FY 2026-2027**

Background Summary. For over twenty years, the Downtown Napa Property and Business Improvement District, (PBID), has provided an array of services, marketing programs, and environmental enhancements, and has coordinated and supported signature events for its member businesses and for the Napa community at large. The PBID is a pedestrian friendly retail, restaurant, service and office district centered primarily along First Street and Main Street in Downtown Napa. The purpose of the PBID is to continue to provide and manage unique services, activities and improvements for this highly visible and popular locale. The PBID enables its property owners, working as a unit, to continue to fund needed property and business-related programs above what is provided by City of Napa base level services.

- Formed in 2005, through the collection of an annual property-based assessment, the Downtown Napa PBID began financing amenities and activities that improved and enhanced Napa's downtown corridors and provided benefits to its business members.
- The PBID has since been renewed three times for five-year terms, and in 2025 it was renewed for a seven-year term 2026-2032 with 92% ballot approval.
- There are currently 273 eligible commercial properties assessed within the PBID boundaries. Properties that contain residential uses, schools, utility rights-of-way, non-profits or are owned by certain governmental, non-profit organizations or charitable organizations are not assessed.
- Comprised of two zones - Zone 1 is the core retail center of Downtown Napa and consists of commercially zoned properties centered along Main Street and 1st Street and streets that directly connect to these corridors. Retail activity and pedestrian traffic are highest in this portion of the PBID, and thus these parcels require the highest level of programmed and response PBID services.
- Zone 2 consists of the remaining commercially zoned parcels within the PBID boundaries. Zone 2 has less retail activity and pedestrian traffic than the Zone 1 parcels and requires lower levels of programmed and response service from the PBID. The assessments for each zone vary according to level of benefit to the member businesses. A map of the PBID boundaries is attached to this report.

PBID Boundaries and Zones. Generally, the boundaries of the PBID span Downtown Napa from Jefferson Street east, across the Napa River and Soscol Avenue to Silverado Trail, encompassing the Oxbow District and portions of the east-west streets of Polk, Pearl, Clay, First, Second, Third, Fourth and Fifth; and, north-southwards along the Main Street corridor extending from Yount Street south to portions of Fourth, Fifth, and Division Streets.

2026-2027 PBID Owners' Association. The Napa PBID is managed by an Owners' Association comprised of member business representatives. The PBID Owners' Association holds bi-monthly meetings on the fourth Thursday of every other month. Agendas and minutes are posted on the DoNapa.com website. Day to day activities are administered by the Executive Director of the Downtown Napa Association.

PBID Owners' Association Members:

Ryan Gregory, Chairperson, Sherwood Engineers
Sara Brooks, Napa Hatt Building
Mike Butler, Property Owner City of Napa HR Building
Tony Giaccio, Napa Valley Wine Train
Michael Holcomb, Property Owner, Various Parcels
Zen Hunter-Ishikawa, The Wiseman Company
Katie Hamilton Shaffer, Member-at-Large
Kelly Moore, Zapolski Real Estate
Julie Lucido, City of Napa
Staff: Bill La Liberte, DNA Executive Director

Review of Fiscal Year 2025-2026 Programming and Focus Areas.

In 2025-26, the Downtown Napa PBID prioritized and provided financial support for its core focus areas of 1) Advocacy and Administration, 2) Beautification, Maintenance and Infrastructure, and 3) Marketing:

• Oxbow Gateway Sign	44,670.00
• Second Street Crosswalk Art	75,000.00
• Hanging Flower Baskets	150,000.00
• Holiday Garland and Lighting, Purchase and Storage	52,215.00
• Lighted Arts Festival	40,000.00
• Napa Table Special Event	40,000.00
• Fridays In the Park	40,000.00
• Ambassador & Safekeeping Program	40,000.00
• Feasibility Study for Clinton Street Market Lights	5,000.00
• Production of Downtown Napa Maps	10,000.00

Exhibit C (P&L Statement) below reflects the specific budget and actual expenditures from the previous FY.

Fiscal Year 2026-2027 Assessment Revenue Outlook

As noted in the attached Exhibit B, Chart of Assessments to be Levied for 2026-2027, PBID property assessments on 273 eligible properties will total **\$546,770**.

For FY 26-27, rates per property square-foot are as set forth in the Management District Plan:

	Retail	Non-Retail	Parking	Vacant
Zone 1	\$0.2578	\$0.1722	\$0.0855	\$0.0427
Zone 2	\$0.0855	\$0.0855	\$0.0427	\$0.0427

A breakdown of parcel count and projected revenue is as follows:

- Zone 1: 167 parcels
- 61% of PBID area is in Zone 1
- 66.4% of expected revenue to be generated from Zone 1: \$363,546

- Zone 2: 106 parcels
- 39% of PBID is in Zone 2
- 33.5% of expected revenue to be generated from Zone 2: \$183,224

Reporting Requirements.

The California Streets and Highways Code Section 36650 require that annual reports for Property and Business Improvement Districts contain the following information. The Downtown Napa PBID presents these responses:

1. Any proposed change in boundary of area or benefit zone, or parcel classification.

Response: No changes to the PBID boundaries occurred during the past year or are proposed for the upcoming FY. Some property classifications have changed, and those are reflected in the attached list of parcels and assessments, Exhibit B.

2. Improvements and activities to be provided for the 26-27 fiscal year.

Response:

Beautification, Maintenance & Infrastructure, Zones 1 and 2 \$427,462.00

- Feasibility Study for Clinton Street Market Lights
- Hanging Flower Baskets on 300 Light Poles
- Christmas Holiday Lighting & Garland, Pre-Thanksgiving thru Week 1 January
- Oxbow Gateway Sign

Marketing \$213,730.99

EXHIBIT A

- Ambassador Program, four 2-person teams providing personal assistance. direction and recommendations
- Sunday's In the Park – Free Veterans Park Summer concerts
- Napa Table, Alfresco Dining down Main Street between First & Third Streets
- Production of Historic Downtown Napa Maps
- Lighted Arts Festival
- Other Special Events

Administration

\$71,243.67

Perform day-to-day tasks and programming as directed by the PBID Owners' Association

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

Response: The Owners' Association estimates that it will cost \$712,436.66 to manage and promote the PBID activities. See Exhibit D Proposed FY 2026-2027 Budget attached.

4. Method and basis of levying assessments in the PBID.

Response: Assessments are based on the property size and use, location within Zone 1 or Zone 2, and are collected by the County via property taxes. This method was authorized under renewal of the PBID in 2025, as outlined in the Management District Plan. Assessment revenues are passed through to the city and onto the PBID. See Exhibit B Chart of Assessments.

5. Amount of any surplus or deficit revenues to be carried over from previous fiscal year.

Response: The carryover from FY 25-26 is \$158,554.66

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

Response: None.

DOWNTOWN NAPA PBID ZONE BOUNDARY MAP

