NAPA VALLEY TOURISM BUSINESS IMPROVEMENT DISTRICT MEETING AGENDA

City Hall - Council Chambers
4381 Broadway St., Suite 201, American Canyon
December 3, 2025
11:00 AM

Chair: Valerie Zizak-Morais, President/CEO, Napa Valley Chamber of Commerce/Welcome Center
Vice Chair: David Oro, Councilmember, City of American Canyon
Secretary/Treasurer: Jason Holley, City Manager, City of American Canyon
Committee Members: Erik Burrow, General Manager, Doubletree Hotel; Endy Hinojaza, General Manager, Fairfield by Marriott Inn & Suites; Kenta Kamohara, General Manager, Holiday Inn Express

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

*This time is reserved for members of the public to address the Napa Valley Tourism Business Improvement District Committee on items not on the agenda and are within the subject matter jurisdiction of the committee. Comments are limited to 3 minutes. To provide an oral comment for an item on the agenda click the "raise your hand" button if joining by computer, or press *9 if joining by phone, when the item is called. To avoid confusion, any "raised hands" outside of the Public Comment period will be lowered.*

AGENDA CHANGES

Committee members may change the order of the agenda, or request discussion of a Consent item. The public may request discussion of a Consent items by providing a written comment through the Public Comment Portal prior to the meeting.

CONSENT

1. Minutes of May 7, 2025
Recommendation: Approve the minutes of the Tourism Business Improvement District meeting of May 7, 2025.

2. 2025/26 Financial Reports through September 30, 2025
Recommendation: Approve the Napa Valley Tourism Business Improvement District 2025/26 Financial Reports through September 30, 2025.

BUSINESS

3. Selection of Chair and Vice Chair for 2026

4. Shuttle to Ruins Events Discussion

5. Donation Request for the 2025 Reindeer Run
Recommendation: Review and approve by minute order the donation request of the

American Canyon Community Parks Foundation for the 2025 Reindeer Run.

6. Donation Request for the 2026 Juneteenth Celebration

Recommendation: Review and approve by minute order the donation request of the American Canyon Arts Foundation for the Juneteenth Celebration 2026.

INFORMATIONAL UPDATES

- Visit Napa Valley Update
- American Canyon Hotels Update
- City of American Canyon Update
- American Canyon Chamber of Commerce/Welcome Center Update

COMMITTEE MEMBER COMMENTS

Committee members may comment on matters of public concern and announce matters of public interest; no collective committee action will be taken.

ADJOURNMENT

CERTIFICATION

I, Nicolle Hall, CMC, Deputy City Clerk for the City of American Canyon, do hereby declare that the foregoing agenda of the Tourism Business Improvement District was posted in compliance with the Brown Act prior to the meeting date.

_____

Nicolle Hall, CMC, Deputy City Clerk

PUBLIC PARTICIPATION

This meeting is a limited public forum. American Canyon promotes respectful and responsible behavior among its meeting participants, whether they are present in person or remotely. Using offensive language or remarks that promote, foster, or perpetuate discrimination based on race, creed, color, age, religion, gender marital status, status regarding public assistance, national origin, physical or mental disability or sexual orientation/gender identification, as well as any other category protected by federal, state or local laws will not be tolerated. In the case of an occurrence, the speaker will be immediately disconnected from the microphone.

The Napa Valley Tourism Business Improvement District meetings are conducted in person at City Hall, 4381 Broadway, Suite 201. Members of the public are invited to attend the meeting in person. This meeting will not be broadcast on TV.

Oral comments, during the meeting: Oral comments can be made in person during the meeting.

Written comments, via eComments: Please submit written comments through the eComments link, located on the Meetings & Agendas page of our website here. Comments will be available to the subcommittee. All comments received will be posted online and become part of the meeting record.

The above-identified measures exceed all legal requirements for participation in public comment, including those imposed by the Ralph M. Brown Act. For more information, please call the Office of the City Clerk at (707) 647-4369 or email cityclerk@americancanyon.gov.

AGENDA MATERIALS: Agenda materials are published 72 hours prior to the meeting and are available to the public via the City's website at www.cityofamericancanyon.org.

AMERICANS WITH DISABILITIES ACT: Materials will be provided in appropriate alternative formats to comply with the Americans with Disabilities Act. Please send a written request to City Clerk at 4381 Broadway, Suite 201, American Canyon, CA 94503 or by email to cityclerk@americancanyon.gov. Include your name, address, phone number and brief description of the requested materials, as well as your preferred alternative format or auxiliary aid, at least three calendar days before the meeting.

NAPA VALLEY TOURISIM DISTRICT AMERICAN CANYON

ACTION MINUTES

May 7, 2025

11:00 AM OPEN SESSION

CALL TO ORDER

The Napa Valley Tourism Business District meeting was called to order at 11:04 am

ROLL CALL

Present: Committee Member Kenneth Tanal, Committee Member Kenta Kamohara, Committee Member Eric Burrow, Secretary/Treasurer Jason Holley, Chair Valerie Zizak-Morais
Excused: Committee Member Buzz Butler, Councilmember David Oro

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

Chair Zizak-Morais opened public comment. Written comments: none. Oral comments: none. The public comment period was closed.

AGENDA CHANGES

There were no agenda changes.

CONSENT CALENDAR

Action: Motion to adopt CONSENT CALENDAR made by Secretary/Treasurer Jason Holley, seconded by Committee Member Kenta Kamohara, and CARRIED by roll call vote.

Ayes: Committee Member Kenneth Tanal, Committee Member Kenta Kamohara, Committee Member Eric Burrow, Secretary/Treasurer Jason Holley, Chair Valerie Zizak-Morais
Nays: None
Abstain: None
Excused: Committee Member Buzz Butler, Councilmember David Oro

1. Minutes of December 4, 2024

Action: Approved the minutes of the Tourism Business Improvement District meeting of December 4, 2024.

2. 2024/25 Financial Reports through February 28, 2025

Action: Approved by minute order the Napa Valley Tourism Business Improvement District 2024/25 Financial Reports through February 28, 2025.

BUSINESS

3. Donation Request for the 2025 Juneteenth Celebration

Secretary/Treasurer Jason Holley introduced the item. Applicants Mark Joseph and Brenda Knight provided additional information. Chair Valerie Zizak-Morais opened public comments. Written comments: none. Oral comments: none., The public comment period was closed.

> **Action:** Motion to approve by minute order the donation request of the American Canyon Arts Foundation for the Juneteenth Celebration 2025 made by Committee Member Eric Burrow, seconded by Secretary/Treasurer Jason Holley, and CARRIED by roll call vote.
>
> **Ayes:** Committee Member Kenneth Tanal, Committee Member Kenta Kamohara, Committee Member Eric Burrow, Secretary/Treasurer Jason Holley, Chair Valerie Zizak-Morais
> **Nays:** None
> **Abstain:** None
> **Excused:** Committee Member Buzz Butler, Councilmember David Oro

4. Budget for Fiscal Year 2025-26

Chair Valerie Zizak-Morais introduced the item with additional information provided by Lindsey Gallagher, Visit Napa Valley and Shawn Casey-White, Vine Trail Coalition. Chair Zizak-Morais opened public comment: Written comments: none. Oral comments: Janelle Selleck, American Canyon Community Parks Foundation was called to speak; Lindsey Gallagher, Visit Napa Valley was called to speak. The public comment period was closed.

> **Action:** Motion to approve the Napa Valley Tourist Business District Budget for Fiscal Year 2025-26 made by Committee Member Eric Burrow, seconded by Committee Member Kenta Kamohara, and CARRIED by roll call vote.
>
> **Ayes:** Committee Member Kenta Kamohara, Committee Member Eric Burrow, Committee Member Kenneth Tanal, Secretary/Treasurer Jason Holley, Chair Valerie Zizak-Morais
> **Nays:** None
> **Abstain:** None
> **Absent:** Committee Member Buzz Butler, Councilmember David Oro

INFORMATIONAL UPDATES

5. American Canyon Chamber and Welcome Center Update

Valerie Zizak-Morais provided an update from the American Canyon Chamber of Commerce.

6. Visit Napa Vally Update

Lindsey Gallagher shared an update and presentation from Visit Napa Valley.

7. American Canyon Hotels Update

Committee member Kenta Kamahora shared an update from the Holiday Inn and Suites.
Committee Member Eric Burrow shared an update from the Double Tree Hotel.
Committee member Kenneth Tanal shared an update from the Fairfield Inn.

8. Vine Trail Presentation

Shawn Casey-White shared a Vine Trail presentation.

9. City of American Canyon Update

There were no updates.

COMMITTEE MEMBER COMMENTS

There were no comments.

ADJOURNMENT

The meeting was adjourned at 12:36 p.m.

CERTIFICATION

Respectfully Submitted,

_____

Nicolle Hall, Deputy City Clerk

Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2025-26

as of 9/31/2025

City of American Canyon

Local Tourism Business Improvement District

7/31/2025

Income Statement

Through 9/31/2025

Fiscal Year 2025-26

		Actual
Revenues	$	17,025
Expenses		-
Net Income	$	17,025
*Resources Available at July 1, 2025		92,826
Purchase Commitments		-
Estimated Available Balance at 9/31/2025	$	109,851

City of American Canyon

Local Tourism Business Im 7/31/2025

Fiscal Year 2025-26

EXPENSES through 9/31/2025

Vendor	Description	Amount	Check No.	Date

Total Expenses	$ -

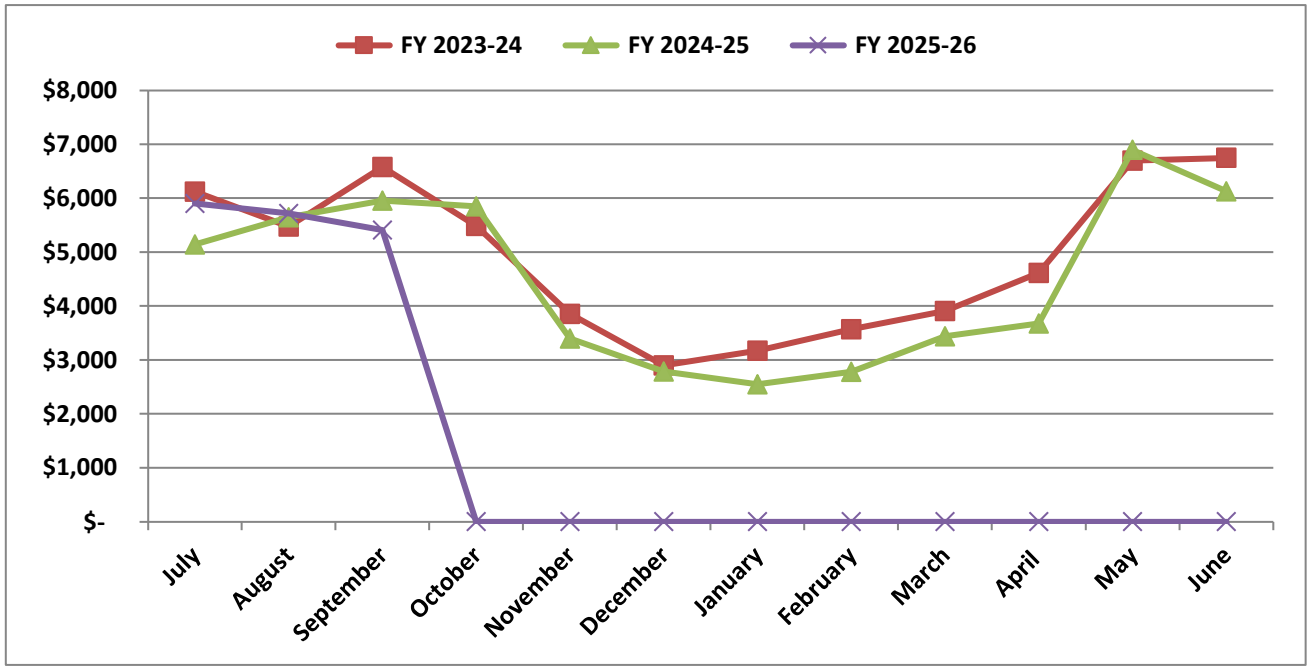
City of American Canyon

Local Tourism Business Ir 7/31/2025

Fiscal Year 2025-26

REVENUES Through 9/31/2025.

	FY 2023-24	FY 2024-25	FY 2025-26	Increase / (Decrease) FY 25 vs. FY 26	
July	$ 6,117	$ 5,141	$ 5,901	$ 760	15%
August	5,471	5,644	$ 5,715	71	1%
September	6,579	5,952	$ 5,409	(543)	-9%
October	5,482	5,847	$ -	-	0%
November	3,855	3,397	$ -	-	0%
December	2,898	2,787	$ -	-	0%
January	3,173	2,549	$ -	-	0%
February	3,569	2,780	$ -	-	0%
March	3,908	3,436	$ -	-	0%
April	4,615	3,673	$ -	-	0%
May	6,698	6,895	$ -	-	0%
June	6,748	6,126	$ -	-	0%
Total Revenues	59,112	54,227	$ 17,025		



American Canyon Tourism Improvement District (TBID) Funding Application

Organization Information

Name of Organization *
American Canyon Community and Parks Foundation

Date Time *
05/28/2025

Name of Director/CEO/President of Organization *
Janelle Sellick

Organization Type *
501(c)3 or 501(c)6

Upload 501(c)3 or 501(c)6 Document *
IRS Determination Letter.pdf 417.68KB

Total Budget for Current Fiscal Year *
1,176,200

Upload Organization's Total Budget *
AC Parks Foundation 2025 Approved Budget.pdf 38.72KB

Name of Contact for this Application *
Janelle Sellick

Organization's Website
www.acparks.org

E-mail *
janelle@acparks.org

Phone number *
707-363-1915

Address *
Street Address
231 Hummingbird Way
Address Line 2

City
Amer Cyn

State/Province/Region
CA

Postal/Zip Code
94503

Country
United States

Is the organization a past recipient of TBID funding? *
- (●) Yes
- ( ) No

Upload Dataset/Metrics from Previously Awarded Project(s) *
Reindeer Run Metrics 2024.pdf 71.27KB

Project Information

Project Name *
Reindeer Run

Event/Project Date *
2025-12-06

Total Project Budget *

Upload Project Budget *

35,000

2025 Estimated Reindeer Run Budget.pdf 34.27KB

Funding Request *

3,500

Upload Project Timeline *

Reindeer Run Planning Timeline.pdf 229.73KB

Will your organization receive matching funds? *

- (●) Yes
- ( ) No

If yes, name the source of the matching funds. *

Redwood Credit Union, Recology

Project Team *

List individuals, agencies or partner organizations that will help execute this proposal

Parks Foundation staff Janelle Sellick and Andrea Long are the leads on the event and the Foundation hires a contract race manager to execute race
logistics. The City of American Canyon supports the project through in kind use of the Wetlands parking lot and trails. Local partners such as Recology
American Canyon, American Canyon Police and Fire, Spirit Horse Therapeutic Riding Center, and others partner to bring the event to the community.

Similar Projects *

List similar projects your organization has led.

Reindeer Run, Earth Day, Evening at the Ruins, Coffee Morning

Project Details *

Please describe your project in detail, including how it will advance the TBID Funding Objectives.

The Reindeer Run is American Canyon's largest 5k/10k run or walk and brings families together for a healthy and active holiday kick off event. This festive gathering drew over 700 registered participants from throughout Northern California last year and takes place the morning after the City's Magic of the Season
event. The race begins and ends at the Wetlands Edge trailhead and highlights the natural beauty and wildlife of the Wetlands. It is the only December holiday themed race in Napa County. Over the years the Reindeer Run has grown from less than 80 local participants to over 700 attract runners and walkers
from 30 cities throughout Northern California each year.

Measurable Impact *

Please describe the measurable impact of your project, and what metrics will be used to measure its success.

With attendance increasing every year, The Parks Foundation will work with local hotels and the City of American Canyon to encourage our of town race participants to attend Magic of the Season on Friday night, stay overnight, and participate in the race the next morning. Hotels will be promoted in the
following ways:
Reindeer Run website and social media (Facebook and Instagram)
E-Newsletter (reach 2,900)
Participant emails (reach 1,750
Race Day Banners
With approximately 20% of participants driving more than 40 minutes to participate in the event, the Foundation will promote our local hotels as a "stay local" option and partner with the City of American Canyon to promote Magic of the Season.
Season. In addition to providing local overnight stays, the Reindeer Run highlights the beautiful natural resources of American Canyon and showcases a healthy, active, and engaged community.

Optional Additional Information

Attach visuals, letters of support, or additional project details.

Reindeer Run Sponsorship-2.pdf 1.17MB

Insurance Information

Current insurance certificates in the following coverage amounts will be required if your proposal is selected for funding:

- General Liability Policy: Comprehensive or Commercial General Liability Insurance ("CGL") at least as broad as Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001), in an amount of $1,000,000 per occurrence. If the Services involve explosive, underground or collapse risks, XCU will be included. If a general aggregate limit is used, either the general aggregate limit will apply separately to this Agreement or the general aggregate will be twice the required occurrence limit.

- Automobile Liability Policy. Automobile liability insurance with coverage at least as broad as ISO Form numbers CA 0001 06 92, Code 1 (any auto), for vehicles used in the performance of this Agreement with minimum coverage of not less than

- $1,000,000 per accident, combined single limit.

- Worker's Compensation: Workers' Compensation insurance meeting statutory limits of the Labor Code. The workers' compensation policy will contain or be endorsed to contain a waiver of subrogation against the City, its officials, officers, agents, and employees.

Endorsements. The Comprehensive or Commercial General Liability and automotive liability policies will contain or be endorsed with the following provisions:

- The City, its officers, elected or appointed officials, employees, volunteers, and agents, are covered as additional insureds for liability arising out of the operations performed by or on behalf of Organization. The coverage will contain no special limitations on the scope of protection afforded to the City, its officers, officials, employees, volunteers, and agents.

- The Organization's insurance is primary and no insurance held by the City will be called upon to contribute to a loss.

- The inclusion of more than one insured will not operate to impair or limit the rights of one insured against another, and the coverage will apply as though separate policies have been issued to each insured.

Questions?

If you have questions regarding this application, please contact the City of American Canyon, Office of the City Clerk at cityclerk@americancanyon.gov or by phone at (707) 647-4369.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 12 2015

AMERICAN CANYON COMMUNITY & PARKS
FOUNDATION
C/O JANELLE SELLICK
101 W AMERICAN CANYON RD STE 508
AMERICAN CANYON, CA 94503

Employer Identification Number:
47-3226686
DLN:
17053226314005
Contact Person:
MRS. JOHNSON ID# 31287
Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
January 16, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

Sincerely,

Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements

Letter 947

American Canyon Parks Foundation
Profit & Loss Budget Overview
January through December 2025

	Jan - Dec 25
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43450 · Individual Sponsorships	10,000.00
43461 · General Donations	25,000.00
43462 · Promotional Item Donations	1,000.00
43464 · Give Guide	1,000.00
43465 · Fall Fundraiser	25,000.00
43468 · Mobile Classroom	20,000.00
43400 · Direct Public Support - Other	0.00
Total 43400 · Direct Public Support	82,000.00
44800 · Membership Income	
44801 · Family and Individual Members	10,000.00
Total 44800 · Membership Income	10,000.00
44900 · Grants	
44908 · Environmental Grants	80,000.00
44909 · Misc. Grants	20,000.00
Total 44900 · Grants	100,000.00
45000 · Investments	
45030 · Interest-Savings, Short-term CD	6,000.00
Total 45000 · Investments	6,000.00
47000 · Program Income	
47002 · Bench/Picnic Table Sponsorship	5,000.00
47170 · - Scholarship	1,000.00
47000 · Program Income - Other	10,000.00
Total 47000 · Program Income	16,000.00
47100 · Events Revenue	
47102 · Themed Hikes	200.00
47106 · Dine and Donate	2,000.00
47107 · Reindeer Run	35,000.00
47200 · Gala Revenue	375,000.00
Total 47100 · Events Revenue	412,200.00
47173 · Ecology Center Capital Campaign	550,000.00
Total Income	1,176,200.00
Gross Profit	1,176,200.00
Expense	
60000 · Fundraising Expenses	
60002 · Gala Event	160,000.00
60000 · Fundraising Expenses - Other	5,000.00
Total 60000 · Fundraising Expenses	165,000.00
60900 · Business Expenses	
60920 · Business Registration Fees	250.00
60921 · Board Training	3,000.00
60922 · Business Expenses - Other	2,000.00
60924 · Professional Memberships	1,000.00
60925 · Web Hosting	2,000.00
60927 · Advertising	500.00
60928 · Workers Comp	2,000.00
60929 · Payroll Taxes	20,000.00
60932 · Staffing Benefits	5,000.00
Total 60900 · Business Expenses	35,750.00

American Canyon Parks Foundation
Profit & Loss Budget Overview
January through December 2025

	Jan - Dec 25
61000 · Professional Services	
61010 · Accounting	3,000.00
61020 · Executive Director	85,000.00
61040 · Miscellaneous Services	3,000.00
61050 · Program Coordinator	34,000.00
61051 · Community Program Director	35,000.00
61052 · Education Program Director	52,500.00
61053 · Administrative Assistant	37,500.00
61054 · Development Director (contract)	30,000.00
Total 61000 · Professional Services	280,000.00
64000 · Donations/Charitable Contributi	
64001 · Community Giving Program	3,000.00
64007 · HS Scholarship	1,000.00
64010 · Donations/Charitable Con-Other	500.00
64040 · Scholarship	5,000.00
Total 64000 · Donations/Charitable Contributi	9,500.00
65000 · Operations	
65013 · Office Expenses	10,000.00
65020 · Postage, Mailing Service	300.00
65091 · Insurance - Liability, D and O	4,000.00
65092 · Rent of Storage Unit	2,000.00
65093 · Donor Database Software	3,500.00
Total 65000 · Operations	19,800.00
65100 · Miscellaneous Expenses	
65122 · Volunteer Gifts	1,000.00
65124 · Marketing Promotion - FB	200.00
65140 · Meals and Entertainment	1,500.00
Total 65100 · Miscellaneous Expenses	2,700.00
66000 · Payroll Expenses	
66003 · Processing Fees	3,120.00
Total 66000 · Payroll Expenses	3,120.00
67000 · Events	
67080 · Outdoor Events	9,000.00
67180 · Capital Event Expenses	2,000.00
67194 · Reindeer Run	20,000.00
Total 67000 · Events	31,000.00
68000 · ACCPF Program Expenses	
60931 · Teen Programming	2,000.00
65094 · Intern	3,000.00
68021 · WE and In School Programs	13,000.00
68022 · Mobile Classrom	50,000.00
Total 68000 · ACCPF Program Expenses	68,000.00
68200 · Park Improvements	
68202 · Park Volunteer Days	500.00
68203 · Bench Sponsorships	5,000.00
68208 · Story Walk	1,500.00
Total 68200 · Park Improvements	7,000.00
68209 · Ecology Center Expenses	
68209.1 · Professional Services	550,000.00
Total 68209 · Ecology Center Expenses	550,000.00

American Canyon Parks Foundation
Profit & Loss Budget Overview
January through December 2025

	Jan - Dec 25
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	1,000.00
Total 68300 · Travel and Meetings	1,000.00
Total Expense	1,172,870.00
Net Ordinary Income	3,330.00
Net Income	**3,330.00**

	2025 Estimated
Revenue	
Donations	800
Race Registraions	24,000
Sponsorships	$20,000
Swag Sales	500
Rileys Food Truck	100
Total Revenue	**45,400**
Expenses	
Registration Software	0
Timing	2100
Shirts	8,500
Volundeer Shirts	800
Barricades	750
Swag/Beanies	0
Winner medals	750
Insurance	300
Vixen Design	400
Banners/Signange	2500
Foil Blankers	50
Food	300
Porta Potties	0
Parking Lot rental	140
Misc Supplies	1,250
Thank You volunteer	0
Box Truck Rental	200
Race Director	$7,500
Winner Prizes	0
Beanies, Fleece, Vests	3,200
Donation for Cross Country	250
Race Bibs	215
Community Outreach	125

Youth Antlers	75
Mailing Expenses	75
Total Expenses	**29,480**
Total Net Revenue	15,920

	Date	Activity	Detail	Status
☑	March	Email Synergy Timing for 2025 race timing contract	Eric Bauer, eric@srtiming.com, 916-712-3993	Emailed 3/13. Renewed 4/7.
☑		Renew race website	https://runsignup.com	Done 3/17
☑		Contact Napa Valley Clothing for printing this year's shirts	Jon Yager, jon@sonomadesignaparel.com, 707-255-9607 Asked for shirt samples in desin	Emailed 3/13
☑		Ask NV Clothing for specs on embroidered ballcaps	Black ballcap with embroidered RDR logo in teal and red	Emailed 3/13; 3/27. 4/24: received 2 samples, requesting quote for embroidery and timing deadlines on chosen cap. 5/6: reveiwed cap options and pricing at staff mtg. 5/8: emailed Jon with chosen cap and count of 25. Asked for delivery by July 1st (for selling at Meet Me In The Street)
☑		Research ornament medal options (colors)	Want more color options	3/13: emailed NV Clothing, didn't care for the style they had. 4/10: Requested samples from 4imPrint. 4/24: received samples; price out two types and review at staff meeting. 5/6: Decided on purple. 5/8: emailed Christine at AmCan Ortho asking if they will donate the cost again and does this pricing work for them.
☑		Begin updating website with this year's info		Started 3/20
☑		Contact Julie to contact Sarah about reindeer design	Donner; Julie Douglas is the contact for Sarah (daughter). Design due 7/31.	3/20: emailed Julie to let Sarah know. Julie asked if Donner and Blitzen can be together. Emailed back we want them separate.
☑	April	Register for Meet Me In The Street (Andrea)	AmCan Chamber of Commerce, July and August. Request to be next to the AC Parks Table	
☑	May 1st	Add Meet Me In The Street dates to website cover page	July and August	
☑	May 6th	Begin 2025 Staff Meetings (Danielle, Janelle, Andrea)	First Tuesday of the month, 2p	
☑		Create Flyer, Full and Quarter Sheet (Andrea)	Include Reg open date, early bird pricing, QR Code	Andrea to begin; design review on 5/22 and ready by 5/29.
☑		Create Social Media Cover Photo and Event Banner (Andrea)	FB: Cover Page: PNG file: 851 x 315, Event Banner: PNG file: 400 x 150	Andrea to begin; design review on 5/22 and ready by 5/29.
☑		Create Website Homepage Banner and Page Banner	Dimensions: Homepage: 2400 x 800 pixles, Page: 1200 x 230	Andrea to begin; design review on 5/22 and ready by 5/29.
☑		Brainstorm who will take over Scott's Race Day jobs.	Mile maker set up/take down, sweeper, bike pacer greeter.	Will think on and decide later
☑		Confirm AC Ortho is donating medals again	Christine Barnett @ AC Ortho christine@amcanortho.com	5/8: email sent. Ok to go with 4imprint. Asked if she wants us to order.
☑		Increase cost for shirts and shipping?	Shirts from $25 to $30, shipping from $10 to $15.	Yes; also increase 13-17 age group to $30
☐		Update Donation page on registraton website	Janelle and Adrea	Update before August 1st
☐		Add FAQ to website		
☐		Email Herman at RunSignup questions	cover page vs webpage, store for single year only	
☑	May 8th	Email NV Clothing race shirt style, color, order & deliverv date	Jon Yager, jon@sonomadesignaparel.com, 707-255-9607 Order: Nov 11, Deliverv Dec 1	
☑	May 22nd	Design review for flyers, social media and website artwork	Andrea & Danielle	
☐	May 29th	Artwork for flyers, social media and website due		
☐	June	Check supplies for Meet Me In The Street, order as necessary	Candy, plexi for flyers, giveaways, games, postcards	
☐	June 3rd	RDR Staff Meeting	2pm @ AC Parks Office	
☐		Design postcards for giveaways (Andrea)	Make sure postcards are generic for giveaways	
☐		Decide giveaway prizes for Meet Me In the Street	Free Registration, swag, AC Parks giveaways	
		Do we do another email swap with Carol (Turkey Trot?)		
☐		Research cost of photographer at course split	Professional, ACHS photography student?	
☐		Email committee members to check if still want to participate	2nd Thurs/mo @ 5p, starting Sept. 11. Also ask if any want to help at Meet Me In ´ Elaine, Tai, Scott(?), Elmer, Sean	
☐		Email Soroptomists to see if they want to volunteer this year	Andrea & Danielle: Arrange to go to a meeting Sept/Oct to go over duties, expectations, and asses "fit"	
☐		Email past volunteers to check if they still want to participate	Check Volunteer Jobs spreadsheet for names	
			Julia and Steve Salvador, American Canyon Bike Shop	
☐		Email Julia and Steve to see if they be bike leads	americancanyonbikeshop@gmail.com, 707-334-8122	
☐	June 5th	Create "Save the Date" email to past participants	Schedule to send June 6th with artwork	
☐	June 28-30th	Schedule Save the Date to past participants and Social Media	RunSignUp Email, FB, IG	
☐	July 1st	RDR Staff Meeting	2pm @ AC Parks Office	
☐		Identify who can run a first aid tent on Race Day	Stick with Emily or try Northbay/Ole Health?	
☐		Save the Date email and posts sent		
☐		Website is officially "live"		
☐		Create FB Event		
☐		Update Donation page on registraton website		
☐	July 9th	Meet Me in the Street Tabling	5-8p; set up begins around 4p. Bring merch to sell	
☐	July 21st	Check registraton process for any issues		
☐	July 28-31st	Schedule email and Social Media posts about registration open		
☐	August 1st	Registration Opens	Early Bird registraton: $40 August 1st - September 15th (end of day)	
☐	August 4th	Contact WSI about working on this year's graphic	Chris Correa, chris@wsinextgenmarketing.com	
		Send artwork to WSI to upload, add color and wording	Colors are white, teal (Pantone 326 C), red (Pantone 186 C) with black or grey accents. Need full white and full black for ornament design.	
		Email Christine about medal colors	Christine Barnett @ AC Ortho christine@amcanortho.com	
☐	August 5th	RDR Staff Meeting	2pm @ AC Parks Office	
☐	August 13th	Meet Me in the Street Tabling	5-8p; set up begins around 4p	
☐	September 2nd	Send medal color choice, artwork and amount to Christine	2024: Ordered 650	
☐		RDR Staff Meeting	2pm @ AC Parks Office	
☐		Email AC Fire to reserve sleigh and fire truck for race day	Laura Provencher lprovencher@amcanfire.com 707-339-7722. Sleigh delivery @ 7am	
☐		Email AMR to reserve ambulance for race day	Nicole Cornejo nicole.cornejo@gmr.net 707-501-5282 On site 8:30-11a	
☐		Email Elmer to confirm help on race day	6am start time	
☐		Confirm Riley's Food Truck for Race Day Dine and Donate	Alfonso Valencia: rileysfoodtruck@icloud.com	
☐		Order medal ribbons w/ clip	amazon.com	
☐		Order kid antlers	amazon.com Ordered 100 (50x2) on October 30 in 2024; need more	
☐		Order VolunDeer nametags		
☐		Check VolunDeer Shirt Count in storage		
☐		Brainstorm who will take over Scott's Race Day jobs.	Mile maker set up/take down, sweeper, bike pacer greeter.	Will think on and decide later
☐	September 11th	1st Reindeer Run Committee Meeting	5pm @ AC Parks office	Pick date for course walkthrough with Staff and Elaine
☐	September 12th	Schedule email and SM posts about price increse	Increase on September 16th	
☐	September 16th	1st Registration Price Increase	Registraton Cost: $50 September 16th - November 15th (end of dav)	
☐	October 1st	Submit Encroachment Permit to City	Andrea, Email Liz Lozano	
		Rent Napa Junction Parking lot from NVUSD	Facilitron; Joy	
☐	October 7th	RDR Staff Meeting	5pm @ AC Parks office	Decide date for All Hands volunteer meeting for day of people
☐		Discuss design and count for Race Bibs	Andrea to design and order	
☐	October 9th	2nd Reindeer Run Staff Meeting	5pm @ AC Parks office	
☐		Contact Sean about putting up banners by October 15th.		
☐		Recruit HS VolunDeers for Race Day (Dec 6)	Elaine	
☐		Recruit HS VolunDeers for Truck Loading/Unloading (Dec 5/6)	Andrea or Elaine	
☐	October 15th	Put up Reindeer Run banners around town	Sean	
☐	October 27th	Order Race Bibs	Andrea. RaceResult (https://www.raceresult.com/en-us/home/index). Send to Eric @ Synergy Race Timing 813 Harbor Blvd #305West Sacramento, CA 95691	
☐	November 4th	RDR Staff Meeting	2pm @ AC Parks Office	
☐		Update Race Day Food Shopping List		
☐		Create Clean-Up Expectation Doc to share with teen VolunDeers		
☐		Check stock/purchase poster board and markers for cheer signs	Teen VolunDeers to create at shirt sort	
☐		Decide resturants for dine and donate on packet pickup days	December 3-4	
☐		Confirm race day arrival time and menu for Riley's Food Truck	Alfonso Valencia: rileysfoodtruck@icloud.com. 7a arrival, breakfast burrito donation for Elmer's Elves	
☐		Create flyer for Riley's and burrito coupons	Andrea	
☐		Email and SM Post about shirt deadline	November 9 end of day	
☐	November 9th	Shirt Guarantee Registratioin deadline	end of day. Push SM and email November 8th and 9th	
☐	November 11th	Review Shirt Count with RDR Staff		
☐	November 11th	Final Shirt Count to NV Clothing		
☐	November 11th	Final numbers to printer		
☐		Schedule email and SM posts about price increse	Increase on November 16th	
☐	November 13th	3rd Reindeer Run Staff Meeting	5pm @ AC Parks office	Decide post-race cleaning tasks for teens.
☐		Pick date for volunteer thank you party	3rd week in Dec. AC Parks Office?	
☐	November 16th	2nd Registration Price Increase	Registraton Cost: $60 November 16th - December 5th (end of day)	
☐	November 24th	Confirm Race/VolunDeer Shirt Delivery Date	December 1st to AC Parks Office, before 3p	
		Create Thanksgiving SM post	Schedule for November 27th	
☐	Nov 27th	Parking Lot Closed Sign announcement		
☐	December 1st	Race Shirt Delivery	Deliver to AC Parks Office	
☐		VolunDeer Shirt Delivery	Deliver to AC Parks Office	
☐		Daily SM posts leading up to Race Day	Danielle	
☐				
☐		Write announcing script	Janelle	
☐		Medal ribbon tying, t-shirt sort, shirt mailing, race pin assembly	Monday - 5-7pm	
☐		Make On Course Cheer Signs	Teen VolunDeers	
☐	December 2nd	Medal ribbon tying, t-shirt sort, shirt mailing, race pin assembly	Tuesday - 5-7 pm (if needed)	
☐		Mail out shirts to those who paid for shipping	Danielle	
☐	December 3rd	Packet Pickup	1-4 pm; 12:30 set up (include wine pull)	
☐	December 4th	Packet Pickup	4-7pm; 3:30p set up (include hot chocolate and wine pull)	
			Time? Remind HS and Teen Wild volunteers about clean up expectations. Have	
☐		Elaine meet with High School Volunteers	assigned post-race tasks.	
☐		Remind HS VolunDeers about truck loading	December 5th @ 5p; location?	
☐		Send out Announcer Script	Print additional copies to have on hand	
☐	December 5th	Magic of the Season Packet Pick Up	3-8p. Set up around 2:30p	
☐		Load the rented box truck	5pm	
☐		Crowd control barricades arrive at Wetlands		

☐		M&M Sanitation Portapotty Delivery	
☐		Set Up Mile Markers	
☐		Hang Sponsor Banner	
☐		Pick up Gator Key & Traffic Signs	Gator available to us?
☐	December 6th	Final Registration Price Increase	Race Day Registration: $65
☐	December 6th	Race Day!	6am: Everyone at Wetland Parking Lot to set up
☐	December 6th	Return Truck, unload storage	
☐	December 7th	Remove Banners	Sean

14th Annual Reindeer Run Participation Metrics

REGISTRATION CITY	REGISTRATION COUNT
American Canyon	231
Napa	79
Vallejo	76
Fairfield	62
Benicia	27
Vacaville	26
Santa Rosa	13
Petaluma	12
El Sobrante	8
Martinez	6
San Francisco	6
Suisun City	5
San Pablo	5
Menlo Park	5
Oakland	5
Woodland	4
Dublin	4

Berkeley	3
Citrus Heights	3
Moraga	3
Hercules	3
Roseville	3
Saint Helena	3
Rohnert Park	2
Pinole	2
Other	45
Total Registrations	641

AGE GROUP	COUNT	PERCENTAGE
Under 18	188	28.06%
Ages (18 - 29)	62	9.25%
Ages (30 - 39)	101	15.07%
Ages (40 - 49)	124	18.51%
Ages (50 - 64)	130	19.4%
Over 65	65	9.7%
Total	**670**	**100%**

GENDER	COUNT	PERCENTAGE

Males	255	38.06%
Females	409	61.04%
Non-Binary	5	0.75%
Unknown	1	0.15%
Total	**670**	**100%**



Saturday, December 6, 2025
Wetlands Edge Trail, American Canyon

American Canyon's largest 5k/10k run or walk brings families together for a healthy and active holiday kick-off event. This festive gathering draws 700 families and runners from throughout the Bay Area and highlights the natural beauty of the Napa River Wetlands.

$3,500 Platinum

- Logo on start/finish archway
- Event microphone address
- Premier logo placement on shirts
- Mile marker logo placement
- Website logo placement for a year
- Business logo banner at the start line
- 4 Race entries
- Media package inclusion

$2,000 Gold

- Mile marker logo placement
- Prominent logo placement on shirts
- Website logo placement for a year
- Business logo banner at the start line
- 3 Race entries
- Media package inclusion

$1,000 Silver

- Logo placement on shirts
- Website logo placement for a year
- Business logo banner at the start line
- 2 Race entries
- Media package inclusion

$250 Bronze

- Business logo banner at the start line

Media package includes:
Press release, business thank you on social media and e-newsletter

American Canyon Tourism Improvement District (TBID) Funding Application

Organization Information

Name of Organization *
American Canyon Arts Foundation

Date Time *
11/14/2025

Name of Director/CEO/President of Organization *
Mark Joseph, President

Organization Type *
501(c)3 or 501(c)6

Upload 501(c)3 or 501(c)6 Document *
ACAF-IRS 501c3.pdf 266.56KB

Total Budget for Current Fiscal Year *
$42,500

Upload Organization's Total Budget *
ACAF 2025 Budget.pdf 36.44KB

Name of Contact for this Application *
Mark Joseph

Organization's Website
www.amcanart.org

E-mail *
Info@amcanart.org

Phone number *
7076458840

Address *
Street Address
101 W. American Canyon Rd. 508-163
Address Line 2

City
American Canyon

State/Province/Region
CA

Postal/Zip Code
94503

Country
US

Is the organization a past recipient of TBID funding? *
- (●) Yes
- ( ) No

Upload Dataset/Metrics from Previously Awarded Project(s) *
Juneteenth Metrics 2026.xlsx 14.09KB

Project Information

Project Name *
Juneteenth Celebration at Meet Me in the Street

Event/Project Date *
2026-06-10

Total Project Budget *

Upload Project Budget *

$11,000

Preliminary 2026 Juneteenth Budget.pdf 58.05KB

Funding Request *

$2,000

Upload Project Timeline *

Juneteenth Timeline 2026.pdf 54.83KB

Will your organization receive matching funds? *

- (●) Yes
- ( ) No

If yes, name the source of the matching funds. *

Napa County Arts & Culture; Sponsorships

Project Team *

List individuals, agencies or partner organizations that will help execute this proposal

ACAF members, including Mark Joseph, President, and Brenda Knight, Brenda Knight Events
This year we are also working with the Chamber's Meet Me in the Street program.

Similar Projects *

List similar projects your organization has led.

Prior Juneteenth Celebrations in American Canyon; other cultural programs, art shows and musical performances

Project Details *

Please describe your project in detail, including how it will advance the TBID Funding Objectives.

After four years producing the Juneteenth Celebration for the City of American Canyon, the ACAF Board decided to work with the Chamber's "Meet Me in the Street" program to host the Celebration at their June event (June 10, 2026).

This will save time and money for both ACAF and the City, in terms of prep work for a separate event. It also has a built in audience, significantly greater than we can generate as a stand alone event. We also want to expand the event beyond just a free concert. We plan to organize an art show inside Northampton Park, highlighting Black artists and themes. Lastly, it is consistent with our goal of exposing cultural awareness to the general population, and not primarily to the celebrated demographic.

We still plan to encourage outside attendees, who may spend the night. As a mid-week event, this should be better than in prior years, as a weekend celebration.

Measurable Impact *

Please describe the measurable impact of your project, and what metrics will be used to measure its success.

The two primary benefits will be cost savings and increased audience participation. We expect the cost to be cut almost in half, and potential attendance double. We will also track overnight stays related to the Celebration.

Optional Additional Information

Attach visuals, letters of support, or additional project details.

Insurance Information

Current insurance certificates in the following coverage amounts will be required if your proposal is selected for funding:

- General Liability Policy: Comprehensive or Commercial General Liability Insurance ("CGL") at least as broad as Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001), in an amount of $1,000,000 per occurrence. If the Services involve explosive, underground or collapse risks, XCU will be included. If a general aggregate limit is used, either the general aggregate limit will apply separately to this Agreement or the general aggregate will be twice the required occurrence limit.
- Automobile Liability Policy. Automobile liability insurance with coverage at least as broad as ISO Form numbers CA 0001 06 92, Code 1 (any auto), for vehicles used in the performance of this Agreement with minimum coverage of not less than
- $1,000,000 per accident, combined single limit.

- Worker's Compensation: Workers' Compensation insurance meeting statutory limits of the Labor Code. The workers' compensation policy will contain or be endorsed to contain a waiver of subrogation against the City, its officials, officers, agents, and employees.

Endorsements. The Comprehensive or Commercial General Liability and automotive liability policies will contain or be endorsed with the following provisions:

- The City, its officers, elected or appointed officials, employees, volunteers, and agents, are covered as additional insureds for liability arising out of the operations performed by or on behalf of Organization. The coverage will contain no special limitations on the scope of protection afforded to the City, its officers, officials, employees, volunteers, and agents.
- The Organization's insurance is primary and no insurance held by the City will be called upon to contribute to a loss.
- The inclusion of more than one insured will not operate to impair or limit the rights of one insured against another, and the coverage will apply as though separate policies have been issued to each insured.

Questions?

If you have questions regarding this application, please contact the City of American Canyon, Office of the City Clerk at cityclerk@americancanyon.gov or by phone at (707) 647-4369.

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248459781
Apr. 02, 2008 LTR 4170C E0
68-0347469 000000 00 000
00015392
BODC: TE

MARYLAND SINGLETARY
PO BOX 3322
VELLEJO CA 94590

004869

Person to Contact: MS. WINKLER
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your request of Mar. 26, 2008, regarding the tax-exempt status of AMERICAN CANYON ARTS FOUNDATION.

Our records indicate that a determination letter was issued in MARCH 1996, granting this organization exemption from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate this organization is not a private foundation within the meaning of section 509(a) of the Code because it is described in section 509(a)(2).

Donors may deduct contributions to this organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to the organization or for its use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown above.

Sincerely yours,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I

American Canyon Arts Foundation
Profit & Loss Budget vs. Actual
January through October 2025

	Jan - Oct 25	Budget	$ Over Budget	% of Budget
Income				
41-Contributions				
4100 Grants	7,750	10,000	-2,250	78%
4150 Donations and Sponsorships	23,744	25,000	-1,256	95%
4151 Donations-ACAF Members	25			
4152 Donations - In Kind	1,320			
4180 Memberships	1,345	1,500	-155	90%
Total 41-Contributions	34,184	36,500	-2,316	94%
42-Service Inc.				
4210 Event Fees				
4212-VIP Seating	1,075	1,100	-25	98%
Total 4210 Event Fees	1,075	1,100	-25	98%
4225 Booth Rental Charge	280	300	-20	93%
4230 Classes	290	300	-10	97%
4240 Entry Fees	225	250	-25	90%
4250-Annual Dinner Tickets	660	650	10	102%
Total 42-Service Inc.	2,530	2,600	-70	97%
44-Sales				
4420 Non-Taxable Sales	673	550	123	122%
4425 Bar Sales	854	1,350	-496	63%
4430 Silent Auction Proceeds	1,250	1,500	-250	83%
4450 Other Sales	100			
Total 44-Sales	2,877	3,400	-523	85%
45-Other Rev.	8			
Total Income	39,599	42,500	-2,901	93%
Gross Profit	39,599	42,500	-2,901	93%
Expense				
51-Community Support	1,800	1,800	0	100%
52-Member Benefits	569	500	69	114%
56-Program Costs				
5610 Advertising & Promotions	1,919	2,500	-581	77%
5615 Awards & Ribbons	1,336	2,000	-664	67%
5620 Facility & Equip. Rental	1,927	2,000	-73	96%
5625 Hospitality	446	500	-54	89%
5630 Performer's Fees & Charges	6,834	7,000	-166	98%
5632 Professional Support	5,340	5,500	-160	97%
5686 Inventory/Program Supplies	0	3,000	-3,000	0%
5688 Equip & Fixture Purchases	263	250	13	105%
5689 Bldg. Services & Maint.	200	250	-50	80%
5690 Other Program & Event Cost	11,185	12,000	-815	93%
Total 56-Program Costs	29,450	35,000	-5,550	84%
57-Admin Exp.				
5710 Bank Fees & Charges	193	200	-7	96%
5720 Insurance	2,720	2,720	0	100%
5735 Internet & Info Technology	30	50	-20	60%
5740 Office Services & Supplies	49	50	-1	98%
5750 Taxes/Permits/Filing Fees	95	100	-5	95%
Total 57-Admin Exp.	3,087	3,120	-33	99%
58-Misc Expenses	686			
Total Expense	35,593	40,420	-4,827	88%
Net Income	**4,006**	**2,080**	**1,926**	**193%**

Juneteenth - June 10, 2026

Preliminary Budget

Budget Item/Detail	2025 Actual	2026 Budget	Notes/comments
REVENUES			
Grants			
Napa Co.	$2,500	$2,500	Already secured for 2026
TBID	$2,500	$2,000	Current Request
City	$10,000	$0	One-time contribution
Subtotal, Grants	***$15,000***	***$4,500***	
Sponsorships	$7,615	$6,500	
VIP Seating	$1,075	$0	Not an option at Chamber event
Vendor Booth Rentals	$280	$0	Not an option at Chamber event
Net Bar Sales	$506	$0	Not an option at Chamber event
TOTAL REVENUES	**$24,476**	**$11,000**	
EXPENSES			
Advertising & Promotions	$1,166	$1,200	
Rentals (Chairs, Generator, Porta-Potties)	$1,753	$600	Generator only
Performer Fees	$5,325	$4,000	Shorter event; less performers
Event Planner	$5,000	$2,000	
Other Costs (Sound System, Security)	$8,250	$2,500	Smaller sound system
Admin Costs (Insurance, Bank Fees)	$341	$700	Higher Insurance costs
Other/Contingency	$0	$0	
TOTAL EXPENSES	**$21,835**	**$11,000**	
NET INCOME/LOSS	**$2,641**	**$0**	

Juneteenth 2026 - American Canyon

Timeline

Event	**Date**
Secure Grant funding from Napa County	6/30/2025
TBID Grant submittal*	12/3/2025
First Planning Session	11/11/2025
Subsequent Planning Sessions	*As Needed*
Secure sponsorships	ongoing
Submit Insurance Certification to the City	5/10/2026
Promote the event	ongoing
Juneteenth Celebration at Meet Me in the Street!	***6/10/2026***

* We may also resubmit at the May TBID session.

Juneteenth Celebration 2026 Metrics

	Projected	Actuals		
Juneteenth Event Date	**6/10/2026**	**6/15/2025**	**6/19/2024**	**6/18/2023**
TBID Funding Level	$2,000	$2,500	$3,500	$5,000
Sponsorships	***$6,500***	***$7,615***	***$7,030***	***$6,700***
Other Event revenues (Note 1)	$2,500	$14,361	$4,910	$4,110
Total Revenues	$11,000	$24,476	$15,440	$15,810
Program Costs	$11,000	$21,835	$22,640	$23,063
Operating Surplus/(Deficit) (Note 1)	$0	$2,641	-$7,200	-$7,253
Estimated Attendance (Note 2)	***1000***	***600***	***600***	***800-1000***
Estimated Hotel Stays (Note 3)	***4-5***	***10-15***	***4-5***	***5-10***

Notes:

1 ACAF received a one-time $25,000 sponsorship from the City in 2022. This lasted us for three years, which explains the operating deficits in 2023 & 2024. In 2025, we received a $10,000 sponsorship from the City.

2 We worked with the City to estimate crowd size, using their access to anonymous cell phone data. We will work with the Chamber for the 2026 estimates.

3 In 2025, we worked with Holiday Suites for an overnight stay, that would include a wine tasting/music on Saturday, and Reserved Seating for Juneteenth on Sunday. These are estimated numbers.