



**NAPA VALLEY TOURISM BUSINESS  
IMPROVEMENT DISTRICT MEETING  
AGENDA**

City Hall - Council Chambers  
4381 Broadway St., Suite 201, American Canyon  
**May 1, 2024  
11:00 AM**

**Chair:** Valerie Zizak-Morais, President/CEO, Napa Valley Chamber of Commerce/Welcome Center

**Vice Chair:** David Oro, Vice Mayor, City of American Canyon

**Secretary/Treasurer:** Jason Holley, City Manager, City of American Canyon

**Committee Members:** Erik Burrow, General Manager, Doubletree Hotel; Kenneth Tanahal, General Manager, Fairfield Inn & Suites; Kenta Kamohara, General Manager, Holiday Inn Express; Buzz Butler, Hotel Representative

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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.*

**PUBLIC PARTICIPATION**

**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@cityofamericancanyon.org](mailto:cityclerk@cityofamericancanyon.org).

**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](http://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@cityofamericancanyon.org](mailto:cityclerk@cityofamericancanyon.org). 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.

## 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**

- Minutes of November 3, 2022**  
**Recommendation:** Approve the minutes of the Napa Valley Tourism Business Improvement District meeting of November 3, 2022
- Minutes of December 6, 2023**  
**Recommendation:** Approve the minutes of the Napa Valley Tourism Business District meeting of December 6, 2023
- Financial Reports from October - December 2023**  
**Recommendation:** Approve by minute order the Napa Valley Tourism Business Improvement District Financial Reports from October through December 2023

### **BUSINESS**

- Budget for Fiscal Year 2024-25**  
**Recommendation:** Approve the Napa Valley Tourist Business District Budget for Fiscal Year 2024-25
- Donation Request for the 2024 Juneteenth Celebration**  
**Recommendation:** Review and approve by minute order the donation request of the American Canyon Arts Foundation for the Juneteenth Celebration 2024.
- Donation Request for the 2024 Reindeer Run**  
**Recommendation:** Review and approve by minute order the donation request of the American Canyon Community Parks Foundation for the 2024 Reindeer Run.

### **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, Cheri Walton, CMC, Deputy 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.*

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Cheri Walton, CMC, Deputy City Clerk

**Napa Valley Tourism Business District  
CITY OF AMERICAN CANYON MEETING**

**ACTION MINUTES**  
*November 3, 2022*

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**CALL TO ORDER**

The meeting was called to order at 9:36 a.m.

**MEETING ANNOUNCEMENT**

The meeting announcement was stated.

**ROLL CALL**

**Present:** Chair Valerie Zizak-Morais, Vice Chair David Oro, Committee Member Erik Burrow, Committee Member Kenneth Tanahal, Committee Member Buzz Butler

**Absent:** Secretary/Treasurer Jason Holley Committee Member Kenta Kamohara

**PUBLIC COMMENT - ITEMS NOT ON THE AGENDA**

There were no public comments.

**AGENDA CHANGES**

There were no agenda changes.

**CONSENT**

There were no consent items.

**BUSINESS**

**1. Review and discuss TBID donation policy.**

Committee discussed the TBID donation policy and need for an intake form. Vice Chair Oro will work with city staff to draft.

**COMMITTEE MEMBER COMMENTS**

Committee members announced items of interest.

**ADJOURNMENT**

The meeting was adjourned at 9:53 a.m.

**CERTIFICATION**

Respectfully Submitted,

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Cherri Walton, Deputy City Clerk

**CITY OF AMERICAN CANYON**  
**NAPA VALLEY TOURISM BUSINESS IMPROVEMENT DISTRICT**

**ACTION MINUTES**  
*December 6, 2023*

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**11:00 A.M. - NAPA VALLEY TBID MEETING**

**CALL TO ORDER**

The meeting was called to order at 11:05 a.m.

**ROLL CALL**

Present: Committee members Buzz Butler, Hotel Representative, Secretary/Treasurer Jason Holley, City Manager, City of American Canyon Vice Chair David Oro, Councilmember, City of American Canyon, Chair Valerie Zizak-Morais, President/CEO Napa Valley Chamber of Commerce/Welcome Center

**PUBLIC COMMENT - ITEMS NOT ON THE AGENDA**

There was no public comment.

**CONSENT**

**1. Minutes of November 15, 2023**

**Action:** Motion to approve the minutes of November 15, 2023, made by Vice Chair David Oro, seconded by City Manager Jason Holley, and CARRIED by a roll call vote.

**2. Financial Reports from April 1, 2023 - September 30, 2023**

**Action:** Motion to approve the Financial Reports from April 1, 2023 - September 30, 2023, made by Vice Chair City Manager Jason Holley, Seconded by Vice Chair David Oro and CARRIED by a roll call vote.

**BUSINESS**

**3. Selection of Chair/Vice Chair for 2024**

**Action:** Nominate and vote for a Chair and Vice Chair for the 2024 calendar year. Secretary/Treasurer Jason Holley nominated Valerie Zizak-Morais as Chair and David Oro for Vice Chair for 2024; the nomination was seconded by Buzz Buttler and CARRIED by a roll call vote.

**INFORMATIONAL UPDATES**

**4. Visit Napa Valley Update**

Lindsey Gallagher from Visit Napa Valley provided an update.

**5. American Canyon Hotels Update**

There were no hotel updates.

**6. City of American Canyon Update**

Secretary/Treasurer Jason Holley provided an update.

**7. Developer Update**

There were no developer updates.

**ADJOURNMENT**

The meeting adjourned at 11:40 a.m.

**CERTIFICATION**

Respectfully Submitted,

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Nicolle Hall, Interim Deputy City Clerk



## **Local Tourism Business Improvement District**

### **FINANCIAL REPORT**

**Fiscal Year 2023-24**

**as of 12/31/23**

City of American Canyon  
**Local Tourism Business Improvement District Expenses & Commitments**  
Fiscal Year 2023-24

**EXPENSES through 12/31/23**

| <b>Vendor</b>                          | <b>Description</b>               | <b>Amount</b> | <b>Check No.</b> | <b>Date</b> |
|----------------------------------------|----------------------------------|---------------|------------------|-------------|
| American Canyon Chamber<br>of Commerce | Funding Welcome Center Marketing | 55,000        | 190625           | 7/24/2023   |

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Total Expenses \$ 55,000

**City of American Canyon**  
**Local Tourism Business Improvement District**  
**Income Statement**  
 Through 12/31/23

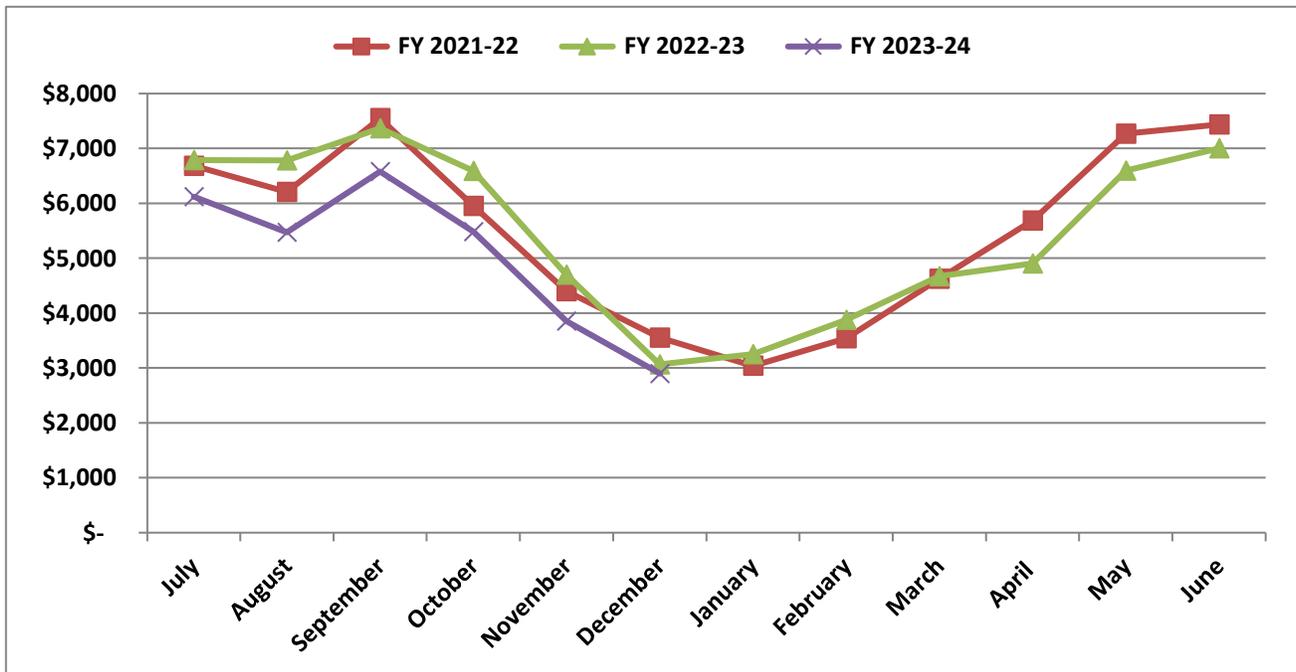
**Fiscal Year 2023-24**

|                                         | <b>Actual</b>    |
|-----------------------------------------|------------------|
| Revenues                                | \$ 18,167        |
| Expenses                                | <u>55,000</u>    |
| Net Income                              | \$ (36,833)      |
| *Resources Available at July 1, 2023    | <u>92,213</u>    |
| Purchase Commitments                    | <u>-</u>         |
| Estimated Available Balance at 12/31/23 | <u>\$ 55,380</u> |

City of American Canyon  
**Local Tourism Business Improvement District**  
 Fiscal Year 2023-24

**REVENUES Through 12/31/23.**

|                       |    | FY 2021-22 | FY 2022-23 | FY 2023-24 | Increase / (Decrease)<br>FY 24 vs. FY 23 |      |
|-----------------------|----|------------|------------|------------|------------------------------------------|------|
| July                  | \$ | 6,681      | \$ 6,787   | \$ 6,117   | \$ (670)                                 | -10% |
| August                |    | 6,205      | 6,778      | \$ 5,471   | (1,307)                                  | -19% |
| September             |    | 7,549      | 7,366      | \$ 6,579   | (787)                                    | -11% |
| October               |    | 5,952      | 6,588      | \$ 5,482   | (1,106)                                  | -17% |
| November              |    | 4,401      | 4,701      | \$ 3,855   | (846)                                    | -18% |
| December              |    | 3,553      | 3,068      | \$ 2,898   | (170)                                    | -6%  |
| January               |    | 3,040      | 3,252      |            | -                                        | 0%   |
| February              |    | 3,538      | 3,876      |            | -                                        | 0%   |
| March                 |    | 4,623      | 4,673      |            | -                                        | 0%   |
| April                 |    | 5,682      | 4,900      |            | -                                        | 0%   |
| May                   |    | 7,266      | 6,593      |            | -                                        | 0%   |
| June                  |    | 7,436      | 6,999      |            | -                                        | 0%   |
| <b>Total Revenues</b> |    | 65,926     | \$ 65,580  | \$ 30,402  |                                          |      |



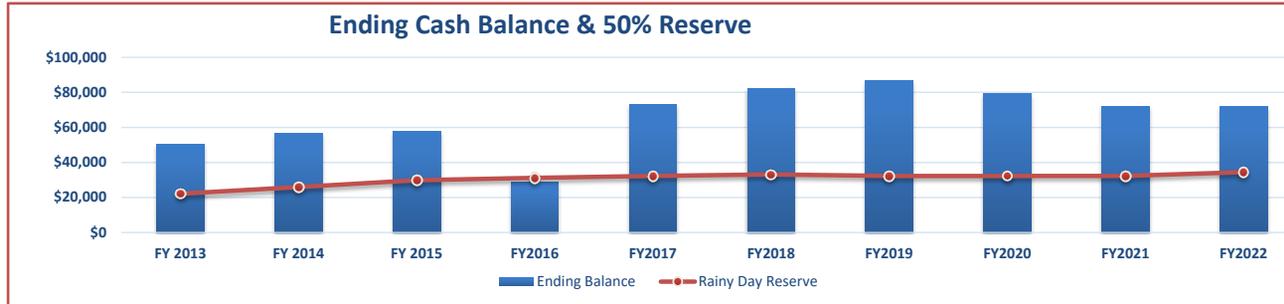
# American Canyon Tourism Improvement District

## FY 2024-25 Adopted Budget

Includes FY 2022 Actual

|                                      | FY2016           | FY2017          | FY 2018          | FY 2019          | FY 2020          | FY 2021          | FY 2021          | FY 2022          | FY 2022          | FY 2023          | FY 2024          | FY 2025          | Comments                                               |
|--------------------------------------|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------------------------------------------|
|                                      | Actual           | Actual          | Actual           | Actual           | Actual           | Budget           | Actual           | Budget           | Actual           | Budget           | Budget           | Budget           |                                                        |
| <b>REVENUES</b>                      |                  |                 |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                                                        |
| Beginning Balance                    | \$57,401         | \$28,930        | \$73,083         | \$82,158         | \$86,579         | \$79,475         | \$79,475         | \$71,953         | \$71,231         | \$86,632         | \$86,632         | \$86,632         |                                                        |
| TBID Assessments                     | \$62,509         | \$64,653        | \$66,389         | \$64,540         | \$47,540         | \$22,200         | \$38,932         | \$68,950         | \$65,926         | \$65,926         | \$65,926         | \$65,926         | FY2023 estimate from City Finance                      |
| <b>Total Resources</b>               | <b>\$119,910</b> | <b>\$93,583</b> | <b>\$139,472</b> | <b>\$146,698</b> | <b>\$134,119</b> | <b>\$101,675</b> | <b>\$118,407</b> | <b>\$140,903</b> | <b>\$137,157</b> | <b>\$152,558</b> | <b>\$152,558</b> | <b>\$152,558</b> |                                                        |
| <b>EXPENSES</b>                      |                  |                 |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                                                        |
| <b>Annual Costs</b>                  |                  |                 |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                                                        |
| Winecountry.com                      | \$72,000         | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | Canceled in FY 20216                                   |
| NV Guidebook (Chamber)               | \$0              | \$0             | \$0              | \$5,926          | \$2,963          | \$6,000          | \$0              | \$6,000          | \$5,925          | \$6,000          | \$6,000          | \$6,000          | Maintain same funding level (chamber will manage)      |
| Marketing Materials (Chamber)        | \$1,000          | \$0             | \$0              | \$0              | \$23,681         | \$20,000         | \$15,000         | \$15,000         | \$0              | \$15,000         | \$15,000         | \$20,000         | \$20k WSI Marketing Contract Managed by AC Chamber Stc |
| Local Welcome Center (Chamber)       | \$10,000         | \$15,000        | \$25,000         | \$25,000         | \$25,000         | \$20,000         | \$25,000         | \$40,000         | \$40,000         | \$40,000         | \$40,000         | \$40,000         | Welcome Center, Ad, Website Expenses                   |
| Vine trail support (10% for 5 years) | \$5,980          |                 | \$12,716         | \$6,640          | \$0              | \$2,400          | \$6,454          | \$4,500          | \$4,500          | \$4,500          | \$4,500          | \$4,500          |                                                        |
| Local Festivals (10% of revenues)    | \$2,000          | \$5,500         | \$8,000          | \$4,500          | \$3,000          | \$0              | \$0              | \$3,450          | \$4,600          | \$6,592          | \$7,000          | \$7,000          | 10% of Budgeted Revenue--Bring back the policy?        |
| Napa Valley Mustard Festival         | \$0              | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$2,000          | County Wide Inatitvite to bring tourism in Jan-Mar     |
| <b>Subtotal, annual costs</b>        | <b>\$90,980</b>  | <b>\$20,500</b> | <b>\$45,716</b>  | <b>\$42,066</b>  | <b>\$54,644</b>  | <b>\$48,400</b>  | <b>\$46,454</b>  | <b>\$68,950</b>  | <b>\$55,025</b>  | <b>\$72,092</b>  | <b>\$72,500</b>  | <b>\$79,500</b>  | <b>Operating Surplus/(Defi \$0</b>                     |
| <b>One-Time Costs</b>                |                  |                 |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                                                        |
| Marketing Efforts (Plan/One-time)    |                  |                 | \$11,598         | \$18,053         | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              |                                                        |
| Strategic Plans                      | \$0              | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              |                                                        |
| <b>Subtotal, one-time costs</b>      | <b>\$0</b>       | <b>\$0</b>      | <b>\$11,598</b>  | <b>\$18,053</b>  | <b>\$0</b>       |                                                        |
| <b>Total Expenditures</b>            | <b>\$90,980</b>  | <b>\$20,500</b> | <b>\$57,314</b>  | <b>\$60,119</b>  | <b>\$54,644</b>  | <b>\$48,400</b>  | <b>\$46,454</b>  | <b>\$68,950</b>  | <b>\$55,025</b>  | <b>\$72,092</b>  | <b>\$72,500</b>  | <b>\$79,500</b>  |                                                        |
| <b>ENDING BALANCE</b>                | <b>\$28,930</b>  | <b>\$73,083</b> | <b>\$82,158</b>  | <b>\$86,579</b>  | <b>\$79,475</b>  | <b>\$53,275</b>  | <b>\$71,953</b>  | <b>\$71,953</b>  | <b>\$82,132</b>  | <b>\$80,466</b>  | <b>\$80,058</b>  | <b>\$73,058</b>  |                                                        |
| <b>Rainy Day Reserve*</b>            | \$31,255         | \$32,327        | \$33,195         | \$32,270         | \$32,270         | \$32,270         | \$32,270         | \$34,475         | \$32,963         | \$32,963         | \$32,963         | \$32,963         | Used FY 2019 Actual (pre-pandemic) as basis            |
| <b>UNRESTRICTED CASH AVAILABLE</b>   | <b>-\$2,325</b>  | <b>\$40,757</b> | <b>\$48,964</b>  | <b>\$54,309</b>  | <b>\$47,205</b>  | <b>\$21,005</b>  | <b>\$39,683</b>  | <b>\$37,478</b>  | <b>\$49,169</b>  | <b>\$47,503</b>  | <b>\$47,095</b>  | <b>\$40,095</b>  |                                                        |

\* 50% of TBID Assessments



| Potential Local Festive | Budget     | Approved   |
|-------------------------|------------|------------|
| Reindeer Run            | \$0        |            |
| ACAF/Arts in April      | \$0        |            |
| Chili Cook-off          | \$0        |            |
| ACCPF "Evening at the   | \$0        |            |
| Flyway Festival         | \$0        |            |
| Audubon Event           | \$0        |            |
| <b>TOTALS</b>           | <b>\$0</b> | <b>\$0</b> |



## American Canyon Tourism Improvement District (TBID) Funding Application

### Organization Information

**Name of Organization \***

American Canyon Arts Foundation

**Date Time \***

03/29/2024

**Name of Director/CEO/President of Organization \***

Mark Joseph

**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 \***

\$58,000

**Upload Organization's Total Budget \***

ACAF 2022-24 Juneteenth.pdf

59.75KB

**Name of Contact for this Application \***

Mark Joseph

**Organization's Website**

www.amcanart.org

**E-mail \***

[AmCanArts@gmail.com](mailto:AmCanArts@gmail.com)

**Phone number \***

7073345216

**Address \***

Street Address

101 W. American Canyon Rd #508

Address Line 2

Postal Mailbox 163

City

American Canyon

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) \***

2024 Juneteenth Metrics.pdf

537.88KB

### Project Information

**Project Name \***

Juneteenth Celebration 2024

**Total Project Budget \***

\$24,700

**Upload Project Budget \***

2024 Juneteenth Budget.pdf 77.42KB

**Funding Request \***

\$5,000

**Upload Project Timeline \***

Juneteenth Timeline 2024.pdf 526.79KB

**Will your organization receive matching funds? \***

- Yes
- No

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

Community & individual Sponsorships; Napa County Grant funds

**Project Team \***

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

Brenda Knight is the project manager, and can be reached at brendaknightevents@yahoo.com, or (707) 319-4773. Mark Joseph, ACAF President/Treasurer, is handling the accounting for the project.

**Similar Projects \***

List similar projects your organization has led.

Juneteenth Celebrations in 2022 and 2023. Both Brenda Knight Events and ACAF have produced dozens of events.

**Project Details \***

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

Our Juneteenth Celebration is the largest in Napa Valley. This one day event includes musical, cultural and historic elements for the entire community. This years program will include a keynote speaker giving the history of Juneteenth, entertainment of the African American genre of music: Gospel, Jazz, Blues and R&B. We encourage our patrons to go to our nearby restaurants for food--we have two food trucks (hot dogs and BBQ), to cover food items not available nearby.

**Measurable Impact \***

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

Our three primary metrics continue to be audience size, estimated hotel stays, and sponsorship levels. We will work with the City to assist in estimating crowd size; contact local hotel managers for hotel stays, and we will be able to report sponsorship amounts by type of sponsor (company, individual, community club, etc.)

In addition to producing an outstanding event, we will concentrate on increasing our sponsorship levels, and promoting the event to a wider audience. The City now has access to anonymous cell phone data, which enhances our ability to estimate crowd size and where that crowd is coming from.

**Optional Additional Information**

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

|                                         |          |
|-----------------------------------------|----------|
| DSC_0002.JPG                            | 1.77MB   |
| DSC_0464.JPG                            | 4.33MB   |
| DSC_0271.JPG                            | 3.74MB   |
| Juneteenth2_2023_Flyer_FINAL - Copy.pdf | 7.2MB    |
| JuneteenthSTD-01 (2).jpg                | 231.19KB |

**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.

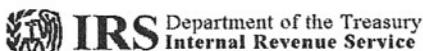
**Endorsements.** The Comprehensive or Commercial General Liability and automotive liability policies will contain or be endorsed with the following provisions:

- 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?

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If you have questions regarding this application, please contact the City of American Canyon, Office of the City Clerk at [cityclerk@cityofamericancanyon.org](mailto:cityclerk@cityofamericancanyon.org) or by phone at (707) 647-4369.



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--Prior Year Comparison**

Actuals for 2022 and 2023; Budget for 2024

| Budget Items                    | CY 2022<br>Actual | CY 2023<br>Actual | CY 2024<br>Budget | Notes |
|---------------------------------|-------------------|-------------------|-------------------|-------|
| <b>Income</b>                   |                   |                   |                   |       |
| <b>41-Contributions</b>         |                   |                   |                   |       |
| 4100 Grants Total               | \$13,300          | \$29,250          | \$23,250          | 1     |
| 4150 Donations and Sponsorships | \$36,845          | \$7,371           | \$14,400          |       |
| 4151 Donations-ACAF Members     | \$1,833           | \$1,295           | \$3,500           |       |
| 4180 Memberships                | \$1,990           | \$1,110           | \$2,000           |       |
| <b>Total 41-Contributions</b>   | <b>\$53,968</b>   | <b>\$39,026</b>   | <b>\$43,150</b>   |       |
| <b>42-Service Inc.</b>          |                   |                   |                   |       |
| 4210 Event Fees Total           | \$2,260           | \$1,110           | \$1,200           |       |
| 4225 Booth Rental Charge        | \$1,050           | \$800             | \$1,100           |       |
| 4230 Classes                    | \$0               | \$140             | \$600             |       |
| 4233 Workshops                  | \$0               | \$200             | \$0               |       |
| 4235 Commissions                | \$0               | \$0               | \$200             |       |
| 4240 Entry Fees                 | \$0               | \$0               | \$1,000           | 2     |
| 4250-Annual Dinner Tickets      | \$225             | \$1,029           | \$960             |       |
| 4260-Perfomers' Service         |                   |                   |                   |       |
| 4261-Service Revenues           | \$6,259           | \$4,235           | \$8,450           | 3     |
| 4264-Musican's Charges          | (\$5,690)         | (\$4,700)         | (\$5,700)         |       |
| Total 4260-Perfomers' Service   | \$569             | (\$465)           | \$2,750           |       |
| <b>Total 42-Service Inc.</b>    | <b>\$4,104</b>    | <b>\$2,814</b>    | <b>\$7,810</b>    |       |
| <b>44-Sales</b>                 |                   |                   |                   |       |
| 4410 Crafts Sales Net           | \$117             | \$0               | \$0               |       |
| 4415 Fine Art Sales Net         | \$0               | \$0               | \$100             |       |
| 4420 Non-Taxable Sales          | \$6,242           | \$852             | \$4,500           | 4     |
| 4430 Silent Auction Proceeds    | \$0               | \$0               | \$2,000           | 2     |
| 4450 Other Sales                | \$120             | \$0               | \$390             |       |
| <b>Total 44-Sales</b>           | <b>\$6,479</b>    | <b>\$852</b>      | <b>\$6,990</b>    |       |
| <b>45-Other Rev.</b>            |                   |                   |                   |       |
| 4510 Miscellaneous Revenues     | \$13              | \$47              | \$50              |       |
| <b>Total 45-Other Rev.</b>      | <b>\$13</b>       | <b>\$47</b>       | <b>\$50</b>       |       |
| <b>Total Income</b>             | <b>\$64,564</b>   | <b>\$42,739</b>   | <b>\$58,000</b>   |       |

**American Canyon Arts Foundation**  
**Profit & Loss--Prior Year Comparison**

Actuals for 2022 and 2023; Budget for 2024

| Budget Items                      | CY 2022<br>Actual | CY 2023<br>Actual | CY 2024<br>Budget | Notes |
|-----------------------------------|-------------------|-------------------|-------------------|-------|
| <b>Expense</b>                    |                   |                   |                   |       |
| <b>51-Community Support</b>       |                   |                   |                   |       |
| 5110 Community Grants-Donations   | \$0               | \$0               | \$1,000           |       |
| 5120 Student Scholarships         | \$1,500           | \$1,500           | \$2,000           |       |
| <b>Total 51-Community Support</b> | <b>\$1,500</b>    | <b>\$1,500</b>    | <b>\$3,000</b>    |       |
| <b>52-Member Benefits</b>         |                   |                   |                   |       |
| 5220 Condolences & Recognition    | \$0               | \$0               | \$150             |       |
| 5250-Annual Dinner Expense        | \$317             | \$1,220           | \$940             |       |
| <b>Total 52-Member Benefits</b>   | <b>\$317</b>      | <b>\$1,220</b>    | <b>\$1,090</b>    |       |
| <b>56-Program Costs</b>           |                   |                   |                   |       |
| 5610 Advertising & Promotions     | \$2,287           | \$1,049           | \$2,000           |       |
| 5615 Awards & Ribbons             | \$2,129           | \$0               | \$1,550           |       |
| 5620 Facility & Equip. Rental     | \$4,522           | \$4,031           | \$3,350           |       |
| 5625 Hospitality                  | \$84              | \$0               | \$3,425           | 5     |
| 5630 Performer's Fees & Charges   | \$10,380          | \$8,365           | \$9,150           |       |
| 5632 Professional Support         | \$3,500           | \$5,825           | \$8,025           |       |
| 5680 Field Trips & Workshops      | \$0               | \$0               | \$250             |       |
| 5685 Program Supplies             | \$1,739           | \$259             | \$5,950           |       |
| 5686 Inventory - Program Suppli   | \$4,518           | \$625             | \$4,300           | 4     |
| 5688 Equip & Fixture Purchases    | \$0               | \$0               | \$2,900           | 6     |
| 5690 Other Program & Event Cost   | \$13,110          | \$8,929           | \$9,100           |       |
| <b>Total 56-Program Costs</b>     | <b>\$42,269</b>   | <b>\$29,084</b>   | <b>\$50,000</b>   |       |
| <b>57-Admin Exp.</b>              |                   |                   |                   |       |
| 5710 Bank Fees & Charges          | \$168             | \$68              | \$170             |       |
| 5720 Insurance                    | \$1,939           | \$2,651           | \$2,750           |       |
| 5730 Member Dues-Other Agencies   | \$350             | \$350             | \$350             |       |
| 5740 Office Services & Supplies   | \$0               | \$130             | \$440             |       |
| 5750 Taxes, Permits & Filing Fe   | \$225             | \$64              | \$200             |       |
| <b>Total 57-Admin Exp.</b>        | <b>\$2,682</b>    | <b>\$3,262</b>    | <b>\$3,910</b>    |       |
| <b>58-Misc Expenses</b>           |                   |                   |                   |       |
| 5820 Transfers Out                | \$12,200          | \$0               | \$0               |       |
| <b>Total 58-Misc Expenses</b>     | <b>\$12,200</b>   | <b>\$0</b>        | <b>\$0</b>        |       |
| <b>Total Expense</b>              | <b>\$58,968</b>   | <b>\$35,066</b>   | <b>\$58,000</b>   |       |
| <b>Net Income</b>                 | <b>\$5,596</b>    | <b>\$7,673</b>    | <b>\$0</b>        |       |

**American Canyon Arts Foundation**  
**Profit & Loss--Prior Year Comparison**  
 Actuals for 2022 and 2023; Budget for 2024

| Budget Items | CY 2022<br>Actual | CY 2023<br>Actual | CY 2024<br>Budget | Notes |
|--------------|-------------------|-------------------|-------------------|-------|
|--------------|-------------------|-------------------|-------------------|-------|

**NOTES**

- 1 We are assuming we will receive several grants this year, although none have been awarded yet.
- 2 New costs reflect bringing back our Art Extravaganza, which is also a fund raiser for us.
- 3 Fluctuations in revenue is a timing issue; we received payment in 2024 for a 2023 event.
- 4 Increase reflects a renewal of our See's Candies fundraising program.
- 5 Hospitality in 2024 reflects providing ethnic cuisines as part of our Cultural Arts programs.
- 6 Most of this is one-time purchases for the new leased facility at Napa Junction.

## Juneteenth Actuals and 2024 Budget

|                                                | <u>2022</u>     | <u>2023</u>     | <u>2024</u>     |
|------------------------------------------------|-----------------|-----------------|-----------------|
| <b>REVENUES</b>                                | <b>Actual</b>   | <b>Actual</b>   | <b>Budget</b>   |
| Sponsors                                       | \$8,250         | \$6,700         | \$8,000         |
| <i>TBID Grant</i>                              | <i>\$4,600</i>  | <i>\$5,000</i>  | <i>\$5,000</i>  |
| Grants-Napa County Arts & Culture              | \$0             | \$2,200         | \$2,500         |
| City's Contribution**                          | \$10,447        | \$7,102         | \$6,700         |
| <b>Subtotal, Donations &amp; contributions</b> | <b>\$23,297</b> | <b>\$21,002</b> | <b>\$22,200</b> |
| VIP Seating                                    | \$1,530         | \$1,110         | \$1,200         |
| Concessions (Beer/Wine/Sodas)                  | \$0             | \$0             | \$300           |
| Parking                                        | \$730           | \$0             | \$0             |
| Booths/Other Rentals                           | <u>\$970</u>    | <u>\$800</u>    | <u>\$1,000</u>  |
| <b>TOTAL REVENUES</b>                          | <b>\$26,527</b> | <b>\$22,912</b> | <b>\$24,700</b> |
| <b>EXPENSES</b>                                |                 |                 |                 |
| Marketing & Promotions                         | \$1,334         | \$891           | \$900           |
| Equipment Rentals                              | \$3,322         | \$2,599         | \$2,700         |
| Speakers & Entertainment                       | \$5,900         | \$5,775         | \$6,000         |
| Event Planning/Administration                  | \$3,500         | \$5,000         | \$5,000         |
| Other Programming Costs:                       |                 |                 |                 |
| Sound Productions                              | \$5,000         | \$5,000         | \$5,000         |
| Parking Lot Shuttle                            | \$3,050         | \$0             | \$0             |
| Security                                       | \$3,200         | \$3,200         | \$3,200         |
| Labor for set up/tear down                     | \$0             | \$0             | \$800           |
| Kidzone helpers                                |                 | \$100           | \$0             |
| Canopy Tents for stage area                    |                 | \$129           | \$150           |
| Other/Contingency:                             | \$1,021         | \$0             | \$425           |
| <i>Subtotal, Other Programming Costs</i>       | <i>\$12,271</i> | <i>\$8,429</i>  | <i>\$9,575</i>  |
| Bank charges                                   |                 | \$18            | \$25            |
| Insurance                                      | <u>\$200</u>    | <u>\$200</u>    | <u>\$500</u>    |
| <b>TOTAL EXPENSES</b>                          | <b>\$26,527</b> | <b>\$22,912</b> | <b>\$24,700</b> |
| <b>NET INCOME/(EXPENSE)</b>                    | <b>\$0</b>      | <b>(\$0)</b>    | <b>\$0</b>      |

|                                          |              |
|------------------------------------------|--------------|
| ** City's Original Contribution (6/2022) | \$25,000     |
| Used for 2022 Juneteenth                 | (\$10,447)   |
| Used for 2023 Juneteenth                 | (\$7,102)    |
| Used for 2024 Juneteenth                 | (\$6,700)    |
| <b>Balance Remaining</b>                 | <b>\$751</b> |

## Juneteenth 2024 - American Canyon

### *Timeline*

| <b>Event</b>                                          | <b>Date</b>             |
|-------------------------------------------------------|-------------------------|
| TBID Grant submittal (Napa Co. grant already secured) | 3/31/2024               |
| First Planning Session                                | 4/13/2024               |
| Second Planning Session                               | 5/4/2024                |
| Presentation to City Council (Tentative)              | 5/7/2024                |
| Submit all paperwork to the City*                     | 5/17/2024               |
| Third Planning Session                                | 5/25/2024               |
| Final Planning Session                                | 6/8/2024                |
| Secure sponsorships                                   | ongoing                 |
| Promote the event                                     | ongoing                 |
| <b><i>Juneteenth Celebration!</i></b>                 | <b><i>6/16/2024</i></b> |

\* Required Documents:

- Facility Rental Agreement
- Encroachment Permit
- Certificate of Insurance

## ***Juneteenth Celebration Metrics***

| <b><u>Juneteenth Event Date</u></b> | <b><u>6/19/2024</u></b> | <b><u>6/18/2023</u></b> |
|-------------------------------------|-------------------------|-------------------------|
| TBID Funding Level                  | \$4,600                 | \$5,000                 |
| <b><i>Sponsorships</i></b>          | <b><i>\$8,250</i></b>   | <b><i>\$6,700</i></b>   |
| Other Event revenues                | <u>\$13,677</u>         | <u>\$11,212</u>         |
| Total Event Costs                   | \$26,527                | \$22,912                |
| <b><i>Estimated Attendance</i></b>  | <b><i>850</i></b>       | <b><i>800-1000</i></b>  |
| <b><i>Estimated Hotel Stays</i></b> | <b><i>0</i></b>         | <b><i>5-10</i></b>      |

### ***Notes:***

- 1 Event savings in 2023 thanks to a partnership with Wal-mart, including free parking.
- 2 Sponsorships dropped in 2023, and this will be a priority focus for 2024.
- 3 We will work with the City to improve our crowd size estimates, using their access to anonymous cell phone data.

# WELCOME TO

City of American Canyon

*2nd Annual*

# Juneteenth Celebration of freedom

**Thank you for joining in our celebration.**  
*A very special THANK YOU to our sponsors:*

**in partnership with American Canyon Arts Foundation**

**American Canyon Tourist Improvement District (TBID)**



napa valley vintners



Mayor Leon Garcia







The City of American Canyon's

3rd Annual

# JUNETEENTH Celebration

in partnership with American Canyon Arts Foundation

Main Street Park/Napa Junction, Hwy 29 and Eucalyptus, American Canyon, CA  
Speakers, Live Entertainment, Food Trucks, Vendors

Admission is **FREE**. Reserved Seating Available for **\$35**

*Juneteenth + Father's Day = A Family Day of Celebration*

*For additional information: Brenda Knight Events – (707) 319-4773  
Arts Foundation website: [www.amcanart.org](http://www.amcanart.org)*

SAVE

THE

DATE!

SUNDAY

16 JUNE 2024

1:00-6:00 P<sup>24</sup>

The City of American Canyon presents in partnership with  
**American Canyon Arts Foundation**

# JUNETEENTH Community Celebration of Freedom **FEST**

**Sunday June 18, 2023 1:00-6:00 p.m.**

**Main Street Park - 5500 Eucalyptus Dr., American Canyon, CA**

**POWER HOUR OF GOSPEL 1:00-2:00 p.m.**



**Master of Ceremonies**  
 Pastor Terrence Nichols  
 One Church



**Pastor James Williams**  
 Grace Pointe Faith Church



**Michael Nelson**



**JaCoree Prothro**

*Performances also by One Church Singers and Zumba Praise Dancers*

**JUNETEENTH  
 KEYNOTE SPEAKER**



**Dr. Lawrence VanHook**  
 Speaker – Buffalo Soldiers

*Juneteenth  
 Mistress of Ceremonies*



*Brenda Knight*

**JUNETEENTH LIVE ENTERTAINMENT LINE-UP**

**Dance Party with**

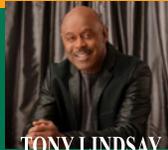
**West Coast Caravan of All Stars**



**Featuring Blues Legend  
 Johnny Rawls**

**TOP SHELF**

**11 Time GRAMMY WINNER**



**TONY LINDSAY**

**FEATURING**



*Eddie E from  
 Prince & Sheila E*



*Jeff Minnieweather  
 On Drums*



*Janice Maxie Reid On Key Board*

## ADMISSION IS FREE

**Parking available at  
 WALMART  
 VENDORS:**

**Wine/Beer/Margaritas available for purchase  
 Father's Day Raffle Prizes**

**Host Hotel**  
 Holiday Inn Express & Suites  
 Call 707-552-8100 for reservations  
 Deadline for special rate - 06/09/23

**KID ZONE 2-4 pm  
 Sponsored by:  
 Napa Ford**

**Bring: Hats, Sunscreen, Lawn Chair, Blankets**  
 CoverEd Reserved VIP Seats available for \$30. Online at: [amcanart.org](http://amcanart.org)  
 For additional information contact: Brenda Knight Events - (707) 319-4773

**K-Style Sound  
 Security-PJE Protection**

**SPECIAL THANKS TO OUR SPONSORS:**

*American Canyon Tourism Improvement District (TBID)*







## American Canyon Tourism Improvement District (TBID) Funding Application

### Organization Information

**Name of Organization \***

American Canyon Community & Parks Foundation

**Date Time \***

04/04/2024

**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 \***

1,200,200

**Upload Organization's Total Budget \***

2024 Budget Final.xlsx

33.23KB

**Name of Contact for this Application \***

Janelle Sellick

**Organization's Website**

www.acparks.org

**E-mail \***

[janelle@acparks.org](mailto:janelle@acparks.org)

**Phone number \***

707-363-1915

**Address \***

Street Address

101 West American Canyon Road

Address Line 2

Suite 508-102

City

American Canyon

State/Province/Region

CA

Postal/Zip Code

94503

Country

USA

**Is the organization a past recipient of TBID funding? \***

Yes

No

### Project Information

**Project Name \***

14th Annual Reindeer Run

**Total Project Budget \***
**Upload Project Budget \***

33,850

2024 Estimated Reindeer Run Budget-2.xlsx

16.56KB

**Funding Request \***

5,000

**Upload Project Timeline \***

Draft RR Timeline.xlsx

17.89KB

**Will your organization receive matching funds? \***

- Yes
- No

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

Sponsorships and Foundation general operating funds

**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.

Previous Reindeer Run Events, An Evening at the Ruins, Earth Day American Canyon

**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 548 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 year's the Reindeer Run has grown from less than 80 local participants to 538 attract runners and walkers from 51 cities and 14 counties each year. Last year approximately 21% of participants drove more than 40 minutes or more to attend the event.

**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 1,500)
- Race Day Banners

With 121 participants driving more than 40 minutes to participate in the event a Holiday Stay package will provide overnight visitors to hotels and bring business to our local restaurants.

With TBID funding ACCPF will promote our local hotels as a "stay local" option and partner with the City of American Canyon to promote Magic of the 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.

2024 Reindeer Run Flyer-2.jpg

427.27KB

IMG\_2436.jpg

286.95KB

**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?

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If you have questions regarding this application, please contact the City of American Canyon, Office of the City Clerk at [cityclerk@cityofamericancanyon.org](mailto:cityclerk@cityofamericancanyon.org) 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 SELICK  
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](http://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

AMERICAN CANYON COMMUNITY & PARKS

Sincerely,

A handwritten signature in black ink, appearing to read "J. Cooper", written in a cursive style.

Jeffrey I. Cooper  
Director, Exempt Organizations  
Rulings and Agreements

American Canyon Parks Foundation  
**Profit & Loss Budget Overview**  
 January through December 2024

|                                        | Jan - Dec 24 |
|----------------------------------------|--------------|
| Ordinary Income/Expense                |              |
| Income                                 |              |
| 43400 · Direct Public Support          |              |
| 43461 · General Donations              | 55,000.00    |
| 43462 · Promotional Item Donations     | 1,000.00     |
| 43464 · Give Guide                     | 5,000.00     |
| 43465 · Fall Fundraiser                | 52,000.00    |
| 43468 · Mobile Classroom               | 35,000.00    |
| Total 43400 · Direct Public Support    | 148,000.00   |
| 44800 · Membership Income              |              |
| 44801 · Family and Individual Members  | 13,000.00    |
| Total 44800 · Membership Income        | 13,000.00    |
| 44900 · Grants                         |              |
| 44901 · NV Community Foundation        | 15,000.00    |
| 44904 · Redwood Credit Union           | 10,000.00    |
| 44906 · Walmart                        | 1,500.00     |
| 44907 · Gasser Foundation              | 10,000.00    |
| 44908 · Environmental Grants           | 50,000.00    |
| 44909 · Misc. Grants                   | 5,000.00     |
| Total 44900 · Grants                   | 91,500.00    |
| 47000 · Program Income                 |              |
| 47002 · Bench/Picnic Table Sponsorship | 10,000.00    |
| Total 47000 · Program Income           | 10,000.00    |
| 47100 · Events Revenue                 |              |
| 47102 · Themed Hikes                   | 200.00       |
| 47106 · Dine and Donate                | 2,000.00     |
| 47107 · Reindeer Run                   | 35,000.00    |
| 47164 · Art in Parks                   | 500.00       |
| 47200 · Gala Revenue                   | 350,000.00   |
| Total 47100 · Events Revenue           | 387,700.00   |
| 47173 · Ecology Center Revenue         | 550,000.00   |
| Total Income                           | 1,200,200.00 |
| Gross Profit                           | 1,200,200.00 |
| <b>Expense</b>                         |              |
| 60000 · Fundraising Expenses           |              |
| 60001 · Give Guide                     | 500.00       |
| 60002 · Gala Event                     | 150,000.00   |
| 60000 · Fundraising Expenses - Other   | 25,000.00    |
| Total 60000 · Fundraising Expenses     | 175,500.00   |
| 60900 · Business Expenses              |              |
| 60920 · Business Registration Fees     | 500.00       |
| 60921 · Board Training                 | 3,000.00     |
| 60922 · Business Expenses - Other      | 1,000.00     |
| 60924 · Professional Memberships       | 1,000.00     |

## American Canyon Parks Foundation Profit & Loss Budget Overview January through December 2024

|                                                      | Jan - Dec 24      |
|------------------------------------------------------|-------------------|
| 60925 · Web Hosting                                  | 1,500.00          |
| 60927 · Advertising                                  | 500.00            |
| 60928 · Workers Comp                                 | 2,000.00          |
| 60929 · Payroll Taxes                                | 10,000.00         |
| 60932 · Staffing Benefits                            | 5,000.00          |
| 60900 · Business Expenses - Other                    | 1,000.00          |
| <b>Total 60900 · Business Expenses</b>               | <b>25,500.00</b>  |
| <b>61000 · Professional Services</b>                 |                   |
| 61010 · Accounting                                   | 3,000.00          |
| 61020 · Executive Director                           | 80,000.00         |
| 61040 · Miscellaneous Services                       | 5,000.00          |
| 61050 · Program Coordinator                          | 33,000.00         |
| 61051 · Community Program Director                   | 41,250.00         |
| 61052 · Education Program Director                   | 41,250.00         |
| 61053 · Administrative Assistant                     | 16,250.00         |
| <b>Total 61000 · Professional Services</b>           | <b>219,750.00</b> |
| <b>64000 · Donations/Charitable Contributi</b>       |                   |
| 64001 · Community Giving Program                     | 4,000.00          |
| 64007 · HS Scholarship                               | 1,500.00          |
| 64010 · Donations/Charitable Con-Other               | 500.00            |
| 64040 · Scholarship (City Recreation)                | 4,000.00          |
| <b>Total 64000 · Donations/Charitable Contributi</b> | <b>10,000.00</b>  |
| <b>65000 · Operations</b>                            |                   |
| 65012 · Dropbox Fees                                 | 200.00            |
| 65013 · Office Expenses                              | 5,000.00          |
| 65020 · Postage, Mailing Service                     | 250.00            |
| 65092 · Rent of Storage Unit                         | 2,000.00          |
| 65093 · Donor Database Software                      | 3,000.00          |
| <b>Total 65000 · Operations</b>                      | <b>10,450.00</b>  |
| <b>65100 · Miscellaneous Expenses</b>                |                   |
| 65121 · Membership Promotions                        | 2,000.00          |
| 65122 · Volunteer Gifts                              | 500.00            |
| 65124 · Marketing Promotion - FB                     | 200.00            |
| 65140 · Meals and Entertainment                      | 1,500.00          |
| <b>Total 65100 · Miscellaneous Expenses</b>          | <b>4,200.00</b>   |
| <b>66000 · Payroll Expenses</b>                      |                   |
| 66003 · Processing Fees                              | 1,200.00          |
| <b>Total 66000 · Payroll Expenses</b>                | <b>1,200.00</b>   |
| <b>67000 · Events</b>                                |                   |
| 67080 · Outdoor Events                               | 7,000.00          |
| 67180 · Capital Event Expenses                       | 1,000.00          |
| 67194 · Reindeer Run                                 | 15,000.00         |
| <b>Total 67000 · Events</b>                          | <b>23,000.00</b>  |
| <b>68000 · ACCPF Program Expenses</b>                |                   |

## American Canyon Parks Foundation Profit & Loss Budget Overview January through December 2024

|                                         | Jan - Dec 24 |
|-----------------------------------------|--------------|
| 60931 · Teen Programming                | 2,000.00     |
| 68021 · WE and In School Programs       | 20,000.00    |
| 68022 · Mobile Classrom                 | 20,000.00    |
| Total 68000 · ACCPF Program Expenses    | 42,000.00    |
| 68200 · Park Improvements               |              |
| 68202 · Park Volunteer Days             | 5,000.00     |
| 68203 · Bench Sponsorships              | 10,000.00    |
| 68204 · Exercise Equipment              | 1,000.00     |
| 68208 · Story Walk                      | 2,000.00     |
| Total 68200 · Park Improvements         | 18,000.00    |
| 68209 · Ecology Center Expenses         |              |
| 68209.1 · Professional Services         | 450,000.00   |
| Total 68209 · Ecology Center Expenses   | 450,000.00   |
| 68300 · Travel and Meetings             |              |
| 68310 · Conference, Convention, Meeting | 1,000.00     |
| Total 68300 · Travel and Meetings       | 1,000.00     |
| Total Expense                           | 980,600.00   |
| Net Ordinary Income                     | 219,600.00   |
| Net Income                              | 219,600.00   |

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# American Canyon Parks Foundation

## Profit & Loss Budget Overview

January through December 2024

### Ordinary Income/Expense

#### Income

- 43400 · Direct Public Support
  - 43461 · General Donations
  - 43462 · Promotional Item Donations
  - 43464 · Give Guide
  - 43465 · Fall Fundraiser
  - 43468 · Mobile Classroom
- Total 43400 · Direct Public Support
- 44800 · Membership Income
  - 44801 · Family and Individual Members
- Total 44800 · Membership Income
- 44900 · Grants
  - 44901 · NV Community Foundation
  - 44904 · Redwood Credit Union
  - 44906 · Walmart
  - 44907 · Gasser Foundation
  - 44908 · Environmental Grants
  - 44909 · Misc. Grants
- Total 44900 · Grants
- 47000 · Program Income
  - 47002 · Bench/Picnic Table Sponsorship
- Total 47000 · Program Income
- 47100 · Events Revenue
  - 47102 · Themed Hikes
  - 47106 · Dine and Donate
  - 47107 · Reindeer Run
  - 47164 · Art in Parks
  - 47200 · Gala Revenue
- Total 47100 · Events Revenue
- 47173 · Ecology Center Revenue

#### Total Income

#### Gross Profit

#### Expense

- 60000 · Fundraising Expenses
  - 60001 · Give Guide
  - 60002 · Gala Event
  - 60000 · Fundraising Expenses - Other
- Total 60000 · Fundraising Expenses
- 60900 · Business Expenses
  - 60920 · Business Registration Fees
  - 60921 · Board Training
  - 60922 · Business Expenses - Other
  - 60924 · Professional Memberships

# American Canyon Parks Foundation

## Profit & Loss Budget Overview

January through December 2024

- 60925 · Web Hosting
- 60927 · Advertising
- 60928 · Workers Comp
- 60929 · Payroll Taxes
- 60932 · Staffing Benefits
- 60900 · Business Expenses - Other
- Total 60900 · Business Expenses**
- 61000 · Professional Services
  - 61010 · Accounting
  - 61020 · Executive Director
  - 61040 · Miscellaneous Services
  - 61050 · Program Coordinator
  - 61051 · Community Program Director
  - 61052 · Education Program Director
  - 61053 · Administrative Assistant
- Total 61000 · Professional Services**
- 64000 · Donations/Charitable Contributi
  - 64001 · Community Giving Program
  - 64007 · HS Scholarship
  - 64010 · Donations/Charitable Con-Other
  - 64040 · Scholarship (City Recreation)
- Total 64000 · Donations/Charitable Contributi**
- 65000 · Operations
  - 65012 · Dropbox Fees
  - 65013 · Office Expenses
  - 65020 · Postage, Mailing Service
  - 65092 · Rent of Storage Unit
  - 65093 · Donor Database Software
- Total 65000 · Operations**
- 65100 · Miscellaneous Expenses
  - 65121 · Membership Promotions
  - 65122 · Volunteer Gifts
  - 65124 · Marketing Promotion - FB
  - 65140 · Meals and Entertainment
- Total 65100 · Miscellaneous Expenses**
- 66000 · Payroll Expenses
  - 66003 · Processing Fees
- Total 66000 · Payroll Expenses**
- 67000 · Events
  - 67080 · Outdoor Events
  - 67180 · Capital Event Expenses
  - 67194 · Reindeer Run
- Total 67000 · Events**
- 68000 · ACCPF Program Expenses

**American Canyon Parks Foundation**  
**Profit & Loss Budget Overview**  
January through December 2024

60931 · Teen Programming  
68021 · WE and In School Programs  
68022 · Mobile Classroom

Total 68000 · ACCPF Program Expenses

68200 · Park Improvements

68202 · Park Volunteer Days  
68203 · Bench Sponsorships  
68204 · Exercise Equipment  
68208 · Story Walk

Total 68200 · Park Improvements

68209 · Ecology Center Expenses

68209.1 · Professional Services

Total 68209 · Ecology Center Expenses

68300 · Travel and Meetings

68310 · Conference, Convention, Meeting

Total 68300 · Travel and Meetings

Total Expense

Net Ordinary Income

Net Income

|                       |               |
|-----------------------|---------------|
|                       | 2024          |
| Revenue               |               |
| Donations             | 700           |
| Race Registraions     | 20,000        |
| Sponsorships          | 12,050        |
| Swag Sales            | 1,000         |
| Rileys Food Truck     | 100           |
| <b>Total Revenue</b>  | <b>33,850</b> |
| Expenses              |               |
| Registration Software | 1,500         |
| Timing                | 1,600         |
| Shirts                | 10,000        |
| Barricades            | 350           |
| Swag/Beanies          | 500           |
| Winner medals/Ribbons | 150           |
| Insurance             | 250           |
| Vixen Design          | 500           |
| Banners/Signange      | 2,500         |
| Foil Blankers         | 75            |
| Food                  | 300           |
| Porta Potties         | 1,500         |
| Parking Lot rental    | 130           |
| Misc Supplies         | 500           |
| Thank You volunteer   | 300           |
| Box Truck Rental      | 150           |
| Race Director         | 7,500         |
| Program Staff         | 5,000         |
| <b>Total Expenses</b> | <b>32,805</b> |

|                      | 2024          |
|----------------------|---------------|
| Revenue              |               |
| Donations            | 700           |
| Race Registraions    | 20,000        |
| Sponsorships         | 12,050        |
| Swag Sales           | 1,000         |
| Rileys Food Truck    | 100           |
| <b>Total Revenue</b> | <b>33,850</b> |

|                       |               |
|-----------------------|---------------|
| Expenses              |               |
| Registration Software | 1,500         |
| Timing                | 1,600         |
| Shirts                | 10,000        |
| Barricades            | 350           |
| Swag/Beanies          | 500           |
| Winner medals/Ribbons | 150           |
| Insurance             | 250           |
| Vixen Design          | 500           |
| Banners/Signange      | 2,500         |
| Foil Blankers         | 75            |
| Food                  | 300           |
| Porta Potties         | 1,500         |
| Parking Lot rental    | 130           |
| Misc Supplies         | 500           |
| Thank You volunteer   | 300           |
| Box Truck Rental      | 150           |
| Race Director         | 7,500         |
| Program Staff         | 5,000         |
| <b>Total Expenses</b> | <b>32,805</b> |

| <u>Date</u> | <u>Activity</u>                                   | <u>Detail</u>    |
|-------------|---------------------------------------------------|------------------|
| March 12th  | Begin 2024 Planning Meetings                      |                  |
| May 2nd     | Reindeer Run Staff meeting                        |                  |
| May 11th    | Reindeer Run Committee meeting                    |                  |
| July 10th   | Meet Me in the Street Tabling                     |                  |
| August 1st  | Registraion Opens                                 |                  |
| 14-Aug      | Meet Me in the Street Tabling                     |                  |
| 15-Aug      | Reindeer Run Committee meeting                    |                  |
| October1    | Submit Encroachment Permit to City                |                  |
| October1    | Rent Napa Junction Parking lot from NVUSD         | Facilitron       |
| November1   | Put up Reindeer Run banners around town           |                  |
| Nov 12th    | Shirt Guarantee deadline                          |                  |
| Nov 13th    | Final numbers to printer                          |                  |
| Nov 27th    | Parking Lot Closed Sign announcement              |                  |
| Nov 28      | Shirt Pickup                                      |                  |
| Dec 4       | Ribbon tying, t-shirt sort, virtual shirt mailing | Monday - 5-7pm   |
| Dec 4       | Ribbon tying, t-shirt sort, virtual shirt mailing | Tuesday - 5-7 pm |
| Dec 4       | Packet Pickup                                     | 1-4 PM           |
| Dec 5       | Elaine & Beth meet with High School Volunteers    | 4:00 PM          |
| Dec 6       | Magic of the Season Packet Pick Up                |                  |
| Dec 6       | Pull final registration list                      |                  |
| Dec 6       | Packet Pickup - ACCPF Office                      | 4-8 PM           |
| Dec 6       | Crowd control barricades arrive at Wetlands       |                  |
| Dec 6       | M&M Sanitation Portapotty Delivery                |                  |
| Dec 6       | Set Up Mile Markers                               |                  |
| 6-Dec       | hang sponsor banner                               |                  |
| 6-Dec       | Pick up Gator Key & Traffic Signs at Corp Yard    |                  |
| 6-Dec       | Write announcing script                           |                  |
| Dec 6       | Load the rented box truck 5:00 PM                 |                  |
| 7-Dec       | Race Day! All arrive at 6am                       |                  |
| 7-Dec       | Return Truck, unload storage                      |                  |
| 8-Dec       | Remove Banners                                    |                  |

**MARK YOUR CALENDAR...**  
early bird registration begins  
**August 1st!**



# 14TH ANNUAL 5K/10K

**December 7, 2024**  
Wetlands Edge Trailhead  
2 Eucalyptus Dr., American Canyon

**10K Start: 9:00 AM**  
**5 K Start: 9:10 AM**



- |              |      |
|--------------|------|
| 8/1 - 8/31   | \$40 |
| 9/1 - 10/15  | \$45 |
| 10/16 - 12/1 | \$55 |
| Race Day     | \$65 |
| Ages 13-17   | \$25 |
| *12 & under  | FREE |

**\*Does not include race shirt**

Scenic, flat and fast course along the beautiful Wetlands Edge trail.



[HTTPS://RUNSIGNUP.COM/ACREINDEERRUN](https://runsignup.com/acreindeerrun)



13th Annual Reindeer Run  
**366** 5K  
Saturday, December 2, 2023

AMERICAN CANYON  
REINDEER RUN 2023

13th Annual Reindeer Run  
**393** 5K  
Saturday, December 2, 2023

REI  
13th Annual Reindeer Run  
**286** 5K  
Saturday, December 2, 2023