



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

City Hall - Council Chambers
4381 Broadway St., Suite 201, American Canyon
May 7, 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; Kenneth Tanahal, General Manager, Fairfield Inn & Suites; Kenta Kamohara, General Manager, Holiday Inn Express; Buzz Butler, Hotel Representative

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@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.americancanyon.gov.

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.

11:00 AM OPEN SESSION

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.

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 December 4, 2024](#)

Recommendation: Approve the minutes of the Tourism Business Improvement District meeting of December 4, 2024.

2. [2024/25 Financial Reports through February 28, 2025](#)

Recommendation: Approve 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](#)

Recommendation: Review and approve by minute order the donation request of the American Canyon Arts Foundation for the Juneteenth Celebration 2025.

4. [Budget for Fiscal Year 2025-26](#)

Recommendation: Approve the Napa Valley Tourist Business District Budget for Fiscal Year 2025-26.

INFORMATIONAL UPDATES

5. **American Canyon Chamber and Welcome Center Update**

6. **Visit Napa Vally Update**

7. **American Canyon Hotels Update**

8. **Vine Trail Presentation**

9. City of American Canyon 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, 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.

Nicolle Hall, Deputy City Clerk

**CITY OF AMERICAN CANYON
REGULAR CITY COUNCIL MEETING**

ACTION MINUTES
December 4, 2024

CALL TO ORDER

Action: The meeting was called to order at 11:03 a.m.

ROLL CALL

Present: Committee Member Kenta Kamohara, Committee Member Eric Burrow, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

Absent: Committee Member Buzz Butler

Excused: None

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

There were no public comments.

AGENDA CHANGES

There were no agenda changes.

CONSENT

1. Minutes of May 1, 2024

Action: Motion to approve the minutes of the Tourism Business Improvement District meeting of May 1, 2024 made by Vice Chair Davide Oro, seconded by Secretary/Treasurer Jason Holley, and CARRIED by roll call vote.

Ayes: Committee Member Kenta Kamohara, Committee Member Eric Burrow, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

Nays: None

Abstain: None

Absent: Committee Member Buzz Butler

Excused: None

BUSINESS

2. Select Chair and Vice Chair for 2025

Action: Motion to appoint Valerie Zizak-Morais as chair & Eric Burrow as vice chair made by Vice Chair David Oro, seconded by Secretary/Treasurer Jason Holley, and CARRIED by roll call vote.

Ayes: Committee Member Kenta Kamohara, Committee Member Eric Burrow, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

Nays: None

Abstain: None

Absent: Committee Member Buzz Butler

Excused: None

3. Financial Report

Juan Gomez reported on the item.

Action: Motion to approve the Financial Report made by Vice Chair David Oro, seconded by Secretary/Treasurer Jason Holley, and CARRIED by roll call vote.

Ayes: Committee Member Kenta Kamohara, Committee Member Eric Burrow, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

Nays: None

Abstain: None

Absent: Committee Member Buzz Butler

Excused: None

INFORMATIONAL UPDATES

Action: Visit Napa Valley, the American Canyon Hotels, the City of American Canyon, and the American Canyon Canyon Chamber of Commerce provided updates.

COMMITTEE MEMBER COMMENTS

Committee members provided comments on items of interest.

ADJOURNMENT

Action: The meeting was adjourned at 12:48 pm

CERTIFICATION

Respectfully Submitted,

Nicolle Hall, Deputy City Clerk



Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2024-25

as of 02/28/2025

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 02/28/2025

Fiscal Year 2024-25

	Actual
Revenues	\$ 34,097
Expenses	<u>70,500</u>
Net Income	\$ (36,403)
*Resources Available at July 1, 2024	92,826
Purchase Commitments	<u>-</u>
Estimated Available Balance at 02/28/2025	<u>\$ 56,423</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2024-25

EXPENSES through 02/28/2025

Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	2024-2025 TBID Contract with Welcome Center	65,000	193639	10/17/2024
American Canyon Community Parks Foundation	AC & Parks Foundation 14th Annual Reindeer Run	3,500	ACH	10/24/2024
Napa Valley Mustard Celebration	TBID Mustard Celebration Contribution 2025	2,000	194164	1/23/2025

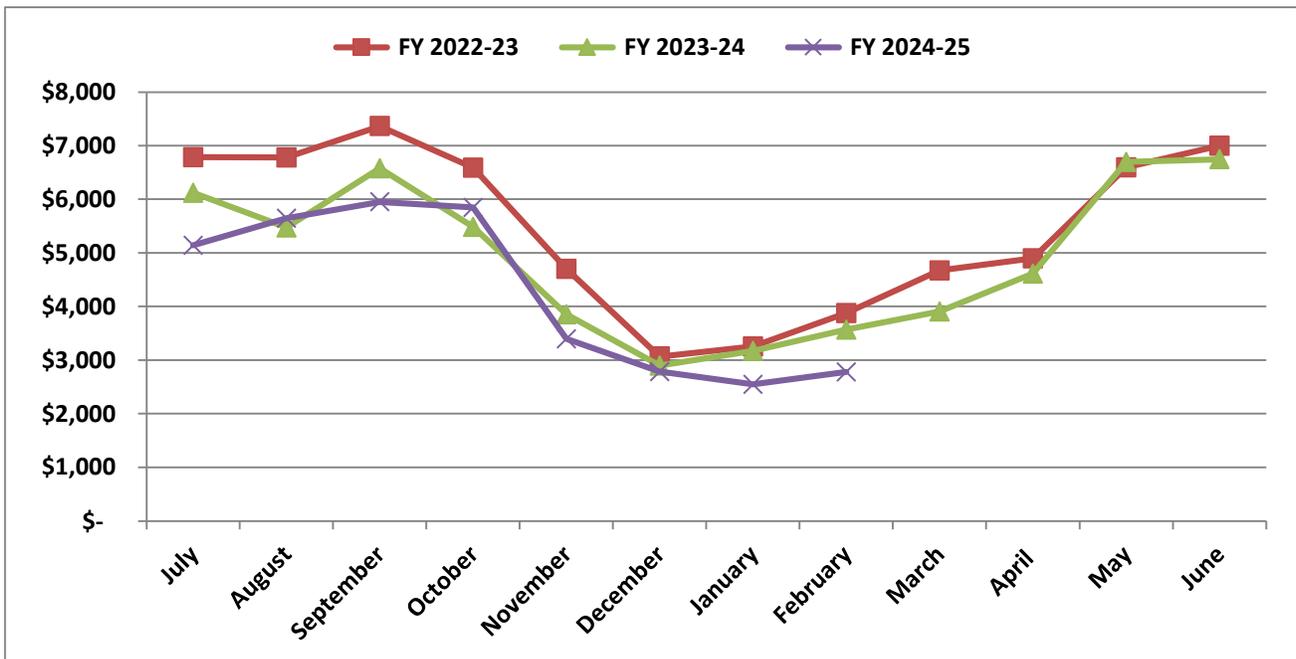
Total Expenses

\$ 70,500

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2024-25

REVENUES Through 02/28/2025.

		FY 2022-23	FY 2023-24	FY 2024-25	Increase / (Decrease) FY 25 vs. FY 24	
July	\$	6,787	\$ 6,117	\$ 5,141	\$ (976)	-16%
August		6,778	5,471	\$ 5,644	173	3%
September		7,366	6,579	\$ 5,952	(627)	-10%
October		6,588	5,482	\$ 5,847	365	7%
November		4,701	3,855	\$ 3,397	(458)	-12%
December		3,068	2,898	\$ 2,787	(111)	-4%
January		3,252	3,173	\$ 2,549	(624)	-20%
February		3,876	3,569	\$ 2,780	(789)	-22%
March		4,673	3,908		-	0%
April		4,900	4,615		-	0%
May		6,593	6,698		-	0%
June		6,999	6,748		-	0%
Total Revenues		65,581	\$ 59,112	\$ 34,097		



City of American Canyon

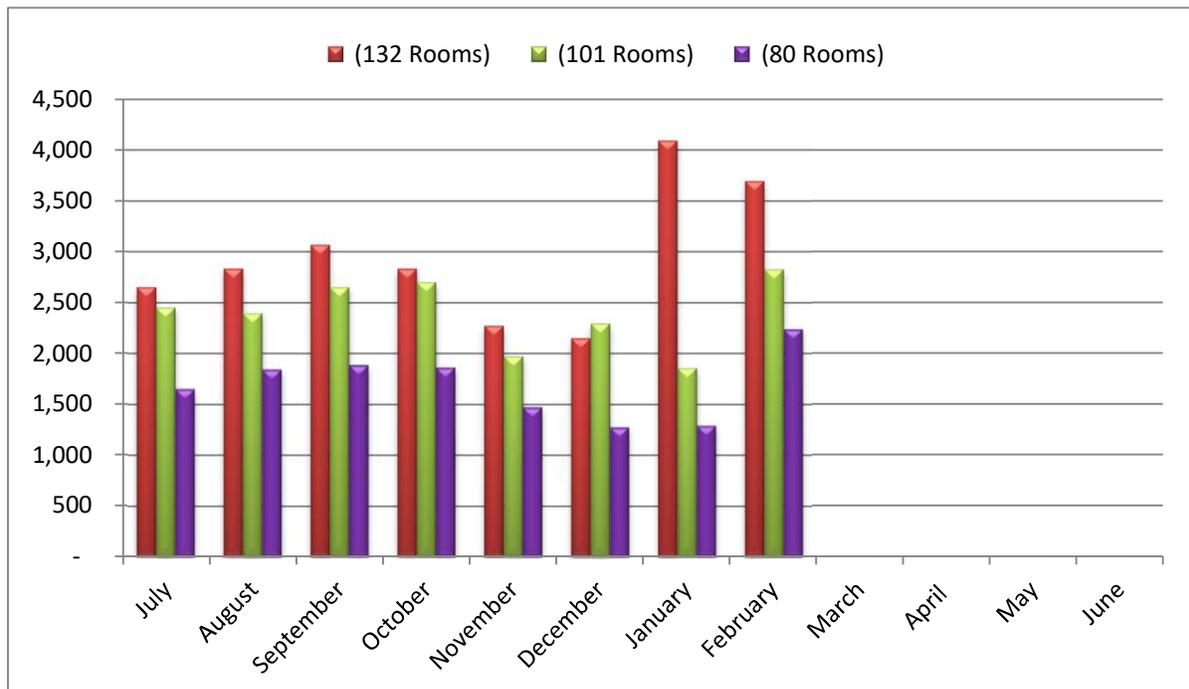
Number of Nights Booked During Reporting Period

Fiscal Year 2024-25

Confidential

RECEIVED Through 02/28/2025.

	Double Tree (132 Rooms)	Holiday Inn (101 Rooms)	Marriott (80 Rooms)
July	2,650	2,451	1,652
August	2,834	2,395	1,843
September	3,068	2,651	1,889
October	2,834	2,701	1,863
November	2,273	1,971	1,474
December	2,149	2,293	1,276
January	4,092	1,854	1,293
February	3,696	2,828	2,240
March	-	-	-
April	-	-	-
May	-	-	-
June	-	-	-
Total Number of Nights Booked	23,596	19,144	13,530





American Canyon Tourism Improvement District (TBID) Funding Application

Organization Information

Name of Organization *

American Canyon Arts Foundation

Date Time *

04/12/2025

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 *

40000

Upload Organization's Total Budget *

ACAF Budget 2023-2024.pdf

39.8KB

Name of Contact for this Application *

Brenda Knight, Event Planner (for ACAF)

Organization's Website

<https://www.amcanart.org>

E-mail *

brendaknightevents@yahoo.com

Phone number *

707-319-4773

Address *

Street Address

101 W. American Canyon Rd. 508-163

Address Line 2

City

American Canyon

Postal/Zip Code

94503

State/Province/Region

CA

Country

United States

Is the organization a past recipient of TBID funding? *

Yes

No

Upload Dataset/Metrics from Previously Awarded Project(s) *

Juneteenth Metrics 2025.pdf

63.35KB

Project Information

Project Name *

Juneteenth Celebration

Event/Project Date *

2025-06-15

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

25,400

Juneteenth Inc Statement 2022 to 2025.pdf

68.98KB

Funding Request *

2500

Upload Project Timeline *

Juneteenth Timeline 2025.pdf

56.48KB

Will your organization receive matching funds? *

- Yes
- No

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

Napa County Arts & Culture Commission (\$2500), City of American Canyon (\$10,000)

Project Team *

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

Brenda Knight, Event Planner (see above for contact info)

Mark Joseph, Treasurer' AmCan Arts Foundation (707) 334-5216 (AmCanArts@gmail.com)

Similar Projects *

List similar projects your organization has led.

We hosted the Juneteenth Celebration in American Canyon for the last three years. We also produce Art, Music and Cultural programs and events.

Project Details *

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

The Juneteenth Celebration is a free, family-oriented event that highlights a major holiday for the Black Community with music, food and entertainment. Entertainment is confirmed for R&B singer Nzuri Soul, who received the 2024 Bay Area Music Award as the Best R&B Female Artist as well as Entertainer of the Year; Blues by The West Coast Caravan of All Stars featuring several well known Bay Area Singers who have performed for high profile entertainers. Also confirmed is the musical talents of the Seastrunk Brother's.

Our event supports TBID goals first, because Main Street Park is close to 8 different food venues, and successful restaurants are vital to lodging; and second, it is becoming part of a summer concert series (ACAF's ParkFest in May, and the City's Fourth of July concert). This reinforces the City as a destination for a variety of music and cultural events, while also supporting our local restaurants and other businesses.

Measurable Impact *

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

We continue to use three primary metrics: Sponsorships; Attendance; and Hotel stays. The "Juneteenth Metrics 2025" file upload above provides actuals for 2023 and 2024, as well as our projections for 2025.

Our sponsorships increased over last year, and we will continue to work to push that number above \$8000.

We saw a dip in attendance in 2024, due to competing Celebrations in two different cities. This year we are working with the Solano Black Chamber of Commerce, who will not produce their event in 2025. We also plan on more localized promotions.

As for hotel stays, we are working on a promotion in which you pay for a night at a local hotel and you get a wine-tasting/jazz afternoon on Saturday and Reserved Seating on Sunday.

Please note: we have a video of last year's event, but the file is too large, so we're adding the link here:

<https://1drv.ms/v/s!AvjJanHaBXuciKgacjLYI6DjDWTi1w?e=mrGfeg>

Optional Additional Information

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

Juneteenth2_2024_Flyer_60324_rev2-01.jpg

449.6KB

Insurance Information

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

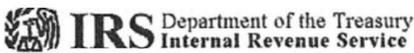
- General Liability Policy: Comprehensive or Commercial General Liability Insurance (“CGL”) at least as broad as Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001), in an amount of \$1,000,000 per occurrence. If the Services involve explosive, underground or collapse 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.



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, Oper. Mgr.
Accounts Management Operations I

American Canyon Arts Foundation
Profit & Loss--Prior Year Comparison
 January through December 2024

04/02/25

Cash Basis

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
Income				
41-Contributions				
4100 Grants	9,250.00	29,250.00	-20,000.00	-68.4%
4150 Donations and Sponsorships	9,637.00	7,371.00	2,266.00	30.7%
4151 Donations-ACAF Members	1,133.56	795.00	338.56	42.6%
4180 Memberships	1,250.00	1,110.00	140.00	12.6%
4190 Other Contributions	0.00	500.00	-500.00	-100.0%
Total 41-Contributions	21,270.56	39,026.00	-17,755.44	-45.5%
42-Service Inc.				
4210 Event Fees				
4212-VIP Seating	315.00	1,110.00	-795.00	-71.6%
Total 4210 Event Fees	315.00	1,110.00	-795.00	-71.6%
4225 Booth Rental Charge	845.00	800.00	45.00	5.6%
4230 Classes	965.30	140.00	825.30	589.5%
4233 Workshops	0.00	200.00	-200.00	-100.0%
4240 Entry Fees	430.00	0.00	430.00	100.0%
4250-Annual Dinner Tickets	960.00	1,029.00	-69.00	-6.7%
4260-Performers' Service				
4261-Service Revenues	5,934.00	4,235.00	1,699.00	40.1%
4264-Musician's Charges	-4,300.00	-4,700.00	400.00	8.5%
Total 4260-Performers' Service	1,634.00	-465.00	2,099.00	451.4%
4290 Other Service Income	151.00	0.00	151.00	100.0%
Total 42-Service Inc.	5,300.30	2,814.00	2,486.30	88.4%
44-Sales				
4415 Fine Art Sales				
5212 Artist Share-Art Sales	-805.00	0.00	-805.00	-100.0%
4415 Fine Art Sales - Other	1,150.00	0.00	1,150.00	100.0%
Total 4415 Fine Art Sales	345.00	0.00	345.00	100.0%
4420 Non-Taxable Sales	1,685.50	851.80	833.70	97.9%
4425 Bar Sales				
4426 Drink Sales Revenues	720.00	0.00	720.00	100.0%
4427 Bar Expenses	-224.36	0.00	-224.36	-100.0%
Total 4425 Bar Sales	495.64	0.00	495.64	100.0%
4430 Silent Auction Proceeds	206.00	0.00	206.00	100.0%
4450 Other Sales	180.00	0.00	180.00	100.0%
Total 44-Sales	2,912.14	851.80	2,060.34	241.9%
45-Other Rev.				
4510 Miscellaneous Revenues	79.28	47.17	32.11	68.1%
Total 45-Other Rev.	79.28	47.17	32.11	68.1%
Total Income	29,562.28	42,738.97	-13,176.69	-30.8%
Gross Profit	29,562.28	42,738.97	-13,176.69	-30.8%
Expense				
51-Community Support				
5110 Community Grants-Donations	1,000.00	0.00	1,000.00	100.0%
5120 Student Scholarships	2,000.00	1,500.00	500.00	33.3%
Total 51-Community Support	3,000.00	1,500.00	1,500.00	100.0%
52-Member Benefits				
5220 Condolences & Recognition	64.65	0.00	64.65	100.0%
5250-Annual Dinner Expense	919.80	1,220.01	-300.21	-24.6%
Total 52-Member Benefits	984.45	1,220.01	-235.56	-19.3%

American Canyon Arts Foundation
Profit & Loss--Prior Year Comparison
January through December 2024

	<u>Jan - Dec 24</u>	<u>Jan - Dec 23</u>	<u>\$ Change</u>	<u>% Change</u>
56-Program Costs				
5610 Advertising & Promotions	1,774.92	1,048.83	726.09	69.2%
5615 Awards & Ribbons	999.92	0.00	999.92	100.0%
5620 Facility & Equip. Rental	4,105.04	4,031.27	73.77	1.8%
5625 Hospitality	2,596.84	0.00	2,596.84	100.0%
5630 Performer's Fees & Charges	9,150.00	8,365.00	785.00	9.4%
5632 Professional Support	4,250.00	5,825.00	-1,575.00	-27.0%
5685 Program Supplies	5,961.19	259.24	5,701.95	2,199.5%
5686 Inventory - Program Suppli	2,915.20	625.00	2,290.20	366.4%
5688 Equip & Fixture Purchases	810.34	0.00	810.34	100.0%
5690 Other Program & Event Cost	15,746.50	8,929.28	6,817.22	76.4%
Total 56-Program Costs	48,309.95	29,083.62	19,226.33	66.1%
57-Admin Exp.				
5710 Bank Fees & Charges	143.30	67.78	75.52	111.4%
5720 Insurance	3,276.95	2,651.00	625.95	23.6%
5730 Member Dues-Other Agencies	350.00	350.00	0.00	0.0%
5740 Office Services & Supplies	395.88	129.84	266.04	204.9%
5750 Taxes, Permits & Filing Fe	25.00	63.74	-38.74	-60.8%
Total 57-Admin Exp.	4,191.13	3,262.36	928.77	28.5%
58-Misc Expenses				
5810 Misc. Expense	0.88	0.00	0.88	100.0%
Total 58-Misc Expenses	0.88	0.00	0.88	100.0%
Total Expense	56,486.41	35,065.99	21,420.42	61.1%
Net Income	-26,924.13	7,672.98	-34,597.11	-450.9%

American Canyon Arts Foundation
Juneteenth Profit & Loss
 January 2022 through December 2025

	Jan-Dec 22 Actual	Jan-Dec 23 Actual	Jan-Dec 24 Actual	Jan-Dec 25 Budget
Income				
41-Grants/Contributions				
City Grant/General Fund	25,000	0	0	10,000
Napa County Arts & Culture	0	2,200	3,250	2,500
TBID (requested amount for 2025)	4,600	5,000	3,500	2,500
4150 Donations and Sponsorships	8,250	6,700	7,030	8,000
Total 41-Contributions	37,850	13,900	13,780	23,000
42-Service Inc.				
4212-VIP Seating	1,530	1,110	315	1,000
4213-Shuttle Bus Fees (Note 2)	730	0	0	0
4225 Booth Rental Charge	970	800	845	900
Total 42-Service Inc.	3,230	1,910	1,160	1,900
44-Sales				
4426 Drink Sales Revenues	0	0	720	750
4427 Bar Expenses	0	0	-224	-250
Total 44-Sales	0	0	496	500
Total Income	41,080	15,810	15,436	25,400
Expense				
56-Program Costs				
5610 Advertising & Promotions	1,635	891	885	1,500
5620 Facility & Equip. Rental (Note 1)	3,322	2,600	2,722	2,800
5630 Performer's Fees & Charges	5,900	5,775	6,200	6,500
5632 Event Planner Fee (BK)	3,500	5,000	3,500	5,000
5685 Program Supplies	706	0	0	100
5690 Other Program & Event Cost (Note 2)	11,249	8,429	8,845	9,000
Total 56-Program Costs	26,312	22,695	22,152	24,900
57-Admin Exp.				
5710 Bank Fees & Charges	15	18	22	25
5720 Insurance	200	350	465	475
Total 57-Admin Exp.	215	368	487	500
Total Expense	26,527	23,063	22,639	25,400
Net Income	14,553	-7,253	-7,203	0

American Canyon Arts Foundation
Juneteenth Profit & Loss
 January 2022 through December 2025

	Jan-Dec 22 Actual	Jan-Dec 23 Actual	Jan-Dec 24 Actual	Jan-Dec 25 Budget
Notes:				
1 <u>Equipment Rental breakout:</u>				
Tables & Chairs	\$1,281	\$430	\$372	\$400
Porta-Potties	\$1,615	\$1,754	\$1,754	\$1,800
Portable Generator	\$426	\$416	\$596	\$600
Subtotals	\$3,322	\$2,600	\$2,722	\$2,800
2 <u>Other Program Costs breakout:</u>				
Shuttle Bus (We now use WalMart Pkg lot)	\$3,049	\$0	\$0	\$0
Sound System	\$5,000	\$5,000	\$5,000	\$5,000
Security	\$3,200	\$3,200	\$3,845	\$4,000
Misc.	\$0	\$229	\$0	\$0
Subtotals	\$11,249.49	\$8,429	\$8,845	\$9,000

Juneteenth 2025 - American Canyon

Timeline

Event	Date
Presentation to City Council, including funding request	3/18/2025
TBID Grant submittal (Napa Co. grant already secured)	4/12/2025
First Planning Session	4/5/2025
<i>Subsequent Planning Sessions</i>	<i>As Needed</i>
Submit all paperwork to the City*	5/12/2025
Secure sponsorships	ongoing
Promote the event	ongoing
<i>Juneteenth Celebration!</i>	<i>6/15/2025</i>

* Required Documents:

- Facility Rental Agreement
- Encroachment Permit
- Certificate of Insurance

Juneteenth Celebration 2025 Metrics

<u>Juneteenth Event Date</u>	Projected	Actuals	
	<u>6/15/2025</u>	<u>6/19/2024</u>	<u>6/18/2023</u>
TBID Funding Level	\$2,500	\$3,500	\$5,000
<i>Sponsorships</i>	<i>\$8,000</i>	<i>\$7,030</i>	<i>\$6,700</i>
Other Event revenues (Note 1)	\$14,900	\$4,910	\$4,110
Total Revenues	\$25,400	\$15,440	\$15,810
Program Costs	\$25,400	\$22,640	\$23,063
Operating Deficit (Note 1)	\$0	-\$7,200	-\$7,253
<i>Estimated Attendance</i> (Note 2)	<i>800</i>	<i>600</i>	<i>800-1000</i>
<i>Estimated Hotel Stays</i> (Note 3)	<i>10-15</i>	<i>4-5</i>	<i>5-10</i>

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 work with the City to estimate our crowd size, using their access to anonymous cell phone data.
- 3 We are working with Holiday Suites for an overnight stay, that would include a wine tasting/music on Saturday, and Reserved Seating for Juneteenth on Sunday.



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

JUNETEENTH

Celebration of Freedom

ADMISSION IS FREE

Sunday June 16, 2024 1:00-6:00 p.m.

Main Street Park - 5500 Eucalyptus Drive, American Canyon, CA

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



Master of Ceremonies
 Pastor Terrence Nichols
 One Church

*Gospel Hour featuring Graco Point Singers, Rev. E.K. Dawson and the North Bay Community Choir.
 One Church Youth Praise Singers, One Church Zumba Praise Dancers and
 Special Guest Recording Artist - JaCoree Prothro*



JaCoree Prothro

BACK DOWN MEMORY LANE



Kenny King Smith
 Barry White Tribute Artist



Nelson Blount
 Luther Vandross Tribute Artist

JUNETEENTH KEYNOTE SPEAKER		JUNETEENTH MISTRESS OF CEREMONIES		JUNETEENTH LIVE ENTERTAINMENT LINE-UP	
				West Coast Caravan of All Stars	
Orlando Harris		Brenda Knight Event Coordinator		BLUES	R&B
				JAZZ	TOP SHELF

Parking available at
WALMART

K-Style Sound
 Security-PJE Protection

Wine/Beer/Margaritas available for purchase
 Vendor Showcase & Food Trucks

Bring: Hats, Sunscreen, Lawn Chair, Blankets

Reserved Seating \$35. Online at: amcanart.org
 For additional information contact:
 Brenda Knight Events - (707) 319-4773



Holiday Inn Express & Suites
 across from the park
 707-552-8100 for reservations

SPECIAL THANKS TO OUR JUNETEENTH SPONSORS:

American Canyon Tourism Improvement District (TBID)



Mark and Cheryl Joseph



A Tradition of Stewardship
 A Commitment to Service

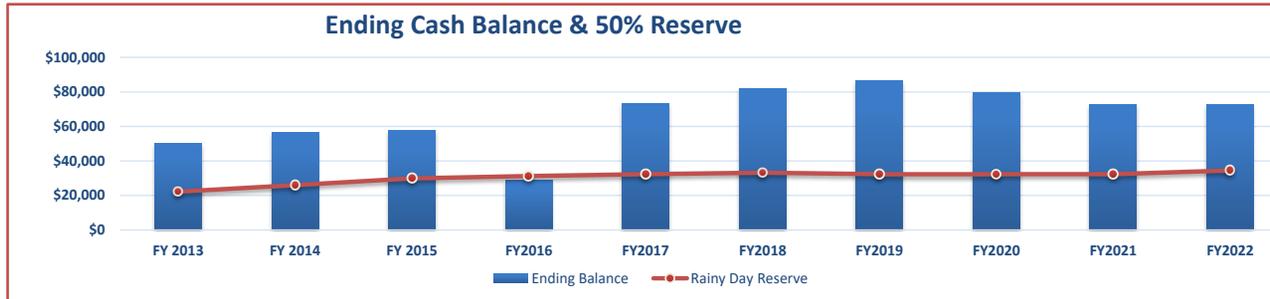
American Canyon Tourism Improvement District

FY 2025-26 Adopted Budget

Includes FY 2023 Actual

	FY2016 Actual	FY2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Budget	FY 2025 Actual YTD	FY 2026 Budget	Comments
REVENUES													
Beginning Balance	\$57,401	\$28,930	\$73,083	\$82,158	\$86,579	\$79,476	\$72,484	\$87,886	\$93,464	\$94,405	\$80,405	\$80,405	
TBID Assessments	\$62,509	\$64,653	\$66,389	\$64,540	\$47,540	\$39,462	\$65,927	\$65,578	\$59,441	\$60,000	\$34,097	\$73,000	
Total Resources	\$119,910	\$93,583	\$139,472	\$146,698	\$134,119	\$118,938	\$138,411	\$153,464	\$152,905	\$154,405	\$114,502	\$153,405	FY2025 estimate from City Finance Home2 Suites online Oct 2025
EXPENSES													
Annual Costs													
Winecountry.com	\$72,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Canceled in FY 2016
NV Guidebook (Chamber)	\$0	\$0	\$0	\$5,926	\$2,963	\$0	\$5,925	\$5,000	\$5,000	\$5,000	\$5,000	\$7,000	Price Increase (chamber will manage)
Marketing Materials (Chamber)	\$1,000	\$0	\$0	\$0	\$23,681	\$15,000	\$0	\$10,000	\$10,000	\$20,000	\$20,000	\$20,000	\$20k WSI Marketing Contract Managed by AC Chamber Staff
Local Welcome Center (Chamber)	\$10,000	\$15,000	\$25,000	\$25,000	\$25,000	\$25,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	Welcome Center Rent, Staff
Vine trail support (10% for 5 years)	\$5,980		\$12,716	\$6,640	\$0	\$6,454	\$0	\$0	\$0	\$0	\$0	\$4,500	
Local Festivals (10% of revenues)	\$2,000	\$5,500	\$8,000	\$4,500	\$3,000	\$0	\$4,600	\$5,000	\$3,500	\$7,000	\$3,500	\$7,000	10% of Budgeted Revenue--Bring back the policy?
Napa Valley Mustard Festival	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$2,000	\$0	County Wide Initiative to bring tourism in Jan-Mar
Subtotal, annual costs	\$90,980	\$20,500	\$45,716	\$42,066	\$54,644	\$46,454	\$50,525	\$60,000	\$58,500	\$74,000	\$70,500	\$78,500	Operating Surplus/(Defi) \$0
One-Time Costs													
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	
Subtotal, one-time costs	\$0	\$0	\$11,598	\$18,053	\$0	\$0							
Total Expenditures	\$90,980	\$20,500	\$57,314	\$60,119	\$54,644	\$46,454	\$50,525	\$60,000	\$58,500	\$74,000	\$70,500	\$78,500	
ENDING BALANCE	\$28,930	\$73,083	\$82,158	\$86,579	\$79,475	\$72,484	\$87,886	\$93,464	\$94,405	\$80,405	\$44,002	\$74,905	
Rainy Day Reserve*	\$31,255	\$32,327	\$33,195	\$32,270	\$32,270	\$32,270	\$32,964	\$32,789	\$29,721	\$30,000	\$17,049	\$36,500	Used FY 2019 Actual (pre-pandemic) as basis
UNRESTRICTED CASH AVAILABLE	-\$2,325	\$40,757	\$48,964	\$54,309	\$47,205	\$40,214	\$54,923	\$60,675	\$64,685	\$50,405	\$26,954	\$38,405	

* 50% of TBID Assessments



Potential Local Festiva	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	
TOTALS	\$0	\$0