



NAPA VALLEY TRANSPORTATION AUTHORITY-TAX AGENCY Board Agenda Memo

TO: Board of Directors
FROM: Danielle Schmitz, Executive Director
REPORT BY: Antonio Onorato, Director of Administration, Finance, and Policy
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SUBJECT: July-September Quarter 3 Calendar Year 2025,
Measure U Quarter 1 Fiscal Year 2026 Analysis and Financial Update

RECOMMENDATION

That the NVTA-TA receive the most recent Measure U analysis and financial update.

COMMITTEE RECOMMENDATION

None

EXECUTIVE SUMMARY

This memo presents the tax analysis from HdL Companies, NVTA's sales tax consultant, with the most recent quarterly sales tax update newsletter (Attachment 1) for the period of July-September 2025.

FISCAL IMPACT

Is there a Fiscal Impact? None. This is information only.

BACKGROUND

NVTA's sales tax receipts for July through September 2025 were 4.9% higher than the same quarter in 2024, though after adjusting for reporting anomalies, actual growth was a modest 0.5%. Overall economic activity in Napa County remained soft, with point-of-sale sales declining 1.0%, lagging behind the Bay Area's 2.5% growth.

Key sectors such as wineries, autos, restaurants, service stations, and construction experienced declines, reflecting reduced tourism demand, lower gas prices, and cautious consumer spending. Wineries in particular saw nearly a 10% decrease in receipts, while auto sales were dampened despite a one-time allocation boost. The primary driver of positive performance was general consumer goods, fueled by the opening of a new retail outlet and continued growth in e-commerce shipments into the county.

Statewide, sales tax receipts grew 1.8%, signaling gradual economic stabilization, though growth remains uneven across sectors as consumers remain value-conscious and tourism recovery continues to lag expectations

Sales Tax Receipts in the Current Year

Table 1 below provides the monthly receipts for FY 2025-26 for July through September. Table 2 illustrates the forecast for Measure U revenues. Table 3 provides a snapshot of the top two sales tax generators within the County: Amazon and Costco and the top five generators, which include Walmart, Target, and Home Depot.

Table 1: Measure U Sales Tax Revenues and Forecast.



MONTH SALES TAX	Forecast	Actual FY26	Difference \$ More/(Less)	Difference %	Actual FY25 Last Year	Difference Increase/ (Decrease)
July	\$ 2,000,000	\$ 2,054,928	\$ 54,928	2.7%	\$ 1,958,540	\$ 96,388
August	2,100,000	2,151,729	51,729	2.5%	1,840,618	311,111
September	2,600,000	2,404,376	(195,624)	-7.5%	2,510,442	(106,066)
	\$ 6,700,000	\$ 6,611,032	\$ (88,968)	-1.3%	\$ 6,309,600	\$ 301,432
October	\$ 2,000,000	1,955,196	(44,804)	-2.2%	1,960,134	(4,938)
November	2,100,000	1,903,645	(196,355)	-9.4%	1,792,785	110,860
December	2,400,000	-	(2,400,000)	-100.0%	2,751,425	(2,751,425)
	6,500,000	3,858,841	(2,641,159)	-40.6%	6,504,344	(2,645,503)
	\$ 13,200,000	\$ 10,469,873	\$ (2,730,127)	-20.7%	\$12,813,944	\$ (2,344,071)
January	1,800,000	0	(1,800,000)	-100.0%	1,675,346	-1,675,346
February	1,900,000	0	(1,900,000)	-100.0%	1,565,046	-1,565,046
March	2,000,000	0	(2,000,000)	-100.0%	2,352,142	-2,352,142
	5,700,000	-	(5,700,000)	-100.0%	5,592,534	(5,592,534)
	\$ 18,900,000	\$ 10,469,873	\$ (8,430,127)	-44.6%	\$18,406,478	\$ (7,936,605)
April	2,000,000	0	(2,000,000)	-100.0%	2,001,437	-2,001,437
May	2,100,000	0	(2,100,000)	-100.0%	2,282,522	-2,282,522
June	2,300,000	0	(2,300,000)	-100.0%	2,243,725	-2,243,725
	6,400,000	-	(6,400,000)	-100.0%	6,527,685	(6,527,685)
	\$ 25,300,000	\$ 10,469,873	\$ (14,830,127)	-58.6%	\$24,934,163	\$ (14,464,289)
Interest	\$ -	\$ -	\$ -	-	\$ 110,000	
	\$ 25,300,000	\$ 10,469,873	\$ (14,830,127)	-58.6%	\$ 25,044,163	-58.2%

Table 2: Measure U Forecast by Jurisdiction- FY26 to FY30

Actuals/Forecast	Measure U -->				
	FY2026	FY2027	FY2028	FY2029	FY2030
City of Napa	9,509,200	9,627,600	9,830,100	10,036,200	10,246,900
County of Napa	9,086,000	9,199,300	9,392,500	9,589,500	9,790,700
American Canyon	1,920,600	1,944,500	1,985,300	2,027,000	2,069,500
St. Helena	1,545,400	1,564,700	1,597,500	1,631,000	1,665,300
Calistoga	707,000	715,800	730,800	746,100	761,800
Yountville	825,800	836,100	853,600	871,500	889,800
NVTA Admin	506,000	512,000	522,200	532,700	543,300
NVTA RTEP	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000
ITOC	-	-	-	-	-
	\$ 25,300,000	\$ 25,600,000	\$ 26,112,000	\$ 26,634,000	\$ 27,167,300

FY26 Forecast	FY26 Forecast	FY25 Actuals
American Can	\$ 1,920,600	\$ 1,921,347
Calistoga	\$ 707,000	\$ 674,103
City of Napa	\$ 9,509,200	\$ 10,079,315
Napa County	\$ 9,086,000	\$ 9,887,412
St. Helena	\$ 1,545,400	\$ 1,472,201
Yountville	\$ 825,800	\$ 674,103
Subtotal- Jurisdiction	\$ 23,594,000	\$ 24,708,480
RTEP	\$ 1,200,000	\$ -
NVTA	\$ 506,000	\$ 335,682
Total	\$ 25,300,000	\$ 25,044,163

Table 3: Top Two and Top Five Sales Tax Generators

Top Two Sales Tax Generators: Amazon, Costco				
	FY26 Q1 July-Sept 2025	FY25 Q4 April-June 2025	FY25 Q3 Jan-March 2025	FY25 Q2 Oct-Dec 2024
Total	\$ 445,669	\$ 441,909	\$ 384,375	\$ 459,597
Total Businesses	\$ 6,535,957	\$ 6,512,628	\$ 5,492,177	\$ 6,359,936
Percentage	7%	7%	7%	7%
Top Five Sales Tax Generators: Amazon, Costco, Walmart, Target, Home Depot				
	FY26 Q1 July-Sept 2025	FY25 Q4 April-June 2025	FY25 Q3 Jan-March 2025	FY25 Q2 Oct-Dec 2024
Total	\$ 732,289	\$ 719,336	\$ 638,948	\$ 770,923
Total Businesses	\$ 6,535,957	\$ 6,512,628	\$ 5,492,177	\$ 6,359,936
Percentage	11%	11%	12%	12%

ATTACHMENTS

- (1) NVTA Sales Tax Update – Newsletter
- (2) NVTA Quarter 1 FY 26 (July – September 2025) Final Reports

NVTA

SALES TAX UPDATE

3Q 2025 (JULY - SEPTEMBER)

ATTACHMENT 1
AGENDA ITEM 9.2
FEBRUARY 18, 2026



NVTA

TOTAL: \$ 6,547,164

0.5%
3Q2025

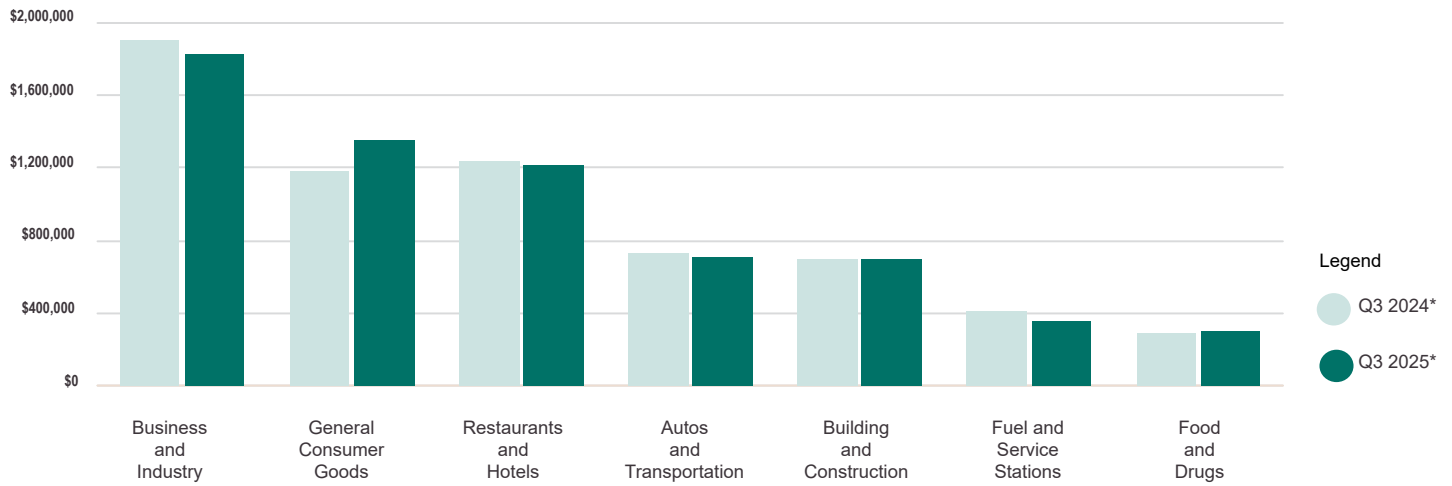


1.9%
STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



NAPA VALLEY TRANSPORTATION AUTHORITY (NVTA) HIGHLIGHTS

Napa Valley Transportation Authority (NVTA)'s receipts from July through September were 4.9% above the third sales period in 2024. Excluding reporting aberrations, actual sales were up 0.5%.

Locals wineries are still seeing overall soft sales and some wineries are down sizing or changing strategies; receipts were down

almost 10% from the same quarter last year. Wineries are in the business-industry group, others in the group posting declines include medical/biotech, light industry and business services.

Locals purchased fewer vehicles; the declines were lessened this quarter by a one-time allocation.

Restaurants-hotels were down; casual and quick-service were down, but fine dining was up; statewide fine dining was down 6%.

Service stations were down because prices at the pumps were down, but the declines were furthered as new options deduction from receipts in this group.

The bright spot, which is responsible for the overall positive results, was general consumer goods was boosted by the opening of a new outlet and the growth in online merchandise that is being shipped into the County.

Net of aberrations, point of sale for all of Napa County declined 1.0% over the comparable time period; the Bay Area was up 2.5%.

TOP NON-CONFIDENTIAL BUSINESS TYPES

Napa Valley Transportation Authority (NVTA)			HdL State
Business Type	Q3 '25*	Change	Change
Wineries	755.3	-9.8% ↓	-3.7% ↓
New Motor Vehicle Dealers	401.8	-5.8% ↓	2.7% ↑
Casual Dining	371.0	-6.5% ↓	2.1% ↑
Discount Dept Stores	351.5	67.5% ↑	-0.4% ↓
Service Stations	338.8	-12.3% ↓	-5.0% ↓
Retail ECommerce	330.4	6.2% ↑	5.8% ↑
Building Materials	325.3	-7.3% ↓	-2.4% ↓
Fine Dining	275.1	1.1% ↑	-4.8% ↓
Hotels/Motels	252.0	1.3% ↑	3.2% ↑
Contractors	240.3	6.9% ↑	-0.1% ↓

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars



STATEWIDE RESULTS

California's local one-cent sales and use tax receipts for July through September were 1.8% higher than the same quarter last year, after adjusting for accounting anomalies. While growth appears modest, calendar year 2025 remains on pace to rebound following two years of declines. Combined with second-quarter activity, the summer period posted a 1% improvement over the 2024 season.

Sustained consumer trends reflected a willingness to spend while remaining cost-conscious and prioritizing value. Online retailers, reporting to both business-industry and countywide use tax pools (depending on inventory location at purchase), recorded the strongest gains. This momentum extended to brick-and-mortar retailers, which also posted modest improvements. Seasonal "back-to-school" activity boosted men's and family apparel along with shoe stores, lifting the General Goods sector and enhancing expectations for the upcoming holiday shopping period.

Tax receipts from restaurants edged higher, supported by households' continued desire to eat out. Despite balancing higher menu prices, tip fatigue, and tighter margins,

casual dining establishments generated the largest gains. Overall, summer performance appeared stable but lacked the tourism surge many had hoped for.

Offsetting positive results was a decline in revenue from fuel-service stations—marking the 10th out of the last 11 quarters with negative year-over-year change. This trend is largely tied to West Texas Intermediate (WTI) crude oil prices, which hit their lowest monthly levels since 2021. While lower gas prices may encourage spending in other categories, potential oil refinery closures in the coming year could keep per-gallon prices elevated.

The food and drug sector continued its downward trend as grocers remitted fewer taxes, reflecting the challenge of generating taxable revenue amid rising food prices. Drug store filings have declined throughout the year, driven partly by increased access to medications through e-commerce platforms and a contraction in physical store footprints due to over-saturation and chain bankruptcies.

Two sectors poised to benefit from lower short-term interest rates—autos-

transportation and building-construction—repeated a pattern of lackluster returns. A minor uptick came from new auto sales and leasing, while building material suppliers struggled during the summer, likely creating pent-up demand for repairs and improvements ahead.

With the Federal Reserve considering additional rate changes in early 2026, optimism for improved consumer financing conditions and stronger sales tax receipts remains. As national tariff and trade talks ease, inflationary pressures will continue to shape spending behavior. For now, calendar year 2025 closes with sluggish but stable performance, awaiting broader economic shifts.

MAJOR BUSINESS GROUP TRENDS BY COUNTY

Percent Change from 3rd Quarter 2024 *

	Autos/Tran.	Bldg/Const	Bus/ind.	Food/Drug	Fuel	Cons. Goods	Restaurants
Alameda Co.	8.4%	-1.8%	-2.2%	-2.8%	-7.2%	-0.1%	0.3%
Contra Costa Co.	-5.3%	-8.6%	5.6%	-3.3%	0.2%	1.5%	0.0%
Napa Co.	-4.5%	1.0%	-9.0%	-8.1%	-1.3%	19.7%	-2.4%
San Francisco Co.	-5.8%	1.8%	29.4%	-3.7%	-0.5%	0.2%	6.3%
San Mateo Co.	3.8%	-1.0%	21.2%	-2.2%	-3.6%	0.9%	2.4%
Santa Clara Co.	-4.4%	1.9%	-0.3%	-1.2%	-3.7%	4.7%	4.2%
Solano Co.	3.3%	1.3%	14.6%	-2.6%	-13.6%	-3.5%	2.2%
Sonoma Co.	-2.1%	-2.6%	7.2%	-1.4%	-13.6%	-1.5%	0.8%

*Allocation aberrations have been adjusted to reflect sales activity



	ACTUAL RECEIPTS			ADJUSTED FOR ECONOMIC DATA		
	3Q 2025	3Q 2024	% Change	3Q 2025	3Q 2024	% Change
Alameda County						
Autos And Transportation	15,360,432	8,287,072	85.4%	18,579,610	17,136,776	8.4%
Building And Construction	9,635,097	9,945,025	-3.1%	9,726,052	9,908,896	-1.8%
Business And Industry	19,879,643	20,607,950	-3.5%	19,794,521	20,244,226	-2.2%
Food And Drugs	4,016,438	3,691,901	8.8%	3,959,889	4,075,624	-2.8%
Fuel And Service Stations	5,403,498	5,158,539	4.7%	5,110,214	5,508,123	-7.2%
General Consumer Goods	12,898,507	12,479,312	3.4%	13,089,612	13,104,333	-0.1%
Restaurants And Hotels	11,885,994	11,599,647	2.5%	11,486,130	11,455,439	0.3%
Transfers & Unidentified	1,088,999	248,568	338.1%	217,170	169,572	28.1%
County & State Pool	19,711,956	17,461,564	12.9%	20,057,036	19,451,902	3.1%
	99,880,564	89,479,578	11.6%	102,020,233	101,054,891	1.0%
Contra Costa County						
Autos And Transportation	7,794,378	8,319,246	-6.3%	7,754,205	8,186,709	-5.3%
Building And Construction	4,888,259	5,254,712	-7.0%	4,844,354	5,299,873	-8.6%
Business And Industry	7,157,204	6,468,486	10.6%	6,895,299	6,532,430	5.6%
Food And Drugs	2,991,659	2,715,903	10.2%	2,964,204	3,065,749	-3.3%
Fuel And Service Stations	5,557,956	4,887,137	13.7%	5,152,629	5,143,123	0.2%
General Consumer Goods	9,172,774	8,331,668	10.1%	9,254,363	9,117,691	1.5%
Restaurants And Hotels	7,058,163	6,780,803	4.1%	6,760,644	6,761,304	0.0%
Transfers & Unidentified	571,171	98,796	478.1%	83,113	79,584	4.4%
County & State Pool	11,599,315	9,069,307	27.9%	11,708,626	11,238,351	4.2%
	56,790,879	51,926,059	9.4%	55,417,437	55,424,814	0.0%
*Marin County						
Autos And Transportation	2,836,521	3,399,320	-16.6%	3,145,448	2,979,845	5.6%
Building And Construction	1,520,443	1,607,105	-5.4%	1,528,087	1,600,549	-4.5%
Business And Industry	692,853	771,001	-10.1%	676,227	760,484	-11.1%
Food And Drugs	742,154	666,018	11.4%	725,683	755,722	-4.0%
Fuel And Service Stations	623,980	612,012	2.0%	627,684	653,006	-3.9%
General Consumer Goods	2,501,493	2,363,188	5.9%	2,528,202	2,484,853	1.7%
Restaurants And Hotels	1,738,144	1,685,858	3.1%	1,692,492	1,693,162	0.0%
Transfers & Unidentified	155,741	40,332	286.1%	18,036	27,383	-34.1%
County & State Pool	3,331,581	2,774,849	20.1%	3,374,526	3,193,460	5.7%
	14,142,910	13,919,683	1.6%	14,316,384	14,148,463	1.2%
Napa County						
Autos And Transportation	644,465	682,083	-5.5%	689,429	721,639	-4.5%
Building And Construction	927,217	905,314	2.4%	927,230	918,145	1.0%
Business And Industry	3,058,370	3,111,227	-1.7%	2,953,249	3,244,127	-9.0%
Food And Drugs	511,905	502,216	1.9%	508,809	553,750	-8.1%
Fuel And Service Stations	772,609	699,870	10.4%	751,717	761,695	-1.3%
General Consumer Goods	1,368,927	1,058,041	29.4%	1,391,248	1,162,725	19.7%
Restaurants And Hotels	2,442,662	2,404,216	1.6%	2,396,973	2,455,351	-2.4%
Transfers & Unidentified	126,379	15,080	738.1%	16,949	18,726	-9.5%
County & State Pool	1,976,820	1,678,799	17.8%	2,004,196	1,916,426	4.6%
	11,829,354	11,056,844	7.0%	11,639,800	11,752,583	-1.0%
San Francisco County						
Autos And Transportation	2,335,575	1,997,423	16.9%	2,364,249	2,509,542	-5.8%
Building And Construction	2,508,635	2,440,550	2.8%	2,498,891	2,454,538	1.8%
Business And Industry	4,840,706	3,940,101	22.9%	5,084,877	3,929,945	29.4%
Food And Drugs	2,550,884	2,322,792	9.8%	2,509,624	2,607,361	-3.7%
Fuel And Service Stations	2,364,851	2,191,535	7.9%	2,325,798	2,337,393	-0.5%
General Consumer Goods	8,187,389	7,466,729	9.7%	7,979,851	7,960,581	0.2%
Restaurants And Hotels	14,314,756	13,514,431	5.9%	13,855,617	13,039,374	6.3%
Transfers & Unidentified	626,309	217,709	187.7%	224,387	111,609	101.0%
County & State Pool	12,588,236	9,541,466	31.9%	12,597,470	10,982,093	14.7%
	50,317,340	43,632,737	15.3%	49,440,765	45,932,436	7.6%
San Mateo County						
Autos And Transportation	9,342,250	11,129,710	-16.1%	10,483,583	10,096,162	3.8%
Building And Construction	4,320,610	4,400,049	-1.8%	4,348,194	4,392,928	-1.0%
Business And Industry	7,436,509	8,940,929	-16.8%	10,154,619	8,379,701	21.2%
Food And Drugs	2,287,050	1,991,105	14.9%	2,246,735	2,296,469	-2.2%
Fuel And Service Stations	3,546,982	3,354,719	5.7%	3,485,472	3,613,977	-3.6%
General Consumer Goods	7,355,069	6,736,964	9.2%	7,443,143	7,376,968	0.9%
Restaurants And Hotels	8,104,427	7,893,253	2.7%	8,020,013	7,834,262	2.4%
Transfers & Unidentified	547,704	111,572	390.9%	73,265	55,811	31.3%
County & State Pool	12,461,270	10,195,410	22.2%	12,332,203	11,239,192	9.7%
	55,401,871	54,753,711	1.2%	58,587,227	55,285,471	6.0%

* Based on partial data

ACTUAL/ADJUSTED COMPARISON - BY COUNTY AND MAJOR INDUSTRY GROUP

	ACTUAL RECEIPTS			ADJUSTED FOR ECONOMIC DATA		
	3Q 2025	3Q 2024	% Change	3Q 2025	3Q 2024	% Change
Santa Clara County						
Autos And Transportation	15,026,979	17,274,287	-13.0%	17,182,439	17,967,266	-4.4%
Building And Construction	10,077,782	9,929,399	1.5%	10,080,619	9,889,232	1.9%
Business And Industry	39,224,203	42,569,020	-7.9%	38,220,963	38,323,017	-0.3%
Food And Drugs	4,259,703	3,772,981	12.9%	4,228,481	4,279,554	-1.2%
Fuel And Service Stations	6,851,995	6,052,667	13.2%	6,580,217	6,831,565	-3.7%
General Consumer Goods	19,923,411	17,221,139	15.7%	19,727,447	18,835,495	4.7%
Restaurants And Hotels	18,999,668	17,884,503	6.2%	18,602,074	17,856,853	4.2%
Transfers & Unidentified	1,262,916	192,193	557.1%	188,641	141,539	33.3%
County & State Pool	28,498,358	23,314,136	22.2%	29,524,358	26,334,468	12.1%
	144,125,015	138,210,324	4.3%	144,335,238	140,458,988	2.8%
Solano County						
Autos And Transportation	4,093,763	4,667,611	-12.3%	4,464,585	4,322,074	3.3%
Building And Construction	1,853,625	1,848,167	0.3%	1,848,504	1,824,042	1.3%
Business And Industry	5,799,278	5,390,540	7.6%	5,810,166	5,071,305	14.6%
Food And Drugs	1,034,990	1,010,213	2.5%	1,039,707	1,067,374	-2.6%
Fuel And Service Stations	2,064,802	2,227,620	-7.3%	1,877,891	2,174,116	-13.6%
General Consumer Goods	3,830,917	3,866,872	-0.9%	3,923,713	4,066,602	-3.5%
Restaurants And Hotels	2,887,122	2,693,798	7.2%	2,777,316	2,716,396	2.2%
Transfers & Unidentified	272,359	81,598	233.8%	31,858	42,417	-24.9%
County & State Pool	4,488,806	3,920,431	14.5%	4,517,947	4,462,486	1.2%
	26,325,661	25,706,850	2.4%	26,291,688	25,746,811	2.1%
Sonoma County						
Autos And Transportation	4,169,747	4,248,415	-1.9%	4,249,812	4,341,652	-2.1%
Building And Construction	3,734,669	4,034,453	-7.4%	3,877,148	3,979,904	-2.6%
Business And Industry	4,326,650	3,879,574	11.5%	4,122,124	3,845,517	7.2%
Food And Drugs	2,029,307	1,869,512	8.5%	1,975,832	2,003,252	-1.4%
Fuel And Service Stations	2,170,137	2,258,885	-3.9%	2,099,930	2,430,134	-13.6%
General Consumer Goods	4,218,775	4,113,623	2.6%	4,307,530	4,371,171	-1.5%
Restaurants And Hotels	4,202,584	4,068,166	3.3%	4,109,791	4,077,765	0.8%
Transfers & Unidentified	347,900	54,864	534.1%	74,715	49,471	51.0%
County & State Pool	5,302,065	4,065,220	30.4%	5,355,194	5,099,189	5.0%
	30,501,835	28,592,711	6.7%	30,172,076	30,198,055	-0.1%
*Bay Area Totals						
Autos And Transportation	61,604,108	60,005,168	2.7%	68,913,359	68,261,666	1.0%
Building And Construction	39,466,338	40,364,774	-2.2%	39,679,079	40,268,108	-1.5%
Business And Industry	92,415,415	95,678,828	-3.4%	93,712,044	90,330,750	3.7%
Food And Drugs	20,424,091	18,542,640	10.1%	20,158,964	20,704,855	-2.6%
Fuel And Service Stations	29,356,809	27,442,984	7.0%	28,011,553	29,453,132	-4.9%
General Consumer Goods	69,457,262	63,637,535	9.1%	69,645,108	68,480,419	1.7%
Restaurants And Hotels	71,633,520	68,524,673	4.5%	69,701,049	67,889,906	2.7%
Transfers & Unidentified	4,999,480	1,060,713	371.3%	928,134	696,111	33.3%
County & State Pools	99,958,407	82,021,181	21.9%	101,471,556	93,917,567	8.0%
	489,315,429	457,278,496	7.0%	492,220,847	480,002,513	2.5%
*HdL State Totals						
Autos And Transportation	327,375,544	343,889,914	-4.8%	342,117,876	339,379,286	0.8%
Building And Construction	195,548,576	199,155,160	-1.8%	196,248,105	198,996,242	-1.4%
Business And Industry	407,470,577	443,735,070	-8.2%	405,301,665	385,446,900	5.2%
Food And Drugs	101,231,561	92,659,705	9.3%	99,449,880	101,939,994	-2.4%
Fuel And Service Stations	190,695,575	179,684,035	6.1%	180,180,397	187,437,454	-3.9%
General Consumer Goods	355,850,253	331,681,316	7.3%	357,365,819	354,642,868	0.8%
Restaurants And Hotels	317,930,107	306,401,138	3.8%	309,412,637	307,376,171	0.7%
Transfers & Unidentified	26,038,765	5,538,076	370.2%	5,221,987	4,078,489	28.0%
County & State Pools	423,711,128	338,608,751	25.1%	427,946,281	400,427,535	6.9%
	2,345,852,087	2,241,353,165	4.7%	2,323,244,648	2,279,724,939	1.9%

* Based on partial data



NAPA COUNTY ALL AGENCIES

SALES TAX TRENDS FOR ALL AGENCIES - 3Q 2025 SALES

ADJUSTED FOR
ECONOMIC DATA*

Agency allocations reflect "point of sale" receipts

Agency Name	Count	Current Year 3Q 2025	Prior Year 3Q 2024	Share of County Pool	Actual Receipts % Change	Adjusted % Change
St. Helena	577	760,971	705,118	8.0%	+ 20.8%	+ 7.9%
Napa	3,315	4,574,286	4,483,101	46.2%	+ 5.1%	+ 2.0%
Yountville	157	415,352	412,221	4.3%	+ 10.9%	+ 0.8%
Napa Co. Uninc	2,692	2,768,999	2,967,744	29.7%	+ 4.8%	- 6.7%
Calistoga	403	340,498	386,174	3.6%	- 2.9%	- 11.8%
American Canyon	549	775,498	881,799	8.1%	- 5.6%	- 12.1%
Totals	7,693	9,635,604	9,836,158	100.0%	+ 5.1%	- 2.0%
Napa Pool	11,555	1,987,151	1,912,785		+ 17.0%	+ 3.9%



NAPA COUNTY ALL AGENCIES

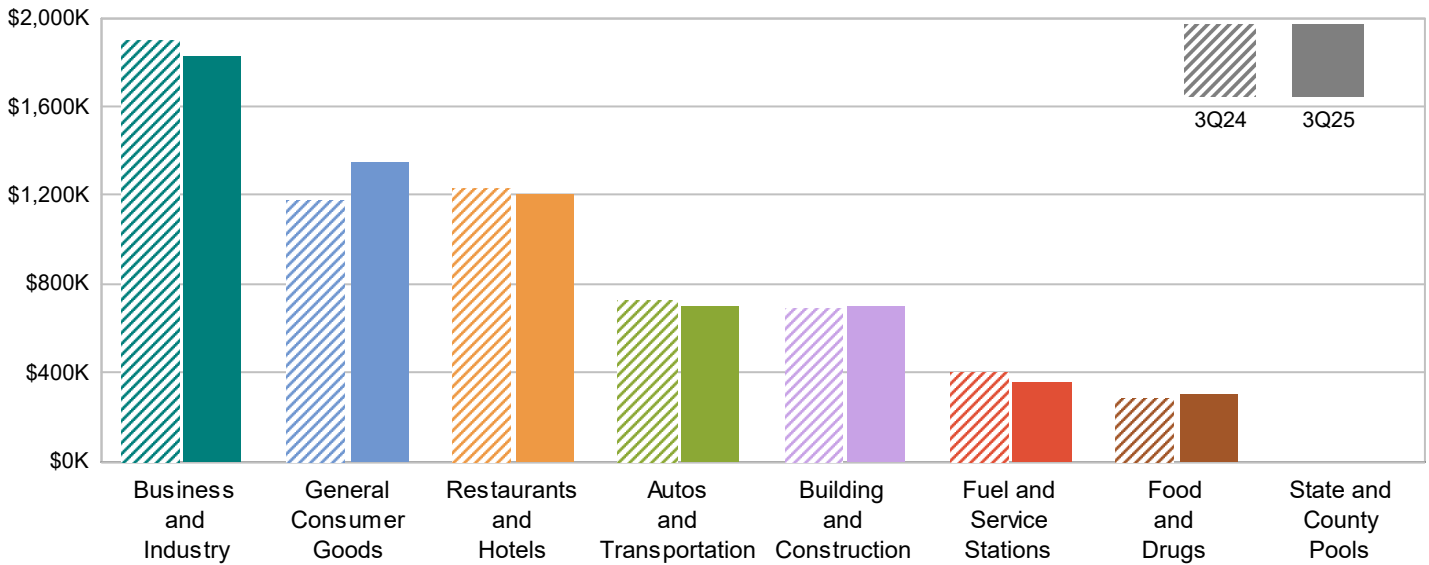
SALES TAX TRENDS FOR ALL AGENCIES - 3Q 2025 SALES

Agency allocations reflect "point of sale" receipts

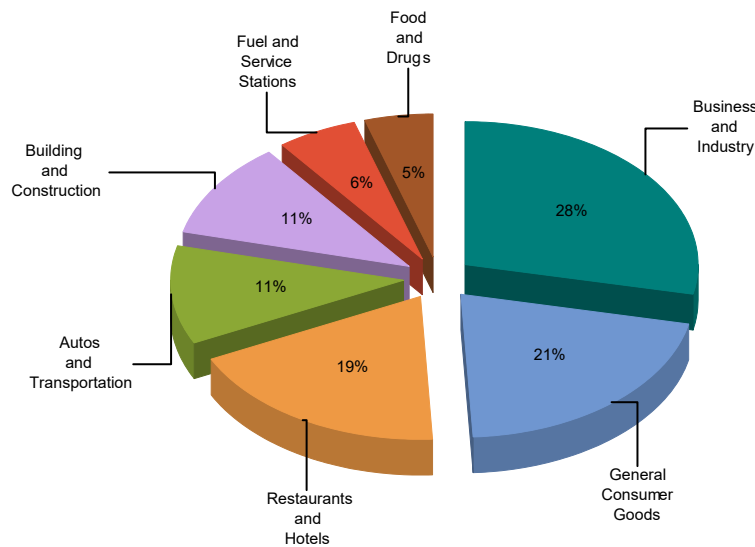
Agency Name	Count	Current Year 3Q 2025	Prior Year 3Q 2024	Share of County Pool	Actual Receipts % Change	Adjusted % Change
St. Helena	577	787,626	652,180	8.0%	+ 20.8%	+ 7.9%
Napa	3,315	4,549,753	4,328,917	46.2%	+ 5.1%	+ 2.0%
Yountville	157	427,496	385,462	4.3%	+ 10.9%	+ 0.8%
Napa Co. Uninc	2,692	2,930,303	2,796,104	29.7%	+ 4.8%	- 6.7%
Calistoga	403	355,441	366,018	3.6%	- 2.9%	- 11.8%
American Canyon	549	801,914	849,363	8.1%	- 5.6%	- 12.1%
Totals	7,693	9,852,533	9,378,044	100.0%	+ 5.1%	- 2.0%
Napa Pool	11,555	1,959,484	1,674,913		+ 17.0%	+ 3.9%

Major Industry Group	Count	3Q25	3Q24	\$ Change	% Change
Business and Industry	9,412	1,825,900	1,902,041	(76,142)	-4.0%
General Consumer Goods	4,309	1,349,792	1,181,745	168,047	14.2%
Restaurants and Hotels	657	1,210,359	1,233,419	(23,060)	-1.9%
Autos and Transportation	1,513	707,636	727,779	(20,143)	-2.8%
Building and Construction	1,245	700,592	699,843	749	0.1%
Fuel and Service Stations	108	360,623	404,292	(43,669)	-10.8%
Food and Drugs	293	306,339	295,784	10,555	3.6%
Transfers & Unidentified	4,738	85,922	70,785	15,137	21.4%
State and County Pools	-	0	0	0	-N/A-
Total	22,275	6,547,164	6,515,689	31,474	0.5%

3Q24 Compared To 3Q25



3Q25 Percent of Total

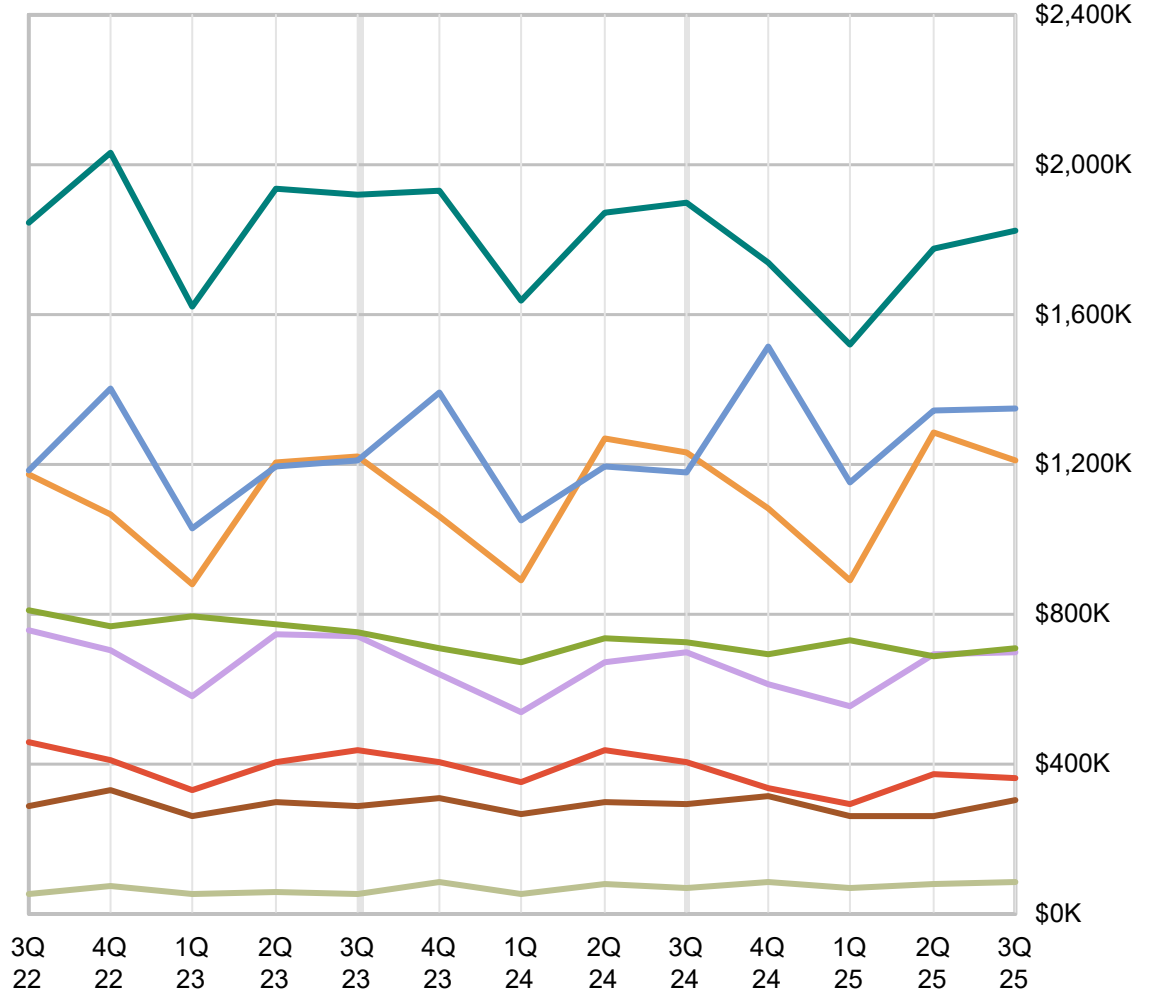


Code	Business Type Description (Count)	AGENCY			COUNTY		HdL STATE	
		3Q 2025	3Q 2024	Change	3Q 2025	Change	3Q 2025	Change
45	Wineries (928)	755,255	837,026	-9.8%	2,140,980	-4.5%	5,513,775	-4.0%
60	New Motor Vehicle Dealers (473)	401,794	426,461	-5.8%	442,904	-5.0%	211,877,685	0.8%
35	Casual Dining (196)	370,993	396,723	-6.5%	707,927	-8.4%	135,012,496	0.7%
08	Discount Dept Stores (8)	351,539	209,881	67.5%	645,910	71.0%	115,763,139	-1.2%
62	Service Stations (35)	338,786	386,116	-12.3%	585,037	-12.9%	149,350,952	-5.7%
09	Retail ECommerce (85)	330,404	311,082	6.2%	1,392	-54.2%	471,988	5.5%
50	Building Materials (219)	325,323	350,979	-7.3%	534,151	-3.6%	101,866,923	-2.7%
36	Fine Dining (31)	275,141	272,046	1.1%	582,076	3.5%	14,328,917	-6.0%
75	Hotels/Motels (42)	251,979	248,820	1.3%	518,003	3.8%	15,893,345	1.9%
82	Contractors (878)	240,310	224,843	6.9%	192,491	12.2%	55,080,231	-0.7%
03	Family Apparel (510)	138,015	134,722	2.4%	191,092	1.6%	53,465,279	2.9%
99	Light Industrial/Printers (2229)	137,919	143,277	-3.7%	139,498	36.7%	27,416,837	-2.5%
34	Grocery Stores (30)	124,156	135,441	-8.3%	254,334	-7.7%	49,967,119	-3.1%
24	Quick-Service Restaurants (169)	123,969	129,716	-4.4%	243,360	-0.4%	92,863,375	-1.8%
22	Convenience Stores/Liquor (155)	123,134	101,028	21.9%	135,636	-5.9%	25,319,848	-1.9%
30	Home Furnishings (435)	121,129	119,825	1.1%	82,076	-26.1%	26,306,802	1.7%
52	Plumbing/Electrical Supplies (115)	114,054	102,492	11.3%	169,591	5.6%	33,778,262	-1.1%
90	Food Service Equip./Supplies (600)	113,522	102,058	11.2%	87,980	0.8%	11,391,659	1.3%
89	Business Services (1114)	108,198	118,517	-8.7%	34,000	-27.7%	19,460,756	12.5%
64	Used Automotive Dealers (420)	104,081	109,239	-4.7%	5,212	-76.4%	30,107,576	-10.8%
94	Trailers/Auto Parts (178)	97,112	9,073	970.3%	91	6.3%	7,732,144	-6.7%
19	Specialty Stores (1195)	96,359	93,683	2.9%	104,077	1.3%	32,295,543	-3.1%
84	Medical/Biotech (559)	93,639	101,603	-7.8%	65,395	42.9%	39,093,688	0.7%
76	Leisure/Entertainment (154)	92,706	98,890	-6.3%	188,574	-6.0%	18,141,540	-0.3%
98	Heavy Industrial (733)	86,488	92,756	-6.8%	50,410	-21.3%	26,967,170	0.8%
	All Others (10784)	1,231,159	1,259,392	-2.2%	1,533,407	-10.8%	595,832,609	1.9%
	TOTAL ALL TYPES (22275)	6,547,164	6,515,689	0.5%	9,635,604	-2.0%	1,895,299,657	-0.3%
Major Industry Groups								
	Autos And Transportation (1513)	707,636	727,779	-2.8%	689,429	-4.5%	342,117,267	-0.7%
	Building And Construction (1245)	700,592	699,843	0.1%	927,230	1.0%	196,248,105	-1.8%
	Business And Industry (9412)	1,825,900	1,902,041	-4.0%	2,953,249	-9.0%	405,301,888	3.3%
	Food And Drugs (293)	306,339	295,784	3.6%	508,809	-8.1%	99,449,880	-3.2%
	Fuel And Service Stations (108)	360,623	404,292	-10.8%	751,717	-1.3%	180,180,397	-4.4%
	General Consumer Goods (4309)	1,349,792	1,181,745	14.2%	1,391,248	19.7%	357,365,827	-0.3%
	Restaurants And Hotels (657)	1,210,359	1,233,419	-1.9%	2,396,973	-2.4%	309,414,306	-0.5%
	Transfers & Unidentified (4738)	85,922	70,785	21.4%	16,949	-9.5%	5,221,987	26.9%
	TOTAL ALL GROUPS (22275)	6,547,164	6,515,689	0.5%	9,635,604	-2.0%	1,895,299,657	-0.3%
TOTAL ALL BUSINESSES (22275)		6,547,164	6,515,689	0.5%	9,635,604	-2.0%	1,895,299,657	-0.3%
ALLOCATIONS FROM COUNTY POOL		0	0	na				
ALLOCATIONS FROM STATE POOL		0	0	na				
GROSS RECEIPTS		6,547,164	6,515,689	0.5%				

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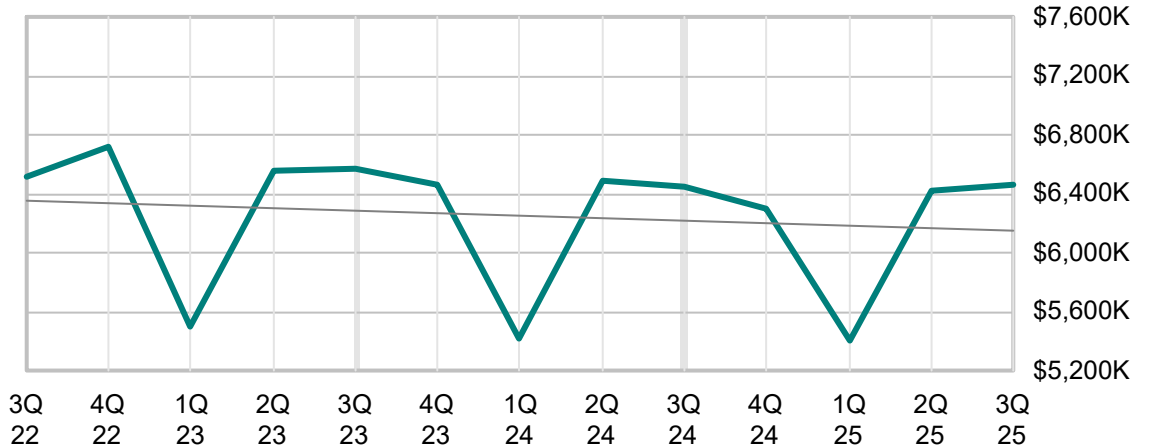
Sales Tax by Major Industry Group

- Business And Industry**
Count: 9,412
- General Consumer Goods**
Count: 4,309
- Restaurants And Hotels**
Count: 657
- Autos And Transportation**
Count: 1,513
- Building And Construction**
Count: 1,245
- Fuel And Service Stations**
Count: 108
- Food And Drugs**
Count: 293
- Transfers & Unidentified**
Count: 4,738



Agency Trend

- Napa Valley Transportation Aut**
- 13 Quarter Trend: -3.3%



Periods shown reflect the period in which the sales occurred - Point of Sale

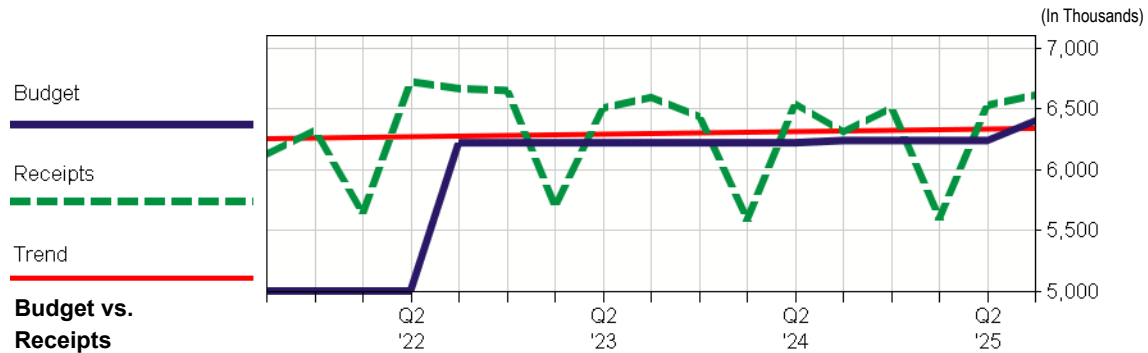


NAPA VALLEY MEASURE U

TRANSACTIONS & USE TAX ALLOCATION SUMMARY

Seven Major Industry Groups	Fiscal Yr 2023-24	FY 2024-25 Sales Quarters				Fiscal Yr 2024-25	Dollar Change	Percent Change	FY 2025-26 Sales Quarters				Fiscal Yr 2025-26	YTD % Change
	Totals	3Q	4Q	1Q	2Q	Totals	Prior Yr	Prior Yr	3Q	4Q	1Q	2Q	YTD Totals	Prior Yr
District Tax														
Autos And Transportation	2,866,580	727,084	702,668	731,449	694,323	2,855,524	(11,056)	0%	673,440				673,440	-7%
Building And Construction	2,606,529	694,463	605,251	561,812	703,703	2,565,229	(41,300)	-2%	702,191				702,191	1%
Business And Industry	7,423,400	1,834,487	1,836,543	1,577,429	1,782,741	7,031,200	(392,200)	-5%	1,884,454				1,884,454	3%
Food And Drugs	1,166,348	275,364	300,941	296,388	272,366	1,145,058	(21,290)	-2%	307,115				307,115	12%
Fuel And Service Stations	1,637,606	401,123	331,974	310,169	360,743	1,404,009	(233,597)	-14%	376,517				376,517	-6%
General Consumer Goods	4,879,414	1,140,874	1,562,740	1,138,146	1,372,148	5,213,908	334,493	7%	1,321,210				1,321,210	16%
Restaurants And Hotels	4,491,064	1,206,241	1,122,618	920,370	1,306,828	4,556,058	64,994	1%	1,234,849				1,234,849	2%
Transfers & Unidentified	275,215	75,064	86,709	91,051	87,694	340,517	65,302	24%	164,117				164,117	119%
Total District Tax	25,346,156	6,354,700	6,549,444	5,626,813	6,580,545	25,111,502	(234,654)	-1%	6,663,892				6,663,892	5%
Less: Cost of Administration	(199,180)	(45,100)	(45,100)	(34,280)	(52,860)	(177,340)	21,840	11%	(52,860)				(52,860)	-17%
Grand Total	25,146,976	6,309,600	6,504,344	5,592,533	6,527,685	24,934,162	(212,814)	-1%	6,611,032				6,611,032	5%
Budget	24,876,040					24,950,000							25,600,000	

**Due to the monthly allocation changes by CDTFA, as of 1st Quarter 2018 all fiscal year totals will be reported on an accrual basis (July to June sales).



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HdL NAPA VALLEY MEASURE U

3 YEAR TRANSACTIONS AND USE TAX BUDGET ESTIMATE

Industry Group	FY 2024-25	FY 2025-26		FY 2026-27		FY 2027-28	
	Actuals	Projection	%	Projection	%	Projection	%
Autos & Transportation	2,855,524	2,832,880	-0.8%	2,918,880	3.0%	3,049,880	4.5%
Building & Construction	2,565,229	2,528,957	-1.4%	2,568,957	1.6%	2,635,957	2.6%
Business & Industry	7,031,200	7,060,167	0.4%	7,075,167	0.2%	7,216,167	2.0%
Food & Drugs	1,145,058	1,142,809	-0.2%	1,126,809	-1.4%	1,137,809	1.0%
Fuel & Service Stations	1,404,009	1,429,402	1.8%	1,478,402	3.4%	1,508,402	2.0%
General Consumer Goods	5,213,908	5,491,244	5.3%	5,602,244	2.0%	5,714,244	2.0%
Restaurants & Hotels	4,556,058	4,614,665	1.3%	4,742,665	2.8%	4,903,665	3.4%
Transfers & Unidentified	340,517	429,570	26.2%	429,570	0.0%	429,570	0.0%
Total	25,111,502	25,529,695	1.7%	25,942,695	1.6%	26,595,695	2.5%
Administration Cost	(177,340)	(207,560)		(212,730)		(218,085)	
Total	24,934,162	25,322,135	1.6%	25,729,965	1.6%	26,377,610	2.5%

*Estimate is on an accrual basis (allocations for sales through June)

Note: Statewide factors influencing the forecast include uncertainty in most areas and rapidly evolving actions that can influence prices and spending and well as customers focused on value spending and limiting discretionary purchases.

*GCG: Costco opened 10/18/24, estimated to generate \$485K after considering a \$50K/FY offset for the impact its fuel island will have on existing gas stations. Kohl's store closed as of 2Q25.

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	Payment Month	ACTUAL		FORECAST *	
		Fiscal Year 2024-25	Fiscal Year 2025-26	Fiscal Year 2025-26	Fiscal Year 2026-27
1st Advance	June	\$ 1,920,455	\$ 2,001,437	\$ 2,001,437	\$ 1,797,000
2nd Advance	July	2,151,976	2,282,522	2,282,522	1,797,000
Clean Up	August	2,464,790	2,243,725	2,243,725	3,006,969
2nd Quarter Allocation		6,537,221	6,527,685	6,527,685	6,600,969
1st Advance	September	1,958,540	2,054,928	2,054,928	1,803,600
2nd Advance	October	1,840,618	2,151,729	2,151,729	1,803,600
Clean Up	November	2,510,442	2,404,376	2,404,376	3,017,917
3rd Quarter Allocation		6,309,600	6,611,032	6,611,032	6,625,117
1st Advance	December	1,960,134	1,955,196	1,955,196	1,795,900
2nd Advance	January	1,792,785	-	1,955,196	1,795,900
Clean Up	February	2,751,425	-	2,598,241	3,005,102
4th Quarter Allocation		6,504,344	1,955,196	6,508,632	6,596,902
1st Advance	March	1,675,346	-	1,524,900	1,563,200
2nd Advance	April	1,565,046	-	1,524,900	1,563,200
Clean Up	May	2,352,142	-	2,551,701	2,615,937
1st Quarter Allocation		5,592,533	-	5,601,501	5,742,337
1st Advance	June	2,001,437	-	1,797,000	1,841,800
2nd Advance	July	2,282,522	-	1,797,000	1,841,800
Clean Up	August	2,243,725	-	3,006,969	3,082,008
2nd Quarter Allocation		6,527,685	-	6,600,969	6,765,608
Fiscal Year Reconciliation					
Accrual		\$ 24,934,162	\$ 8,566,228	\$ 25,322,135	\$ 25,729,965

* Based on budget prepared 01/15/26 by Sue



NAPA VALLEY TRANSPORTATION AUTHORITY TAX REVENUE

TRANSPORTATION AUTHORITY REVENUES APPORTIONED BY TRANSACTION TAX PERCENTAGE

	4th Qtr 2023			1st Qtr 2024			2nd Qtr 2024			3rd Qtr 2024			4 Qtrs Ending 3rd Qtr 2024		
	Sales Tax Totals	Percent of Total	Measure U Allocation	Sales Tax Totals	Percent of Total	Measure U Allocation	Sales Tax Totals	Percent of Total	Measure U Allocation	Sales Tax Totals	Percent of Total	Measure U Allocation	Sales Tax Totals	Percent of Total	Measure U Allocation
City of Napa	4,434,153	44.20%	2,867,881	4,100,086	46.53%	2,620,026	4,676,665	47.14%	3,103,070	4,328,918	46.16%	2,933,338	17,539,821	45.99%	11,524,315
City of American Canyon	918,845	9.16%	594,282	887,240	10.07%	566,962	876,221	8.83%	581,392	849,363	9.06%	575,541	3,531,669	9.26%	2,318,177
City of Calistoga	254,340	2.54%	164,500	275,315	3.12%	175,931	327,257	3.30%	217,142	366,018	3.90%	248,019	1,222,930	3.21%	805,592
City of St. Helena	669,974	6.68%	433,319	730,188	8.29%	466,603	802,632	8.09%	532,564	652,180	6.95%	441,927	2,854,974	7.49%	1,874,413
Town of Yountville	361,255	3.60%	233,649	281,766	3.20%	180,053	396,742	4.00%	263,247	385,462	4.11%	261,194	1,425,224	3.74%	938,144
County Unincorporated	3,393,642	33.83%	2,194,909	2,536,372	28.79%	1,620,786	2,840,759	28.64%	1,884,906	2,796,105	29.82%	1,894,681	11,566,878	30.33%	7,595,283
Total	10,032,209	100.00%	6,488,541	8,810,967	100.00%	5,630,361	9,920,276	100.00%	6,582,321	9,378,045	100.00%	6,354,700	38,141,497	100.00%	25,055,924

	4th Qtr 2024			1st Qtr 2025			2nd Qtr 2025			3rd Qtr 2025			4 Qtrs Ending 3rd Qtr 2025		
	Sales Tax Totals	Percent of Total	Measure U Allocation	Sales Tax Totals	Percent of Total	Measure U Allocation	Sales Tax Totals	Percent of Total	Measure U Allocation	Sales Tax Totals	Percent of Total	Measure U Allocation	Sales Tax Totals	Percent of Total	Measure U Allocation
City of Napa	4,740,411	46.81%	3,065,925	4,024,822	46.38%	2,609,583	4,821,783	49.44%	3,253,460	4,549,754	46.18%	3,077,286	18,136,771	47.22%	12,006,255
City of American Canyon	854,729	8.44%	552,808	847,791	9.77%	549,684	718,187	7.36%	484,591	801,914	8.14%	542,385	3,222,620	8.39%	2,129,467
City of Calistoga	272,740	2.69%	176,398	377,518	4.35%	244,772	337,681	3.46%	227,848	355,441	3.61%	240,407	1,343,381	3.50%	889,426
City of St. Helena	692,047	6.83%	447,591	674,936	7.78%	437,610	755,477	7.75%	509,752	787,626	7.99%	532,721	2,910,086	7.58%	1,927,674
Town of Yountville	410,936	4.06%	265,778	276,766	3.19%	179,447	399,566	4.10%	269,604	427,496	4.34%	289,143	1,514,764	3.94%	1,003,972
County Unincorporated	3,155,627	31.16%	2,040,944	2,476,534	28.54%	1,605,716	2,719,987	27.89%	1,835,290	2,930,303	29.74%	1,981,949	11,282,452	29.37%	7,463,900
Total	10,126,490	100.00%	6,549,444	8,678,368	100.00%	5,626,813	9,752,681	100.00%	6,580,545	9,852,534	100.00%	6,663,892	38,410,073	100.00%	25,420,695

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