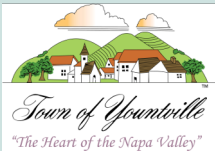


TOWN OF YOUNTVILLE

SALES TAX UPDATE

3Q 2025 (JULY - SEPTEMBER)



YOUNTVILLE
TOTAL: \$ 502,313

2.3%
3Q2025



-1.4%
COUNTY

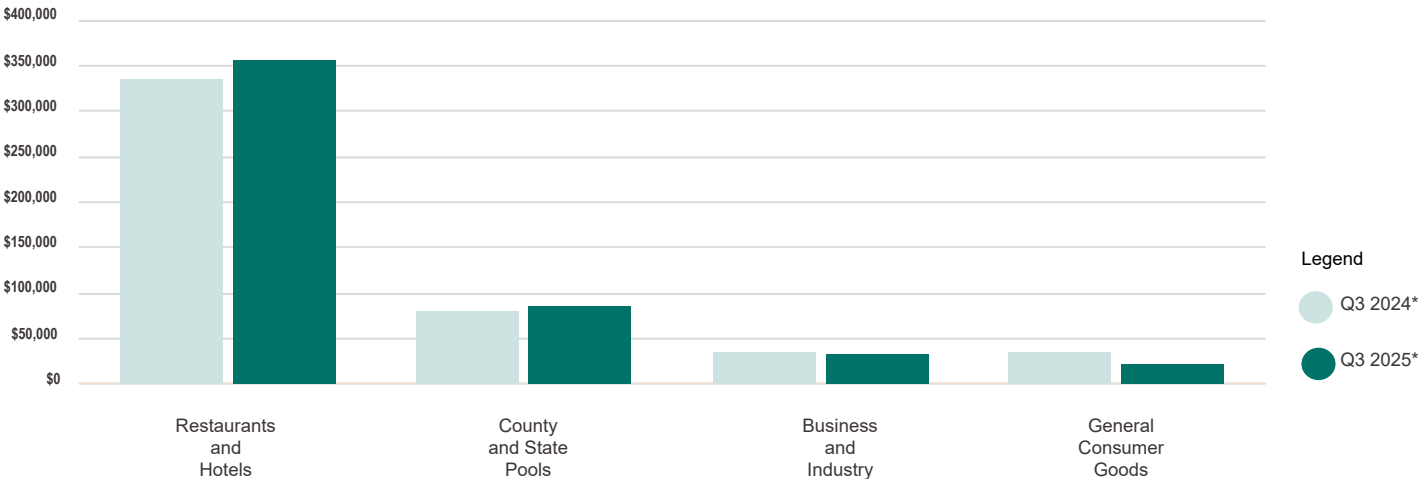


1.9%
STATE



**Allocation aberrations have been adjusted to reflect sales activity*

SALES TAX BY MAJOR BUSINESS GROUP



TOWN OF YOUNTVILLE HIGHLIGHTS

Yountville's receipts from July through September were 12.9% above the third sales period in 2024. Excluding reporting aberrations, actual sales were up 2.3%.

Confidentiality rules limit the details that can be shared.

The biggest categories are all hospitality related most are doing much better than the statewide averages; fine dining was up 0.5% while statewide this category is down 6%; hotels were up 29% with new accounts reporting; casual dining was up 5% while statewide was up only 0.7%.

The winery industry is undergoing the sharpest correction in a long time; the winery category was down almost 7%.

A reporting anomaly in general consumer goods caused the large decline for the group; the issue is under review by the state.

With the overall positive results, the Town's portion of the pool was up.

Net of aberrations, taxable sales for all of Napa County declined 1.4% over the comparable time period; the Bay Area was up 2.6%.



TOP 25 PRODUCERS

- Addendum at Ad Hoc
- Bardessono Hotel & Spa
- Bistro Jeanty
- Bottega
- Bouchon
- Ciccio
- Estate Yountville Hotel Villagio
- Handwritten Wines
- Hestan Vineyards
- Hill Family Estate
- Hotel Yountville
- JCB Tasting Salon
- Jessup Cellars
- La Calenda
- Maisonry Napa Valley
- Napa Valley Bike Tours
- North Block Hotel
- R+D Kitchen
- Ranch Market Too
- Regis Ova Caviar & Champagne Lounge
- Restoration Hardware
- The French Laundry
- V Wine Cellar
- Villagio Inn & Spa
- Vintners Golf Club



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.

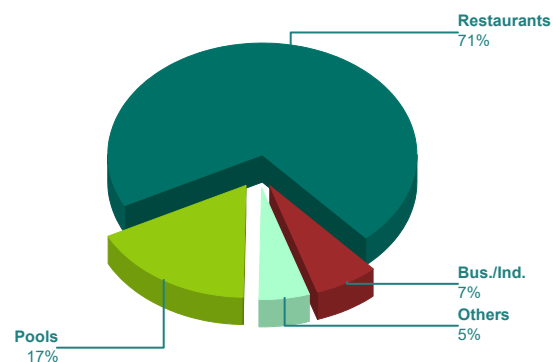
The food and drug sector continued its downward trend as grocers remitted fewer taxes, reflecting the challenge of generating taxable revenue amid rising food prices. Drug store filings have declined throughout the year, driven partly by increased access to medications through e-commerce platforms and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

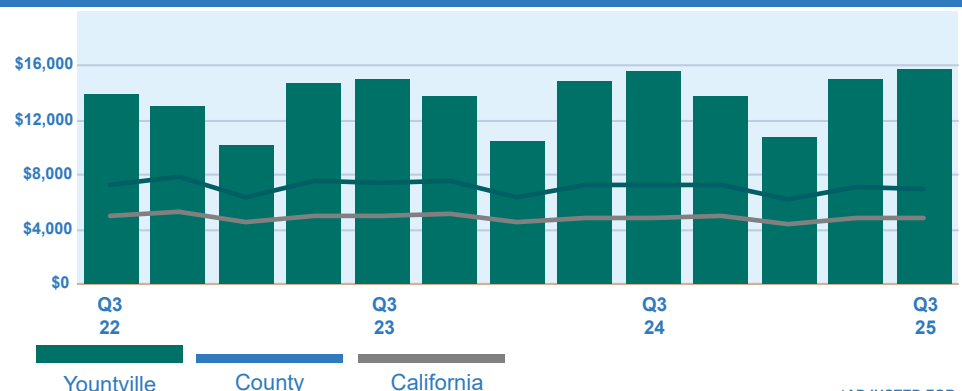
With the Federal Reserve considering additional rate changes in early 2026, optimism for improved consumer financing conditions and stronger sales tax receipts remains. As national tariff and trade talks ease, inflationary pressures will continue to shape spending behavior. For now, calendar year 2025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

REVENUE BY BUSINESS GROUP Yountville This Quarter*



*ADJUSTED FOR ECONOMIC DATA

SALES PER CAPITA*



*ADJUSTED FOR ECONOMIC DATA