



FOR IMMEDIATE RELEASE
August 27, 2025

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CITY OF NAPA AND NAPA COUNTY LANDMARKS LAUNCH LEGACY BUSINESS PROGRAM

NAPA, California - The City of Napa's Economic Development Division, in partnership with Napa County Landmarks, is proud to announce the launch of *Est.20+: Napa's Legacy Business Program*, a new initiative celebrating the businesses that have helped shape Napa's community and character for decades.

Modeled after San Francisco's nationally recognized Legacy Business Program, *Est.20+* honors businesses that have operated continuously for at least 20 years. The program highlights their cultural and historic contributions, while strengthening local pride and promoting heritage tourism. *Est.20+* is the only county-wide legacy business program in Northern California.

"Legacy Businesses are more than storefronts - they are living testaments to Napa's history, resilience, and sense of place," said Jennifer Owen, Economic Development Program Coordinator. "Through this program we are encouraging our residents to be tourists in their own town by discovering and rediscovering these legacy businesses."

"Protecting and promoting Napa's heritage is at the heart of our mission," said Christine Madrid French, Executive Director of Napa County Landmarks. "Research shows that long-standing local businesses contribute directly to social sustainability. They provide continuity and cultivate cultural vibrancy, which are essential components of a resilient economy."

Participation in the *Est.20+ Legacy Business Program* is free and applying is easy at napacountylandmarks.org/est20 or by emailing info@napacountylandmarks.org.

Benefits for Participating Businesses

The program is free to eligible businesses and provides:

- Official Legacy Business window cling and promotional toolkit
- Spotlight features in printed and digital Legacy Business maps
- Opportunities to host or be showcased in Legacy Business events throughout the year

In addition, the first 10 businesses to register receive a custom business profile with professional photography for the program website.



The inaugural Napa Legacy Businesses are:

- Small World
- Napa River Inn
- Andie's Café
- Angele Restaurant and Bar
- Napa County Historical Society
- Vintner's Collective
- Napa Design Partners
- Migliavacca Wine Company

Although the initial focus for the Legacy Business program has been the City of Napa, the program will expand its scope to recognize Legacy Businesses throughout the Napa Valley in 2026.

City to issue official proclamation

On Tuesday, September 16, at 3:30 p.m., the Napa City Council will issue a proclamation officially recognizing the Est.20+ Legacy Business Program. Legacy Business honorees will be present. We encourage the public to come to the City Council proclamation wearing merchandise representing their favorite local legacy business.

Learn More

To apply or explore Napa's Legacy Businesses, visit napacountylandmarks.org/est20.

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