

SUPPLEMENTAL REPORTS & COMMUNICATIONS I
Office of the City Clerk

City Council of the City of Napa
Regular Meeting
December 7, 2021

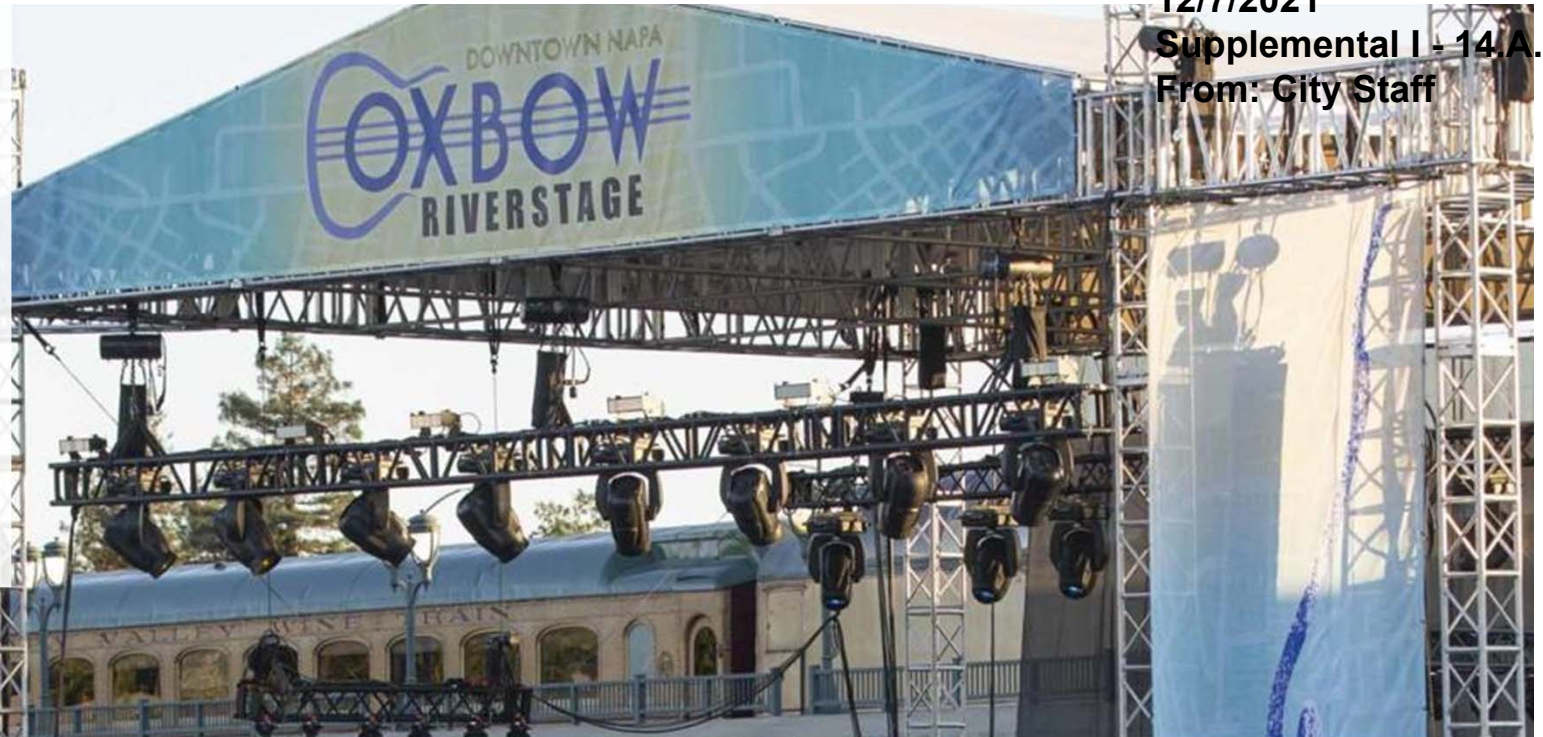
FOR THE CITY COUNCIL OF THE CITY OF NAPA:

EVENING SESSION:

14. ADMINISTRATIVE REPORTS:

14.A. Oxbow Riverstage Concert Series

- PowerPoint Presentation from City Staff.
- 1) Written communication from Christopher and Beth Daulton received on October 25, 2021.
- 2) Written communication from Fiona Campbell received on October 26, 2021.
- 3) Email from Clark Sterling received on November 1, 2021.
- 4) Email with attached letter from Linsey Gallagher, on behalf of Visit Napa Valley, received on December 3, 2021.
- 5) Email from Darcy Tunt received on December 6, 2021.
- 6) Email from Lisa Pavageau received on December 6, 2021.
- 7) Email with attached letter from Travis Stanley, President/CEO of Napa Chamber of Commerce received on December 6, 2021.
- 8) Email from Dr. Jag Soni (sent by Ken Tesler) received on December 7, 2021.
- 9) Email from Steven Urberg received on December 7, 2021.



Oxbow Riverstage Concert Series December 7, 2021



Agenda

- Background
- Review Existing License Agreement
- 2021 Season Review
- Proposed Changes to 2022 License Agreement
- Recommended Action





Setting the stage



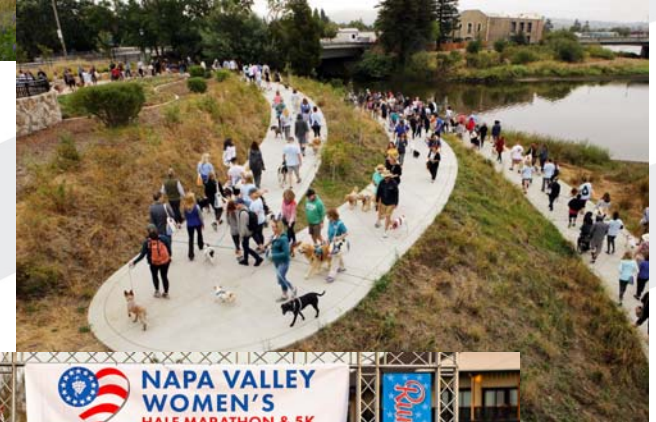
Oxbow Commons

- Opened in August 2015
- Envisioned to be an inviting greenway and active community park
- Part of the Napa River Flood Control Project
- Designed as a wet/dry bypass channel



Oxbow Commons

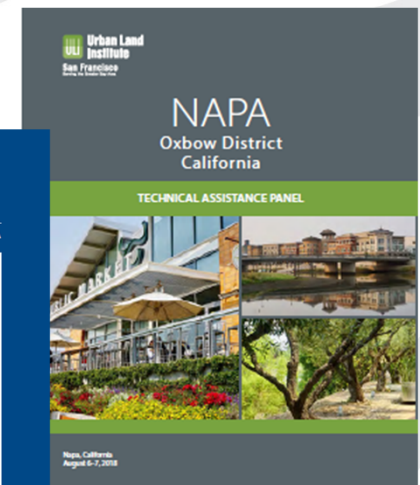
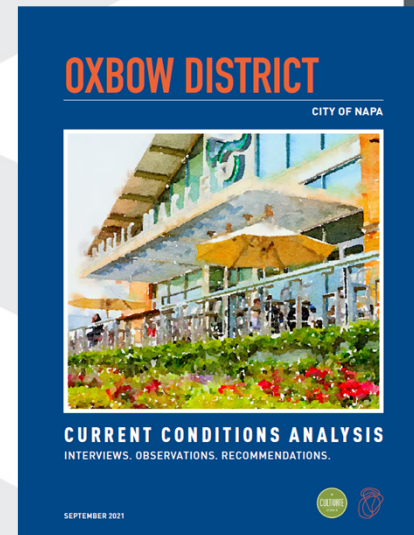
- Oxbow Commons Operations Plan presented to City Council in December 2015
 - Activate the space and facilitate greater public use
 - Move existing special events to Oxbow Commons to alleviate downtown streets closures
 - Develop new events in park
 - Possible host location for semi-permanent concession operations



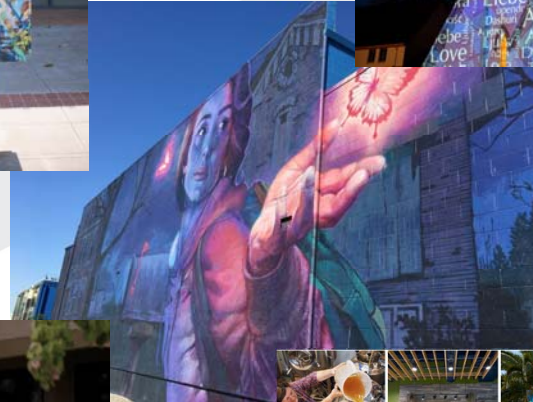
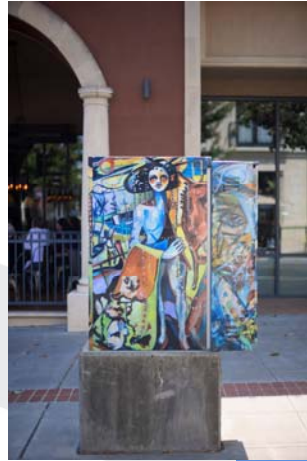
Oxbow District

Planning & Visioning:

- Create a shared, long-term vision for the Oxbow District
- Potentially expand the boundaries of Oxbow District
- Celebrate unique character of Oxbow
- Showcase the heritage of Oxbow
- Highlight river & add signage
- Find solutions for parking
- Use the Oxbow Commons as a focal point



Napa's Music, Arts & Culture





2021 License Agreement

- Licensee: Mad Dog Presents
- Partnership with Another Planet
- 2019 License Agreement (5 Concerts)
- Extended to 2020 after meeting performance measures in first season
- Extended to 2021 since 2020 season was cancelled due to COVID
- Build and maintain a stage on a 60' x 60' area at Oxbow Commons
- June 1st through October 31st
- Produce up to 15 ticketed music concerts and a minimum of 3 free public music concerts

2021 Stage Location



2021 Concert Series

- Extreme uncertainty in early 2021
- Health orders updated June 15, 2021 allowing large outdoor gatherings
- 14 concerts (3 concerts cancelled)
- August 14th to October 23th





2021 Concert Attendance

- Approximately 27,500 attendees
- 20% from Napa County
- Ticket holders from 49 out of 50 states



COVID-19 Safety

COVID-19 protocols were strictly enforced including requiring all ticket holders to show proof of vaccination or proof of negative COVID test within 72 hours of the event

HEALTH PASS⁺
CLEAR Health Pass

CLEAR provides touchless solutions for easier entry and access with Health Pass.



- 1 Download the free CLEAR by scanning the QR code above.
- 2 Tap the white Health Pass tile, choose 'Events', and select the Oxbow RiverStage.
- 3 Sign up or log in. If you're creating an account you'll be asked to upload a government-issued ID and snap a quick selfie to confirm you are you.
- 4 Select your health screening type and complete your Health Pass



»

2021 Economic Impact

- Oxbow Riverstage: 250 staff (payroll of ~\$800,000)
- 16 musical groups: 480 employees
- 20+ subcontractors: 75 employees
- Estimated economic impact: \$7-\$8 million*
- \$780K local taxes



2021 Noise Impacts

- Significant increase in noise complaints in 2021
- Predominately from the Alta Heights neighborhood
- Worked with Oxbow Riverstage to decrease sound levels



2021 Noise Impacts



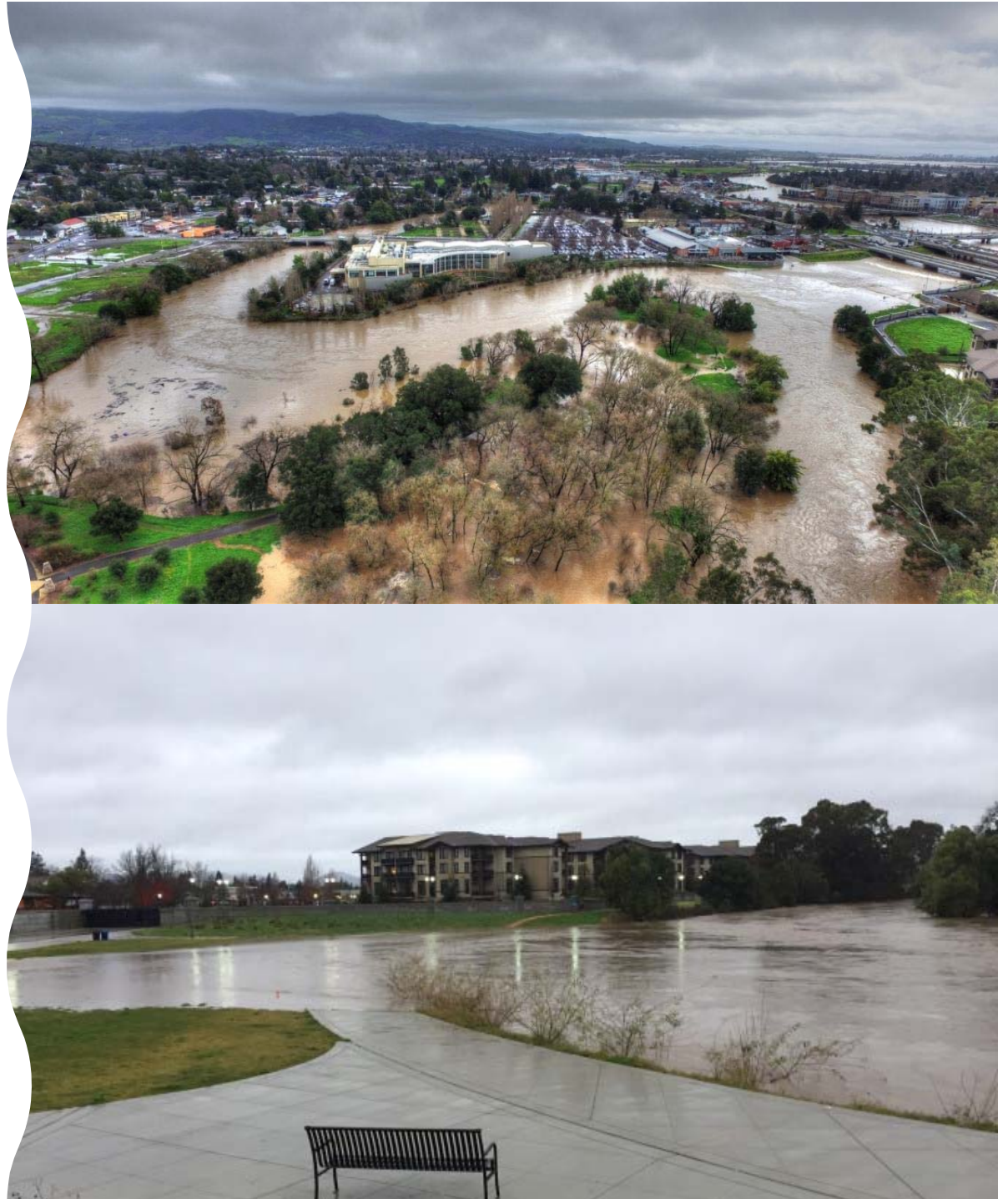
Stakeholder Scheduling

- Challenges with scheduling multiple events in Oxbow District
- Staff engaged with the Oxbow District stakeholders to reduce any negative impacts for the neighboring businesses
- Discussed ways to increase collaboration and create positive outcomes for all parties
- Discussions resulted in agreeing to a schedule further in advance to allow other businesses to plan around the concerts
- Proposed 2022 set dates – Attachment 2



Flooding Risks

- Unexpected large storm event on October 24, 2021
- Consideration to change end date to October 1st





Performance Objectives

If Licensee adheres to the terms of the Agreement, Agreement can be extended if City determines that the Licensee has complied with the performance objectives and that no “material impediment” exists to continuing the Agreement for an additional year.

1) Licensee shall comply with all terms and conditions of this Agreement and of any Special Event Permit issued by City for the Event Series.

- Received Special Event Permit
- Extensive Event Operations Plan
- County Health Permit
- ABC permit
- Parking and Street Closure Plans
- Fire & Security Plans
- Numerous meetings and adjustments to meet city requirements
- All fees associated with these permits have been paid



2) Licensee shall timely pay the License Fees to City.

Month	Monthly License Fee	% of Ticket Revenue	7% of F&B (Free Shows only)
August	\$1,500	\$15,060	\$477
September	\$1,500	\$36,956	
October	\$1,500	\$15,877	
Subtotal	\$4,500	\$67,893	\$477

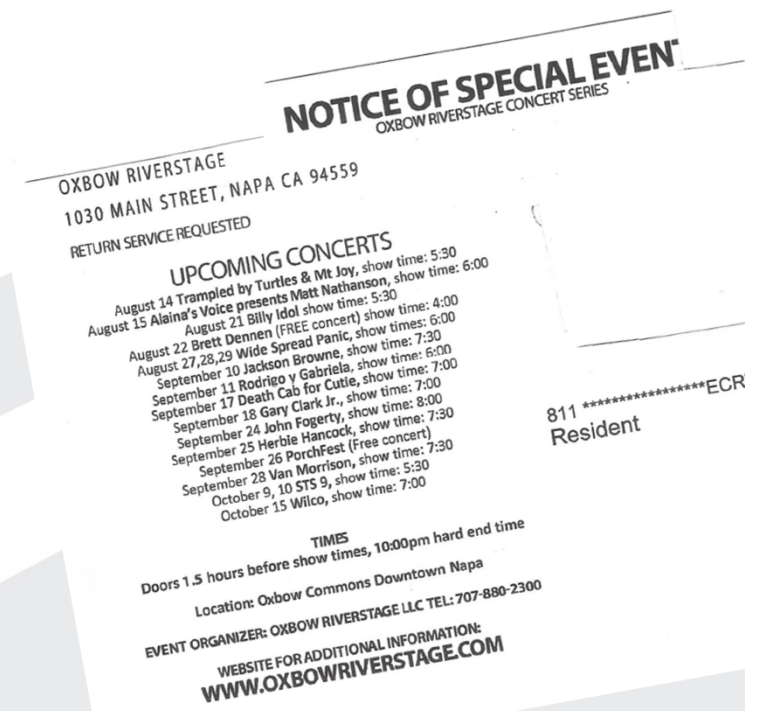
Grand Total \$72,870

City of Napa's
Ticket Revenue:
\$1 - \$29 or less
\$2 - \$30-\$59
\$3 - \$60+



3) Licensee shall resolve any conflicts or issues related to use of the Stage in a timely and reasonable manner.

- Mailer sent to 3,900 impacted businesses and residents
- Hotline available for the public if there were any noise or parking complaints
- Additional dedicated parking offered in Four Seasons lot; share Lot X when possible
- Reduce sound levels after complaints
- Additional sound readings to monitor sound levels
- Required “no sound” timeframes for adjacent business events
- Consideration for stage reorientation to reduce sound conflicts



4) Licensee shall achieve attendance goals mutually agreed to by the parties for the Event Series.

- City was pleased with the attendance at the concerts for the 2nd season
- Focus on 1 larger free concert for 2022 to support July 4th community celebration



5) Licensee shall maintain the Stage and the Premises in good condition and repair.

Licensee has adhered to the city requirements for Oxbow Commons and the stage and premises have been maintained in good order. All repairs were completed in a timely manner and reimbursed by Licensee.

6) Licensee shall ensure the safety of the Stage and Premises and of the persons who attend the Events on the Premises.

Licensee has ensured adequate security for attendees at the events and for the property at and between concerts. Added security staff and fencing was required in 2021.



2022-2023 License Agreement

- Approved by City Council in April 2021
- Extreme uncertainty with COVID-19
- Significant investment in the equipment and music series
- Licensee was not able to fully operationalize the agreement within the initial three years (2019-2021)
- Name changed to STR Entertainment, managed by Ken Tesler
- Staff making proposed amendment to approved agreement



2022 Proposed Alternatives

- **Alternative Location**

- Explore an alternative location in the downtown area to host the concert series including exploring the option to move to the Napa Valley Expo and Fairgrounds

- **Set schedule for 2022**

- 15 Concerts within in 22 Dates
- Avoid mid-week concerts (weekends only)
- Avoid more than 2 weekends per month
- Start earlier – mid-June
- Conclude earlier – mid-September
- Only 1 free concert requirement – July 4th
- Proposed Dates – Attachment 2*



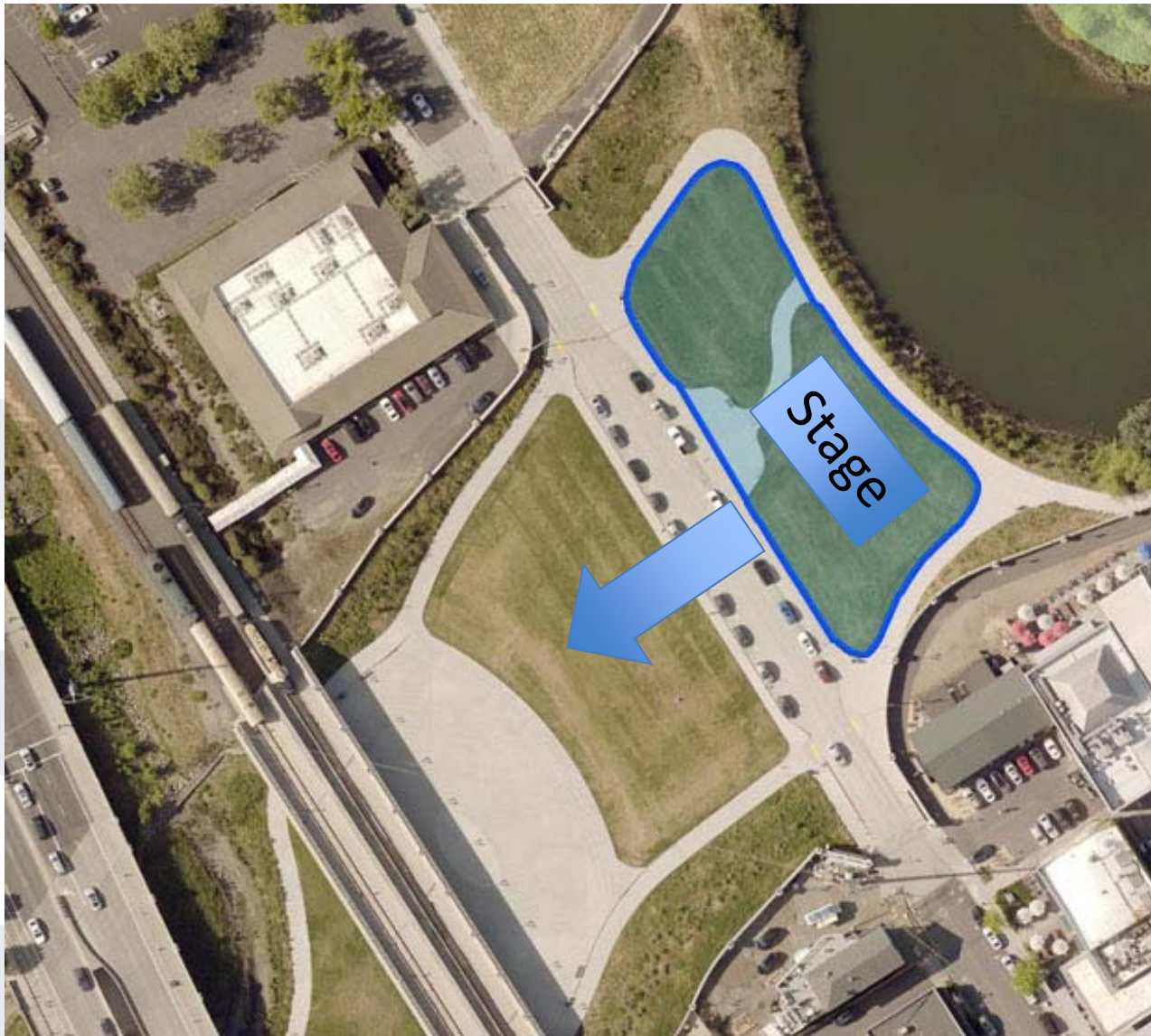
2022 Proposed Alternatives

- **Stage Reorientation:**

- Reduced sound impacts to the east
- Area would be fenced in and secured during non-concert days
- Greater aesthetic impact / reduced visual access to Napa River
- Concerns / dissatisfaction by nearby businesses by proposed location
- Increased community access to lower concrete area at Oxbow Commons
- Impact to the turf area – restoration at the sole expense of the Licensee and completed by October 15th
- Reviewed in partnership with Napa County Flood Control and Water Conservation District
- Final approval after receiving engineering drawings
- Review after 2022 season before approval for 2023



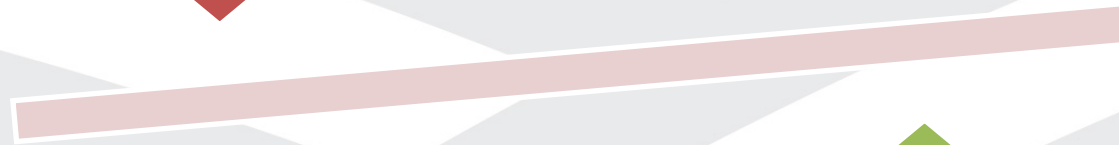
2022 Proposed Alternatives



Broader Policy Review



Public access to park
Sound impact to residents
Impacts to neighboring
businesses



Activation of community space
Economic impact for community
Napa's Arts & Culture Identity



Recommended Action

Authorize the City Manager to amend the License Agreement with STR Entertainment (formerly Mad Dog Presents) to allow the erection and use of a stage for music concerts and other events within the Oxbow Commons City park for the 2022 concert series, but at a location that differs from prior years; and determine that the actions authorized by this item are exempt from CEQA.

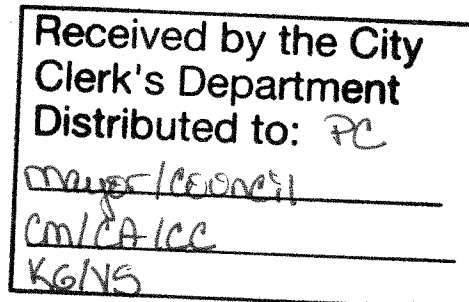


CITY OF NAPA
CITY CLERK

October 20, 2021

1500 Banks Ave.
Napa, CA 94559Scott Sedgley
955 School Street
Napa, CA 94559

2021 OCT 25 AM 10:44



Dear Mayor Sedgley,

We are writing today regarding the extremely disruptive noise levels in the Alta Heights neighborhood emanating from the Oxbow Riverstage Concert series.

In response to our email of 9/16, Napa's Recreation Manager Katrina Gregory informed us that the sound as measured by city staff for the concerts of Sept. 10th and 11th did not exceed 65dBa at the various locations monitored, and thus did not exceed the Municipal Code requirement. Unfortunately, even at the permitted decibel levels many of the homes in Alta Heights are still impacted at totally unacceptable levels by the noise of the concert series. Over a period of three months we have been forced to deal with 18 evening concerts, and the sound checks which can last up to an hour or more by the bands in the afternoons of the concerts. The sound from these concerts prevents parents from getting their children to bed, people who need to get up early to go to work the next morning are unable to sleep, and we have had to witness senior neighbors so distraught they are in tears because they can't deal with the noise. People who are impacted by the distorted music are trying to cope by going inside their homes, closing all the windows and doors, wearing ear plugs, noise blocking head phones, using white noise machines, turning on the TV, stereo, and radio just to try to reduce the impact these concerts are having on our lives, but to no avail.

Alta Heights was established as a neighborhood in the 40's long before the Oxbow was reinvented as a tourist center and entertainment venue. People move to the neighborhood because it is quiet. Continuing to permit amplified music at this location will change a neighborhood considered desirable into one which is decidedly not.



According to Ms. Gregory, the issue of whether this concert series should continue beyond the 2021 season is to be addressed at a City Council meeting in November. Given the number of Napa residents whose peaceful weekends have been shattered by this invasive and unwelcome sound, I sincerely hope and trust that our City Council will place the feelings of its residents and the impact on our environment over the financial gains of the promoter and the City's perceived need to amuse tourists.

We'd like to make clear that we're not against outdoor entertainment events per se, we just feel that the Oxbow is the wrong location to host amplified music because it has such a negative effect on the residential neighborhoods around it. We concur with Councilmember

Painter, in her email of 8/27/21, when she wrote "I am hoping we can find an appropriate "reset" to allow the use of the commons in a way that is more compatible with all the surrounding homes and businesses". There has to be another way to generate revenue which does not cause harm to the local population.

Thank you for your time in considering the strong opposition to continued permitting of concerts at the Oxbow. We implore you to please discontinue issuing permits for concerts at this location.

Sincerely,

Christopher and Beth Daulton

October 21st, 2021

Napa City Council
955 School Street
Napa, CA 94559

Received by the City
Clerk's Department

Distributed to: PC

Mayor/Council

CM/CA/CC VS/KG

CITY OF NAPA
CITY CLERK

2021 OCT 26 AM 10:11

Dear Mayor Sedgley, and Council Members Alessio, Luros, Painter, and Narvaez,

I understand that you will be discussing the future of the Oxbow Riverstage Concert Series at an upcoming meeting. I wish to put before you the problem I have been experiencing with the sound that arrives at my home during these concerts.

The sound that reaches my house is often loud, discordant, and nerve-shattering. I cannot get away from it, it comes through the walls. I'm a reader but it is too disturbing to concentrate. I try watching a DVD movie with Bose over-the-ear headphones and the noise comes through, therefore I watch something with sub-titles. On concert days, off and on, mid-morning onwards, there are sound checks and rehearsals, I've tried telephoning during that time to alert them to the fact that it's too loud, but only get a long outgoing message so I give up. I have not called the Riverstage in the evening because my upset and stress is so much by then that I'm too distressed to speak clearly.

I have a hearing disability so I remove my hearing aids during these concert times, yet the noise is still extremely invasive because of the particular wavelengths which are carrying up here. Without my hearing aides I unfortunately have a difficult time understanding speech should I wish to make or receive a telephone call.

I'd also like to let you know that my house has relatively new insulation in the walls and attic, and all my windows are double glazed. The noise comes through in spite of this. I refer to the concert music as 'noise' because the sound up here is not like it is at the concert, some sound waves carry more than others. One example is the drum beat that carries through everything .. there is nowhere that I can escape the constant thump thump sound .. it is just one of the many discordant sounds that is so disturbing. It also means that I cannot have my windows or deck door open for fresh air during these spring/summer/autumn concert evenings.

The stress and anxiety from this noise is negatively affecting my health. How would you feel if you were treated like this?

Yours sincerely,

Fiona Campbell

Fiona Campbell

[REDACTED]

From: [Beth Painter](#)
Sent: Sunday, October 31, 2021 3:50 PM
To: [Clerk](#)
Subject: Fwd: Oxbow Riverstage review

Begin forwarded message:

From: Clark Sterling [REDACTED]
Subject: Oxbow Riverstage review
Date: October 31, 2021 at 10:06:26 AM PDT
To: bpainter@cityofnapa.org

You don't often get email from [REDACTED] [Learn why this is important](#)

[EXTERNAL]

Dear Beth,

Thank you for the work you do on behalf of Napa's residents. As a City Council member, it must be challenging to balance the quality of life for your constituents who live here with the interests of outside business vendors. I'm writing because the quality of life of the Alta Heights neighborhood has become seriously damaged by the Oxbow Riverstage concert series. When the permit renewal process comes up soon, please consider the following:

- From August through October, my neighbors and I cannot have a quiet weekend night or entertain friends and family outside without loud music we have not chosen to hear.
- At a time of year when we'd like to have our windows open, we have to keep them all closed to be able to play our own music, watch TV or have quiet conversations.
- A permitted vacation rental host like me (VR16-0018) had to twice refund guests who were expecting a "nice quiet weekend," which lessens the TOT money the city receives.
- The phone number provided by the event organizer (in the postcard of August 12) to call for noise concerns was actually a recording to promote and sell tickets. I left several messages which were never returned.
- A more reasonable alternative to the 2021 schedule would be having a concert only **one night per weekend** or two nights **every other weekend**.

Music has been an important part of my life for 40 years, as a professional singer and theater director, so I am by no means "anti-music." That said, when outdoor music is something you have no choice to hear or not, and is so frequent (unlike BottleRock) it is an unfair disruption of my neighbors' and my quality of life. It is also not respectful of the significant property taxes we pay for our quiet Napa lifestyle. Thank you for reading and hearing my concerns.

Clark Sterling
[REDACTED]

Napa, CA 94559

From: [Linsey Gallagher](#)
Sent: Friday, December 3, 2021 2:23 PM
To: [Tiffany Carranza](#); [Clerk](#)
Subject: Visit Napa Valley Support Letter for Oxbow Riverstage
Attachments: Visit Napa Valley Support Letter for Oxbow Riverstage December 2021.pdf

You don't often get email from linsey@visitnapavalley.com. [Learn why this is important](#)

[EXTERNAL]

Please include in the attached letter in the packet materials for Tuesday's City Council meeting.

December 3, 2021

Napa City Council
City Hall
955 School Street
Napa, CA 94559

Re: Oxbow Riverstage

Dear Mayor Sedgley and Napa City Council Members:

Visit Napa Valley's primary mission is to promote, protect and enhance the wine region's position as an attractive travel destination, while also enhancing its public image as a dynamic place to visit, live and work. The tourism industry in Napa County historically supports 16,000 local jobs and provides nearly \$85 million in tax revenues to our local governments.

The global pandemic disrupted Napa County's travel and hospitality businesses, erasing a record 10 years of growth in visitor spending, transient occupancy tax revenue, and jobs supported by tourism.

Although the long-term outlook for Napa Valley's hospitality and travel industry has improved, visitor spending – and the jobs and tax revenue it creates for the City of Napa and its residents – is not expected to return to pre-pandemic levels until 2025, an estimated \$4.5 billion loss for Napa Valley's travel businesses, residents, and city government revenues. (*Resource: SF Travel*).

Outdoor entertainment in the valley – coupled with our ideal weather and world-class wine and dining options – sets Napa Valley apart in a highly competitive and ever-changing market where pent-up demand for travel has led to visitors prioritizing open space and the outdoors when booking trips. The adaptability of tourism businesses to offer outdoor options has helped Napa Valley see a stronger recovery and resurgence in visitation compared to other destinations around the state and nation. Offering elevated outdoor experiences has also become one of our key marketing messages to secure group bookings and travelers to the valley.

As Napa County's official destination management and marketing organization, Visit Napa Valley has been asked to share a perspective related to Oxbow Riverstage's

license with the City of Napa. On behalf of our tourism industry stakeholders in both the city of Napa and throughout the valley, we offer the following points for additional context in your evaluation:

With the threat of Covid and resulting variants still looming, it is vital that Napa Valley continue to market itself as an outdoor destination. Offering unique alfresco entertainment options creates an atmosphere that visitors and locals can enjoy while also keeping safe and socially distant.

Oxbow River Stage brings visitors whose spending helps surrounding – and recovering – tourism businesses. It is estimated that the Oxbow Riverstage concert programming contributes \$5.2 million to neighboring lodging businesses, \$1 million to surrounding restaurants, and \$431,000 to retail shops in the area. (*Resource: Destinations International*).

Travel and hospitality workers in Napa County were left reeling due to pandemic-related business closures. The estimated 8,100 jobs supported by the Blue Note and Oxbow River Stage help tourism workers get back on their feet after almost a year of business closures. (*Resource: Destinations International*).

In addition to the money generated for local businesses, Blue Note and Oxbow Riverstage contribute over \$781,000 in local tax revenue that is used to fund essential municipal services - from public safety and infrastructure to police and fire prevention services for the City of Napa. These services contribute to the quality of life for residents - and visitors - throughout our town.

In summary, Visit Napa Valley strongly supports Oxbow Riverstage's license renewal as it will continue to contribute to the ongoing recovery and success of Napa's tourism industry, its businesses, and residents.

Please feel free to contact me with any questions.

Sincerely,
Linsey Gallagher

**Linsey Gallagher · Visit Napa Valley
President and CEO**

1001 Second Street, Suite 330 Napa, CA 94559
Direct: (707) 492-3099 · Mobile: (415) 609-6112
Linsey@VisitNapaValley.com · VisitNapaValley.com
[FACEBOOK](#) · [TWITTER](#) · [INSTAGRAM](#) · [PINTEREST](#) · [BLOG](#)



December 3, 2021

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City Hall
955 School Street
Napa, CA 94559

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- In addition to the money generated for local businesses, Blue Note and Oxbow Riverstage contribute over \$781,000 in local tax revenue that is used to fund essential municipal services - from public safety and infrastructure to police and fire prevention services for the City of Napa. These services contribute to the quality of life for residents - and visitors - throughout our town.

In summary, Visit Napa Valley strongly supports Oxbow Riverstage's license renewal as it will continue to contribute to the ongoing recovery and success of Napa's tourism industry, its businesses, and residents.

Please feel free to contact me with any questions.

Sincerely,

A handwritten signature in blue ink that reads "Linsey Gallagher". The signature is fluid and cursive, with a large, stylized "L" and "G".

Linsey Gallagher
President & CEO
Visit Napa Valley

From: [Beth Painter](#)
To: [Clerk](#)
Subject: Fwd: Oxbow Riverstage Concert Series
Date: Monday, December 06, 2021 2:57:10 PM

Begin forwarded message:

From: Darcy Tunt <[REDACTED]>
Subject: Oxbow Riverstage Concert Series
Date: December 6, 2021 at 2:28:45 PM PST
To: Vincent Smith <vsmith@cityofnapa.org>, "spotter@cityofnapa.org" <spotter@cityofnapa.org>, Katrina Gregory <kgregory@cityofnapa.org>

Dear all,

I am writing to you regarding the Oxbow Riverstage Concert Series and respectfully requesting that you consider amending the current agreement with STR Entertainment (aka Mad Dog Presents) to relocate the concert series for 2022 and 2023.

First, however, I would like to clarify the agreement. I'm wondering why did council authorize the 2022 and 2023 season on the April 6, 2021 meeting? Was that to allow for more time in the event that COVID further delayed the concerts? OR was that simply granting the Licensee 2 more seasons? It seems that what was originally a one-year agreement (in 2018), later extended to a 2nd season, has now been extended to two more years? And prior to or on that April 6 meeting, what were the findings or reasons to extend?

As a bit of background, I have lived in Napa for over 20 years and I have been on the marketing committee of Visit Napa Valley for over 10 years. I strongly encourage and promote strategic tourism. However, these concerts are entirely inconsistent with the goals and strategy of the visitor serving agency, which is to: *develop and implement marketing programs aimed at targeted consumers to build overnight stays during non-peak time periods including November – April (Napa Valley Cabernet Season) and mid-week, Sunday – Thursday night*

Businesses are already struggling to get and keep staff and this additional tourism is not necessarily needed during this peak time and could be adding more challenges for our local businesses. And the concerts add to the traffic and congestion, to what would normally already be our peak tourism season.

However, if, for some reason, the City is obligated to allow the concerts for 2022, the affected neighboring residents would like to request that the agreement be amended to move the location. The large, amplified concerts seem to be a completely inappropriate use of the Oxbow Commons and particularly, at an inappropriate time of

year, during peak season. Locals and residents are not able to enjoy a major area and feature of our city during that time.

Those of us that live nearby are unable to use our own properties during that particularly perfect, peak time of year. The number of concerts, on back-to-back weekends, along with amplified noise levels, is untenable for Napa residents to endure. It is simply not reasonable, nor fair. It's too much, too many and too loud. BottleRock is a 3-day long weekend, but then it's over. How is it that these concerts were approved at all, let alone so many? It would be an entirely different conversation if the concerts were only for one weekend.

As potential solutions, we would first suggest, again, that the concerts be moved to a more appropriate location (the fairgrounds, another park in the city or even out at Napa Pipe). I would also suggest that these concerts shouldn't be allowed ***at all***, in any location, during peak season.

If, unfortunately, the concerts will ultimately remain at the Oxbow Commons, then we would recommend 1) the orientation be turned 2) they be reduced to far less than 15 per season 3) they should not be held on back-to-back weekends 4) only allow them on 1 night of the two weekend nights (Friday OR Saturday) and 5) allocate more daytime concerts, instead of night.

Thank you in advance for your consideration of all Napa residents and those of us who are significantly and negatively impacted by these concerts.

Darcy Tunt

[REDACTED]

From: [Beth Painter](#)
To: [Clerk](#)
Subject: Fwd: Oxbow River Stage
Date: Monday, December 06, 2021 3:02:02 PM

Begin forwarded message:

From: Lisa Pavageau <[REDACTED]>
Subject: Oxbow River Stage
Date: December 6, 2021 at 2:53:09 PM PST
To: spotter@cityofnapa.org, vsmith@cityofnapa.org,
kgregory@cityofnapa.org

I look forward to seeing you all tomorrow at the meeting. I just wanted to make sure that my comments are noted for the record.

While every community needs to maintain and increase revenues, there needs to be a fine balance between the community itself and the avenue in which the funds are generated. There in lies the problem of the Oxbow River Stage. While it does generate a small amount of revenue, it occupies a large part of our Napa open space in town for a very long period of time. So many Napans and tourist enjoy the Oxbow Commons year round and it is a travesty that the stage blocks the community and visitors out of the space in our lover summer weather. The stage doesn't allow pedestrians to walk freely under the Soscol bridge, nor allow them the area for leisure activities.

In addition to the above, the noise (sound checks start in the middle of the day) and additional traffic are problems that the stage brings to the City.

My original comments below were emailed at an earlier date:

I'm well aware of economic recover for everyone, including our lovely little town of Napa, but please take to heart the River Stage has now become a public nuisance to the community.

- *Noise, noise and more noise EVERY WEEKEND and ALL WEEKEND for 2 - 1/2 months during our outdoor summer months.*
- *Traffic - both vehicle and pedestrian*
- *Restriction of public space to Napa citizens*

I think that the stage would be better suited at the Napa Fairgrounds or potentially Kennedy Park.

Lisa M. Pavageau
Vie du Vin
[REDACTED]

From: [Lura Compoginis](#)
To: [Clerk](#)
Subject: Letter of Support for Oxbow Riverstage's license renewal
Date: Monday, December 06, 2021 3:43:46 PM
Attachments: [image001.png](#)
[LTR IN SUPPORT OF OXBOW RIVER STAGE.pdf](#)

You don't often get email from lura@napachamber.com. [Learn why this is important](#)

[EXTERNAL]

Dear Clerk:

Attached is a letter of support for the Oxbow River Stage's license renewal. We have bcc'd the mayor and City Council per Brown Act protocol.

Thank you,

Lura Compoginis

Assistant to President/CEO

Napa Chamber of Commerce | 1556 First Street | Napa, CA 94559

lura@napachamber.com | 707.254.1143

napachamber.com | facebook.com/napachamber | [@napachamber](https://twitter.com/napachamber)





December 6, 2021

Napa City Council
City Hall
955 School Street
Napa, CA 94559

Re: Oxbow Riverstage

Board of Directors

Chair, Michael Murray, NRWS
Jimmy Atkinson, AUL Corp.
Michael Basayne, SBDC
Greg Brun, Napa Valley Wine Train
Andrea Clarke, M.D., Kaiser Permanente
Alonso Corona, Greene's Cleaners
John Evans, Silverado Resort and Spa
Christi Coors Ficeli, Goosecross Cellars
Ken Frank, La Toque
Adam Ghisletta, Avenue 8 Real Estate
Dave Graham, Bottlerock Presents
Brett Martinez, Redwood Credit Union
George Nielson, Nielson Construction
Richard Rybicki, Rybicki & Assoc.
Kevin Teague, Holman Teague

1556 First Street
Napa • CA • 94559

E admin@napachamber.com
O 707.226.7455

President & CEO Travis Stanley
E travis@napachamber.com
O 707.254.1146

V.P. of Operations Philippa Perry
E Philippa@napachamber.com
O 707.254.1145

Napa Chamber of Commerce is a
501(c)6, Not-for-Profit Organization

Dear Mayor Sedgley and Napa City Council Members:

On behalf of the Napa Chamber of Commerce, I am writing to express support for Oxbow Riverstage's license renewal.

The Napa Chamber of Commerce is an organization which has been in existence for 132 years to promote and support Napa businesses. Oxbow Riverstage brings visitors whose spending helps surrounding and recovering tourism businesses. In addition to the money generated for local businesses, Oxbow Riverstage contributes local tax revenue that is used to fund essential municipal services. These services contribute to the quality of life for residents and visitors, throughout Napa.

Outdoor entertainment in the valley sets Napa apart in a highly competitive market where pent-up demand for travel has led to visitors prioritizing open space and outdoor venues when booking trips. Napa Valley has seen a stronger recovery and resurgence in visitation compared to other destinations in our state and country. Offering first class outdoor experiences will continue to move our city into a more desirable and successful tourist destination.

Thank you for consideration of the Oxbow Riverstage's license renewal. We look forward to the continued success of this unique venue.

Sincerely,

A handwritten signature in black ink, appearing to read "Travis Stanley".

Travis Stanley
President/CEO
Napa Chamber of Commerce

From: [Ken Tesler](#)
To: [Clerk](#)
Subject: Fwd: From Dr. Jag Soni RE: Oxbow RiverStage Concerts
Date: Tuesday, December 7, 2021 2:48:44 PM

You don't often get email from [REDACTED]. [Learn why this is important](#)

[EXTERNAL]

Dear Clerk

Below is a letter of support for the Oxbow River Stage's license renewal which we would like to have entered into the record and forward to the Mayor and Council Members ahead of this evenings City Council meeting.

Thank you.

Best Regards,

Ken Tesler
Managing Director

Blue Note Napa



ken@bluenotenapa.com

Blue Note Napa | JaM Cellars Ballroom
707.880.2300
1030 Main Street
Napa, CA 94559
www.BlueNoteNapa.com www.JaMCellarsBallroom.com



Begin forwarded message:

From: Jag Soni [REDACTED]
Subject: From Dr. Jag Soni RE: Oxbow RiverStage Concerts
Date: December 6, 2021 at 2:45:55 PM PST
To: Ken@bluenotenapa.com
Cc: Jag Soni <[REDACTED]>

Hi Ken and Bianca!

I want to express my gratitude to you for brining outstanding music to Napa for all of us.

Many of us were so excited when you started the Oxbow RiverStage Concerts. Bringing in amazing talent, adding to the Napa arts culture, and for those who own small businesses, helping increase local and tourist traffic in the valley. I strongly believe that what you have created has been a positive influence to our community. As a regular attendee of many of the music events in the valley, I come across many people who remark over and over again how impressed they are of the professionalism of the Oxbow RiverStage Concerts. Some of these

people are from the surrounding area (Scaramento, Vallejo, Benicia, Oakland, San Francisco, etc.). Oxbow RiverStage Concerts brings our larger community together through music and had helped us build community. That is a value that is hard to come by and especially during these very challenging times.

I hope our Oxbow RiverStage Concerts stay and becomes a mainstay event in Napa for the whole Valley and for tourists.

Again, thank you so very much.

In Support of You.

Dr. Jag Soni, Ph.D.,SPHR, SHRM-SCP, PCC



Go Green - Please consider the environment before printing this e-mail.

From: [Katrina Gregory](#)
Sent: Tuesday, December 7, 2021 4:57 PM
To: [Clerk](#)
Cc: [Tiffany Carranza](#)
Subject: FW: Comments for the review of Oxbow Riverstage concert series

FYI – I think this is too late to submit. However, here you go just in case.

Thanks,
Katrina

From: [REDACTED]
Sent: Tuesday, December 7, 2021 4:52 PM
To: Steve Potter <spotter@cityofnapa.org>; Vincent Smith <vsmith@cityofnapa.org>; Katrina Gregory <kgregory@cityofnapa.org>
Subject: Comments for the review of Oxbow Riverstage concert series

Some people who received this message don't often get email from [REDACTED] [Learn why this is important](#)

[EXTERNAL]

Oxbow River Stage Hearing

My name is Steven Urberg and have a home in Alta Heights and rental property in old town Napa. Both are areas impacted by the Oxbow River Stage concert series.

I do not feel that these concerts are appropriate for the existing location in the Oxbow commons. With the amplified music pointed towards our residential neighborhood, it can be heard throughout the area impacting residents' ability to enjoy our outdoor spaces. In addition, the presence of the stage and ticketed events in a very popular park deprives both residents and tourists use of this space during the concert series.

If we are to continue outdoor concerts in Napa, we should locate them at the Fairgrounds. This is an area that is not generally open to the public and will not deprive residents and tourists of the Oxbow commons area. The orientation of the stage at the fairgrounds will direct the noise toward commercial areas rather than residential areas. The fairgrounds have all the infrastructure to accommodate the concert series including parking, power, restrooms and an existing stage.

The staff report cites the projected financial proceeds from the concert series 2022 as \$80,000 for 15 concerts which equates to only \$5,333 per event. This seems to be way below market rate for an event space. An alternative to raise income would be to use the Oxbow commons space for large wine tasting events that would attract tourists to downtown and avoid the issue of noise, and would likely pay a considerably higher fee per event.

Thank you for reviewing my comments as you consider renewing the contract for the Oxbow River Stage concert series.

Regards,

Steven Urberg

[REDACTED]