

EXHIBIT C

2019 Budget Estimate of Revenue Contribution to the Oxbow BPAA and DBPTA

2019 Projected Tax and Assessment Revenue

Oxbow Promotions Assessment	\$40,400
Downtown Promotion Tax	\$121,200
Total	\$161,600

** 2017 Assessment and Tax rates were negatively impacted by the fires. 2019 Budgeted amounts are based on a return to normalcy as well as new business openings.*

25% = Oxbow 'percentage share'

The DNA will budget 25% of the following revenue sources (except for PBID Admin Costs) for expenditure in the Oxbow BIA.

Other Income Used by the NDA	Other Total Income	Oxbow Percentage Amount of Total	
PBID Admin	\$54,000	\$27,000	<i>PBID Administrative Costs (50% of total instead of 25%)</i>
Commercial Vendors	\$9,000	\$2,250	
Wine Tasting Card	\$36,000	\$9,000	
Alcohol Beverage Sales	\$107,000	\$26,750	
* Sponsorships	\$100,900	\$25,225	
Bank Interest	\$18	\$5	
Total	\$306,918	\$90,230	<i>equals outside revenue budgeted for Oxbow BPAA expenditures</i>
		\$40,400	<i>plus projected Oxbow BPAA Assessment amount</i>
		\$130,630	Total expenditures within the Oxbow BPAA

** Includes contributions from TID and PBID, reflecting overlapping strategies and goals.*

\$90,230 Divided by 40,400 equals \$2.23

For every \$1 of assessment in revenue spent, DNA is expending and additional \$2.23 in the Oxbow.