

EXHIBIT D

2019 Annual Report for the Oxbow BPAA (per California Streets and Highways Code Section 36533)

Required Components of Annual Report for the Oxbow Business Promotions Area
January 1 – December 31, 2019

California Streets and Highways Code Section 36533

The California Streets and Highways Code Section 36533 require that the annual report for the Oxbow BPAA contain the following information:

1. Any proposed change in boundary of area or benefit zone, or parcel classification.

Response: No changes to boundaries or classifications are proposed.

2. Improvements and activities to be provided for the January – December 2019 fiscal year.

Response: The Streets and Highways Code Section 36513 defines “activities” to include all of the following:

- promotion of public events which benefit assessed businesses and which take place on or in public spaces within the benefit zone;
- furnishing of music in any public place in the benefit zone;
- promotion of tourism within the benefit zone; and
- activities which benefit businesses located and operating in the benefit zone.

In 2018, the anticipated assessment revenue for the Oxbow BPAA is \$40,400. The NDA will combine this revenue with other revenue (see Exhibit “C” to Attachment 1) to produce the following activities that correlate to the requirements above:

Promote Public Events and Furnish Music in the Benefit Zone:

Promote three events: 1) “Napa Live: Inside and Out” (to be held in July, August, September, and October); 2) “Blues, Brews & BBQ” (August); and 3) “Hometown Halloween” (October). All of these events take place within the Oxbow BPAA. While all businesses in the area receive a general benefit from the Oxbow BPAA activities, businesses who pay the 40 percent Oxbow BPAA assessment receive a special benefit of free booth space at events hosted by the NDA, which normally cost \$350 per restaurant booth and \$200 per wine booth. On average, Oxbow BPAA businesses are given six free booths per year.

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All of the above events occur within the Oxbow BPAA. While all businesses in the area receive a general benefit from the Oxbow BPAA activities, these events specifically result in more than 140 hours of activity located within the Oxbow BPAA, which in turns allows for generation of sales during these time periods that would otherwise not have taken place save for the events. These events would not occur without the DNA securing permits, arranging the entertainment, and obtaining the appropriate licenses. Line items associated with these activities include event entertainment, alcoholic beverages, supplies/materials, permits, and contract services as shown in the 2018 budget (see Exhibit “B” to Attachment 1).

Promotion of Tourism within the Benefit Zone

The DNA works to ensure that Oxbow businesses are featured on printed materials such as “The Napa Wine Tasting Card” and the “Shop Downtown Napa Guide,” both of which are distributed broadly and promoted on the DoNapa website and numerous print and on-line publications. Line items associated with these activities include advertising, contract services, printing and reproduction, and supplies/materials as shown in the 2018 budget (see Exhibit “B” to Attachment 1).

Program Management and Support

To carry out the event activities, the pedestrian signage program, holiday decorating, business outreach and facilitation, and marketing/tourism support – all of which benefit Oxbow BPAA businesses –proportional expenses, associated with payroll, rent, insurance, taxes, and utilities, as shown in the 2018 budget (see Exhibit “B” to Attachment 1) are attributed to the Oxbow BPAA.

3. Estimate of cost to provide the improvements and activities for the year:

Response: The estimated cost to fund the Oxbow BPAA share of items listed above is \$130,630. The Oxbow BPAA will contribute \$40,400 and the balance will be funded by other sources. Every assessment dollar will leverage \$2.23 from other sources.

4. Method and basis of levying assessment.

Response: The assessments for the Oxbow BPAA shall be levied in an amount equal to 40 percent of the business license tax (imposed on each business pursuant to Napa Municipal Code Chapters 3.29 Oxbow Business Improvement Area and 5.04 Business Licenses Generally).

5. Amount of any surplus or deficit revenues to be carried over from previous fiscal year.

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Response: \$107,000 will be carried over from 2017 into 2018.

6. Amount of any contributions to be made from sources other than assessments levied pursuant to this part.

Response: The budget estimates that the amount of all contributions to Oxbow BPAA expenditures from sources other than the assessments levied total \$90,230 (as depicted in Exhibit "C" to Attachment 1)..

7. The Board of Directors of the NDA serves as the Advisory Board to the Oxbow BPAA. For 2018, the NDA Board of Directors and their respective affiliations are:

Steve Pierce, President - Executive Room
Tom Finch, Vice President - Filippi's Pizza Grotto
Sara Brooks, Past President - Napa River Inn
Ruth Appleby, Bank of Napa
Celeste Carducci, Uncorked at Oxbow/ McClelland – Priest Bed & Breakfast
Naomi Chamblin, Napa Bookmine
Allison Hallum, Eiko's
Bill La Liberte, Oxbow Public Market
JB Leamer, Jax White Mule Diner
Anette Madsen, Anette's Chocolate
Craig Smith, Executive Director