

EXHIBIT A

2021 Annual Report for the Oxbow BPAA

Required Components of Annual Report for the Oxbow Business Promotions Area

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 fiscal year.

Response:

- a) **Special Events.** Because of COVID 19, a number of special events have been cancelled for 2020, including Napa Live: Inside and Out, Show and Shine, Main Street Reunion, Blues Brews & BBQ, and the Napa Christmas Parade.
- b) **Hometown Halloween** offers Napans of all ages safe trick or treating at up to 50 downtown businesses, October 31st. There are no outside vendors and no streets are closed. This event is subject to change pending COVID 19 outlook or if sponsorship is pulled.
- c) **Napa Tree Lighting Ceremony** is held in Veterans Park the day before Thanksgiving, Nov. 25th. This free community event features entertainment from local children's group and Mayor Techel, leading the children to countdown the lighting to the Christmas Tree. Since this will be the only Christmas event, organizers will make it a bigger even than in the past. No outside vendors and no street closures. This event is subject to change pending COVID 19 outlook or if sponsorship is pulled.
- d) **Coop advertising programs.** The DNA produces 7500 copies of the Shop Downtown Napa Guide, which features up to 30 retailers. This is distributed in those stores, at the visitor's center and to all lodging establishments in the city. Additionally, the association offers members a 50-50 coop Christmas print advertising opportunity
- e) The **Napa Beer 2020** card now features half-price tastings at 6 downtown area breweries.
- f) **Social Media campaign.** The association is contracting with a local social media agency to help boost downtown's profile.
- g) **Manage PBID.** The association is responsible for day-to-day management of the PBID district. Funded projects include the hanging flower basket program, enhanced garage and sidewalk cleaning, all Christmas lights, banners, garland and tree. Other activities include marketing, from projects as varied as hosting travel writers to producing maps of downtown Napa.

3. Estimated cost to provide the improvements and activities for the year.

EXHIBIT A

Response: The DNA estimates it will cost \$243,700 to manage and promote the DBPTA and the Oxbow BPAA. DBPTA tax revenue funds approximately 75 percent of the overall program, and the Oxbow BPAA funds the remaining 25%.

4. Method and basis of levying taxes:

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.

Response: \$18,264 will be carried forward into 2021

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

Response: The budget anticipates a total of \$233,390 resulting from the Oxbow Promotional Assessment, carryover from the previous year, Downtown Parking & Business Improvement District administration, commercial vendors, the Napa Beer 2020 Tasting Card, and sponsorships.

7. The Board of Directors of the NDA serves as the Advisory Board to the DBPTA and Oxbow BPAA. For the 2021 DBPTA, the NDA Board of Directors and their respective affiliations are:

Bill La Liberte, President, Oxbow Public Market
Allison Hallum, Vice-President, Eiko's and Napa Noodle
Tom Finch, Treasurer, Filippi's Pizza Grotto
Connie Anderson, Napa Valley Marketplace
Sara Brooks, Napa River Inn
Naomi Chamblin, Napa Bookmine
Andrew Curry, Vermeil Wines
Tamer Hamawi, Gran Electrica
Julie Meyers, Greenhaus Spa
Anette Madsen, Anette's Chocolate
Jessica Pinzon, Miminashi
Craig Smith, Executive Director

EXHIBIT A

2019 Budget to Actuals for the Oxbow BPAA and DBPTA

	Budget	Actuals
Income		
Account Reserve	18,000.00	0.00
Shop Downtown Napa Guide	0.00	9,895.40
Oxbow Promotional Assessment	41,180.00	38,141.40
Downtown Promotional Tax	130,950.00	144,054.70
Main Street Reunion	16,300.00	18,737.97
PBID Administration	54,000.00	54,000.00
Commercial Vendors	18,000.00	7,000.00
Wine Tasting Card	28,000.00	14,331.50
Alcohol Beverage Sales	87,000.00	73,606.90
Sponsorships	109,350.00	92,250.00
Bank Interest	18.00	2.38
Carry Forward	22,000.00	0.00
Total Income	524,798.00	452,020.25
Expense		
Shop Napa Guide		11,056.98
Glassware		826.56
Reserve	32,165.00	0.00
State taxes		20.00
Reconciliation Discrepancies		3.00
Contributions	1,000.00	250.00
Supplies/ Materials	29,120.00	26,948.04
Collateral	4,000.00	17,994.67
Event Entertainment	78,200.00	46,479.07
Alcoholic Beverage	43,321.00	34,419.56
ABC Permit		200.00
Accountant	6,600.00	4,620.00
Advertising	78,659.00	41,764.49
Bank Charges		55.14
Contract Services	67,785.00	68,412.22

EXHIBIT A

2020 Budget Oxbow BPAA and DBPTA

	<u>Jan - Dec 20</u>
Income	
Brewery Promotional Card	1,000.00
Account Reserve	40,000.00
Shop Downtown Napa Guide	10,000.00
Oxbow Promotional Assessment	12,794.00
Downtown Promotional Tax	71,118.00
PPP Loan	23,481.00
Main Street Reunion	0.00
PBID Administration	54,000.00
Commercial Vendors	3,500.00
Alcohol Beverage Sales	0.00
Sponsorships	17,500.00
Total Income	233,393.00
Expense	
Reserve Spending	0.00
Glassware	0.00
Contributions	0.00
Supplies/ Materials	2,500.00
Collateral	8,149.00
Event Entertainment	8,950.00
Alcoholic Beverage	0.00
ABC Permit	0.00
Accountant	4,700.00
Advertising	35,000.00
Contract Services	9,300.00
Employee Payroll	125,160.00
Franchise Taxes	300.00
Insurance	22,860.00
Offices Supplies	2,400.00
Permits and Licenses	0.00
Postage/Box Rental	448.00
Printing and Reproduction	325.00
Rent	15,600.00
Telephone	5,000.00
Travel/Expenses	600.00
Web Site	2,400.00
Total Expense	243,692.00
Net Ordinary Income	-10,299.00
Net Income	-10,299.00

EXHIBIT A

2021 Budget Estimate of Revenue Contributions to the Oxbow BPAA and DBPTA

Oxbow Promotions Assessment	12,794
Downtown Promotion Tax	71,118
Total	83,912

25% = Oxbow 'percentage share"

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

Other Income used by the DNA	Other Total Income	Oxbow BPAA Percentage of Total Amount	
PBID Admin	54,000	\$ 27,000	50% of PBID Admin Costs instead of 26%)
PPP Loan	23,481	\$ 5,870	
Commercial Vendors	3,500	875	
Beer Tasting Card	1,000	250	
Reserve	40,000	10,000	
* Sponsorships	17,500	4,375	
Shop Downtown Napa	10000	2500	
Total	149,481	\$ 50,870	equals outside revenue budgeted for Oxbow BPAA expenditures plus, Oxbow BPAA assessment amount
		12,794	
		\$ 63,664	Total expenditures within the Oxbow BPAA

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

Divided
 \$63,664 by 12,794 equals \$4.98

For every \$1 of assessment in revenue spent, DNA is expending and additional \$3.98 in the Oxbow BPAA.

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Boundary Map for the Oxbow BPAA

