



# CITY OF LODI

## COUNCIL COMMUNICATION

**AGENDA TITLE:** Agreement Regarding Lodi Conference and Visitors Program

**MEETING DATE:** August 19, 1998

**PREPARED BY:** City Manager

**RECOMMENDED ACTION:** That the City Council approve the attached Agreement (Exhibit A) between the City of Lodi and the Lodi-Woodbridge Winegrape Commission for a Conference and Visitors Program.

**BACKGROUND INFORMATION:** During the August 4, 1998 Shirtsleeve Session, the City Council reviewed options for visitors and conference opportunities. The alternatives considered included the following:

1. Contract with the Lodi-Woodbridge Winegrape Commission (LWWC) for their services
2. Contract with the Lodi Chamber of Commerce
3. Provide the Conference and Visitors Bureau with City staff
4. Do nothing

After reviewing the alternatives, and hearing comments from representatives of the Chamber and the LWWC, the option to contract with the LWWC surfaced as the best solution for creating a Conference and Visitor Program. The LWWC staff members have extensive experience and contacts for marketing the community and have been quite successful with their winegrape promotions. The LWWC and the City, working with the Chamber, will jointly form an advisory committee with representatives from organizations and businesses in Lodi and the surrounding area that have a vested interest in visitor, tourist, and conference programs.

The goals of the Program will include promoting community events and activities and assisting visitors with information necessary to make their visit to Lodi a positive experience. The LWWC will provide the City Council with a detailed strategy upon hiring the Director (Exhibit B); however, a proposed budget is attached (Exhibit C) which does project the expenses and revenues for a two-year Program.

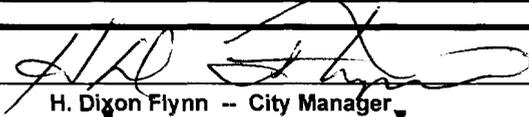
The Program will be a pilot project, funded in part by the City (\$60,000) and in part by the LWWC and others (\$40,000) for a total Program budget of \$100,000. It is recommended that the City fund the Program for two years, with annual review, and that the Agreement be extended thereafter on an annual basis.

**FUNDING:** Community Promotions

H. Dixon Flynn  
City Manager

CC: Chamber of Commerce  
Lodi-Woodbridge Winegrape Commission

APPROVED: \_\_\_\_\_

  
H. Dixon Flynn -- City Manager

## **AGREEMENT**

**THIS AGREEMENT**, is made and entered into in the City of Lodi on this 19th day of August 1998, by and between the City of Lodi, a municipal corporation, hereinafter referred to as the City and the Lodi-Woodbridge Winegrape Commission, hereinafter referred to as Commission.

### **WITNESSETH**

**WHEREAS**, the City is desirous of promoting visitor and conference services for the needs of residents and visitors to the City of Lodi, and

**WHEREAS**, the City is desirous of promoting the development of regional business, recreation, tourist, conference and visitor activities, and

**WHEREAS**, the City Council adopted an economic development plan in 1994 which included marketing Lodi as a destination for conferences, amateur sports tournaments, entertainment and cultural activities, and

**WHEREAS**, the Lodi-Woodbridge Winegrape Commission requested the City to contract with them to provide these services, and

**WHEREAS**, the City Council directed staff to develop an Agreement with the Lodi-Woodbridge Winegrape Commission to provide these services.

**NOW THEREFORE**, in consideration of their mutual promises, obligations and covenants hereinafter contained, the parties hereto agree as follows:

**1. TERM.** The term of this Agreement shall be from the date this Agreement is made and entered into, as first written above, for two years beginning July 1, 1998 and ending June 30, 1999 with the option to renew with the consent of both parties from year to year for one additional year.

**2. INCORPORATION BY REFERENCE.** The City's Significant Expenditure and Staffing Change subject: "Lodi Conference and Visitors Commission" (Exhibit A) and the Description of Work (Exhibit B) are hereby incorporated in and made a part of this Agreement.

**3. CITY'S OBLIGATION.** For providing these services as specified in this Agreement, the City will pay the Commission and the Commission shall receive the amount of \$60,000 by August 31, 1998.

**4. COMMISSION'S OBLIGATIONS.** For and in consideration of the payment and agreements herein before mentioned to be made and performed by City, Commission agrees with City to perform as required by this Agreement.

**5. AMENDMENTS.** Any amendment, modification, or variation from the terms of this Agreement shall be in writing and shall be effective only upon approval by the City and Commission. Any attempt to modify this agreement other than by writing, signed by both parties, shall be void.

**6. COMPLETE AGREEMENT.** This written Agreement, including all writings specifically incorporated herein by reference, shall constitute the complete agreement between the parties hereto. No subsequent or contemporaneous oral agreement, understanding, or representation not reduced to writing and specifically incorporated herein shall be of any force or effect, not shall any such oral agreement, understanding or representation by binding upon the parties hereto.

**7. NOTICE.** All written notices to the parties hereto shall be sent by United States mail, postage prepaid by registered or certified mail addressed as follows:

City: City Manager  
City of Lodi  
P.O. Box 3006  
Lodi, CA 95241-3006

Contractor: Lodi-Woodbridge Winegrape Commission  
1420 South Mills Avenue, Suite K  
Lodi, CA 95242

**8. AUTHORITY TO EXECUTE AGREEMENT.** Both the City and Commission do covenant that each individual executing this agreement on behalf of each party is a person duly authorized and empowered to execute Agreements for such party.

**IN WITNESS WHEREOF,** the parties hereto have caused this instrument to be executed the day and year first written above.

**ATTEST:**

**CITY OF LODI**  
A Municipal Corporation

\_\_\_\_\_  
Alice M. Reimche  
City Clerk

By: \_\_\_\_\_  
H. Dixon Flynn  
City Manager

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Randall A. Hays  
City Attorney

**COMMISSION**

By:

By:

**1998-99 Financial Plan and Budget**  
**SIGNIFICANT EXPENDITURE REQUEST AND STAFFING CHANGE**



**ACTIVITY:** Community Promotion  
**REQUEST TITLE:** Lodi Conference and Visitors Bureau

**REQUEST SUMMARY**

Support the Lodi-Woodbridge Winegrape Commission in organizing and developing a Conference and Visitors Bureau (CVB). The goal of the Commission will be to: (1) promote community events and activities and (2) to assist visitors with information necessary to make their visit to Lodi a positive experience. Lodi is becoming a destination point for small business conferences, amateur sports, art programs, and regional fairs and festivals. The CVB will be a pilot program funded by the City at \$60,000 per year and the Lodi-Woodbridge Winegrape Commission at \$30,000 per year on a year-to-year basis. The Chamber of Commerce will also receive an additional \$15,000 per year for community promotion.

To provide these services the City will contract with the Winegrape Commission. The staff of the Winegrape Commission has extensive experience in marketing and has been very successful in marketing the Lodi-Woodbridge winegrape produce. Accordingly, their experience can be used to Lodi's advantage. To ensure community wide input, the Winegrape Commission will form an advisory committee with representatives from organizations and businesses in Lodi and the surrounding area that have a stake in visitor, tourist and conferencing programs.

**PRIMARY OBJECTIVES**

1. To promote community wide events and activities through advertising, informational brochures, maps and visitor assistance.
2. Promote Lodi as a destination for business conferences by advertising and marketing Lodi as a destination for small to medium size conferences. This includes developing a city-wide and regional-wide program to coordinate and promote facilities and services such as motels, restaurants, entertainment and conference facilities.
3. Assist the Lodi Chamber of Commerce with their efforts to provide information and services to visitors.

**SUMMARY OF FACTORS DRIVING THE REQUEST FOR CHANGE**

In April 1994, the City Council adopted an economic development plan to promote, attract and retain business. One objective of the plan was to develop and market Lodi as a destination for conferences, amateur sports, fairs, festivals, and performing arts. In July 1995, the City contracted with the Lodi Chamber of Commerce to develop and operate a conference and visitors bureau. In December 1997, the Chamber of Commerce ended the program.

A group of individuals and businesses came forward in April 1998 with a plan for a Visitor Commission and a request for City support of their plan. They believe they will be more successful in promoting Lodi as a destination point for conferences and other visitor activities. This effort has been led by the Lodi-Woodbridge Winegrape Commission who is actively developing and promoting the winegrape industry. The Winegrape Commission has asked that the City to contract with them to develop and manage a promotional program/conference and visitors commission for Lodi and the surrounding region as described in the "Request Summary". In addition, to the City's contribution of \$60,000, the Winegrape Commission will contribute \$30,000 to the program.

**ALTERNATIVES**

1. **Contract with the Lodi Chamber of Commerce.** This alternative was tried and was ended by the Chamber of Commerce. However, the Chamber may be willing to re-start the program under new administration.
2. **Provide the Conference and Visitors Bureau with City staff.** This alternative has been discouraged by the City Council in the past. As a public agency, the City would be limited to promoting public activities and facilities.
3. **Do nothing.** This alternative places the responsibility for promoting Lodi on the shoulders of the businesses and individuals who benefit from conference and visitor activities. Currently the Chamber of Commerce has a Tourist Committee to promote Lodi businesses and activities. The City would market recreation programs, cultural programs and public facilities.

**COST SUMMARY**

	1998-99	1999-2000
Contract services Chamber of Commerce	\$15,000	\$15,000
Contract services CVB	\$60,000	\$60,000

**IMPLEMENTATION**

With City Council, the City will prepare an Agreement with the Winegrape Commission to develop, organize and manage a Visitors and Conference Bureau to promote Lodi and the surrounding area.



**EXHIBIT B**

**LODI·WOODBRIDGE**  
WINEGRAPE COMMISSION

Lodi Area Visitor Committee  
Executive Director Job Description  
August 11, 1998

**Functional Responsibilities**

**Immediate**

- Establish office, office systems, furniture, business information, official records, arrange clerical support, etc.
- Develop committee structure with city staff, commissioners, officers, and subcommittee chairs.
- Become familiar with the region, its tourism-related events and other community assets.
- Establish effective relationships with owners and management staff at principal visitor-related businesses and organizations in the region.
- Establish communications to citizens of Lodi concerning activities of the Committee and its program.
- Train volunteer and paid staff.

**Ongoing**

- Work with commissioners, officers, and committee chairs to establish strategic and promotional plans.
- Act as program and promotion manager. Assure program conforms to and supports strategic goals. Assure timely completion of projects. Communicate results.
- Manage the committee's activities. Arrange meetings. Develop agenda. Keep minutes and other official records. Support officers and committee leadership.
- Develop public relations strategy and maintain regular contact with the trade and popular media to enhance the tourism profile of the region.
- Act as liaison with the California Department of Tourism and the California Tourism Commission.
- Accumulate and distribute currently available brochures regarding visitor-related activities.
- Develop materials -- print, audio, video and internet -- to promote the region's attributes to current and potential visitors.
- Provide information to citizens of Lodi about committee activities and accomplishments using public media and direct communication.
- Develop and monitor program budgets.

- **Develop programs and events to educate the region's visitor related businesses about services and marketing methods to enhance value.**
- **Represent the committee before local, regional, and statewide agencies, and at tourism related industry events.**

#### **Administrative & Finance**

- **Develop and manage community financial partnership program.**
- **Manage committee payables, receivables, and accounting systems.**
- **Establish and manage budgeting systems. Develop information systems.**

#### **Measurement Criteria**

- **Track number of requests for information by type (office visit, phone, internet, etc.).**
- **Track number of industry meetings and trade shows attended and visitor leads developed from them.**
- **Track number of travel, tourism, and general press articles about Lodi, its events and activities of committee.**
- **Track number of local events and estimate attendance at them.**
- **Track business referrals and have businesses report % of sales from them.**
- **Conduct attitude survey now for benchline data; repeat in three years.**
- **Track membership numbers and partnership dollars, as well as grant funds attracted.**



**LODI·WOODBRIDGE**  
WINEGRAPE COMMISSION

**EXHIBIT C**

**BUDGET PROPOSAL-LODI AREA VISITOR COMMITTEE**

	<b>1998-99</b>	<b>1999-00</b>
<b>City of Lodi</b>	<b>60,000</b>	<b>60,000</b>
<b>Partners (LWWC &amp; Others)</b>	<b>40,000</b>	<b>40,000</b>
<b>Total</b>	<b>100,000</b>	<b>100,000</b>
<b>Salaries &amp; Benefits(1FT &amp; 1PT)</b>	<b>60,000</b>	<b>60,000</b>
<b>Payroll Taxes &amp; W. Comp</b>	<b>5,000</b>	<b>5,000</b>
<b>Office Supplies</b>	<b>2,000</b>	<b>2,000</b>
<b>Telephone</b>	<b>2,000</b>	<b>2,000</b>
<b>Postage</b>	<b>3,000</b>	<b>3,000</b>
<b>Professional Services</b>	<b>1,000</b>	<b>1,000</b>
<b>Hospitality Expense</b>	<b>1,000</b>	<b>1,000</b>
<b>General Mileage</b>	<b>400</b>	<b>400</b>
<b>Total</b>	<b>74,400</b>	<b>74,400</b>
<b>Meeting Expense</b>	<b>600</b>	<b>600</b>
<b>Dues and Subscriptions</b>	<b>1,000</b>	<b>1,000</b>
<b>Total</b>	<b>1,600</b>	<b>1,600</b>
<b>Visitor Svc. Marketing</b>	<b>1,500</b>	<b>1,500</b>
<b>Trade Shows/Fees</b>	<b>1,500</b>	<b>1,500</b>
<b>Advertising/Publications</b>	<b>8,500</b>	<b>8,500</b>
<b>Event Marketing</b>	<b>1,500</b>	<b>1,500</b>
<b>Mileage, Travel</b>	<b>2,500</b>	<b>2,500</b>
<b>Meeting Expense</b>	<b>500</b>	<b>500</b>
<b>Printing/Design</b>	<b>2,000</b>	<b>2,000</b>
<b>Exhibit Matrl/Design</b>	<b>1,000</b>	<b>1,000</b>
<b>Regional/Statewide Organizations</b>	<b>1,000</b>	<b>1,000</b>
<b>Total</b>	<b>20,000</b>	<b>20,000</b>
<b>Furniture</b>	<b>1,000</b>	<b>1,000</b>
<b>Copier</b>	<b>600</b>	<b>600</b>
<b>Computers, printer, scanner</b>	<b>2,000</b>	<b>2,000</b>
<b>Software</b>	<b>400</b>	<b>400</b>
<b>Total</b>	<b>4,000</b>	<b>4,000</b>
<b>Total Expenditures</b>	<b>100,000</b>	<b>100,000</b>

Crush District II, Local Commission

1420 South Mills Ave., Suite K • Lodi, California 95242 • 209/367-4727 • Fax 209/367-0737

RESOLUTION NO. 98-127

A RESOLUTION OF THE LODI CITY COUNCIL APPROVING  
AGREEMENT BETWEEN THE CITY OF LODI AND THE  
LODI-WOODBRIDGE WINEGRAPE COMMISSION FOR A  
CONFERENCE AND VISITORS PROGRAM

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WHEREAS, the City Council recently reviewed options for visitors and conference opportunities. The alternatives considered included the following:

- 1. Contract with Lodi-Woodbridge Winegrape Commission (LWWC) for their services;
- 2. Contract with the Lodi Chamber of Commerce;
- 3. Provide the Conference and Visitors Bureau with City staff; or
- 4. Do nothing.

WHEREAS, after reviewing the alternatives, and hearing comments from representatives of the Chamber and the LWWC, the option to contract with LWWC surfaced as the best solution for creating a Conference and Visitors Program. The LWWC staff members have extensive experience and contacts for marketing the community and have been quite successful with their winegrape promotions. The LWWC and the City, working with the Chamber, will jointly form an advisory committee with representatives from organizations and businesses in Lodi and the surrounding area that have a vested interest in visitor, tourist and conference programs; and

WHEREAS, the goals of the Program will include promoting community events and activities and assisting visitors with information necessary to make their visit to Lodi a positive experience; and

WHEREAS, the Program will be a pilot project, funded in part by the City (\$60,000) and in part by the LWWC and others (\$40,000) for a total Program budget of \$100,000. It is recommended that the City fund the Program for two years, with annual review, and that the Agreement be extended thereafter on an annual basis.

THEREFORE, BE IT RESOLVED, that the Lodi City Council does hereby approve and authorize the City Manager to sign the agreement between the City of Lodi and the Lodi-Woodbridge Winegrape Commission for a Conference and Visitors Program; and

BE IT FURTHER RESOLVED, that the Lodi City Council approve the allocation of \$60,000 from Community Promotions to partially fund the pilot program.

Dated: August 19, 1998

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I hereby certify that Resolution No. 98-127 was passed and adopted by the City Council of the City of Lodi in a regular meeting held August 19, 1998 by the following vote:

- AYES: Council Members - Johnson, Land, Mann, Pennino and Sieglock (Mayor)
- NOES: Council Members - None
- ABSENT: Council Members - None
- ABSTAIN: Council Members - None

*Jennifer M. Perrin*  
 for ALICE M. REIMCHE  
 City Clerk