



# CITY OF LODI

# COUNCIL COMMUNICATION

**AGENDA TITLE:** Approval of Goals and Objectives for Economic Development

**MEETING DATE:** March 2, 1994

**PREPARED BY:** City Manager

**RECOMMENDED ACTION:** That the City Council adopt the attached (Exhibit A) proposed Economic Development Goals and Objects.

**BACKGROUND INFORMATION:** The City Council directed staff during the December 15, 1993 Council meeting to prepare goals and objectives for the economic development program. The attached proposal is a compilation of suggestions from Councilmembers, City staff and the joint Chamber of Commerce Economic Development Task Force and reflects a distinct interest on the part of many companies now in business in Lodi.

The goals and objectives will be used in promotional materials to market the Lodi business environment to prospective new businesses. The goals and objectives will also formally reaffirm the concept that the City of Lodi is committed to being "business-friendly" and that the City is willing and ready to assist existing businesses as well as new businesses in the community.

Staff will continue to work on the details of how the objectives can be carried out in such a manner as to reach the City's goals. The objectives should be re-evaluated on a continuous basis so as to always have an up-to-date document reflecting the changing economic times.

**FUNDING:** None

Respectfully submitted,

Thomas A. Peterson  
City Manager

Prepared by Janet S. Keeter  
Economic Development Coordinator

TAP:br

Attachment

CCOM-024/TXTA.07A

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

THOMAS A. PETERSON  
City Manager



recycled paper

GOALS CITY OF LODI'S ECONOMIC DEVELOPMENT

**EXHIBIT A**

The City of Lodi is committed to cultivating and sustaining a positive business environment and image conducive to economic expansion and diversity in the Lodi community.

The City of Lodi is committed to working with businesses to improve the quality of commercial and industrial relations within the community.

OBJECTIVES - CITY OF LODI'S ECONOMIC DEVELOPMENT

- OBJECTIVE #1 - Recruit new businesses to Lodi which will be compatible with and complimentary to the community  
- Make Lodi competitive with surrounding communities as well as throughout California and vying states.
  
- OBJECTIVE #2 Retain existing businesses located in Lodi
  
- OBJECTIVE #3 Expand existing businesses located in Lodi
  
- OBJECTIVE #4 Create an atmosphere beneficial to conducting business in the Lodi community
  
- OBJECTIVE #5 Provide and maintain a tax environment which is favorable to business development and expansion
  
- OBJECTIVE #6 Provide financial assistance to business ventures that will make a significant contribution to the City of Lodi's economy by increasing or retaining jobs and/or by adding capital investment
  
- OBJECTIVE #7 Coordinate Downtown Revitalization Project
  
- OBJECTIVE #8 Coordinate Cherokee Lane Improvement Project
  
- OBJECTIVE #9 Marketing Lodi as a tourist and business location