

**CITY COUNCIL MEETING
FEBRUARY 2, 1994**

SUGGESTIONS BY MANN FOR ECONOMIC RECOVERY

Council Member Mann made the following suggestions regarding the City's economic recovery and requested that this matter be set for a future shirtsleeve session for discussion by the City Council:

1. That the City waive the first year business license fee for new businesses that come to Lodi;
2. That the City waive a portion of the first year sales tax for new businesses who locate in downtown Lodi or on Cherokee Lane;
3. That the City waive all or part of the impact fees for new companies who employ 100 people or with an annual payroll of \$3 million or more;
4. That the City consider amortizing impact fees over a three-year period for all new businesses and existing plant expansions;
5. That the City lower impact fees across the board;
6. That the City look at refunding the first year property tax (the City's share of it) to new industrial customers;
7. That the City reevaluate all commercial utility rates;
8. That the City hold a quarterly business forum;
9. That the City Council be designated as the business lobby for the City of Lodi and take the concerns from the quarterly business forum and do the lobbying on the state and federal levels; and
10. That the City consider contracting with a business marketing specialist who will represent Lodi in the State and in the nation.

FILE NO. CC-6 AND CC-400

**TO: Honorable Mayor, Council Members
and City Manager**

FROM: Steve Mann

RE: Lodi Economic Recovery Plan

Gentlemen:

Lodi's economic future is being imperiled by, among other factors, the gradual exodus of businesses (large and small) from our city. There are many reasons for these departures, and everyone seems to have an answer on how to save them. Compounding the problem is the keen competition between cities and states for the businesses that remain.

While I realize there is no single perfect solution to this dilemma, I feel the City must quickly adopt an aggressive recovery plan before it's too late.

Listed below are 10 positive steps we can take now to help stem the tide of business failures and departures, plus make Lodi much more attractive to prospective companies.

While I've only listed 10 here, there are probably many more that can be added.

Let's get Lodi back in business by implementing all or most of these incentives:

1. Waive first year business license fee for new businesses
2. Waive city's portion of first year sales tax for new businesses who locate in downtown Lodi or on Cherokee Lane
3. Waive all or part of the impact fees for new companies who employ 100 people or with an annual payroll of \$3 million or more
4. Amortize impact fees over a three-year period for all new business and existing plant expansions
5. Consider lowering impact fees across the board
6. Refund first year property taxes to new industrial companies
7. Re-evaluate all commercial utility rates
8. Hold a quarterly business forum
9. Designate City Council as business lobby
10. Consider contracting with a business marketing specialist to represent Lodi in state and nation

None of these steps should be liberal to the point of "giving away the farm," but they should go a long way toward enticing new companies to Lodi and the jobs they produce.