



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Report on the Lodi Street Faire scheduled for May 1, 1994

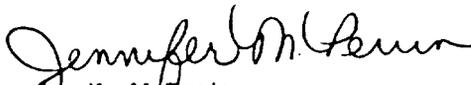
MEETING DATE: April 20, 1994

PREPARED BY: City Clerk

RECOMMENDED ACTION: None required.

BACKGROUND INFORMATION: Representatives of the Lodi District Chamber of Commerce will be present to make a report to the City Council regarding its Street Faire which will be held on May 1, 1994.

FUNDING: None required.


Jennifer M. Ferrin
City Clerk

JMP

APPROVED _____

THOMAS A. PETERSON
City Manager



✓
Lodi

DISTRICT
CHAMBER OF COMMERCE

April 8, 1994

Jennifer M. Perrin
City Clerk
City of Lodi
221 West Pine
Lodi, CA 95240

Dear Jennifer:

This letter serves as a request from the Lodi District Chamber of Commerce that the following reports may be made under the category of "PRESENTATIONS" at the City Council's April 20, 1994 regular meeting:

- A. Quarterly report from the Lodi District Chamber of Commerce
- C* B. Report on the Lodi Street Faire scheduled for May 1, 1994
- B* C. Quarterly report from the joint Chamber/City of Lodi Economic Development Committee.

The Chamber spokespersons will make very brief presentations, and copies of their remarks will be provided to the City Council.

Please let me know if our request to appear on the City Council Agenda is granted.

Thank you.

Sincerely,

Les Dabritz
Les Dabritz
Executive Director

cc: Bob Johnson
Evelyn Olson
Dorean Rice



**Lodi District Chamber of Commerce
Membership Survey**

Subject: Proposed City of Lodi Business License Tax Ordinance

Surveyor's Name: _____ Respondent's Business Name: _____

Hello. My name is _____ and I'm representing the Lodi Chamber of Commerce. As you know, part of the Chamber's purpose is to ensure that our City government takes into account the local area business people's opinions when they make decisions that affect us. We're conducting an informal survey of our membership to find out what their opinions are regarding the City of Lodi's proposed business license tax ordinance. The results of this survey will be considered when our directors issue the Chamber's position on the proposed ordinance. Your individual answers will not be published in any way. Would you have just a few minutes to answer some important questions about this issue? (If YES, continue. If NO, say "Thank you for your time. Goodbye.")

1. Are you familiar with the City's business license tax increase proposal? **YES NO**

If yes, move on to question 2.

If no, present the following brief explanation: The current business license tax structure and rates have not been adjusted since 1948. Revenue generation from the tax is significantly lower than the Statewide average. Because the current basis of taxation is number of employees, revenues generated may not reflect changing economic conditions. Also, in terms of equity, the use of number of employees as a taxing base might not accurately reflect business volume or ability to pay. The proposed ordinance classifies all business types into 11 broad categories to allow for the application of varying tax rates and taxing measures. It relies on gross receipts as the primary basis of taxation to ensure equity and to ensure revenues reflect changing economic conditions. The ordinance includes a varying tax rate structure to reflect variations in profitability and ability to pay. It is expected that the proposal, at its highest level, will raise approximately \$1 million in revenues and, at its most conservative level, will raise \$600,000 as compared with the current \$95,000. Those businesses that are currently exempt will remain so, and large area manufacturers will be taxed based on a percentage of their operating budgets.

2. Do you know what your present business license tax is? **YES NO**

For survey takers' information only: to calculate current business license taxes--\$15 for first employee and \$3 for each employee thereafter up to 9. \$1 per employee for the next 40 and \$.50 per employee over fifty.

Amount of tax: _____

3. Based on the proposed ordinance, can you estimate what your proposed tax would be using the highest revenue option? **YES NO**

If respondent wants to know how to calculate the proposed tax, present the following brief explanation: the proposed tax would be based on gross receipts and the category of your business classification. The lowest revenue option is approx. \$600,000. What type of business do you operate? (Determine classification based on response. For reference, see appendix E. Can you estimate your gross receipts for one year to the nearest \$1,000? (To calculate tax, take gross receipts, divide by 1,000 and use the appropriate multiplier for the type of business classification. Add \$15 administration fee. For example: a "service" business with \$450,000 gross receipts-- $450 \times \$.60 = \$270 + \$15 = \285 . For reference, see exhibit IV-B and use Option #1 column.)

Amount of tax: _____

4. Do you prefer (check one):

- _____ A FLAT FEE FOR ALL BUSINESSES, LIKE THE PRESENT SYSTEM
- _____ A GROSS RECEIPTS FEE, LIKE THE PROPOSED SYSTEM
- _____ A TWO-TIERED SYSTEM THAT WOULD INCLUDE A FLAT FEE FOR "SMALL BUSINESSES" AND A GROSS RECEIPTS FEE FOR BUSINESSES WITH HIGH GROSS REVENUES

5. Briefly, what are your general impressions of the proposed ordinance?

6. Do you prefer (check one):

- AN IMMEDIATE INCREASE TO THE HIGHEST LEVEL OF THE PROPOSED SYSTEM (or)
 THE PROPOSED TAX TO BE PHASED IN OVER A PERIOD OF TIME (if this choice is selected ask the following question): Over how many years should the tax be phased in? _____

7. From the following choices, what are your preferences regarding how the proceeds from the proposed system should be used? You may choose more than one.

- TOWARDS COMPLETION OF LODI CITY FACILITIES SUCH AS THE BOYS & GIRLS CLUB, HUTCHINS ST. SQUARE, NEW PARKS & RECREATION CENTER, ETC.
 TOWARDS LODI DOWNTOWN REVITALIZATION
 TOWARDS CHEROKEE LANE IMPROVEMENT/REVITALIZATION
 TOWARDS EASTSIDE IMPROVEMENT ACTIVITIES
 SPLIT BETWEEN THE ABOVE CHOICES BASED ON NEED
 GENERAL ECONOMIC ENHANCEMENTS SELECTED BY THE CITY GOVERNMENT
 OTHER (PLEASE SPECIFY) _____

That completes my survey. Thank you so much for taking the time to answer my questions. Your opinions will be very important to us in formulating the Chamber's position on the proposed ordinance.

Be sure to watch the newspaper and the Chamber's newsletter for updates on the status of the proposal.

Thanks again and goodbye.