



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Receive Downtown Lodi Business Partnership 2002/2003 Annual Report, Adopt Resolution of Intent to Levy Annual Assessment and Set the Public Hearing

MEETING DATE: November 20, 2002

PREPARED BY: Economic Development Coordinator

RECOMMENDED ACTION: Council action will be threefold: (1) To receive the downtown Lodi Business Partnership 2002/2003 Annual Report as submitted by the DLBP Board of Directors and in accordance with Section 11.0 of City Ordinance No. 1654, (2) To adopt a Resolution of Intention to levy an annual assessment for that fiscal year, (3) To set Public Hearing Date for December 18, 2002 confirming the Report and Intent to Levy Annual Assessment.

BACKGROUND INFORMATION: As part of the annual budget process and pursuant to Section 11.0 of City Ordinance No. 1654, the DLBP membership Board is required to present an Annual Report for City Council's review and approval. This must be done prior to the beginning of a Billing Period. The purpose of this process is to comply with the Ordinance provision and those of the Streets and Highway Code regarding public notice and hearing, prior to establishing the benefit fees for the following Billing Period. Representatives of the DLBP will be present at the public hearing on December 18th, and will make a presentation regarding the attached report. The levy of the annual assessment will also be discussed at the December 18th meeting.

Funding: None Required

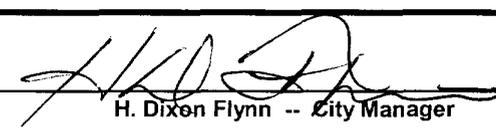
Respectively Submitted,



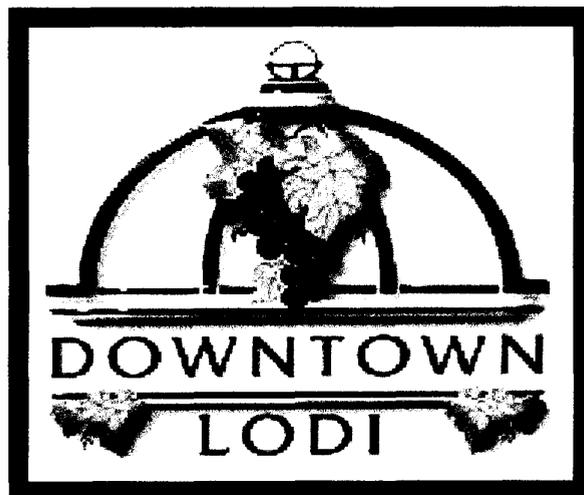
Tony C. Goehring
Economic Development Coordinator

Attachments

APPROVED: _____


H. Dixon Flynn -- City Manager

**DOWNTOWN LODI
BUSINESS
PARTNERSHIP**



2002/2003 REPORT



DOWNTOWN LODI BUSINESS PARTNERSHIP
4 WEST PINE STREET
P.O. BOX 1565
LODI, CALIFORNIA 95241-1565

PHONE: (209) 369.8052
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EMAIL: dlbp@mindspring.com

September 6, 2002

**Mr. Dixon Flynn, City Manager
City of Lodi
Lodi, CA95241**

Dear Dixon:

Subject: ANNUAL REPORT 2002/2003

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you in September of each year, our annual report and budget.

In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with seven copies—five for the City Council, one for the City Manager, and one for the City Clerk.

Sincerely,
Lewis F. Van Buskirk
Lewis F. Van Buskirk
Executive Director



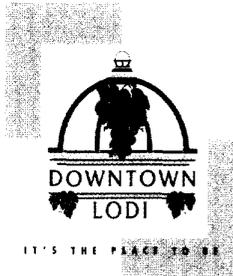
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2002/2003 ANNUAL REPORT TO THE CITY OF LODI

Items listed below refer to Section 36533(b) of the California Streets and Highway Code

1. No changes in boundaries of benefit zones within the area are proposed.
2. No physical improvements are planned. A Schedule of Activities for 2002/2003 is enclosed. (Exhibit A)
3. Budget for the "Budget year July 1 2002 through June 2003 is enclosed. (Exhibit B)
4. A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed as Exhibits C & D respectively. There are no changes in the Benefit Fee Schedule.
5. The Budget details all sources of income and projected expenses.



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Background & History----- Downtown Lodi Business Partnership—2002/2003 Report

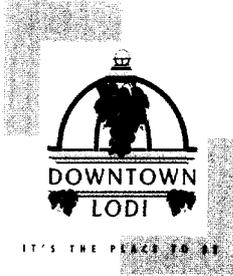
The Downtown Business Improvement District---is the central core of the City of Lodi. Like any city, the Downtown area is the City's **heart, soul and face**. Before revitalization took place, there had been over 20 years of neglect and miss-management of the downtown area. This was normal for almost all cities across the United States.

Today is a different story in the City of Lodi. The City and it's business partners, which include the land owners, business investors, merchants, and the Downtown Lodi Business Partnership -- have turned things around. Even with the great progress.....**we will always be a work in progress**. Business areas that are not in a perpetual mode of change will die....we intend to grow better, younger, and stronger while maintaining the historical character of the Downtown.

The City basically owns the infrastructure of a large "Community Shopping Center," ---spread out over many blocks, instead of being concentrated in a grouping of buildings similar to the format of privately owned shopping centers. Along with the businesses and merchants---**being represented by the Downtown Lodi Business Partnership (DLBP)**---we work with the City staff to manage the parking, maintain the streets, sidewalks, parking lots, trees, etc,. We establish and administer procedures for use of streets for various activities and events. **The DLBP is your front line management for our Community Shopping Center.**

The **DLBP** has been in existence for three and a half years. During this last year we have accomplished the following....

- **Continued the expansion of all events and projects including Farmers Market, Kiddie Parade, Parade of Lights, See's Candy Project, Christmas promotions including a cooperative effort on a Santa project with the Fire Department, and a new Halloween kids parade.**
- **Collaborated with the Lodi Chamber of Commerce to produce a very successful "School Street Wine Stroll. "**
- **Our Parking Committee and staff continue to work with City staff on parking management.**



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- **Set up Economic Development Committee to coordinate and interface with the City's overall economic development program. Our Web site...wwdowntownloidi.com... now has a property owners listing to aid potential businesses to make contact for leasing of available spaces in the Downtown.**
- **The Web page for the DLBP also provides the individual Downtown Merchants the opportunity to have their own web page and contains a complete listing of all merchants in the Downtown Area. This service is monitored by the DLBP staff in cooperation with one of our key downtown merchants....Shared Network Services. This service has been donated by this company.**
- **Developed an area use policy for organizations that want to use the Community Shopping Center streets for events.**
- **Facilitated member concerns and advocated to the City on our merchants behalf.**
- **Started a new major event—DOWNTOWN LODI LIVE—Family Faith Festival—which took place in July and drew 8 to 12 thousand people to the Downtown. This was a first....for a business organization to do a major partnership with the faith based portion of our community. The event was open to ALL faiths.**
- **Collaborated with the Lodi Visitors & Convention Bureau to make our members aware of this agencies fine work, and their role in supporting Downtown.**

The above list reflects most of the current programs, but is **not** all inclusive. We have created a strong downtown with teamwork. Our very active board of directors is the main leadership element of the partnership and continues to work effectively to represent and unify the merchants.



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Our basic marketing plan is to use the **many events** listed above as the primary tool of showing off our beautiful Downtown area. We will continue to develop **additional events** with our ultimate goal of making **Downtown Lodi the valleys Entertainment Mecca**.

Other programs in the development stages include an eight issue, **custom designed tab/news paper**. This will be distributed and printed by the Lodi News Sentential.

This format will be of particular benefit to our smaller merchants and general benefit for all of Downtown.

Continued City funding will be crucial to the success of this organization—and will be for sometime to come. The Downtown that we have built together will continue to change and grow. We are now in the second phase of development and can look forward to continuing successes

Our success---the City of Lodi and the Downtown Business Partnership, working together---is just beginning. We thank the **City Council** for its foresight and wisdom in increasing our funding, and the willingness to build into the future.

We are also grateful to a supportive city staff, particularly the Public Works Department, Street Department, Traffic, Community Relations, Police, and Economic Development. The people representing these various areas are top notch.

**WE AGAIN THANK YOU— FOR YOUR CONTINUED SUPPORT
IN THIS PARTNERSHIP**



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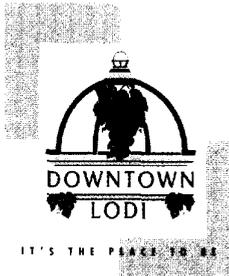
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MISSION STATEMENT

DOWNTOWN LODI BUSINESS PARTNERSHIP

The Downtown Lodi Business Partnership is a non-profit corporation, comprised of businesses that make up the Downtown business community. The main goal is to encourage growth and prosperity in the Downtown Community Shopping Center of Lodi and to maintain its economic health on an ongoing basis. This will be accomplished by;

- Encouraging development of new businesses while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and Downtown events
- Serving as an advocate for Downtown businesses in dealing with local government, maintenance projects, the media and the general public



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MISSION STATEMENT ACCOMPLISHMENTS

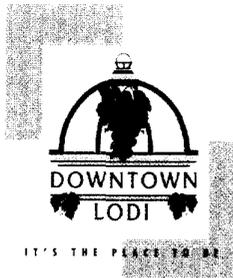
How have we done?

Encouraging development of new businesses while retaining and revitalizing existing businesses:

- ❖ Through our Economic Development Committee, and an excellent working relationship of the DLBP's Executive Director with the City's Economic Development Director (EDD), we continue to add new businesses to the Downtown core. So far this year there have been 9 new businesses opened since the first of the year with several in the planning stages. We have helped facilitate their transition into the area. We have worked with the EDD by referring new prospective business owners and recommending the continuance and expansion of the façade assistance program and other financial incentives.
- ❖ Our cooperative advertising program and retail promotions---i.e. Easter Bunny, Halloween, See's Candy, etc.---have provided the small retailer with marketing programs that could not be accomplished on their own. In addition, as mentioned else where in this report, we are developing a special Tab/insert paper that is exclusive for the Downtown. Larger retailers have also benefited from these programs.

Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and Downtown events:

- ❖ We have improved the downtown environment by working cooperatively with the City by obtaining funding and executing the School Street tree lighting, expanding the Downtown Banner program, street cleaning, and police patrol programs.
- ❖ Our events account for about 75% of our marketing effort and have grown over the last three years. In the year 2002, **we have attracted over 50,000 people to the downtown area with our Downtown Lodi Live—"Family Faith Festival" and our Farmers Market and Festival drawing record numbers for the season.** In 2000 we attracted over 80,000 people to our "Community Shopping Center" with events such as the Parade of Lights, Kiddie Parade, Farmers Market, and other promotional events. With these events yet to happen this year, we are **well on our way to attracting over 100,000 to our Downtown.**



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- The Farmers Market & Festival is attracting record numbers of people every Thursday night. Our average attendance has gone from 1,500 in 1999 to over 2,700 in 2002. We have had three nights this season where we attracted over 5,000 people. The addition of the Beer and Wine Garden, featuring our weekly entertainment, has become a community attraction.
- The Downtown Lodi Live---Family Faith Festival was a first for a business area and the faith based community to do a collaborative effort to promote a business district as a place for the family to gather in a safe and wholesome environment. It was estimated that between 8-12 thousand people attended the event.

Serving as an advocate for Downtown businesses in dealing with local government, maintenance projects, the media, and the general public.

- ❖ Parking continues to be a main issues for many merchants. The parking committee, with its representatives from business, city staff, and the DLBP's Executive Director, have guided the solutions for a very complex, emotional situation, to the best resolution possible.
- ❖ We have advocated for other changes, besides parking, on issues such as transient people problems, the moving of the Salvation Army, skate boarding, and other daily situations that confront any shopping area in general, and the Downtown specifically.
- ❖ Our office currently fields over 435 call per month, 80% of which come from the public, regarding events, parking permits---which we help administer---business complaints, business successes, requests for assistance on parking.
- ❖ We continue to work with the city to improve the directional signage for people coming from out of town.

While we are very proud of these accomplishments, we will continue to improve on each situation as opportunities present themselves. This next year promises to be very exciting---adding new events and programs, while improving and expending all existing programs.

This is a great example of a governmental, privet business connection----that accomplishes so much, at an affordable price. We trust that this partnership will continue to grow and prosper!



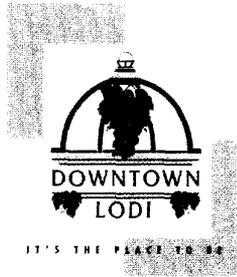
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Exhibit A

Schedule of Activities for 2002 & 2003

- ❖ *January---Cooperative advertising---See's Candy*
- ❖ *February---See's Candy---Downtown Lodi Live Event*
- ❖ *March---Street Painting & Art Festival---Cooperative advertising---See's Candy---
Downtown Lodi Auto Show & Festival*
- ❖ *April---See's Candy, Downtown Lodi Live---"Field & Fair Days"---Easter promotion
w/ Easter Bunny*
- ❖ *May---See's Candy, Cooperative advertising---Downtown Lodi Live Mini event on
Saturday afternoon & Evening---Black tie Event---FARNERS MARKET BEGINS.*
- ❖ *June---Farmers Market---Downtown Lodi Live---"School Street Wine Stroll"*
- ❖ *July---Farmers Market---Downtown Lodi Live---2nd annual "Family Faith Festival"*
- ❖ *August ---Farmers Market---Downtown Lodi Live---Street Dancing & Festival*
- ❖ *September --- Farmers Market---Main Downtown Lodi Live---Kiddie Parade*
- ❖ *October---Halloween Festival---See's Candy Begins---Downtown Lodi Live---
"October Fest"*
- ❖ *November---Street Decorating & lighting---See's Candy*
- ❖ *December---Parade of Lights---Santa Walking the Street---See's Candy-- 2nd Annual
Downtown Lodi Live---"A Dickens Christmas In Lodi"*



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WHAT'S IN STORE FOR THE FUTURE

- Introduce more Downtown Lodi Live events—Make Downtown Lodi the Entertainment Mecca for the valley
- Continue to build a collaborative relationship with the City Council—Keep our Partnership focused and fresh
- More collaborative events with organizations such as the Lodi Visitors and Convention Bureau, Lodi Chamber of Commerce, The Boys & Girls Club, Lodi House, and similar organizations
- Expand the boundaries of the Business Improvement District by 2003/2004
- Outreach to the general community, and expand major corporate sponsorship interest in events and other participation in the “Community Shopping Center”
- Review and update the Assessment Fee Schedule by for the assessment year of 2004 to better reflect the membership benefits, and equitable fee structure
- Expand our volunteer base for the Downtown Events by reaching into the community
- Develop additional strategies with the City Staff for better programs in the following areas---directional signage for the Downtown, creative parking solutions and management including seven day a week parking enforcement, Economic Development, management and commercial use of the new parking structure, and billing/collections
- Develop and submit a 5 year plan for the Downtown by September 2003

EXHIBIT C
Downtown Lodi Business Partnership
Benefit Fee Schedule

	ZONE A	ZONE B
Retailers and Restaurants	\$200. (1-3 emp.)	\$100.
	\$300. (4-6 emp.)	\$150.
	\$400. (7 + emp.)	\$200.
Service Businesses	\$150.	\$ 75.
Professional Business	\$100.	\$ 50.
Financial Institutions	\$500.	\$500.

Note: Retail and restaurant businesses will be charged on size which will determined by the number of employees, either full-time or the equivalent made up of multiples of part-time employees.

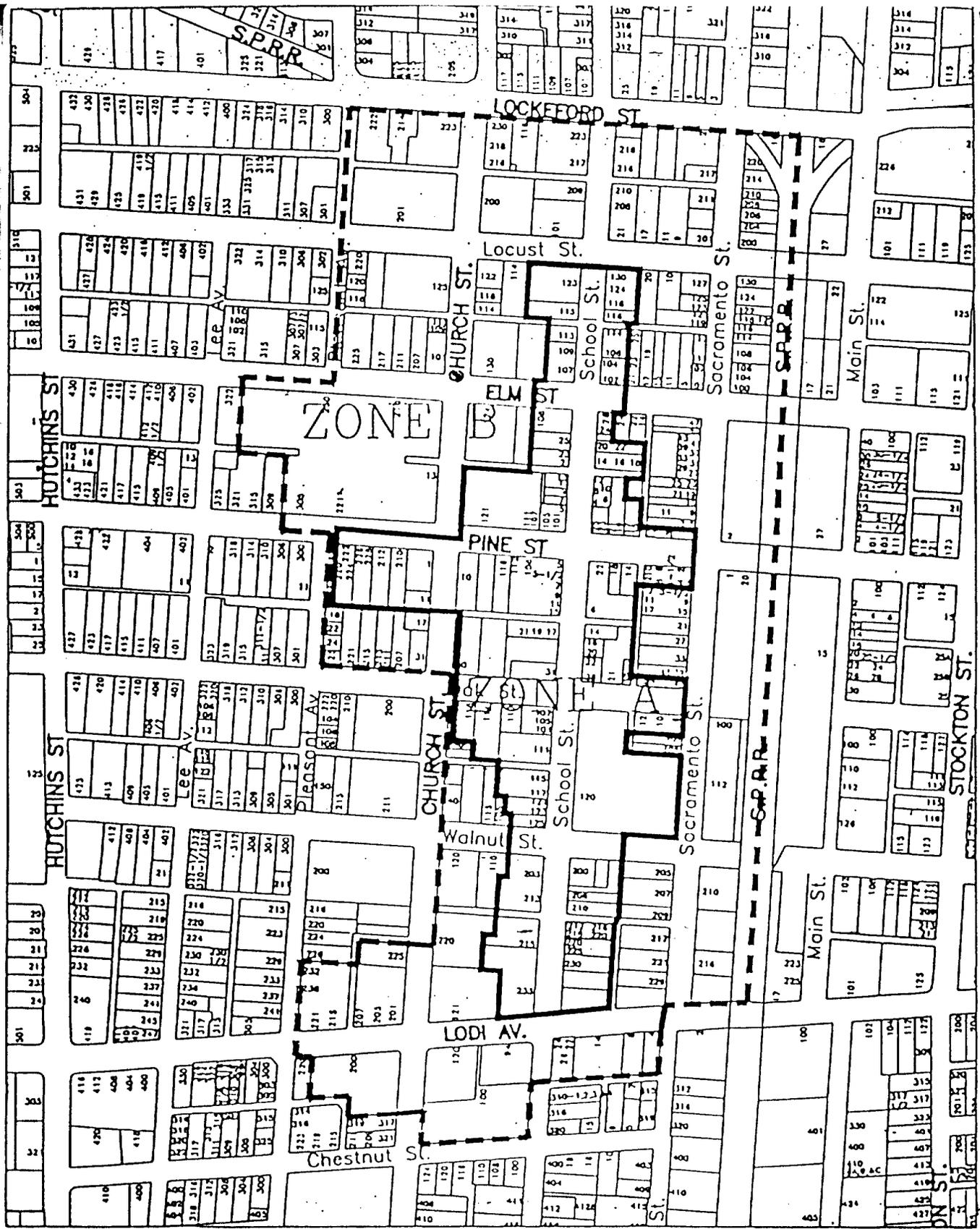
Business type definitions:

Retail and Restaurant: Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

Service Businesses: Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses: Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

Financial Institutions: Includes banking and savings and loan institutions as well as credit unions, etc.



DOWNTOWN LODI BUSINESS PARTNERSHIP
 BUSINESS IMPROVEMENT AREA MAP

EXHIBIT

I *Imagine*



...the aroma of freshly roasted chestnuts dancing through the crisp winter air, mingling with the laughter of children as they run to greet Ol' Saint Nick...

...carolers' voices enchanting every ear they pass by as they stroll the bustling holiday sidewalks...

...thousands of shoppers mulling around the Downtown, looking for that one perfect gift...

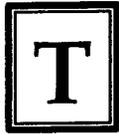


...a season of sharing and charm, reminiscent of a timeless tale told by Charles Dickens...



R *ealize...*

Downtown Lodi Dickens Faire



he holiday shopping season has great potential to bring many gift-buying customers to your store. Shoppers have so many reasons to make their holiday purchases downtown, and your store is one of those reasons. With the addition of the Lodi Station Parking Garage, consumers can find ample parking, and make their shopping excursions longer.

Knowing what possibilities lay ahead, the DLBP is determined to increase downtown shopping traffic by introducing a fantastic holiday event; The Downtown Lodi Dickens Faire.

Downtown Lodi is an inviting and charming place to spend time, so why not add to that charm during the holidays by bringing the warmth, style and ambience of a Charles Dickens' inspired Victorian Christmas? From Thursday, December 12th to Saturday, December 14th, our downtown will be populated by performers wearing authentic Victorian-era attire. The streets will also be decorated in a festive manner and illuminated to match the spirit of the season. There will be carriage rides, chestnut vendors and a variety of entertainment venues. There will also be customers and plenty of opportunity for you to draw them into your store.

Downtown merchants need to join in the celebration, extending their store hours, and dressing in the Victorian style to serve their customers. Costumes will be provided on a first-come, first-serve basis.

Along with the performers, there will also be items such as wreath carts, cider carts, chestnut carts, mistletoe carts, carolers, musicians, queen's court parade, skating rink and many other events!



Each night will be highlighted by a main event. The Fair will be concluded on the fourth night with the stunning spectacle of the lighting of the 30-foot Christmas tree.

Please read on for a schedule of daily and nightly events, including a children's theatre event.

We are in the planning stages of this new annual event and would appreciate your input.



Schedule of Events



Thursday, December 12th
All Day Activities (3pm to 9pm)

Ice rink and skate rental
Horse and carriage rides

Street Vendors

Wreath Cart
Cider, Tea, Hot Cocoa Cart
Chestnut Cart
Mistletoe Cart
Turkey leg Cart
Gift Wrapping Station

Street Entertainment

Christmas Carolers
Blue Moon Singers
Father Christmas and Holly Berry
Juggler
Dickens Characters
Stanislaus Players
Street Artists
Other venues possible

Thursday, December 12th **Main Events**



Proposed Evening Activities

(5pm to 9pm)

Pub Night (pre-sold ticket event)

An English-style progressive dinner served by all participating restaurants. The meal will be topped off at the Hotel Lodi.

The evening's festivities will include selections from local wineries and theatre entertainment. The entertainment will range everywhere from comedies, satires, and music to a performance by Dickens Actor Geoffrey Harris of the London Dickens Theatre.



Schedule of Events (cont'd.)



Friday, December 13th

All Day Activities (3pm to 9pm)

Ice rink and skate rental
Horse and carriage rides

Street Vendors

Wreath Cart
Cider, Tea, Hot Cocoa Cart
Chestnut Cart
Mistletoe Cart
Turkey leg Cart
Gift Wrapping Station

Street Entertainment

Christmas Carolers
Blue Moon Singers
Father Christmas and Holly Berry
Juggler
Dickens Characters
Living Nativity Scene
Hand bell Choir
Street Artists
Stanislaus Players
Other venues possible



Friday, December 13th Main Events



Proposed Evening Activities

(5pm to 9pm)

Pub Night (pre-sold ticket event)

An hors d'oeuvres and wine stroll will commence the evening's festivities, and will include a traditional English pub and theatre entertainment. The entertainment will include a Barbershop Quartet.



COTTAGE AT RIVERSIDE.

Schedule of Events (cont'd.)



Saturday, December 14th
All Day Activities (12pm to 9m)

Ice rink and skate rental
Horse and carriage rides

Street Vendors

Wreath Cart
Cider, Tea, Hot Cocoa Cart
Chestnut Cart
Mistletoe Cart
Turkey leg Cart
Gift Wrapping Station

Street Entertainment

Christmas Carolers
Blue Moon Singers
Father Christmas and Holly Berry
Juggler
Santa Claus Sitzings
Dickens Characters
Delta Dickens Carolers
Stanislaus Players
Other venues possible



S

aturday, December 14th Main Events

Proposed Morning Event
(10am to 12pm)

Children's Theatre

The downtown Theatre will host and provide free entertainment for children from ages 5-12. This will give parents some free shopping time. Local churches will pair with the DLBP to provide childcare for this event.

Proposed Midday Event
(1pm to 3pm)

English High Tea

The Lodi Hotel Ballroom or The Merlot will host a proper High Tea with all the amenities and entertainment. The forecasted attendance for this event is 300.

Proposed Evening Activities
(5pm to 9pm)

Pub Night (pre-sold ticket event)

An hors d'oeuvres and wine stroll will commence the evening's festivities, and will include Geoffrey Harris.

Proposed Evening Event
(8m to 9pm)

Passing of the Lantern

The Passing of the Lantern brings the community together in a candle lighting unity ceremony. There will be a live Nativity scene. The event will conclude with the lighting of the 30-foot Christmas tree.



Gift Wrapping & See's Booth



When the gifts are chosen and the shopping is done, where does the visitor to the Downtown Lodi Dickens Faire turn for their gift wrapping needs? For that added touch of elegance and flair, they stop by the Dickens Faire Gift Wrapping Station.

The feeling of the Faire will remain with the patrons of the Gift Wrapping Station. Each time they look upon that unique gift, nestled under the tree among the others, they will be reminded of the warmth of Downtown Lodi and this special time of year.

While the gifts are uniquely wrapped and adorned by the artists attending the station, patrons can do some extra shopping at the See's Candy Booth that resides with the Gift Wrapping Station. Nothing completes a holiday celebration like See's candy, and there will be plenty of varieties on hand.



Merchant Signup Form



Please take a moment to fill out the following form. Your participation in this event will help strengthen it and make it even more successful.

Yes, my business will participate in the Downtown Lodi Dickens Faire.

Name of Business: _____

Owner/Operator: _____

Event Contact: _____



Store Hours

Yes, I am willing to extend my store hours to 8 or 9pm for this event.

No, I am not willing to extend my store hours.

Will you and your employees participate by dressing in Victorian-era clothing?

Yes, I will. Yes, my employees will.

No, I will not. No, my employees will not.

For purposes of estimating the total number needed, please tell us how many employees you have (including yourself): _____

Number female: _____

Number male: _____

Yes, I would like to serve food and/or beverages in my store during the event.

Participation Levels



Please sign me up at the following financial commitment level:

I cannot contribute, but I will participate.

\$50.00

\$100.00

\$200.00

\$75.00

\$150.00

\$500.00

Financial participation will contribute to the ice rink, entertainers, vendors and individual events.

Please make checks payable to Downtown Lodi Business Partnership

Signature: _____ Date: _____

Print name: _____

Return signup form to the DLBP office with payment no later than October 31st, 2002.

Downtown Dickens Faire Event Schedule

Time	Thursday, December 12th	Friday, December 13th	Saturday, December 14th
10:00am			Children's Theatre
10:30am			
11:00am			
11:30am			
12 noon	Ice Skating (w/ DJ or music)	Ice Skating (w/ DJ or music)	Ice Skating (w/ DJ or music); Stanislaus Players, Carriage Rides, Vendors, Juggler
12:30pm			
1:00pm			
1:30pm			
2:00pm			High Tea, Blue Moon Singers
2:30pm			
3:00pm	Carriage Rides, Vendors, Blue Moon Singers Juggler, Father Christmas & Holly Berry	Carriage Rides, Vendors, Blue Moon Singers Juggler, Father Christmas & Holly Berry	
3:30pm	(3pm cont'd) Stanislaus Players	(3pm cont'd) Stanislaus Players	
4:00pm			
4:30pm			
5:00pm	Progressive Dinner		
5:30pm			Delta Dickens Carlers
6:00pm	Brass Band	Hand bell Choir	Father Christmas & Holly Berry
6:30pm	Living Nativity Scene	Living Nativity Scene	Living Nativity Scene
7:00pm	Pub Night (Geoffrey Harms/Dinner)	Pub Night II (Barbershop Quartet)	Pub Night III (Geoffrey Harms)
7:30pm			
8:00pm			Tree Lighting Ceremony
8:30pm			
9:00pm			

How to play?

This game piece lists all of the questions and the participating merchants where the answer can be found. Your goal is to answer all of the questions and enter your completed game piece to have the opportunity to win one of 30 THANKSGIVING TURKEYS or THE GRAND PRIZE: a 3 Day/2 night trip at Caesar's Las Vegas!

Once you write the "correct" answer (as posted in that store) on your game piece, have an employee of that store initial your answer, then you're off to your next store.

When you have completed at least 15 answers, please drop off the completed card at one of the following locations: Lodi Sporting Goods, Valley Paint or the Downtown Lodi Business Partnership office. All entries must be submitted by 5:00 PM, November 22, 2002. Winners will be contacted on Monday, November 25, 2002.



TIME TO BEGIN THE SCAVENGER HUNT!

EXTRA: Please fill out our survey (on the back of this game piece) and your name may be drawn to receive a basket of See's Candy.

If you have any ques-

tions, please call 209-369-8052 or check our website at www.downtownlodi.com.

QUESTIONS:

1. Name two things that are inside an official Wilson NFL football? (Lodi Sporting Goods) _____
2. Dobler's Ski Cottage is how many miles from Bear Valley Ski Resort? (Dobler's Ski Cottage) _____
3. Why did we name our store Nana's Attic? (Nana's Attic) _____
4. How did Zoop-A-Loop get it's name? (Zoop-A-Loop) _____
5. Roll me and I lose my skin. What am I? (Lodi Cooks) _____
6. There is a map of what country hanging in the back of the store? (Tom's Used Books) _____
7. In New York, one pound of coffee was worth as much as 4 acres of land. What year was it? (Tillie's Coffee Tea etc.) _____
8. What year did we open our shop? And what items do we specialize in? (Jan's Sweet Treasures) _____



I must be close to the answer...

9. What don't you take any of? (Lasting Impressions) _____
10. What was our building originally intended for, when it was built? (Vibe & Branches) _____
11. We have a reproduction of a famous landmark in our office, what is it's name and where in the world is it originally located? (L&L Travel) _____
12. What artist and what year did the Federal Duck Stamp print originate? (Tealbrook Gallery) _____
13. Who makes their clothing with the Australian crystals? (Christensen's Fashions) _____
14. Where would you find a Contera Water Purifier in the House of Iron? (House of Iron) _____
15. How many times a year is there a 50% OFF sale? (The Clothes Closet) _____
16. What year was Daniger Furniture established? (Daniger Furniture) _____
17. What month and year did Sheri's Sonshine Nutrition Center open in downtown Lodi? (Sheri's Sonshine Nutrition Center) _____
18. Who offers unlimited talk time minutes within your home area 24 hours, 7 days a week? (Talktime Wireless) _____



Ah HAI!

- 19. What is a cutaway? (Tuxedo's of Lodi) _____

- 20. What's a Muffuletta? (Go Go's Panini Grill & Ice Cream) _____

- 21. Who invented Latex paint? What year? (Valley Paint) _____
- 22. What cartoon strip do we have a carpet rack named after? (Gienger Floor Covering) _____

- 23. How many dealers do we have in our downstairs? (Secondhand Rose) _____
- 24. A bee often produces me. My flavor is quite simple, but smells very unique. I also fit the season. (2illuminate) _____

- 25. Besides blue, what color is sapphire? (Danz Jewelers) _____
- 26. How many flavors of salt water taffy are available? (Cafe Yogurt and Sweets Co.) _____
- 27. What is a Ritz Stick? (Burton's Shoes) _____

- 28. What year did Cottage Bakery Open? _____

- 29. What did Henry Gussman invent in 1909? (Security Lock & Key Service) _____
- 30. What is the carat weight of the Culligan I, pear-shaped diamond, also known as the Star of Africa? (John Borelli Jewelers) _____

LIST OF PARTICIPATING MERCHANTS: Lodi Sporting Goods, Dobler's Ski Cottage, Nana's Attic, Zoop-A-Loop, Lodi Cooks, Tom's Used Books, Tillie's Coffee Tea etc., Jan's Sweet Treasures, Lasting Impressions, Vine & Branches, L&L Travel, Tealbrook Gallery, Christensen's Fashions, House of Iron, The Clothes Closet, Daniger's Furniture, Sheri's Sunshine Nutrition Center, Tuxedo's of Lodi, Go Go's Panini Grill & Ice Cream, Valley Paint, Gienger Floor Covering, Secondhand Rose, Surewest Wireless, 2illuminate, Danz Jewelers, Café Yogurt and Sweets Co., Burton's Shoes, Security Lock & Key Service, and John Borelli Jewelers.

- Downtown Lodi Business Partnership Survey
- Help us improve Downtown Lodi by answering the following questions.
- What do you shop for in Downtown Lodi?

- What don't you shop for in Downtown Lodi? Why?

- What stores would you like to see in Downtown Lodi?

- What improvement would like to see in Downtown Lodi?

NAME: _____
 Address: _____
 City, State, Zip: _____
 Telephone: _____

Employees and family members of employees or store owners are not eligible.

Please drop this off at either Lodi Sporting Goods, Valley Paint or the Downtown Lodi Business Partnership office



Invites you to a
Scavenger Hunt

**GREAT PRIZES
 LOTS OF FUN!**



October 31—November 22, 2002

**Downtown Lodi Business Partnership
Proposed Budget
July 2002 through June 2003**

APPROVED BUDGET

	**NYS		Year 2002												Year 2003						Totals Budgeted Totals	Actual Last Year						
			JUL		AUG		SEP		OCT		Nov		DEC		JAN		FEB		Mar				APR		MAY		JUN	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual			Budget	Actual	Budget	Actual	Budget	Actual
INCOME																												
Total Fund Raising Special Events			10,625		18,975		18,975		50,250		19,000		37,500		10,050		10,050		10,050		10,050		10,050		10,050		27,640	86,186
Partnership Assessments			1,650		1,670		1,670		1,670		1,670		1,670		7,000		7,000		7,000		7,000		1,000		1,000		42,000	21,596
City of Lodi Matching Funds			100,000																							100,000	62,000	
Grand Total Includes City of Lodi			112,275		20,645		20,645		51,920		20,670		39,170		17,050		17,050		17,050		17,050		11,050		11,625		355,100	112,275
EXPENSES																												
Operating Expenses:			6,500		7,050		10,094		7,940		7,540		7,540		7,490		7,040		10,740		7,240		7,300		7,050		35,220	69,586
Events Expenses:			20,907		21,172		30,163		20,600		27,085		19,720		15,095		11,095		11,845		12,695		11,845		14,578		275,900	
Total Advertising =			71,850.00																									
Total Event Coordination =			71,000.00																									
Total Fund Raising Costs =			50,395.00																									
Total Entertainment =			20,555.00																									
Total License and Permits =			2,300.00																									
			\$216,900.00																									
Fund Raising Special Events																												
Beer Restoration																												
City of Lodi (AAW)																												
Downtown Lodi Live					7,100		7,000		33,000																		47,100	26,983
DLL/Business Sponsors					600		500		500																			600
DLL/Car Show					500		500		500																			500
DLL/Corporate Sponsors					6,000		6,000		6,000																			6,000
DLL/Ticket Sales								25,000																				25,000
DLL/Other								1,000																				1,000
Easter																												
Farmer's Market					1,625		1,625		1,625																		1,625	6,500
FM/Beer and Wine Garden					1,625		1,625		1,625																			5,500
Kiddie Parade					1,250		1,250																					2,800
K/P/Corporate Sponsors					1,000		1,000																					2,000
K/P/Business sponsors					400		400																					800
Parade of Lights								8,250		8,250		500																17,000
PL/Float Entries								3,000		3,000		1,800																7,900
PL/Food Vendors												1,600																1,600
PL/Corporate Sponsors								2,500		2,500		2,500																7,500
See's Candy												1,750		28,000		1,050		1,050		1,050		1,050		1,050				35,000
SC/Product Purchase																												25,473
Halloween Event																												
Wine Stroll																												
Freedom Fair					9,000																							9,000
Business Sponsors					500																							500
Corporate Sponsors					5,000																							5,000
Sales/Other					500																							500
Ticket Sales					1,000																							1,000
Food Vendors					2,000																							2,000

Proposed Budget
July 2002 through June 2003

NAME (CONTINUED)	"NYS		Year 2002												Year 2003						Totals Budgeted Totals	Actual Last Year						
			JUL		AUG		SEP		OCT		NOV		DEC		JAN		FEB		MAR				APR		MAY		JUN	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual			Budget	Actual	Budget	Actual	Budget	Actual
																											9,000	
Happy Days "Laverne & Shirley"					9,000																						500	
Business Sponsors					5,000																						5,000	
Corporate Sponsors					500																						500	
Sales/Other					1,000																						1,000	
Ticket Sales					2,000																						2,000	
Food Vendors																											9,000	
Family Fun Night								9,000																			500	
Business Sponsors								5,000																			5,000	
Corporate Sponsors								500																			500	
Sales/Other								1,000																			1,000	
Ticket Sales								2,000																			2,000	
Food Vendors																											9,000	
Community Spiritual Music Event																											9,000	
Business Sponsors																											500	
Corporate Sponsors																											5,000	
Sales/Other																											500	
Ticket Sales																											1,000	
Food Vendors																											2,000	
New Event October																											9,000	
Business Sponsors																											500	
Corporate Sponsors																											5,000	
Sales/Other																											500	
Ticket Sales																											1,000	
Food Vendors																											2,000	
New Event November																											9,000	
Business Sponsors																											500	
Corporate Sponsors																											5,000	
Sales/Other																											500	
Ticket Sales																											1,000	
Food Vendors																											2,000	
New Event December																											9,000	
Business Sponsors																											500	
Corporate Sponsors																											5,000	
Sales/Other																											500	
Ticket Sales																											1,000	
Food Vendors																											2,000	
New Event "January 2003"																											9,000	
Business Sponsors																											500	
Corporate Sponsors																											5,000	
Sales/Other																											500	
Ticket Sales																											1,000	
Food Vendors																											2,000	
New Event "February 2003"																											9,000	
Business Sponsors																											500	
Corporate Sponsors																											5,000	
Sales/Other																											500	
Ticket Sales																											1,000	
Food Vendors																											2,000	

**Downtown Lodi Business Partnership
Proposed Budget
July 2002 through June 2003**

	Year 2002												Year 2003						Totals Budgeted Totals	Actual Last Year									
	**NYS		JUL		AUG		SEP		OCT		NOV		DEC		JAN		FEB				Mar		APR		MAY		JUN		
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual			Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	
INCOME (CONTINUED)																													
New Event "March 2003"																				9,000								9,000	
Business Sponsors																				500								500	
Corporate Sponsors																				5,000								5,000	
Sales/Other																				500								500	
Ticket Sales																				1,000								1,000	
Food Vendors																				2,000								2,000	
New Event "April 2003"																						9,000						9,000	
Business Sponsors																				500								500	
Corporate Sponsors																				5,000								5,000	
Sales/Other																				500								500	
Ticket Sales																				1,000								1,000	
Food Vendors																				2,000								2,000	
New Event "May 2003"																						9,000						9,000	
Business Sponsors																				500								500	
Corporate Sponsors																				5,000								5,000	
Sales/Other																				500								500	
Ticket Sales																				1,000								1,000	
Food Vendors																				2,000								2,000	
Marketing/Other Special Events																												11,250	
Total Fund Raising Special Events			10,425		18,975		18,875		50,250		19,000		37,500		10,050		10,050		11,050		10,050		10,050		10,625		10,625	21,400	86,186
Partnership Assessments			1,550		1,670		1,670		1,670		1,670		1,670		7,000		7,000		7,000		7,000		1,000		1,000		1,000	21,596	
Grand Total Includes City of Lodi Matching Funds			112,275		20,645		20,545		51,920		20,670		39,170		17,050		17,050		17,350		17,050		11,050		11,625		32,000	112,275	
EXPENSE																													
GENERAL ADMINISTRATIVE																													
Outside bookkeeping			400		400		400		400		400		400		400		400		400		400		400		400		400	4,000	
COA Conferences																				700								700	
Insurance			292		292		292		292		292		292		292		292		292		292		292		292		292	2,799	
Janitorial			40		40		40		40		40		40		40		40		40		40		40		40		40	160	
Office Equipment			150		150		150		150		150		150		150		150		150		150		150		150		150	973	
Office Supplies			200		200		200		200		200		200		200		200		200		200		200		200		200	1,812	
Professional Fees Accounting																				250								500	
Rent			430		430		430		430		430		430		430		430		430		430		430		430		430	3,400	
Computer Repairs/Service			75		75		75		75		75		75		75		75		75		75		75		75		75	1,022	
Misc/Other			50		50		50		50		50		50		50		50		50		50		50		50		50	772	
Telephone			158		158		158		158		158		158		158		158		158		158		158		158		158	888	
Total General Admin.			1,786		1,785		2,099		2,486		1,795		1,795		2,045		1,795		2,495		1,795		2,055		1,806		1,806	14,301	
MARKETING																													
Other Marketing Programs																													
News Letter / Special Events			175		175		165		165		165		165		165		165		165		165		165		165		165	1,050	
Map & Directory Brochures																				2,250								2,984	
Kiosk Updates																				750								480	
Membership Mixers			200		200		200		200		200		200		200		200		200		200		200		200		200	116	
Other			500		500		500		500		500		500		500		500		500		500		500		500		500	622	
Total Other Marketing Programs			1,225		1,75		2,915		365		665		665		365		165		3,165		365		165		165		165	5,251	
EMPLOYEE PAYROLL																													
Executive Director Current \$35,000/yr			3000		3000		3000		3000		3000		3000		3000		3000		3000		3000		3000		3000		3000	34,974	
Administrative Coordinator			2,079.96		2,080		2,080		2,079.96		2,079.96		2,079.96		2,079.96		2,079.96		2,079.96		2,079.96		2,079.96		2,079.96		2,080	13,150	
Other																												1,810	
Total Payroll Expense			5079.96		5079.96		5079.96		5079.96		5079.96		5079.96		5079.96		5079.96		5079.96		5079.96		5079.96		5079.96		5079.96	50,034	

**Downtown Lodi Business Partnership
Proposed Budget
July 2002 through June 2003**

EVENT EXPENSE	NYS		Year 2002										Year 2003						Totals									
			JUL		AUG		SEP		OCT		NOV		DEC		JAN		FEB		MAR		APR		MAY		JUN		Budgeted Totals	Actual Last Year
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual				
Bear Restoration																											11,575	
Advertising																												
Event Coordination Fee																												
Fund Raising Costs																												
Equipment Rental																												
Set Up Costs																												
Porta Potty																												
Other																												
Entertainment Costs																												
License/Permits																												
Permits																												
Collectibles A&V																											2,421	
Advertising																												
Lodi News Sentinel																											647	
TV																												
Posters																											100	
The Record																												
Other Advertising																											98	
Printing																												
Event Coordination Fee																												
Fund Raising Costs																												
Equipment Rental																											59	
Porta Potty																											100	
Set Up Costs																											1,395	
Other																												
Entertainment Costs																												
License/Permits																											25	
Permits																												
Downtown Lodi Live			4,650		4,440		13,190		9,155		240																31,675	
Advertising																											3,347	
Lodi News Sentinel																											3,347	
TV			3,250																								3,250	
Posters					200																						200	
The Record							2,500																				2,500	
Other Advertising							3,000																				3,000	
Printing			400		400		400		400																		1,600	
Event Coordination Fee			1,000		1,000		1,500		1,500																		5,000	
Fund Raising Costs																											4,957	
Equipment Rental									1,625																		1,625	
Porta Potty					90		90		90		90																360	
Set Up Costs					150		150		150		150																600	
Glasses					1,000		1,000																				4,000	
Other					1,000		1,000																				4,000	
Entertainment Costs																											2,000	
Featured Band							750		1,250																		2,000	
Band 2							200		600																		800	
Band 3							200		600																		800	
Band 4							200		600																		800	
Band 5							75		450																		525	
Band 6							75		450																		525	
Band 7							50		340																		390	
License/Permits							400																				400	

**Downtown Lodi Business Partnership
Proposed Budget
July 2002 through June 2003**

		Year 2002												Year 2003						Totals							
		JUL		AUG		SEP		OCT		NOV		DEC		JAN		FEB		MAR		APR		MAY		JUN		Budgeted Totals	Actual Last Year
		Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual		
Foster Event																											
Advertising	Lodi News Sentinel																				600					600	500
	Posters																										
	Other Advertising																										
Event Coordination Fee	Event Coordination Fee																										
Fund Raising Costs	Equipment Rental																										
Entertainment Costs	Permits																										
License/Permits																											

Downtown Lodi Business Partnership

Proposed Budget

July 2002 through June 2003

		Year 2002												Year 2003						Totals										
		JUL		AUG		SEP		OCT		NOV		DEC		JAN		FEB		MAR		APR		MAY		JUN		Budgeted Totals	Actual Last Year			
Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual					
EVENT EXPENSES - Continued																														
Parade of Lights																														
Advertising	Lodi News Sentinel					500	850			6,250	3,375																10,975	9,585		
	TV					500	400			3,000	700																	4,600	6,401	
	Posters								300																			300		
	The Record									1,500																		1,500	814	
	Other Advertising									1,000																		1,000	408	
	Printing								100																			100		
Event Coordination Fee	Event Coordination Fee																												661	
Fund Raising Costs																													400	
	Awards											300																300	125	
	Refreshments											125																125	125	
	Porta Potty											630																630	651	
	Set Up Costs											500																500	100	
	Other											370																370		
Entertainment Costs	Entertainment Costs																													
License/Permits	Permits								50																			50	25	
See's Candy																														
Advertising	Lodi News Sentinel									10,500	6,250	5,000	1,000	1,750	2,000	1,200												27,700	27,582	
	TV									500	1,000			500														2,000	3,000	
	Posters																												120	
	The Record													250														250		
	Other Advertising																												500	
Event Coordination Fee	Event Coordination Fee											250																		
Fund Raising Costs	Other									10,000	5,000	5,000	1,000	1,000	2,000	1,200												25,200	24,462	
Entertainment Costs																														
License/Permits	Permits																													
Halloween Event																														
Advertising	Lodi News Sentinel							500																				500	600	
	Posters							500																					500	500
	Other Advertising																												100	
Event Coordination Fee	Event Coordination Fee																													
Fund Raising Costs	Other																													
Entertainment Costs																														
License/Permits	Permits																													
Wine Stroll																														
Advertising	Other Advertising																													
Event Coordination Fee	Event Coordination Fee																													
Fund Raising Costs	Other																													
Entertainment Costs																														
License/Permits	Permits																													
Freedom Fair																														
Advertising	Other Advertising																											9,425	9,425	
Event Coordination Fee	Event Coordination Fee																												2,500	
Fund Raising Costs	Equipment Rental																												5,500	
	Set-Up Costs																												150	
	Porta Potty																												125	
	Other																												100	
Entertainment Costs																													250	
License/Permits	Permits																												700	
																													100	

**Downtown Lodi Business Partnership
Proposed Budget
July 2002 through June 2003**

Year 2002	Year 2003												
	JUN	MAY	APR		MAY		JUN		JUL		AUG		
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	
Happy Days, Lawrence & Shirley	Other Advertising	2,500		2,500		2,500		2,500		2,500		2,500	
	Event Coordination Fee	5,500		5,500		5,500		5,500		5,500		5,500	
	Equipment Rental	150		150		150		150		150		150	
	Set-up Costs	125		125		125		125		125		125	
	Porta Potty	100		100		100		100		100		100	
	Other	250		250		250		250		250		250	
	Entertainment Costs	700		700		700		700		700		700	
	Permits	100		100		100		100		100		100	
	9,425												
	Family Fun Night	Other Advertising	2,500		2,500		2,500		2,500		2,500		2,500
Event Coordination Fee		5,500		5,500		5,500		5,500		5,500		5,500	
Equipment Rental		150		150		150		150		150		150	
Set-up Costs		125		125		125		125		125		125	
Porta Potty		100		100		100		100		100		100	
Other		250		250		250		250		250		250	
Entertainment Costs		700		700		700		700		700		700	
Permits		100		100		100		100		100		100	
9,425													
Spiritual Music Event		Other Advertising	2,500		2,500		2,500		2,500		2,500		2,500
	Event Coordination Fee	5,500		5,500		5,500		5,500		5,500		5,500	
	Equipment Rental	150		150		150		150		150		150	
	Set-up Costs	125		125		125		125		125		125	
	Porta Potty	100		100		100		100		100		100	
	Other	250		250		250		250		250		250	
	Entertainment Costs	700		700		700		700		700		700	
	Permits	100		100		100		100		100		100	
	9,425												
	Miscellaneous	Advertising	550		550		550		550		550		550
General Fund Advertising		550		550		550		550		550		550	
670													
670													
670													
670													
670													
670													
670													
12,459													
New Event - October	Other Advertising	2,500		2,500		2,500		2,500		2,500		2,500	
	Event Coordination Fee	5,500		5,500		5,500		5,500		5,500		5,500	
	Equipment Rental	150		150		150		150		150		150	
	Set-up Costs	125		125		125		125		125		125	
	Porta Potty	100		100		100		100		100		100	
	Other	250		250		250		250		250		250	
	Entertainment Costs	700		700		700		700		700		700	
	Permits	100		100		100		100		100		100	
	9,425												
	New Event - November	Other Advertising	2,500		2,500		2,500		2,500		2,500		2,500
Event Coordination Fee		5,500		5,500		5,500		5,500		5,500		5,500	
Equipment Rental		150		150		150		150		150		150	
Set-up Costs		125		125		125		125		125		125	
Porta Potty		100		100		100		100		100		100	
Other		250		250		250		250		250		250	
Entertainment Costs		700		700		700		700		700		700	
Permits		100		100		100		100		100		100	
9,425													
Totals		Budgeted	12,459		12,459		12,459		12,459		12,459		12,459
	Actual	8,000		8,000		8,000		8,000		8,000		8,000	
	12,459												
	670												
	670												
	670												
	670												
	670												
	670												
	12,459												

**Downtown Lodi Business Partnership
Proposed Budget
July 2002 through June 2003**

	Year 2002		Year 2003												Totals		
	Budget	Actual	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN		Budget	Actual
Totals Events:			20,907	21,172	30,163	20,600	27,086	18,720	15,095	11,086	11,845	12,695	11,345	14,578	216,900	216,900	
Person to City of Lodi:																	
Holiday Decorations/Events						2,550			2,550								12,750
Banner						9,000					9,000						18,000
Maintain Lights			400	400	400	400	400	400	400	400	400	400	400	400	400	400	4,800
														2,550			3,954

RESOLUTION NO. 2002-240

A RESOLUTION OF INTENTION TO LEVY ANNUAL
ASSESSMENT FOR DOWNTOWN LODI BUSINESS
IMPROVEMENT AREA NO. 1, ESTABLISHING PUBLIC
HEARING DATE, AND RECEIVING ANNUAL REPORT

=====

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997 by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report as required by Streets & Highways Code, §36533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. Receive the Annual Report as submitted, said Report being on file with the City Clerk.
2. Establishes December 18, 2002 in the City Council Chambers, at Carnegie Forum, 305 West Pine Street, Lodi, California at 7:00 p.m., or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highway Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2003 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area, and the boundaries of each separate benefit zone within the area, are set forth in the Map, Exhibit A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on business in the Area are in Exhibit B hereto and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets & Highways Code §§36524 and 36525.

Dated: November 20, 2002

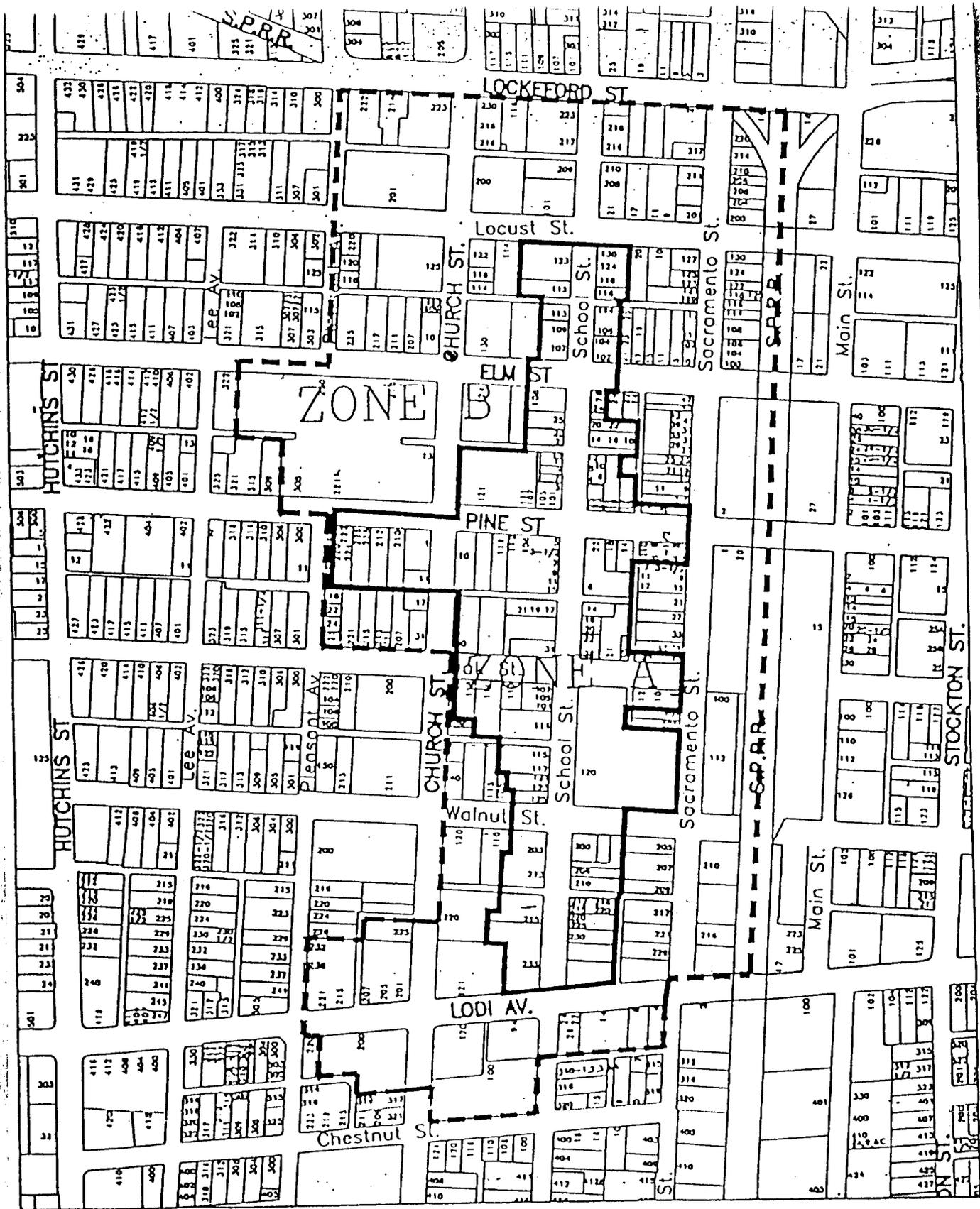
=====

I hereby certify that the foregoing is a true and correct copy of Resolution No. 2002-240, which was duly and regularly passed and adopted by the City Council of the City of Lodi in a regular meeting held November 20, 2002 by the following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Howard, Land, Nakanishi, and Mayor Pennino
NOES: COUNCIL MEMBERS – None
ABSENT: COUNCIL MEMBERS – None
ABSTAIN: COUNCIL MEMBERS – None



SUSAN J. BLACKSTON
City Clerk



DOWNTOWN LODI BUSINESS PARTNERSHIP
 BUSINESS IMPROVEMENT AREA MAP

EXHIBIT A

EXHIBIT A

**Downtown Lodi Business Partnership
Benefit Fee Schedule**

	ZONE A	ZONE B
Retailers and Restaurants	\$200. (1-3 emp.) \$300. (4-6 emp.) \$400. (7 + emp.)	\$100. \$150. \$200.
Service Businesses	\$150.	\$ 75.
Professional Business	\$100.	\$ 50.
Financial Institutions	\$500.	\$500.

Note: Retail and restaurant businesses will be charged on size which will be determined by the number of employees, either full-time or the equivalent made up of multiples of part-time employees.

Business type definitions:

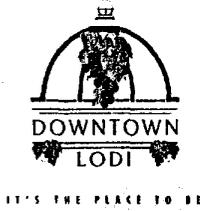
Retail and Restaurant: Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

Service Businesses: Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses: Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

Financial Institutions: Includes banking and savings and loan institutions as well as credit unions, etc.

EXHIBIT B



DOWNTOWN LODI BUSINESS PARTNERSHIP
4 WEST PINE STREET
P.O. BOX 1565
LODI, CALIFORNIA 95241-1565

PHONE: (209) 369.8052
FAX: (209) 369.8053
EMAIL: dlbp@mindspring.com

Schedule of Activities for 2002 & 2003

- ❖ *January---Cooperative advertising---See's Candy*
- ❖ *February---See's Candy---Downtown Lodi Live Event*
- ❖ *March---Street Painting & Art Festival---Cooperative advertising---See's Candy---
Downtown Lodi Auto Show & Festival*
- ❖ *April---See's Candy, Downtown Lodi Live---"Field & Fair Days"---Easter promotion
w/ Easter Bunny*
- ❖ *May---See's Candy, Cooperative advertising---Downtown Lodi Live Mini event on
Saturday afternoon & Evening---Black tie Event---FARNERS MARKET BEGINS.*
- ❖ *June---Farmers Market---Downtown Lodi Live---"School Street Wine Stroll"*
- ❖ *July---Farmers Market---Downtown Lodi Live--- 2nd annual "Family Faith Festival"*
- ❖ *August ----Farmers Market----Downtown Lodi Live---Street Dancing & Festival*
- ❖ *September --- Farmers Market---Main Downtown Lodi Live---Kiddie Parade*
- ❖ *October---Halloween Festival---See's Candy Begins---Downtown Lodi Live---
"October Fest"*
- ❖ *November---Street Decorating & lighting---See's Candy*
- ❖ *December---Parade of Lights---Santa Walking the Street---See's Candy-- 2nd Annual
Downtown Lodi Live---"A Dickens Christmas In Lodi"*



**Please immediately confirm receipt
of this fax by calling 333-6702**

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

**SUBJECT: RESOLUTION OF INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING
PUBLIC HEARING DATE, AND RECEIVING ANNUAL REPORT**

LEGAL AD

PUBLISH DATE: SATURDAY, NOVEMBER 23, 2002

TEAR SHEETS WANTED: Three (3) please

SEND AFFIDAVIT AND BILL TO: SUSAN BLACKSTON, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: Thursday, November 21, 2002

ORDERED BY:


PATRICIA OCHOA
ADMINISTRATIVE CLERK

JACQUELINE L. TAYLOR
DEPUTY CITY CLERK

JENNIFER M. PERRIN
DEPUTY CITY CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

Faxed to the Sentinel at 369-1084 at 2:13 pm (time) on 11/21/02 (date) _____ (pages)
Kelsey 1/22/02 Phoned to confirm receipt of all pages at 2:15 pm (time) Jac PO Tricia _____ Jen (initials)

A RESOLUTION OF INTENTION TO LEVY
ANNUAL ASSESSMENT FOR DOWNTOWN
LODI BUSINESS IMPROVEMENT
AREA NO. 1, ESTABLISHING PUBLIC
HEARING DATE, AND RECEIVING
ANNUAL REPORT

WHEREAS, Downtown Lodi Business improvement Area No. 1 was established December 17, 1997 by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report as required by Streets & Highways Code, §361533 has, been submitted to the Council by the Board of Directors of said improvement area as follows:

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. Receive the Annual Report as submitted, said Report being on file with the City Clerk.

2. Establishes December 18, 2002 in the City Council Chambers, at Carnegie Forum, 305 West Pine Street, Lodi, California at 7:00 p.m., or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Street and Highway Code §36534.

3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2003 (the Area's fiscal year).

4. The boundaries of the entire area to be included in the Area, and the boundaries of each separate benefit zone within the area, are set forth in the Map, Exhibit A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.

5. The types of improvements and activities proposed to be funded by the levy of assessments on business in the Area are in Exhibit B hereto and incorporated by reference.

6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets & Highways Code §§36524 and 36525.

Dated: November 20, 2002

EXHIBITS A & B AND FURTHER INFORMATION REGARDING THIS MATTER MAY BE OBTAINED IN THE OFFICE OF THE CITY MANAGER/ECONOMIC DEVELOPMENT, 221 W. PINE ST. LODI.

Anyone wishing to be heard on the issue may appear before the City Council at the time of the public hearing. Written statements may be filed with the City Clerk, 221 W. Pine St., 2nd floor, Lodi, at any time prior to the hearing scheduled herein, and oral statements may be made at said hearing.

All proceedings before the City Council are conducted in English. The City of Lodi does not furnish interpreters, and, if one is needed, it shall be the responsibility of the person needing one.

If you challenge the proposed action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Clerk/City Council at, or prior to, the public hearing.

Nov. 23, 2002

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