



# CITY OF LODI

## COUNCIL COMMUNICATION

**AGENDA TITLE:** Receive Downtown Lodi Business Partnership 2003/2004 Annual Report, Adopt Resolution of Intent to Levy Annual Assessment and Set Public Hearing for November 19, 2003.

**MEETING DATE:** October 15, 2003

**PREPARED BY:** Economic Development Coordinator

**RECOMMENDED ACTION:** Council action will be threefold: (1) To receive the downtown Lodi Business Partnership (DLBP) 2003/2004 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 November 19, 2003 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 November 19<sup>th</sup>, and will make a presentation regarding the attached report. The levy of the annual assessment will also be discussed at the November 19<sup>th</sup> meeting.

**Funding:** None Required

Respectively Submitted,

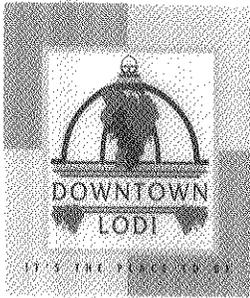
Janet S. Keeter  
Deputy City Manager

Attachments

cc: Peter Westbrook, DLBP Board Chair

APPROVED:

  
H. Dixon Flynn -- City Manager



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

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**September 26, 2003**

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

**Dear Dixon:**

**Subject: ANNUAL REPORT 2003/2004**

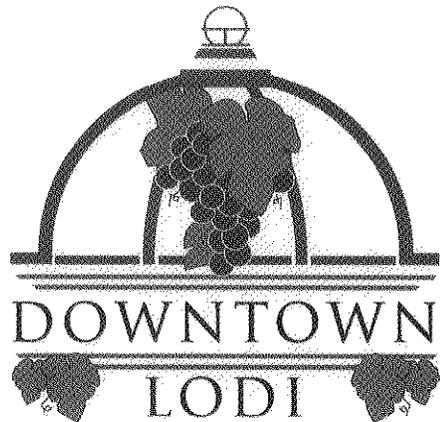
**Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you in September of each year, our annual report and budget.**

**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,  
Board of Directors  
Downtown Lodi Business Partnership**

# DOWNTOWN LODI BUSINESS PARTNERSHIP



2003/2004  
REPORT

**2003/2004 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.
3. Budget for the "Budget year July 1 2003 through June 2004 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.

## Exhibit A

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.**

The City and its business partner's, 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.... The DLBP intends to maintain the historical character of the Downtown, while evolving it into **The Community Shopping and Dining Center of Lodi.**

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 a privately owned shopping center. Along with the businesses and merchants---**being represented by the Downtown Lodi Business Partnership (DLBP)**---we work with the City staff to manage the downtown. 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** working to enhance that infrastructure to be a destination place for all Lodian's and visitors alike.

The **DLBP** has been in existence for over four years. We have created a stronger 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. Along with the Executive Director and staff of the DLBP we have accomplished the following in the last year....

- **Continued the expansion of all events and projects including an expanded Farmers Market, Kiddie Parade, the larger than ever, 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 two very successful "School Street Wine Stroll. "**
- **Presented a new 4 day holiday event, Downtown Lodi Dickens Faire. Downtown Lodi Streets became a Victorian era holiday scene with street performers and merchants wearing authentic Victorian era attire along with horse drawn carriage rides and roasted chestnuts.**
- **Brought the first ever ice rink to Lodi. Hundreds of young and young at heart flooded downtown for a chance to glide across the glimmering ice.**
- **Our Parking Committee and staff continued to work with City staff on parking management.**

- **Set up an Economic Development Committee to coordinate and interface with the City's overall economic development program. Our Web site [www.downtownlodi.com](http://www.downtownlodi.com)... now has a listing of property owners to aid potential businesses with the availability of lease space 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, who has provided this service at no charge to the DLBP.**
- **Developed an area use policy for organizations that want to use the Community Shopping Center streets for events.**
- **Facilitated member concerns and been an advocate on behalf of our merchants.**
- **Held the second annual---Family Faith Festival---which took place in August and drew over 12 thousand people to our Downtown. 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.**

**Continued City funding will be crucial to the success of this organization---and will be for some time 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 and City Staff** for all of the support that has been provided to the downtown and the DLBP.**

**We would ask for your patience during this time of transition, as we bring on our new Executive Director, Pamela Hayn-Peel. The goal of the City and the DLBP is the same.....To have a profitable and thriving downtown.**

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

## Marketing Plan For The Year 2003/2004

### Purpose & Goals

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**.

The goal of the 2003/2004 marketing plan is multi-faceted, it contains an integrated advertising plan, an outline of the various events, from the ongoing established events, to the **potential** new items, a proposed public relations program, and finally an internal component for marketing to our merchant constituents.

The promotional plan is designed to send the message of Downtown Lodi to established customers in our immediate marketing area, do an outreach to secondary out laying market areas, and to visitors passing through our community. We will continue to use and promote "**Your Community Shopping Center**", "**Downtown Lodi, It's The Place To Be**".

Continue full program of member services in order to assist members with their business and allow them to take advantage of our combined resources. These programs consist of: the newsletter, membership meetings, New business information packages, Parking management/committee, Marketing and promotions committee, Restaurant Committee, and an office staff to serve the membership and the public. We will also continue to serve as an advisory advocate for the membership in dealing with the City of Lodi.

## **ADVERTISING & PROMOTIONAL TOOLS**

**NEWSPAPER** - We primarily used the Lodi News Sentinel the last two years. We will continue to do so, but with the majority of the advertising being done in a tabloid format. We will do 8 tabs in 2003 and plan 8 tabs in 2004.

In addition we will use the Galt Herald, and The Record on a limited basis for promoting events.

**BILLBOARDS** - Because this is a prohibitively costly tool for marketing, it will only be used if there is enough interest, on a cooperative basis. Example---if our restaurant and entertainment groups or furniture groups or any combination thereof wanted to participate.

**WEBSITE** - We will continue to develop and promote our web site to the general public, general membership and community organizations. Linking with various organizations such as the City of Lodi, Lodi News Sentinel and the Chamber of Commerce.

We will also encourage our business members to further develop their own web sites, and hold one or two seminars to assist them with their site development.

**BROCHURES** - Continue to print and expand on the distribution of our Downtown brochures. These brochures will be available to downtown businesses, the Chamber office, Visitors Bureau, City of Lodi and the DLBP office.

**GENERAL MEMBER BUSINESS PROMOTION AND PUBLIC RELATIONS:** We will continue to feature business profiles in our tab and encourage the Lodi News Sentinel business editor to do articles about downtown businesses. We will continue to do press releases for new and expanded businesses downtown.

## PROGRAM DEVELOPMENT

**DOWNTOWN DISCOUNT** - We will develop a "Downtown Lodi Discount Coupon" to be given primarily by restaurants, but suggested to other merchants as well. The target market will be Lodi, North Stockton, Elk Grove, South Sacramento and the Eastern Foothill areas. Featuring a full-page color ad--using our non profit structure-- we will design, bill and place the advertising once per month.

Depending on interest and participation this program will start in February 2004, and run for 6 months after which, the results will be analyzed for possible continued use.

**SHOP LODI PROGRAM** - The purpose of this program is to convince consumers to shop Lodi first before going out of town to do their buying.

Shopping locally permits the local businesses to expand and allows them to underwrite community events, support charities, sponsor youth activities and generally help the community from which they derive their well being.

Sales tax is one of the most important sources of funding that pays for the city of Lodi Police, fire, maintenance personnel, street services, and all other city functions. Sales tax for the city of Lodi income needs to be improved.

Shop Lodi goals will be to increase purchases made in Lodi thereby increasing retail sales and sales tax revenue.

The purpose of this program is to educate the public and increase community awareness of the benefits of making their purchases in Lodi.

We will need to enlist the cooperation of the City of Lodi, the Lodi Chamber of Commerce, and the Lodi Visitors and Convention Bureau to promote the Shop Lodi Program.

It is recommended that this program be developed to start in the Fall months---October through December.

- Niche marketing plans----Definition---Niche strategies for Downtown---this marketing concept is valid when you have a group of like businesses that can be marketed as a group. Examples for our downtown are Restaurant group (30+), Furniture (4 major plus several peripheral stores), and entertainment (stadium 12, Movie City, Casablanca, Crape vines Etc)
  - Establish a restaurant page in the tab
  - Articles and group ads for furniture
  - Entertainment grouping.

**RADIO AND CABLE TV**---These two medias will NOT be a part of our NORMAL usage. If budget allows, we will consider using these for special events only. These medias take large advertising budgets to be effective---currently we do not fall into this category.

**PROTFOLIO PRESENTATIONS**—We are in the process of developing four portfolio presentations---New Member Packets, Visitors & Convention Bureau hand out, City of Lodi Economic Development hand out, and Local Consumers handout.

All portfolios will feature our Downtown Brochure. The local hand out will also contain Downtown Coupons, as will the V&CB hand out. The City hand out will be directed at potential new Downtown businesses and also be used to educated other businesses considering locating into our area.

**SEE'S CANDY**—We will continue to build on this promotion. In 2002 we had over 18 merchants participate and sold over 2,500 pounds of candy. This program gives existing customers a reason to make additional trips into our merchants. It also attracts new customers into the Downtown---those not wanting to travel to Stockton or Sacramento to the See's outlets.

We will continue to work on ways to refine and improve this program---by requiring better merchant displays, window postings and individual merchant advertising. It will be an educational process to convince and show the merchants that they should also advertise this service on their own to draw customers into their stores.

## EVENTS

Events over the last several years have been the main stay of the marketing program---drawing well over 100,000 people to the Downtown. We will continue to rely on the existing events, and improve on them.

### EXISTING EVENTS

- Farmers Market/Star Search
- Downtown Lodi Live/Family Faith Festival
- Kiddie Parade/expanded parade concept
- Halloween Candy give away---Costume parade
- Parade of Lights
- Dickens Festival

### NEW EVENTS---in the planning stage

- Car Dealers Show---Thurs Friday & Saturday---
- Downtown Lodi Live/Musical review---featuring oldies and jazz
  - July Summer time jazz---on Elm Street
  - August---a Country Music festival---with the Farmers Market

We may from time to time add new events **only if there is a distinct profit potential**

## FUTURE GOALS

- 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
- Develop 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 2004/2005
- 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 2005 to better reflect the membership benefits and an 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, 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 2004

## **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

## Downtown Lodi Business Partnership Budget

July 1, 2003 through June 30, 2004

	Budget 03/04
Ordinary Income/Expense	
Income	
3500 · Income Accounts	
Assessments	30,000.00
Booth Rental	17,000.00
City of Lodi Funds	47,000.00
Float Entry	8,000.00
Food Vendor	4,000.00
Sales-Beer & Wine	5,000.00
Sales-Misc.	1,000.00
See's Candy	25,000.00
Sponsorship	30,000.00
Ticket Sales	10,000.00
Total 3500 · Income Accounts	177,000.00
Total Income	177,000.00
Cost of Goods Sold	
Cost of Goods Sold	
See's candy	17,500.00
Beer & Wine	2,500.00
Misc, sales	1,000.00
Total COGS	21,000.00
Gross Profit	156,000.00
Expense	
6000 · Advertising	
Newspaper	12,000.00
Posters/Banners/Signs	10,000.00
6000 · Advertising - Other	5,000.00
Total 6000 · Advertising	27,000.00
6001 · Bank Service Charges	300.00
6002 · Contributions	0.00
6003 · Dues & Subscriptions	300.00
6004 · Credit Card Fees	400.00
6010 · Event Expense	
Entertainment-Event	4,000.00
Food & Drink-Event	2,000.00
Games-Event	1,000.00
Ice Rink-Event	0.00
Labor-Event	2,000.00
Promotions-Event	1,000.00
Rentals-Event	1,500.00
Sanitation-Event	2,500.00
Set Up-Event	600.00
Supplies Misc.-Event	2,000.00
6010 · Event Expense - Other	1,000.00

## Downtown Lodi Business Partnership Budget

July 1, 2003 through June 30, 2004

	Budget 03/04
Total 6010 · Event Expense	17,600.00
6170 · Holiday Decorations/Events/Lights	8,000.00
6180 · Insurance	
Liability Insurance	7,000.00
Work Comp	2,000.00
6180 · Insurance - Other	
Total 6180 · Insurance	9,000.00
6200 · Janitorial	1,300.00
6201 · Kiosk Updates	1,250.00
6230 · Licenses/Permits/Inspections	2,500.00
6235 · Office Supplies	5,000.00
6250 · Postage and Delivery	2,000.00
6270 · Professional Fees	
Accounting	700.00
Bookkeeping	900.00
Coordinators/Planners	1,500.00
CDA Conference	0.00
6270 · Professional Fees - Other	500.00
Total 6270 · Professional Fees	3,600.00
6290 · Rent	5,040.00
6300 · Repairs	
6320 · Computer Repairs/service	400.00
6300 · Repairs - Other	200.00
Total 6300 · Repairs	600.00
6340 · Telephone	
Internet	600.00
6340 · Telephone - Other	1,000.00
Total 6340 · Telephone	1,600.00
6395 · Map & Directory Brochures	0.00
6396 · Meals & Entertainment	300.00
6398 · Meetings	450.00
6399 · Mileage	400.00
6400 · Miscellaneous	500.00
6560 · Payroll Expense	65,000.00
6570 · Returned check	0.00
6820 · Taxes	3,000.00
Federal	
Local	
State	
Total 6820 · Taxes	3,000.00
Total Expense	155,140.00
Net Ordinary Income	860.00

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04/07/03  
Cash Basis

# Downtown Lodi Business Partnership

## Budget

July 1, 2003 through June 30, 2004

	<u>Budget 03/04</u>
Other Income/Expense	
Other Income	160.75
Other Expense	54.91
Net Other Income	<u>105.84</u>
Net Income	<u><u>965.84</u></u>

**EXHIBIT C**  
**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 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.

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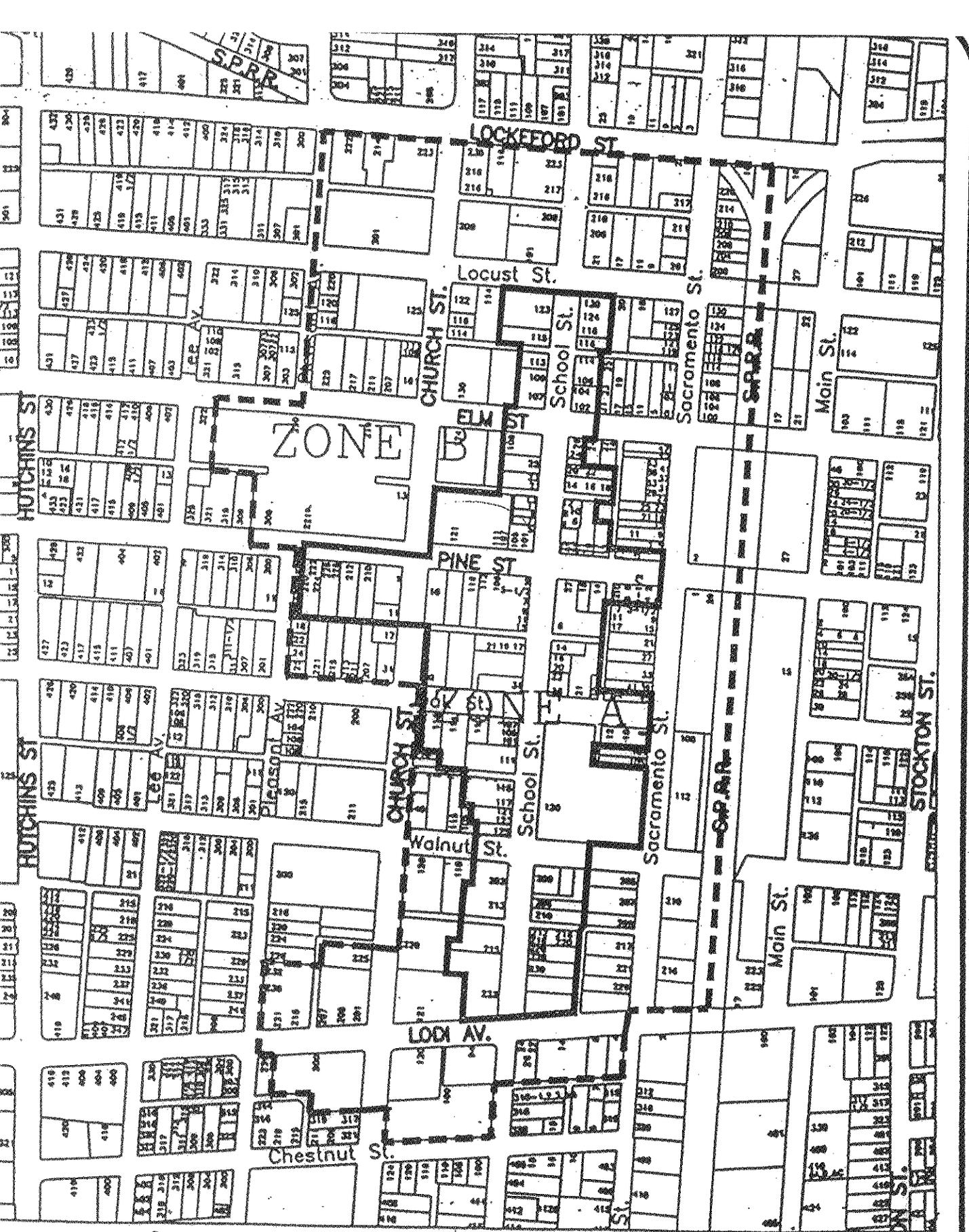


EXHIBIT D  
 DOWNTOWN LODI BUSINESS PARTNERSHIP  
 BUSINESS IMPROVEMENT AREA MAP

RESOLUTION NO. 2003-198

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

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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 and 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 November 19, 2003, 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 2004 (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 and Highways Code §§36524 and 36525.

Dated: October 15, 2003

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I hereby certify that Resolution No. 2003-198 was passed and adopted by the City Council of the City of Lodi in a regular meeting held October 15, 2003, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Hansen, Howard, Land, and Mayor Hitchcock  
NOES: COUNCIL MEMBERS – None  
ABSENT: COUNCIL MEMBERS – None  
ABSTAIN: COUNCIL MEMBERS – None

  
SUSAN J. BLACKSTON  
City Clerk

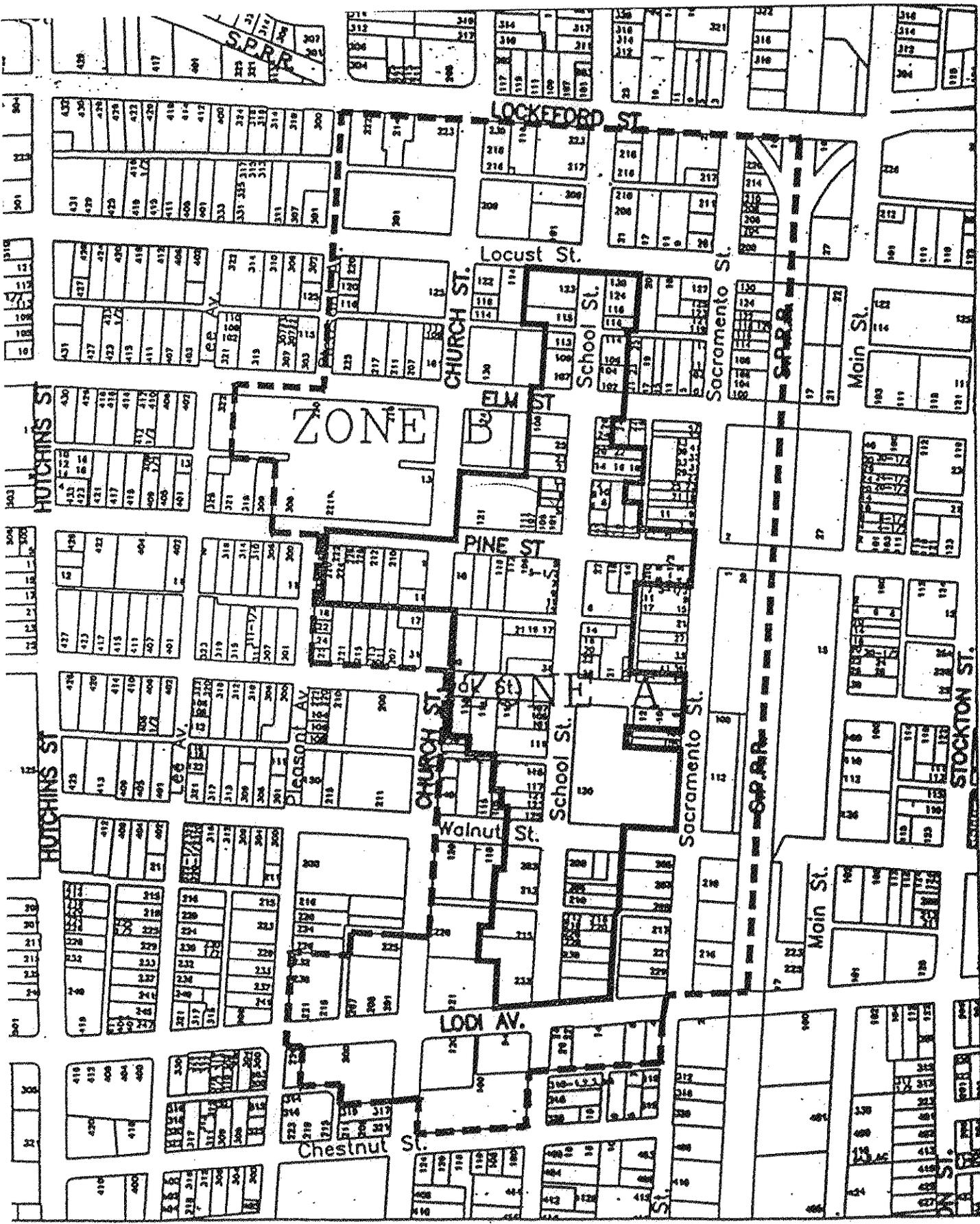


EXHIBIT D  
 DOWNTOWN LODI BUSINESS PARTNERSHIP  
 BUSINESS IMPROVEMENT AREA MAP

EXHIBIT A

**EXHIBIT B**

**Downtown Lodi Business Partnership  
Benefit Fee Schedule**

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- 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
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