



**CITY OF LODI  
COUNCIL COMMUNICATION**

**AGENDA TITLE:** Electric Utility 100th Anniversary (EUD)  
**MEETING DATE:** November 4, 2009  
**PREPARED BY:** Interim Electric Utility Director

**RECOMMENDED ACTION:** Receive presentation on the Electric Utility 100<sup>th</sup> anniversary.

**BACKGROUND INFORMATION:** In 2010, the Electric Utility Department (EUD) will celebrate its 100th anniversary as a municipal electric service provider. During the course of the next 15 months, the EUD will coordinate several community activities to recognize this milestone.

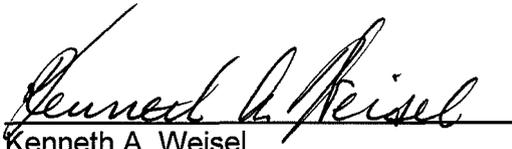
To start the festivities, the EUD is launching a "100th Anniversary Logo Contest." From now until December 15, 2009, residents of Lodi will have the opportunity to create a new logo for the EUD to use during its centennial year. The winning entry will be featured at the utility's web site, on public mailings, brochures, newspaper advertisements, letterhead, etc. The winner of the contest will receive a \$200 gift card, redeemable at any Lodi store.\* Anyone interested in submitting a logo can view the program guidelines at the utility's web site: [www.lodielectric.com](http://www.lodielectric.com). The utility is also enclosing a small brochure in the November utility bills for customers to review.

As July 2010 is the official 100th anniversary month, the EUD will hold its Centennial Celebration on Saturday, July 17, 2010, from 9 am to 1 pm at Hutchins Street Square. This free community event will feature the "Lodi Electric Utility Past, Present and Future" exhibits, linemen's demonstrations, an antique car and electric car exhibit, a lunch for the first 1,500 citizens, children's activities, and more. In addition, the celebration will feature speakers from the local, state and federal government levels.

Lastly, the EUD staff will participate in the annual Lodi Parade of Lights in late 2010. At this time, the utility is considering entering parade vehicles and floats to commemorate its centennial, having proudly served safe and reliable electric service to the citizens of our community for the past 100 years.

**FISCAL IMPACT:** None

**FUNDING AVAILABLE:** No impact.

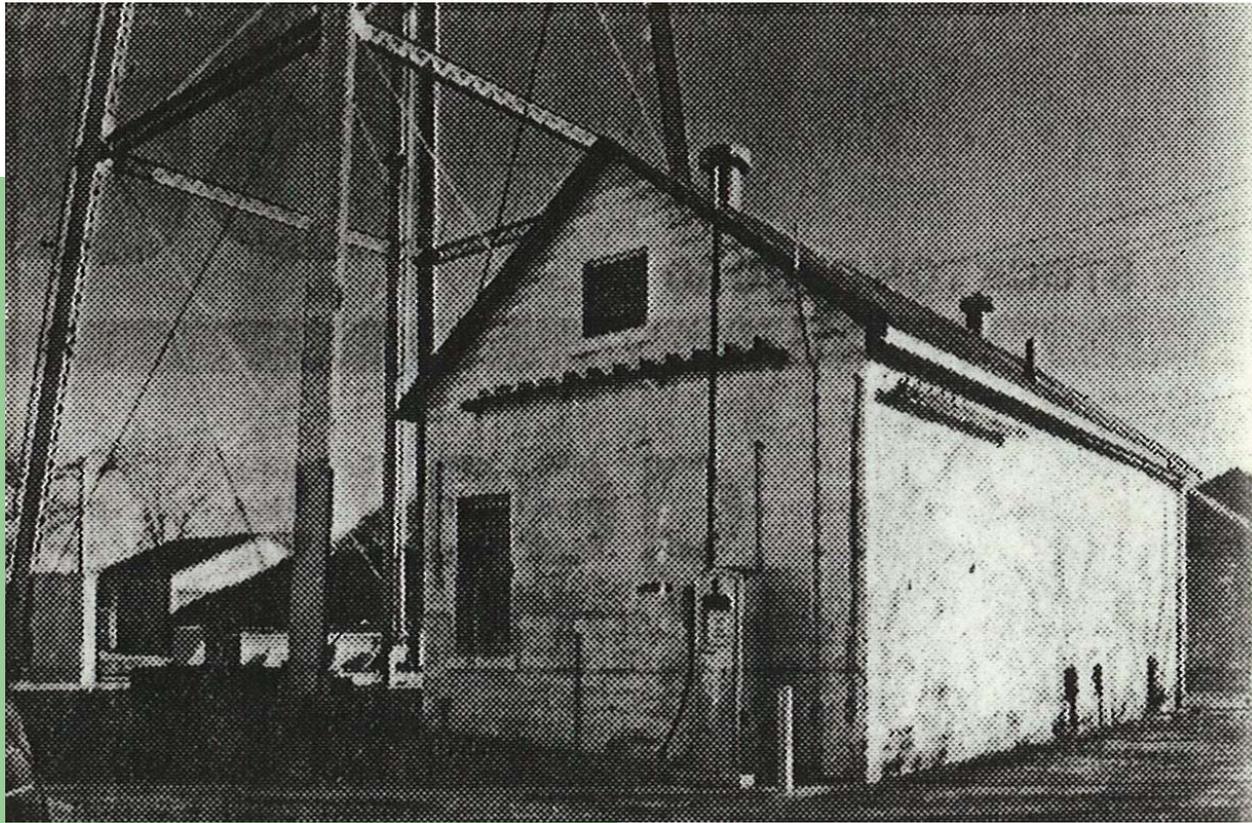
  
Kenneth A. Weisel  
Interim Electric Utility Director

Prepared By: Rob Lechner, Mgr. Customer Service & Programs  
KW/RSL/1st

\* City employees, their immediate families and household members will not be eligible.

APPROVED:   
Blair King, City Manager

# Lodi Electric Utility Centennial Celebration



City Council Presentation

11/4/09

# Centennial Events

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**Centennial Logo Contest**

**Centennial Celebration**

**Parade of Lights**

# Centennial Logo Contest



**Begins November 2009 - Open to all Lodi residents**  
**December 2009 – Lodi Arts Commission to judge entries**  
**\$200 gift card to Centennial Logo Contest Winner**  
**(City Employees and their families are not eligible to receive prize)**

# Centennial Celebration

**July 17, 2010 ~ Community Center (HSS)**

**Celebration Theme:**

**Past, Present and Future of Lodi Electric Utility**

**Celebration Events:**

- **Speeches and Presentations**
- **Historical Documents and Photo Gallery**
- **Lineman Demonstration**
- **Renewable Power Exhibits**
- **Car Show**

# **Parade of Lights**

**Bucket Truck with 65 Foot Boom  
Decorated by City Employees  
2010 Parade of Lights Theme**