

COUNCIL COMMUNICATION

TO: THE CITY COUNCIL
FROM: THE CITY MANAGER'S OFFICE

COUNCIL MEETING DATE
FEBRUARY 21, 1990

SUBJECT: **LODI DISTRICT CHAMBER OF COMMERCE REQUEST FOR VISITORS' CENTER FUNDING**

PREPARED BY: City Manager

RECOMMENDED ACTION: That the City Council review the request of the Lodi District Chamber of Commerce for funding in the amount of **\$41,409** for the purpose of staffing a visitors' center at a high visibility location.

BACKGROUND INFORMATION: At its "Shirtsleeve" session of January 23, 1990, the City Council heard a presentation by representatives of the Lodi District Chamber of Commerce requesting funding in the amount of **941,409** for the opening and operation of a visitors' center to be sited at a high visibility location. A copy of the written request is attached (Exhibit A). At that time the Chamber representatives requested that this item be placed on an agenda in the immediate future. The City Council so directed.

Respectfully submitted,



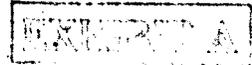
Thomas A. Peterson
City Manager

TAP :br

Attachment



DISTRICT
CHAMBER OF COMMERCE



December 26, 1989

The Honorable Randy Snider
Lodi City Council Members
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Dear Mayor Snider and City Council Members:

On behalf of the Lodi District Chamber of Commerce, I request the opportunity to present a proposal for contract services at your earliest shirt sleeve session.

The attached documentation provides a synopsis of the Chamber's role in the City of Lodi as it pertains to community-wide functions.

Since 1923, the Chamber has committed itself to dedicating its mission to the whole of the community rather than just its members. For the past several years, the burden of that responsibility has grown beyond the financial capability of our organization.

For many years, the Chamber membership has supported all of the services we provide new residents, travelers and visitors. But, in the past two years the demand for community information has exceeded to the point where we can no longer provide such services without financial support.

In a recent study by our Executive Director and his staff, they have identified the following services currently being provided to the general public. Those services that are self supporting are:

the Business Directory, Lodi City Map, Motel and Dining Guide, Clubs and Organizations Guide and the San Joaquin County Industrial Directory.

Those community-wide services that are a direct expense to the Chamber's general membership are: the Lodi Community Brochure, the Economic Profile, Annual Community Calendar of Events, Certificate of Origin, tourism information, postage expenses, time and labor and written correspondence.



Economic Development materials and the Christmas Decorations have been partially funded by the city.

As you can see, much of what we do is community-oriented rather than Chamber-oriented, Although we express concern over the financial difficulty of meeting the community's needs, we believe the Chamber is still the most likely organization outside of City Hall to handle these services; and, our desire is to do just that.

Our proposal is a contract of services with the City to continue providing visitor information services, and community information services as we have provided in the past. Recognizing the need for financial assistance, we offer the following:

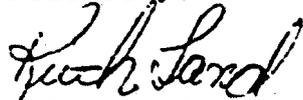
1. To relocate the Chamber Office to a more conducive (high profile) location to visitors.
2. To provide "Visitor Center" office space and services.
3. To hire, support and schedule a full-time employee to serve as a visitor center coordinator (working with a volunteer staff) to provide services 6 days a week.

In addition to our present Economic Development agreement of \$12,000 annually, the Chamber proposes a long-term contract of services in order to continue providing the present level of community information services. Our proposal calls for the addition of \$41,409 for the 1990-91 fiscal year as shown in Exhibit 1.

The Chamber's intent is to continue providing such services to the general public. Additionally, to introduce a three-year marketing plan which is designed to increase the city's revenue base (see Exhibit 2). We feel this can only be accomplished through a commitment of the Chamber and the City working shoulder to shoulder in a partnership agreement.

Please consider our proposed contract for services very carefully.

Sincerely,



Keith Land
President

KL/kd

EXHIBIT 1

VISITOR CENTER & COMMUNITY PROJECTS

OPERATING COSTS

DETAILS OF OPERATING EXPENSE REQUIRED

STAFF ADMINISTRATION

1. Compensation	\$14,400
2. Payroll Taxes (9.3% of compensation)	1,339
3. Workers Compensation (112% of compensation)	720
4. Expense Reimbursement	
a. Auto & Travel	1,200
b. Seminars, Education	1,050
Governors Conference and Tourism, Rural Tourism Conference	1,600
5. Health Benefits	1,500
6. Occupancy (Office Rent - 500 sq. ft. x \$500 mo.)	6,000
7. Telephone & Utilities	3,500
8. Furniture & Equipment (Memory Typewriter, Desk, Chair, Display Booth, etc.)	2,500
9. Office Supplies (General Office Stationery, Business Cards, Miscellaneous Printing)	4,000
10. Postage	3,500
11. Subscriptions & Membership	
a. Publications	100
b. Newsletter	-0-

TOTAL ADMINISTRATIVE AND COMMUNITY SERVICES EXPENSES..... \$41,409

ECONOMIC DEVELOPMENT.....12,000

\$53,409

EXHIBIT 2

A PROPOSED THREE-YEAR MARKETING PLAN FOR LODI

IDEAS INCLUDE:

1. Study local programs designed to attract visitors (destination visitors). Assist in the expansion of existing programs and the development of new projects.
2. Increase the annual in-flow of visitors', i.e. motorists heading for points beyond Lodi.
3. Create programs to build and strengthen local participation through "Pride in Community" and "Quality of Lodi Image Builder".
4. Improve local tax base through business promotion projects.
5. Business and Education Development.
6. Provide visitor center facilities.

GOAL #1 -- Study local programs designed to attract visitors. Assist in the expansion of existing programs and the development of new projects.

OBJECTIVE: Cultivate working contracts with state, county and local news media representatives.

PROGRAM 1 - Update the existing Lodi video "Lodi, Everybody's Hometown".

PROGRAM 2 - Study existing local recreational or festival activities for tie into work with community groups ie. Clements Stampede/Grape Festival.

PROGRAM 3 - Examine festivals and/or activities that are tourist generators in other communities.

PROGRAM 4 - Conduct press reception for special events.

PROGRAM 5 - Utilize paid advertising.

PROGRAM 6 - Identify number of people attracted to various programs.

--

GOAL #2 -- To increase the visitors in-flow including: 1) motorist stops, short-term stops and 2) attracting destination visitors.

OBJECTIVE: To improve on local programs as well as create new visitor projects.

PROGRAM 1 - Generate written materials (brochures) suitable for distribution to potential visitors, i.e. Restaurant Guide, Walking Tour Guide, Motel Information.

PROGRAM 2 - Target visitor segment: Wine Country enthusiasts, Senior Travel Clubs, Sports programs (i.e. Softball Tournaments).

PROGRAM 3 - Identify existing visitor attractions, i.e. Grape Festival, Car Shows, Gem Shows, Sports Tournaments (Soccer, Volleyball, Softball), work with Parks & Recreation to expand idea base.

PROGRAM 4 - Examine new ideas to attract visitors. i.e. Story Telling Program.

PROGRAM 5 - Help create a newness of image for Lodi through the addition of welcome signs.

GOAL #3 -- Create Programs to build and strengthen the business community through participation to building on "Pride in the Business Community".

OBJECTIVE: Create programs to make it easy for local business owners and proprietors to increase their individual involvement in promoting the business community.

PROGRAM 1 - Encourage cooperative billboards and other forms of advertising with visitor-type businesses designed to attract visitors.

PROGRAM 2 - Provide visitor literature at freeway - selected points, i.e. restaurants. service stations. mini markets, motels, etc.

PROGRAM 3 - Upgrade Chamber's promotional and demographic informational brochures.

PROGRAM 4 - Continue to provide wall plaque information sign at lodging and key visitor sites in Lodi.

GOAL #4 -- Improving the local tax base through business promotion projects.

OBJECTIVE: Shop in Lodi Campaign

PROGRAM 1 - Coordinate promotion programs with major shopping areas.

PROGRAM 2 - Develop a positive working relationship with shopping center representatives, i.e. Lodi Downtown Business Association, Beckman Ranch, Lakewood Center, Vineyard and Woodbridge Shopping Center.

PROGRAM 3 - Assist in a cooperative marketing plan to recruit new businesses to major shopping areas.

PROGRAM 4 - Link large promotional projects, i.e. Clements Stampede Rodeo with shopping centers.

PROGRAM 5 - Study transportation needs of shoppers with representatives from shopping centers.

PROGRAM 6 - Study the needs of local retailers.

GOAL #5 -- Business and Education Development

OBJECTIVE: To provide educational seminars and workshops helpful to the success of small businesses.

PROGRAM 1 - Breakfast seminars on forums covering subjects such as: Theft Prevention, Small Claims Action, IRS Rules and Regulations for Small Business, Bad Checks, Advertising, etc.

PROGRAM 2 - Develop a task force to visit individuals businesses to help improve total operation.

GOAL #6 -- To Provide Adequate Visitor Center Facilities

OBJECTIVE: To provide visitor center/Chamber facilities in Lodi.

PROGRAM 1 - To sell existing Chamber facilities. Pooling financial resources available to secure a new property.

PROGRAM 2 - To buy, lease or build a facility at a location easily located by out-of-town visitors (a high-traffic area).

PROGRAM 3 - To seek cooperative financial support with which to relocate visitor/Chamber facilities.



**DISTRICT
CHAMBER OF COMMERCE**

February 21, 1990

The Honorable Randy Snider
Lodi City Council
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Dear Mayor Snider and Members of the City Council:

On behalf of the Lodi District Chamber of Commerce, I request the opportunity to present a proposal for contract of visitor center services.

For many years, the Chamber membership has supported all of the services we provide new residents, travelers and visitors to our community. In the past two years, the demand for community information has excelled to the point where we can no longer provide such services without financial support.

It is our intent to continue providing information services to the general public if support funding is made available.

The attached documentation provides a breakdown of how the Chamber invested the City's 1988-89 annual economic development funding.

Please consider our proposal carefully.

Sincerely,

Larry Mettler
President

LM/ta



LODI DISTRICT CHAMBER OF COMMERCE

ECONOMIC DEVELOPMENT ACTIVITIES

FISCAL YEAR **1988-89**

1. GOVERNOR'S CONFERENCE ON TOURISM (SACRAMENTO) MARCH **14-16, 1989**

Information: The California Tourism Marketing Campaign. The impact from the campaign and how California's nine **(9)** regions can improve the visibility of their regions for increasing visitor traffic and developing a marketing plan through regional involvement.

2. SAN JOAQUIN COUNTY ECONOMIC OUTLOOK CONFERENCE

Information: A half-day program that provided information on the critical issues affecting our county. Issues ranging from transportation needs, future economic development efforts, and an information data center for maintaining an inventory of industrial and commercial land availability.

3. ASA SOFTBALL TOURNAMENT (ANCHORAGE, ALASKA) NOVEMBER, **1988**

President-Elect Keith Land and Executive Director Mike Bradley traveled with city representatives and visitor and convention bureau representatives to bid for the girls **17** and under National Softball Championship.

4. Mounted a "positive" image publicity campaign **for** industry in Lodi. A series of newspaper articles highlighting specific industries in the Lodi area. The Lodi News Sentinel provided a welcomed look at the positive impact industry has on a community.

5. In the retail sector of the community, the Chamber coordinated a Western Days city-wide promotion, tying in with the Lockeford/Clements Stampede Rodeo held annually. The event featured major activities at four of the cities major shopping locations.

6. The Chamber continues to highlight the industrial community through a special get together called "Industry Appreciation Day". an annual barbecue.

7. The Chamber assists industry and business through many hours of research, studying local issues impacting business.

8. The Chamber continues to work closely with the San Joaquin County Visitors and Conventions Bureau. the county Private Industry Council and the County Economic Development Association.

9. With a steady influx of visitor traffic into the city, the Chamber has served as an information center for the distribution of brochures and information materials about Lodi.
10. With city growth a major issue, the Chamber staff was expanded by the addition of one new employee. That employee handles most of the visitor traffic, correspondence and telephone inquiries.

When last reported, the number of telephone calls alone amount to over 425 per month. In addition, staff must deal with walk-in traffic on a daily basis, as well as, written correspondence requesting city and community information.

ECONOMIC DEVELOPING FUNDS
1989

During 1989, the City of Lodi allocated the sum of \$12,000 to the Chamber for economic development reasons. The following is a break-down of how those funds have been spent.

Salaries and Wages \$5,000

The sum indicated provided funding for a part-time employee. That individuals work effort primarily with visitor information services: Walk-in traffic, written correspondence and telephone services.

Economic Development \$3,000

Funding helped pay for the attendance of two people at the Governor's Conference on Tourism and the Executive Director's attention to industrial site selectors request for information. Two Chamber representatives also attended the San Joaquin County Critical Issues Conference.

Promotional Funding/Christmas Decorations \$4,000

Historically, the City has provided \$2,250 for Christmas Decorations in the downtown area. Additionally, the City has allocated \$1,750 for promoting the city, totally \$4,000.

With the funding distributed as indicated, the total dollar figure was not sufficient to enter into any major projects directly relating to serving economic development programs, i.e. there was not sufficient funding to attend a CALED (California Local Economic Development) Conference in 1989. Nor was there funding to allow for printed materials, equipment or supplies.

In conclusion, the dollars allocated by the City of Lodi for economic development were spent in the following areas:

1. Salaries and Wages	\$ 5,000
2. Economic Development Education & Projects	3,000
3. Christmas Decorations	2,250
4. City Promotion Funding	<u>1,750</u>
TOTAL	\$12,000

CITY OF LODI
SPECIAL ALLOCATION REQUEST

TO: Finance Director
FROM: City Clerk

DATE: February 22, 1990
PROJECT NUMBER:

Request is made for funds to accomplish the following project which was not included in the current budget:

Description of Project	Estimated Cost
Appropriation for funding for the Lodi District Chamber of Commerce Visitors' Center	\$14,000

(If you need more space, use additional sheet and attach to this form)

Date of Approval February 21, 1990 Amount Approved - \$14,000.00
Council XXX City Manager _____

FUND OR ACCOUNT TO BE CHARGED

Current Budget	\$ _____	Prior Year Reserve	\$ _____
Contingent Fund	\$ _____	General Fund Surplus	\$ _____
Capital Outlay Reserve	\$ _____	Reimbursable Account	_____
Utility Outlay Reserve	\$ _____	Other (Specify)	
Hotel/Motel Tax Reserve - \$14,000		<i>Alice M. Blumcke</i> City Clerk	
		Account Number	

Robert H. Holm, Finance Director _____

Thomas A. Peterson, City Manager _____

Submit this form in duplicate to the Finance Director. Distribution after approval will be as follows: 1) Originating Department 2) Finance Department

CITY COUNCIL

JOHN R (Randy) SNIDER Mayor
DAVID M HINCHMAN
Mayor Pro Tempore
EVELYN M OLSON
JAMES W. PINKLERTON, Jr
FRED M. REID

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
CALL BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 334-5634
TELECOPIER (209) 333-6795

THOMAS A PETERSON
City Manager
ALICE M REIMCHE
City Clerk
BOB McNATT
City Attorney

February 23, 1990

Mr. Michael Bradley
Executive Director
Lodi District Chamber of Commerce
215 West Oak Street
Lodi, CA 95240

Dear Mr. Bradley:

This letter will confirm action taken by the Lodi City Council at its regular meeting of February 21, 1990 whereby following review of your request for funding for a Visitors' Center and for economic development, the City Council appropriated 514,000 from the 1989/90 budget from Hotel/Motel Tax Reserves for a Visitors' Center. Further the City Council directed that 528,000 be included in the 1990/91 budget for the Visitors' Center and 312,000 for economic development. Council directed that a review of these allocations be made in one year.

A check in the amount of \$14,000 is being processed and will be forwarded to you shortly.

Should you have any question: regarding this matter, please do not hesitate to call this office.

Very truly yours,

Alice M. Reimche
Alice M. Reimche
City Clerk

AMR/jmp

#68

CITY OF LODI
SPECIAL ALLOCATION REQUEST

TO: Finance Director
FROM: City Clerk

DATE: February 22, 1990
PROJECT NUMBER:

134.0-001.02-621

Request is made for funds to accomplish the following project which was not included in the current budget:

Description of Project	Estimated Cost
Appropriation for funding for the Lodi District Chamber of Commerce Visitors' Center	\$14,000

(If you need more space, use additional sheet and attach to this form)

Date of Approval February 21, 1990 Amount Approved - \$14,000.00

Council ___XXX___ City Manager _____

FUND OR ACCOUNT TO BE CHARGED

Current Budget	\$ _____	Prior Year Reserve	\$ _____
Contingent Fund	\$ _____	General Fund Surplus	\$ _____
Capital Outlay Reserve	\$ _____	Reimbursable Account	\$ _____
Utility Outlay Reserve	\$ _____	Other (Specify)	

Hotel/Motel Tax Reserve - \$14,000
(134-69)

Account Number

for R. Holm, A. Prun
Robert H. Holm, Finance Director

Alice M. Reimche
Alice M. Reimche, City Clerk
Thomas A. Peterson
Thomas A. Peterson, City Manager

Submit this form in duplicate to the Finance Director. Distribution after approval will be as follows: 1) Originating Department 2) Finance Department

CITY OF LODI
SPECIAL ALLOCATION REQUEST

TO: Finance Director
FROM: City Clerk

DATE: February 22, 1990
PROJECT NUMBER:
134.0-001.02-621

Request is made for funds to accomplish the following project which was not included in the current budget:

<u>Description of Project</u>	<u>Estimated Cost</u>
Appropriation for funding for the Lodi District Chamber of Commerce Visitors' Center	\$14,000

(If you need more space, use additional sheet and attach to this form)

Date of Approval February 21, 1990 Amount Approved - \$14,000.00
Council ___XXX___ City Manager _____

FUND OR ACCOUNT TO BE CHARGED

Current Budget \$ _____ Prior Year Reserve \$ _____
Contingent Fund \$ _____ General Fund Surplus \$ _____
Capital Outlay Reserve \$ _____ Reimbursable Account \$ _____
Utility Outlay Reserve \$ _____ Other (Specify) _____

Hotel/Motel Tax Reserve - \$14,000
(134-69)

Account Number

for R. Holm, J. P. [Signature]
Robert H. Holm, Finance Director

Alice M. Reimche, City Clerk
Thomas A. Peterson, City Manager

Submit this form in duplicate to the Finance Director. Distribution after approval will be as follows: 1) Originating Department 2) Finance Department

CITY COUNCIL

JOHN R (Randy) SNIDER, Mayor
DAVID M HINCHMAN
Mayor Pro Tempore
EVELYN M OLSON
JAMES W PINKERTON, Jr
FRED M REID

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
CALL BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 334-5634
TELECOPIER (209) 334-6795

THOMAS A. PETERSON
City Manager
ALICE M. REIMCHE
City Clerk
BOB McNATT
City Attorney

March 9, 1990

Mr. Michael Bradley
Executive Director
Lodi District Chamber of Commerce
215 West Oak Street
Lodi, CA 95240

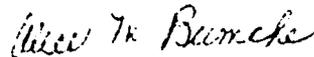
Dear Mr. Bradley:

Pursuant to action taken by the Lodi City Council at its regular meeting of February 21, 1990, enclosed please find City of Lodi check in the amount of \$14,000 for the proposed Chamber Visitors' Center. Further the City Council directed that \$28,000 be included in the 1990/91 budget for the Visitors' Center and \$12,000 for economic development.

The City Council directed that a review of these allocations be made within a year.

Should you have any questions regarding this matter, please do not hesitate to call this office.

Very truly yours,



Alice M. Reimche
City Clerk

AMR/jmp

Enclosure

APFR-V.CTR		134.0-93.0-001.02-621		14,000.00
------------	--	-----------------------	--	-----------

PLEASE DETACH AND RETAIN THIS STATEMENT

CITY OF LODI

LODI, CALIFORNIA 95241

90-844
1211

89425

DATE

3/08/90

CLAIM NO.

6751



VOID AFTER 90 DAYS

PAY TO THE ORDER OF

LODI DIST CHAMBER OF COMMERCE
P O BOX 386
LODI CA 95241

Robert J. Shea
FINANCE DIRECTOR/TREASURER

⑈089425⑈ ⑆121108441⑆

00100013⑈

FARMERS & MERCHANTS BANK OF CENTRAL CALIFORNIA - LODI, CALIF. 95241