

COUNCIL COMMUNICATION

TO THE CITY COUNCIL
FROM THE CITY MANAGER'S OFFICE

DATE: January 21, 1987
NO.

SUBJECT: CONSIDER REQUEST OF THE LODI DOWNTOWN BUSINESS ASSOCIATION FOR \$5,000 TO ASSIST IN THE FORMATION OF A BUSINESS IMPROVEMENT DISTRICT AND THE PREPARATION AND SUBMITTAL OF A CALIFORNIA MAIN STREET PROGRAM APPLICATION.

PREPARED BY: Assistant City Manager

RECOMMENDED ACTION: That the City Council appropriate \$5,000 to assist the Lodi Downtown Business Association in *the* submittal of an application for participation in **the** California Main Street Program, said appropriation contingent on:

1. The development of a **work** program mutually acceptable to both parties.
2. **The** execution of a contract **for** technical assistance **between** the Lodi Downtown *Business* Association and **the** firm of **Les-Thomas Associates**.
3. **The** Lodi Downtown Business Association **pledge** \$3,000 toward the program.

BACKGROUND INFORMATION: At the Shirtsleeve sessions of December 16, 1986 and January 13, 1987, the City Council **heard** presentations on **revitalization** of the Downtown **Business** District. At **the** meeting of January 13, Ms. Kathleen Les of Les-Thomas Associates made a presentation on the issues a downtown must address to improve its image, attract shoppers and boost retail sales. She pointed out one means of doing this is through the Main street Program.

The State of California, Department of Commerce, offers communities **opportunities** to improve local economies through the **Main Street approach**. **The Main Street approach** builds on existing resources, is incremental and fosters **improved** community leadership and support on behalf of the downtown for the **long-term**. The elements vital to revitalization efforts in building a total **downtown** image include:

- . Organization
- . Promotion
- . Design
- . Economic restructuring

If a city is *chosen* to be a Main Street city - and only five are *chosen* per year - the Department of Commerce provides technical assistance in **doing** needs assessments, **training** of local managers and boards, and specialized assistance in business development, marketing, traffic management and other skills needed to develop and maintain the downtown a vibrant part of the city.

Council Communication
January 21, 1987
Page 2

Whether or not a city is selected to be a Main Street city, the issues are the same and the need to address them is real. The Lodi Downtown Business Association has indicated its commitment to follow-up on improvement efforts by now looking at further **means** of revitalization.

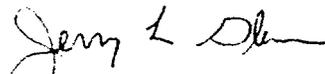
Les-Thomas Associates has indicated a capability and desire to assist the LDBA through the initial steps of revitalization. In their proposal they identify the following Phase I services.

1. Generalized needs assessment to determine optimum revitalization strategy.
2. Special assistance in promoting awareness of revitalization opportunities.
3. Assist with the establishment of a Business Improvement District including preparation of the implementing ordinance and coordination with City staff, merchants and the LDBA.
4. Preparation of the Main Street application including gathering and coordination with LDBA to establish goals and objectives for participation in the program if selected.

The contract with Les-Thomas Associates will be \$5,000. Before a contract is written, a work program including time lines and scope of work must be done. The LDBA has requested the City of Lodi to provide the \$5,000 for the contract with LDBA assuming all other costs of the project, such as publicity, mails, transportation, etc. LDBA estimates this expenditure at \$3,000.

It is important the LDBA be the driving force in this endeavor rather than the City. If the propeller and rudder are City Staff, the project will run **aground**. The direction and effort must be from the direct beneficiaries, the downtown business community. It is for this reason we suggest the City of Lodi not be the contracting agency with Les-Thomas Associates. This is not to say the City per se has no stake. Quite the contrary. A vigorous, alive downtown is a benefit to all the citizens of Lodi and must be lent whatever assistance and support is necessary.

Respectfully Submitted,



Jerry L. Glenn
Assistant City Manager

JLG:br