

COUNCIL COMMUNICATION

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

DATE:

April 15, 1987

NO.

SUBJECT:

Presentation by Chairman of the Old Lodi Union High School Site Foundation

Dr. Frank Johnson of the Old Lodi Union High School Site Foundation will present a check to the Council for \$50,000 as payment on a \$759,000 loan from the City for the construction of the Fine Arts Facility.

These monies, which represent donations from private individuals in the greater Lodi area, bring the total repayment of the loan to \$200,000. The Foundation is currently engaged in a large fund-raising drive to complete the repayment of the loan.

The building is now under construction, under contract with the Roek Construction Company. The connector between the building and the auditorium is being constructed at the present time.

The building is scheduled to be dedicated to the community in August and ready for occupancy.

Charlene J. Lange
Charlene J. Lange
Community Center Director

CJL/tr

CITY COUNCIL MEETING
APRIL 15, 1987

LODI DISTRICT
CHAMBER OF
COMMERCE - ANNUAL
REPORT ON ECONOMIC
DEVELOPMENT

CC-7 (k)

Mr. Cecil Dillon, President of the Lodi District Chamber of Commerce, presented the Chamber's Annual Report on Economic Development. Mr. Dillon reported that in April, 1986 the Chamber's Economic Concerns Committee set out to achieve those goals established for its second year of economic development involvement.

Those goals were:

- to broaden the awareness of economic development through educational seminars and conferences.
- to facilitate the feasibility efforts of attracting a major hotel in Lodi.
- to provide Lodi businessmen and women with educational workshops and services to assist in their continued success.
- to review topics for a future Community Congress.
- to develop a city host group available to meet with businesses looking to locate in Lodi.

In 1986 the Chamber has attempted to address issues of local concern regarding growth in Lodi. The Chamber provided a public awareness on the city infrastructure issue through the use of King Videocable and their "Community Connection" program. It is hoped that, through the Chamber's efforts, the City Council will be better able to respond to the needs of the community through the Chamber's public awareness programming.

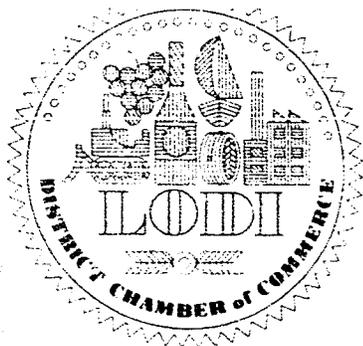
As part of the Chamber's commitment to the City the Economic Concerns Committee continues to meet monthly. This committee continues to show as much enthusiasm as it did at its first meeting in 1985. The Chamber's plan then and now is to continue learning about economic development. The Chamber will continue to provide public information regarding Lodi's future growth and the problems we must address related to growth.

Mr. Dillon further stated that as we look toward the future we see many changes. Mergers and acquisitions appear to be effecting every community and Lodi is no exception. But as times and business change, so must we. We must stay informed and we must be responsive to the needs of our community.

Mr. Dillon concluded his remarks requesting a contribution from the City in the amount of \$8,000 for 1987-88 as the City's renewed commitment to the Chamber's economic development efforts. With the City's help, Mr. Dillon indicated that the Chamber would be better prepared to address economic issues in the future.

Discussion followed with questions regarding the matter being directed to Mr. Dillon by the Council.

On motion of Mayor Pro Tempore Snider, Reid second, Council approved an "investment" in the Lodi District Chamber of Commerce in the amount of \$8,000 for 1987-88 as the City's renewed commitment to the Chamber's economic development efforts. This amount will be charged against the Community Promotion Budget.



Lodi Country
PREMIUM WINES

April 6, 1987

Mr. Tom Peterson
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Dear Mr. Peterson:

March of this year ended the Chamber's second complete year of economic development activity for the City of Lodi. Under the leadership of John Borelli, our 1986 Chamber President, and under the current direction of Cecil Dillon, we come to the City Council with our annual report on economic development.

In April, 1986, the Chamber's Economic Concerns Committee set out to achieve those goals established for its second year of economic development involvement.

Those goals were:

- to broaden the awareness of economic development through educational seminars and conferences.
- to facilitate the feasibility efforts of attracting a major hotel in Lodi.
- to provide Lodi businessmen and women with educational workshops and services to assist in their continued success.
- to review topics for a future Community Congress.
- to develop a city host group available to meet with businesses looking to locate in Lodi.

These goals and additional accomplishments have been listed on the enclosed "1986 Goal Achievements."



LODI DISTRICT CHAMBER OF COMMERCE
215 W. OAK ST. • P.O. BOX 386 • LODI, CA 95241 • PHONE (209) 334-4773

In 1986, we have attempted to address issues of local concern regarding growth in Lodi. We've provided a public awareness on the city infrastructure issue through the use of King Videocable and our "Community Connection" program. It is hoped that through our efforts, the City Council will be better able to respond to the needs of our community through the Chamber's public awareness programming.

As part of our commitment to the City, the Economic Concerns Committee continues to meet monthly. This committee continues to show as much enthusiasm as it did at its first meeting in 1985. Our plan then, and our plan now, is to continue learning about economic development. We will continue to provide public information regarding Lodi's future growth and the problems we must address related to growth.

As we look toward the future, we see many changes. Mergers and acquisitions appear to be effecting every community, and Lodi is no exception. But as times and business change, so must we. We must stay informed and we must be responsive to the needs of our community.

1986 was a year of greater Chamber involvement in economic development. As we continue to serve as the information center for Lodi, we recognize the need for greater financial support. The last two years the city has generously contributed \$5,000 a year for the Chamber's efforts. For 1987, we are submitting a request for \$8,000 which we feel will help improve our current efforts.

Based on our accomplishments, we believe the City's return on the investment exceeds their financial support.

We, therefore, request the city's renewed commitment to the Chamber's economic development efforts. With the City's help we will be better prepared to address economic issues in the future.

In our continuing effort to provide an accountability of the Chamber activities during this past year you will find enclosed a summary of specific information.

Sincerely,



Cecil Dillon
President

CD/ta

Report prepared by Mike Bradley, Executive Manager
Lodi District Chamber of Commerce

Enclosures

1986 GOAL ACHIEVEMENT

1. The Chamber has broadened its awareness of economic development through the participation of seven (7) different educational seminars, workshops and conferences. (See attachment)
2. The Chamber's efforts to investigate the feasibility of a hotel in Lodi, were completed when a local developer and businessman (D. Geweke) constructed a 60-unit motel "Lodi Motor Inn" in adding additional lodging rooms to Lodi's existing lodging or room inventory.
3. The development of a host group to meet with businesses looking to locate in Lodi. This idea seemed admirable, however, very difficult to put into place. During the year the opportunity to utilize such a group never came up. It was suggested that such a program would not work well until after the company had located to Lodi. At this point, the Chamber (Ambassadors) would establish a welcoming committee on behalf of the Chamber and City. This group would include the participation by the City.
4. In our efforts to provide businesses with seminars and educational services, the Chamber furnished a 3-part seminar series co-sponsored by the P.I.C. on advertising, marketing and public relations, plus a workshop on financial planning. In addition, the Economic Concerns Committee provided an informational seminar on Tourism in California, and the 12 regions of California.

The Agribusiness Committee hosted a seminar on "Pressing for Coverage" with noted author Mitzi Ayala. The "Flood of '86" luncheon program served helpful to local agribusinessmen and residents as well as members of the Chamber.

5. In the area of Tourism Development, the Chamber has devoted much time. Through the help of King Videocable and many volunteers from the Economic Concerns Committee, a 17-minute video of Lodi was developed this year. The title "Lodi, Everybody's Hometown" was estimated at a value of \$30,000. The project cost the City and the Chamber only volunteer time. King Videocable ended up investing approximately \$7,000 in staff time.
6. The Chamber continued its commitment to providing video programs to the community. The "Community Connection" program completed eleven different programs that were aired four different evenings a month on Cable Channel 3. As of March 25, 1987, the third program this year had been completed.

7. In December, a new 39-page magazine styled business directory was made available for local distribution. The directory lists nearly 3,000 businesses in Lodi and is available at no charge. The directory highlights the community's history, industry, climate, population, education, and the quality of life in Lodi. It is expected that all 10,000 copies printed will be distributed before the end of 1987. The project was totally supported by local advertisers.
8. Another major accomplishment in 1986 was the development of a new community brochure for Lodi. With the financial help of the Private Industry Council, the Chamber will be able to produce a color brochure for approximately \$7,000. Five thousand of this will be paid by the P.I.C. with the balance being paid by the Chamber.
9. The Chamber assisted in the development of a county-wide marketing plan spearheaded and totally financed by the Private Industry Council. The end result was an approval of \$5,000 for each local Chamber to utilize in the development of industry job training and placement. In addition, the P.I.C. assisted the Chambers by financing the reprinting of their local economic profiles.
10. Our Executive Manager has responded personally to any and all inquiries of industrial information. (See a highlighted list) In addition, he has been developing an inventory list of available properties.

For the past 2 years, the Executive Manager has provided his service to the Board of Realtors in developing a listing of available industrial properties.

EDUCATIONAL CONFERENCES ATTENDED IN 1986-1987

1.	Rural Renaissance Tourism Workshop, Modesto An Eight Million Dollar Program for Rural Counties. Money available for Economic Devel- opment planning. The program was designed to help people understand how their communities can get involved.		\$ 65.00
2.	California Chamber of Commerce, Sacramento (One Day Session) Subject: Role of Chambers in Economic Development.		65.00
3.	Governor's Conference on Tourism & CALTIA Annual Meeting March 3, 4, 5, 1987 The Conference found its discussion on promoting the 12 regions as opposed to concentrating on the promotion of indi- vidual communities. But they did address issues such as How to Improve your Brochures and Sales Literature, Success Stories, Trade Shows, RV Travel and Generating Support for Tourism Programs.	FEE HOTEL MEALS TOTAL	390.00 68.62 <u>56.00</u> 514.62
4.	San Joaquin County Economic Development Association Attended 9 Monthly Meetings	MILEAGE	49.20
5.	CALED Conference (One Day Session), San Jose This Conference addressed the issue of why small businesses fail, and how local assistance can help improve their chances of survival. Also, the workshop covered "How Small Business Development Centers Fit into the Economic Development Fabric"	FEE MILEAGE TOTAL	90.00 <u>42.40</u> 132.40
6.	Private Industry Council Luncheon To evaluate local Economic Development activities. To develop Marketing Plan for the County.		6.00
7.	California Small Business Network Meeting in Sacramento on November 12, 1986 addressed the formation of a communication network for the state's small businesses.	MILEAGE	15.00
TOTAL.....			\$ 848.22

OTHER ECONOMIC DEVELOPMENT EFFORTS IN 1986-1987

<u>COMPANY</u>	<u>TYPES OF INQUIRY</u>	<u>STAFF TIME</u>
1. Ford Federation	Antique Car Club	1 Hour
2. Japanese Firm (UNK)	Commercial Development	3 Hours
3. Paris Company, Inc.	Retail Space Broker 3-6000 sq. ft.	2 Hours
4. NACCO Industries, Inc.	Manufacturing Space 10-20,000 sq. ft.	2 Hours
5. Capital Development Co.	Industrial Development	3 Hours
6. Japanese Industrial Firm	Referred By Guild Winery	2 Hours
7. Silverkirk Realtors	Manufacturing Site Selector	2 Hours
8. J. M. Mullis, Inc.	Industrial Site Selector for Fortune 500 Company 50-70,000 sq. ft.	1 Hour
9. Genova, Inc.	Plastic Plumbing PVC Prods. 30-40,000 sq. ft. Plant Site Needed	3 Hours
* 10. Marcus & Millichap Investment Brokers	Demographic Information Property Bought Entire K-Mart Center	4 Hours
11. Inter-Trade Supply	Demographic Information 1/87	1 Hour
12. The Kenman Corp.	Luxury Apartment Complex Feasibility Study Survey	2 Hours
13. Klamouth Cold Storage	Industrial Acreage Needed	4 Hours
TOTAL STAFF TIME.....		<u>30 Hours</u>

30 Hours at \$25.00 an hour = \$750.00

* Major Accomplishment for 1986. Shopping Center purchased as a result of staff efforts.

Many general inquiries were not recorded. Only those requiring a minimum of 1 hour staff time were listed.

OTHER EXPENSES:

	\$ 21.40
1. Trade Club Dinner (incl. mileage)	11.66
2. Tourism Group Breakfast Committee Task Force	17.60
3. Modesto Tourism Program Mileage: 88 miles @ .20	7.21
4. Property Developers Luncheon	350.00
5. California Main Street Program Survey Development 6 hours Retail Inventory Survey of Community 8 hours research and written comments 14 hours @ \$25.00	625.00
6. Marketing Proposal to P.I.C. 25 hours in research and drafting 25 hours @ \$25.00 (Copies of proposal available)	300.00
7. Tourism Workshop (July 17 in Lodi) 12 hours advance time @ \$25.00	200.00
8. Tourism Cable TV Program 8 hours @ \$25.00	200.00
9. Measure A "The Eastside Moratorium" Cable TV Program on City Infrastructure problems Research and filming, 8 hours	1200.00
10. Lodi Grape Mural Poster 1,000 copies	
11. Lodi City Brochure Project Cost \$5,000 to be paid by the Private Industry Council. \$2,000 balance would be paid by the Chamber. The color brochure would be 25,000 copies for general distribution.	P. I. C. 5000.00 CHAMBER <u>2000.00</u> TOTAL 7000.00
12. Video Production "Lodi Everybody's Hometown" (calculated cost if done by professional video production company) King Videocable donated Labor Investment - 7000.00.	30000.00

TOTAL PROGRAM VALUE \$39,932.87

ACTUAL COST \$ 4,932.87

EDUCATIONAL CONFERENCES.....\$ 848.22
ADMINISTRATIVE AND INQUIRY COSTS..... 750.00
PROJECT COSTS..... 4932.87
TOTAL.....\$6531.09

ECONOMIC DEVELOPMENT

PROPOSED PROJECTS FOR 1987

1. To complete the Lodi Brochure Project
2. To provide at least three (3) Educational Seminars to Lodi Small Businesses
3. To continue to develop a strategy for Tourism Development in Lodi with the assistance of the Stockton San Joaquin Visitors and Convention Bureau
4. To continue supporting the City's Economic Development efforts by responding to all out of town inquiries of Lodi
5. To participate in Conferences i.e. CALED/CUED or other possible Economic Development Associations for the purposes of continued education
6. To assess industry growth as it relates to Lodi's Growth Initiative (Measure A)
7. To continue highlighting issues of major concern to the community through the Chamber's "Community Connection" Cable TV Program
8. To assist the Lodi Downtown Business Association in obtaining State recognition for the California Mainstreet Program