

CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Consider Resolution of Intention to Levy Annual Assessment for Downtown Lodi Business Improvement Area No. 1.

MEETING DATE: December 16, 1998

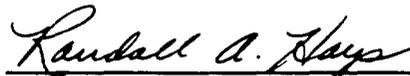
PREPARED BY: City Attorney

RECOMMENDATION: That the City Council at the close of the hearing, there being no majority protest, either written or oral, presented to the Council, adopt the Resolution confirming the Business Improvement Area Annual Report thereby levying the assessment proposed for the period of calendar year 1999.

BACKGROUND: At the Council meeting of November 18, 1998, the Business Improvement Area Annual Report was presented to the Council. The Council adopted a Resolution of Intention accepting that report and establishing December 16, 1998 as the time and date for the public hearing to be held on the proposed levy for the Business Improvement Area purposes. That hearing is called for and set pursuant to §36535 of the California Streets and Highways Code. At the hearing, the public has an opportunity to present written or oral protests to the proposed assessment. In order for such a protest to be successful, the protest must comply with the provisions of §36524 and §35525 of the California Streets and Highways Code. For an Assessment protest to be successful, written protests must be received from the owners of businesses in the improvement area which will pay fifty percent or more of the assessments proposed to be levied. If such a level of protest is not reached, a Resolution should be adopted by the Council confirming the report as originally filed or as changed by it. The adoption of such a resolution constitutes the levy of the assessment for the BIA for calendar year 1999.

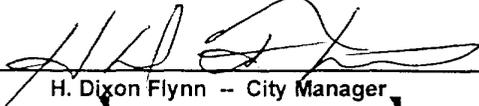
FUNDING: Not applicable.

Respectfully submitted,



Randall A. Hays, City Attorney

APPROVED: _____



H. Dixon Flynn -- City Manager

When Recorded, Return to:
City of Lodi City Clerk's Office
P.O. Box 3006
Lodi, CA 95241-1910

RESOLUTION NO. 98-191

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
LODI CONFIRMING THE 1999 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1
AND LEVY OF ASSESSMENT

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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 City Council by the Board of Directors of said Improvement Area; and

WHEREAS, a public hearing was held as required by Streets and Highways Code §365324 on December 16, 1998 in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California at 7:00 p.m. or as soon thereafter as possible to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held at which time the public was allowed to present written or oral protests to the levy of assessment for Downtown Lodi Business Improvement Area No. 1.
- 2) A majority protest as defined in the Streets & Highways Code §36525 was not made.
- 3) The 1999 Annual Report as submitted by the Board of Directors of the Improvement Area is hereby confirmed as originally filed.
- 4) The confirmation of the report and adoption of this Resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 1999.

Dated: December 16, 1998

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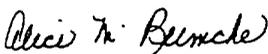
I hereby certify that Resolution No. 98-191 was passed and adopted by the City Council of the City of Lodi in a regular meeting held December 16, 1998, by the following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Mann, Nakanishi, Pennino
and Land (Mayor)

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


ALICE M. REIMCHE
City Clerk

**Downtown Lodi Business
Partnership**

1999 Annual Report



Mission Statement
Downtown Lodi Business Partnership

The Downtown Lodi Business Partnership was established to promote the economic revitalization of Downtown Lodi and to maintain its economic health on an ongoing basis. This will be accomplished by (1) encouraging development of new businesses while retaining and revitalizing existing businesses, (2) promoting retail activity by creating and maintaining a quality environment through coordinated advertising and Downtown events, and (3) serving as an advocate for Downtown businesses in dealing with local government, maintenance projects, the media, and the general public.

Downtown Lodi Business Partnership 1999 Annual Report

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. A Schedule of activities is attached.(Exhibit A)
- (3) A Budget is attached (Exhibit B) which estimates revenues and costs associated with these activities.
- (4) A Benefit Fee schedule and a map of the Business Improvement Area are attached as Exhibits C and D, respectively. There are no changes in the Benefit Fee schedule.
- (5) A surplus of \$20,000.00 is estimated for carryover to 1999.
- (6) Contributions from sources other than assessments are detailed in the Budget presented as Exhibit B.

Exhibit A
Downtown Lodi Business Partnership
Schedule of Activities - 1999

- | | |
|---------------------|--------------------|
| • 3 on 3 Basketball | May 18 |
| • Farmers' Market | June 17 - Sept. 16 |
| • Beerfest | August 5 |
| • Kiddie Parade | September 18 |
| • Arch Lighting | November 18 |
| • Wine Stroll | November 28 |
| • Parade of Lights | December 2 |
| • Awards Ceremony | December 9 |
| • Santa's Village | December 9 - 23 |

Note:

- (1) Date not set for Major Fundraiser
- (2) Intend to develop activities for selected holidays such as Valentine's Day, Easter, Mother's Day and Father's Day.

Exhibit B

Downtown Lodi Business Partnership

1999 Budget

Beginning Cash \$ 20,000

Income:

Assessment Collections	\$ 31,500
City Match	31,500
Fund Raising Events	
Farmers Market	2,800
Beerfest	15,000
Major Event	<u>5,000</u>

Total Income \$ 85,800

Total Cash \$ 105,800

Expenses:

General

Executive Director Salary	\$ 30,000
Office Rent	6,000
Utilities	600
Telephone	1,200
Insurance	2,500
Accounting	600
CDA Conferences	1,800
Stationery, Supplies, & Postage	1,000
Holiday Decorations	3,000
Miscellaneous	<u>1,000</u>

Total Overhead \$ 47,700

Marketing

Newsletter	\$ 1,200
Kiosk Updates	500
Map & Directory Brochures	2,000
Membership Mixers	1,200
Miscellaneous	<u>2,000</u>

Total Marketing \$ 6,900

<u>Advertising</u>	
Newspaper	\$ 21,000
Radio	5,000
Cable	<u>14,000</u>
	Total Advertising \$ 40,000
<u>Total Expenses</u>	<u>\$ 94,600</u>
<u>Ending Cash</u>	<u>\$ 11,200</u>

Downtown Lodi Business Partnership Assumptions - 1999 Budget

- | | | | |
|----|---|---|--------------|
| 1) | Assessment Collections | | |
| | \$35,000 billed X 90% | = | \$ 31,500 |
| 2) | Fund Raising Events | | |
| | • Farmers' Market (14 weeks X 200/week) | = | \$ 2,800 |
| | • Beerfest (expand & control costs) | = | 15,000 |
| | • Major Event (To be developed) | = | <u>5,000</u> |
| | | | \$ 22,800 |
| 3) | Other Events | | |
| | • Anticipate breaking even on other events by obtaining sponsors, selling space, etc. | | |
| 4) | Expenses - General | | |
| | • Executive Director Salary most likely overstated since will not be in place on 1/1/99. | | |
| | • Office Rent - \$500/month | | |
| | • Insurance includes General Liability (\$1,200) plus D & O (\$1,300) | | |
| | • CDA Conferences - 2 conferences X 3 attendees | | |
| | • Holiday Decorations - Contract on bows | | |
| 5) | Expenses - Marketing | | |
| | • Newsletter - 12 issues, printing, & postage | | |
| | • Membership Mixers - 4 mixers, 60 attendees, at \$5.00/attendee = \$1,200 | | |
| 6) | Advertising | | |
| | • Beerfest and Major Fundraiser advertising to be included within event budgets | | |
| | • Specific media budgets to cover other events, promotions, and generic Downtown advertising | | |
| | • Newspaper - Lodi (News-Sentinel), Stockton and San Joaquin County (The Record), Galt (The Herald), and Lockeford - Clements (The News). | | |
| | • Radio - to reach younger audience | | |
| | • Cable (MediaOne) - year round spots | | |

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 Businesses	\$ 100.	\$ 50.
Financial Institutions	\$500.	\$500.

note: retail and restaurant businesses will be charged on size which will be determined by 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.

Financial Institutions: Includes banking and savings and loan institutions as well as credit unions, etc.

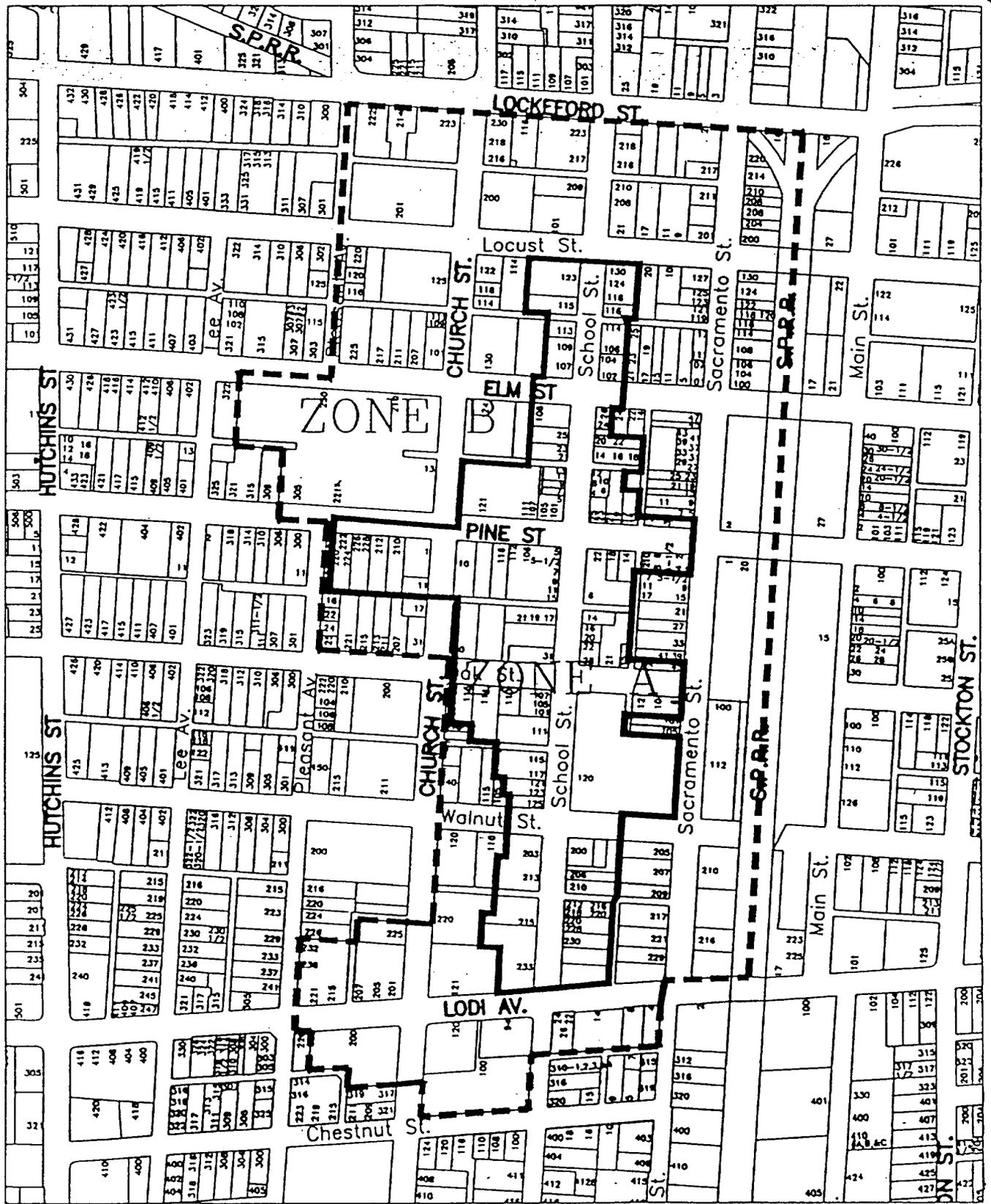


EXHIBIT D
 DOWNTOWN LODI BUSINESS PARTNERSHIP
 BUSINESS IMPROVEMENT AREA MAP