



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Receive Downtown Lodi Business Partnership 2001/2002 Annual Report, Adopt Resolution of Intent to Levy Annual Assessment and Set the Public Hearing

MEETING DATE: November 21, 2001

PREPARED BY: Economic Development Coordinator

RECOMMENDED ACTION: Council action will be threefold: (1)To receive the Downtown Lodi Business Partnership 2001/2002 Annual Report as submitted by the DLBP Board of Directors and in accordance with Section 11.0 of City Ordinance No. 1654, (2)To adopt a Resolution of Intention to levy an annual assessment for that fiscal year, (3)To set Public Hearing date for December 19, 2001 confirming the Report and Intent to Levy Annual Assessment

BACKGROUND INFORMATION: As part of the annual budget process and pursuant to Section 11.0 of City Ordinance No. 1654, the DLBP membership Board is required to present an Annual Report for City Council's review and approval. This must be done prior to the beginning of any Billing Period. The purpose of this process is to comply with the Ordinance provision and those of the Streets and Highway Code regarding public notice and hearing, prior to establishing the benefit fees for the following Billing Period. Representatives of the DLBP will be present at the public hearing on December 19th and will make a presentation for approval of the attached report. The levy of the annual assessment will also be discussed at the December 19th meeting.

While the City Council has been empowered to review and approve the proposed programs and budget on an annual basis, it is not their function to control spending of the collected funds. Instead, it is the responsibility of the DLBP membership to design its programs and spend the funds. The City Council may, however, order changes in any of the matters provided in the report, including changes in the proposed assessments, the proposed improvements and activities to be funded with the revenues derived from the levy of the assessments, and the proposed boundaries of the area and any benefit zones within the area.

The Downtown Lodi Business Partnership 2001/2002 Annual Report is attached for your consideration.

FUNDING: None required

Respectfully Submitted,

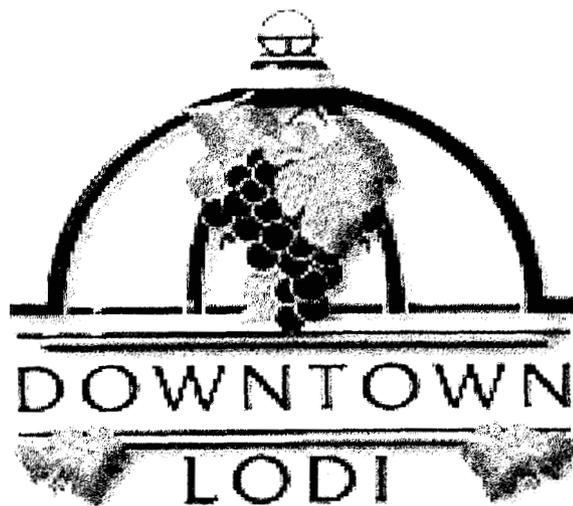
Tony C. Goehring
Economic Development Coordinator

Attachments

APPROVED: _____

H. Dixon Flynn -- City Manager

DOWNTOWN LODI BUSINESS PARTNERSHIP



**2001/2002
REPORT**



DOWNTOWN LODI BUSINESS PARTNERSHIP

September 4, 2001

Mr. Dixon Flynn, City Manager
City of Lodi
Lodi, CA95241

Dear Dixon:

Subject: ANNUAL REPORT 2001/2002

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you in September of each year, our annual report and budget.

This year, by a vote of our Board of Directors, in March of 2001, we changed our "Budget Year" from a calendar period---to a period running from July 1, to June 30 of the following year---to match the budgeting process of the City of Lodi.

In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with seven copies---five for City Council, one for City Manager, and one for City Clerk.

Sincerely,

Lewis F. Van Buskirk

Lewis F. Van Buskirk
Executive Director

P.O. Box 1565 Lodi, CA 95241 (209) 369-8052 FAX (209) 369-8053
Office located at 4 W. Pine Street, Lodi (corner of Pine & Sacramento St.)
e-mail: dlbp@mindspring.com



DOWNTOWN LODI BUSINESS PARTNERSHIP

2001/2002 ANNUAL REPORT TO THE CITY OF LODI

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 for 2001/2002 is enclosed. (Exhibit A)
3. Budget for the "Budget year July 1 2001 through June 2001 is enclosed. (Exhibit B)
4. A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed as Exhibits C & D respectively. There are no changes in the Benefit Fee Schedule.
5. The Budget details sources of income---other than assessments.



DOWNTOWN LODI BUSINESS PARTNERSHIP

Exhibit A

Schedule of Activities for 2001 & 2002

- ❖ *January---Cooperative advertising---See's Candy*
- ❖ *February---See's Candy*
- ❖ *March---Street Painting & Art Festival---Cooperative advertising---See's Candy---
Downtown Lodi Auto Show & Festival*
- ❖ *April---See's Candy, Cooperative advertising---Easter promotion w/ Easter Bunny*
- ❖ *May---See's Candy, Cooperative advertising---Downtown Lodi Live Mini event on
Saturday afternoon & Evening---Black tie Event---FARNERS MARKET BEGINS.*
- ❖ *June---Farmers Market*
- ❖ *July---Farmers Market*
- ❖ *August ---Farmers Market---Downtown Lodi Live---Street Dancing & Festival*
- ❖ *September --- Farmers Market---Main Downtown Lodi Live---Kiddie Parade*
- ❖ *October---Halloween Festival---See's Candy Begins*
- ❖ *November---Street Decorating & lighting---See's Candy*
- ❖ *December---Parade of Lights---Santa Walking the Street---See's Candy*

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DOWNTOWN LODI BUSINESS PARTNERSHIP

MISSION STATEMENT

DOWNTOWN LODI BUSINESS PARTNERSHIP

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi and to maintain its economic health on an ongoing basis. This will be accomplished by;

- Encouraging development of new businesses while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and Downtown events
- Serving as an advocate for Downtown businesses in dealing with local government, maintenance projects, the media and the general public

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DOWNTOWN LODI BUSINESS PARTNERSHIP

MISSION STATEMENT ACCOMPLISHMENTS

How have we done?

Encouraging development of new businesses while retaining and revitalizing existing businesses:

- ❖ Through our Economic Development Committee, and an excellent working relationship of the DLBP's Executive Director with the City's Economic Development Director (EDD), we have added over 15 new business to the downtown in the last year. We have helped facilitate their transition into the area. We have worked with the EDD by referring new prospective business owners and recommending the continuance and expansion of the façade assistance program and other financial incentives.
- ❖ Our cooperative advertising program and retail promotions---i.e. Easter Bunny, Halloween, See's Candy, etc---have provided the small retailer with marketing programs that could not be accomplished on their own. Larger retailers have also benefited from these programs.

Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and Downtown events:

- ❖ We have improved the downtown environment by working cooperatively with the City by obtaining funding and executing the School Street Holiday lighting, the Downtown Banner program, the street cleaning, and police patrol programs. Our cooperative advertising program mentioned above---crosses over into this category as well.
- ❖ Our events account for about 75% of our marketing effort and have grown over the last three years. In the year 2000, we attracted over 80,000 people to our "Community Shopping Center" with events such as the Parade of Lights, Kiddie Parade, Farmers Market, and other promotional events. While that was a record, we are well on our way to equaling or surpassing this figure in the year 2001. Each one of these events has improved every year since the DLBP was formed.
 - This years Kiddie Parade---a free community program sponsored by the DLBP--- currently has 1,471 children entered, and is well on it's way to record participation. This will also attract at least 3,000 spectators on the day of the parade.
 - The Farmers Market & Festival is attracting record numbers of people every Thursday night. Our average attendance has gone from

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DOWNTOWN LODI BUSINESS PARTNERSHIP

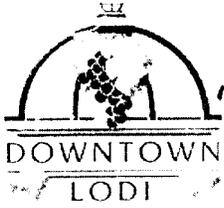
- 1,500 in 1999 to over 2,500 in 2001. We have had four nights this season where we attracted over 4,000 people.

Serving as an advocate for Downtown businesses in dealing with local government, maintenance projects, the media, and the general public.

- ❖ Parking has been the most burning concern and issue for the last 18 months. The parking committee, with its representatives from business, city staff, and the DLBP's Executive Director, have guided the solutions for a very complex, emotional situation, to the best resolution possible.
- ❖ We have advocated for other changes, besides parking, on issues such as transient people problems, the moving of the Salvation Army, skate boarding, and other daily situations that confront any shopping area in general, and the Downtown specifically.
- ❖ Our office currently fields over 400 call per month, 80% of which come from the public, regarding events, parking permits---which we help administer---business complaints, business successes, request for assistance on parking, tree trimming, cleaning of the Downtown area, on a daily basis.

While we are very proud of these accomplishments, we will continue to improve on each situation and opportunities that present themselves. This next year promises to be very exciting---from the opening of the Stadium 12 Theater to the completion of the Elm Street project, and the Parking facility on Sacramento Street. We are a work in progress---and just beginning a new renaissance for our Downtown Community Shopping Center.

This is a great example of a governmental, private business connection---that accomplishes so much, at an affordable price. We trust that this partnership will continue to grow and prosper!



DOWNTOWN LODI BUSINESS PARTNERSHIP

Background & History----- Downtown Lodi Business Partnership—2001/2002 Report

The Downtown Business Improvement District---is the central core of the City of Lodi. Like any city, the Downtown area is the City's **heart, soul and face**. Before revitalization took place, there had been over 20 years of neglect and miss-management of the downtown area. This was normal for almost all cities across the United States.

The heart of our city was in the process of dying, the soul had lost most of it's reason to live, the face was not something to be proud of.

Today is a different story, The City, along with its partners---the land owners, and business investors, and the Downtown Lodi Business Partnership ---have begun to turn things around. But it is just that---a **beginning---we are a work in progress**.

The City basically owns the infrastructure of a large "shopping center," ---spread out over many blocks, instead of being concentrated in a grouping of buildings similar to the format of privately owned shopping centers. This shopping center is called---**Your Downtown Community Shopping Center**.

Along with the businesses and merchants---**being represented by the Downtown Lodi Business Partnership (DLBP)**---the City staff manages the parking, maintains the streets, sidewalks, parking lots, trees, etc,. It sets up rules for events, and works with the **DLBP** on the many normal business situations that arise on a daily basis in our "**Downtown Shopping Center**." **The DLBP is your front line management for our Community Shopping Center.**

The **DLBP** has been in existence for a little over two years. The first nine months were mostly spent on organizational tasks and recruiting volunteers, starting various events, and keeping old events going. We hired a fulltime Executive Director in June, 1999---- much was accomplished during the first year:

- **Started an office and moved to new---more permanent quarters in January 2000**
- **Installed computer and bookkeeping system---finalized in 2001**
- **Took over assessment billing from the City starting January 1, 2000**
- **Increased collection enforcement of delinquent assessments**

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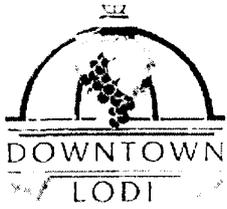
DOWNTOWN LODI BUSINESS PARTNERSHIP

- Took over management of all events and expanded most, including Farmers Market, Beerfest, Kiddie Parade, Parade of Lights, and Holiday Wine Stroll & Open House, and See's Candy Project
- Worked with City staff on new parking situation brought on by three construction projects---an ongoing work in progress
- Set up Economic Development Committee to coordinate and interface with the City's overall economic development program
- Set up a Web page for the DLBP and individual Downtown businesses, with the assistance and cooperation of the First Page Co.----one of our Downtown members
- Handled over 400 telephone calls per month on various Downtown issues
- Assisted and mediated member to member disputes and business disagreements related to a variety of situations
- Facilitated member concerns with City actions or requests
- We have been a major facilitator with the current parking situation---our parking committee meets monthly, or more often when needed
- Started a new major event----**DOWNTOWN LODI LIVE**----September 22----to replace the Beerfest---This event will be more appropriate for the upgraded image of our downtown

The above list reflects the current and ongoing programs and situations, and is by no means all inclusive. Our focus in the next six months will be to review all events and programs for improvements, changes, upgrades or elimination. Some new items will be added as our synergy continues to change with the influx of new and different businesses to Downtown.

Our basic marketing plan is to use the **many events** listed above as the primary tool of showing off our beautiful Downtown area. With most of the events, we work hand in hand with City staff. These events take a great deal of detailed coordination for which the DLBP office is responsible.

We have set up monthly cooperative advertising programs---this is where the merchants pay for their individual ad, and the DLBP sets the theme and pays for the header. This **gives the small merchant** the benefit of a full page ad----which they could not otherwise afford.



DOWNTOWN LODI BUSINESS PARTNERSHIP

Continued City funding is crucial to the success of this organization---and will be for sometime to come. You cannot rebuild in five years that which has been subjected to over twenty five years of deterioration and neglect. Downtowns everywhere will never be the same---those who think this way are living in the past.

The Downtown that we are **just beginning** to rebuild, will only slightly resemble the Downtown areas of the past generations. That's as it should be---business is no longer conducted as in the past. What we can, and are doing is to preserve the good things of the past generations, and blend them with the new concepts.

There is **not one city** that we can give you as an example, that does not fund it's Downtown organization---**in various manners**, from direct cash funding, collection of assessments, providing offices, setting up parking districts run the DBA---and in a lot of cases, has for many years--- more than our city. The **most successful ones**---Davis, Pleasanton, Chico, Modesto, Palmdale, Walnut Creek, Stockton, Pasadena, Sacramento (now has over 5 DBAs), and many others---continue to fund their Downtown organizations. Most, if not all, of these cities have increased their funding levels over the years as the success of the downtowns continue.

Our success---the City of Lodi and the Downtown Business Partnership, working together---is just beginning. If imitation is any gauge of that success, the Cities of Manteca and Tracy are looking at our example to duplicate, then we are doing something right.

Our businesses in the "Downtown Shopping Center" pay a **mandatory assessment**---unlike their counterparts in the traditional shopping centers. Most do so gladly, recognizing the tremendous benefit of doing things on a cooperative basis that cannot be accomplished individually. Yes, in most cases they also have lower rents---which is currently justified by being in, what most would consider, a tough, risky business area.

However, as the Downtown continues to change for the better, the low rents are starting to disappear and the **assessment will remain**. The vast majority of the business recognize the importance of the DLBP---but some never will --- just because of the nature of assessments. This is the distinct difference between the two "Shopping Center" situations. This is **not unique to Lodi**---it is a common and on going challenge facing all assessment district across the country. We are meeting these challenges and---

WE ASK FOR YOUR CONTINUED SUPPORT IN THIS PARTNERSHIP

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Exhibit B

Downtown Lodi Business Partnership Budget Overview July 2001 through June 2002

	Jul '01 - Jun '02
Ordinary Income/Expense	
Income	
INCOME	
Beginning Cash	27,000.00
City of Lodi Matching Funds	47,000.00
Partnership Assessments	36,000.00
Fund Raising Special Events	
Downtown Lodi Live	49,250.00
A&W Collectables Fair	1,500.00
Kiddie Parade	1,500.00
Parade of Lights	11,497.00
Farmer's Market	15,500.00
See's Candy	35,000.00
Fund Raising Special Events - Other	0.00
Total Fund Raising Special Events	114,247.00
Total INCOME	224,247.00
Total Income	224,247.00
Expense	
MARKETING	
ADVERTISING	
Parade of Lights	4,000.00
General Fund Advertising	8,000.00
Collectibles Fair	1,000.00
Kiddie Parade	1,000.00
Farmers Market	5,500.00
See's Candy	5,000.00
Downtown Lodi Live	9,500.00
ADVERTISING - Other	0.00
Total ADVERTISING	34,000.00
FUND RAISING COSTS	
Licenses and Permits	600.00
Downtown Lodi Live	25,650.00
Collectables Fair	500.00
See's Candy	25,200.00
Parade of Lights	3,235.00
Farmers Market	9,000.00
Kiddie Parade	1,000.00
Total FUND RAISING COSTS	65,185.00
Event Cordination	8,000.00
Special Events Promotion	2,000.00
Membership Mixers	400.00
Map & Directory Brochures	8,500.00
Holiday Decorations/Events	4,800.00
Kiosk Updates	1,500.00
Marketing Other	2,400.00
MARKETING - Other	0.00
Total MARKETING	126,785.00
PAYROLL EXPENSES	57,500.00
GENERAL ADMINISTRATIVE	
Office Equipment	2,500.00
Rent	5,400.00
Janitorial	480.00
Stationary,	2,100.00
Newsletter/Member mailing	2,600.00
Telephone	1,400.00
Insurance	3,500.00

Downtown Lodi Business Partnership
Budget Overview
July 2001 through June 2002

	<u>Jul '01 - Jun '02</u>
Professional Fees/accounting	1,400.00
CDA Conferences	900.00
Miscellaneous	1,920.00
GENERAL ADMINISTRATIVE - Other	0.00
Total GENERAL ADMINISTRATIVE	<u>22,200.00</u>
Total Expense	<u>206,485.00</u>
Net Ordinary Income	<u>17,762.00</u>
Net Income	<u><u>17,762.00</u></u>

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

Note: Retail and restaurant businesses will be charged on size which will be determined by the 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.

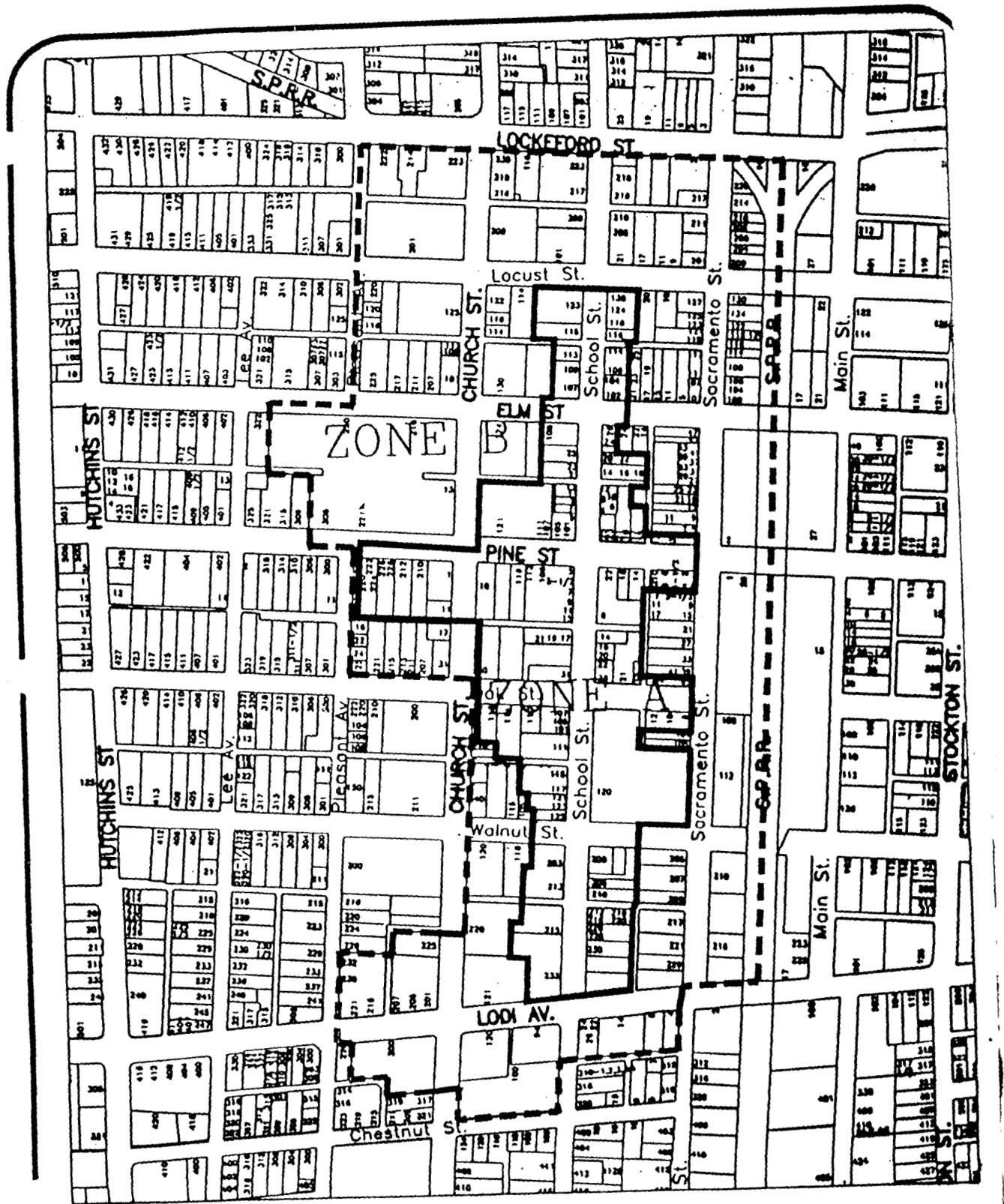


EXHIBIT D
 DOWNTOWN LODI BUSINESS PARTNERSHIP
 BUSINESS IMPROVEMENT AREA MAP

RESOLUTION NO. 2001-_____

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING
PUBLIC HEARING DATE AND RECEIVING ANNUAL REPORT

=====

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 & Highways Code, §36533 has been submitted to the Council by the Board of Directors of said improvement area.

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

1. Receive the Annual Report as submitted, said Report being on file with the City Clerk.
2. Establishes December 19, 2001 in the City Council Chambers, at Carnegie Forum, 305 West Pine Street, Lodi, California at 7:00 p.m. or soon thereafter as possible as the date, place and time to hold the public hearing required by Streets and Highway Code, §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2002 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area, and the boundaries of each separate benefit zone within the area, are set forth in the Map, Exhibit A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on business in the Area are in Exhibit B hereto and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets & Highways Code §§36524 and 36525.

Dated: November 21, 2001

=====

I hereby certify that the foregoing is a true and correct copy of Resolution No. 2001-_____, which was duly and regularly passed and adopted by the City Council of the City of Lodi in a regular meeting held November 21, 2001 by the following vote:

- AYES: Council Members –
- NOES: Council Members –
- ABSENT: Council Members –
- ABSTAIN: Council Members –

SUSAN J. BLACKSTON
City Clerk

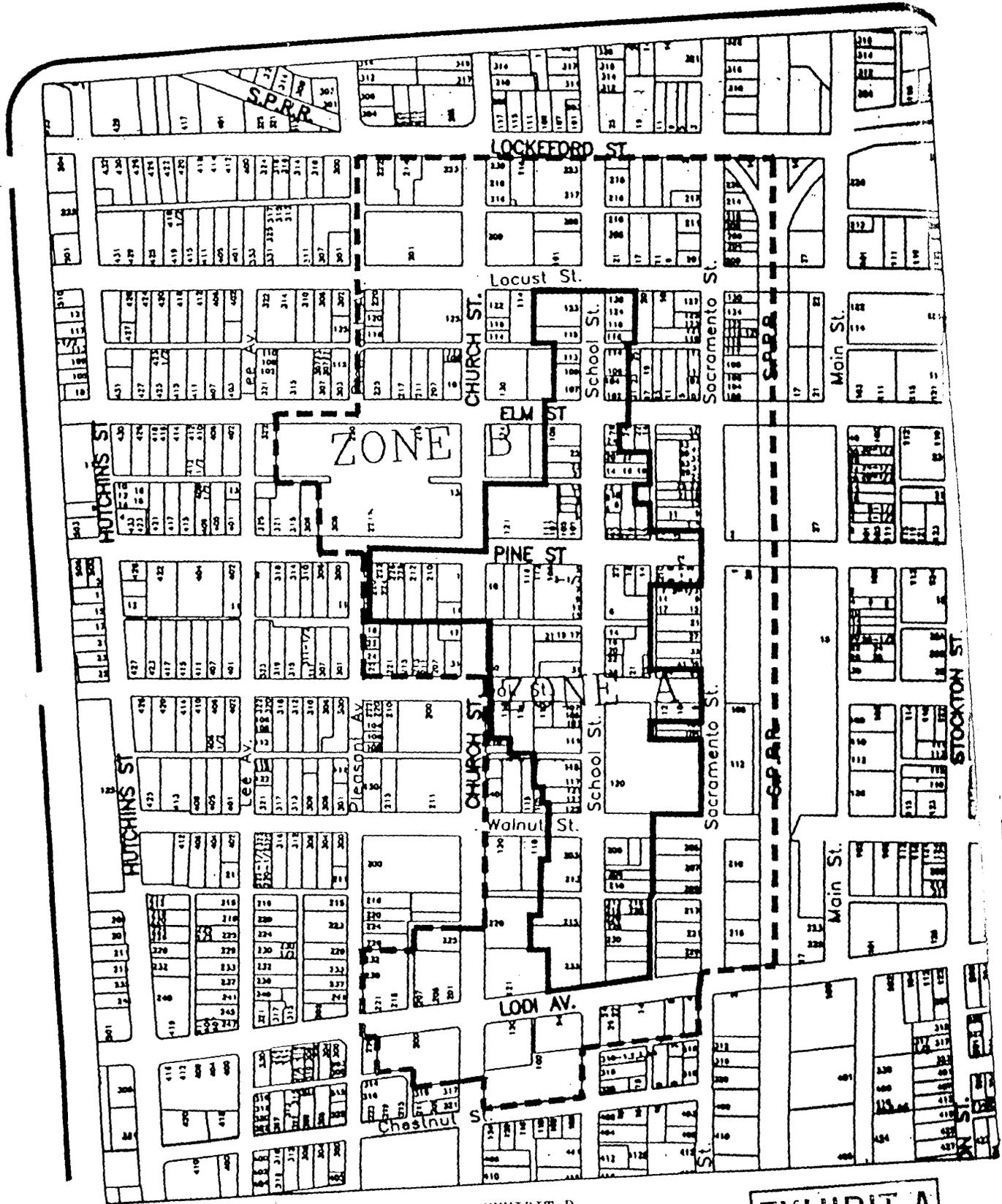


EXHIBIT D
 DOWNTOWN LODI BUSINESS PARTNERSHIP
 BUSINESS IMPROVEMENT AREA MAP

EXHIBIT A



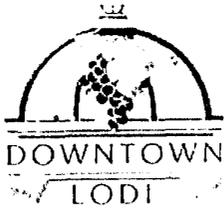
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DOWNTOWN LODI BUSINESS PARTNERSHIP

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3. Budget for the "Budget year July 1 2001 through June 2001 is enclosed. (Exhibit B)
4. A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed as Exhibits C & D respectively. There are no changes in the Benefit Fee Schedule.
5. The Budget details sources of income---other than assessments.



DOWNTOWN LODI BUSINESS PARTNERSHIP

Exhibit A

Schedule of Activities for 2001 & 2002

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RESOLUTION NO. 2001-270

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING
PUBLIC HEARING DATE, AND RECEIVING ANNUAL REPORT

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997 by Council adoption of Ordinance No. 1654; and

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6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets & Highways Code §§36524 and 36525.

Dated: November 21, 2001

I hereby certify that the foregoing is a true and correct copy of Resolution No. 2001-270, which was duly and regularly passed and adopted by the City Council of the City of Lodi in a regular meeting held November 21, 2001 by the following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Howard, Land, Pennino and Mayor Nakanishi

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


SUSAN J. BLACKSTON
City Clerk

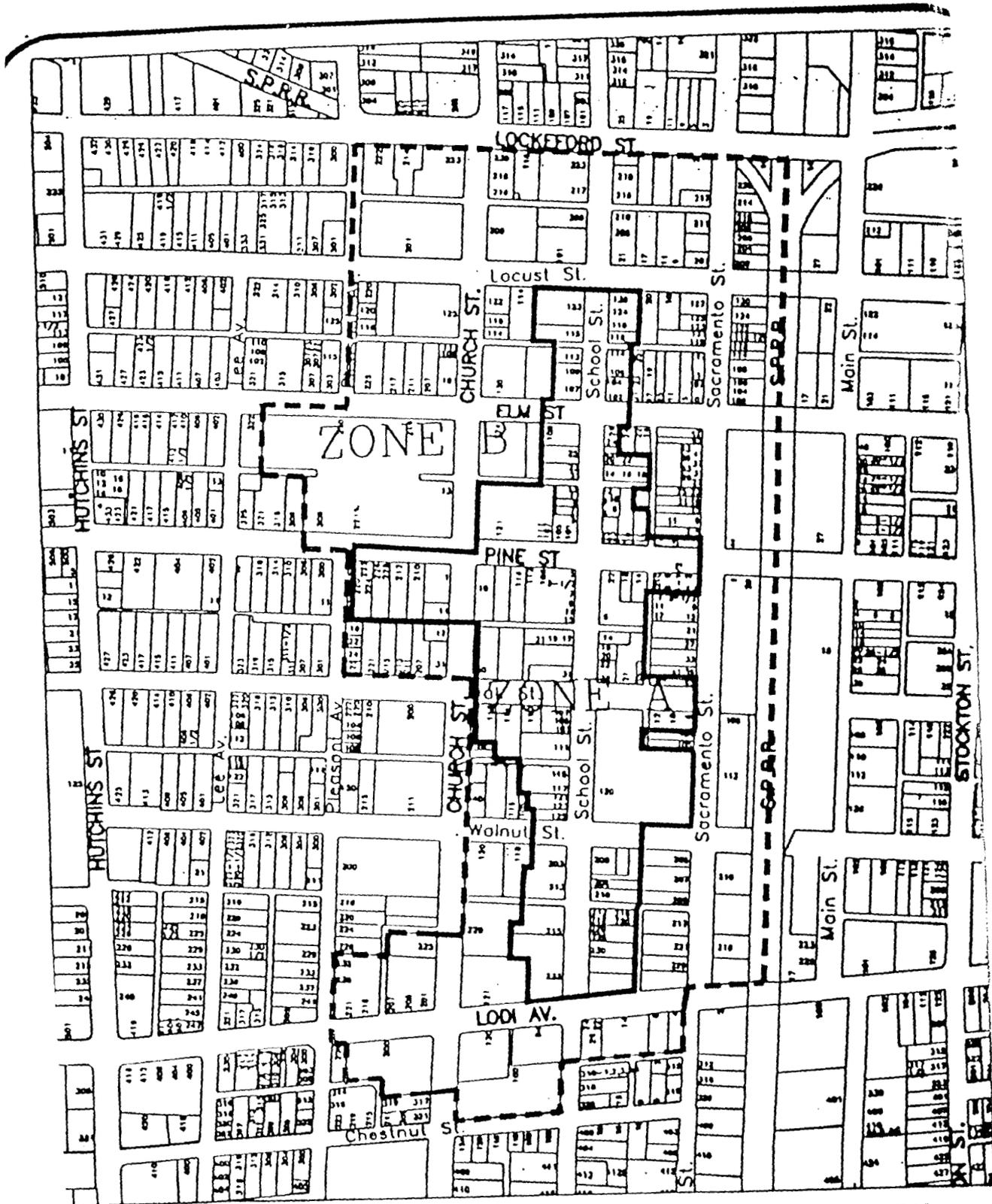


EXHIBIT D
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EXHIBIT A

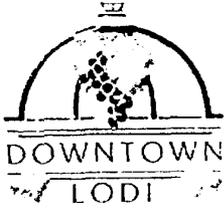


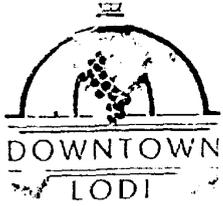
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- ❖ *July---Farmers Market*
- ❖ *August ---Farmers Market---Downtown Lodi Live---Street Dancing & Festival*
- ❖ *September --- Farmers Market---Main Downtown Lodi Live---Kiddie Parade*
- ❖ *October---Halloween Festival---See's Candy Begins*
- ❖ *November---Street Decorating & lighting---See's Candy*
- ❖ *December---Parade of Lights---Santa Walking the Street---See's Candy*

P.O. Box 1565 Lodi, CA 95241 (209) 369-8052 FAX (209) 369-8053
Office located at 4 W. Pine Street, Lodi (corner of Pine & Sacramento St.)
e-mail: dlbp@mindspring.com

CITY COUNCIL

ALAN S. NAKANISHI, Mayor
PHILLIP A. PENNINO
Mayor Pro Tempore
SUSAN HITCHCOCK
EMILY HOWARD
KEITH LAND

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702
FAX (209) 333-6807

H. DIXON FLYNN
City Manager
SUSAN J. BLACKSTON
City Clerk
RANDALL A. HAYS
City Attorney

November 28, 2001

Mr. Lew Van Buskirk
Executive Director
Downtown Lodi Business Partnership
P.O. Box 1565
Lodi, CA 95241

**RE: RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1**

Enclosed is a certified copy of the Resolution of Intention to Levy Annual Assessment for Downtown Lodi Business Improvement Area No. 1, establishing public hearing date, and receiving Annual Report, which was approved by the Lodi City Council on November 21, 2001.

Should you have any questions, please feel free to contact our office or Tony Goehring, Economic Development Coordinator, at 333-6700.

Sincerely,


Jennifer M. Perrin
Deputy City Clerk

JMP

Enclosure

cc: Economic Development Coordinator

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2001-270

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING PUBLIC HEARING DATE, AND RECEIVING ANNUAL REPORT

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 & Highways Code, §36533 has been submitted to the Council by the Board of Directors of said improvement area.

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

1. Receive the Annual Report as submitted, said Report being on file with the City Clerk.
2. Establishes December 19, 2001 in the City Council Chambers, at Carnegie Forum, 305 West Pine Street, Lodi, California at 7:00 p.m., or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highway Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2002 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area, and the boundaries of each separate benefit zone within the area, are set forth in the Map, Exhibit A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on business in the Area are in Exhibit B hereto and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets & Highways Code §§36524 and 36525.

Dated: November 21, 2001

EXHIBITS A & B AND FURTHER INFORMATION REGARDING THIS MATTER MAY BE OBTAINED IN THE OFFICE OF THE CITY MANAGER/ECONOMIC DEVELOPMENT, 221 W. PINE ST., LODI.

Anyone wishing to be heard on the issue may appear before the City Council at the time of the public hearing. Written statements may be filed with the City Clerk, 221 W. Pine St., 2nd floor, Lodi, at any time prior to the hearing scheduled herein, and oral statements may be made at said hearing.

All proceedings before the City Council are conducted in English. The City of Lodi does not furnish interpreters, and, if one is needed, it shall be the responsibility of the person needing one.

If you challenge the proposed action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Clerk/City Council at, or prior to, the public hearing.