



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Approve Lodi Tourism Business Improvement District (LTBID) 2014 Annual Report, Adopt Resolution of Intention to Levy Annual Assessment, and Set a Public Hearing for December 18, 2013 to Consider the Proposed Assessment

MEETING DATE: November 20, 2013

PREPARED BY: Deputy City Manager

RECOMMENDED ACTION: Approve Lodi Tourism Business Improvement District (LTBID) 2014 Annual Report, adopt Resolution of Intention to Levy Annual Assessment, and set a public hearing for December 18, 2013 to consider the proposed assessment.

BACKGROUND INFORMATION: Pursuant to Lodi Municipal Code Chapter 12.07 and Streets and Highways Code Section 35600 et seq., the LTBID membership board is required to present an Annual Report (Exhibit A) for the City Council's review and approval. This must be done prior to the public hearing and adoption of a resolution confirming the 2014 Annual Report and levy of assessment. The City collects an administrative fee of 5 percent from the LTBID assessment. Representatives of the LTBID will be in attendance to make a presentation. The levy of the annual assessment will be discussed at a public hearing on December 18, 2013.

The City provides additional funding to Visit Lodi! under a Memorandum of Understanding (MOU) approved by the City Council on August 19, 2009. The MOU provides additional funding at a rate of 19 percent of the Transient Occupancy Tax (TOT) collections. The MOU covers the period of July 1, 2009 through June 30, 2014 and includes a provision for an annual report.

Nancy Beckman, President and CEO of Visit Lodi!, will present the Annual Report to the Council.

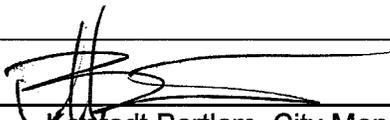
FISCAL IMPACT: Funding for Visit Lodi! generates additional funding for local merchants and the City as tourism dollars are spent locally.

FUNDING: \$103,000 is included in the FY 2013/14 City budget.


Jordan Ayers
Deputy City Manager

Attachment

APPROVED:


Konrad Bartlam, City Manager

RESOLUTION NO. 2013-209

A RESOLUTION OF INTENTION OF THE LODI CITY COUNCIL TO LEVY ANNUAL ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT DISTRICT, ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

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WHEREAS, the Lodi Tourism Business Improvement District was established December 20, 2004, by City Council Ordinance 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report, as required by Streets and Highways Code Section 36533, has been submitted to the Board of Directors of said improvement district.

NOW, THEREFORE, BE IT RESOLVED by the Lodi City Council that it does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes December 18, 2013, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or as soon thereafter as possible, as the date, place, and time to hold the public hearing.
3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for the calendar year 2014 (the District's fiscal year).
4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi and County Service Area #31 (Flag City). Refer to the report on file with the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2014 fiscal year.
5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code Sections 36524 and 36525.

Dated: November 20, 2013

=====

I hereby certify that Resolution No. 2013-209 was passed and adopted by the City Council of the City of Lodi in a regular meeting held November 20, 2013, by the following votes:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Katzakian, Mounce, and Mayor Nakanishi

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL-OLSON
City Clerk



November 8, 2013

Randi Johl
City of Lodi
221 W. Pine St.
Lodi, CA 95240

Dear Ms. Johl,

Enclosed please find the Annual Report for the Lodi Tourism Business Improvement District (LTBID) which was established October 6, 2004 by City Ordinance 1753 and was amended 11/19/2008 by Resolution No. 2008-229.

Enclosed you will find a 2014 work plan, budget and method of assessment as required by the California Streets and Highways Code #33650. Please note there are no suggested changes to the District at this time.

I plan to make a presentation to the Council at the November 20, 2013 City Council meeting. Please feel free to call me with any questions you may have.

Sincerely,

Nancy Beckman
President and CEO

Visit Lodi! Conference & Visitors Bureau

25 N School St. Lodi, CA 95240 t [209] 365-1195 f [209] 365-1191

www.VisitLodi.com

Lodi Tourism Business Improvement District Annual Report

Assessment Funding Purpose: To administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the Business Improvement District boundaries.

Method of Assessment: The LTBID includes all hotels/lodging facilities within the City of Lodi as well as two properties currently located at the intersection of Highway 12 and I-5. Each lodging facility within the district shall be assessed 3% of the gross room rental revenue. Rentals (stays) lasting over 30 days are not subject to the assessment. The assessment is levied annually and collected quarterly.

2014 Work Plan (See Attached)

For the purpose of the Annual Report presentation, we have broken our 2014 Work Plan into 5 project areas:

- Marketing/Promotional Activities
- Customer Service & Hospitality
- Events
- Communications
- Research

2014 Budget

| | |
|---|--------------|
| Income - BID | \$335,000.00 |
| Income-City of Lodi | \$112,250.00 |
| Income - Tourism Lunch | \$7,500.00 |
| Income-postage donations | \$15.00 |
| Income-website advertising | \$1,750.00 |
| Attraction Map - dining ads | \$1,000.00 |
| Rent Income | \$8,484.00 |
| Other Income (janitorial, supplies, etc.) | \$1,500.00 |
| Retail Income | \$750.00 |

Total Income **\$468,249.00**

| | |
|--------------------------------|-------------|
| Advertising | \$66,192.00 |
| Automobile Expense | |
| Automobile Expense - Sales | \$1,500.00 |
| Automobile Expense - Other | \$2,200.00 |
| Bank Service Charges | \$600.00 |
| Contingencies/Unexpected | |
| Opportunities | \$10,820.00 |
| Dues & Subscriptions | \$3,085.00 |
| Education/Conferences | \$1,565.00 |
| Equipment Lease | \$3,801.00 |
| Event Expenses - Tourism Lunch | \$11,135.00 |
| Gifts | \$200.00 |
| Hospitality/Meetings: Sales | \$853.00 |

| | |
|-----------------------------------|--------------|
| Hospitality/Meetings: Other | \$1,400.00 |
| <u>Insurance</u> | |
| Directors & Officers | \$1,400.00 |
| Health | \$8,421.00 |
| Liability | \$1,000.00 |
| Work Comp | \$2,000.00 |
| Labor, Contract | \$2,800.00 |
| <u>Office Expenses</u> | |
| Equipment | \$10,000.00 |
| Maintenance | \$4,640.00 |
| Supplies | \$1,815.00 |
| <u>Personnel</u> | |
| Salaries | \$154,000.00 |
| Benefits | \$10,625.00 |
| Postage & Delivery | \$3,520.00 |
| Printing & Reproduction | \$1,400.00 |
| <u>Professional Fees</u> | |
| Accounting | \$3,585.00 |
| Administration-City of Lodi | \$16,750.00 |
| ROI Study | \$10,000.00 |
| Promotion | |
| FAM Tour Transportation | \$300.00 |
| FAM Tour Lunches | \$400.00 |
| Fam Tour Gift Bags | \$250.00 |
| Group Sales Wine & Dine (2) | \$2,000.00 |
| Sponsorships & Incentives | \$1,500.00 |
| Online campaign consultant | \$25,000.00 |
| Downtown Banners/Hardware | \$2,500.00 |
| Attraction Map & Guide | \$1,600.00 |
| Quarterly Event Calendar | \$975.00 |
| Other | \$13,199.00 |
| Rent | \$35,340.00 |
| <u>Repairs</u> | |
| Computer Repairs | \$750.00 |
| Retail (Inventory) | \$550.00 |
| Special Projects | \$14,274.00 |
| <u>Tax & License</u> | |
| Payroll | \$15,779.00 |
| Property | \$75.00 |
| Licenses | \$50.00 |
| Technology | \$4,085.00 |
| Telephone | \$2,700.00 |
| Trade Shows | \$2,600.00 |
| <u>Travel & Entertainment</u> | |
| Meals | |
| Meals - Sales | \$175.00 |
| Meals - Other | \$925.00 |
| Travel | |
| Travel - Sales | \$320.00 |
| Travel - Other | \$2,595.00 |

Utilities - Gas & Electric \$5,000.00

Total Expense \$468,249.00

Net Profit (Loss) 0

Visit Lodi!
Conference & Visitors Bureau

2014 Work Plan

Marketing/Promotional Activities

Leisure Market

Targeted Advertising: Ads will be placed in prime target markets as designated by the 2013 brand research studies. Ads will be both hard copy and digital in nature and will include a response measure for tracking purposes wherever possible.

Trade Shows: Visit Lodi! will have a booth at the 2014 Bay Area Travel Show and will partner with the Central Valley Tourism Association to promote and represent Lodi at additional shows where possible. Staff will actively promote and recruit partners to participate as a way to have a greater presence at the shows while increasing visibility and promotional opportunity for Lodi. All leads will be tracked and a database of contacts will be maintained for future marketing opportunities.

LodiView: Visit Lodi! will continue to offer LodiView as a monthly e-publication highlighting Lodi events and activities of interest to the tourist. LodiView distribution is currently at over 5,000 subscribers.

Quarterly e-postcards: In 2014 Visit Lodi! will produce quarterly e-postcards that will be mailed to our marketing database. Each postcard will feature a call to action and will give recipients the ability to click through to the Visit Lodi! website for special offers and other Lodi visitor information.

Social Media and Content Management: In 2014 Visit Lodi! will work with a Content Management/Social Media Consultant to develop an integrated content marketing plan. This custom-crafted integrated marketing campaign will incorporate all aspects of our destination's digital brand presence including website, social media, mobile outlets and email. It can include social media training and counseling, marketing campaign related promotional art, marketing campaign management, custom Facebook application, social network advertising and mobile marketing. Additionally a Visit Lodi! travel blog, videos and quarterly e-postcards will support the overall campaign strategy.

Group Market

Tradeshows: Visit Lodi! will attend three sales shows created for the group market: The California Society of Association Executives (Cal SAE), the Sacramento/Sierra Nevada Chapter of Meeting Professionals International (MPI) Conference and Trade Show, and Society of Government Meeting Planners (SGMP). All sales leads will be followed up on and added to our database for

future marketing opportunities. In addition, Visit Lodi! will partner with the Central Valley Tourism Association to promote and represent Lodi at all national and international group sales shows.

Fam Tours: Visit Lodi! Group Sales Manager will host a biannual Fam Tour for meeting planners and group decision makers as a tool to showcase Lodi as a group meeting destination.

Direct Mail Campaign: Quarterly fliers/brochures will be sent to group sales decision makers to reinforce the vision of Lodi as a go-to destination for meetings/conferences/events. Quarterly mailers will keep Lodi top-of-mind for meeting planners, association leaders and social/fraternal groups.

Sales Calls: An average of two days a month sales staff will make face-to-face sales appointments to group decision makers out of the area in an effort to sell them on bringing their group events and meetings to Lodi. Additionally, sales staff will utilize cold calls to meeting planners and association leaders as a way to maintain visibility and continually educate potential clients to the value of Lodi as a meeting destination.

Wine & Dine: Visit Lodi! will hold two out-of-the-area Wine & Dine social events for group decision makers as an alternative to the FAM Tour. These events will provide an opportunity for Visit Lodi! staff to promote Lodi to hard-to-reach decision makers.

Meeting Professionals Organizations: The Group Sales Manager will maintain memberships in MPI, SGMP and CalSAE and regularly attend meetings and events of these organizations. This gives Visit Lodi! an opportunity to help build business relationships with group decision makers.

Sponsorships and Incentives: Visit Lodi! will utilize sponsorships and incentives at tradeshow and industry events (when appropriate and as funding allows) as a method by which to introduce the group market to Lodi as a destination. Sponsorships may be used as an incentive to facilitate bringing a group event to Lodi. Examples are sponsoring a wine reception at a meeting planner's conference or offering a cash incentive to bring a group to Lodi.

Customer Service/Hospitality

Visitor Information Packets: Visitor information will be distributed on request via email or through access on our website.

Website: The goal of the Visit Lodi! website is twofold: 1.) To educate and create awareness of Lodi as a visitor destination and to 2.) Provide the highest degree of customer service by ensuring that visitor information is complete, up-

to-date and easily accessible. Visit Lodi! will utilize the new blog and social media advertising as a way to drive people to the website.

Lodi Brand Retail: Visit Lodi! will carry a variety of Lodi logo wear, postcards and gift items for sale.

Visitor Publications: Visit Lodi! will develop and maintain a number of publications geared to increase availability of visitor information.

- **Lodi Visitor Guide:** An updated Lodi Visitor Guide will be presented for distribution in the summer of 2014. The book which is designed to showcase Lodi to potential visitors and tourists is currently distributed to hotels, wineries, venues and other tourist attractions. It is one of the main marketing pieces for Visit Lodi! and is mailed upon request as well as distributed at travel trade and sales shows. Consumers will be able to access the guide on-line and advertisers in the guide will have the ability to change their on-line ads 4 times throughout the year giving them flexibility in their advertising campaigns.
- **Festival & Events Calendar:** Visit Lodi! will produce an in-house designed/printed Festival & Events Calendar. The Calendar, produced quarterly, is a quick reference to events in the Lodi area and is distributed at the hotels, wineries, attractions, tradeshow, and included in visitor information packets.
- **Visitor Attraction Map & Guide:** The Visitor Attraction Map & Guide is distributed to hotels, wineries and attractions for their use and will be sent out to visitors upon request as well as utilized as give-a-ways at tradeshow. The map is designed to fold into a brochure so that it can be used in a card rack or as a self-mailer.
- **Meeting Facilities Brochure:** The Meeting Facilities Brochure is designed to provide information to potential consumers on event facilities and will be utilized heavily by Sales staff when promoting local venues to the group market.

Hotel Brochure Distribution: Visit Lodi! staff will provide a monthly brochure distribution service to all Lodi hotels, wineries and attractions. The goal is to ensure that visitor information is widely available and easily accessible to guests.

Events

Tourism Luncheon: May 2014, Visit Lodi! will host the 8th Annual Tourism Luncheon. The Luncheon is designed to give Visit Lodi! the opportunity to promote their programs and services to the greater Lodi community.

Communications

Newsletter: Visit Lodi!'s digital newsletter Tourism-at-a-Glance will feature new business openings, events and other items of interest to those vested in the tourism industry as well as information on programs and services offered by the Visit Lodi! Conference & Visitors Bureau. The newsletter will be distributed to local business leaders and elected officials.

Research

Data: Visit Lodi! is committed to utilizing research data to drive marketing decisions, programs and services. In addition to collecting and reporting Lodi TOT, social media, and leisure and group visitor trends, staff will seek out new ROI measures.



Visit Lodi!

Annual Report

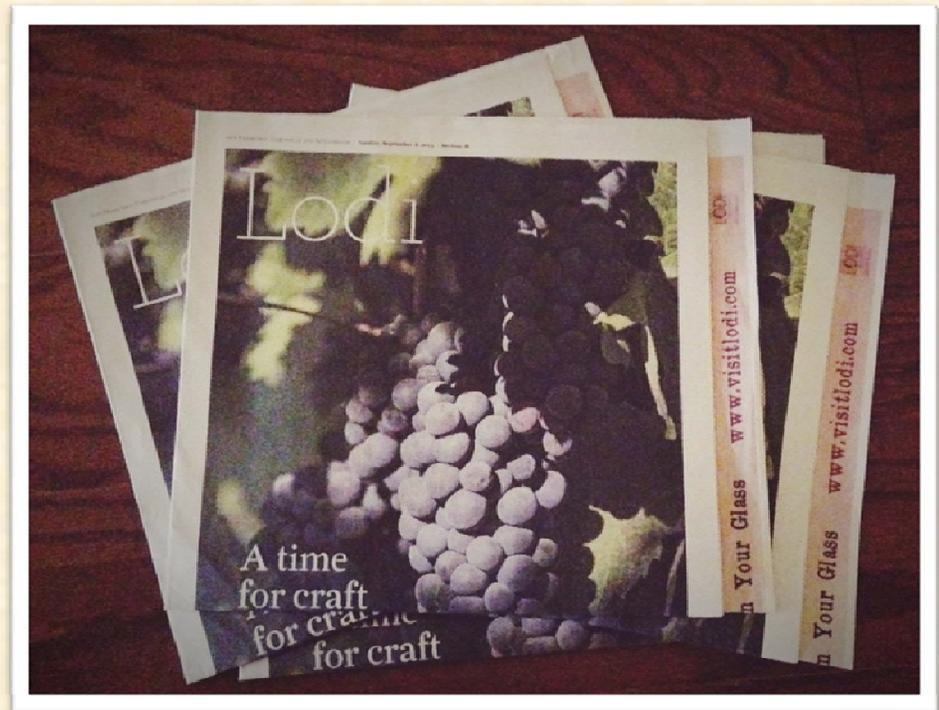
Lodi City Council
Nov. 20, 2013

2013 Year in Review

Marketing & Promotional Activities

Targeted Advertising

- ✦ VIA
- ✦ VIA e-news
- ✦ Sunset Magazine
- ✦ Diablo Magazine
- ✦ California Travel Planner
- ✦ California Drive Guide
- ✦ Central Valley Tourism Association Visitor Guide
- ✦ SF Chronicle
- ✦ SF Chronicle September Lodi Insert
- ✦ Press Democrat
- ✦ Reach Local (multiple sites)
- ✦ Trip Advisor
- ✦ Sfgate.com
- ✦ Pressdemocrat.com
- ✦ Diablo Magazine A-List



Trade Shows

- ✦ Bay Area Travel Show
- ✦ Society of Government Meeting Planners
- ✦ Meeting Planners International
- ✦ California Society of Association Executives



Promotions

- ✦ Launched new Lodi community brand
- ✦ LodiView (monthly e-event calendar)
- ✦ 8 promotional e-fliers
- ✦ 4 Lodi YouTube videos
- ✦ 4 event calendars
- ✦ Hosted 2 FAM Tours for group decision makers
- ✦ Hosted 2 Wine & Dine events for group decision makers
- ✦ Sponsored MPI wine reception
- ✦ Social Media Marketing Campaign including, Facebook, Twitter & YouTube
- ✦ Coordinated multiple media opportunities



Community Promotions

- ✦ Produced new downtown Lodi banners
- ✦ Produced full-size, full-color Lodi kiosk advertisements
- ✦ Sandhill Crane Festival visitor information booth
- ✦ Lincoln Study Mission Tour

- ✦ SJ Rail Authority FAM
- ✦ School Street Stroll



Customer Service/Hospitality

- ✦ Staff Downtown Visitor Center
- ✦ Produce and maintain visitor related website (new website to launch December 2013)
- ✦ Fulfill visitor information requests
- ✦ Produce and sell Lodi retail
- ✦ Monthly delivery of visitor guides & event calendars to hotels, wineries & attractions

Visitor Publications Produced

- Annual Visitor Guide
- Lodi Attraction Map & Guide
- Meeting Facilities Brochure
- Quarterly Event Calendar



Events

- ✦ Annual Tourism Luncheon
- ✦ Downtown Visitor Center Open House

Communications

- ✦ Community quarterly e-newsletter
highlighting Visit Lodi! programs & services



DOWNTOWN VISITOR CENTER



Downtown Visitor Center

- Highly visible
- Promotes local attractions
- Averaging 190 people per month



BRAND CAMPAIGN



behind the wine



Grapes are only the start of our story

With 85 wineries, Lodi knows a thing or two about wine. But our story only starts there. Lodi's casual welcoming vibe makes for the ideal wine country getaway. Taste wine at a 5th generation Lodi family winery, then head downtown where you'll discover one-of-a-kind restaurants, unique shops and an art gallery featuring regional artists. Or, explore our earthier side with a walking vineyard tour or a sunset boat ride down the Mokelumne River.

There's more magic to Lodi than what's in your glass.

Call us for a free visitor guide (800) 798-1810. VisitLodi.com

LODI
CALIFORNIA
behind the wine

wine is only the start of our story



With more wine-grape acreage than any other California wine country, Lodi gets you out of the tasting room and closer to the grape. But our story only starts there. Lodi's casual welcoming vibe makes it the ideal wine country adventure for families. A trip to the zoo after breakfast followed by an afternoon exploring the World of Wonders Science Museum. Boating on the Mokelumne River, dinner downtown and a toast to tomorrow. After all, wine is a family business in Lodi. Shouldn't your wine country adventure be about family too?

Call today for your free visitor guide: (800) 798-1810 VisitLodi.com

LODI
CALIFORNIA
behind the wine





**Proud To Be
Behind The Wine.**





The first printed labels were made using a process called stone lithography. This process took a long time to and involved many steps. Labels advertising California products were mostly printed in San Francisco and Los Angeles. The lithography business grew bigger and employed more artists as the industry developed. The 1920s was widely considered the heyday of fruit crate labels. New lithography methods known as half-tone and Ben-Day screens and were introduced to make label production more efficient.

By the mid-1930s, full-scale label production decreased and was replaced by the hand-drawn images of previous decades. Farmers switched from wooden crates to cardboard boxes and paper labels were no longer used. Instead, the art form ended where it began: with farmers stenciling the contents on the side of the box.



**LODI
TOURISM
OUTLOOK**

TOT TAX

| | |
|-------|------------|
| 2013* | \$560,000+ |
| 2012 | \$525,555 |
| 2011 | \$458,000 |

*year end projection

Requests for Visitor Info*

2013  7,679

2012  4,323

77% 

*Figures for January – October

Includes phone, e-mail, website, walk-ins & mail requests

Requests for Visitor Info*

(excluding walk-ins)

2013  5,740

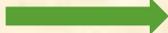
2012  3,737

54% 

*Figures for January - October
Includes phone, e-mail, website, & mail requests

Group Sales

2013 47 groups  \$703,000

2012 37 groups  \$675,000



THANK YOU!



**Please immediately confirm receipt
of this fax by calling 333-6702**

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

**SUBJECT: RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
LODI TOURISM BUSINESS IMPROVEMENT DISTRICT, ESTABLISHING
PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT**

PUBLISH DATE: SATURDAY, NOVEMBER 23, 2013

LEGAL AD

TEAR SHEETS WANTED: One (1) please

**SEND AFFIDAVIT AND BILL TO: RANDI JOHL-OLSON, CITY CLERK
LNS ACCT. #0510052 City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910**

DATED: THURSDAY, NOVEMBER 21, 2013

**ORDERED BY: RANDI JOHL-OLSON
CITY CLERK**

Jennifer M. Robison
JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA DITMORE
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)
LNS _____ Phoned to confirm receipt of all pages at _____ (time) _____ MB _____ JMR (initials)



DECLARATION OF POSTING

RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT DISTRICT, ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

On Thursday, November 21, 2013, in the City of Lodi, San Joaquin County, California, a resolution of intention to levy annual assessment for Lodi Tourism Business Improvement District, establishing public hearing date, and approving annual report (attached and marked as Exhibit A), was posted at the following locations:

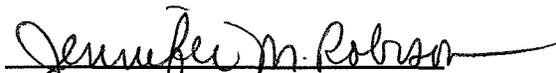
Lodi City Clerk's Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on November 21, 2013, at Lodi, California.

ORDERED BY:

**RANDI JOHL
CITY CLERK**


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA DITMORE
ADMINISTRATIVE CLERK

NOTICE OF PUBLIC HEARING

EXHIBIT A

RESOLUTION NO. 2013-209

A RESOLUTION OF INTENTION OF THE LODI CITY COUNCIL TO LEVY ANNUAL ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT DISTRICT, ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

WHEREAS, the Lodi Tourism Business Improvement District was established December 20, 2004, by City Council Ordinance 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report, as required by Streets and Highways Code Section 36533, has been submitted to the Board of Directors of said improvement district.

NOW, THEREFORE, BE IT RESOLVED by the Lodi City Council that it does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes **December 18, 2013, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m.**, or as soon thereafter as possible, as the date, place, and time to hold the public hearing.
3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for the calendar year 2014 (the District's fiscal year).
4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi and County Service Area #31 (Flag City). Refer to the report on file with the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2014 fiscal year.
5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code Sections 36524 and 36525.

Dated: November 20, 2013

I hereby certify that Resolution No. 2013-209 was passed and adopted by the City Council of the City of Lodi in a regular meeting held November 20, 2013, by the following votes:

- AYES: COUNCIL MEMBERS – Hansen, Johnson, Katzakian, Mounce, and Mayor Nakanishi
- NOES: COUNCIL MEMBERS – None
- ABSENT: COUNCIL MEMBERS – None
- ABSTAIN: COUNCIL MEMBERS – None



RANDI JOHL-OLSON
City Clerk

CITY COUNCIL

ALAN NAKANISHI, Mayor
PHIL KATZAKIAN,
Mayor Pro Tempore
LARRY D. HANSEN
BOB JOHNSON
JOANNE MOUNCE

CITY OF LODI

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

KONRADT BARTLAM
City Manager
RANDI JOHL-OLSON
City Clerk
D. STEPHEN SCHWABAUER
City Attorney

November 21, 2013

Nancy Beckman
President and CEO
Visit Lodi! Conference & Visitors Bureau
25 N. School Street
Lodi, CA 95240

**RE: RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
LODI TOURISM BUSINESS IMPROVEMENT DISTRICT, ESTABLISHING
PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT**

The Lodi City Council, at its meeting of November 20, 2013, adopted the enclosed resolution of intention to levy annual assessment for Lodi Tourism Business Improvement District, establishing the public hearing date of December 18, 2013, and approving annual report.

Should you have any questions, please feel free to contact the City Clerk's Office.

Sincerely,


Jennifer M. Robison
Assistant City Clerk

JMR

Enclosure