

RESOLUTION NO. 2003-198

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

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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 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 November 19, 2003, 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 2004 (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 and Highways Code §§36524 and 36525.

Dated: October 15, 2003

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I hereby certify that Resolution No. 2003-198 was passed and adopted by the City Council of the City of Lodi in a regular meeting held October 15, 2003, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Hansen, Howard, Land, and Mayor Hitchcock  
NOES: COUNCIL MEMBERS – None  
ABSENT: COUNCIL MEMBERS – None  
ABSTAIN: COUNCIL MEMBERS – None

  
SUSAN J. BLACKSTON  
City Clerk

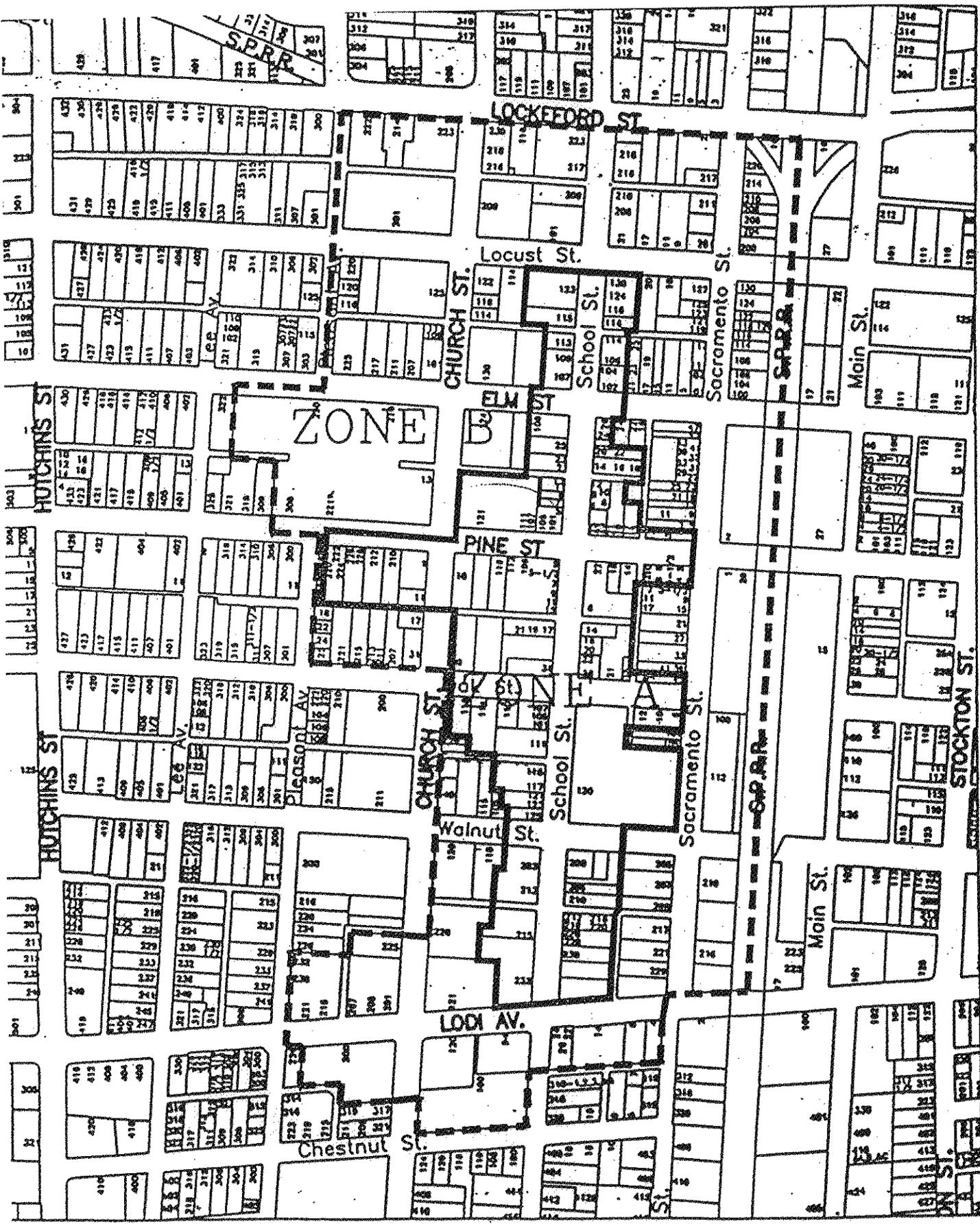


EXHIBIT D  
 DOWNTOWN LODI BUSINESS PARTNERSHIP  
 BUSINESS IMPROVEMENT AREA MAP

EXHIBIT A

**EXHIBIT B**

**Downtown Lodi Business Partnership  
Benefit Fee Schedule**

	<b>ZONE A</b>	<b>ZONE B</b>
<b>Retailers and Restaurants</b>	\$200. (1-3 emp.) \$300. (4-6 emp.) \$400. (7 + emp.)	\$100. \$150. \$200.
<b>Service Businesses</b>	\$150.	\$ 75.
<b>Professional Business</b>	\$100.	\$ 50.
<b>Financial Institutions</b>	\$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.

## FUTURE GOALS

- Introduce more Downtown Lodi Live events—Make Downtown Lodi the Entertainment Mecca for the valley
- Continue to build a collaborative relationship with the City Council—Keep our Partnership focused and fresh
- Develop more collaborative events with organizations such as the Lodi Visitors and Convention Bureau, Lodi Chamber of Commerce, The Boys & Girls Club, Lodi House, and similar organizations
- Expand the boundaries of the Business Improvement District by 2004/2005
- Outreach to the general community, and expand major corporate sponsorship interest in events and other participation in the “Community Shopping Center”
- Review and update the Assessment Fee Schedule by for the assessment year of 2005 to better reflect the membership benefits and an equitable fee structure
- Expand our volunteer base for the Downtown Events by reaching into the community
- Develop additional strategies with the City Staff for better programs in the following areas---directional signage for the Downtown, creative parking solutions, Economic Development, management and commercial use of the new parking structure, and billing/collections
- Develop and submit a 5 year plan for the Downtown by September 2004