

RESOLUTION NO. 2006-182

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

---

---

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by Council adoption of Ordinance 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. Approved the Annual Report as submitted, said Report being on file with the City Clerk.
2. Establishes October 18, 2006, 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 2007 (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 a Map, Exhibit D, 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 businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report, Exhibit A, 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 4, 2006

---

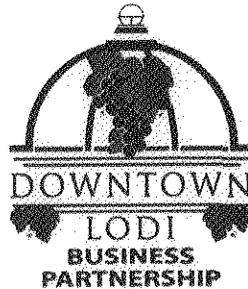
---

I hereby certify that Resolution No. 2006-182 was passed and adopted by the City Council of the City of Lodi in a regular meeting held October 4, 2006, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Johnson, Mounce, and Mayor Hitchcock  
NOES: COUNCIL MEMBERS – Hansen  
ABSENT: COUNCIL MEMBERS – None  
ABSTAIN: COUNCIL MEMBERS – None

  
Jennifer Perrin  
Interim City Clerk

EXHIBIT A



August 31, 2006

Mr. Blair King, City Manager  
City of Lodi  
221 W. Pine Street  
Lodi, CA 95241-1910

Re: Annual Report 2006/2007

Dear Blair:

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

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 the City Council, one for the City Clerk and one for yourself.

Thank you for your continued support.

Sincerely,

A handwritten signature in black ink, appearing to read "Chuck Easterling".

Chuck Easterling, President  
Downtown Lodi Business Partnership

Downtown Lodi Business Partnership  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)

2038309  
ENDORSED  
FILED

In the office of the Secretary of State  
of the State of California

MAR 31 1998

*Bill Jones*  
BILL JONES, Secretary of State

ARTICLES OF INCORPORATION OF  
DOWNTOWN LODI BUSINESS PARTNERSHIP  
A California Nonprofit Mutual Benefit Corporation

One: The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation).

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law.

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1998

*Ronald M. Beckman*  
Ronald M. Beckman, Incorporator





## 2006/2007 ANNUAL REPORT

**Items listed below refer to Section 36533(b) of the California Streets and Highway Code:**

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the budget year July 1, 2006 through June 30, 2007 is enclosed as Exhibit B.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed as Exhibits C & D respectively. There is a proposed 20% increase in the Benefit Fee Schedule.

Downtown Lodi Business Partnership  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)

## EXHIBIT A

Our downtown is the main focus point of our city. We as a city have made some of the investment into revitalization for example, new streets, wider tree lined sidewalks, a parking structure and a train station. The required change in focus of downtown merchants and businesses to speciality shops, small niche stores and destination businesses, for the most part has occurred. With these changes a sense of place was recreated that encourages people to visit and linger in our downtown regularly and for our many events. The redevelopment efforts and change of focus has allowed us to have a new identity and the value of possessing a strong sense of place. a recent trend that provides evidence of the value of our downtown is the attempt at developing new downtowns in the suburbs, which have no traditional core and therefore no sense of place. The value of downtown for its economic benefits, heritage and identity, benefits the entire community. A strong commitment by local government in conjunction with a well organized and active private sector is essential in keeping our efforts moving forward.

The DLBP has had 100% cooperation from our members regarding their assessments. We have addressed and solved any inequities within our benefit fee structure.

The Downtown Lodi Business Partnership strives to make all of our events and programs self supporting through sponsorship, donations and fundraising. In efforts to keep the DLBP financially sound we are implementing a 20% increase to our benefit fee structure. In addition to our regular membership, we have introduced a city wide volunteer membership program, Friends of Downtown, which allows any business or entity in Lodi to become volunteer member of the Downtown Lodi Business Partnership. We appreciate the city's negotiations for impact fees on commercial development in the outlying areas of our city. Although we will continue to strive towards our own financial responsibility, we hope to have the city's continued support.

The following are some of the things that the organization has done and is continuing to do to make our downtown the envy of the the San Joaquin Valley:

Relationships have been built with other Lodi entities such as; Chamber of Commerce, Conference and Visitor's Bureau, Lodi-Woodbridge Wine Grape Commission, Hutchins Street Square, WOW Science Museum, City of Lodi and many others. We have been the voice of downtown on varies committees such as the Lodi Centennial, Destination Lodi, Media Day and have been instrumental in the development of the "Shop Lodi" campaign with the Chamber. The DLBP has attended ribbon cuttings, events and socials that have made the organization more visible and given us the opportunity to build relationships within the community.

Programs have been developed or restructured such as:

### **Website:**

The DLBP has revamped our website to become more user friendly. It provides links to various organizations and the City of Lodi such as; Lodi Chamber of Commerce, Lodi Conference and Visitors Center, Hutchins Street Square, Lodi Arts Commission, Lodi News-Sentinel and the

Lodi-Woodbridge Wine Grape Commission. We will also encourage our membership to further develop their own websites.

**KJOY Radio Commercials:**

The DLBP introduced a new program for the merchants to advertise within a Downtown Lodi commercial produced and aired on 99.3 KJOY. 12 merchants per month can have their business name and description highlighted in the the Downtown commercial. Four rotating commercials highlight three businesses at a time. This allows merchants to advertise at a group rate where they may not be able to individually. We hope the program gets more momentum and we can increase the number of participants and rotations.

**Banners:**

The DLBP launched it's Centennial banner program in March 2006. The program was restructured to become an annual program verses the previous seasonal campaigns. During Farmers Market and the Holiday seasons, the Centennial banners alternate with the seasonal banners. The campaign is a beneficial tool for the merchants to advertise and for the DLBP to fundraise and promote events through the year. There will be a newly designed banner launched in January of 2007!

**Newspaper:**

The Lodi News-Sentinel has been our primary source of advertising. Through the News-Sentinel, we promote Downtown with our own special pull-out Tabloid section eight times a year. This tool has been very beneficial for our membership and our organization. It has served to advertise our special events, inform the public with educational articles written by our membership, and give membership a discounted advertising rate.

Additionally, we use the Galt Herald, the Stockton Record, and the Pennysaver/Local Living on a limited basis for promoting events and media alerts.

**Shop Lodi Campaign:**

The Downtown Lodi Business Partnership has partnered with the Chamber of Commerce to develop a Shop Lodi Campaign. We have developed a logo and a structured plan to introduce and implement the Campaign in the near future. The purpose of this program is to convince consumers to shop Lodi first before going out of town. Shopping locally permits the local businesses to expand and allows them to underwrite community events, support charities, sponsor youth activities and generally help the community from which they derive their will being. Sales tax is on of the most important sources of funding that pays for the City of Lodi police, fire, maintenance personnel, street services and all other city functions. We can help improve our tax base. Shop Lodi goals are to increase purchases made in Lodi, thereby increasing retail sales and sales tax revenue. The purpose of this program is to educate the public and increase community awareness of the benefits of making their purchases in Lodi.

**Friends of Downtown:**

We developed a program that extends an invitation throughout the city of Lodi to become volunteer members of the Downtown Lodi Business Partnership. Any business or non-business entity can become a volunteer member of the DLBP. For \$250 per year or more, volunteer members can bring

their ideas to our Board of Directors meetings, serve on committees, have their listing on our website and have equal opportunities as regular members in promotional programs such as banners, radio and other activities. This give all of Lodi the opportunity to show their support of our downtown.

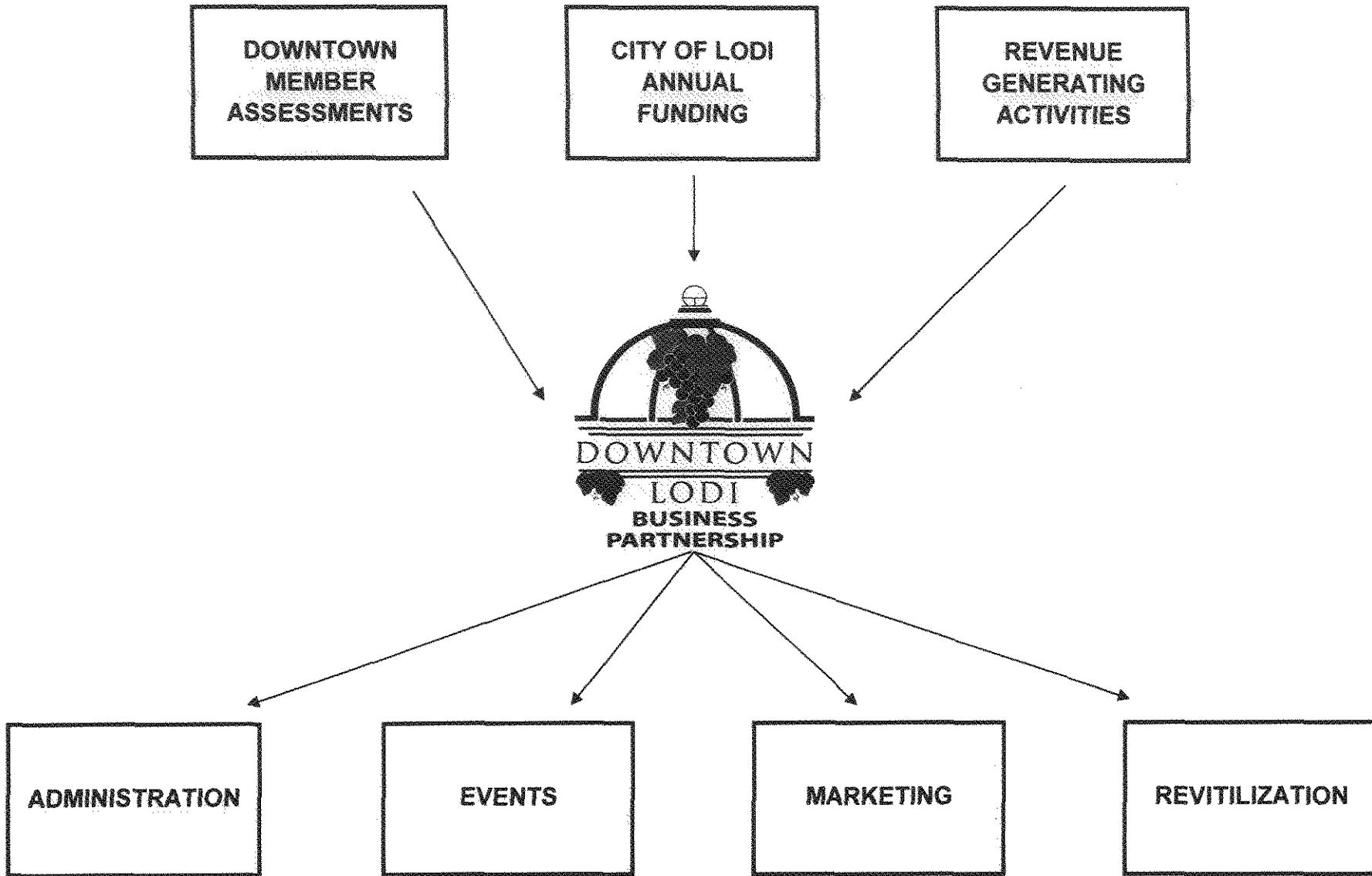
**Kiosk Program:**

Along with being an attractive staple of Downtown Lodi, the kiosk program has also become a great advertising tool for local arts, entertainment, and events. The DLBP is looking to refurbish the kiosks this next year and will work to make the program even better.

**Events:**

The Downtown Lodi Business Partnership will continue to rely on events held throughout the year to help promote and market Downtown. In addition to our celebratory and signature events, such as the Farmers Market and Parade of Lights, the DLBP will be adding more retail promotions in an effort to increase business for the merchants. A calendar of proposed events for 2007 is enclosed in this packet.

# Downtown Lodi Business Partnership Overview



**DOWNTOWN LODI BUSINESS PARTNERSHIP  
PROPOSED BUDGET**

**JULY 1, 2006 THROUGH JUNE 30 2007**

<b>INCOME</b>	
Assessment Fees	41400.00
City of Lodi	35300.00
Wine & BBQ Cookoff	8000.00
Banner Program	7500.00
Easter Promotion	900.00
Farmers Market	60000.00
KJOY Radio Campaign	18000.00
Kiddie Parade	500.00
Parade of Lights	15000.00
Wine & Sausage Festival	3000.00
Winterfest	5000.00
Miscellaneous Events & Sales	4000.00
	<u>198600.00</u>
<b>TOTAL INCOME</b>	
<b>EVENT EXPENSES</b>	
Banner Program	3700.00
Easter Promotion	900.00
Farmers Market	35000.00
Kiddie Parade	500.00
Parade of Lights	4000.00
Wine & BBQ Cookoff	4700.00
Wine & Sausage Festival	500.00
Winterfest	3000.00
Miscellaneous	1000.00
	<u>53300.00</u>
<b>MARKETING EXPENSES</b>	
Marketing Campaigns	9000.00
Mileage & Meetings	2000.00
Web Page Update	2000.00
Advertising & Promotion	7800.00
	<u>20800.00</u>
<b>REVITALIZATION</b>	
Merchant Brochure	2000.00
Kiosk Update	2000.00
Tree Light Maintenance	3000.00
	<u>7000.00</u>
<b>MEMBERSHIP</b>	
Placques & Trophies	500.00
Quarterly Mixers	500.00
Sunshine Committee	1000.00
Newsletters	1000.00
	<u>3000.00</u>
<b>ADMINISTRATIVE EXPENSES</b>	
Bank Fees	960.00
Insurance	12000.00
Office Supplies	2000.00
Office Equipment	5000.00
Postage	1800.00
Payroll Expense	81000.00
Professional Fees	1000.00
Rent	5040.00
Professional Seminars & Training	1000.00
Storage	1200.00
Telephone	3500.00
	<u>114500.00</u>
<b>TOTAL EXPENSES</b>	<u>198600.00</u>
<b>NET INCOME</b>	<u>0.00</u>

1:10 PM  
10/03/06  
Cash Basis

Downtown Lodi Business Partnership  
**Balance Sheet**  
As of June 30, 2006

	Jun 30, 06
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Bank Accounts	
Checking - F & M	45,467.81
Savings - F & M	9,091.99
Total Bank Accounts	54,559.80
Petty Cash	165.87
Total Checking/Savings	54,725.67
Total Current Assets	54,725.67
Fixed Assets	
Office Equipment	6,956.33
Beer & Wine Equip.	1,326.17
Equipment	2,092.70
Accumulated Depr	-3,831.00
Total Fixed Assets	6,544.20
<b>TOTAL ASSETS</b>	<b>61,269.87</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
F & M Master Card	281.59
Total Credit Cards	281.59
Other Current Liabilities	
Payroll Liabilities	1,001.32
Total Other Current Liabilities	1,001.32
Total Current Liabilities	1,282.91
Total Liabilities	1,282.91
Equity	
Retained Earnings	50,373.78
Net Income	9,613.18
Total Equity	59,986.96
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>61,269.87</b>

4:14 PM  
 08/30/06  
 Cash Basis

## Downtown Lodi Business Partnership Profit & Loss July 2005 through June 2006

	Jul '05 - Jun 06
Ordinary Income/Expense	
Income	
K-JOY	-1,207.00
Assessment Fees Collected	34,170.00
City of Lodi Funds	44,650.50
Banner Programs	
Farmers Market	150.00
Holiday	1,200.00
Banner Programs - Other	3,700.00
Total Banner Programs	5,050.00
2005 Farmer Market	
Craft Vendor Fees	6,102.56
Food Vendor Fees	3,907.44
Grower/Produce Vendor Fees	10,276.75
Member Vendor Fees	1,815.23
Sales Beer & Wine	11,915.00
Sponsorship-Other	2,875.00
Refunds	-35.00
Total 2005 Farmer Market	36,856.98
Farmers Market-Income	
Wine & Beer Garden	5,000.00
Farmers	3,050.00
Sponsorship	14,550.00
Craft Vendor Fee	10,808.31
Food Vendor	2,046.69
D.L.B.P. Member fees	875.00
Total Farmers Market-Income	36,330.00
Newsletter Advertising	80.00
Parade of Lights 2004	
Vendor Fee	960.00
Total Parade of Lights 2004	960.00
Parade of Lights 2005	
Sponsorship	1,750.00
Float Entry	7,030.00
Parade of Lights 2005 - Other	50.00
Total Parade of Lights 2005	8,830.00
Photos With Easter Bunny	835.00
Uncategorized Income	252.63
Wine & Sausage Festival	3,000.00
Winterfest - Income	
Photos w/ Santa	
Sponsorship	120.00
Photos w/ Santa - Other	150.00
Total Photos w/ Santa	270.00
Sponsorship	500.01
Total Winterfest - Income	770.01
Total Income	170,578.12
Expense	
Event Expense-Miscellaneous	
Supplies Misc.	46.12
Total Event Expense-Miscellaneous	46.12
Banner Program	
Centennial Banners	2,800.00
Labor	300.00
Total Banner Program	3,100.00

4:14 PM  
 08/30/06  
 Cash Basis

**Downtown Lodi Business Partnership**  
**Profit & Loss**  
 July 2005 through June 2006

	Jul '05 - Jun 06
Family Faith Festival-Sanitation	50.00
<b>Total Family Faith Festival-</b>	<b>50.00</b>
<b>Farmers Market Expenses</b>	
Meals	45.61
Advertising	2,321.40
Banners	148.14
Beer & Wine	20,791.33
Entertainment	2,300.00
Labor/Repairs	3,781.79
License/Permits/Inspections	2,477.38
Posters/Signs	811.82
Promotions	558.30
Sanitation	1,306.01
Supplies	1,155.81
Farmers Market Expenses - Other	916.66
<b>Total Farmers Market Expenses</b>	<b>36,614.25</b>
<b>Halloween Event</b>	
Permits	32.00
Supplies	171.80
<b>Total Halloween Event</b>	<b>203.80</b>
<b>Kiddie's Parade</b>	
Goodie Bags	75.90
Advertising	28.61
Labor	200.00
Labor/Emcee	250.00
Permit/Inspections/License	32.00
Plaque-Sponsorship	87.01
Supplies	21.15
Kiddie's Parade - Other	23.98
<b>Total Kiddie's Parade</b>	<b>718.65</b>
<b>Parade of Lights</b>	
Towing Reimbursement	193.00
Signs	480.15
Advertising	50.00
Labor	250.00
Permits/Inspections/License	157.00
Sanitation	364.75
Supplies	0.00
<b>Total Parade of Lights</b>	<b>1,494.90</b>
<b>Spring Event</b>	
Advertising	542.84
Supplies	354.08
<b>Total Spring Event</b>	<b>896.92</b>
<b>WinterFest</b>	
Carriage Rides	2,300.00
Banners	37.71
Entertainment	100.00
Supplies	183.71
<b>Total WinterFest</b>	<b>2,621.42</b>
<b>Advertising</b>	
Maps	1,450.00
Newspaper	4,781.66
Posters/Banners/Signs	354.73
Radio	1,207.00
Advertising - Other	747.23
<b>Total Advertising</b>	<b>8,540.62</b>

4:14 PM  
 08/30/06  
 Cash Basis

**Downtown Lodi Business Partnership**  
**Profit & Loss**  
 July 2005 through June 2006

	Jul '05 - Jun 06
Bank Service Charges	510.16
Credit Card Fees	518.57
Dues & Subscriptions	96.00
Helium Tank Rental	458.97
Holiday Decorations/Events	34.05
Insurance	
Liability Insurance	9,138.35
Medical	805.16
Work Comp	719.04
<b>Total Insurance</b>	<b>10,662.55</b>
Internet Services	
Design	900.00
Hosting/Maintenance/Domain Name	880.00
<b>Total Internet Services</b>	<b>1,780.00</b>
Janitorial	5.00
Licenses/Permits/Inspections	20.00
Maintenance	657.56
Meals & Entertainment	26.12
Meetings	789.36
Mileage	222.02
Miscellaneous Committees	
Shop Lodi Campaign	375.00
<b>Total Miscellaneous Committees</b>	<b>375.00</b>
Miscellaneous	498.33
Newsletter	436.65
Office Maintenance & Repairs	498.07
Office Supplies	4,461.40
Penalties	30.98
Postage and Delivery	1,059.59
Payroll Expense	
Administrator Salaries	33,660.00
Office Salaries	25,445.84
Payroll Tax Expense	10,282.00
Payroll Expense - Other	0.00
<b>Total Payroll Expense</b>	<b>69,387.84</b>
Printing	176.05
Professional Fees	
Accounting	400.00
Bookkeeping	300.00
Legal Fees	528.75
Professional Fees - Other	560.00
<b>Total Professional Fees</b>	<b>1,788.75</b>
Promotions	679.26
Rent	5,460.00
Repairs	
Computer Repairs/service	928.60
Repairs - Other	525.14
<b>Total Repairs</b>	<b>1,453.74</b>
Seminars	100.00
Sunshine Committee	331.41
Supplies	737.50
Taxes	
Federal	0.00
State	20.00
<b>Total Taxes</b>	<b>20.00</b>

4:14 PM  
08/30/06  
Cash Basis

**Downtown Lodi Business Partnership**  
**Profit & Loss**  
July 2005 through June 2006

	<u>Jul '05 - Jun 06</u>
Telephone	
Cell Phone	197.05
Telephone - Other	1,614.88
Total Telephone	<u>1,811.93</u>
Utilities	332.95
Pending	1,299.79
Total Expense	<u>161,006.28</u>
Net Ordinary Income	9,571.84
Other Income/Expense	
Other Income	
Interest Income	41.34
Total Other Income	<u>41.34</u>
Net Other Income	<u>41.34</u>
Net Income	<u><u>9,613.18</u></u>



**EXHIBIT C**  
**DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE**

<b>BUSINESS TYPE</b>	<b>ZONE A</b>	<b>ZONE B</b>
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

*\*Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

**BUSINESS TYPE DEFINITIONS:**

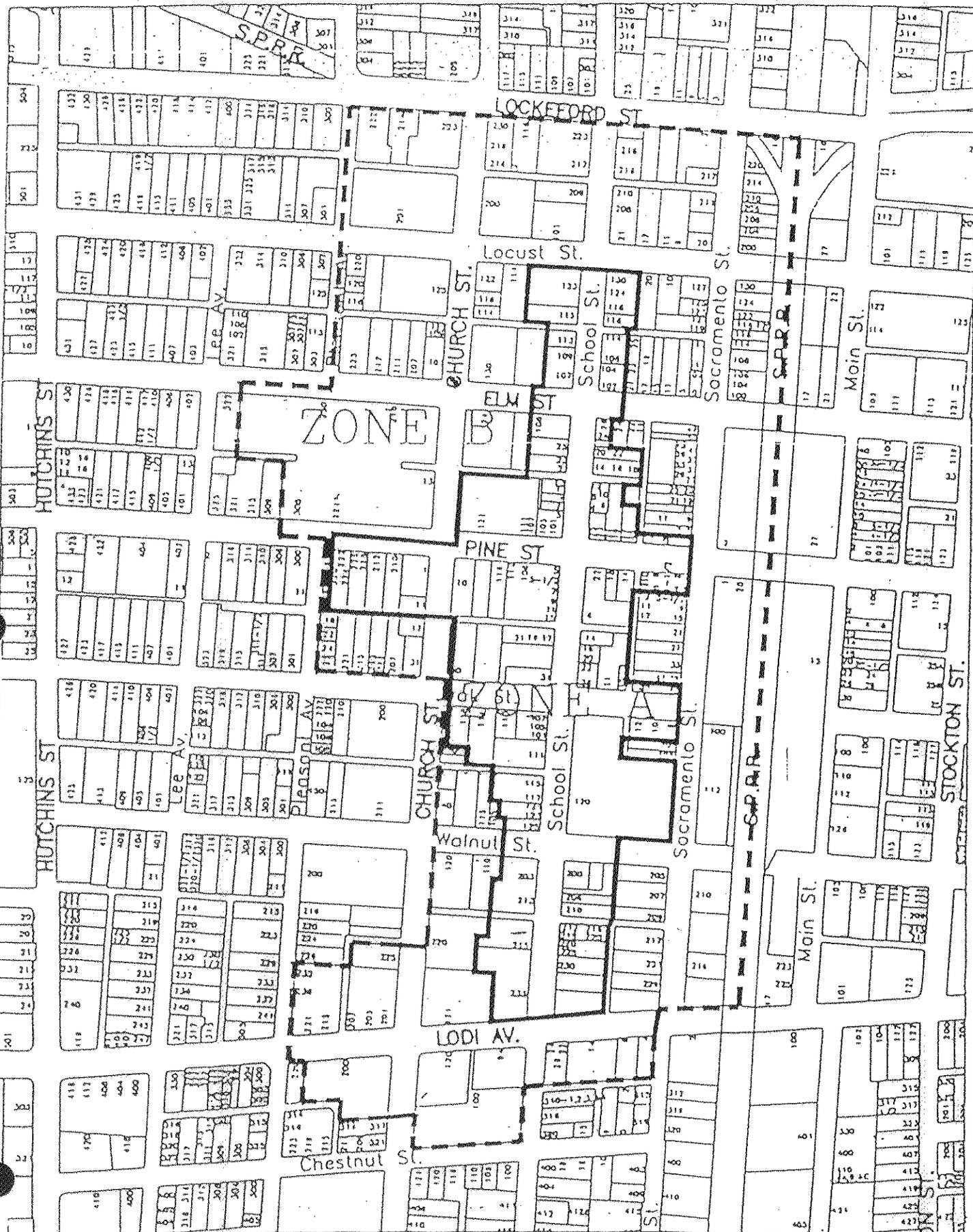
**Retail and Restaurant** – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

**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 which require advanced or specialized licenses, and/or advanced academic degrees.

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

Downtown Lodi Business Partnership  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)





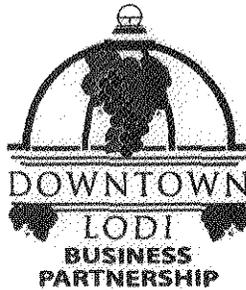
## **DOWNTOWN LODI BUSINESS PARTNERSHIP MISSION STATEMENT**

Under agreement with the City of Lodi, the Downtown Lodi Business Partnership (DLBP) manages the Downtown Business Improvement Area (BIA), and works in partnership with businesses, property owners, cultural institutions and local city officials to enhance the revitalization efforts of downtown Lodi. Since it's inception, the Downtown Lodi Business Partnership has been instrumental in the tremendous growth and vibrancy of the downtown community.

**The mission statement of the DLBP is to:**

- **Encourage the development of new businesses, while retaining and revitalizing existing businesses**
- **Promote retail activity by creating and maintaining a quality environment through cooperative advertising and special events in the downtown area**
- **Serve as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public**

**Downtown Lodi Business Partnership  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)**



## **THE BROWN ACT**

The DLBP complies with the Ralph M. Brown Act for its board meetings, general meetings and standing committee meetings.

Agendas of board meetings, general meetings or standing committee meetings shall be publicly posted 72 hours in advance of that meeting.

All DLBP meetings are open to the public. The only exceptions for closed meetings are for personnel issues and litigation issues.

For DLBP board meetings and general meetings, a copy of the meeting agendas are sent to board members via email, delivered to those without email, and posted in the window of the DLBP office located at 4 W. Pine Street.

A copy of the agenda for those meetings is also sent to The Lodi News Sentinel and The Stockton Record.

For committee meetings, the agendas are posted in the window of the DLBP office for public review.

For specific terms of the Brown Act, please refer to the Brown Act file located in the DLBP office.

**Downtown Lodi Business Partnership**  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)



## 2007 DOWNTOWN CALENDAR OF EVENTS

<u>EVENT</u>	<u>DATE</u>
Valentine's Day Retail Promotion	Saturday, February 10
Sacramento Street Car Show	Saturday, March 31
Spring Sidewalk Sale	Saturday, April 7
Photos with the Easter Bunny	Saturday, April 7
Mother's Day Promotion	Saturday, May 12
Farmers Market & Festival	Thursdays, June 7 through September 27
Wine & Sausage Festival	Sunday, June 10
Father's Day Promotion	Saturday, June 16
Wine & BBQ Cookoff	Friday, July 27 & Saturday, July 28
70th Annual Grape Festival Youth Parade	Saturday, September 15
Downtown Safe Halloween	Wednesday, October 31
Winterfest Photos with Santa Free Carriage Rides Merchant Window & Lighting Contest	Saturdays, November 24 through December 15
12th Annual Parade of Lights	Thursday, December 6

Downtown Lodi Business Partnership  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)

## **DOWNTOWN LODI BUSINESS PARTNERSHIP 2007 MARKETING PLAN**

### **Objective:**

Through advertising, events, and special merchant promotions that highlight our businesses and historic buildings and streets, the Downtown Lodi Business Partnership's marketing goal is to bring visitors and residents to Downtown.

### **Goals:**

The main goal of the DLBP is to bring more customers and businesses to the downtown, therefore, increasing the tax base. The DLBP will work together with organizations such as the Conference and Visitors Bureau, Chamber of Commerce, Hutchins Street Square, Lodi-Woodbridge Wine Grape Commission, and the City of Lodi to develop collaborative events and promotions that will help market and promote not only Downtown Lodi, but the City of Lodi as well. The DLBP will continue to work on strengthening its relationship with the downtown merchants by offering a full program of services to our members:

- Quarterly newsletters
- Quarterly Member Meetings
- New Business Information Packets
- Parking and Safety Committee
- Marketing and Events Committee
- Economic Development Committee
- Boundaries and Assessments Committee
- Sunshine Committee
- DLBP office staff to serve the membership and public
- Serve as an advisory advocate for the membership with the City of Lodi