



RESOLUTION NO. 2006-46

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LODI CONFIRMING THE 2006 ANNUAL REPORT  
FOR THE LODI TOURISM BUSINESS IMPROVEMENT  
DISTRICT AND LEVY OF ASSESSMENT

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WHEREAS, the Lodi Tourism Business Improvement District was established October 20, 2004, by Council adoption of Ordinance No. 1753; and

WHEREAS, the Annual Report, as required by Streets and Highways Code §36500, has been submitted to the City Council by the Board of Directors of said Improvement District; and

WHEREAS, a public hearing was held as required by Streets and Highways Code §36534 on March 29, 2006, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 6:00 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) That 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 Lodi Tourism Business Improvement District.
- 2) That a majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) That the 2006 Annual Report, as submitted on March 15, 2006, by the Board of Directors of the Lodi Tourism Business Improvement District to the City Council, is hereby confirmed as originally filed (attached as Exhibit A).
- 4) That 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 2006.

Dated: March 29, 2006

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I hereby certify that Resolution No. 2006-46 was passed and adopted by the City Council of the City of Lodi in a special meeting held March 29, 2006, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Mounce, and  
Mayor Hitchcock

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – Beckman



SUSAN J. BLACKSTON  
City Clerk

# EXHIBIT A

## Lodi Tourism Business Improvement District

Method of Assessment: The LTBID includes hotels/lodging facilities within the city of Lodi. 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 on an annual basis and collected quarterly.

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

### 2006 Work Plan (Exhibit A)

For the purpose of the Annual Report presentation, we have broken our 2006 work plan into 4 project areas:

- Marketing
- Press & Media Relations
- Customer Service & Hospitality
- Advocacy/Other

### 2006 LTBID Budget

Program Areas	Description	Budget
<b>2006 Revenues:</b>		
BID Assessment		\$165,000.00
City of Lodi		\$123,500.00
Donation		\$9,000.00
<b>Total Projected Revenues</b>		<b>\$297,500.00</b>
<b>2006 Expenditures By Program Area:</b>		
Marketing	Advertising, Tradeshows, Direct Mail, Solicitation, FAM Tours	\$184,957.00
Press & Media Relations	Bi-Annual Press Trips, Media Day	\$28,442.00
Customer Service & Hospitality	Visitor Info Mailings, Website, Visitor Publications, Hotel Brochure Distribution	\$70,486.00
Advocacy/Other	Advocacy, Newsletter	\$13,615.00
<b>Total Projected Expenses</b>		<b>\$297,500.00</b>
2006 Projected Net Carryover		\$0.00
2005 Net Carryover	Retained for construction costs at new office location	\$37,727.70

**Exhibit A**

**Lodi Conference & Visitors Bureau  
2006 Work Plan**

## Marketing/Promotion Activities

### **Leisure Market**

Targeted Advertising: In addition to the Annual California Visitor Guide ad and bi-annual ads in the Sacramento Visitor Guide, monthly advertisements will be placed in Diablo and Sacramento Magazines. All advertising will include a response measure for tracking purposes and all advertisements in the Sacramento/Bay Area will be coordinated with a direct mail campaign.

Direct Mail Campaign: Quarterly marketing flyers will be mailed to individuals from our database that fall within the targeted magazine advertisement distribution areas.

Trade Shows: LCVB staff will attend two travel trade shows (Bay Area and Sunset Travel Shows) geared toward the leisure travel market. Whenever possible, additional representatives from the Lodi area will attend. All leads will be tracked and a database of contacts will be maintained for future marketing opportunities.

Taste of Lodi: The LCVB in conjunction with Wine & Roses and Jewel Winery will produce this annual signature event to: 1.) Draw in visitors and 2.) Showcase and market Lodi as a wine country tourism destination.

LodiView: Continue offering LodiView as a monthly e-publication highlighting events and activities of interest to the tourist. A goal will be to increase distribution by 15%.

### **Group Market**

Tradeshows: The Lodi Conference & Visitors Bureau will attend three trade/sales shows created for the group market: The California Society of Association Executives (Cal SAE), the National Tour Operator Travel & Tourism Exchange and the California Travel Industry California Travel Market appointment show. All sales leads will be followed up on and added to our database for future marketing opportunities.

Fam Tours: The Lodi CVB will host a minimum of three tours to group sales leaders to familiarize them with Lodi as a tourism destination.

Direct Mail Campaign: Quarterly fliers/brochures will be mailed to group sales decision makers to reinforce the Lodi tourism message.

Sponsorships: Sponsorships at tradeshow will be utilized (when appropriate and as funding allows) as a method by which to introduce the group market to Lodi as a destination.

### Press and Media Relations

Press Trips: Two group press trips will be held each year as a way to increase PR for Lodi as a tourism destination. Travel writers for tourism trade publications, lifestyle magazines and newspapers will be the focus.

Media Day: The LCVB will hold an annual Media Day designed to build and strengthen television media relations while educating the media with regards to Lodi as a tourism destination.

### Customer Service/Hospitality

Visitor Information Packets: Visitor information will be distributed on request to individuals or groups. In 2006, an estimated 1800 requests for information will be filled.

Website: The visitlodi.com website will be maintained and updated as necessary. The goal of the 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.

Visitor Publications: The LCVB will develop and maintain a number of publications geared to increase availability of visitor information.

- **Community Book:** 6,000 copies of the Community Book (Visitor Guide) will be distributed in 2006. The book which is designed to showcase Lodi to potential visitors and tourists is currently distributed to hotels/wineries and other tourist attractions. It is the main marketing piece for the LCVB and is mailed upon request and distributed at travel trade shows. The book has an estimated 18 month shelf-life.
- **Festival & Events Calendar:** The LCVB will produce and distribute a minimum of 1,500 Festival & Events Calendars. The calendar, produced annually, is a quick reference to events in the Lodi area and is distributed at the hotels, tradeshow, and in visitor information packets.
- **Visitor Attraction Map & Guide:** In 2006 the Lodi CVB will produce a Visitor Attraction Map & Guide. The map will come in a "pad", and will be distributed to hotels and other attractions to utilize when visitors are

looking for directions to attractions. The map will be designed to fold into a brochure so that it can be used in a card rack or as a self-mailer.

- **Meeting Facilities Brochure:** Produced in-house, the Meeting Facilities Brochure is designed to provide information to potential consumers on event facilities.

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

### Advocacy/Other Services

Advocacy: The Lodi Conference & Visitors Bureau desires to support the local lodging industry as well as other hospitality/tourism venues and organizations. Advocacy on tourism related issues are at the discretion of the Board of Directors.

Newsletter: A minimum of three newsletters will be distributed to local constituents and individuals vested in the tourism industry as a way to inform the public as to the programs and services undertaken by the Conference & Visitors Bureau.