

RESOLUTION NO. 2008-250

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
LODI CONFIRMING THE 2009 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1
AND LEVY OF ASSESSMENT

WHEREAS, Downtown Lodi Business Improvement Area No. I 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 City Council by the Board of Directors of said Improvement Area; and

WHEREAS, a public hearing was held as required by Streets and Highways Code 536535 on December 17, 2008, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 pm., 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) 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 Downtown Lodi Business Improvement Area No. 1.
- 2) A majority protest as defined in the Streets and Highways Code 536525 was not made.
- 3) The 2008-09 Annual Report as submitted on November 19, 2008, by the Board of Directors of the Improvement Area to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) 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 2008.

Date: December 17, 2008.

I hereby certify that Resolution No. 2008-250 was passed and adopted by the Lodi City Council in a regular meeting held December 17, 2008, by the following vote:

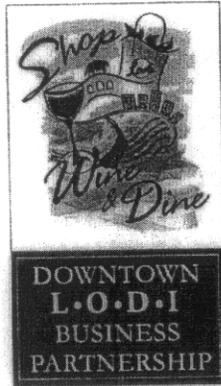
AYES: COUNCIL MEMBERS – Hitchcock, Johnson, Katzakian, Mounce,
and Mayor Hansen

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk



November 5, 2008

Mr. Blair King, City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Re: Annual Report 2008/2009

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 cursive script that reads 'Jaime Watts'.

Jaime Watts, Executive
Downtown Lodi Business Partnership

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.

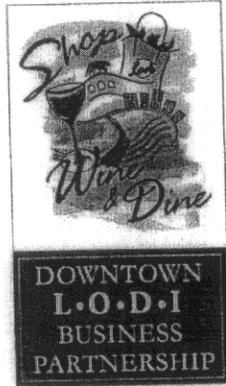
Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

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





2008/2009 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, 2008 through June 30, 2009 is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

Downtown Lodi Business Partnership

Proposed Budget

July 1, 2008 through June 30, 2009

Income

Assessment Fees	42000.00
City of Lodi	35300.00
Event Revenue	
Farmers Market	65000.00
Parade of Lights	12500.00
Banner Sponsorship Program	5500.00
Grape Festival Youth Parade	1200.00
Fall Fest	3000.00
Winterfest	500.00
Miscellaneous Events & Sales	<u>10500.00</u>
Total Income	175500.00

Expenses

Event Expenses	
Farmers Market	30000.00
Parade of Lights	4500.00
Banner Sponsorship Program	1500.00
Grape Festival Youth Parade	500.00
Fall Fest	800.00
Winterfest	2000.00
Miscellaneous Events & Sales	1000.00
Marketing Expenses	
Merchant Brochure & Kiosk Map	2500.00
Advertising & Promotions	6100.00
Mileage & Meetings	2500.00
Public Relations	2500.00
Marketing Campaigns	2000.00
Seminars	1500.00
Website	1000.00
Membership Expenses	
Newsletters	600.00
Quarterly Mixers	500.00
Plaques & Trophies	500.00
Sunshine Committee	1000.00
Revitalization Expenses	
Downtown Beautification	5000.00

Administrative

Salaries & Wages	65000.00
Payroll Taxes	5500.00
Contract Labor	2000.00
Insurance	11000.00
Professional Fees	2500.00
Rent	6000.00
Storage	2000.00
Office Supplies	6500.00
Office Equipment	1600.00
Bank Fees	400.00
Postage	1000.00
Utilities (phone, internet, etc.)	<u>6000.00</u>

Total Expenses 175500.00

Net Income 0.00

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Downtown Lodi Business Partnership
Summary Balance Sheet
As of December 31, 2007

	<u>Dec 31, 07</u>
ASSETS	
Current Assets	
Checking/Savings	2,573.27
Accounts Receivable	8,032.00
Other Current Assets	42.83
Total Current Assets	<u>10,648.10</u>
Fixed Assets	4,191.39
TOTAL ASSETS	<u>14,839.49</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	2,616.22
Other Current Liabilities	1,901.45
Total Current Liabilities	<u>4,517.67</u>
Total Liabilities	4,517.67
Equity	<u>10,321.82</u>
TOTAL LIABILITIES & EQUITY	<u>14,839.49</u>

Downtown Lodi Business Partnership
Profit & Loss
 January through December 2007

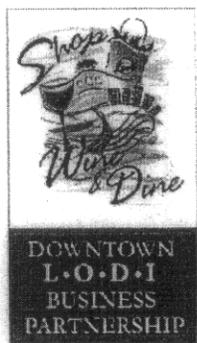
Jan - Dec 07

Ordinary Income/Expense	
Income	
City of Lodi Funds	43,975.00
Event Revenue	
Advertising & Promotion Revenue	5,225.00
Beverage Sales	19,998.37
Parade Entry Fees	7,706.00
Sponsorship	19,187.08
Vendor Fee	31,800.00
Other Income	8,126.00
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Total Event Revenue	92,042.45
IRS Refund Income	6,176.45
Interest Income	681.70
Member Assessment Fees	44,468.50
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Total Income	187,344.10
Expense	
Administrative Expenses	
Advertising	203.00
Bank Service Charges	486.96
Contract Labor	805.00
Depreciation Expense	2,239.00
Dues and Subscriptions	841.50
Insurance-D & O and State Fund	1,952.34
Insurance - Events Liability	9,611.66
Interest	28.83
Miscellaneous	257.46
Office Maintenance & Repairs	1,473.72
Office Supplies	7,307.59
Payroll Expenses	
Director's Wages	42,300.64
Other Wages	16,094.60
Payroll Taxes	6,083.88
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Total Payroll Expenses	64,479.12
Professional Fees	5,249.31
Rent	6,210.00
Taxes	10.00
Utilities	5,575.86
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Total Administrative Expenses	106,731.35
Event Expenses	
Advertising	7,483.37
Awards/Banners/Posters	5,253.67
Beverage Expense	18,502.31
Entertainment	5,051.05
Equipment Rental	1,073.70
Labor/Repairs	12,353.18
License/Permits/Inspection	2,762.10
Other Expense	570.18
Postage & Delivery	834.72
Marketing / Promotions	2,114.11
Sanitation	2,629.14
Supplies	4,965.82
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Total Event Expenses	63,593.35
Marketing Expenses	
Advertising & Promotions	6,471.05
Mileage & Meetings	1,221.10
Public Realitions	937.36
Seminars & Marketing Campaigns	3,745.76
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Total Marketing Expenses	12,375.27
Membership	
Newsletter	556.66

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Downtown Lodi Business Partnership
Profit & Loss
January through December 2007

	<u>Jan - Dec 07</u>
Plaques & Trophies	274.70
Postage and Delivery	425.78
Sunshine Committee	<u>1,029.31</u>
Total Membership	2,286.45
Revitalization	
Kiosk Update	<u>102.00</u>
Total Revitalization	<u>102.00</u>
Total Expense	<u>185,088.42</u>
Net Ordinary Income	<u>2,255.68</u>
Net Income	<u><u>2,255.68</u></u>



DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE 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:

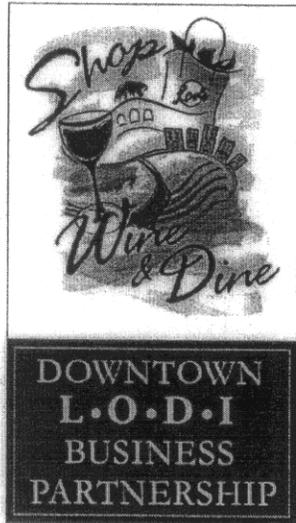
Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

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



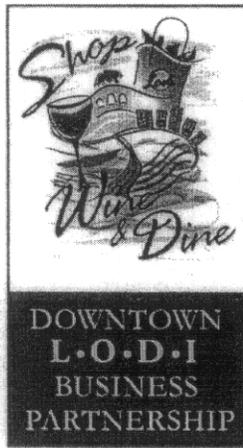
MISSION STATEMENT

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 on-going 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 general public

4 West Pine Street, Lodi, Ca 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com



2009 Calendar of Events

Celebrate Mama!

Saturday, May 9th

Downtown Farmers Market

Every Thursday beginning
June 4th through September 24th

4th Annual "Stuck in Lodi" Car Show

Saturday, August 1st

Grape Festival Youth Parade

Saturday, September 12th

Downtown Trick-or-Treat & Fall Festival

Saturday, October 31st

14th Annual Parade of Lights

Thursday, December 3rd

Downtown Winterfest

Horse Drawn Carriage Rides & Holiday Festivities

Saturday, December 5th & 12th

Visit www.downtownlodi.com
for detailed event descriptions and more information