

RESOLUTION NO. 2013-224

A RESOLUTION OF THE CITY COUNCIL OF THE CITY  
OF LODI CONFIRMING THE 2014 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 as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report, as required by Streets and Highways Code §36500 et seq., 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 §36524 on November 20, 2013, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 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) 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) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2014 Annual Report as submitted on November 20, 2013, by the Board of Directors of the Lodi Tourism Business Improvement District 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 2014.

Dated: December 18, 2013

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I hereby certify that Resolution No. 2013-224 was passed and adopted by the City Council of the City of Lodi in a regular meeting held December 18, 2013, by the following vote:

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

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – Nakanishi

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,

A handwritten signature in cursive script that reads "Nancy Beckman". The signature is written in black ink and has a long, sweeping underline.

Nancy Beckman  
President and CEO

Visit Lodi! Conference & Visitors Bureau  
25 N School St. Lodi, CA 95240 f [209] 365-1195 f [209] 365-1191



## 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            |
| <b>Total Income</b>                       | <b>\$468,249.00</b> |
| 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 &amp; 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 &amp; 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          |
| <b>Total Expense</b>       | <b>\$468,249.00</b> |
| <b>Net Profit (Loss)</b>   | <b>0</b>            |

**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 8<sup>th</sup> 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.