



LODI CITY COUNCIL

Carnegie Forum
305 West Pine Street, Lodi

"SHIRTSLEEVE" SESSION

Date: April 29, 2014

Time: 7:00 a.m.

For information regarding this Agenda please contact:

Randi Johl-Olson

City Clerk

Telephone: (209) 333-6702

Informal Informational Meeting

A. Roll Call by City Clerk

B. Topic(s)

B-1 Discussion Regarding Visit Lodi! Memorandum of Understanding Renewal (CM)

C. Comments by Public on Non-Agenda Items

D. Adjournment

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

Randi Johl-Olson
City Clerk

All staff reports or other written documentation relating to each item of business referred to on the agenda are on file in the Office of the City Clerk, located at 221 W. Pine Street, Lodi, and are available for public inspection. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation contact the City Clerk's Office as soon as possible and at least 72 hours prior to the meeting date. Language interpreter requests must be received at least 72 hours in advance of the meeting to help ensure availability. Contact Randi Johl-Olson at (209) 333-6702. Solicitudes de interpretación de idiomas deben ser recibidas por lo menos con 72 horas de anticipación a la reunión para ayudar a asegurar la disponibilidad. Llame a Randi Johl-Olson (209) 333-6702.



**CITY OF LODI
COUNCIL COMMUNICATION**

TM

AGENDA TITLE: Discussion Regarding Visit Lodi! Memorandum of Understanding Renewal
MEETING DATE: April 29, 2014
PREPARED BY: Deputy City Manager

RECOMMENDED ACTION: Discussion regarding Visit Lodi! Memorandum of Understanding renewal.

BACKGROUND INFORMATION: In 2004, the City Council formed the Lodi Tourism Business Improvement District (LTBID) pursuant to Streets and Highways Code Section 36500 et seq. and has annually approved assessments equal to three percent (3%) of hotel room short term rental revenue. Visit Lodi! administers the funds raised under the LTBID assessments.

Additionally, the City and Visit Lodi! entered into a Memorandum of Understanding (MOU) in August 2009 that provided additional funding equal to 19 percent of the Transient Occupancy Tax (TOT) collections to Visit Lodi!. This MOU is set to expire on June 30, 2014.

Staff seeks direction from Council regarding provisions for renewal of the MOU with Visit Lodi!.

Nancy Beckman, President and CEO of Visit Lodi! will be available to answer questions.

FISCAL IMPACT: Funding provided to Visit Lodi! under the current MOU is shown below:

Fiscal Year	TOT Revenue	Assessment Revenue	MOU Funding
2009/10	\$382,365	\$191,182	\$72,649
2010/11	\$425,899	\$212,950	\$80,921
2011/12	\$486,185	\$243,092	\$92,375
2012/13	\$545,443	\$272,721	\$103,634
2013/14 (Estimated)	\$557,700	\$278,850	\$105,963

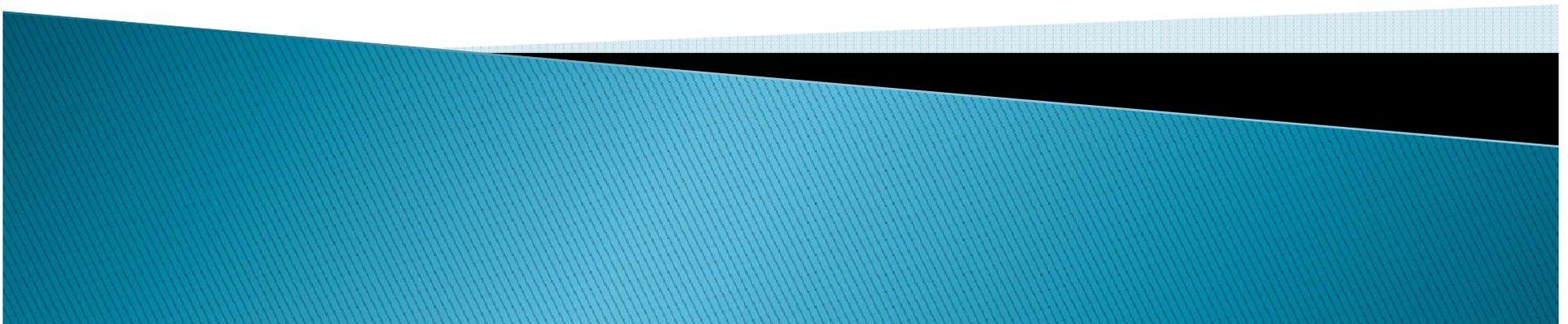
FUNDING AVAILABLE: Not applicable.

 Jordan Ayers
 Deputy City Manager

APPROVED: _____
 Stephen Schwabauer, Interim City Manager

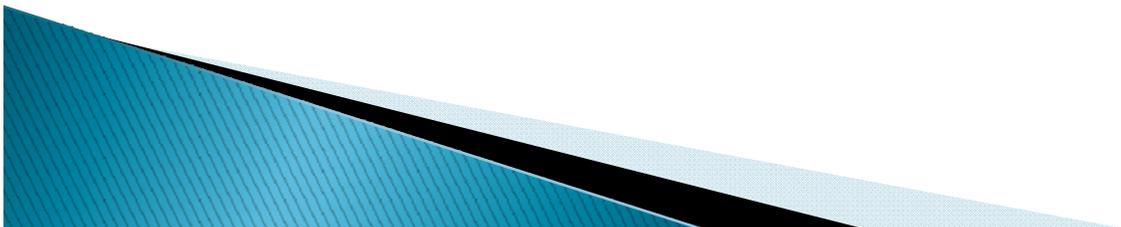
Visit Lodi! Memorandum of Understanding

Shirtsleeve Session
April 29, 2014



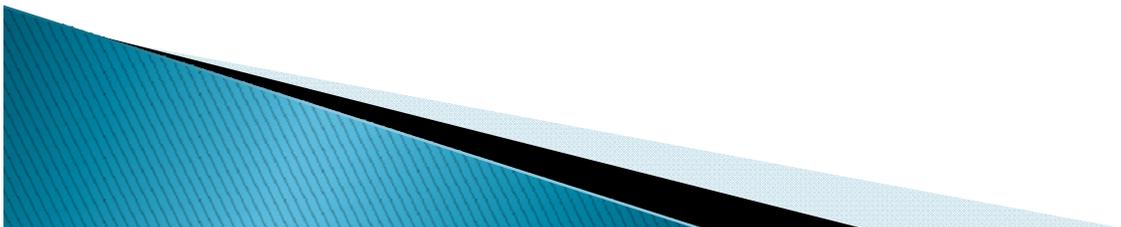
History

- ▶ Formed in 2004
 - 3% Assessment
- ▶ General Fund Contribution
 - Prior to FY 2009/10
 - Annual budget allocation determined each year
 - FY 2009/10 forward
 - MOU designating 19% of Transient Occupancy Tax to Visit Lodi!
 - MOU expires 6/30/2014



Funding

Fiscal Year	TOT Revenue	Assessment Revenue	MOU Funding
2009/10	\$382,365	\$191,182	\$72,649
2010/11	\$425,899	\$212,950	\$80,921
2011/12	\$486,185	\$243,092	\$92,375
2012/13	\$545,443	\$272,721	\$103,634
2013/14 (estimated)	\$557,700	\$278,850	\$105,963



Questions?

