



CITY OF LODI COUNCIL COMMUNICATION

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AGENDA TITLE: Approve Lodi Tourism Business Improvement District (LTBID) 2007 Annual Report, as Submitted by the LTBID Board of Directors

MEETING DATE: May 2, 2007

PREPARED BY: Randi Johl, City Clerk

RECOMMENDED ACTION: Approve the Lodi Tourism Business Improvement District (LTBID) 2007 Annual Report, as submitted by the LTBID Board of Directors.

BACKGROUND INFORMATION: Pursuant to Lodi Municipal Code Chapter 12.07 and Streets and Highways Code Section 36500 et seq., the LTBID membership Board is required to present an Annual Report (Exhibit A) for City Council's review and approval. This must be done prior to the public hearing and adoption of a resolution confirming the 2007 Annual Report and levy of assessment. The City collects an administrative fee of five percent from the LTBID assessment. Representatives of the LTBID will be present to make a presentation regarding the attached report. The levy of the annual assessment will be discussed at a public hearing prior to the September 1, 2007, date required by law.

FISCAL IMPACT: Not applicable.

FUNDING AVAILABLE: Not applicable.

Randi Johl
City Clerk

RJ/jmp

Attachment

APPROVED: _____
Blair King, City Manager



April 10, 2007

Randi Johl
City Clerk
City of Lodi
221 W. Pine St.
Lodi, CA 95240

Dear Ms. Johl,

Attached is the 2007 Annual Report for the Lodi Tourism Business Improvement District (LTBID) which was established October 6, 2004 by City Ordinance 1753 and was amended February 16, 2005 by Resolution No. 2005-37.

Enclosed you will find a 2007 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 present the work plan at the April 18th City Council meeting. Please feel free to call me with any questions you may have.

Sincerely,

A handwritten signature in black ink that reads "Nancy Beckman". The signature is fluid and cursive, with a long horizontal line extending from the end.

Nancy Beckman
Executive Director

Lodi Conference & Visitors Bureau
2007 Work Plan

2007 Proposed Programmatic Changes

1. The LCVB newsletter is being replaced with a mid-year and annual report.
2. Quarterly direct mailers will no longer be sent to leisure consumers.
3. Ads in the Sacramento Visitor Guide, Diablo, and Sacramento Magazines will not be renewed and instead we propose to pick up an ad in the California Drives Guide to complement our annual ad in the California Travel Planner.
4. We have budgeted to work with a PR firm to get press for Lodi. We have deleted the budget for the media day and the press trips to balance out the expense of the PR firm.
5. We have added Taste of Lodi as a revenue generating event.
6. We have dropped the SF Media Reception and the California Travel Market.

Marketing/Promotion Activities

Leisure Market

Targeted Advertising: Ads will be placed in both the California Travel Planner and the California Drive Guide. Ads will include a response measure for tracking purposes.

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 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 25%.

Group Market

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

Fam Tours: The Lodi CVB Group Sales Manager will utilize Fam Tours as a tool to market Lodi as a group meeting destination.

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

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

Public Relations

Public Relations

A PR firm will be retained to assist in the promotion of Lodi as a Wine Country Destination. Quarterly pushes will be made to attain media coverage for Lodi.

Customer Service/Hospitality

Visitor Information Packets: Visitor information will be distributed on request to individuals or groups. In 2007, an estimated 4,000 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:** A revised, updated community book will be produced in 2007. 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 is distributed at Travel Trade shows. The book has an estimated 18 month shelf-life.
- **Festival & Events Calendar:** The LCVB will produce an in-house designed/printed Festival & Events Calendar. 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 2007 the LCVB will continue to distribute the Visitor Attraction Map & Guide. The map comes in a "pad", and is distributed to hotels and other attractions to utilize when visitors are looking for directions to attractions. 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:** 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 all Lodi hotels. The goal is to ensure that visitor information is widely available and easily accessible to guests.

Communications

Mid-Year and Annual Report: In 2007 the LCVB newsletter is being replaced by a mid-year and annual report. The reports 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.

2007 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 City of Lodi.

Method of Assessment: The LT BID 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 annual and collected quarterly.

2007 Work Plan (See Attached)

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

- Marketing/Promotional Activities
- Public Relations
- Customer Service & Hospitality
- Communications

2007 Budget

Income - BID	\$193,500.00
Income-City of Lodi	\$101,000.00
Income-Community Book	\$5,000.00
Income - Taste of Lodi	\$52,000.00
Total Income	\$351,500.00
Advertising	\$15,673.00
Automobile Expense	\$4,380.00
Bank Service Charges	\$50.00
Contingencies/Unexpected Opportunities	\$6,000.00
Dues & Subscriptions	\$2,775.00
Education/Conferences	\$1,275.00
Equipment Lease - Copier	\$3,612.00
Event Expenses - Taste of Lodi	\$47,321.00
Furniture & Fixtures	\$3,000.00
Gifts	\$150.00
Hospitality/Meals	\$2,500.00
<u>Insurance</u>	
Directors & Officers	\$1,562.00
Health	\$11,500.00
Liability	\$550.00
Work Comp	\$1,423.00
<u>Office Expenses</u>	
Maintenance	\$3,600.00
Supplies	\$1,170.00
<u>Personnel</u>	
Salaries	\$136,500.00

Benefits	\$4,760.00
Postage & Delivery	\$3,000.00
Printing & Reproduction	\$8,081.00
<u>Professional Fees</u>	
Accounting	\$3,500.00
Administration-City of Lodi	\$9,675.00
Legal Fees	\$250.00
Promotion	\$20,735.00
Rent	\$25,445.00
<u>Repairs</u>	
Computer Repairs	\$3,600.00
<u>Tax & License</u>	
Payroll	\$12,396.00
Property	\$2,372.00
Licenses	\$70.00
Telephone	\$2,400.00
Trade Shows	\$4,550.00
<u>Travel & Entertainment</u>	
Meals	\$880.00
Travel	\$3,625.00
Utilities - Gas & Electric	\$3,120.00
Total Expense	\$351,500.00
Net Profit (Loss)	\$0.00