



**CITY OF LODI
COUNCIL COMMUNICATION**

TM

AGENDA TITLE: Approve Downtown Lodi Business Partnership 2007/2008 annual report, adopt resolution of intent to levy annual assessment and set public hearing for August 1, 2007

MEETING DATE: July 18, 2007

PREPARED BY: City Manager

RECOMMENDED ACTION: Council action will be threefold: (1) To approve the Downtown Lodi Business Partnership (DLBP) 2007/2008 Annual Report as submitted by the DLBP Board of Directors, (2) To adopt a Resolution of Intention to levy an annual assessment for that fiscal year, and (3) To set a public hearing for August 1, 2007 to consider the levy of the proposed assessment.

BACKGROUND INFORMATION: Pursuant to Lodi Municipal Code Chapter 12.06 and Streets and Highways Code Section 36500 et seq., the DLBP 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 2007-08 Annual Report and levy of assessment. Representatives of the DLBP will be present and will make a presentation regarding the attached report.

Streets and Highways Code Section 36533 provides that a Business Improvement District (BID) must file an annual report which shall include proposed assessments, budget, general descriptions of the proposed improvements and activities, description of the area served, and any declaration of intent to change boundaries of the parking and business improvement area or in any benefit zone within the area if changes are being proposed. No changes in these areas are proposed for the 2008 fiscal year.

Programs developed during the 2007 fiscal year include an enhanced website, "Shop, Wine & Dine" banner program, expanded newspaper advertising and increased media relations. Events included Farmers Market, Parade of Lights, Safe Halloween and Winterfest. Programs planned for next year include continuation and expansion of these programs in addition to the "Stuck in Lodi" Car Show, Downtown Iron Chef Competition & Food Festival and Downtown Holiday Open House as well as the publication of merchant brochures, kiosk maps and heightened membership benefits.

FISCAL IMPACT: Not applicable

FISCAL IMPACT: Not applicable

Blair King
City Manager

Attachments

cc: Curt Daninger, DLBP Board Chair
Jaimie Watts, Executive Director, DLBP

APPROVED: _____
Blair King, City Manager

RESOLUTION NO. 2007-_____

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by Council adoption of Ordinance 1654; and

WHEREAS, the Annual Report, as required by Streets and Highways Code §36533, has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. Approved the Annual Report as submitted, said Report being on file with the City Clerk.
2. Establishes August 1, 2007, in the City Council Chambers, at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highway Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2008 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area are set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code §§36524 and 36525.

Dated: July 18, 2007

I hereby certify that Resolution No. 2007-_____ was passed and adopted by the City Council of the City of Lodi in a regular meeting held July 18, 2007, by the following vote:

AYES: COUNCIL MEMBERS –
 NOES: COUNCIL MEMBERS –
 ABSENT: COUNCIL MEMBERS –
 ABSTAIN: COUNCIL MEMBERS –

RANDI JOHL
City Clerk



May 16, 2007

Mr. Blair King, City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95241-1910

Re: Annual Report 2007/2008

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,

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.

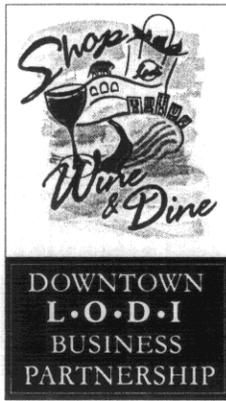
Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1998

Ronald M. Beckman

Ronald M. Beckman, Incorporator





2007/2008 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, 2007 through June 30, 2008 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 is the heart of Lodi. 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. The value of downtown for its economic benefits, heritage and identity, benefits our entire community. A strong commitment by local government in conjunction with a well organized and active private sector is essential in keeping our efforts moving forward.

The calibration of the City's Finance Department and the Downtown Lodi Business Partnership; who levies annual assessments on businesses who reside within the benefit area, are the financial foundation of the organization. Additional funds are generated through fundraising, events and membership programs. The DLBP elects its own Board of Directors made up of fellow volunteer business owners, and is run by a staff of two, which includes an Executive Director and a part time assistant.

Since its inception, the Downtown Lodi Business Partnership has been instrumental in the tremendous growth and vibrancy of the downtown community. The DLBP plays an important role in economic development by partnering with the public and private-sectors to improve the overall viability of downtown Lodi. Relationships have been built with other Lodi entities and with the city. We have been the voice of downtown on various committees and contributed to numerous projects. The Downtown Lodi Business Partnership attends ribbon cuttings, events and social gatherings which make the organization more visible and has given us the opportunity to build relationships within the community.

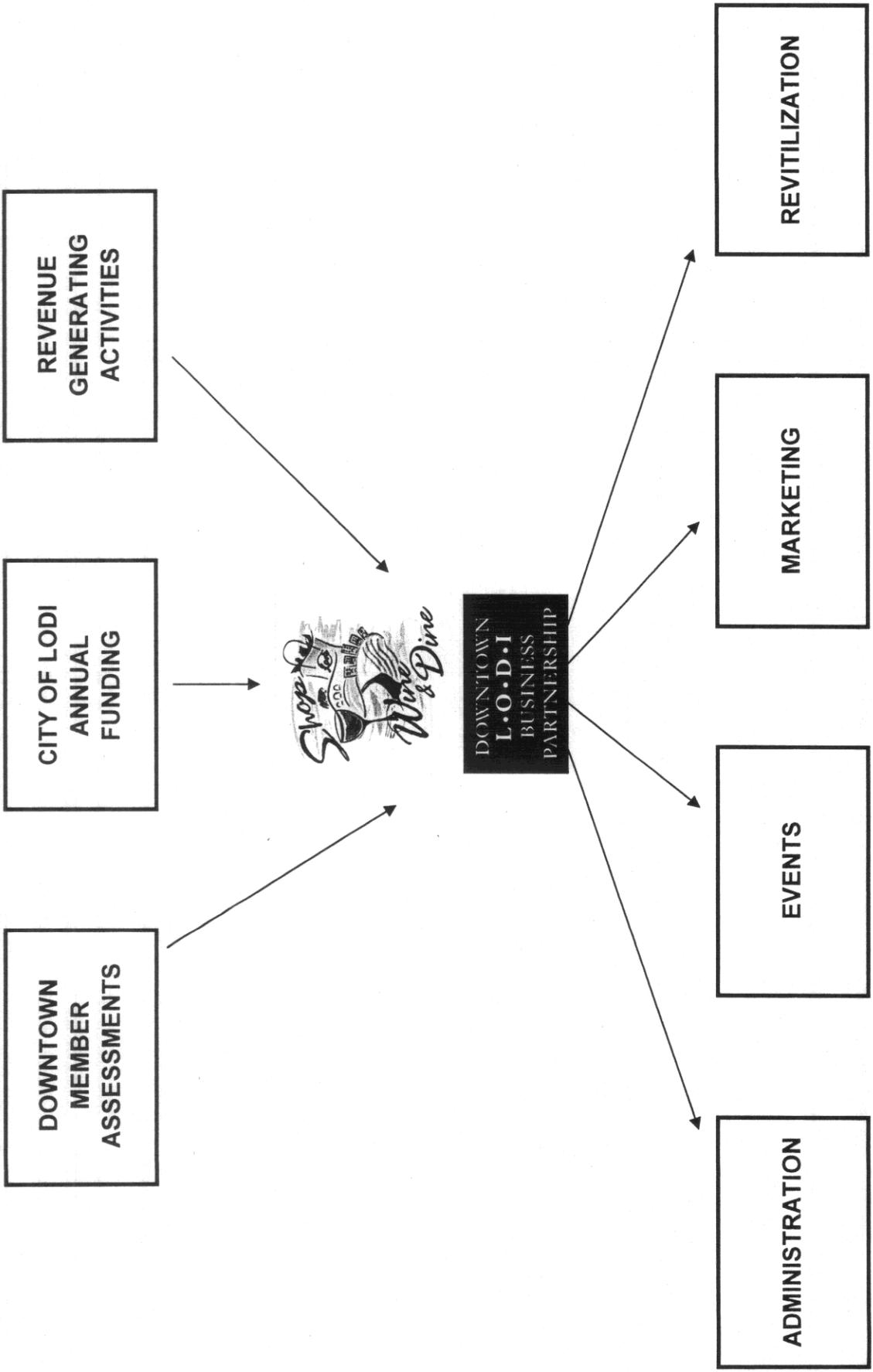
The Downtown Lodi Business Partnership uses marketing tools such as our website, tab insert in the Lodi News-Sentinel, press releases, radio public service announcements and media interviews to promote our signature events; Parade of Lights and Farmer's Market. We also provide community events and promotions such as; photos with the Easter Bunny, car shows, Grape Festival Youth Parade, horse-drawn carriage rides during the holiday season and photos with Santa. We will be adding more retail programs in effort to increase business for the merchants. A calendar of proposed events for the remainder of 2007 is enclosed.

The Downtown Lodi Business Partnership strives to make all of our programs and events self supporting through sponsorship, donations and fundraising.

Additionally, the Downtown Lodi Business Partnership implements visual streetscape improvements such as holiday décor, banners and signage. Recently we replaced all of the banners with a fresh look incorporating downtown's new image; Shop, Wine and Dine...downtown Lodi.

With our efforts and the city's continued support, downtown will continue to flourish and become a key destination that compares to no other.

Downtown Lodi Business Partnership Overview



**Downtown Lodi Business Partnership
Proposed Budget**

July 1, 2007 through June 30, 2008

Income

Assessment Fees	48500.00
City of Lodi	35300.00
Event Revenue	
Farmers Market	64000.00
Parade of Lights	10000.00
Banner Sponsorship Program	7000.00
Friends of Downtown	1500.00
Easter Promotion	600.00
Grape Festival Youth Parade	600.00
Octoberfest	1500.00
Winterfest	1000.00
Miscellaneous Events & Sales	<u>5000.00</u>

Total Income **175000.00**

Expenses

Event Expenses	
Farmers Market	23000.00
Parade of Lights	3000.00
Banner Sponsorship Program	1000.00
Friends of Downtown	500.00
Easter Promotion	200.00
Grape Festival Youth Parade	200.00
Octoberfest	700.00
Winterfest	700.00
Miscellaneous Events & Sales	1000.00
Marketing Expenses	
Merchant Brochure & Kiosk Map	4000.00
Advertising & Promotions	15000.00
Mileage & Meetings	2600.00
Public Relations	3000.00
Marketing Campaigns	1600.00
Seminars	1500.00
Website	1500.00
Membership Expenses	
Newsletters	2500.00
Quarterly Mixers	500.00
Plaques & Trophies	500.00
Sunshine Committee	1500.00
Administrative	
Salaries & Wages	63000.00
Payroll Taxes	6000.00

Contract Labor	3000.00
Insurance	12000.00
Professional Fees	1000.00
Rent	6000.00
Storage	2000.00
Office Supplies	8000.00
Office Equipment	2500.00
Bank Fees	1000.00
Postage	1500.00
Telephone & Internet	<u>4500.00</u>
Total Expenses	175000.00
Net Income	0.00



David E. Vaughn CPA

(209) 957-8806, fax (209) 957-9559

2495 W. March Lane, Suite 75, Stockton, Ca. 95207-5207

INDEPENDENT ACCOUNTANT'S REPORT

To the Board of Directors
Downtown Lodi Business Partnership
(A Nonprofit Corporation)
Lodi, California

I have compiled the accompanying statement of financial position of Downtown Lodi Business Partnership, (A Nonprofit Corporation) as of December 31, 2006, and the related statements of activities and cash flows for the year then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants.

A compilation is limited to presenting in the form of financial statements information that is the representation of management. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or any other form of assurance on them.

A handwritten signature in cursive script that reads 'David E. Vaughn'.

March 14, 2007
Stockton, California

DOWNTOWN LODI BUSINESS PARTNERSHIP
 (A Nonprofit Corporation)
 See Accountant's Compilation Report

STATEMENT OF ACTIVITIES
 Year Ended December 31, 2006

REVENUES

Member assessment fees	\$	36,160
City of Lodi support		39,975
Event revenue		
Farmers Market	\$ 68,588	
Parade of Lights	9,560	
Banner program	4,675	
Other	<u>6,805</u>	89,628
Advertising revenue		7,000
Other income		1,415
Investment income		<u>51</u>
Total revenue	\$	<u>174,229</u>

EXPENSES

Event expense		
Farmers Market	\$ 38,599	
Parade of Lights	3,066	
Banner program	3,565	
Other	<u>9,777</u>	\$ 55,007
Salaries & wages		55,494
Advertising		12,005
Insurance		9,825
Supplies		8,353
Other expenses		7,806
Penalties		6,207
Rent		5,960
Payroll taxes		5,515
Repairs & maintenance		3,371
Telephone		2,959
Promotions		2,937
Internet		2,080
Postage & delivery		1,502
Meetings		1,073
Depreciation		<u>1,218</u>
Total expenses	\$	<u>181,312</u>
Change in net assets	\$	(7,083)
NET ASSETS AT BEGINNING OF YEAR		<u>34,982</u>
NET ASSETS, END OF YEAR	\$	<u>27,899</u>

See Notes to Financial Statements.

DOWNTOWN LODI BUSINESS PARTNERSHIP

(A Nonprofit Corporation)

See Accountant's Compilation Report

STATEMENT OF CASH FLOWS

Year Ended December 31, 2006

Cash flows from operating activities	\$	(7,083)
Change in net assets		
Adjustments to reconcile operating income to net cash provided by operating activities		1,218
Depreciation		
Changes in assets and liabilities		12,735
(Increase) Decrease in receivables & prepaids		(4,903)
Increase (Decrease) in accounts payable & accruals		
Net cash provided by operating activities	\$	<u>1,967</u>
Cash flows from investing activities	\$	(4,593)
Increase in fixed assets		
Other investing activities		<u>-</u>
Net cash used in investing activities	\$	<u>(4,593)</u>
Net increase (decrease) in cash	\$	(2,626)
Cash		<u>7,991</u>
Beginning		
Ending	\$	<u><u>5,365</u></u>

See Notes to Financial Statements.

Downtown Lodi Business Partnership

(A Nonprofit Corporation)
See Accountant's Compilation Report

NOTES TO FINANCIAL STATEMENTS

Note 1. Nature of Business and Significant Accounting Policies

Operations and Program Description:

The Downtown Lodi Business partnership is a nonprofit membership corporation established in 1998 that manages the Downtown Business Improvement Area. The mission of the Organization is to encourage the development of new businesses, revitalize existing businesses, promote retail activity, and serve as an advocate for downtown Lodi businesses.

Basis of Accounting:

The accompanying financial statements have been prepared on the accrual basis of accounting. Members are assessed yearly and the support from the City of Lodi may vary from year to year.

Basis of Presentation:

The Organization has adopted (FAS-117) "Financial Statements of Not-for-Profit Organizations." Under FAS 117, the Organization is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. In addition, the Organization is required to present a statement of cash flows. At December 31, 2006 there were no restricted net assets. The unrestricted operating net assets represent revenues and expenses related to the operation and management of the Organization's primary programs and supporting services.

Furniture and Equipment:

Furniture and equipment are stated at cost. Donated equipment is stated at the estimated fair market value at the date of donation. Expenditures for improvements and equipment costing over \$500 are capitalized. Depreciation is computed on the straight-line method over the estimated useful lives of the assets as follows:

	Years
Furniture	7
Equipment	5

Estimates:

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that effect the reported amounts of assets and liabilities and disclosure of contingent liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Taxes:

The Downtown Lodi Business Partnership is exempt under IRC Sec. 501(c)(6) of the IRS Code.

Allocation of Expenses:

The Organization allocates its expenses on a functional basis between its program and support services. Expenses that can be identified with specific programs and support services are allocated directly according to their natural classification. Any expenses that are common to several functions are allocated among the program and support services benefited. Approximately 19.7% of the expenses are general & administrative expenses and 80.3 % are program services expenses.



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:

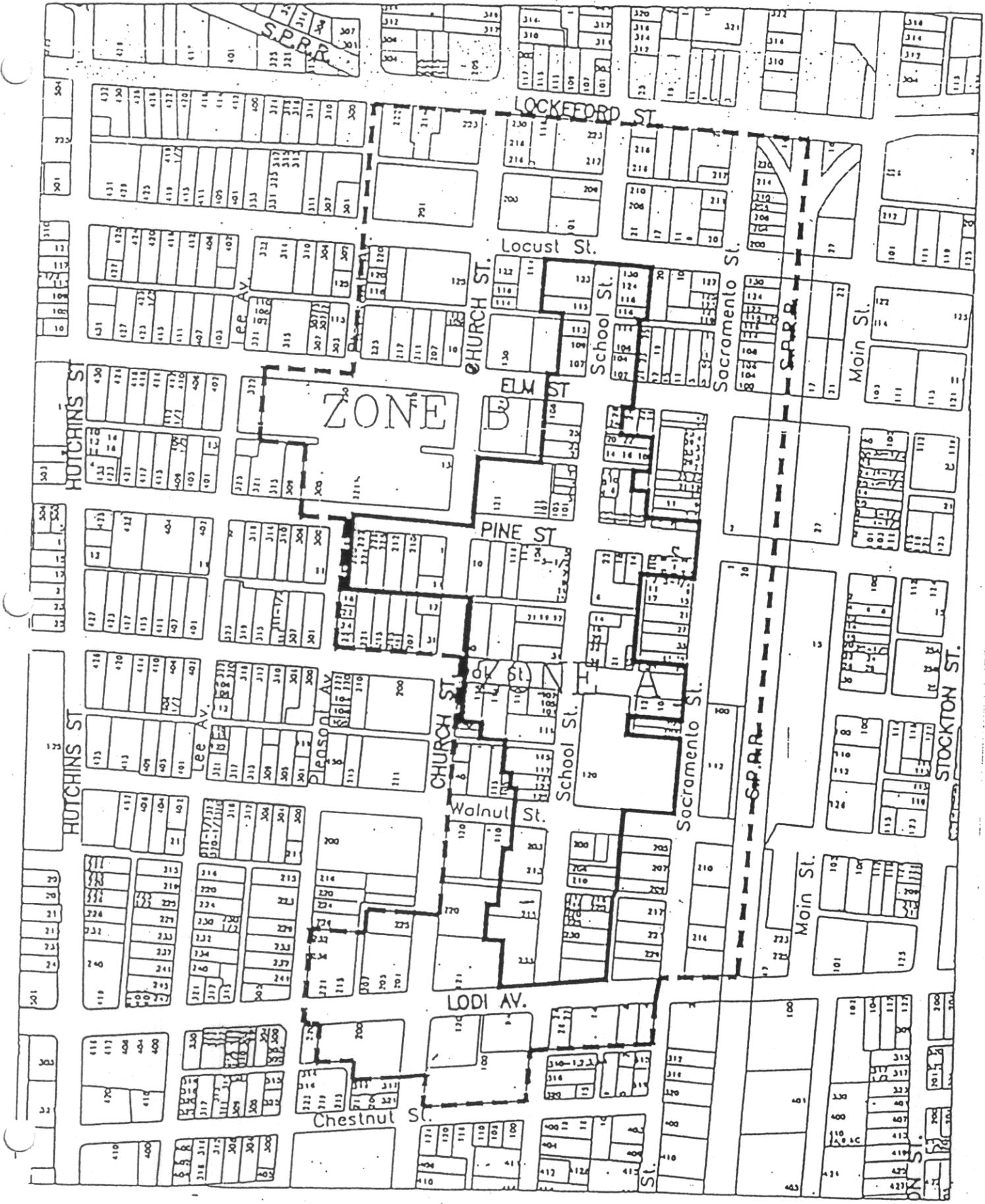
Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

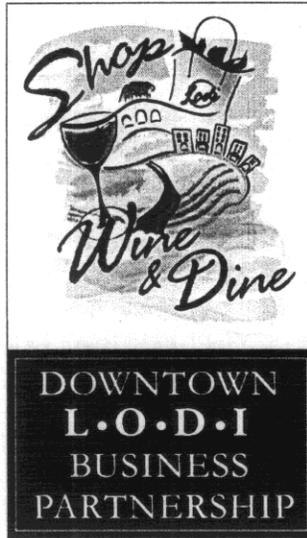
Service Businesses – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

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

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DOWNTOWN LODI BUSINESS PARTNERSHIP 2008 MARKETING PLAN

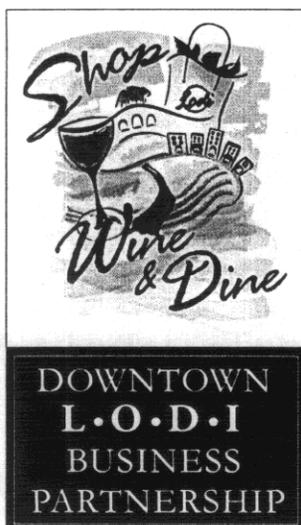
Objective:

Through advertising, events, and special merchant promotions that highlight our businesses and historic buildings and streets, the Downtown Lodi Business Partnership's marketing goal is to bring visitors and residents to Downtown.

Goals:

The main goal of the DLBP is to bring more customers and businesses to the downtown, therefore, increasing the tax base. The DLBP will work together with organizations such as the Conference and Visitors Bureau, Chamber of Commerce, Hutchins Street Square, Lodi-Woodbridge Wine Grape Commission, and the City of Lodi to develop collaborative events and promotions that will help market and promote not only Downtown Lodi, but the City of Lodi as well. The DLBP will continue to work on strengthening its relationship with the downtown merchants by offering a full program of services to our members:

- Quarterly newsletters
- Quarterly Member Meetings
- New Business Information Packets
- Parking and Safety Committee
- Marketing Committee
- Events Committee
- Sunshine Committee
- DLBP office staff to serve the membership and public
- Serve as an advisory advocate for the membership with the City of Lodi



2007 Downtown Calendar of Events

<u>EVENT</u>	<u>DATE</u>
Spring Sidewalk Sale	Saturday, March 31
Photos with Easter Bunny	Saturday & Sunday, March 31 & April 1
Cruisin' Lodi Rooftop Rumble	Saturday, June 2
Farmers Market & Festival	Thursdays, June 7 through September 27
Lodi Bike Show & Rally	Saturday, July 28
"Stuck in Lodi" Car Show	Saturday, August 4
70 th Annual Grape Festival Youth Parade	Saturday, September 15
Octoberfest	Saturday, October 6
Downtown Trick-or-Treat	Saturday, October 27
Winterfest Photos with Santa Free Carriage Rides Merchant Window & Lighting Display Contest	Saturdays, November 24 through December 15
Downtown Holiday Open House & Bizarre	Saturday, December 1
12 th Annual Parade of Lights	Thursday, December 6

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