

<p>CARNEGIE FORUM 305 WEST PINE STREET LODI, CALIFORNIA</p>	<p><b>AGENDA</b> <b>LODI</b> <b>PLANNING COMMISSION</b></p>	<p>REGULAR SESSION WEDNESDAY, MARCH 11, 2015 @ 7:00 PM</p>
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For information regarding this agenda please contact:

**Kari Chadwick @ (209) 333-6711**  
**Community Development Secretary**

*NOTE: 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 Community Development Department, 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 Community Development Department as soon as possible and at least 24 hours prior to the meeting date.*

1. ROLL CALL
2. MINUTES – “February 11, 2015”
3. PUBLIC HEARINGS
  - a. Request for Planning Commission determination of consistency with the General Plan related to proposed abandonment of a portion of 0 block of East Vine Street between Sacramento Street and the Union Pacific Railroad (UPRR) right of way. (Applicant: City of Lodi; File 2015-03 A; CEQA Determination: Exempt per Section 15305)
  - b. Request for Planning Commission approval of a Use Permit to allow a Type-47 On-Sale Beer, Wine and Spirits for Buffalo Wild Wings at Lodi Shopping Center – Pad 9 Building, Southwest corner of W. Kettleman Lane and Lower Sacramento Road. (Applicant: Blazin Wings, Inc.; File 2015-04 U; CEQA Determination: Exempt per Section 15321)

**NOTE: The above items are quasi-judicial hearings and require disclosure of ex parte communications as set forth in Resolution No. 2006-31**

4. PRESENTATION
  - a. Receive Reports from the San Joaquin Partnership on Lodi Commercial Land Survey and from the Lodi Chamber of Commerce on Vision 2020
5. PLANNING MATTERS/FOLLOW-UP ITEMS
6. ANNOUNCEMENTS AND CORRESPONDENCE
7. ACTIONS OF THE CITY COUNCIL
8. ACTIONS OF THE SITE PLAN AND ARCHITECTURAL REVIEW COMMITTEE
9. ART IN PUBLIC PLACES
10. COMMENTS BY THE PUBLIC (NON-AGENDA ITEMS)
11. COMMENTS BY THE PLANNING COMMISSIONERS & STAFF (NON-AGENDA ITEMS)

## 12. 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.

**\*\*NOTICE:** Pursuant to Government Code §54954.3(a), public comments may be directed to the legislative body concerning any item contained on the agenda for this meeting before (in the case of a Closed Session item) or during consideration of the item.

### Right to Appeal:

If you disagree with the decision of the commission, you have a right of appeal. Only persons who participated in the review process by submitting written or oral testimony, or by attending the public hearing, may appeal.

Pursuant to Lodi Municipal Code Section 17.72.110, actions of the Planning Commission may be appealed to the City Council by filing, within ten (10) business days, a written appeal with the City Clerk and payment of \$300.00 appeal fee. The appeal shall be processed in accordance with Chapter 17.88, Appeals, of the Lodi Municipal Code. Contact: City Clerk, City Hall 2<sup>nd</sup> Floor, 221 West Pine Street, Lodi, California 95240 – Phone: (209) 333-6702.

**LODI PLANNING COMMISSION  
REGULAR COMMISSION MEETING  
CARNEGIE FORUM, 305 WEST PINE STREET  
WEDNESDAY, FEBRUARY 11, 2015**

1. CALL TO ORDER / ROLL CALL

The Regular Planning Commission meeting of February 11, 2015 was called to order by Chair Kiser at 7:00 p.m.

Present: Planning Commissioners Heinritz, Hennecke, Kirsten, Olson, Slater and Chair Kiser  
—

Absent: Planning Commissioners Cummins  
—

Also Present: Senior Planner Craig Hoffman and Administrative Secretary Kari Chadwick

2. MINUTES

“December 10, 2014”

MOTION / VOTE:

The Planning Commission, on motion of Commissioner Kirsten, Slater second, approved the minutes of October 22, 2014 as written. (Commissioner Heinritz abstained because he was not in attendance of the subject meeting)

3. PUBLIC HEARINGS

- a) Notice thereof having been published according to law, an affidavit of which publication is on file in the Community Development Department, Chair Kiser called for the public hearing to consider the request of the Planning Commission for approval of a Use Permit to allow a Type-41 On-Sale Beer and Wine for Wingstop at 2640 Reynolds Ranch parkway #100. (Applicant: Mann and Company Inc - Wingstop Restaurant; File 2015-01 U; CEQA Determination: Exempt per Section 15321)

Senior Planner Craig Hoffman gave a brief PowerPoint presentation based on the staff report. Staff is recommending approval of the project as conditioned.

Hearing Opened to the Public

- Heidi Miller, representative for the applicant, came forward to answer questions.
- Commissioner Kirsten asked when the projected time of construction. Ms. Miller stated that the plans have been submitted for the building permit and they are currently working on corrections to the plans. Mr. Kirsten asked Ms. Miller what her title for the project. Ms. Miller stated that the company is working as the project manager for the permit and construction portion of the job. Mr. Kirsten asked for examples of where else they had worked in the past. Ms. Miller stated that they are based out of the Bay Area and work mainly for restaurants for full project management.
- Commissioner Olson asked how Ms Miller has liked working with the City of Lodi. Ms. Miller stated that it has been wonderful.
- Vice Chair Heinritz stated his concern that the actual manager of the project isn't here. He asked if Ms. Miller was aware of the ABC training requirements and the procedures for that process. Ms. Miller stated that she is aware of the requirements and the client owns over 25 restaurants and is very aware of the requirements. She also added that

the client has not had any trouble with violations in the time he has owned and operated restaurants. Mr. Heinitz restated his concern with the fact that the owner/operator of the business isn't in attendance.

Public Portion of Hearing Closed

MOTION / VOTE:

The Planning Commission, on motion of Commissioner Kirsten, Slater second, finds the project has satisfied the requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15321, and adopt a resolution approving the Use Permit to allow a Type-41 On-Sale Beer and Wine for Wingstop at 2640 Reynolds Ranch parkway #100 subject to conditions of approval contained in the draft resolution provided. The motion carried by the following vote:

- Ayes: Commissioners – Hennecke, Kirsten, Olson, Slater and Chair Kiser
- Noes: Commissioners – Heinitz
- Absent: Commissioners - Cummins

Commissioner Heinitz stated his discomfort over the fact that the operator of the restaurant isn't present.

Commissioner Slater asked staff if the owner could be invited back to informally speak with the Commission. Mr. Hoffman stated that he would work with Ms. Miller to extend the request to the owner. Ms. Olson stated that she doesn't feel that the owner needs to come back at this point.

4. PLANNING MATTERS/FOLLOW-UP ITEMS

- a. Senior Planner Hoffman stated that the landscape plan and CC&R's have been provided for the Sunwest Cottages Housing Project on Tienda Drive as requested.

Commissioner Hennecke stated that he would like to see something more comprehensive.

Vice Chair Heinitz concurred with Commissioner Hennecke and he would have also like to have had Mr. Baker present.

Chair Kiser and Commissioner Olson also stated their concern for the lack of being able to ask Mr. Baker questions.

Commissioner Slater stated that there is a typo on page 5 section 5.1 in the last sentence and concurred with the other Commissioners' concerns regarding the lack of someone to ask questions of.

The Commissioners voted to table the item and bring it back when the applicant can attend to answer questions.

Senior Planner Hoffman stated that the Tentative Looking Ahead Project List has been provided and staff is available to answer any questions.

Commissioner Kirsten asked who the applicant is for the additional Use Permit in the current Crush location. Mr. Hoffman stated that the application has not been submitted and the people preferred to stay anonymous at this time.

5. ANNOUNCEMENTS AND CORRESPONDENCE

None

6. ACTIONS OF THE CITY COUNCIL

Senior Planner Hoffman stated that a memo has not been provided, but staff is available to answer any questions.

7. ACTIONS OF THE SITE PLAN AND ARCHITECTURAL REVIEW COMMITTEE

None

8. ART IN PUBLIC PLACES

Commissioner Kirsten gave a brief report of the items from the most recent meetings. Mr. Kirsten stated that there is approximately \$160,000 left in the fund and is under the impression that the fund is not going to grow any more since the development agreements state that developers can put the money towards art within their own developments.

Vice Chair Heinitz asked if the developers can use their signage for the development as part of their contribution to Art In Public Places (AIPP) funds. Commissioner Kirsten stated that signage cannot use funds meant for AIPP. Mr. Hoffman confirmed that the subdivision signage cannot use AIPP funds.

Commissioner Hennecke asks if the discussion has ever been brought up to get statues that are permanent for instance from an Art College. Commissioner Kirsten stated that it has been brought up. Vice Chair Heinitz stated that a long time Lodi resident has come back and was walking downtown and stated her pleasure over having all of the various types of art in the downtown.

Commissioners Kirsten and Heinitz expressed their concern over giving developers free reign over what art goes where.

9. COMMENTS BY THE PUBLIC (NON-AGENDA ITEMS)

None

10. COMMENTS BY STAFF AND COMMISSIONERS (NON-AGENDA ITEMS)

Vice Chair Heinitz would like to have consistency with requiring owner/operators of establishments to be present when their project is in front of the Commission. Commissioner Olson asked where the line will be drawn. Mr. Hoffman stated that when the Buffalo Wild Wings comes before the Commission a manager will be asked to attend. The Commission discussed the parameters and asked staff to ensure that all applicants are encouraged to attend the meetings.

11. ADJOURNMENT

There being no further business to come before the Planning Commission, the meeting was adjourned at 7:47 p.m.

ATTEST:

Kari Chadwick  
Planning Commission Secretary

Item 3a



**CITY OF LODI**  
**PLANNING COMMISSION**  
Staff Report

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**MEETING DATE:** March 11, 2015

**APPLICATION NO:** Abandonment: 2015-03 A

**REQUEST:** Request for Planning Commission determination of consistency with the General Plan related to proposed abandonment of a portion of 0 block of East Vine Street between Sacramento Street and the Union Pacific Railroad (UPRR) right of way. (Applicant: City of Lodi; File 2015-03 A; CEQA Determination: Exempt per Section 15305)

**LOCATION:** 0 block of East Vine Street between Sacramento Street and the Union Pacific Railroad (UPRR) right of way.  
Lodi, CA 95240

**APPLICANT:** City of Lodi  
221 West Pine Street.  
Lodi, CA 95240

**PROPERTY OWNER:** City of Lodi  
221 West Pine Street.  
Lodi, CA 95240

**RECOMMENDATION**

Staff recommends that the Planning Commission adopt the attached resolution finding that the abandonment of a portion of 0 block of East Vine Street between Sacramento Street and the Union Pacific Railroad (UPRR) right of way, as described below, is consistent with the General Plan and does not conflict with policies and goals of the General Plan.

**REGULATORY SETTINGS**

This item is being brought to the Planning Commission for review and comment as required by the City Code and the State Streets and Highway Code. Street vacation petitions must first be reviewed by the Planning Commission before they are brought to the City Council for consideration. The City Council is required by State Statute and City ordinance to review abandonment of an easement or vacation of any street or public right-of-way only after the location, character, extent and effect have been considered by the Planning Commission with reference to the General Plan goals and policies. The City Council must hold a public hearing after Planning Commission referral.

**BACKGROUND / ANALYSIS**

The proposed vacation is jointly requested by the property owner of Lodi Iron Works located at 860 South Sacramento Street (APN 045-250-06) and the property owner at 900 South Sacramento Street (APN 045-250-27). In accordance with the provisions of Section 8300 et seq. of the Streets and Highways Code, a legislative body of a local agency may initiate a proceeding to vacate public right-of-way upon request of an interested person(s). Both

properties lie adjacent to the 0 block of East Vine Street between Sacramento Street and the Union Pacific Railroad (UPRR) right of way as shown in Exhibit A.

Both owners requested this portion of Vine Street be vacated in order to enhance business operations and to improve security in an effort to reduce frequent theft and vandalism. Additionally, the fence along the UPRR right-of-way is frequently vandalized allowing pedestrians to cross the tracks at this location. With the installation of an additional fence adjacent to Sacramento Street, pedestrian's crossings of the tracks will be further impeded.

A public utility easement will be retained for water, sanitary, and industrial wastewater mains, valves, and manholes. City personnel will have full access for routine and emergency repairs, maintenance and inspections of public infrastructure. There will be no permanent storage or permanent other above ground structures or facilities allowed within the easement area. All agencies and departments have been notified of the intent to vacate, and all concerns have been met. Vacating this portion of Vine Street will have no impact on vehicular or pedestrian circulation on Stockton Street or the remainder of Vine Street.

An appraisal (based on the per square foot value of Walnut Street between Church Street and Pleasant Avenue recently vacated to St. Annes Church) was used to determine the fair market value of the proposed vacation of \$13,438.71. Because the additional fencing will deter pedestrians from crossing the UPRR tracks at this location, the City is subtracting the fence installation cost of \$4,262.00 from the appraised value. From this point forward, the fence will be privately owned and maintained by the adjoining property owners. The amount to be paid to the City for the vacated street right of way is \$9,176.71 (\$13,438.71 - \$4,262.00).

Per Streets and Highways Code, Section 8313, this action will be considered by the Planning Commission on March 11, 2015. Information regarding the Planning Commission action will be provided prior to the public hearing scheduled for April, 15 2015.

#### **ENVIRONMENTAL ASSESSMENTS:**

This project is exempt from environmental review under State CEQA Guidelines Section 15305 Class 5, which applies to minor alterations in land use limitations with an average slope of less than 20%, which do not result in any changes in land use or density and the project is also exempt under CEQA Section 15061(b)(3), the general rule that CEQA does not apply to projects where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. The project was also found to be categorically exempt according to the California Environmental Quality Act, Article 19 15332 Class 32 (a) (b) (c) (d) and (e). The project is classified as in-fill development meeting the conditions described therein. No significant impacts are anticipated and no mitigation measures have been required. No significant impacts are anticipated and no mitigation measures have been required.

#### **PUBLIC HEARING NOTICE:**

Legal Notice for the Use Permit was published in the Lodi News Sentinel on Saturday, February 28, 2015. Thirty (30) public hearing notices were sent to all property owners of record within a 300-foot radius of the project site as required by California State Law §65091 (a) 3. Public notice also was mailed to interested parties who expressed their interest of the project.

#### **RECOMMENDED MOTIONS**

Should the Planning Commission agree with staff's recommendation, the following motion is suggested:

"I move that the Planning Commission adopt the attached resolution finding that the abandonment of a portion of 0 block of East Vine Street between Sacramento Street and the Union Pacific Railroad (UPRR) right of way, is consistent with the General Plan and does not conflict with policies and goals of the General Plan."

**ALTERNATIVE PLANNING COMMISSION ACTIONS:**

- Approve the request with attached or alternate conditions
- Deny the request
- Continue the request.

Respectfully Submitted,

Concur,

Craig Hoffman  
Senior Planner

Stephen Schwabauer  
Community Development Director

**ATTACHMENTS:**

1. Vicinity Map
3. Boundary Detail
4. Draft Resolution

# VICINITY MAP

North



South

**Vine Street and Sacramento Street**



**RESOLUTION NO. P.C. 15-XX**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LODI THAT DETERMINES THAT THE POSSIBLE ABANDONMENT OF A RIGHT-OF-WAY LOCATED AT 0 BLOCK OF EAST VINE STREET BETWEEN SACRAMENTO STREET AND THE UNION PACIFIC RAILROAD (UPRR) RIGHT OF WAY WILL BE IN CONFORMITY WITH THE CITY'S GENERAL PLAN GOALS AND POLICIES**

**WHEREAS,** the Planning Commission of the City of Lodi has heretofore held a duly noticed public hearing, as required by law, on the requested determination, in accordance with the California Government Code Section 65402.(a); and

**WHEREAS,** the project proponent is City of Lodi, 221 West Pine Street, Lodi, CA 95240; and

**WHEREAS,** the property owner City of Lodi, 221 West Pine Street, Lodi, CA 95240; and

**WHEREAS,** the requested abandonment of a public right of way is located at 0 block of East Vine Street between Sacramento Street and the Union Pacific Railroad (UPRR) right of way, within the City of Lodi; and

**WHEREAS,** the future use of the property will be consistent with the development standards of the adopted General Plan and will be subject to Zoning regulations; and

**WHEREAS,** all legal prerequisites to the adoption of this Resolution have occurred; and

Based upon the evidence in the staff report and project file, the Planning Commission of the City of Lodi makes the following findings:

1. This project is exempt from environmental review under State CEQA Guidelines Section 15305 Class 5, which applies to minor alterations in land use limitations with an average slope of less than 20%, which do not result in any changes in land use or density and the project is also exempt under CEQA Section 15061(b)(3), the general rule that CEQA does not apply to projects where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. The project was also found to be categorically exempt according to the California Environmental Quality Act, Article 19 15332 Class 32 (a) (b) (c) (d) and (e). The project is classified as in-fill development meeting the conditions described therein. No significant impacts are anticipated and no mitigation measures have been required. No significant impacts are anticipated and no mitigation measures have been required.
2. The possible abandonment of a public right of way is located at 0 block of East Vine Street between Sacramento Street and the Union Pacific Railroad (UPRR) right of way easement will be consistent with all applicable goals, policies and standards of the City's adopted General Plan Policy Document.
3. The proposed abandonment of a right-of-way easement will not be detrimental to the health, safety or general welfare of persons residing or working in the neighborhood or be detrimental or injurious to the health, safety, peace or general welfare of the City.
4. The subject right-of-way easement is no longer needed for a municipal purpose; may facilitate development of the parcel; provide opportunity for infill development; and return land to the tax roll.

**NOW, THEREFORE, BE IT DETERMINED AND RESOLVED** by the Planning Commission of the City of Lodi that the proposed possible abandonment of a right-of-way easement has been determined to be in conformity with the City's adopted General Plan, and hereby is referred to the City Council for adoption.

**Dated: March 11, 2015**

I certify that Resolution No. 15-XX was passed and adopted by the Planning Commission of the City of Lodi at a regular meeting held on March 11, 2015 by the following vote:

**AYES:** Commissioners:

**NOES:** Commissioners:

**ABSENT:** Commissioners:

**ATTEST** \_\_\_\_\_  
**Secretary, Planning Commission**

Item 3b.



**CITY OF LODI  
PLANNING COMMISSION  
Staff Report**

**MEETING DATE:** March 11, 2015

**APPLICATION NO:** Use Permit: 2015-04 U

**REQUEST:** Request for Planning Commission approval of a Use Permit to allow a Type-47 On-Sale Beer, Wine and Spirits for Buffalo Wild Wings at Lodi Shopping Center – Pad 9 Building, Southwest corner of W. Kettleman Lane and Lower Sacramento Road. (Applicant: Blazin Wings, Inc.; File 2015-04 U; CEQA Determination: Exempt per Section 15321)

**LOCATION:** Lodi Shopping Center - Sunwest Village Shopping Center  
Southwest corner of W. Kettleman Lane and Lower Sacramento Road  
Lodi, CA 95240  
APN: 058-030-13

**APPLICANT:** Blazin Wings, Inc.  
Buffalo Wild Wings Restaurant  
5500 Wayzata Boulevard Suite 1600  
Minneapolis, MN 55416

**PROPERTY OWNER:** BDC III LP (Browman Development Company, Inc.)  
c/o James Stephens  
1556 Parkside Drive  
Walnut Creek CA 94596

**RECOMMENDATION**

Staff recommends the Planning Commission approve the request of Blazin Wings Inc - Buffalo Wild Wings Restaurant for a Use Permit to allow the sale of beer, wine and spirits Alcoholic Beverage Control (ABC) Type 47 license (eating place), at Lodi Shopping Center, southwest corner of W. Kettleman Lane and Lower Sacramento Road subject to conditions in the attached resolution.

**PROJECT/AREA DESCRIPTION**

**General Plan Designation:** Commercial  
**Zoning Designation:** Community Commercial  
**Property Size:** 16.23 acres

The adjacent zoning and land use characteristics:

	ADJACENT ZONING DESIGNATIONS AND LAND USES		
	GENERAL PLAN	ZONING CLASSIFICATION	EXISTING LAND USE
<b>North</b>	Commercial	Community Commercial	Lowe's shopping Center
<b>South</b>	Low Density Residential	PD (41)	Vacant – farm land
<b>East</b>	Commercial	Community Commercial	Existing Wal-Mart Shopping Center
<b>West</b>	Open Space / Public	Open Space / Public	Vacant – farm land

## **BACKGROUND**

The Planning Commission approved the Use Permit and Architectural Review request of Browman Development Company for drive-through and Pad Buildings at the Sunwest Village Shopping Center (Lodi Shopping Center) in October of 2014. This approval set the design of the pad buildings and approved drive thru features.

Buffalo Wild Wings will be located within the northern portion of pad building 9 and is requesting a Use Permit for an ABC Type 47 license to serve beer, wine and spirits. (Attachment A and B).

The proposed restaurant space is 6,238 sq. ft, with 5,038 sq. ft inside and 1,200 sq ft of covered patio. Food and beverages will be served to customers in the patio area. This area will be enclosed and only accessible from within the premises.

Proposed hours of operation are Monday through Sunday from 7:00 am to 2:00 pm. The early morning hours are not typical, but give flexibility during the Olympics, World Cup and other sporting events that have early morning starts. The restaurant will prepare and sell food during all hours of operation. (Attachments C and D identify Restaurant Operations and the Menu)

The restaurant will employ 35 to 50 people.

The ABC Type 47 license allows for the sale of beer, wine and spirits in a Restaurant. The license requires food sales to be 50 percent of the business.

The applicant has identified that ABC training is a major part of operations and will include State and any City programs.

The project is located in the Community Commercial zoning district, which allows on site sale of alcohol. The request involves the approval of a public convenience and necessity (PCN) and Use Permit in an area that is over-concentrated with alcohol licenses. In order to allow an additional ABC license, the Planning Commission must make a finding of necessity; and if determined necessary, then consider the appropriateness of conditions of approval for the Use Permit for the new use. The majority of the ABC licenses in this census tract are in the City of Stockton

## **ANALYSIS**

Per Land Use Code Section 17.22.030, onsite consumption of alcohol is permitted in the Community Commercial zoning designation, subject to a use permit. The City established the Use Permit requirement to gain local control over whether or not a license is appropriate for a particular location and place conditions upon the use. The State Department of Alcoholic Beverage Control primarily controls license issuance, based on concentration of licenses within a particular Census Tract.



The project site is within Census Tract 41.06, which covers the area south of Mokelumne River, east of Lower Sacramento Road and Davis Road, north of Eight Mile Road and west of Interstate 5.

The area is over-concentrated as defined by ABC for licenses. Planning staff is of the opinion that a public need and necessity is warranted in this case because the primary function of the establishment is a restaurant and does not involve off-site retail or wholesale distribution of alcohol. In the past, the Planning Commission and City staff has supported restaurants that wish to acquire ABC licenses because, typically, restaurants that serve alcohol in conjunction with food sales do not create alcohol related problems. The ABC Type 47 license requires the restaurant to operate as a bone fide eating establishment.

The discretionary Use Permit procedure enables the Planning Commission to impose conditions designed to avoid, minimize potentially adverse effects. Staff believes that the Planning Commission can make the required findings to approve the requested Use Permit. The required findings are as follows:

1. *The proposed use is allowed with a Use Permit within the applicable zoning district and complies with all applicable provisions of this Development Code.* **Comment:** The proposal involves a new restaurant in a new building located within the Community Commercial Zoning District, which allows sale of alcohol for on-site consumption in accordance with Development Code Section 17.22.030. The intent of the Community Commercial zoning district is to provide for a range of uses, emphasizing high quality development, and to encourage a wide range of commercial uses that serve the public. The proposal is consistent with this intent.
2. *The proposed use is consistent with the General Plan and any applicable specific plan.* **Comment:** The General Plan land use designation for this area is Community Commercial zoning district, which provides for sale of alcohol. The proposed sale of beer, wine and spirits in conjunction with a restaurant operation is the type of business allowed by the

General Plan. The sale of alcoholic beverages as part of a restaurant is required by the State Department of Alcoholic Beverage Control to be secondary to food sales. Sale of alcohol in conjunction with a restaurant is a common way to increase sales and is therefore, consistent, with the General Plan.

3. *The location, size, design and operating characteristics of the use or development is compatible with and shall not adversely affect or be materially detrimental to the health, safety, or welfare of persons residing or working in the area, or be detrimental or injurious to public or private property or improvements.* **Comment:** The proposed sale of alcohol in conjunction with a restaurant operation is compatible with existing and future land uses in the immediate vicinity of the project area. The sale of alcohol in a restaurant is consistent with other commercial uses, such as the one proposed, in accordance with Land Use Policy subject to a discretionary review. The sale of alcoholic beverages for on-premise consumption is a normal part of business operations for a restaurant and provides a convenience for customers of the business. The proposed use is surrounded by other complementary uses that cater to the local and tourist trade.
4. *The location, size, design, and operating characteristics of the proposed use would be compatible with the existing and future land uses in the vicinity.* **Comment:** The proposed use complies with all requirements as set forth for the issuance of this Use Permit, in that the site is adequate in size, shape and topography for the proposed use, consisting of an existing building. Second, restaurants and other commercial uses operate in this area. Third, the proposed use, as conditioned, will not have an adverse effect upon the use, enjoyment or valuation of property in the neighborhood because the proposed use will be located within a new commercial building within a shopping center. Fourth, the characteristics of the proposed sale of alcohol in a restaurant operation are customary for these types of businesses. In accordance with ABC requirements, receipts from alcohol sales shall not be in excess of food sales receipts. Lastly, it is found that the sale of alcoholic beverages as part of a restaurant is a convenience that does not typically create alcohol related problems.
5. *The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA) and the Lodi Environmental Review Guidelines.* **Comment:** The project was found to be Categorical Exempt according to the California Environmental Quality Act, §15321, Class 21 (a) (2). The project is classified as an “Enforcement action by regulatory agencies” because it is the “adoption of an administrative decision for the use or enforcing the general rule, standard, or objective.” No significant environmental impacts are anticipated and no mitigation measures are required.

Staff sent a copy of the application to various City departments for comment and review. Their comments and requirements have been incorporated into the attached resolution. Conditions of approval are proposed to ensure the restaurant is not operated in a negative manner or without adequate oversight. If problems or concerns related to the sale of alcoholic beverages occur in the future, staff and/or the Planning Commission may initiate a public hearing where the Commission would have the ability to amend conditions or revoke the Use Permit.

#### **ENVIRONMENTAL ASSESSMENT:**

The project was found to be Categorical Exempt according to the California Environmental Quality Act, Article 19 §15321, Class 21 (a) (2). The project is classified as an “Enforcement action by regulatory agencies” because it is the “adoption of an administrative decision or order enforcing or revoking the lease, permit, license, certificate, or entitlement for use or enforcing the general rule, standard, or objective.” No significant environmental impacts are anticipated and no mitigation measures are required.

**PUBLIC HEARING NOTICE:**

Legal Notice for the Use Permit was published in the Lodi News Sentinel on Saturday, February 28, 2015. Seventeen (17) public hearing notices were sent to all property owners of record within a 300-foot radius of the project site as required by California State Law §65091 (a) 3. Public notice also was mailed to interested parties who expressed their interest of the project.

**RECOMMENDED MOTIONS**

Should the Planning Commission agree with staff’s recommendation, the following motion is suggested:

“I move that the Planning Commission adopt a Resolution finding that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15321, and adopt a Resolution approving the Use Permit Use to allow the sale of beer, wine and spirits Alcoholic Beverage Control (ABC) Type 47 license at Lodi Shopping Center – Pad 9 Building, southwest corner of W. Kettleman Lane and Lower Sacramento Road subject to the findings and conditions of approval contained in the draft Resolution.”

**ALTERNATIVE PLANNING COMMISSION ACTIONS:**

- Approve the request with attached or alternate conditions
- Deny the request
- Continue the request.

Respectfully Submitted,

Concur,

Craig Hoffman  
Senior Planner

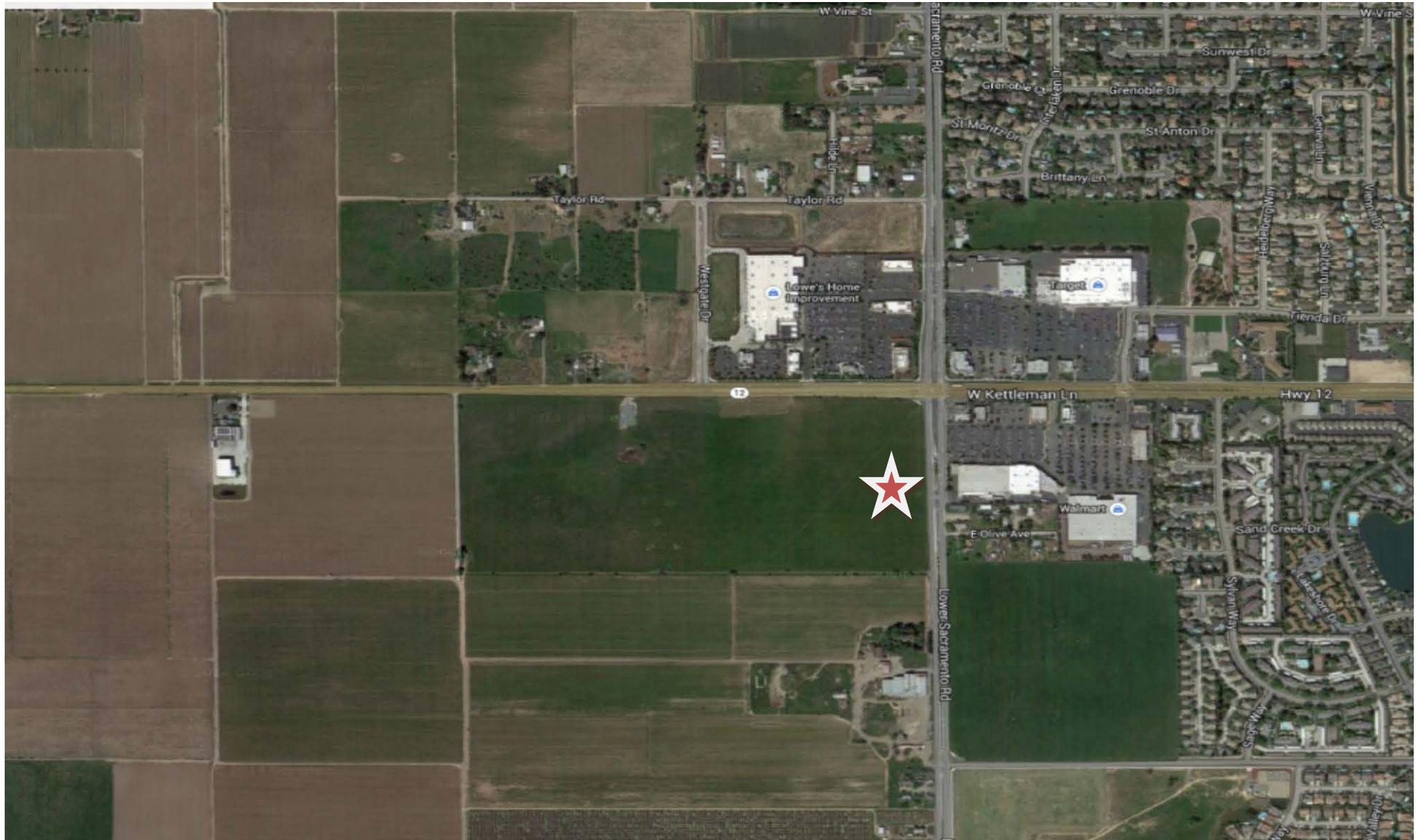
Stephen Schwabauer  
Community Development Director

**ATTACHMENTS:**

- A. Vicinity / Aerial Map
- B. Site Plans and Floor Plan
- C. Operations Description
- D. Menu
- E. Draft Resolution

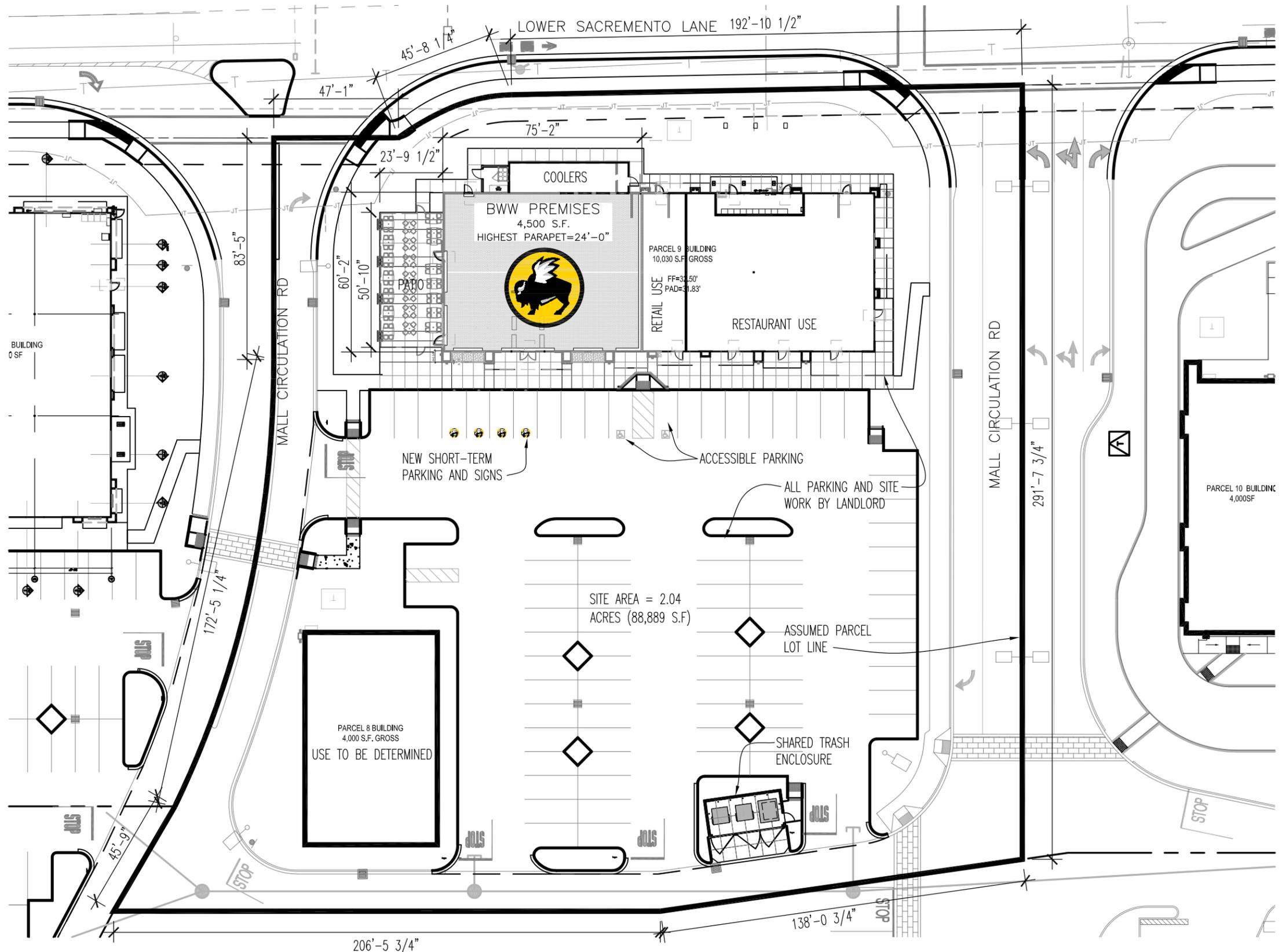
# VICINITY MAP

North



South

**Lodi Shopping Center – Kettleman and Lower Sacramento Road**



**SITE PLAN**  
**LODI, CA**

PAGE TITLE:

LOCATION:

SCALE:	1" = 40'
MEDIA SIZE:	LEDGER
DRAWN BY:	GHA
DATE:	02/06/2015
FILE:	Liquor License - Site
REVISION #:	1.0



STATE HIGHWAY ROUTE 12 (KETTLEMAN LANE)  
(ROADWAY BY OTHERS)

WEST GATE DRIVE  
(ROADWAY BY OTHERS)

LOWER SACRAMENTO ROAD  
(ROADWAY BY OTHERS)

WALMART  
(BY OTHERS)

**LEGEND**

-  PROJECT LIMIT OF WORK
-  FUTURE SURFACE IMPROVEMENTS TO BE CONSTRUCTED BY OTHERS

**SITE DATA**

REQUIRED PARKING:

BUILDING AREAS:

PAD 1	4,000 SF
PAD 2	7,500 SF
PAD 3	2,898 SF
PAD 4	8,744 SF
PAD 5	6,402 SF
PAD 6	8,500 SF
PAD 7	10,005 SF
PAD 8	4,000 SF
PAD 9	10,030 SF
PAD 10	4,000 SF
PAD 11	26,000 SF
TOTAL	92,599 SF*

PARKING:  
TOTAL PARKING STALLS: 697\*  
PARKING RATIO: 7.53/1,000 SF\*

DISTRIBUTION OF PROVIDED PARKING SPACES:

STANDARD PARKING	613 SPACES
CLEAN AIR VEHICLE	84 SPACES
COMPACT	XXX SPACES
ACCESSIBLE	28 SPACES
TOTAL PARKING PROVIDED	64T SPACES

ZONING:  
C-S COMMERCIAL SHOPPING DISTRICT

\*DOES NOT INCLUDE WALMART BUILDING OR PARKING.

**BROWMAN DEVELOPMENT  
COMPANY, INC.**

NO.	DATE	BY	DESCRIPTION



**RSC ENGINEERING**  
2250 Douglas Blvd., Suite 150  
Roseville, CA 95661  
Ph: 916.788.2884 Fax: 916.788.4408

PROJECT NO:	019-004
DRAWN BY:	RG
CHECKED BY:	JV
DESIGNED BY:	DT

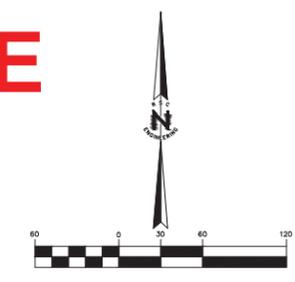
**SITE IMPROVEMENT PLANS  
LODI SHOPPING CENTER**  
KETTLEMAN LANE & LOWER SACRAMENTO  
ROAD  
LODI, CA

SHEET TITLE  
**OVERALL  
SITE PLAN  
PLAN**

SHEET NO.  
**C4.0**  
OF 28

DATE: NOVEMBER 24, 2014

**FOR  
REFERENCE  
ONLY**



**RECORD DRAWINGS**

DATE \_\_\_\_\_ ENGINEER INITIAL \_\_\_\_\_

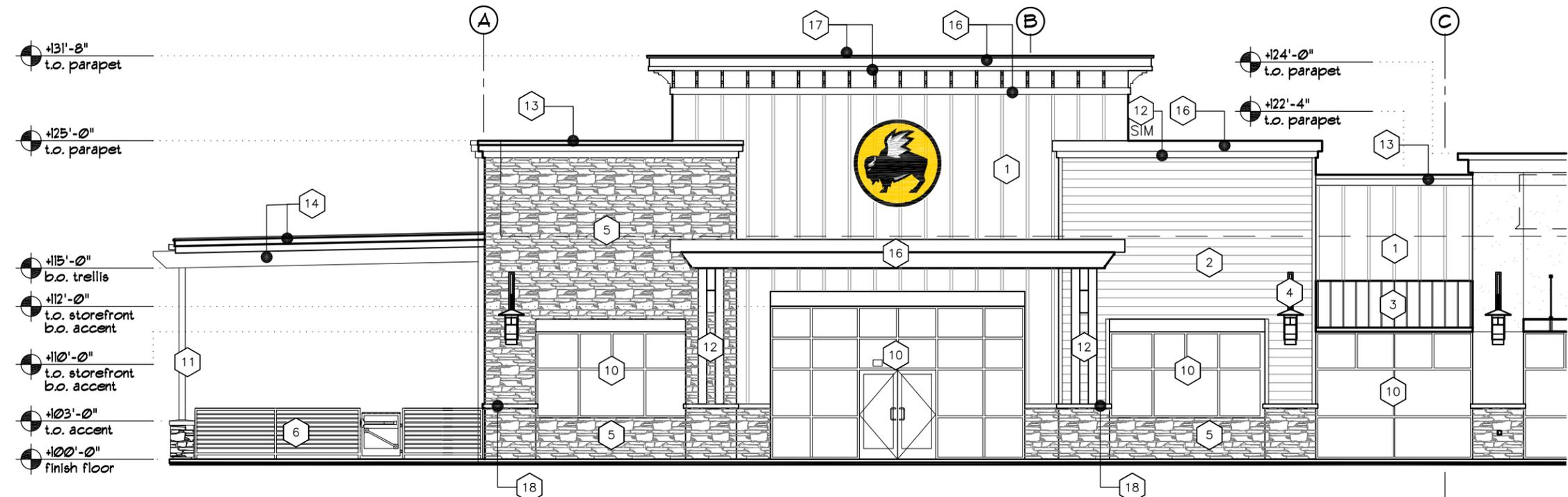
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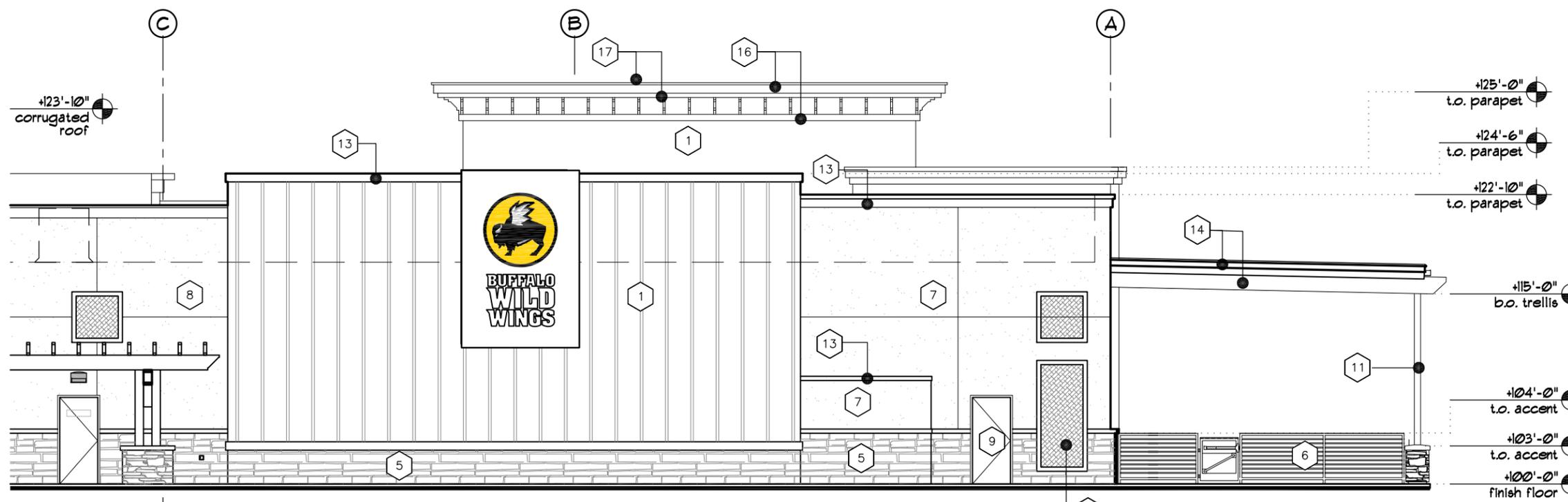


### LEGEND

1. VERTICAL SIDING W/ BATTENS - JAMES HARDIE - HARDIEPANEL "SANDSTONE BEIGE" - CEDARMILL OR SMOOTH FINISH
2. HORIZONTAL LAP SIDING - JAMES HARDIE - HARDIEPLANK "COBBLESTONE" - CEDARMILL OR SMOOTH FINISH.
3. STANDING SEAM METAL ROOFING - BERRIDGE "GALVALUME"
4. EXTERIOR WALL SCNCE LIGHT FIXTURE
5. DRystackED STONE VENEER, ELDORADO STONE - "CLIFFSTONE MONTECITO"
6. TUBE STEEL PATIO RAILING - SHERWIN WILLIAMS PAINT #SW 7069 - "IRON ORE"
7. EIFS SYSTEM, SAND FINISH - FINISH TO MATCH SHERWIN WILLIAMS #SW7032 "WARM STONE".
8. EIFS SYSTEM, SAND FINISH - FINISH TO MATCH SHERWIN WILLIAMS #SW6137 "BURLAP"
9. HOLLOW METAL DOOR & FRAME - SHERWIN WILLIAMS SW7032 "WARM STONE"
10. ALUMINUM STOREFRONT SYSTEM - KAWNEER "DARK BRONZE"
11. FAUX WOOD OUTRIGGER, SHERWIN WILLIAMS #SW6137 "BURLAP"
12. FAUX WOOD OUTRIGGER, SHERWIN WILLIAMS SW6108 "LATTE"
13. METAL COPING, PAINT SW #7068 "GRIZZLE GREY"
14. WOOD FASCIA, SW #6137, "BURLAP"
15. TUBE STEEL TRELLIS FRAME (SW #7032 "WARM STONE") W/ WOVEN WIRE MESH (MATCH DK BRONZE STOREFRONT)
16. WOOD CORNICE, PAINT SW #7068 "GRIZZLE GREY"
17. WOOD CORNICE, PAINT SW #SW7032 "WARM STONE".
18. STONE ACCENT BAND - ELDORADO STONE, "CLIFFSTONE MONTECITO"



01 ENTRY (WEST) ELEVATION



02 EAST ELEVATION

**EAST & WEST ELEVATIONS**  
 LODI, CA

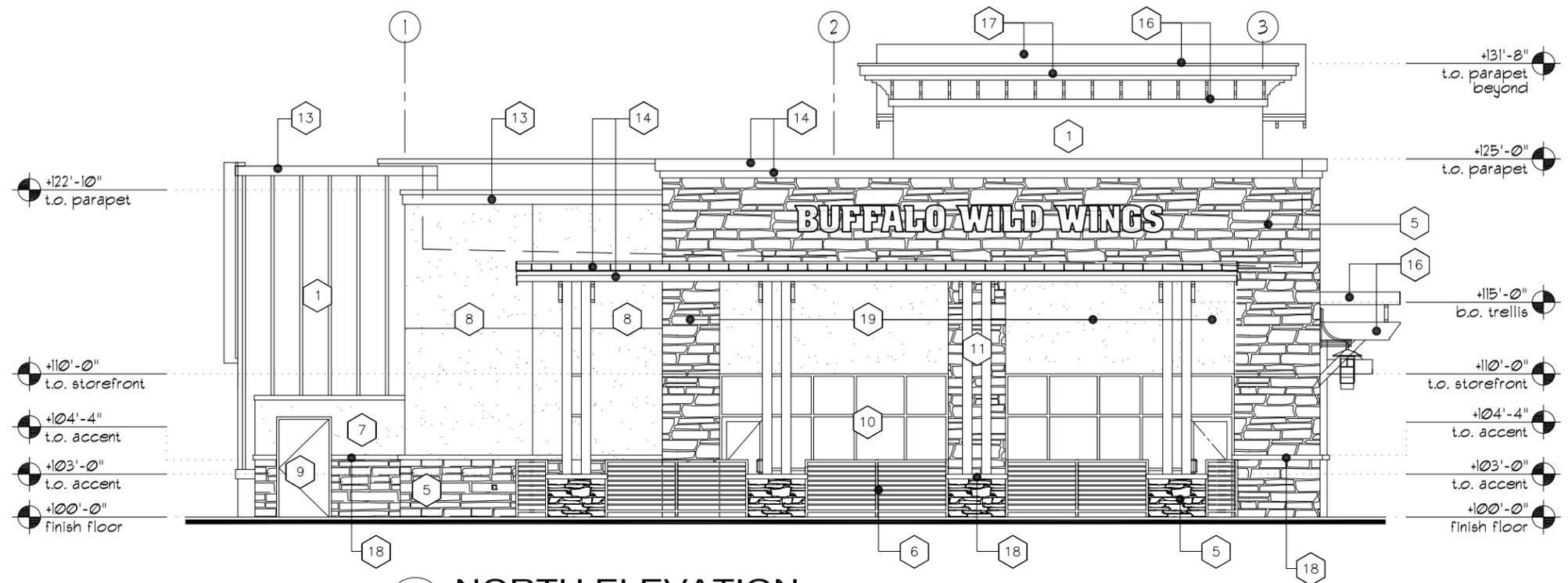
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SCALE: 1"=10'  
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 DATE: 01-02-2015  
 FILE: Lease Exhibits - Elevations  
 REVISION #:



### LEGEND

1. VERTICAL SIDING W/ BATTENS - JAMES HARDIE - HARDIEPANEL "SANDSTONE BEIGE" - CEDARMILL OR SMOOTH FINISH
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19. EIFS SYSTEM, SAND FINISH - FINISH TO MATCH SHERWIN WILLIAMS #SW6108 "LATTE"



01 NORTH ELEVATION

NORTH ELEVATION

LODI, CA

PAGE TITLE:

LOCATION:

SCALE: 1"=10'

MEDIA SIZE: LEDGER

DRAWN BY:

DATE: 01-02-2015

FILE: Lease Exhibits - Elevations

REVISION #:



January 30, 2015

City of Lodi  
Community Development Department  
221 West Pine Street  
Lodi, California 95241

**RE: Buffalo Wild Wings  
Lodi Shopping Center PAD #9  
SWC of Highway 12 and Lower Sacramento  
Lodi, CA 92865**

To whom it may concern:

It is with great pleasure and excitement that we have been engaged by Blazin Wings, Inc., to process a Conditional Use Permit application to allow for the operation of Buffalo Wild Wings restaurant at the above-mentioned development. This particular location will be corporate owned and managed.

### **BACKGROUND**

Buffalo Wild Wings was founded in 1982 at a location near The Ohio State University Campus. They are an established and growing owner, operator and franchisor of restaurants featuring a variety of boldly flavored, made-to-order menu items including their Buffalo, New York-style chicken wings spun in any of their many signature sauces. Their restaurants create an inviting neighborhood atmosphere that includes an extensive multi-media system, a full bar and an open layout, which appeals to sports fans and families alike. The concept offers elements of the fast casual and casual dining restaurant concepts featuring a flexible service model that allows their guests to choose among convenient dining options such as fast casual counter service, casual dining table service or take-out. Their award-winning food and inviting atmosphere, combined with their guests' ability to customize their dining experience, drives guest visits and loyalty.

The widespread appeal of their concept establishes these restaurants as a neighborhood destination with over 1000 restaurants in North America, Canada, Mexico, the Philippines with expected expansion into Puerto Rico and the Middle East with a target of 1,500 location worldwide within the next 5 years. The company has been recognized by industry leader Forbes magazine as one of the best and fastest growing companies in the United States. In 2003 the company, led CEO, Sally Smith, underwent a successful



initial public offering. Today, Buffalo Wild Wings remains one of the industry's best restaurant operators with its stock (NYSE Syb.: BWLD) prices hovering around \$180.00 per share.

The menu is competitively priced between the fast casual and casual dining segments, features fresh chicken wings and other items including boneless wings, chicken tenders, popcorn shrimp, specialty hamburgers and sandwiches, wraps, Buffalito® soft tacos, appetizers and salads. Their made-to-order menu items are enhanced by the bold flavor profile of their signature sauces, ranging from mild Teriyaki™ to Blazin'®. The inviting and energetic environment of these restaurants is complemented by furnishings that can be easily rearranged to accommodate parties of various sizes. The guests have the option of watching sporting events or other popular programs on projection screens and up to 40 additional televisions. The open layout of their restaurants offers dining and bar areas that provide distinct seating choices for sports fans and families. The unique service model, providing the flexibility of ordering at the counter or table, allows the guests to customize their Buffalo Wild Wings® experience to meet the different time demands or service preferences of a workday lunch, a dine-in dinner, a take-out meal, an afternoon or evening enjoying a sporting event or a late-night craving.

Over the next several years, the corporate office intends to open numerous company-owned and franchised restaurants in new and existing markets. In existing markets, they have opportunities to open additional restaurants and leverage off the brand awareness and human resource infrastructure that already exists.

### **NEW LODI LOCATION**

The new Lodi location will follow the long-standing and proven business model, which the company has implemented throughout the United States. As previously indicated, this particular location will be corporate owned and managed. Located in the new Sunwest Village development, the applicant will be a key addition to the tenant mix which includes major national and internationally recognized retailers/operators. Sunwest Village contains 340,000 square feet of new retail space anchored by a 207,000 square foot Wal-Mart Supercenter and is situated in Lodi's most dominant retail corridor with 1,000,000 square feet of retail at the intersection and strong daytime and trade area populations. Neighboring tenants at the intersection include Target, Lowe's, Safeway, JC Penney, Food 4 Less, Marshalls, Staples, Big 5 Sporting Goods, Chili's, Pier 1 Imports, BevMo, In-N-Out Burger, Applebees and Chipotle. There is ample parking and the center is easily accessible via Highway 12, I-5, and Highway 99.

The total square footage of the premises is 6,238 square feet, with 5,038 square feet dedicated to interior floor space and 1,200 square feet of patio (as more fully depicted on the plans). This particular location shall serve the surrounding uses, which are primarily



commercial and residential in nature and be an appropriate and consistent use of the space.

The applicant herein intends to operate the business, a bona fide restaurant, with a Type 47 On-Sale General Eating Place license which will allow the sale, service and on-site consumption of beer, wine and distilled spirits. The sale of alcohol is an ancillary component of the overall operation of the restaurant.

The premises will be a single story restaurant with an attached patio and will be designed to accommodate families, large and small groups, corporate events and the like. The use is wholly consistent with the surrounding uses in the area inasmuch as the location is situated in a newly developed shopping/retail center that will house several other eating, retail and commercial uses.

### **APPLICATION REQUEST**

**The applicant is filing a Conditional Use Permit application to operate as a bona fide restaurant, selling, as an ancillary component of its overall operation, alcoholic beverages under a California Department of Alcoholic Beverage Control Type 47 On-Sale General Eating Place liquor license; maintain no more than Four (4) coin operated amusement machines (video games); and, hours of operation (as more fully described below).**

### **PROPOSED HOURS OF OPERATION**

The applicant proposed hours of operation are **Monday through Sunday 7:00 am to 2:00 am**. The applicant shall prepare, sell, and offer food during all hours of operation. In other words, food will be available for customers at any time the business is open. The applicant also proposes an outdoor dining area (patio as depicted on the plans submitted herewith) where patrons shall be served food and beverages (to include alcoholic beverages) which will be enclosed and only accessible from within the premises. In addition, the applicant is also requesting the ability to maintain a food and beverage happy hour which the applicant needs to provide in order for its customers to have a uniform experience from one Buffalo Wild Wings location to another. The request for the hours of operation as outlined herein is being made to provide the applicant's customers a consistent experience from one Buffalo Wild Wings location to another (as most of the corporate owned and operated stores have similar hours of operation). Consistency in customer service and expectation are the cornerstones to the success of the brand. Additionally, the early opening hours are intended to give the applicant flexibility for early morning sporting events, some of which for example (the Olympics, World Cup, etc.) occur overseas and start early in the morning. It is not the intent of the applicant to be open every day at 7:00 am.



## **OPERATION**

The applicant shall operate the premises as a bona-fide public eating establishment. The applicant will be applying for a type 47 liquor license from the State of California's Department of Alcoholic Beverage Control. A Type-47 On-Sale General for Bona Fide Public Eating Place license is regulated so as to require that the business operate primarily as a bona-fide restaurant limiting the amount of alcoholic beverages, which can be sold to less than 50% of gross sales. The State will also place time tested conditions on the license as well as maintain regulatory and statutory powers over the applicant (licensee) in their operation as a licensed business. The City can either mirror those conditions placed on the liquor license or create its own reasonably sound conditions to regulate the activity of the business. The City and the State regularly work together in creating conditions, which can be imposed to minimize any potential negative impacts or concerns.

There will be no live entertainment on the premises. This is of course to include any adult entertainment as defined by the Lodi Municipal Code. The applicant does intend to play recorded music and show sport events on televisions throughout the premises. There will be no dancing or other night club type activity to include DJ's, the use of nightclub promoters, cover charges, or the like.

The use of will not be detrimental to the public health, safety or welfare, nor be materially injurious to property or improvements in the vicinity. The applicant, the actual franchisor and parent company, intends to operate the business in the utmost reasonable, safe and efficient manner and to set an example to other franchisees or potential franchisees looking to purchase the franchise rights to operate a Buffalo Wild Wings in a different location. Additionally, the applicant intends to spend a considerable amount of money making material improvement to the premises to include material upgrades to the façade and interior of the unit. These improvements will enhance and be integral not only the new development but also the surrounding businesses, as it will likely attract new customers to the center which is trying to revitalize its tenant mix to become more competitive in the market and attract customers who currently go to other retail outlets outside of the City.

In addition, the business will employ 35-50 people, many of them from the immediate neighborhood bring in jobs and additional tax based revenue for the City.

## **TRAINING**

Applicant shall ensure that all employees, to include but not be limited to servers, bar tenders, bus-persons and management shall receive onsite training related to all aspects of the operation of the business. Not only will training be provided by the Franchisor, the Franchisee shall also ensure that employees receive training on local and state laws and



**LIQUORLICENSE.COM**

2222 Damon St. • Los Angeles, CA 90021

Phone: 1-800-222-5777 • Fax: 1-800-771-0254

regulations as they relate to the sale and consumption of alcohol to include, but not be limited to, proper identification screening, signs of impairment, over-intoxication, etc. Applicant's management shall encourage all employees to attend and State and/or City programs related to the operation of the business, particularly the sale and consumption of alcoholic beverages, such as the State Sponsored LEAD program. Additionally the applicant has developed in house training which has garnered industry accolades and recognition. A copy of the training material is attached herein.

### **COMMUNITY-CONNECTED**

Community is the cornerstone of Buffalo Wild Wings business model. The applicant is dedicated to being a good neighbor, practice good citizenship and respect the surrounding community. The company's policy demands that the restaurant play an integral part of the community in which the restaurant is located. Thus, the location will not only be geared towards families and sports fans but will also be aimed towards community groups, charitable organizations, local sport teams, social organizations, the local School Districts(s), local volunteer groups and various other organizations serving Lodi. Buffalo Wild Wings prides itself of becoming an integral part of the neighborhood in which it locates and intends carry on that tradition in Lodi.

### **CONCLUSION**

In conclusion, we look forward to a great working relationship with the office, the City as a whole, the surrounding business and the community of Lodi residents and employees.

Very truly yours,

MIKE AYAZ  
General Counsel  
Liquor License Specialist



WE'RE CLEAN AND WE'RE GREEN

## GRAZIN' GREENS

- ★ **Honey BBQ™ Chicken Salad**  
Fresh greens, pico de gallo, a blend of cheeses, seasoned, grilled chicken and BBQ Ranch dressing garnished with our signature Honey BBQ™ sauce. 7.29
- Grilled Chicken Salad**  
Seasoned, grilled chicken served over our fresh garden salad. 6.99
- Garden Salad**  
Fresh greens, tomatoes and onions topped with a blend of cheeses and croutons. 5.99
- Chicken Tender Salad\***  
Your hunger doesn't stand a chance. Crispy chicken Buffalo Tenders™ spun in your favorite **BUFFALO WILD WINGS**® sauce and served over a bed of fresh greens, tomatoes, onions, croutons and a blend of cheeses. 7.29
- ★ **Chicken Caesar Salad**  
Seasoned, grilled chicken over a Caesar salad topped with Parmesan cheese and croutons. 7.29
- Grilled Blackened Chicken Salad\***  
Grilled chicken with a roasted garlic rub served over our fresh garden salad. Give your taste buds a thrill ride. 6.99
- Side Salad** 2.99

Ask your server about dressing choices (not clothing choices).

## KIDS' MEALS (for your future half-of-famers)

- ★ **Cheeseburger Slammer™** 4.29
- Traditional Wings** 4.29
- ★ **Mini Corn Dogs** 4.29
- Boneless Wings** 4.29
- ★ **Naked Tenders®** 4.29
- Kids' Ice Cream**  
Vanilla ice cream topped with chocolate sauce. 1.29
- Chicken Tenders** 4.29
- Macaroni & Cheese** 4.29

You must be 12 or under to enjoy our kids' meals. Don't make us card you. All kids' meals served with French fries and a 12-ounce soft drink. Substitute a side salad or onion rings for 99¢ each. Substitute Buffalo Chips™ or potato wedges for 50¢ each.

## YOU-DESERVE-IT DESSERTS

- ★ **New York Cheesecake**  
This slice of luscious silky-smooth cheesecake comes topped with delicious raspberry sauce. So order already. 4.79
- Deep-dish Apple Pie**  
When the meal goes into overtime, try a slice of old-fashioned apple pie topped with streusel and caramel sauce. Served warm with vanilla ice cream. 4.79
- ★ **Chocolate Fudge Cake**  
This is a first-place finish. A big rich slice of chocolate fudge cake drizzled with chocolate sauce and served with vanilla ice cream. Yep, chocolate on top of chocolate. 4.79

## Cheers! TRIUMPH OVER THIRST

- ★ **Berry Lemonade**  
Savor the flavor. Our signature blend of wild fruits and berries is bursting with flavor. 2.99
- Huckleberry Lemonade**  
Wild mountain huckleberry hits one out of the park with the perfect balance between sweet and tart. 2.99
- Mango Lemonade**  
Go tropical with the sweet, juicy, refreshing taste of mango. 2.99
- You won't go dry here.**  
We offer free refills. (Yes, you read that right.)  
**Coca-Cola®**  
**Diet Coke®**  
**Sprite®**
- Iced Tea and Coffee**

Our handcrafted lemonades are made with **Minute Maid Lemonade!**

### Full Bar

We offer a wide selection of draft and bottled beer. Selection may vary by location. Check out our drink menu for our **wine, specialty cocktails and signature drinks.** [Sorry, no free refills on bar drinks.]

## CAN YOU TAKE THE HEAT?

Yes you can. Take home a bottle of your favorite **BUFFALO WILD WINGS**® sauce. Makes a great gift!

### Sweet BBQ™

Traditional BBQ sauce. Satisfyingly sweet.

### Teriyaki™

Terrifically tasty teriyaki sauce.

### Mild™

Classic wing sauce. High flavor, low heat.

### Parmesan Garlic™

Roasted garlic and Parmesan sauce with Italian herbs.

### Medium™

Classic wing sauce. Comfortably hot.

### Honey BBQ™

A sweet, sassy sauce. Savor the flavor.

### Spicy Garlic™

A tasty, spicy, garlicky good sauce.

### Asian Zing™

Sweet meets heat. A chili pepper, soy and ginger sauce.

### Caribbean Jerk™

Red peppers you love, island spices you crave. An exotic, delicious sauce.

### Hot BBQ™

Rich BBQ sauce with a touch of heat.

### Hot™

Classic wing sauce. Delicious flavor, exhilarating heat.

### Mango Habanero™

Feel the burn, savor the sweet. Two sensations, one sauce.

### Wild™

Classic wing sauce. Big flavor, blisterin' heat.

### Blazin'™

Keep away from eyes, pets, children. The hottest sauce we got.



Drink Responsibly. Drive Responsibly. Selection may vary by location.

We strive for 100% guest satisfaction. Please notify a member of management if you have any special dietary needs.

DIRECTV and the Cyclone Design Logo are registered trademarks of DIRECTV, Inc.

BOCA is a registered trademark of Kraft Foods.

©2010 BUFFALO WILD WINGS, Inc. All rights reserved. In case you don't, don't even think about copying this.

Tel: P10 021510



## KNOW THE STORY

Spread the word

It started with two guys driven by hunger. The year was 1982. Jim Disbrow and Scott Lowery had recently transplanted to Kent, Ohio from Buffalo, New York. All was fine until one day they started craving wings. Not just any wings, but authentic Buffalo, New York-style chicken wings. Problem was, there was nowhere to go. Hence the beginning of **BUFFALO WILD WINGS** (formerly known as bw-3®) — the grill and bar that serves up a healthy dose of fun along with wings spun in signature **BUFFALO WILD WINGS** sauces. Over 25 years, more than 600 locations and millions of wings later, **BUFFALO WILD WINGS** Grill and Bar continues to grow.

## SHOW YOUR SMARTS

Play Buzztime® Trivia! It's free, it's fascinating, it's competitive fun. Ask your server for a Buzztime® Playmaker, create your screen name and start competing. Sports trivia, music trivia, entertainment trivia, general knowledge (you have some, right?). Answer the questions — quickly — and see if you can beat the person at the next table. Did we mention you're competing nationwide?

Caution: May be habit forming.

## GIVE A GIFT

The gift everyone craves. A **BUFFALO WILD WINGS** gift card. Easy to give, great to get. Just ask your server, specify the amount (c'mon, be generous), and your shopping is done. It's that easy.

## TAKE THE FLAVOR HOME

Eat it here. Eat it at home. Everything on this menu is available for takeout. Including bottles of our signature sauces. (No more excuses for your sorry home cooking.)

DIRECTV® Programming Shown Here



WRAPS VS. **WINGS** BURGERS  
BATTLING FOR YOUR TASTE BUDS



# SAUCE APPEAL

★★★★★★★★★★★★★ 14 Signature Sauces

Make a choice — today. Then change it tomorrow. Here at **BUFFALO WILD WINGS®** Grill & Bar we have over a dozen signature sauces to spice up your world.

Want more variety? Try additional **BUFFALO WILD WINGS** sauces on the side.

Smilin' ←

Sizzlin' →

→ Screamin'®



## STARTERS & SNACKS

### ★ The Sampler\*

This is an all-star treat: boneless wings spun in your favorite **BUFFALO WILD WINGS®** sauce, mozzarella sticks, onion rings and nachos. Served with marinara sauce, Southwestern Ranch dressing and your choice of Bleu cheese or Ranch dressing. 11.19

### ★ Pulled Pork Slammers™

Tossed in your favorite **BUFFALO WILD WINGS** sauce with French fries and a side of 'slaw. 7.49

### ★ Cheeseburger Slammers™

Slam back this tasty trio of bite-sized burgers. Topped with cheese and served with French fries, they cover all the bases. 7.49

### ★ Chicken Tender Slammers™

Mild or Wild? You call it! A terrific trio of breaded chicken Buffalo Tenders™ drizzled with your favorite **BUFFALO WILD WINGS** sauce. Served with French fries. 7.49

### ★ Chips & Salsa 3.49

### ★ Crispy Southwest Dippers\*

Golden-crisp tortilla dippers filled with fajita-spiced chicken, Pepper Jack cheese, tomatoes, onions, jalapeños, corn and black beans. Served with Southwestern Ranch dressing. 5.19

### ★ Roasted Garlic Mushrooms

Breaded, fried, whole-button mushrooms. Served with Ranch or Southwestern Ranch dressing. 5.19

### ★ Ultimate Nachos

Step up to the plate. Tortilla chips, chili, pico de gallo, shredded lettuce, jalapeños, queso sauce and salsa. 6.89  
With chicken 7.89

### ★ Popcorn Shrimp\*

Our signature peppercorn-garlic shrimp is a perfect match-up for your hunger. Enjoy a 3/4 pound basket with your favorite **BUFFALO WILD WINGS** sauce. 7.49  
Weight determined before cooking.

### ★ Mini Corn Dogs

Maximum taste. Served with Honey Mustard sauce. 5.19

### ★ Mozzarella Sticks

Served with marinara sauce. 5.19

### ★ Queso Chili Fries

Natural-cut fries topped with queso sauce and chili. 4.99

### ★ Chicken Quesadilla

A grilled flour tortilla stuffed with Cajun seasoned, grilled chicken, pico de gallo and a blend of cheeses. Served with lettuce and sour cream. 6.19

### ★ BBQ Nachos

Tortilla chips with hickory-smoked, pulled pork tossed in our signature Honey BBQ™ sauce, topped with pico de gallo, jalapeños and queso sauce. Served with salsa. 8.19

### ★ Chili Con Queso Dip

A winning blend of queso sauce and chili served with tortilla chips. 5.69

### ★ Naked Tenders®\*

Get things started with these juicy, grilled chicken tenders seasoned to perfection. Six Naked Tenders® served with your favorite **BUFFALO WILD WINGS** sauce. 7.19

## SIDES

### ★ Potato Wedges

Sour cream and chive flavored potato wedges.  
Basket 4.19  
Basket with cheese 4.99  
Regular 2.49  
Regular with cheese 2.99

### ★ Onion Rings

Served with Southwestern Ranch dressing.  
Basket 6.99  
Regular 3.99

### ★ French Fries

Natural-cut French fries.  
Basket 3.19  
Regular 2.19

### ★ Buffalo Chips™

You have the green flag to enjoy these crisp natural-cut potato slices.  
Basket 4.19  
Basket with cheese 4.99  
Regular 2.49  
Regular with cheese 2.99

★ Team Favorite

## GREAT CALL! TEMPTING TENDERS & POPCORN SHRIMP

### ★ Naked Tenders®

Juicy, grilled chicken tenders seasoned to perfection and served with your favorite **BUFFALO WILD WINGS** sauce. You can't bare not to eat these.  
6 Naked Tenders® 8.99  
4 Naked Tenders® 7.19

### ★ Chicken Tenders

Original all-white chicken Buffalo Tenders™ lightly breaded and cooked until crispy. Served with your favorite **BUFFALO WILD WINGS** sauce.  
6 Tenders 8.99  
4 Tenders 7.19

### ★ Popcorn Shrimp

A half pound of our signature peppercorn-garlic shrimp. Served with your favorite **BUFFALO WILD WINGS** sauce. 7.19  
Weight determined before cooking.

Served with French fries. Substitute a side salad or onion rings for 99¢ each. Substitute Buffalo Chips™ or potato wedges for 50¢ each.

\*Consuming raw or undercooked meats, poultry or seafood may increase your risk of foodborne illness. If you have a food allergy, please speak to the owner, manager, chef, or your server.

## SAUCE-SPUN WINGS®

### ★ Traditional Wings

We are the undisputed champions in our class. Award-winning Buffalo, New York-style wings — spun in your favorite **BUFFALO WILD WINGS®** sauce. Served with your choice of celery, Bleu cheese or Ranch dressing.\*

### ★ Boneless Wings

First-place taste with less mess. Lightly breaded all-white chicken cooked golden-crisp and spun in your favorite **BUFFALO WILD WINGS** sauce. Served with your choice of celery, Bleu cheese or Ranch dressing.\*

6 Wings	4.99
12 Wings	8.49
18 Wings	12.19
24 Wings	16.29
30 Wings	20.99

8 Boneless Wings	7.29
12 Boneless Wings	8.99
24 Boneless Wings	17.49
30 Boneless Wings	24.99

\*Celery, Bleu cheese and Ranch dressing are not included on Wing Tuesdays® and Boneless Thursdays®. Wing Tuesdays® and Boneless Thursdays® available at participating locations.

## BEEFY BURGERS

### ★ Black & Bleu Burger

You should see the other burger. Seasoned with Cajun spices for that bayou bite, topped with Bleu cheese dressing. 7.69

### ★ Cheeseburger Slammers™

Three Cheeseburger Slammers and fries. 7.49

### ★ Bacon Cheddar Burger 7.69

### ★ Honey BBQ™ Bacon Burger

Topped with our signature Honey BBQ™ sauce, cheddar cheese and bacon. 7.69

### ★ Chili Queso Burger

Our beefy burger smothered with warm queso sauce, chili and shredded cheddar jack cheese. 7.69

### ★ Big Jack Daddy Burger™

We pile hickory-smoked pulled pork, fried onion rings, cheddar jack cheese and our signature Honey BBQ™ sauce on an already mouthwatering burger. 8.49

### ★ Cheeseburger

Just specify cheddar, Pepper Jack or Swiss. This is a true champion. 7.19

Our delicious burgers are seasoned and prepared medium-well. Served on a Kaiser roll with lettuce, tomato, onion and French fries. Substitute a side salad or onion rings for 99¢ each. Substitute Buffalo Chips™ or potato wedges for 50¢ each.

## RIBS & COMBOS

### ★ Ribs & Chicken Tenders

You simply can't beat 'em. A half pound of delicious glazed and grilled ribs and our original all-white, breaded, crispy chicken Buffalo Tenders™. 10.99

### ★ Ribs & Popcorn Shrimp

A half pound of glazed and grilled ribs and our signature popcorn shrimp. 10.99

### ★ Boneless Wings & Traditional Wings

Our signature boneless and traditional wings spun in your favorite **BUFFALO WILD WINGS** sauce. Served with your choice of celery, Bleu cheese or Ranch dressing. 11.99

### ★ Chicken Tenders & Popcorn Shrimp

Our original all-white, breaded, crispy chicken Buffalo Tenders™ and our signature popcorn shrimp. 10.99

### ★ Ribs & Boneless Wings

This is a slam-dunk. A half pound of hunger-satisfying glazed and grilled ribs and our signature boneless wings spun in your favorite **BUFFALO WILD WINGS** sauce. Served with your choice of celery, Bleu cheese or Ranch dressing. 11.99

### ★ Ribs & Traditional Wings

A half pound of lip-smackin', glazed and grilled ribs and our signature traditional wings spun in your favorite **BUFFALO WILD WINGS** sauce. Served with your choice of celery, Bleu cheese or Ranch dressing. A winning combination. 11.99

### ★ Ribs & More Ribs

A meal for the record books. A full pound of our glazed and grilled ribs. 13.99

### ★ Popcorn Shrimp & Fish

Our signature popcorn shrimp and crispy white fish filets. 10.99

Served with your favorite **BUFFALO WILD WINGS** sauce, coleslaw and French fries. Substitute a side salad or onion rings for 99¢ each. Substitute Buffalo Chips™ or potato wedges for 50¢ each.

## WILD FLATBREADS™

### ★ Buffalo Chicken

The taste of Buffalo wings, in for a landing! Crispy flatbread covered with a blend of our signature Spicy Garlic™ sauce and Bleu cheese dressing, chicken, fresh celery bits and mozzarella cheese. 7.29

### ★ Parmesan Garlic™ Chicken

For those who crave full-out flavor. Crispy flatbread topped with chicken and mozzarella cheese over our signature Parmesan Garlic™ sauce. 7.29

### ★ Honey BBQ™ Chicken

Pico de gallo adds fresh flavor to our signature Honey BBQ™ sauce atop a crispy flatbread with chicken and mozzarella cheese. 7.29

first round pick

## WRAPS & BUFFALITOS®

### ★ Southwest Chicken Queso Wrap

Seasoned, grilled chicken smothered in queso and Southwestern Ranch dressing with lettuce and pico de gallo. 6.99

### ★ Buffalo Ranch Chicken Wrap

Crispy chicken Buffalo Tenders™ topped with our signature Medium™ sauce and Ranch dressing with lettuce, tomato and a blend of cheeses. May the best meal win (that would be this one). 6.99

### ★ Chicken Tender Wrap\*

Ace your taste. Crispy chicken Buffalo Tenders™, a blend of cheeses, lettuce, tomato and your favorite **BUFFALO WILD WINGS** sauce. 6.99

### ★ Chicken Caesar Wrap

Crowd-pleasing seasoned, grilled chicken in a flour tortilla filled with romaine lettuce, Parmesan cheese and Caesar dressing. 6.99

### ★ Grilled Chicken Wrap

Take the checkered flag with this large flour tortilla stuffed with our juicy, seasoned, grilled chicken, a blend of cheeses, lettuce, tomato and your favorite **BUFFALO WILD WINGS** sauce. 6.99

### ★ Grilled Chicken Buffalitos®

Two soft flour tortillas with seasoned, grilled chicken, lettuce, pico de gallo, a blend of cheeses, sour cream and your favorite **BUFFALO WILD WINGS** sauce. 6.99

All wraps and Buffalitos® served with tortilla chips and salsa. Substitute a side salad or onion rings for 99¢ each. Substitute Buffalo Chips™ or potato wedges for 50¢ each.

★ Team Favorite

## SATISFYING SANDWICHES

### ★ Buffalo Ranch Chicken Sandwich

Give your taste buds something to celebrate with our breaded, all-white chicken breast cooked golden-crisp, topped with Swiss cheese, Ranch dressing and our signature Medium™ sauce. 7.29

### ★ Jerk Chicken Sandwich

Grilled chicken breast with a roasted garlic rub topped with our signature Caribbean Jerk™ sauce and Bleu cheese dressing. Okay, you can stop snickering now. It's really good. 7.29

### ★ Boca® Burger 6.79

### ★ Pulled Pork Sandwich

Hickory-smoked, hand-pulled pork tossed in your favorite **BUFFALO WILD WINGS** sauce. Lettuce, tomato and onion served upon request. 7.29

### ★ Honey BBQ™ Bacon Chicken Sandwich

Seasoned, grilled chicken breast with crispy bacon, our signature Honey BBQ™ sauce and cheddar cheese. Go wild. 7.29

### ★ Pulled Pork Slammers™

Three Pulled Pork Slammers, fries and coleslaw. 7.49

### ★ Grilled Chicken Sandwich

You call the shots. Choose your sauce. Seasoned, grilled chicken breast topped with your favorite **BUFFALO WILD WINGS** sauce. 6.99

### ★ Chicken Tender Slammers™\*

Three breaded chicken Buffalo Tenders™ drizzled with your favorite **BUFFALO WILD WINGS** sauce. Served with French fries. 7.49

### ★ Crispy Fish Sandwich

Dive into these white fish filets, cooked golden-crisp and served with tartar sauce on the side. 7.79

Served hot on a Kaiser roll with lettuce, tomato, onion and French fries. Substitute a side salad or onion rings for 99¢ each. Substitute Buffalo Chips™ or potato wedges for 50¢ each.

★ Team Favorite

EVERY CHOICE IS A WINNER

**RESOLUTION NO. P.C. 15-XX**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LODI APPROVING THE REQUEST OF BLAZIN WINGS INC - BUFFALO WILD WINGS RESTAURANT FOR A USE PERMIT FOR A TYPE 47 ABC LICENSE TO ALLOW THE SALE OF BEER, WINE AND SPIRITS AT LODI SHOPPING CENTER, SOUTHWEST CORNER OF W. KETTLEMAN LANE AND LOWER SACRAMENTO ROAD**

- WHEREAS**, the Planning Commission of the City of Lodi has heretofore held a duly noticed public hearing, as required by law, on the requested Use Permit, in accordance with the Lodi Municipal Code, Section 17.74; and
- WHEREAS**, the project proponents are Blazin Wings, Inc., Buffalo Wild Wings Restaurant, 5500 Wayzata Boulevard Suite 1600, Minneapolis, MN 55416; and
- WHEREAS**, the project parcel is owned by BDC III LP (Browman Development Company, Inc., 1556 Parkside Drive, Walnut Creek CA 94596; and
- WHEREAS**, the project is located at Lodi Shopping Center - Sunwest Village Shopping Center, southwest corner of W. Kettleman Lane and Lower Sacramento Road, Lodi, CA 95240, APN: 058-030-13; and
- WHEREAS**, the property has a General Plan designation of Commercial and is zoned Community Commercial; and
- WHEREAS**, Census Tract 41.06 in which the proposed restaurant is to be located is over concentrated of licenses allowing on premise consumption of alcoholic beverages; and
- WHEREAS**, because Census Tract 41.06 has an over-concentration of On-sale beer, wine and spirits alcohol licenses, the Planning Commission must make a finding of necessity and/or public convenience in order to permit the issuance of an additional Alcohol Beverage Control license in this tract; and
- WHEREAS**, based upon the facts and analysis presented in the staff report, and public testimony received and subject to the conditions of approval listed below, the Planning Commission finds that the establishment, maintenance or operation for the requested use or building applied for, will not, under the circumstances of this particular case, be detrimental to the health, safety, morals, comfort, convenience and general welfare of the persons residing or working in the neighborhood of such proposed use, or be injurious or detrimental to property and improvements in the neighborhood or to the general welfare of the City; and
- WHEREAS**, all legal prerequisites to the adoption of this Resolution have occurred; and

Based upon the evidence within the staff report and project file the Planning Commission finds:

1. The project was found to be Categorically Exempt according to the California Environmental Quality Act Section 15321, Class 21. The project is classified as an "Enforcement action by regulatory agencies" because it is the "adoption of an administrative decision or order enforcing or revoking the lease, permit, license, certificate, or entitlement for use or enforcing the general rule, standard, or objective." No significant environmental impacts are anticipated and no mitigation measures are required.
2. The proposal involves a new restaurant in an existing building located within the Community Commercial Zoning District, which allows sale of alcohol for on-site consumption in accordance with Development Code Section 17.22.030.

3. The intent of the Community Commercial zoning district is to provide for a range of uses, emphasizing high quality development, and to encourage a wide range of commercial uses that serve the public. The proposal is consistent with this intent.
4. The General Plan land use designation for this area is Community Commercial zoning district, which provides for sale of alcohol. The proposed sale of beer, wine and spirits in conjunction with a restaurant operation is the type of business allowed by the General Plan.
5. The sale of alcoholic beverages as part of a restaurant is required by the State Department of Alcoholic Beverage Control to be secondary to food sales. Sale of alcohol in conjunction with a restaurant is a common way to increase sales and is therefore, consistent, with the General Plan.
6. The proposed sale of alcohol in conjunction with a restaurant operation is compatible with existing and future land uses in the immediate vicinity of the project area. The sale of alcohol in a restaurant is consistent with other commercial uses, such as the one proposed, in accordance with Land Use Policy subject to a discretionary review.
7. The sale of alcoholic beverages for on-premise consumption is a normal part of business operations for a restaurant and provides a convenience for customers of the business. The proposed use is surrounded by other complementary uses that cater to the local and tourist trade.
8. The proposed use complies with all requirements as set forth for the issuance of this Use Permit, in that the site is adequate in size, shape and topography for the proposed use, consisting of an existing building and restaurants and other commercial uses operate in this area.
9. The proposed use, as conditioned, will not have an adverse effect upon the use, enjoyment or valuation of property in the neighborhood because the proposed use will be located within an existing building with no additions to the footprint of the building.
10. The characteristics of the proposed sale of alcohol in a restaurant operation are customary for these types of businesses. In accordance with ABC requirements, receipts from alcohol sales shall not be in excess of food sales receipts.
11. It is found that the sale of alcoholic beverages as part of a restaurant is a convenience that does not typically create alcohol related problems.
12. The proposed use would not have a substantial adverse economic effect on nearby uses because operation of a restaurant in accordance with applicable laws and under the conditions of this Use Permit is anticipated to be an economic benefit to the community.
13. Steps will be taken by the Applicant/Operator to reduce the number of incidents resulting from the over-consumption of alcohol including the proper training and monitoring of employees serving alcohol; the careful screening of IDs of customers to avoid sales to under-aged individuals; limiting the number of drinks sold to individual customers to avoid over-consumption; providing properly trained on-site security to monitor customer behavior both in and outside of the establishment; and working with the Lodi Police Dept. to resolve any problems that may arise.
14. The proposed use would not be detrimental to the general welfare of persons residing and working in the immediate vicinity, the neighborhood or the community at large because the sale of alcohol with a restaurant operation is not associated with detrimental impacts to the community.

**NOW, THEREFORE, BE IT DETERMINED AND RESOLVED** by the Planning Commission of the City of Lodi that Use Permit Application No. 2015-04 U is hereby approved, subject to the following conditions:

Community Development - Planning

1. The applicant/project proponent and/or property owner and/or developer and/or successors in interest and management shall, at their sole expense, defend, indemnify and hold harmless the City of Lodi, its agents, officers, directors and employees, from and against all claims, actions, damages, losses, or expenses of every type and description, including but not limited to payment of attorneys' fees and costs, by reason of, or arising out of, this Use Permit approval. The obligation to defend, indemnify and hold harmless shall include, but is not limited to, any action to arbitrate, attack, review, set aside, void or annul this Use Permit approval on any grounds whatsoever. The City of Lodi shall promptly notify the developer of any such claim, action, or proceeding and shall cooperate fully in the defense.
2. The applicant/project proponent and/or property owner and/or developer and/or successors in interest and management shall operate the project in strict compliance with the approvals granted herein, City standards, laws, and ordinances, and in compliance with all State and Federal laws, regulations, and standards. In the event of a conflict between City laws and standards and a State or Federal law, regulation, or standard, the stricter or higher standard shall control. Material violation of any of those laws in connection with the use may be cause for revocation of this Use Permit.
3. Starting from the effective date the business commences the sale of beer, wine and distilled spirits, this Use Permit shall be subject to a six-month and one-year review by Community Development Department and/or the Police Department. If the Community Development Department/Police Department determines it necessary, the Use Permit shall be subject to review by the Planning Commission to consider the business's operation for compliance with the conditions of the Use Permit, and in response to any legitimate complaints thereafter. Further, the City reserves the right to periodically review the area for potential problems. If problems (on-site or within the immediate area) including, but not limited to, public drunkenness, the illegal sale or use of narcotics, drugs or alcohol, disturbing the peace and disorderly conduct result from the proposed land use, the Use Permit may be subject to review and revocation by the City of Lodi after a public hearing and following the procedures outlined in the City of Lodi Municipal Code. Additional reviews may be prescribed by the Community Development Department, the Police Department and/or Planning Commission as needed during and after the one year probationary period.
4. If operation of this use results in conflicts pertaining to parking, noise, traffic, loitering, public safety or other impacts, at the discretion of the Community Development Department, this conditional use permit may be referred to the Planning Commission for subsequent review at a public hearing. If necessary, the Commission may modify or add conditions of approval to mitigate such impacts, or may revoke said conditional use permit bound upon applicable findings.
5. The City Council, Lodi Police Department, the Planning Commission and City staff may, at any time, request that the Planning Commission conduct a hearing on this Use Permit for the purpose of amending or adding new conditions to the Use Permit or to consider revocation of the Use Permit if the Use Permit becomes a serious policing problem.
6. The Applicant/Operator and/or successors in interest and management shall insure that the sale of alcohol does not cause any condition that will cause or result in repeated activities that are harmful to the health, peace or safety of persons residing or working in the surrounding area. This includes, but is not limited to: disturbances of the peace, illegal drug activity, public intoxication, drinking in public, harassment of people passing by, assaults,

batteries, acts of vandalism, loitering, excessive littering, illegal parking, excessive loud noises, traffic violations or traffic safety based upon last drink statistics, curfew violations, lewd conduct, or police detention and arrests.

7. All owners, managers and employees selling alcoholic beverages shall undergo and successfully complete a certified training program in responsible methods and skills for selling alcoholic beverages. The certified program must meet the standards of the California Coordinating Council on Responsible Beverage Service or other certifying/licensing body, which the State may designate. The establishment shall comply with the requirements of this section within 30 calendar days of effective date of this Use Permit. Records of each owner's, manager's and employee's successful completion of the required certified training program shall be maintained on the premises and shall be presented upon request by a representative of the City of Lodi. The business owner shall be responsible for on-going training to accommodate changes in personnel.
8. No person who is in a state of intoxication shall be permitted within the business nor shall an intoxicated patron be sold additional alcoholic beverages. It is the responsibility of the business owner/operator to ensure no patron in state of intoxication is allowed into the premise.
9. Prior to commencement of the use, the applicant shall prepare and submit a practical program for controlling litter, spills, and stains resulting from the use on the site to the Community Development Department for review and approval. The program shall include a detailed time frame for the policing and cleanup of the area in front of the subject tenant space. Failure to comply with that program shall be considered a violation of the Use Permit and shall be subject to administrative remedy in accordance with Chapter 17.72 and Chapter 17.88 of the City of Lodi Municipal Code.
10. The subject property and its immediate surrounding shall be maintained neat and clean at all times. The subject property and its immediate surrounding shall be maintained free from debris and graffiti at all times. The property owner shall remove any debris or graffiti within 24-hours upon notification by the City. Litter on the site and any litter scattered on nearby property, streets, and sidewalks shall be removed daily. If necessary, the applicant shall steam clean the project site and its immediate surrounding premises as often as needed.
11. In the event of graffiti or other extraneous markings occurring, the applicant/operator and/or successors in interest and management shall remove or cover said markings, drawings, or signage within 24 hours of such occurrence, weather permitting. Paint utilized in covering such markings shall be of a color that matches, as closely as possible, the color of the adjacent surfaces.
12. Any change in operational characteristics, expansion in area or other modification to the approved plans shall require an amendment to this Use Permit or the processing of a new Use Permit.
13. The applicant/project proponent and/or property owner and/or developer and/or successors in interest and management shall be responsible for the control of noise generated by the subject facility including, but not limited to, noise generated by patrons and employees. All noise generated by the proposed use shall comply with the provisions of Chapter 9.24 and other applicable noise control requirements.
14. If alcohol is allowed outside the restaurant on a patio area, it must be within a fenced area per ABC requirements.
15. The applicant shall obtain Operational Permits from the Lodi Fire Department, Fire Prevention Bureau. The Operational Permits shall be obtained prior to commencement of

sale of alcohol. The Fire Department may be contacted at 25 East Pine Street, Lodi, CA 95240-2127. Phone Number (209) 333-6739.

Community Development - Building - General Comments:

16. Any changes to the existing building, which are regulated by the current codes, shall require a building permit. All plan submittals shall be based on the City of Lodi Building Regulations and currently adopted 2013 California Building code. Please review our policy handouts for specific submittal procedures.
17. Plans shall provide occupant load calculations for the space, as per 2013 CBC, Section 1004.
  - Occupant load for areas without fixed seats is based on square footage divided by the appropriate occupant load factor from 2013 CBC, Table 1004.1.2
  - Office areas: 100 gross sqft/person
  - Stock, Storage, Shipping: 300sqft/person
  - Dining and Lounge (Assembly) Area: Table & Chairs 15sqft/person, Chairs 7sqft/person, Standing areas 5sqft/person
  - Kitchen/Staff/Serving areas 200sqft/person
18. If the calculated occupant load exceeds 49, the following requirements will need to be addressed:
  - a. The occupancy classification for this space will change to an A-2. It shall be demonstrated that the A-2 occupancy is allowed in the building based on construction type, square footage and 2013 CBC, Table 503
  - b. Plans shall show that the building qualifies for non-separated occupancies under 2013 CBC, Section 508.3.3 or show fire rated occupancy separation walls as specified by 2013 CBC, Table 508.4.
  - c. Two exits shall be required. Exit doors shall be equipped with panic hardware and show swing in the direction of egress travel. 2013 CBC, Sections 1008.1.2, 1008.1.10
  - d. Exit doors shall be separated by minimum of 1/2 the diagonal distance of the area served in non-sprinklered buildings or minimum of 1/3 the diagonal distance of the area served in sprinklered buildings. 2013 CBC, Section 1015.2.1
  - e. Egress shall not pass through kitchens, storage rooms, closets or spaces used for similar purposes. 2013 CBC, Section 1014.2 (4)
  - f. Emergency egress illumination, with back up power supply, shall be provided for all area discharge elements and the exterior landings. 2013 CBC, Section 1006
  - g. Illuminated exit signs shall be provided. 2013 CBC, Section 1011
  - h. Occupant load sign shall be provide at or near the main entrance. 2013 CBC, Section 1004.3
  - i. The rear door is now a required exit and is required to provide an accessible path of travel to the public way (alley, sidewalk or street). 2013 CBC, Sections 1027.5, 11B-206.4, 11B-206.4.1
19. The construction of walls and installation of equipment may require alterations to the existing fire sprinkler system. The Fire Sprinkler system alterations shall be submitted under a separate permit and cover to the Building Department by a C-16 licensed contractor.
20. Apply for required operational permits at the Lodi Fire Department. Approval of required operational permits required prior to building permit issuance. 2013 CFC, Section 105.6
21. Scullery/dishwashing sinks and/or dishwashing machines shall be connected directly to the drainage system and a floor drain shall be provided adjacent to such fixtures and the fixture shall be connected on the sewer side of the floor drain trap. 2013 CPC, Section 704.3

22. Unless the building meets one of the exceptions of 2013 CPC, Section 422.2 (allowing a unisex restroom), separate toilet facilities shall be provided for each sex. Plumbing occupant load shall be calculated using the plumbing occupant load factor specified by 2013 CPC Table A for each area use. The required number of plumbing fixtures (water closets, urinals, lavatories) shall be provided, as specified for A-2 occupancies by 2013 CPC, Table 422.1.
23. A Type I hood is required over cooking appliances that create grease laden vapors (fryers, griddles, ranges, broilers, etc.). Type I hoods are required to be equipped with a UL-300 compliant wet chemical hood and duct fire suppression system. Hood and duct fire suppression system shall be submitted to the Building Department by a C-16 licensed contractor. 2013 CMC, Sections 507, 508, 509, 510 & 513
24. Plans to specify and show all sales, service and information counters are a maximum of 34" high or specify and show a minimum 36" wide counter area that is not more than 34" aff. 2013 CBC, Sections 11B-227, 11B-904.4
25. Plans to specify and show all sales, service and information counters are a maximum of 34" high or specify and show a minimum 36" wide counter area that is not more than 34" aff. 2013 CBC, Sections 11B-227, 11B-904.4
26. If food or drink is consumed at the counters or bars, plans shall specify and show a minimum 60" long counter area with a height not to exceed 34" with knee clearances at least 27" high x 19" deep. 2013 CBC, Section 11B-226.3
27. The California Building Code (Title 24 Section 11B-202) requires that existing buildings, when alterations are made, shall be verified for compliance with disabled access requirements. These requirements shall apply only to the specific area of alteration and shall include an accessible entrance, an accessible route to the altered area, at least one accessible restroom for each sex, telephones and drinking fountains (if existing), and when possible additional items such as parking, storage and alarms.  
If the construction costs of the alterations to the building are less than the current valuation threshold of \$139,934.00 and if the cost of the above listed accessibility upgrades are disproportionate (exceeds 20% of the project without the upgrades), then the required accessibility upgrades may be provided to the extent that is proportionate (20% of the valuation) as per 2013 CBC, Section 11B-202.4, Exception 8. In choosing which accessible elements to provide, priority should be given to those elements that will provide the greatest access.
28. The applicant shall obtain all required permits and licenses from the California Department of Alcoholic Beverage Control and the San Joaquin County Health Department prior to commencement of the use and maintain said permits at all times while the use is operating. Copies of all permits and licenses shall be submitted to the Community Development Department prior to commencement of the use.
29. Any fees due the City of Lodi for processing this Project shall be paid to the City within thirty (30) calendar days of final action by the approval authority. Failure to pay such outstanding fees within the time specified shall invalidate any approval or conditional approval granted. No permits, site work, or other actions authorized by this action shall be processed by the City, nor permitted, authorized or commenced until all outstanding fees are paid to the City.
30. No variance from any City of Lodi adopted code, policy or specification is granted or implied by this approval.

I certify that Resolution No. 15-XX was passed and adopted by the Planning Commission of the City of Lodi at a regular meeting held on March 11, 2015 by the following vote:

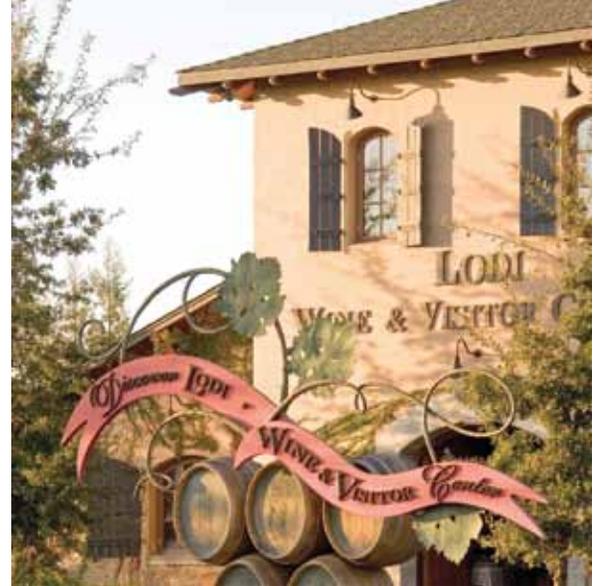
**AYES:** Commissioners:

**NOES:** Commissioners:

**ABSENT:** Commissioners:

**ATTEST** \_\_\_\_\_  
**Secretary, Planning Commission**

Item 4a.



OUR VISION OF LODI'S ECONOMIC FUTURE

# ***Are You Ready to Take Your Business to the Next Level?***



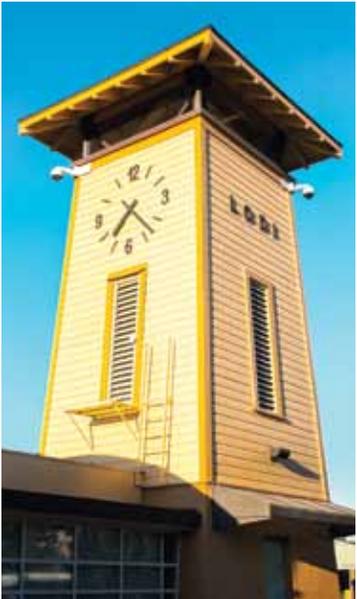
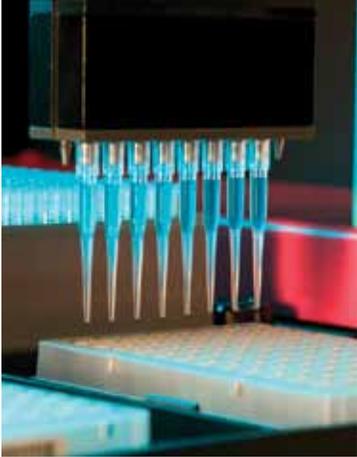
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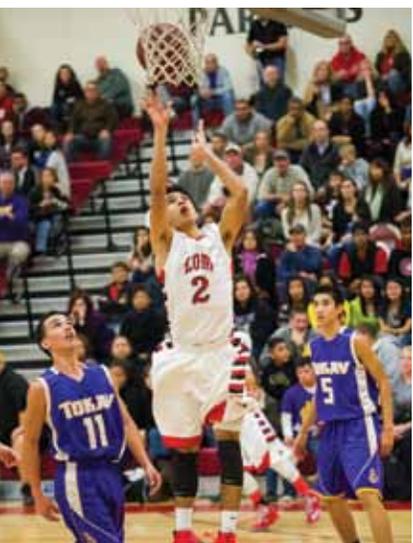




# vision2020

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Welcome to *Our Vision of Lodi's Economic Future*. You are holding in your hands the work of over 70 Chamber member business owners from both inside and outside the city limits, also elected city and county officials, city management staff, Lodi Unified School District administrators and key community stakeholders. This first project report of *Vision 2020* is the volunteers' combined vision of what they would like to see Lodi "be like, look like, and work like" in 2020, as well as their "must haves" for the community's economic improvement for all Lodians.

This project was conceived, facilitated by, and will be managed in the future by the Lodi District Chamber of Commerce's Board of Directors. Why are we creating this report now? The answer is, we have no choice. We believe there are great economic challenges ahead for Lodi businesses and all citizens. Some of these have been created externally and are being faced in cities across our country. Others are home grown issues that need our attention. To address all of the above, we decided to focus on five economic areas for the *Vision 2020* project.

The good news is, there are many reasons to be hopeful because of opportunities we see in the future. To take advantage of these, however, we must all work together for our common prosperity and economic improvement. In this report, there are 16 major strategies and 55 measurable action plans identified to help strengthen our local economy. As you read, stay mindful of where you might fit in and what you can do to help improve our economy. Our great community did not happen by accident; this strong local economy and extraordinary quality of life will only continue with a plan. Working together, we will cause great things to happen.

Cordially,

Tiffany Gomes  
2014 Chamber Board Chair  
President, Classic Design Floor to Ceiling

Pat Patrick  
President, CEO  
Lodi District Chamber of Commerce

In the Spring of 2014, the Chamber Board led several task force groups focusing on key economic elements within our community. These elements need to work and work well to bring greater success to Lodi, our collective businesses, and all citizens. The Board assembled several dozen successful business owners, city managers leading organizations and stakeholders to discuss and answer questions such as:

- What do we want Lodi to be like in the year 2020?
- What needs to happen Downtown to make it more of a destination?
- What do we need more of, or less of, to be more successful?
- With increased competition for jobs, how do we attract the next workforce, workers with the needed skills and education insuring a stronger local economy?
- How can we partner with education to help them produce a work-ready employee?
- How can we secure a San Joaquin Delta College campus?
- Where are we going as a community and how do we get there?
- Are there enough good paying jobs in Lodi?
- Should we be growing faster?
- Are we attracting new employers?



The Chamber sings the praises of our attractive community perhaps more than most, it is our job. We are very proud of what we have, which was given to us by generations of Lodians who came before us. However, the key word for the Chamber in many of the major issues facing Lodi today is attractiveness.

- How attractive are we today?
- Do we attract visitors from Highway 99 and Interstate 5?
- How about welcoming signs that point the way to Hutchins Street Square, Lodi Lake, Downtown, World of Wonders Museum and more?
- What else can we do to welcome the wine-tasting tourists that help our tax base?
- Are the sidewalks clean?

How many times have you heard an acquaintance or out of town friend say, "I've driven by Lodi for years on Highway 99 and never knew how attractive Lodi was, and what a nice downtown you have?" Those conversations are wake-up calls to us all.

- Are we attractive to prospective new employers?
- What must we change to become more attractive to a knowledge-based worker and tomorrow's workforce?
- How can we slow the brain drain?
- Are we as attractive as we can be in terms of livability, and are we as safe and healthy as we can be?

*"Our great community did not happen by accident; this strong local economy and extraordinary quality of life will only continue with a plan. Working together, we will cause great things to happen."*

- Tiffany Gomes  
2014 Chamber Board Chair  
President,  
Classic Design  
Floor to Ceiling

These attributes are factors that impress visitors, future employers and future residents. Attractiveness is interesting, fun, charming, appealing, healthy, stimulating, holds potential profits, being somewhere people want to be or come back to, maybe even never leave. Attractiveness is all these attributes and each one is important to Lodi.

We liken the *Vision 2020* effort as a challenge to a relay race where one runner passes the baton to the next. Already mentioned was the fact that we have a great community because of those who came before us. In the future will Lodi get better or will it decline in its overall quality of life and economic opportunity for its residents and business people? The Chamber believes "WE" are the answer, the hundreds of Lodi Chamber Members, their employees, as well as motivated citizens.

*"The future of Lodi's economic prosperity is quite possibly up to us... I say that because if not us, then who?"*

*Let's win this race!" - Pat Patrick, President/CEO,  
Lodi District Chamber of Commerce*



Lastly, we live in a time that demands we all work together "like never before," if we are to be a successful community moving forward. We all have been doing good things in our organizational silos. Education, Health care, the Business Community, City Government and other City Leaders need to come together in one big Lodi silo, working in a coordinated effort on the challenges before our City. There really is no other way. Therefore, if you lead an organization you are creating a part of Lodi's future. The Chamber challenges you and your business to work alongside us for a Lodi that will be better tomorrow than it is today.



The following pages contain a narrative of the five areas of economic challenge and opportunity.

- Workforce Development
- Economic Competitiveness
- Community Health
- Livability
- Tourism
- Business and Community Health



Each one of these challenges impacts each and every Lodi citizen, man, woman and child.

Please read this report with this question in mind: **"Where Can I help?"**

The Appendix, located at the end of this report contains vision statements for the five focus areas. These statements will become reality when specific strategies are accomplished.

To ensure their completion, multiple action steps have been identified along with timelines stretching over the next five and one-half years. This plan will get us on track to being a more economically stable community.



The year 2020 is just around the corner, a little over five years away from the time this report is published. There is no doubt we live in a community that has striven to provide its citizens good jobs, to be an attractive well-run city and overall providing an exceptional quality of life.

There is also no doubt we live in rapidly changing times; a faster-paced world, driven by technology and changing social fabric. Challenging times abound the world over. There is little we can do locally to control them, even though they impact our lives.

There are local challenges and issues the Chamber believes Lodi needs to tackle and work to change or do differently. The economic world around us demands we change if we are to maintain the cherished quality of life our citizens enjoy and in which there is much pride.

While we see some challenges ahead, we also see many opportunities, especially if we come together as a business community with a shared vision. Most of you subscribe and practice the success principle of setting goals, "You cannot hit a goal you don't see, right?" And at the Chamber, we subscribe to President Ronald Reagan's philosophy that, "No community will ever be much better than its business community causes it to be."

With this in mind, it seems logical that Lodi needs to set some economic direction and goals. And who better than the local business community to set these goals, since they create jobs.

By putting these two axioms together the Chamber Board believes now is the time to create an economic vision for Lodi, one with measurable annual goals between 2014 and 2020. Combating the "New Economy," influenced by global competition, dependable leadership in Congress and the California Legislature, less government funding for communities, and higher taxes, we are faced with multiple forces we as a community cannot control.

Therefore, it is all the more important to identify the assets and opportunities we can control and use to build and shape a stronger local economy going forward.

Perhaps to say it plainly, it is critical that Lodi's business and community leaders create a vision for Lodi's economic future.



"No community will ever be much better than its business community causes it to be."

- President Ronald Reagan

## Can You Find Lodi...

Which column is Lodi, A, B or C?	A	B	C
Percentage of People Living Below Poverty Level, 2007-2011	14.4%	16.7%	15.8%
Median Household Income, 2007-2011	\$61,632	\$53,764	\$49,318
Home Ownership Rate, 2007-2011	56.7%	60.7%	55.7%
Per Capita Income, 12 months, 2011 dollars	\$29,634	\$22,857	\$25,011
Percentage of High School Graduates	80.8%	76.6%	78%

Find the answers below.

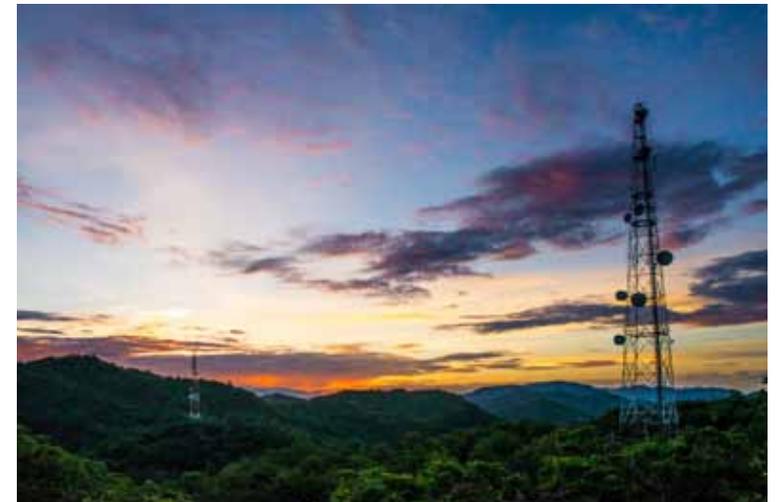
Approximately 17 percent of Lodi does not speak English making it difficult for over 10,000 Spanish-speakers to find a job paying more than minimum wage. This is a considerable economic challenge facing the community.

Lodi is a Slow-Growth community by voter choice in 1986, since then Lodi has never reached its two percent annual population cap. Records indicate the average growth has been about one-half-of-one percent. The Council of Governments estimates Lodi's growth between now and 2040 to be one-half of one percent, which is one-half of one percent.

Unfortunately, this growth rate cannot yield positive economic growth: it does not keep up with the rate of inflation; it will not attract new employers; and, it does not keep pace with the economic competition surrounding Lodi. Such pressures limit our collective quality of life with increased city taxes and subsequent negative impacts on public safety and services.

Additionally, the above factors makes our community less appealing to tourists, the upcoming workforce and entrepreneurs, people we economically need to be prosperous. Without the above revenue generators Lodi residents cannot help but see unwelcomed increases in their cost of living.

*Answer: Column A is the State of California, Column B is San Joaquin County and C is Lodi.*



Special Thanks to:  
**CCT Communications**  
 for providing the funding and resources to create this amazing publication contributing to our local community and it's vision of the future.



# workforce development

Workforce Development was chosen to be a focus in Vision 2020 because without skilled and knowledgeable employees our local economy will suffer tremendously. Developing adequate skilled workers is the only way Lodi will attract new employers. The uphill challenges we face are driven by inescapable factors, according to the \*PEW Research Center including:

- Fewer workers to fill jobs vacated by retiring Baby Boomers, some 10,000 per day for the next 16 years.
- A high school drop-out rate in the neighborhood of 20 percent.
- Only approximately 20 percent of the population goes on to graduate from post-secondary education, whether community college, or a four-year degree.
- Demographic shifts will see more people in Lodi being dependent on fewer who are working, many of whom make a lower wage.

## Dropping Out

Gallup has compiled research on numerous economic factors including why students drop out of high school. Here are their key findings:

- Students drop out when they lose hope of graduating
- The reason they lose hope is because they don't feel excited about what's next in their lives
- Having no vision or excitement for the future is the cause of dropping out of school
- Students need to be "rescued" before the moment they lose hope in the future

The Chamber's Partners In Education Committee (PIE), was designed to instill hope into high school students who are "at-risk" of dropping out and losing hope in their future.

This is not a public schools challenge . . . it is a whole city issue! We are not out to "fix schools", we're out to solve a "drop-out and loss of hope" problem! It will take our whole city to war against this – one student at a time.

Our Workforce Development Vision Action Team, (WFDVAT), noted one strategy must be to expose elementary school students to the concepts of having a job or running a business and what a career can do in terms of expressing themselves and adding meaning to their lives. What career exposure begins in the elementary grades must then be reinforced in middle school with greater job awareness.

*\*Pew Research Center is a non-partisan American think-tank that informs the public about issues, attitudes and trends shaping America and the world.*

By 2020,  
employers worldwide  
could face a shortage  
of 85 million high-and  
medium-skilled workers.

- McKinsey Global Institute



"Increasing hope isn't easy, but it can be done. But it has to be done locally, on a citywide basis rather than a national or state one. Only a local focus has a chance. "

- Jim Clifton

Gallup Chairman & CEO

Author, *The Coming Jobs War*





## Start Early

Students need to know what kinds of careers await them in their area of interest. At each grade level students should learn about different career choices from a variety of local business owners who will explain options, opportunities and the lifestyles they can create. This will help build hope for a successful life.

In high school, students move closer to the world of employment through career fairs and field trips to companies aligning with students' interests. Additionally, students must learn about Free Enterprise and entrepreneurship. Agendas for juniors and seniors include job shadowing and a "hire-me-first" program. All of this combined creates readiness for employment after graduation.

A parallel strategy the WFDVAT sees a need for is researching and identifying the job opportunities Lodi industry needs

to be able to provide for these "Hope-Full" students upon graduation from either high school, a two-year program at San Joaquin Delta College or a four-year institution. The global economy has moved to value the knowledge and skilled worker, because they are in short supply almost the world over. We want, and Lodi needs, high paying primary or base jobs. Economic base jobs are often referred to as primary jobs.

Primary jobs provide products and services produced by local residents and then sold outside the community bringing in new money into the local economy. Traditional base employment sectors or primary jobs include: tourism, agriculture, manufacturing, export services, and anyone working from home selling and billing clients. States and cities will fight to keep these jobs; and they are at the battleground of an economic war referred to as *The Coming Jobs War* by author and Gallup Chairman/CEO Jim Clifton.



28.2 percent is the number of San Joaquin County high school graduates completing all the courses required for admission to a University of California or California State University campus. State average is 38.3 percent.

- California Department of Education



By way of example, 50 years ago Lodi had quite a few foundry businesses. Today there is only one. Technology is creating new, exciting growth opportunities for plastic thermo-forming businesses manufacturing for the Health care industry. What are their skilled labor needs? And, how can we meet them with an adequate supply of locally

educated workers? Technology is driving all industries and workers must be able to solve problems, communicate, and be digitally literate.

The WFDVAT's last strategy is to develop a post-secondary schooling program to meet the employment needs for primary jobs. Students have reasons to hope as good paying jobs (between \$50,000 - \$70,000) are available in Lodi with graduation from a certificated two-year program at San Joaquin Delta College or a private career academy tailored to Lodi's primary job needs. Tourism, agriculture and health care workers can be included in a jobs academy program.

Thirty percent of U.S. students fail to graduate from high school in four years and the dropout rate is more than 50 percent for African-Americans and Hispanics. Additionally, 70 percent of fourth and eighth-grade students score below grade level in Math.

- McKinsey Global Institute



We must be able to predict what industries and jobs will be short of qualified workers in the future so we can strategically build program capacity and steer students and mid-career change candidates into those fields.



Today, we see employers struggle to boost productivity to stay competitive, while the bar for employees is being raised higher. To stay competitive, Lodi businesses must stay abreast of technology, invest in new equipment and operate with an educated and trained workforce.

The population pyramid on page 13, is one picture that tells many stories. The blue portion represents the baby boomers moving up to and soon through retirement. Notice the white space below the blue portion– that is the void of skilled knowledge workers because boomers did not have enough children to replace themselves and cover their jobs. This side of the pyramid is typical throughout the USA creating a zero sum labor market, and competition by employers and cities for skilled workers.

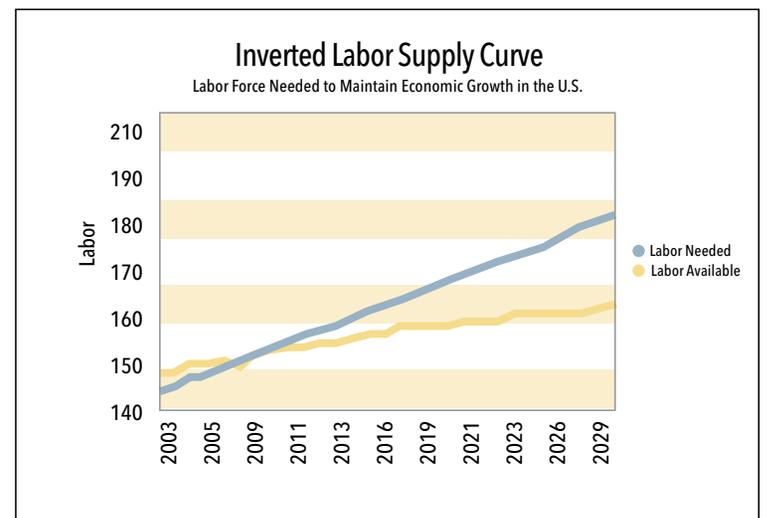
The right side of the pyramid is a challenge but also holds opportunities. The Hispanic population makes-up 40 percent of Lodi's population. According to a recent U.S. Department of Housing and Urban Development (HUD) study, 40 percent of Lodi's Hispanic population speaks only Spanish. This is perhaps our biggest challenge since there is a higher high school drop-out rate among Hispanics and of those graduating, fewer go on to complete college or a post-secondary trade program.

This could be a major economic problem for Lodi. One solution is to create a specific program with the goal of instilling in citizens the hope of a better job and better life.

Proficiency in English, Math and Communications, coupled with training in a career tech field can go a long way in filling skilled jobs vacated by Baby Boomers.

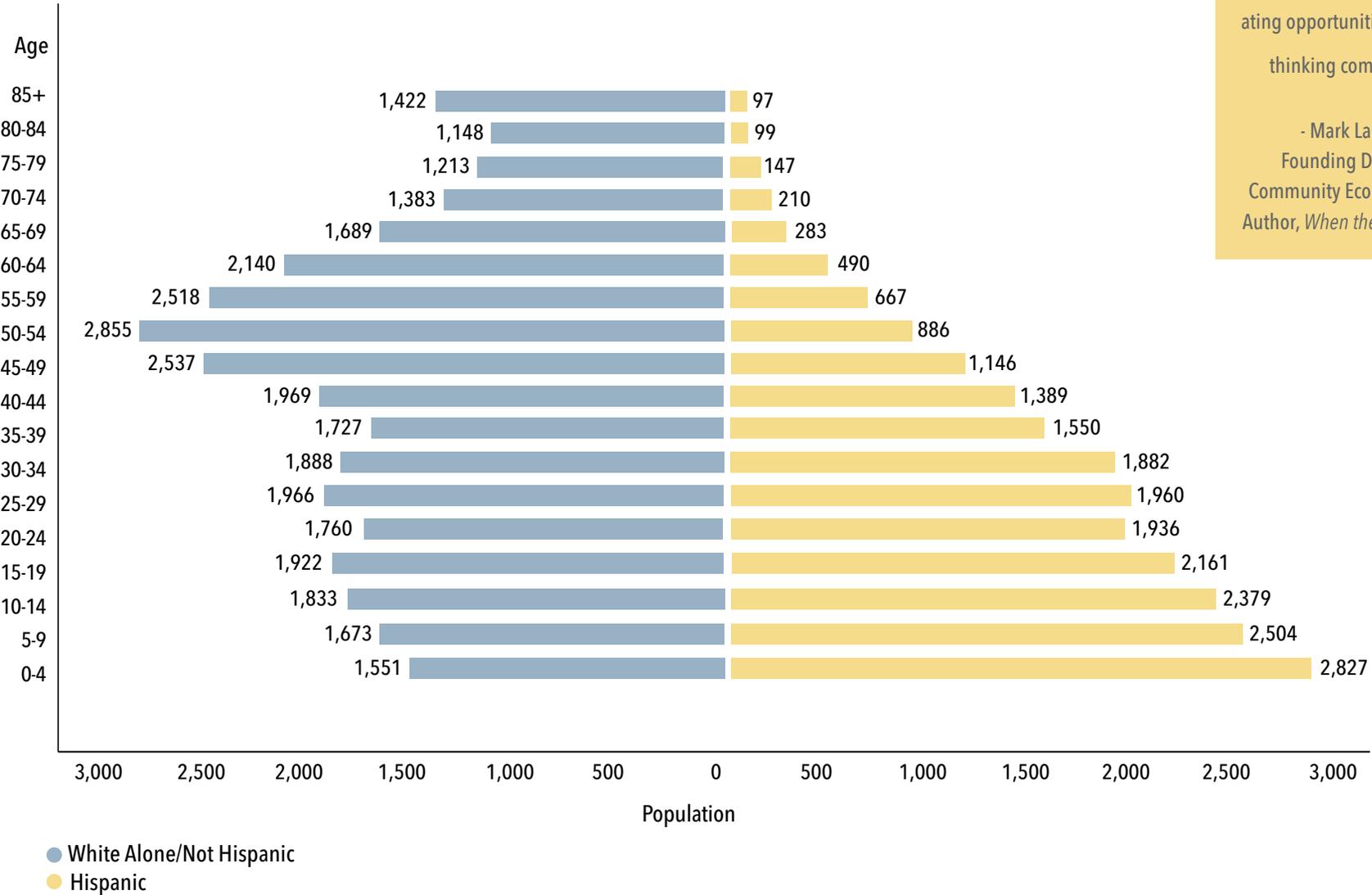
A recent survey found that 92 percent of executives believe there is a serious gap in workforce skills and nearly 50 percent are struggling to fill jobs today. In manufacturing alone, more than 600,000 jobs are currently unfilled. In other words, we have people without jobs and jobs without people.

- Chegg College and Career Resource



When the Boomers Bail, Mark Lautman

## Lodi White and Hispanic Age Distribution in 2010



“Hispanic birth rate is almost twice that of the general population. Hispanic educational attainment, however, is still much lower than the national average, creating opportunities for forward thinking communities.”

- Mark Lautman  
 Founding Director of  
 Community Economics Lab &  
 Author, *When the Boomers Bail*



## economic competitiveness

Lodi must look at itself with a critical eye and evaluate its economic competitiveness compared to other valley cities by answering questions such as:

- What are Lodi's obstacles to primary job creation?
- What is Lodi's plan for attracting new businesses to town?
- What has been done to cultivate existing businesses to expand job growth?

If we are being honest, not much has happened in these areas in the last 15 years.

There are presently about 12 good-sized parcels, the largest is about 22 acres located East of Highway 99 in the "industrial zone". When these are filled (an excellent goal to have accomplished by year 2020), industrial land will be all gone! We then will be years from expanding geographically to accommodate any additional industrial job growth. This is not good.

By 2020, we need to have plans approved and infrastructure on its way as we do not want to find ourselves "out of business" because we have no annexed land to develop for industrial expansion. As a city, that would be a very bad position in which to find ourselves.

In any visioning exercise, one begins with the end in mind, asking what do we want to be? In this case the Economic Competitiveness Vision Action Team's (ECVAT) vision says, "Lodi will attract investments, increasing our capacities and jobs resulting in improvement in our quality of life."

The ensuing strategies are all designed to achieve this vision. These strategies and actions will be measurable, thus showing improvement over time as the vision becomes a reality.

In order to have measurable outcomes, Lodi needs to have a clear understanding of where we are today. The graph on page 13 indicates our community population has drastically changed over the last 20 plus years, and as a result, Lodi faces some real stiff economic challenges.

### Operational Definition of Economic Development

$$E > P$$

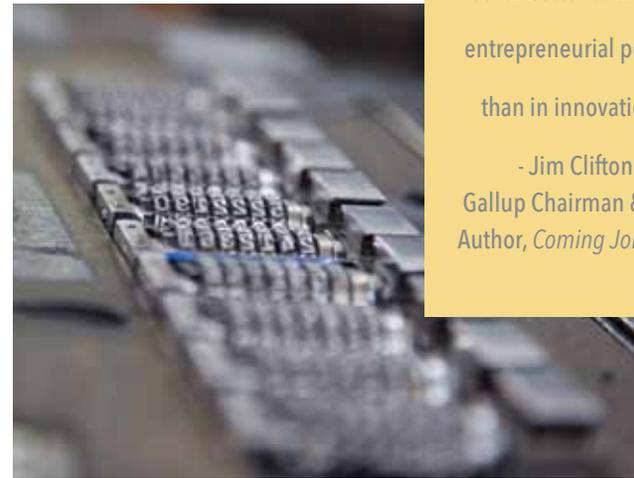
**E = Economy > P = Population  
2000-2010**

Lodi's Population Grew by 5,135  
A Growth Rate of 9% and Lost 242 jobs or 1% Net Growth Rate



"Cities have to create environments where job creation is highly encouraged, supported, mentored, and celebrated."

- Jim Clifton  
Gallup Chairman & CEO  
Author, *The Coming Jobs War*



"It's far better to invest in entrepreneurial people than in innovation."  
- Jim Clifton  
Gallup Chairman & CEO  
Author, *Coming Jobs War*

It is no surprise that the first needed strategy becomes the understanding of our current economic situation by all Lodi-ans, especially our elected officials and those running for City Council. The Chamber Board will determine the economic pressure points to be measured in the Vision 2020 project and report annually on the progress of the actions and strategies in this important area of understanding our economic challenges.

In the future, Lodi must attract businesses that create good, high-paying jobs. In order to do this, we must demonstrate we are the best place to live and provide a business-friendly and competitive environment. Businesses wanting to relocate do have choices.

Elk Grove, for example, is developing a new 1200 acre residential and business park. The area has a goal to attract 23,000 jobs. Galt has begun aggressively marketing and attracting new businesses to their industrial park. South County and Stockton are attracting almost 100 percent of businesses relocating to our County.

It's time for Lodi to get in the game with a strategy defined by our assets, positioning us differently, giving us a chance at an economically stronger future.

It is on this point the Chamber desires to form a partnership with the City, in order to attract primary job employers to fill the dozen empty parcels East of Highway 99 in the industrial zone.



A rough example of the plan would be to first identify any deficiencies or obstacles a business might find when considering Lodi, then do what we can to turn them into assets. At the same time, this public-private partnership would develop measurable deliverables.

Once prospective employers are identified, the City and business leaders will work together to encourage their relocation to Lodi. This is not revolutionary, but none of these activities are being done today. Not much has been done to encourage or cultivate needed job creation in Lodi with the exception of electric rate credits for businesses.





### Primary Jobs

- Manufacturing
- Agriculture
- Tourism, including leisure and business travel, conferences, destination recreation, and cultural arts tourism
- Export professional and business services
- Customer service centers
- Higher Education
- Research and development
- Regional offices
- Regional health care facilities
- Regional draw retailing
- State and county government

### Support Level Jobs

- Home building
- Commercial construction
- Most retail, except goods sold to tourists
- Most personal and professional services
- Restaurants (meals sold to locals)
- City government
- Recreation and entertainment
- Non-profit

Examples of primary job types for the Lodi study area. Our study area included North San Joaquin County including, Lockeford, Clements, Thornton and Lodi airport.



"Nationally, start-up new businesses, which are historically the key source of new jobs, are at their lowest point in 30 years."

- *Kansas City Star*  
May 21, 2014



"Seventy-five percent of all new jobs in every city in America are created in existing businesses."

- *United States Chamber of Commerce*

It is not uncommon that small and medium sized entrepreneurial business owners have new ideas, perhaps outside of their normal business activity. Sometimes these owners may not have the time, talent, resources, expertise or other factors needed to get the ball rolling on their idea.

Strategy three identifies a model to help these business owners grow and create new jobs. The model is called *Economic Gardening (EG)*. EG Programs have been implemented in many communities. The program knits together a resource team of practiced experts in various business disciplines whose mission is to come along side of an entrepreneur and use their combined expertise to grow the seed of an idea into a fruitful endeavor.

Like a gardener preparing soil, then adding necessary ingredients, the EG team analyzes the current business and recommends any needed changes or alternatives to business disciplines such as: cash flow, inventory control, research and development, personnel, financing, augmenting management, planning, marketing and manufacturing operations . . . this team approach increases the odds of success.



With stepped up job-creation activities, the Chamber again looks to partner with the City and assist in any way to streamline the business start-up or business expansion pathway of planning, permitting, and licensing. The Community Development Marketplace of Cities is offering one-stop permitting in cities with whom we compete. It also represents a shift in how government is catering to the City's business "customer." Customer service is now much more important in what can be an often frustrating process. In the future, there will be an economic war for jobs among competing cities, businesses will know they are in demand because of the jobs they'll create, and they will expect excellent, helpful and fast customer service.

Here in Lodi, we need to insure our business investors and job creators are experiencing outstanding customer service. These job creators are the people who other cities want to steal from us. The job creators must know we value them at every turn in starting and growing their business.

To ensure efficient speed and accuracy at all intersects, the ECVAT suggests a "Harbor Pilot" type position or program within City Hall to assist new or expanding businesses as they navigate through the permitting process and various requirements needed, in order to open quickly and to get products to market.



"The jobs war is what should  
get city leaders up in the  
morning, what they should  
work on all day,  
and what should keep them  
from getting to  
sleep at night."

-Jim Clifton  
Gallup Chairman & CEO  
Author, *The Coming Jobs War*



Concluding remarks on economic competitiveness must include the realization by every elected official, civic leader, and business owner, like it or not, Lodi is in a Jobs War. Jobs are the life blood of any and every community. No job is a bad job, however, some are better than others. Our leaders must understand employers and employees can and will choose where they locate based on the work environment compared to other cities. With a shortage of skilled knowledge workers in our valley region and around the globe, Lodi must be as attractive as possible to those we economically need in order to keep a high quality of life, one of our most prized community assets.



## lodi livability

Those who live in Lodi for the most part view their community to be a cut above many other cities. We are blessed with the beautiful Mokelumne River that sets our Northern boundary and supplies the picturesque Lodi Lake. Lodi has plenty of tree-lined streets and many safe neighborhoods. All of this is bathed in a Mediterranean climate, cooled most evenings by “the Delta breeze.”

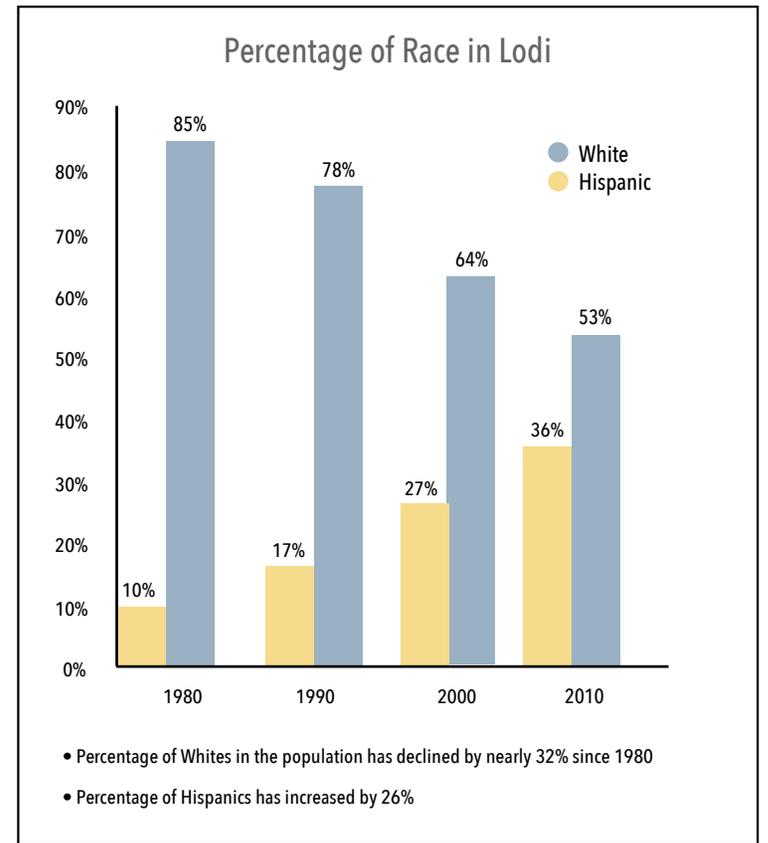
Our charming Downtown is the community meeting place and the heart of the City. To top it off, all of this is surrounded by vineyards and orchards, a living testimony that Lodi’s roots run deep with working family farming traditions, attitudes and values. Generations of family businesses are everywhere you look, adding to the community pride whether one is inside or outside the City limits.

The Chamber’s Livability Vision Action Team (LVAT) consisted of a cross-section of our community. Its members were multi-generational, from all business types, women and men. What the group was missing, however, was the ethnic diversity of our community. This is a current challenge Lodi faces. We must identify and bring ethnic leaders to the community planning tables ensuring we hear all voices.



Lodi has always been a diverse community with multi-ethnic cultures including German, Italian, Japanese, Pakistani and Hispanic, but mostly Caucasian for almost all of its first 100 years.

Now 14 years into the new millennium and eight years into Lodi’s second hundred years, Hispanics now make up 40 percent of the total population and growing. The graphs on these



pages show the dynamics and the myriad of these changes and our future challenges, particularly as it pertains to our City's economic sustainability.

Lodi is perceived to have a "sense of community" and most residents feel it is a special community to live and work. Younger LVAT members told stories of when out-of-town friends visit - how amazed they are that everyone seems to know one another. That they can't walk down the street without being greeted by friends and neighbors. Lodi is rich with such encounters, which makes it attractive to people who appreciate such small town values.

Out of this discussion came two strategies to create a new mindset - for knitting together the culture and people of Lodi into one.



### What is Livability?

When considering how "Livability" relates to economic sustainability, the questions asked were:

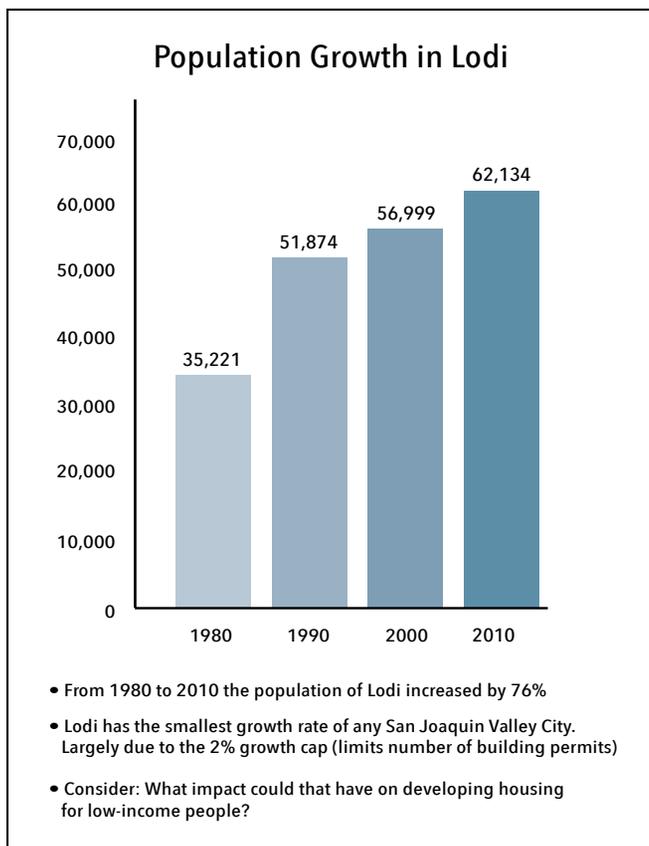
- What must Lodi do to attract young families to live and work?
- Do we need more family friendly things to do, more attractions, better schools, more housing choices?
- What must we improve in order to safeguard our neighborhoods?

The answer to this last question may be - it depends what area the neighborhood is located in Lodi.

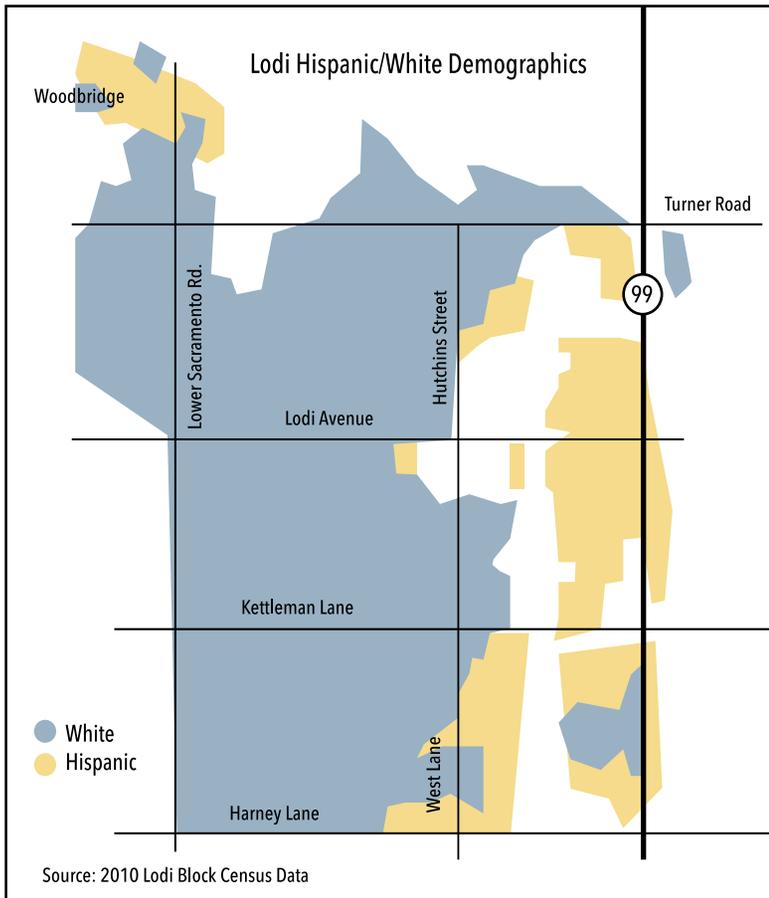
### Not an Eastside and Westside - but one Lodi.

To accomplish this, we need to research and create a catalog of the current programs and services offered and figure out what is missing. As an example, 40 percent of Hispanics are monolingual. This limits one's ability to learn and earn a better living.

Are there easily accessed courses available for people to learn English? If there are, what is keeping this 40 percent from learning English? In terms of improving the livability for all Lodians, we must remove barriers preventing all citizens from being able to live successfully.



"What the whole world wants [today] is a good job. This is one of the most important discoveries Gallup has ever made."  
 -Jim Clifton  
 Gallup Chairman & CEO  
 Author, *The Coming Jobs War*



Poverty is often a breeding ground for crime, drugs, and gangs – issues impacting all citizens. This research should point to gaps and needs for the community to meet and begin to eliminate negative circumstances. Leaders from non-profits, churches, businesses and the City need to develop and grow neighborhood mentors and leaders. Another action step calls for development of events that brings cultures together demonstrating a “oneness of community.”

The next strategy calls for a group to research other communities for ideas to create a new family-friendly anchor attraction. The Tourism VAT, has a similar strategy to attract more tourists as well as serve citizens. The tourism strategy calls for various stages of development after the attraction is identified.



“What things do we need to do as a community to become more attractive to qualified workers?

As the economy recovers, we’ll be back in the same dilemma:  
jobs, jobs everywhere but no one qualified to do them.”

- Mark Lautman

Founding Director of Community Economics Lab & Author, *When the Boomers Bail*

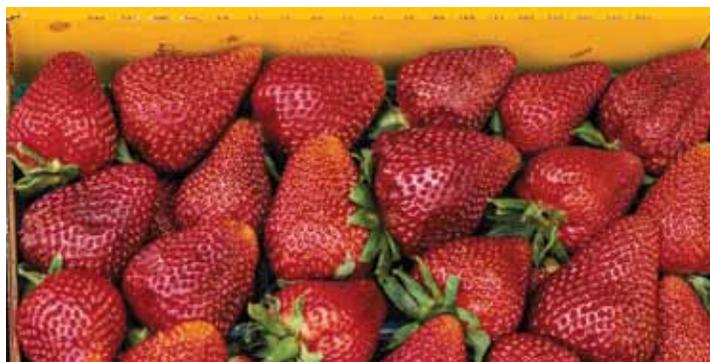
The LVAT also recognized that so much of what makes Lodi special is our encircling agriculture often referred to as the “Green Belt.” Their thinking is to set a community goal to sustain the agriculture that wraps around Lodi, which helps define Lodi, sets us apart, and contributes to our unique brand.

They suggested having our County Supervisor help encourage and establish value-added agriculture around Lodi making the ag-land more valuable, while providing employment for both farm and “white-collar” workers. These can be ag-tourism businesses, wineries, Bed and Breakfast, and other tourist-oriented attractions.

Lastly, the LVAT recognizes nothing adds more value to a community than an institution of higher learning. The group suggested continuing to pursue a San Joaquin Delta North County Campus in Lodi. This is the current and most obvious choice, but if that does not happen, then it is critical for us to keep looking for a small four-year college for Lodi.

“It is important that when people who have grown up in Lodi and moved away for college and careers, begin to think about where to start a family, that Lodi is a viable option.”

- Four members of the LVAT under 33 years of age



## Five Essentials of Community Quality

- A Stable and Improving Eco System
- World Class Public Education System
- Low Crime Rate
- Affordable Housing
- Economy Growing Faster Than Population

*When the Boomers Bail, Mark Lautman*

This college would provide courses to fit our employment needs of agriculture, hospitality, health care and high-tech manufacturing. Once again this group overlays another team of volunteers, the Workforce Development VAT, with the idea to create a Jobs Academy that would prepare young Lodians for jobs in the future.

The LVAT outcomes are four distinctively different strategies. All these strategies work together in order to make Lodi attractive to people who will grow our economy and make it sustainable. Creating the best that Lodi can be for all its residents.

"No two cities are alike. Each is driven by a unique combination of geography, experience, values, luck, vision, and motivation. The DNA of a community is like Human DNA consisting of its location, geology, climate and size, among other things."

*-Mark Lautman  
Founding Director of  
Community Economics Lab &  
Author, When the Boomers Bail*



# Lodi tourism

As an economic generator for Lodi, tourism is vital.

Tourism creates jobs and the desire to start new businesses catering to visitors. This also increases the Lodi citizens' quality of life. Many downtown merchants noted that they receive up to 60 percent of their revenue from tourists. Without the sales volume created by visitors, Lodi would not have shops such as, *Cheese Central, Dancing Fox, Knowlton Gallery, Randall's Fine Clothing* or *Wine & Roses Hotel Restaurant Spa*.

There are many more we could name who, like the above, add a great deal to our community's allure. As citizens, we are blessed with tourist tax dollars, which come with little impact on city services. Tourism-oriented businesses create primary jobs that bring new dollars into our City in exchange for products made or services provided locally. A list of other primary job creating sectors is found on page 16 of this report. Every city is trying to attract primary jobs. Committee members in the Tourism (TVAT) believe Lodi has only scratched the surface of tourism opportunities even though so far this growth has been impressive. Should Lodi be investing in tourism?

By all measures, Lodi needs to promote itself even more. The TVAT group identified some key strategies to attract money-spending visitors. Investing in Lodi tourism is a good investment. Why? Lodi is earning the reputation for being charming, honest and hard-working, due to employees at tasting rooms, hotels, and in shops and restaurants.

Wine-tasting tourists come here for wines of quality, comparable to any California region and the world over. Wine enthusiasts often meet the grower/ wine-maker in most of Lodi's wineries – a treat not often found in other wine regions. Also, prices are affordable and the fruit-forward, Lodi style of many wines, seems to be winning converts quickly. Plus over 60 varietals expand the tasters' experience making it more attractive. We are attractive in many ways. In other areas, there is room for improvement.

The group's first strategy pays big returns; it's a no-brainer. How many times have you heard from someone . . . "You know I've been up and down Highway 99 for the last 10 years and never stopped to visit Lodi? I had no idea you had such a great downtown!" Just imagine what we could do with a



"For every \$1 spent to attract tourists on average returns \$70 in tourists' spending."

- California Tourism Bureau

directional sign system that starts with giving people a reason to get off the freeway and experience Lodi.

How about gateway signage where upon exiting the highway, it announces: "Welcome to Lodi – We're glad you are here." This sign could be sponsored by the 13 downtown wineries. A directional sign system that shows people how to find community features, help visitors enjoy – Downtown, Lodi Lake, Hutchins Street Square, World of Wonders Science Museum and more.

A directional program can simply be patterned after the Wine Commission's green pickets in the countryside intersections. There was agreement within the TVAT that this program could be done, with the talent and resources we have in the community.

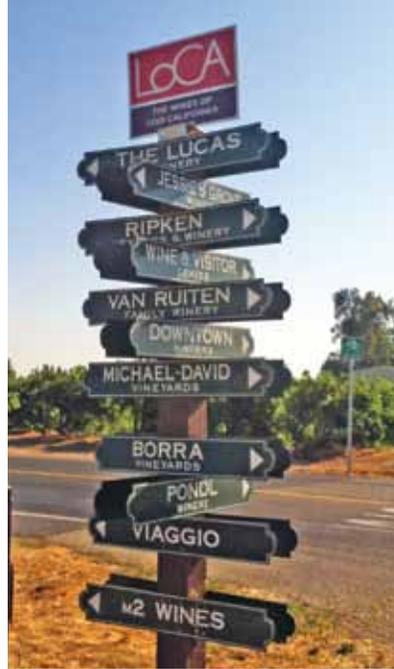
A signage program brings order to the chaotic task of finding one's way in a strange city. It sells more meals in restaurants and more items in stores – everything from cheese to hand-some grandfather's clocks. Signage is "attracting" and makes Lodi user-friendly from a visitor's point of view.

The next economic improvement area involved Downtown itself. One of the big missing components is a Downtown hotel. A hotel created with quality and style will do so much to "kick Lodi up a notch" in terms of attractiveness and convenience for many tourists.

In 2004, the Chamber shared its vision for Downtown to over 1,500 in audiences throughout the community. It ended showing a passenger train coming from the Bay Area on a Friday, with passengers enjoying their weekend wine tasting, eating and shopping in Downtown Lodi. Dining, entertainment, shopping, wine-tasting, a whole weekend in wine country and a car was never needed.

*"What a green position to play on . . . Come to Wine Country,  
Leave Your Car at Home, something only Lodi could promote!"*

*- Pat Patrick, President/CEO, Lodi District Chamber of Commerce*



## Tourism Statistics

### California Tourism – 2013

2012-2013 up 2.7%  
Breakdown:  
Domestic 2.1%  
International 3%

### Lodi Tourism

2012-2013 up 6.5%  
Total Transient  
Occupancy Tax Collected:  
\$559,000

### Visit Lodi 2012-2013

Over 9,000 pieces of tourism literature were given out.  
An increase of 17%

### Visitors in 2015

100 million Chinese citizens are expected to travel internationally

- California Tourism Bureau

Thanks to a Joint Powers Authority, (JPA), cities from Lodi to Merced now have more input regarding passenger trains in their area.

It won't be long until the vision pulls into the Lodi's station, and when it does, at least, one Downtown hotel will be waiting expertly appointed with sophisticated elegance without being "stuffy."

Two projects are on-track in mid-2014, both will "raise the bar" and influence a whole new phase of development. These projects reflect the style of their owner-creators while differing in scope, but each will appeal to different clientele, making Lodi aesthetically more attractive and conveniently pleasing to a broad spectrum of weekend visitors and tourists.

Even as appealing as our Downtown is, it is around 30 percent of what it could be because of all the vacant second story spaces and the "crying for help" Sacramento Street properties. In order to get a vibrant Downtown with mixed usage designations, like living spaces and offices over retail, it is believed a property owner association is needed to plan and assist in funding. Much is needed in just upgrading one's own property. Planners may look to the Bay Area for new owners and investors who see and





## Current San Joaquin Train Service

- Since 2006 Lodi's overall ridership has increased 45 percent
- Lodi Passenger/Rider Count is up 9.7 percent in 2012-2013
- With ridership now at nearly 1.15 million annual riders the San Joaquin service reduces automobile vehicle miles traveled in the San Joaquin corridor by well over 100 million miles every year
- San Joaquin farebox ratio is about 55 percent
- Fastest growing Amtrak service in the nation

believe in new opportunities, as Lodi becomes an even more popular destination and a stronger investment.

Property owners, the City and Chamber need to develop a Master Plan for Downtown development. Such a plan would address much of the city-owned property along the tracks and on Main Street.

Also, lets shop the mothballed plans for a Sports Complex, another two to three story parking garage located somewhere in the Southwest quadrant of Downtown's core, which many think is needed now.

Dropping the railroad below ground for safety would add acres of new development opportunity, a project that will literally bridge East Lodi and West Lodi together to meet TVAT's visionary goal of "One Lodi."

Under this Downtown and events discussion, the group also saw the need for a major anchor attraction, which would be an experience for the family that tied agriculture to the Downtown core. A Culinary Academy, a Farm to Fork themed park or experience that will bring people to Lodi, engage them into our number one industry – Agriculture.

Once one begins to think of these and other possibilities, Downtown becomes exciting, property values and the vibrancy goes up in a huge manner.

The group has many more ideas such as a large town square used for events, should the post office cease to operate as many have in recent years. Another idea is to develop Sacramento Street across from the World of Wonders Science Museum with tourist oriented businesses on the ground floor and residential or offices above.

The TVAT saw a great need for the City, Wine Commission, Visit Lodi, and the Chamber to engage in some strategic planning for Lodi including a unifying brand promise for attracting those our economy needs . . . wine-tasting tourists, job creators, and a younger workforce. These are the three groups the Chamber members believe Lodi needs to attract in order to be economically successful.

A unifying, planning document will bring many good things into being, creating new opportunities for many Lodians and the community as a whole.



## Sporting Events

Lodi used to have many sporting tournaments and events on the weekends, according to longtime hoteliers. Usually held over weekends, tournaments bring in many "first time to the community" visitors.

Hotels filled, restaurants did well, even shopping saw positive "bumps" in their sales. "It was good and very profitable for Lodi," noted Paige Geweke of her family's business – Hampton Inn Suites.

Lodi has lost a great deal of revenue by not growing and catering to sports teams and tournaments.



"China is our state's fastest growing and most lucrative inbound tourism market."

- Susanne Stirling,  
VP of International Affairs,  
California Chamber  
of Commerce.



Much of the sports business has now gone to other cities with new complexes such as Field of Dreams in Manteca and Bartholomew Sports Park in Elk Grove. At this time, funding for parks and recreation in Lodi is becoming more challenging due to escalating City expenses and the pressure of the public employee pension obligations.

As we think about visitors and tourists, we need to encourage more art galleries, and "after-the-tasting-rooms-close" experiences. Both art and family activities need to be also encouraged, which might cluster around the WOW Museum, as an example.

Lodi has an incredible opportunity to dramatically expand its Ag-Tourism offerings and positioning. The City should be capitalizing on the combined movements of Locavore, Slow Food, Organics, and Farm to Fork, rolling Lodi up into a culinary destination.

Fifteen million people live within a two-hour drive of Lodi. With 350 edible growing fruits, nuts, and vegetables in the San Joaquin County, Lodi should be staking its claim as the leader in this fresh, healthy food market.

Such a position would go a long way to branding Lodi as an exporting frontrunner for both food and wine. It will also bring foreign travelers to Lodi. It's a vision that is achievable – a vision Lodi can own.



"Chinese visitors alone inject \$1.5 billion per year into the California economy."

- Susanne Stirling,  
VP of International Affairs,  
California Chamber  
of Commerce.





## community & business health



### Business and community health go hand in hand

Healthy communities mean healthy economies. Healthy economies mean healthy communities. It's that simple. But community health, like individual health, is dependent on much more than freedom from pain or disease.

Health, or its lack, is the result of a myriad of elements – often spanning the social, economic, political, physical and environmental arenas – all woven together. Practically all community issues have an impact on, or are impacted by, the overall health of the whole community and are best approached as comprehensively as possible.

Getting to healthy communities and economies takes commitment, and many thriving communities have successfully tackled health through fundamental and innovative collaboration. Lodi, and the surrounding areas, can do the same. It's essential for our residents; it's essential for our successful businesses. Poor health, and the cost of poor health inhibit economic viability and job creation. And the reverse is true as well – the

lack of a viable local economy can be devastating to community health.

"The first wealth is health."

-Ralph Waldo Emerson

### What poor health status means to area businesses

As health care costs rise, the cost to employers for health insurance and loss of production impede community health and the health of area businesses. In study after study, the cost of poor health is enormous. The share of Gross Domestic Product (GDP) devoted to health care in the U.S. surpasses that in other developed nations by a wide margin. <sup>(1)</sup> The rising cost of health care represents perhaps the most significant threat to the long-term economic security of workers and retirees. The burden of health care costs on the country, as a whole, will continue to grow unless we alter the efficiency and efficacy of our health care systems. <sup>(2)</sup> Nearly every economic analyst says businesses are less competitive because of ballooning health-care costs. That's no surprise to Lodi businesses. So let's collaborate and get healthy.



"Health is the celebration of life – assuring that each person lives life to its fullest. If we want to achieve this important future goal for our community, everyone must be involved. Business and industry play a key role. Health improvement is more than an ideology. it is a major contributor to the bottom line of every business in the community."

- Leland R. Kaiser, Ph.D.,  
Health Care Futurist and  
President of Kaiser & Associates

## What is a healthy community?

Maybe a vision of a healthy community includes tree-lined streets, with pleasant front yards and plenty of parks and open space. Perhaps it's a place where everyone looks out for kids, where there's a vibrant Downtown and where neighborhood stores are run by local people selling locally made products. A healthy community might have terrific programs and services, such as excellent health care, vibrant schools, great police and fire protection, accessible public transportation, bike lanes, fruit stands, free concerts in the parks and libraries full of books and computers.

And communities, like individuals, are living organisms, whose health is a result of a complex web of factors and events, some of which it consciously controls, and some of which it doesn't.

A healthy community takes in all residents. It's not one in which some of its residents are elderly and alone, or others are discriminated against or have no say in governance. A healthy community offers clean, safe places to live where residents aren't threatened with violence. It has meaningful



*"Individual health is closely linked to community health - the health of the community in which people live, work and play. Likewise, community health is profoundly affected by the collective beliefs, attitudes and behaviors of everyone who lives in the community."*

*– Healthy People 2010: Understanding and Improving Health*



employment to those wishing to work, good education for children, clean air to breathe and water to drink. It's healthy especially if different age, ethnic and even class groups have positive interactions with one another.

Like a truly healthy human body, a vital community takes a comprehensive view and considers all aspects of community life. It is one in which all systems function as intended and work together to make the broader community function.

In an individual, health is, to a large extent, a result of all the body's billions of cells getting what they need. For a community, health is, to a large extent, the result of all citizens getting what they need, not only to survive, but to flourish.

Several factors including personal responsibility (food, exercise and lifestyle choices), levels of education and the physical environment (safe and lit, streets availability at parks and walk/bike paths) all lead to good health status.

An argument can be, and often is, made that communities can't approach any health or community issue without addressing the community as a whole. Just as you can promote health for individuals, there are things you can do to promote the health of your community.

Communities, like individuals, are living organisms, whose health is a result of a complex web of factors and events, some of which it consciously controls, and some of which it doesn't.



(1) The Effects of the Rising Cost of health care on U.S. Expenditure, 2012 StudyMode.com. (2) Health care Costs and US Competitiveness, Toni Johnson, March 2012

A healthy community is a whole that's larger than the sum of its parts. It's one where people:

- Take care of each other and people from diverse backgrounds. Mix comfortably and work together for the good of the community. It is one in which all citizens possess a decent quality of life – economically, physically, environmentally, socially and politically.
- Enjoy peace and safety, equity, education, food, income and a stable physical environment.
- Build across sectors on health promotion - not just treatment and prevention - and take positive steps to improve and maintain wellness.
- Build supportive environments by enacting laws or regulations, or by community effort to facilitate changes or improvements in attitudes and behaviors.
- Protect the natural environment by enacting laws and regulations to restore or preserve clean air and water, create open space, natural beauty, restrict the use and disposal of toxic substances and conserve natural resources, including plants and animals.
- Protect the built environment by facilitating attractive, people-friendly design that includes handicapped access, leisure facilities, adequate lighting, running/walking/biking paths, parks, good transportation, preservation of historic and cultural heritage and cleanliness.
- Build healthy public policy to establish policies that foster the health of the entire community; and build a stable economic environment, one in which there is work for everyone who is capable of working.<sup>(3)</sup>

### Getting to Lodi Well

Members of the Business & Community Health VAT (BCHVAT) representing a diverse cross section of businesses and organizations met over a number of months in the first half of 2014 to define community health. They also mapped out a plan for improving community health based on need and community. *Lodi Well* is a strategic vision that was created and includes several opportunities for collaboration among businesses and community organizations.

### Lodi Well Vision

In 2020, the whole Lodi community celebrates its good and improving health. Health empowered by good nutritional food choices, physical activity, and safety education is seen in positive measurable results. Community alliances among organizations, residents, businesses and education are making Lodi a healthier, livable family-friendly community.

### Vision Focus

Develop a *Lodi Well* to unite individuals, families, businesses, community organizations and government to collaborate on getting and staying well, preventing illness, injury and chronic disease, reducing expenses, and networking to develop resources and personal responsibility.



(3) Work group for Community Health and Development, University of Kansas, 2012



# Strategies

## Workforce Development

In 2020, job awareness among youth coupled with job availability has created a good foundation for Lodi's future workforce. Young workers, and their families, appreciate and are attracted to Lodi for the unique sense of community and "Home Town" magnetism.

### **STRATEGY 1: Create a positive awareness for jobs in Lodi among youth SEEK FUNDING FOR WORKFORCE PROGRAM**

Seek funding through the Chamber's 501c3 for a comprehensive workforce development program beginning in elementary grades (exposure) and culminating at the College level.

Lead Partner: Chamber; Partner/Owners: Lodi Unified School District (LUSD)/San Joaquin Delta College (Delta); 2015-2016

### **CREATE PROGRAM THROUGH PIE**

Create a program through the Chamber's PIE program to introduce middle school children to the many job choices available in Lodi. (awareness) Lead Partners: Chamber/PIE committee; Partner/Owners: LUSD and Private Middle Schools; 2015-2020

### **JOB ACQUAINTING PROGRAMS**

Provide various job-acquainting programs to Lodi Unified School District students through job fairs, mentoring, and job-shadowing and including a "Hire Me First" program. (readiness) Lead Partners: Chamber/Worknet; Partner/Owners: LUSD/Business Stakeholders; WorkNet – Job Fairs; 2017-2020

### **EXPOSURE TO CERTIFICATED PROGRAMS**

Coordinate High School job exposure to Delta College certificated programs for career, tech or skilled trade jobs. Lead partners: LUSD/Delta; Partner/Owners: Chamber/Business Stakeholders/WorkNet; 2017-2020

### **STRATEGY 2: Research & identify job opportunities for future entry level jobs.**

#### **IDENTIFY JOB CREATION OPPORTUNITIES**

Work with local industry to identify job creation opportunities in rolling 5 year increments. Lead Partners: Chamber; Partner/Owners: City/Delta/ Business Stakeholders/LUSD/ Lincoln Technical Academy 2015-2017

#### **TARGET MARKETING**

Target marketing may be used to attract needed job skills if not available. Lead partners: Business Stakeholders; Partner/Owners: Chamber/City/Delta; 2106-2018

#### **AT-RISK YOUTH PROGRAM ON EDUCATION**

Expand a program for At-Risk youth that teaches the importance/value of education as it relates to becoming a knowledgeable worker and obtaining career tech jobs. Lead Partners: Chamber/LUSD; Partner/Owners: Business Stakeholders/Delta/WorkNet; 2017-2020

### **STRATEGY 3: Education relating to existing workforce**

#### **IDENTIFY CURRICULUM**

Work with College partner to identify and develop curriculum for certification programs for desired jobs, i.e. industrial electricians and other technical programs for manufacturing plants. Lead Partners: Chamber/Business Stakeholders /Delta; Partner/Owners: LUSD/ Thom Sanchez & Delta College; 2106-2018

#### **TRADE SCHOOL ACADEMY**

Create a collaborative effort between willing partners (public/private) to provide an academy for at-risk youth to fundamentally prepare them for the workplace (read, write, communicative skills). The academy teaches job skills needed in manufacturing and other local industry needs. Lead Partners: Chamber, Business Stakeholders/ Partner/Owners: LUSD/Delta; 2019-2020

## Economic Competitiveness

Lodi is a community where economic competitiveness is facilitated by investments that increase capacity, create jobs, and improve our quality of life.

### **STRATEGY 1: Clearly communicate the critical need for economic improvement to and for all citizens of Lodi**

#### **USE DEMOGRAPHIC DATA AS AN EDUCATIONAL TOOL**

Research Lodi's current statistics including Medium Household Income, Medium Value of Homes, Unemployment Figures, and other data to use as an educational tool. Lead Partner: Mike Carouba/Partners/Owners: Chamber/Lodi News Sentinel(LNS); 2014

#### **MONITOR AND TRACK STATISTICS FOR IMPROVEMENT**

Using the outcomes developed by all of the Vision 2020 Action Teams, monitor and track key measures determining improvement or deterioration of economic indicators; Lead Partner: Chamber Board; Partners/Owners : Chamber Staff/LNS; 2014-2020

## CONTINUE EDUCATION PROCESS

Monitor annually, continuing to educate and develop other strategic plans for economic improvement if necessary. Support policies to encourage economic improvement before governments.; Lead Partner: Chamber Board; Partners/Owners: Chamber LNS; 2014-2020

### **STRATEGY 2: Begin an ongoing effort for targeted job creation through attraction of new-to-Lodi businesses**

#### **DEVELOP LIST OF ASSETS AND DEFICIENCIES**

Develop a comprehensive list of desirable assets and deficiencies for Lodi as seen by prospective targeted businesses. Work on turning deficiencies into assets if possible. Lead Partner: City Chamber Partnership; Partners/Owners: Dave Kirsten; 2014-2015

#### **DEVELOP LIST OF BUSINESS OWNERS AS REFERRAL SOURCES**

Develop a targeted list of prospects from current Lodi business owners. Lead Partner: City/Chamber Partnership; Partners/Owners: Dave Kirsten, Plastics Manufacturing Companies; 2014-2015

#### **CREATE FUNDING**

Identify funding sources and create funding for a business attraction marketing program with measurable deliverables. Lead Partner: City/Chamber Partnership; Partners/Owners: Private Concerns; 2015-2020

#### **TARGETED MARKETING PLAN**

Develop a targeted marketing plan to highlight the attractiveness of doing business in Lodi with coordinated follow-up efforts by the City, Chamber of Commerce and local business leaders. Lead Partner: City/Chamber Partnership; Partners/Owners: Private Business Partners; 2015-2020

### **STRATEGY 3: Help targeted existing businesses expand with a goal to create new jobs**

#### **IDENTIFY GROWING BUSINESSES**

Identify entrepreneurial start-up, small or medium sized businesses that desire to grow and create jobs; Lead Partner: Chamber, Chamber Members/Ambassadors; Partners/ Owners:SCORE/Delta College Small Business Association; 2015-2020

#### **DEVELOP BUSINESS TEAM**

Develop a broad team of business practitioners who are skilled and experienced in growing jobs in manufacturing environments.

Lead Partner: Chamber; Partners / Owners:SCORE /Delta College /SBA, Local Consultants, Business Practitioners (The Group); 2015-2020

#### **TEAM ACTS AS ECONOMIC GARDENERS**

Have the team act as Economic Gardeners in entrepreneurial small and mid-sized companies to grow businesses using their skills in finance, operations, manufacturing, engineering, technical, inventory control, marketing and sales, and human resources. Lead Partner: Group Members who will begin to self-direct; Partners/Owners:Chamber/City Chamber Member Vendors; 2017-2020

#### **SHOP LOCAL NOW**

Promote and encourage Lodi businesses, residents, and City Government to Shop Local.

Lead Partner: LNS/Chamber; Partners/Owners:Classic Design; 2014-2018

### **STRATEGY 4: Streamline business start-up and expansion processes insuring a quick but thorough process**

#### **ONE STOP PERMIT PROCESS**

Research and develop a one-stop permitting process system for Lodi; Lead Partner: Chamber/City; Partners/Owners: Other Stakeholders; 2015 – 2016

#### **POSITION TO ASSIST NEW & EXPANDING BUSINESSES WITH PERMITS**

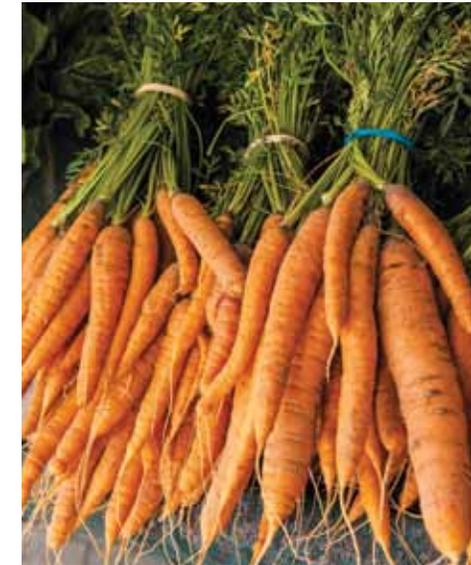
Create a "Harbor Pilot" program within City Hall that can help new or expanding businesses navigate through all the permitting steps and requirements needed for businesses to get to market. Lead Partner: City; Partners/Owners: Stakeholders; 2015-2018

#### **CITY STAFF AWARENESS OF JOBS**

Create awareness of intra-City competition for jobs in our region among City staff and citizens. Lead Partner: City; Partners Owners: Chamber; 2014-2016

#### **CONCIERGE**

Develop a Concierge program for defined business area in Lodi such as Downtown Lead Partner: City; Partners/Owners: Chamber/Stakeholders, Downtown BID; 2015-2018



## Lodi Livability

In 2020, Lodi is regionally known to be a very attractive community in which to raise a family. Lodi's charming Downtown, its deeply rooted farming values and heritage are complemented by being an established wine destination. Lodi embraces cultural diversity and is safe, friendly, and has a magnetic sense of community.

### **STRATEGY 1: Development of Family Oriented anchor attractions RESEARCH FAMILY-FRIENDLY ATTRACTIONS**

Field a community research team to investigate other cities for family-friendly attractions that provide entertainment for citizens and have the added benefit of attracting tourists. Lead Partner: Chamber; Partners/Owners: Parks & Recreation, Visit Lodi, Chamber, Wine-Grape Commission (WGC), Mark Armstrong, Micke Grove & Historical Society; 2015-2017

### **DEVELOPMENT OF ATTRACTION**

Once an attraction is identified, survey or promote to developers who are able to procure the land, design and build the attraction. Lead Partner: Chamber; Partners/Owners: Local Developers, City and County Governments; 2016-2018

### **PRESERVE LODI'S EXISTING EVENTS**

Preserve Lodi's existing traditional events that add to Lodi's sense of community. Lead Partner: Chamber/Visit Lodi; Partners/Owners: WGC/City; 2015-2019

### **STRATEGY 2: Bring Lodi's diverse cultures into a cohesive community by activating inclusive Leadership**

#### **CATALOG EXISTING PROGRAMS**

Catalog existing programs and services, connect them to one another, coordinating services and identifying gaps. Do all this with several goals in mind - safety, attractiveness, and livability. Lead Partner: Chamber; Partners/Owners: City; 2014-2015

#### **IDENTIFY NEED FOR PROGRAMS**

Identify additional needed programs not currently offered and develop programs/services for improving livability and embracing Lodi's diversity. Lead Partner: City; Partners/Owners: Chamber/Churches; 2015-2017

#### **ENCOURAGE LEADERSHIP FROM ALL CULTURES**

Encourage leadership by all of Lodi's cultures in community planning for improving the livability and unity of Lodi. Lead Partner: Chamber/Visit Lodi; Partners/Owners: Chamber/Visit Lodi/LOCA; 2015-2017

#### **DESIGN EVENTS THAT BRING TOGETHER ALL OF THE CULTURES IN LODI**

Lead Partner: Chamber/Visit Lodi; Partners/Owners: Chamber/Visit Lodi/LOCA/Event Planners; 2015-2019

### **STRATEGY 3: Set a community goal to sustain the agriculture that encircles Lodi ENCOURAGE VALUE ADDED AG BUSINESS**

Encourage and help establish value-added agricultural businesses that embody both farm and white collar job opportunities. Lead Partner: County Board of Supervisors; Partners/Owners: Chamber/LOCA/SJ County/Visit Lodi/Farm Bureau; 2015-2017

#### **DEVELOP COMMUNITY AWARENESS**

Develop community awareness for preserving (sustaining) the all important sense of community for which Lodi is famous.; Lead Partner: Chamber; Partners/Owners: LOCA/Visit Lodi; 2015-2017

#### **COMMITTEE TO LOOK AT WAYS TO USE GREENBELT**

Develop a Committee to look at creative ways to sustain ag-land in the so-called, "Green-belt area" to the South side of Lodi including: profitable ag and ag-tourism businesses, as well as, public use areas. Lead Partner: Chamber; Partners/Owners: Chamber/Phil Felde; 2015-2018

### **STRATEGY 4: Secure a post-secondary education institution in Lodi NORTH CAMPUS DELTA COLLEGE**

Support the current efforts of the Citizens For a North Campus of Delta College. Lead Partner: Lodi Citizens for Delta Campus; Partners/Owners: Delta College/Chamber/LUSD; 2015-2016

#### **SUPPORT EFFORTS TO ATTRACT FOUR YEAR COLLEGE**

If the above is not available, support efforts to attract a four-year small college to Lodi that offers degree programs that fit local job opportunities and community needs, i.e. agriculture, health care, manufacturing, etc. Lead Partner: College Lodi Working Group; Partners/Owners: Chamber/LUSD; 2016-2020

## Lodi Tourism

Through the unified efforts of a diverse community, visitors return multiple times to experience our premium wines, farm to table cuisine, unique retail, and expanding cultural attractions and events all offered with a heartfelt sense of hospitality. The City of Lodi...the true shine on the vines!

### **STRATEGY 1: Develop a comprehensive way-finding program for Lodi DEVELOP WAY-FINDING PROGRAM**

Field a local tourism-minded Task Force to develop the way-finding sign program including creative art, locations, and placement from freeway to attractions. Lead Partner: Visit Lodi; Partners/Owners: Mayor/Chamber; 2015-2017

#### **ENHANCED GATEWAY**

Enhance gateway entrances on major ingress points to Lodi. Lead Partner: City/LOCA; Partners/Owners: Visit Lodi, Chamber; 2015-2017

### **STRATEGY 2: Enhance the Visitor's downtown experience DOWNTOWN LODI HOTEL**

Encourage the economic viability of a Downtown Lodi Hotel with meeting space. Lead Partner: City/Private Investors; Partners/Owners: Visit Lodi; 2015-2017

#### **PROPERTY OWNERS BID**

Hold educational workshops on property improvements showing how they are good investments, leading to the development of a Property Owners BID. Lead Partner: Chamber/City, Real Estate Professionals; Partners/Owners: Pro-BID Property Owners; 2015-2017

#### **2ND STORY PROGRAM**

Work with the City to develop a "second story" program allowing for businesses Downtown to broaden property uses. Lead Partner: City; Partners/Owners: Private Investors/Real Estate Professionals; 2015-2016

#### **RAIL TASK FORCE**

Develop a rail Task Force that will bring Bay Area tourists to Downtown Lodi. Lead Partner: City, Visit Lodi, Chamber; Partners/Owners: Rail Commission; 2015-2017

#### **DROP RAIL LINES**

Explore dropping rail lines (physical tracks to recapture property above. Lead Partner: City; Partners/Owners: Rail Commission; 2015-2017

#### **PLAN FOR DOWNTOWN**

Develop a comprehensive master plan for Downtown coordinating a mix of independent businesses and unique restaurants, and at least one other anchor attraction. Lead Partner: City/Chamber; Partners/Owners: Visit Lodi/Downtown Business Owners; 2015-2017

#### **2ND PARKING GARAGE & REDEFINE PARKING DISTRICT**

Begin planning discussions for second multi-story parking garage downtown. Need to redefine current parking district (interim solution). Lead Partner: City/Chamber; Partners/Owners: Visit Lodi, Downtown Business Owners; 2015-2017

### **STRATEGY 3: Develop coordinated Branding with all entities giving the same coordinated message to promote Lodi**

#### **STRATEGIC PLANNING FOR LODI**

The Chamber, City of Lodi, Visit Lodi and LOCA will engage in Strategic Planning for a unified branding for Lodi. Lead Partner: Chamber/City/LOCA, Visit Lodi; Partners/Owners: Private Stakeholders; 2015-2016

#### **COORDINATED USE OF BRANDING**

Once branding is established, all entities promoting Lodi should use the same language and communicate the coordinated message. Lead Partner: Chamber, City/LOCA/Visit Lodi; Partners/Owners: Private Stakeholders/Investors; 2016-2018

### **STRATEGY 4: Better utilization of existing facilities to host various events promoting Lodi ANALYZE FACILITIES CAPACITY AND USE**

Analyze all facilities in the Lodi area to determine the types of events that are currently being held and the potential events that could be promoted at their facility as well as identifying gaps. Lead Partner: Visit Lodi; Partners/Owners: City/ Chamber/Private Stakeholders/LOCA; 2015-2016

#### **MARKETING OUTREACH**

Reach out to various organizations to determine their interest in hosting an event at these facilities. Lead Partner: Visit Lodi/Chamber; Partners/Owners: LOCA/City; 2016-2017

#### **UPGRADE PARKS**

Upgrade Parks as needed to be more competitive in attracting soccer, swim, baseball tournaments, and other competitive sporting events. Lead Partner: City/Chamber; Partners/Owners: Visit Lodi, Private Stakeholders; 2015-2017

#### **WINE/AG TOURISM ATTRACTION**

Explore development of Wine/Ag Tourism attraction as well as another Downtown anchor attraction. Lead Partner: County Supervisor; Partners/Owners: LOCA/Chamber/Visit Lodi; 2017-2020

#### **BIKE PATHS**

Encourage City to add bike paths throughout Lodi and work with County to develop safe wine tourism bike paths. Lead Partner: City/County/Chamber; Partners/Owners: LOCA/ Visit Lodi; 2017- 2020



## Business and Community Health

In 2020, the whole Lodi commUnity celebrates its good and improving health. Health empowered by good nutritional food choices, physical activity, and safety education is seen in positive measurable results. CommUnity alliances among organizations, residents, businesses and education are making Lodi a healthier, livable, family-friendly commUnity.

**WELLNESS** - Include and develop as a tenet of *Lodi Well* the component of personal responsibility and provide supportive services (information, education, access to care providers, nutrition, mentors program and fitness opportunities. Over all, illustrate the down side of poor health and show how to get to the upside of good health). Lead partner: Lodi Health Partner Owners: Lodi Health/Chamber/LUSD/Delta College, Lodi employers; fitness organizations, area churches, grantors, Delta Rehabilitation, Lodi Occupational Health Services, non-government organizations such as Boy/Girl Scouts, Boys and Girls Club, The Pregnancy Resource Center, chiropractors, women's organizations and service clubs; 2014-2016 – Research and evaluate existing programs, assess, adjust or build on, fund (grants and Revenue Model), measure, monitor and report; 2017-2018 – Create Lodi Well alliance with potential partners, implement and initiate; 2019-2020 – Expand and modify based on opportunities and evolving need.

**NUTRITION** - Include good nutrition as a tenet of *Lodi Well* (educate on the science and benefits of it, show how to get it, cook it, etc.) Lead Partner: Lodi Health; Partner Owners: Lodi Health, Chamber, supermarkets, markets, restaurants, churches, LUSD, Delta College, area churches, master gardeners, community gardens, grantors, community based non-profits and service clubs; 2014-2016. Gather data and build the case for community nutrition program, assess, adjust and add to current programs, develop collaborative program, seek funding; 2016-2018—Engender support for the program, promote it, encourage participants, and facilitate collaboration; 2018-2020—Monitor, report, adjust.

**EXERCISE** - Include exercise as a tenet of the educational program (educate on the science and benefits of it and teach how to attain it). Lead Partner: LUSD; Partner Owners: LUSD, Chamber, Delta College, Lodi Health, area fitness centers, area churches, Boys and Girls clubs, Boy/Girl Scouts, senior clubs, chiropractors, occupational medicine and physical therapy businesses, etc.; 2014-2016— Research, evaluate existing programs, adjust and add to, fund. 2017-2018 – Create and explore partnerships to implement program; 2019-2020 – Expand/modify based on opportunities.

**SAFETY** - Include safety as a tenet of the educational program (threats such as weapons, drugs, safe and streets lights for walking, safe consumption of alcoholic beverages, bicycle safety/helmets, car seats, seat belts, speeding, elderly drivers, for example); Lead Partner: Lodi Police; Partner Owners: Lodi PD, Lodi Fire, CHP, area hospitals, ambulance services, community organizations, fire department, Boy/Girl Scouts, Boys and Girls Clubs, Chamber; 2014-2016 – Research, evaluate existing programs, adjust, expand, fund, (grants and revenue model); 2017-2018 – Implement; 2019-2020 - Expand and modify based on opportunities.

**IMPROVE INFRASTRUCTURE** - with increased walking and bike paths, parks, better lit streets, community gardens, etc; Lead Partner: City of Lodi; Partner Owners: City of Lodi, developers, businesses, grant sources, schools, master gardeners program; 2014-2016 - Research, evaluate existing programs, adjust and expand; develop funding; 2017-2018 - Implement; 2019-2020 - Expand and adjust based on opportunities.

**INVENTORY/MAP EXISTING WELLNESS RESOURCES-** evaluate potential gaps and address potential gaps with new or enhanced programs and services; and develop a resource guide/ap for all end users; Lead Partner: City and County; Partner Owners: All; 2014-2016 – Research, assess existing programs, adjust and add to; fund it (grants and revenue model); 2017-2018 Implement; 2019-2020 – Expand and adjust based on opportunities.

**ADVANCED-ILLNESS MANAGEMENT** - encourage and support completion of advanced medical directives, and facilitate better understanding of advanced directives as well as palliative-care programs, etc.; Lead Partner: Lodi Health; Partner Owners: Lodi Health, Lodi Chamber of Commerce, insurers, physicians, faith-based organizations, service clubs; 2014-2016 – Research, evaluate existing programs, expand, fund (grants and Revenue Model), etc.; 2017-2018 – Implement; 2019-20 - Expand and adjust based on opportunities.



"Without enough qualified workers to go around, one community's gain will be another one's loss. Economic development won't be a game that everyone can win anymore. Some will have to lose."

- Mark Lautman  
Founding Director of  
Community Economics Lab &  
Author, *When the Boomers Bail*

## APPENDIX

Thank you to everyone involved in the process of creating this amazing compilation of facts and strategies to make Lodi the best it can be by 2020. Without their countless hours of hard work and dedication, this publication would not have come to fruition.

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**LODI DISTRICT CHAMBER OF COMMERCE BOARD MEMBERS**

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Karen Cannon, Events Manager  
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Visit Lodi!  
Wine & Roses Hotel Restaurant Spa  
World of Wonders Science Museum

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**Lodi District Chamber of Commerce**

35 South School Street  
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www.lodichamber.com

# Lodi District Chamber of Commerce Grows Your Business Footprint

Save Time • Save Money  
As little as \$1.04 a day

The Lodi District Chamber of Commerce has a remarkable history of providing leadership and advocacy to help create a healthy business community throughout the region. The Chamber is taking this history into the next century by continuing to promote its members and community, locally, nationally and internationally to ensure the region's continued economic health.

Given this rich history and future, we view Chamber membership as an investment not only in your individual business but in the community. And, you can expect a return on this investment, visible on your bottom line. Below are just a few accomplishments of the Lodi District Chamber of Commerce and why membership pays off.

- Is a strong supporter for businesses at City Hall. Over the past several years City Hall has come to respect the Chamber's opinion on what is best for business. When the Chamber speaks, it does so with the voice of over 700 businesses!
- On-going job creation efforts that bolster local economy.
- Produces events like: Farmers Market, Lodi Parade of Lights, Street Faire, School Street Wine Stroll and Grape and Farm Safety Days. Keeping sponsors and the community talking about local businesses.
- Created a road map for the future growth of Lodi businesses entitled the General Plan White Papers.
- Is a leader in sustaining agriculture in the Lodi area.
- Formed the Wine Ordinance Task Force to avoid costly moratorium aimed at wineries.
- Leading workforce development with LUSD creating Partners in Education (PIE), with the goal of preparing students for careers.
- Government Relations Committee actively fights anti-business issues and legislation on local and state levels by joining with other chambers and coalitions.



"Through our Chamber Membership, I have been able to develop valuable relationships both within the business and civic community. These relationships have led to increased business and operational benefits."

- Joseph Hohenrieder,  
President Lustre-Cal



## Increase Visibility

- 80%\* of consumers are more likely to patronize a Chamber Member than a non-member
- More than 4 million referrals through the Chamber Business Directory
- 68%\* of restaurant patrons are more likely to be repeat customers
- 49%\* of consumers think more favorable of your business

## Connect with Potential Customers

- Be personally introduced to your potential customers
- Over 8,000 drop-in visitors each year at the Chamber offices
- Network with other members at exclusive Chamber events
- Promote your business on the Internet with lodichamber.com

## Create New Opportunities

- Helping you succeed, by sharing advice and experience on starting, protecting, and growing your business
- We speak for you at both the local and state levels of government
- We provide effective Member-Only marketing benefits

\*Research conducted by *The Schapiro Group*



"The Chamber has helped Estate Crush since we opened in 2009 not only with business relationships in the community, but also helping us raise our profile at events like the Farmers Market and Lodi Street Faire. Membership is certainly a benefit for our winery and we look forward to continued partnership and business opportunities with the Chamber."

- Bob Colarossi, Owner  
Estate Crush

Call us today, and let the Chamber help you grow your business footprint.

(209) 367-7840 ext. 100  
[www.lodichamber.com](http://www.lodichamber.com)



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# ***CCT Telecomm, Helping Lodi Businesses Thrive!***

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