

**DOWNTOWN**  
**LODI**  
BUSINESS ALLIANCE

**2024 - MAY 2026**

# **PROJECT REPORT**





The Downtown Lodi Business Alliance is a nonprofit whose mission is to support Downtown Lodi businesses, promote tourism, and create a thriving destination for residents and visitors alike.

Through the DBA's beautification efforts, strategic marketing, and community partnerships, we work to make Downtown Lodi a vibrant and welcoming place to live, work, play, and do business.



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## ***POTTED PLANTER PROJECT***

- Secured, replaced, & maintain 100 new decorative pots (along School St, Sacramento St, & side streets)
- Procured an additional 20 pots and plants to accommodate individual business requests
- Maintain plants & planters (DBA Board Member sponsors weekly watering using a donated watering cart)

## ***MARKETING & COMMUNICATIONS***

- Touchpoint for Downtown Lodi business owners to engage with city initiatives
- Share info from community partners (City of Lodi, Lodi Chamber of Commerce & Visit Lodi) and to Downtown Lodi business owners
- Maintain & grow online presence for Downtown Lodi that serves & engages visitors, locals, and business owners
- Share events, opportunities, and highlight businesses



# 2024-2025 HOLIDAY PROGRAM

- 2024 & 2025, Collaborated with Lodi Electric Utility and private investors to install, maintain, & remove overhead lighting above School St
- Increased traffic to Downtown Lodi through multiple holiday events (3 days in 2024, 4 days in 2025)
- 2024, Built Gingerbread House as first installment of planned Holiday Village in Post Office Plaza
- 2025, Expanded Holiday Village by 2 structures (Bakery + German Candle)
- 2025, Launched first Holiday Scavenger Hunt for Archie the Bear
- Increased participation of businesses during events from 2024 to 2025

# DBA COMMUNITY ENGAGEMENT

- Member of the Downtown Specific Plan Steering Committee
- Member Economic Development Plan Steering Committee
- Participant in the interview process for various City management positions as community member
- Working with City and Chamber on downtown parking issues
- Member PBID Steering committee.
- Working directly with Lodi Electric on permanent School Street decorative Lighting project

The DBA has also helped the city by supporting EPA Brownfields Assessment Grant applications and assisted the city by supporting its application for the Railroad Crossing Elimination Program.

# 2024-2025 FUND DISTRIBUTION

**Grant Income:** \$100,000

**Grant Expenses (2024 - May 31, 2026):**

Holiday Event Costs: 6,500.00

Downtown Lighting: 17,792.00

Pots & Plants: 23,327.80

Marketing & Communications: 44,100.00

**Total Expended:** 91,719.80

**Grant Funds Remaining:** 8,280.20



*Through fiscally responsible spending, we have been able to stretch the allotted funds into 2026.*

# 2026-2027 GOALS

- Continue to expand marketing collaboration & reach
- Expand beautification footprint
- Establish a “Downtown Watch” group in partnership with Lodi PD & Chamber
- 2026 Holiday Season Events
  - Small Business Saturday & Tree Lighting - November 28, 2026
  - Holiday Scavenger Hunt for Archie the Bear - December 5, 2026
  - After Hours Shopping Night - December 18, 2026
- Create additional placemaking events in Downtown Lodi
- Launch a Downtown Lodi mural project in 2027

# 2026- JUNE 30, 2027 PROJECTED BUDGET

Holiday Event Costs (Admin, Advertising): \$10,000

Downtown Lighting: \$17,792.00

Custom Holiday Pole Flag (approx 140) : \$10,000

Marketing, Communications, & Media: \$32,400

Fund Request: \$70,192

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**THANK YOU!**

