

May 28, 2026

Aaron M. Busch
Interim City Manager, City of Lodi
221 W. Pine Street
Lodi, CA 95240

Subject: Downtown Business Alliance Grant – Progress Update & Request for Additional Funding

Dear Mr. Busch and Members of the Lodi City Council,

In July 2023, the Downtown Business Alliance (DBA) was awarded a \$100,000 surplus fund grant to implement specific projects in support of downtown businesses. The first distribution of \$61,196 was received in March of 2024. Since then, DBA has actively worked to enhance historic downtown Lodi through various initiatives. The balance of funds was received in 2025.

As outlined in our initial request, we committed to several key projects. Below is a brief update on our progress as of May 1, 2026:

1. Social Media & Business Engagement

- We are completing the second year of a highly successful two-year social media campaign. Since launch, engagement has more than doubled, and most importantly, downtown businesses are increasingly collaborating with DBA. A prime example of this success was the heightened business participation during both 2024 and 2025 holiday seasons.

2. Community and Civic Engagement

The Board President has on behalf of the DBA has been actively engaged with the city in:

- Member 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 also has a member on the steering committee for the PBID. The DBA has helped the city by supporting EPA Brownfields Assessment Grant applications.

The DBA has also assisted the city by supporting its application for the Railroad Crossing Elimination Program.

3. **Beautification Efforts**

- We have installed 100 new decorative pots and have procured an additional 20 pots and plants to accommodate individual business requests.

4. **Christmas Holiday Programs**

- The response to our 2024 and 2025 holiday programs has been overwhelmingly positive, prompting us as well as many business owners to begin planning for 2026.
- Our School Street overhead lighting project, sponsored in part and supported by Lodi Electric, has been so successful that the Downtown Specific Plan calls for a permanent installation which we are currently working on with Lodi Electric and city officials.
- In 2025 we added several additional structures to our ever-expanding Christmas Village at the Post Office Plaza including a temporary stage for musical performances. Due to increased enthusiasm, volunteers have already committed to constructing additional holiday structures to complement the gingerbread house, candy store and German windmill.
- Our long-term vision is to develop a **Christmas Village** that rivals those in Nevada City and Sutter Creek, further enhancing Lodi's appeal during the holiday season.

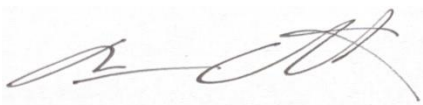
Given the positive feedback from businesses, the community, city staff, and the city council, it seems clear these grant funds we previously received were effectively managed and have generated significant benefits for downtown Lodi. To continue these efforts through mid-2027 we respectfully request an additional grant of funding in the amount of \$70,192.00, as broken down below:

- Holiday Event Costs (Admin, Advertising, entertainment): \$10,000.00
- Downtown lighting 2026: \$17,792.00
- Custom Holiday flags for light poles throughout downtown (140): \$10,000.00
- Marketing, Communications and Media: \$32,400.00

With the Downtown Specific Plan complete and hopefully approved on June 3, 2026, we see our mission to support our downtown businesses expanding to include Sacramento Street and all the side-streets in between. We recognize that the city like most municipalities is facing difficult financial times, but we are hopeful and appreciative of any funding you may be able to provide through the General Fund, Economic Development opportunities or other funding mechanisms.

Thank you for your continued support. Please feel free to reach out if you require any additional information.

Sincerely,



David Claxton
DBA President