



## Visit Lodi Annual Report & Budget

**Submitted to:** City of Lodi

**Reporting period:** January 1–December 31, 2025

**Prepared & Submitted by:** Wes Rhea, President & CEO, Visit Lodi

### **District Boundaries**

There are no proposed changes to the boundaries or assessed businesses.

### **Improvements and Activities**

The improvements and activities for the fiscal year 2025 are consistent with the Management District Plan. There are no proposed changes.

## **Executive Summary**

2025 was a major build year for Lodi’s visitor economy. Visit Lodi modernized core marketing infrastructure, completed long-range planning to guide investment and coordination, expanded community engagement, and upgraded measurement tools to better track visitor traffic and spending.

Key milestones included a new VisitLodi.com website completion of the Visit Lodi Destination Master Plan advancement of a Sports Strategic Plan, a new magazine-style Visitors Guide, a brand refresh, and an organizational name change to Visit Lodi.

Lodi lodging performance strengthened in 2025 with room night demand up 13.5% and occupancy up 3.4%.

# 2025 Highlights

## Destination Strategy and Alignment

Completed the Destination Master Plan to:

- Position Lodi as a premier destination
- Build community cohesion around destination direction  
Identify competitive opportunities and threats
- Establish product and infrastructure needs
- Encourage future economic vitality
- Support Visit Lodi’s long-term relevance

The Destination Master Plan defines strategic imperatives including:

- Expanding destination product/audience mix
- Repositioning the wine experience
- Supporting community engagement
- Operating an indispensable destination organization
- Advancing a Sports Strategic Plan to grow sports-related travel and overnight demand

## Modernized Visitor Infrastructure

- **Launched a new VisitLodi.com website** in November 2025. Year-end performance showed stronger engagement and usability:
  - **Total page views:** 718,937 (+7.32% YoY)
  - **Views per active user:** 2.05 (+21.94% YoY)
  - **Avg. engagement time:** 43s (+61.81% YoY)
  - **Bounce rate:** 49.93% (improved from 67.06%)



## Brand and Identity

- Completed a brand refresh and updated creative systems across channels.
- Officially changed the organization name to **Visit Lodi** (from Lodi Conference & Visitors Bureau).
- Updated visitor center merchandise to align with the refreshed brand, including the popular **Lodi Arch ornament**.

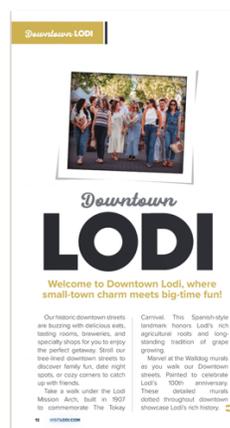


## Significant Content Production

- Produced **30+ new blogs**.
- Reviewed/refreshed **500+ business listings**, removing outdated or underperforming content.
- Completed a refreshed **photo and video shoot** to modernize the content library.

## Visitors Guide

- Produced a redesigned **magazine-style Visitors Guide** and printed **25,000** copies for distribution through lodging/tourism locations and by request via the website and external channels.



## Measurement and accountability

- Reinvested in **geo-location data platforms** to strengthen measurement of visitor traffic and spending, improving the foundation for performance reporting.

## Marketing Reach and Performance Snapshot

### Lodging Performance

- **Room night demand:** +13.5%
- **Occupancy:** +3.4%

### Website Performance

- Website engagement improved substantially after the November launch (see metrics page 2).

### Organic Social Performance

Across Visit Lodi social channels (Facebook, Instagram, TikTok, YouTube) for **Jan 1–Dec 31, 2025**, Visit Lodi delivered meaningful audience growth and visibility.

- Facebook: **31.21K followers (+38.66%)** and **6.64M impressions (+25.31%)**.
- Instagram: **40.84K followers (+19.83%)**.
- TikTok: **8,230 followers (+518.80%)** and **1.46M video views (+4661.14%)**.
- YouTube: **516.96K video views (+3447.88%)**.

### Earned Media

- Earned coverage in 2025 generated **24,440,301 earned impressions** to date, with placements including outlets such as **AFAR, Real Simple, Travel + Leisure, 7x7, Matador Network, USA Today 10Best**, and others.
- Produced **two San Francisco Chronicle inserts** (spring and fall) showcasing Lodi (paid placement).

### Digital Paid Media

Visit Lodi's digital paid media efforts exceeded 15 million impressions including Meta, Google, CTV/OTT, Digital Billboard, and Programmatic Display.

## Community Engagement and Outreach

Visit Lodi increased local and regional engagement through in-market presence, event booths, and trade outreach, including:

- Participated in the Palm Desert Food & Wine Show and San Diego Food & Wine Show (sponsored by the Lodi Winegrape Commission).
- Meetings market promotion at the Associations West Seasonal Spectacular tradeshow (booth presence).
- Community booths at both Lodi Street Faires, plus booth participation at a Lodi Farmers Market.
- Large activation at Terra Madre Americas (Sacramento), featuring local partners Calivirgin Olive Oil and Bokisch Winery showcasing Lodi to 165,000 attendees.
- Updated year-round and holiday banners in downtown Lodi.

## Destination Lodi and Visitor Readiness

- Hosted the annual reinvigorated tourism community event **Destination Lodi**, themed “**Growing Together**”, with our partners the **Lodi Winegrape Commission** and the **Lodi Chamber of Commerce** as panelists.
- Conducted **quarterly Lodi Tourism Ambassador classes** and hosted ambassador social events to strengthen visitor readiness and frontline advocacy

## Operational Modernization

In 2025, Visit Lodi strengthened internal operational efficiency by digitizing and streamlining administrative workflows and implementing new technology supporting **accounts payable, accounts receivable, and accounting practices**. This work reduced manual processing and improved documentation consistency, supporting stronger internal controls and reporting readiness.

## 2026 Direction

Building from 2025’s foundation, Visit Lodi’s near-term priorities are to:

- Implement priority actions identified in the Destination Master Plan.
- Activate sports tourism strategy through event exploration and partner coordination.
- Continue strengthening measurement (geo-location data plus improved channel analytics) to better tie marketing activity to visitation outcomes.
- Expand content and conversion performance from the new website.

## 2026 Budget

The cost of providing improvements and activities for 2026 is consistent with the Management District Plan. The anticipated total BID revenues for 2026 are the same as 2025 at \$1,230,000, with additional funds (see Other Funding) the total budget is \$1,348,050.

<b>Category</b>	<b>%</b>	<b>\$</b>
Sales & Marketing	78.37%	\$677,975
Administration	11.90%	\$126,475
Personnel	2.36%	\$454,600
Contingency / Renewal	4.07%	\$50,000
City Admin Fee	3.30%	\$39,000
<b>Total</b>	<b>100%</b>	<b>\$1,348,050</b>

### Surplus and Other Funding

#### Surplus

Visit Lodi will not carry over a surplus assessment from 2025.

#### Other Funding

There are additional estimated revenues of **\$118,050** from the following sources:

<b>Source</b>	<b>Budgeted Amount</b>
Annual Tourism Event	\$6,000
Retail	\$7,750
Marketing Services Fees	\$1,500
Ambassador Program and CE Fees	\$2,800
Visitor Guide Ad Sales	\$25,000
Cash from Reserves for Special Projects	\$75,000
<b>Total</b>	<b>\$118,050</b>

## Lodi Tourism Improvement District Assessment Overview (Informational)

The way assessments are calculated and collected has not changed.

- **Assessment Rates:** Businesses in the City of Lodi will pay a rate of 4.5% of their gross room revenue for short-term stays (less than 31 days). Businesses in unincorporated parts of San Joaquin County will pay 3%.
- **Exemptions:** Assessments won't apply to stays longer than 30 days or to contracts made before August 5, 2020.
- **Gross Room Revenue:** This includes all charges for room occupancy without deductions but excludes taxes like transient occupancy tax.

The assessment is the responsibility of the lodging businesses. They can choose to pass the charge on to their guests, but it must be clearly listed as the "LTBID Assessment" on receipts. This charge is separate from the room rate and any other taxes. Even if passed on to guests, the lodging business is ultimately responsible for ensuring the assessment is paid. This assessment is not considered part of the business' revenue for tax purposes.

- **Bonds will not be issued**

### Penalties and Interest for Lodging LTBID Collections:

- **Late payments:** If a lodging business does not pay the assessment on time, a 10% penalty will be added to the amount due.
- **Additional penalties:** If the payment is more than 30 days late, another 10% penalty will be added on top of the first penalty.
- **Fraud penalties:** If nonpayment is due to fraud, a 25% penalty will be added to the total, along with any other applicable penalties.
- **Interest charges:** Unpaid assessments will accrue interest at a rate of 0.5% per month until the full amount is paid.
- **Combined charges:** All penalties and interest will be added to the original assessment amount and must be paid in full.