



January 14, 2025

Scott Carney
Lodi City Manager
221 W. Pine Street
Lodi, CA 95240

Subject: Downtown Business Alliance Grant – Progress Update & Request for Remaining Funds

Dear Mr. Carney 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. In response to the attached January 2024 letter, the first distribution of \$61,196 was received in March. Since then, DBA has actively worked to enhance historic downtown Lodi through various initiatives.

As outlined in our initial request, we committed to several key projects. Below is a brief update on our progress as of December 30, 2024:

1. Social Media & Business Engagement

- We are entering 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 in recent holiday activities.

2. Beautification Efforts

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

3. Christmas Holiday Programs

- The response to our 2024 holiday programs has been overwhelmingly positive, prompting several business owners to begin planning for 2025.
- Due to increased enthusiasm, volunteers have already committed to constructing two additional holiday structures (with the potential for a third) to complement the gingerbread house at Post Office Square.
- DBA successfully collaborated with **Lodi Electric and private investors**, securing funds for the **overhead lighting project on School Street**, further illuminating and enhancing the downtown experience.
- 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 have been quite effectively managed and have generated significant benefits for downtown Lodi. To continue these efforts, we respectfully request the distribution of the remaining grant balance of **\$38,804**.

Our mission is far from complete—rather, it is expanding. We anticipate an even more successful 2025 and look forward to further strengthening downtown Lodi's vibrancy.

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

Sincerely,

A blue ink signature of David Claxton, consisting of a series of fluid, connected loops and a long horizontal stroke at the end.

David Claxton
DBA President

A blue ink signature of Dave Kirsten, featuring a large, stylized 'D' followed by a series of loops and a long horizontal stroke.

Dave Kirsten
DBA Vice President



February 5, 2024

Andrew Keys
City of Lodi Interim City Manager
221 W. Pine Street
Lodi, CA 95240

Dear Mr. Keys, Lodi City Council,

We are writing to request the distribution of a portion of the surplus funds allocated to the Downtown Business Alliance in July of 2023.

The first project we propose is a two-year Social Media Re-Make initiative. In today's digital age, a strong online presence is essential for businesses to thrive. This project aims to revamp and elevate the Downtown Business Alliance's social media platforms, enabling us to effectively engage with our community, promote local businesses, and attract visitors to our downtown area. The cost for this project is \$37,200.

The second project is the Downtown Potted Plant Replacement Project. Beautifully maintained green spaces contribute significantly to the aesthetic appeal and ambiance of our downtown district. However, the current condition of our potted plants is in need of improvement. This project seeks to replace and enhance existing potted plants, revitalizing our streetscape and creating a more inviting environment for residents and visitors alike. The cost for this project is \$23,996.

The combined total for both projects is \$61,196. These initiatives align with the goals of the Downtown Business Alliance to foster economic growth, promote community engagement, and enhance the overall vibrancy of our downtown area. We believe that investing in these projects will yield long-term benefits for our community, including increased foot traffic, greater business visibility, and an improved quality of life for residents, shoppers and businesses.

We kindly request your consideration and support in allocating surplus funds grant money to the Downtown Business Alliance for the implementation of these important projects. Your partnership in this endeavor would be greatly appreciated and would contribute to the continued success and prosperity of our downtown district.

Thank you for your attention to this matter. Please do not hesitate to contact me if you require any further information or clarification regarding our funding request.

Sincerely,

Dave Kirsten - Vice-President