

# ANNUAL REPORT





## OUR MISSION

For decades, Downtown Stockton was an urban core awaiting renaissance. Today, we are experiencing new investment & business openings, housing development, and an explosion of cultural and arts initiatives.

The Downtown Stockton Alliance (DSA) is a major partner contributing to environmental improvements and economic development downtown. We are an advocate for great downtown projects, a partner in strategies for promoting investment, and a liaison to

many community partners interested in downtown events and opportunities.

DSA oversees the safety, maintenance, and hospitality of downtown; supports public and private partnerships; encourages investment; co-sponsors special events, arts, and cultural activities downtown. These efforts are funded through the 123-square block Downtown Property Based Business Improvement District established in 1997 and recertified in 2002, 2007 and 2017. Our PBID promotes business, housing, arts & entertainment to help create a



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# MESSAGE FROM THE PRESIDENT



2019 is in the history books. It was a year of dramatic change, improvement, hope and accomplishment to what we, as a team, agreed to focus on.

With our Executive Director, Mike Huber and his amazing, passionate team which organically helped the organization lead the way, we have made dramatic inroads to our core strategy for downtown **CLEAN AND SAFE** experience.

**CLEAN AND SAFE** has been our call. Perception is reality. When a Stockton resident or non-Stockton resident comes to the downtown, they have seen and experience a renaissance in the works.

There is robust activity everywhere. People walking about. Shops opening up. Buildings being refurbished into something new. Some buildings have been transformed into a live / work environment where people want to live close to where they work.

This is an attraction taking place in many places in California and Stockton is one of those places for consideration, especially for people looking to leave from the very expensive Bay Area region.

For 2020, the DSA–Downtown Stockton Alliance–will continue to foster its partnerships with the city, property owners, businesses.

For 2020, the DSA has begun Talk to Downtown, a new webinar series featuring various guests. The first guest was the City of Stockton Parking & Venue Manager, Tina McCarty, who was interviewed and questioned about the present and future of parking in the downtown. More interactive interviews will be coming to sure to bring excitement, conversation and anticipation to what the DSA will bring in 2020.

The DSA will continue to build on its core strategy of **CLEAN AND SAFE**. It will seek to ignite excitement of what is possible to bring hope for a brighter future.

With that hope, it will generate interest in greater investment downtown all the while fostering stronger alliances with our downtown partners in retail, government and entertainment.

The DSA is more fiscally sound than ever. It has built in several strategic buffers while lowering costs.

It has taken some outsourced services and brought them in-house at a significant cost savings while improving the results of those services.

The key to the DSA's success in 2019 has been proactive service-based attention to detail.

It is a leadership that is always in the field assessing and improving when and where it finds opportunity.

This dynamic plan to action will continue in 2020, where it will be well received because it is based on serving others first. It will be proactive in communication and seek to include all in the renovation of the downtown.

Best,  
Giovanni Trinchera  
*DSA Board President*

# 2019 BOARD OF DIRECTORS



**KENDRA CLARK**  
SMG Stockton



**JARED RUSTEN**  
J. Rusten Furniture



**KARI MCNICKLE**  
San Joaquin COG



**MEGAN CORT**  
Ten Space



**MAHALA BURNS**  
Cort Company



**MICAH RUNNER**  
City of Stockton EDD



**MATT AMEN**  
Huddle x LaunchPad



**CARLOS JIMENZA**  
MXGlobal



**MARCIA CUNNINGHAM**  
San Joaquin County



**LISA CHALK-FRAUSTO**  
Basket Caravan



**BEJAN BROUKHIM**  
Property Owner



**WES RHEA**  
Visit Stockton

Not pictured:

**RUDI BLONDIA**  
Excelitas Technologies

# MESSAGE FROM THE CEO



2019 went by very quickly – the DSA was busy with another productive year keeping the Downtown District beautiful and walkable. We added five more maintenance team members, which brings the team to fourteen maintenance employees. They do a great job of keeping the streets clean, power washed, and keeping the plants and flowers growing.

In February of 2019, we launched Walk with Weber – a self-guided tour of 23 historical buildings Downtown. You can access the tour by going to our website to see the list of locations and a map or by looking for the Walk with Weber QR Codes in building windows and snapping a photo with your phone, which will activate a one-to-one-and-a-half-minute audio and visual history of the building. I am very proud of this finished product.

April served as the start of the year's Full Moon Riders season. We added an additional ride this year – for a total of 7! – and the DSA donated proceeds to a different Downtown non-profit at each ride.

In June, we re-established the Downtown Stockton Enterprise Loan Fund (DSELF) Board which had not had a full board since 2013 and was instead relying on oversight from DSA board members. The DSELF was established to assist current and prospective downtown business owners with the cost of maintaining their current business or starting a new business.

In July, in partnership with Stockton Beautiful, we completed the Weber Median Project. This project made the gateway to Downtown much more appealing with its dwarf palm trees, roses, and colorful plants; as well as the repainting of the planters and the “Stockton” tower at the head of Weber and El Dorado.

Also in July, we took an unmaintained planter at the entrance to Bridge Place and built a trash enclosure we refer to as the Rose Garden. It has decorative metal roses on the fence and 20 live rose bushes of different varieties planted on the west side.

In August, we held the second annual National Night Out, which is focused on families. This event – held in Janet Leigh Plaza – included the police and fire departments, local politicians, entertainers, sports mascots, information tables, refreshments, and youth games and activities.

In June, we partnered with the Miracle Mile and SP+, the parking management company, as an outside service contractor to do the cleaning, power washing, and landscaping for them. This additional income will be used for large scale projects in the district. Stakeholders will benefit without using money from their assessments.

To finish the year, our entire team went to the TLC Foundation School for Homeless Children and delivered Christmas presents. For me, seeing the kids receive gifts they had asked for

in their letters to Santa and witnessing the excitement in the room was truly touching and what Christmas should be all about. The new decade will be exploding with some exciting things as we enter the new year.

The DSA Board approved for 2020: a Placemaking Award Program; monthly webinar called “Talk to Downtown”; DSA will have Safety Ambassadors that will patrol the area 24 hours a day; refurbishing Mun Kwok/Chung Wah Lane behind the Franco Center; not for the faint at heart as the DSA will also be launching the Downtown Ghost Tour in October.

I am so proud to lead the amazing team of employees that work here and daily with passion strive to make the Downtown District a place to visit, invest and play.

Best,  
Michael Huber

A handwritten signature in blue ink, appearing to read "Michael Huber". The signature is fluid and cursive, with a long horizontal stroke at the end.

DSA CEO

# DSA STAFF 2019



**CHARISSE LOWRY**  
*Office & Operations*



**COURTNEY WOOD**  
*Economic Development*



**ALEX MCBRIDE**  
*Marketing & Comm.*



**ARNDREA WATERS**  
*Safety Ambassador*



**SHIRLEY GRIFFITH**  
*Ambassador*



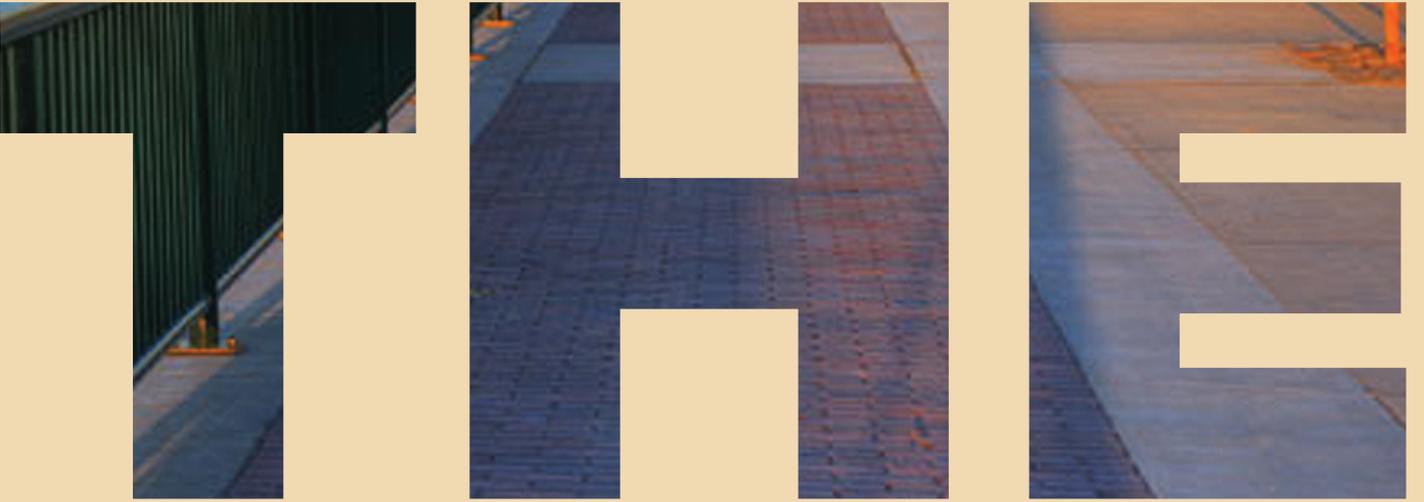
**JOHNNY PALACIOS**  
*Ambassador*



(LEFT TO RIGHT) **JOSEPH BRACKSLEICK, EDWARD SEVERN, MARTIN ESQUIVEL, JESSE CORREA, DEMAR SCOTT, RICKEY WASHINGTON, TERRY HANSON, FREDERICK VALENZUELA, TRACY CARLSON, CHRIS FOWLER** (Not pictured: Myron Anfield)





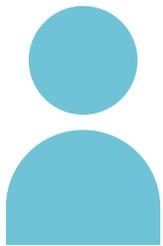


**NUMBERS**

# DEMOGRAPHICS

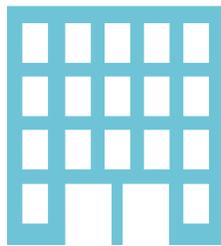


# HOSPITALITY & SAFETY



**5,221**

VISITORS ASSISTED



**2,769**

BUSINESS CONTACTS

**17,890**  
PUBLICATIONS  
DISTRIBUTED

# 2 TOURS OF DOWNTOWN

**2,023**  
PATROL HOURS



# MAINTENANCE



# MARKETING



**In 2019 we saw a huge boost in our Instagram following and the traffic on our website!**

In 2019, our Instagram grew from **5,320 to 8,070!** We were able to make this happen by using a few different strategies.

Firstly, we changed our posting schedule from **3 times** a week to **every day!** We now try to pick photos that showcase the different, beautiful or over looked details of #DowntownStockton.

Secondly, we switched from **Hootsuite** to **SkedSocial** as our social media scheduling platform. We decided to switch after we began running into issues with Hootsuite's Instagram compatibilities. After researching and comparing the costs and features of the different scheduling platforms out there, we chose SkedSocial. Sked prides itself on being directed towards instagram above the other platforms, including the capability of scheduling Instagram stories. Sked also allows us to schedule more content in advance. Previously, our free version of Hootsuite only allowed 30 posts to be scheduled a month. Therefore, by switching to Sked, we've optimized our workflow so that we can produce higher caliber, consistent content on all our social media channels.

In addition to Instagram, our website traffic increased exponentially! Our growth percentage for **Unique Visitors** is up **118.63%** and **Page Views** are up **85.60%** compared to last year! For almost every post there is a link redirecting our audience to information on our website.

in 2019, we also released **35 blog articles** on our website showcasing new businesses, things to do, lists of our coffeeshops, learning more about DSA as an organization, and more! Our business spotlight article on **Legendary Coffee & Books** had the highest traffic for the year, with **social shares totalling at 2K!** We hope to continue posting our blogs weekly to drive more awareness of the businesses and events happening in #DowntownStockton!

Best,  
Alex McBride  
DSA Marketing &  
Communications Director

## FOLLOWER COUNT



## 2019 GROWTH

### Social Media Followers



### Website



# ECONOMIC DEVELOPMENT



## 2019 was a great year for economic development downtown.

Overall, the district saw continued investment and growth this year. Downtown witnessed **23** new business openings; renovation projects continued, with the grand opening of the Medici Artist Lofts; and the DSA welcomed **28** new property owners. At year's end, there were **27** properties for sale and **29** properties advertising spaces for lease within the district.

DSA took on several meaningful economic development projects in 2019.

In February, we launched the **Walk with Weber** historical audio tour, featuring 24 audio clips and accompanying pictures telling the story of downtown's historic buildings. It's a treat for history buffs or people curious about downtown's past—be sure to check it out on our website!

In August, DSA collaborated with the City of Stockton to complete the **Rose Garden trash improvement** project, which enhanced the pedestrian experience by moving dumpsters from Bridge Place's sidewalk to a gated location.

In November, DSA's Economic Development Committee held an **Investment and Renovation Seminar**, which included presentations from live/work expert Tom Dolan; live/work developer Bearpaw; and the City of Stockton's Planning, Economic Development, and Building Departments. With approximately 30 attendees and overwhelmingly positive feedback, the event was a huge success.

DSA expanded stakeholder outreach and property promotion this year.

We created a helpful **Property Owner Welcome Packet**—outlining DSA's programs and resources—to send yearly to all new property owners.

We sent **6 bi-monthly property owner e-newsletters** throughout the year, with an average open rate of **54%** and average click rate of **24%**. Starting in August, we also sent **three bi-monthly business owner e-newsletters**—highlighting business development events, resources, and information—with an average open rate of **32%** and average click rate of **14%**.

This was the second full year of **#propertymondays**. We featured 40 posts about 34 unique property opportunities, resulting in **28,390** property views on Facebook, and

**4,543** page views on our Real Estate Directory. This campaign really draws attention to the possibilities for real estate investment and business creation in our district!

2020 will be a year to watch for downtown.

Several market-rate live/work projects slotted for completion in the coming year will finally bring us closer to becoming a truly 24-hour downtown. 2020 will see the DSA increasing outreach frequency via monthly e-newsletters to businesses and property owners; hosting additional investment and renovation seminars; launching webinar series Talk to Downtown; growing the Downtown Stockton Enterprise Loan Fund (DSELF) program; developing the Downtown Ghost Tour Project; exploring business recruitment and retention methods; and continuing #propertymondays promotion.

If you wish to be added to either e-newsletter list, contact me at **cwood@downtownstockton.org**; visit our website to view the DSELF application; and follow DSA on Facebook to see #propertymondays videos and Talk to Downtown webinars.

Best,  
Courtney Wood  
DSA Economic Development  
Director & DSELF Administrator

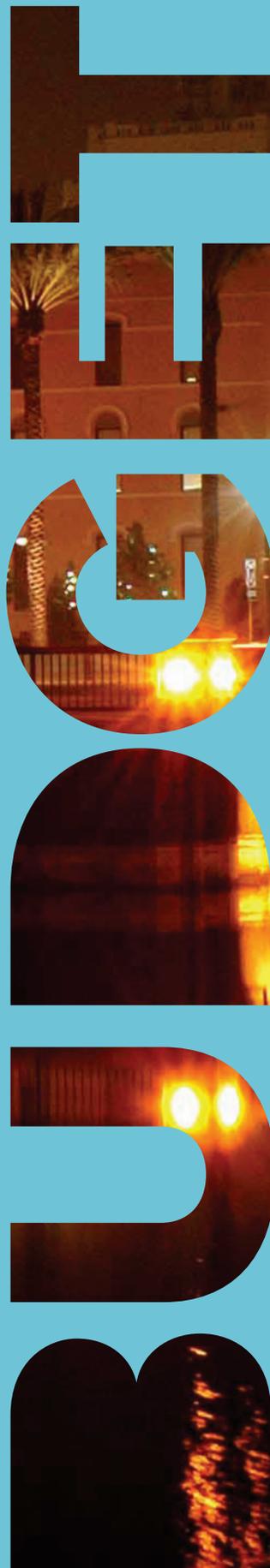
## 2019 GROWTH

### Property Newsletter



### NEW Business Newsletter





# 2019

## INCOME

Assessments	\$1,071,147
Annual Security Revenue	\$24,000.00
Banner Income	\$6,500.00
Full Moon Riders	\$1,000.00
Contracts - WMN & Sanitation	\$53,909.00
Equipment Rental	\$300.00
Outside Service - Miracle Mile	\$30,000.00
Outside Service - SP Plus	\$15,000.00
<b>TOTAL INCOME</b>	<b>\$1,235,954.18</b>

## EXPENSES

Payroll & Benefits	\$663,080.00
Education & Networking	\$13,700.00
Advertising/Marketing	\$19,500.00
Event Expenses	\$8,500.00
Banners	\$13,700.00
Economic Development	\$69,000.00
WEB Projects	\$107,000.00
Office Expenses & Supplies	\$20,624.00
Maintenance & Cleaning	\$124,636.00
Insurance	\$26,865.00
Taxes	\$1,020.00
Utilities/Rent	\$13,200.00
Professional & Fin. Services	\$32,196.00
Miscellaneous Expense	\$6,400.00
<b>TOTAL EXPENSES</b>	<b>\$1,181,722.00</b>

# 2020

## INCOME

Assessments	\$1,127,873.00
Annual Security Revenue	\$24,000.00
Banner Income	\$11,265.00
Full Moon Riders	\$2,000.00
Contracts - WMN & Sanitation	\$61,548.00
Equipment Rental	\$800.00
Outside Service	\$600.00
Contracts	
Outside Service - Miracle Mile	\$60,700.00
Outside Service - SP Plus	\$34,800.00
Power Washing Services	\$1,000.00
Miscellaneous Income	\$2,000.00
Budd Alley Compactor Service	\$11,195.00
<b>TOTAL INCOME</b>	<b>\$1,337,841.00</b>

## EXPENSES

Payroll & Benefits	\$805,596.00
Education & Networking	\$16,700.00
Advertising/Marketing	\$23,500.00
Event Expenses	\$8,500.00
Banners	\$14,350.00
Economic Development	\$92,500.00
WEB Projects	\$13,402.00
Office Expenses & Supplies	\$23,500.00
Maintenance & Cleaning	\$154,900.00
Insurance	\$28,100.00
Taxes	\$1,020.00
Utilities/Rent	\$79,230.00
Professional & Fin. Services	\$34,606.00
Miscellaneous Expense	\$5,000.00
<b>TOTAL EXPENSES</b>	<b>\$1,300,904.00</b>





# SPECIAL EVENTS

## HOSTED & ORGANIZED

National Night Out 2019  
Full Moon Riders  
Walk with Weber

## COORDINATED

Business Watch with SPD  
Residential Seminar

## RECRUITED

Bike to Work Day

## PARTICIPATED IN

University of the Pacific  
Employee Benefits Fair Booth  
Amgen Booth  
Parking Day  
Impact Global Venture Summit  
Philanthropy Summit  
Stocklandia

## ASSISTED WITH

CA Hispanic Chamber of Commerce  
Statewide Convention

## OUR 2019 PARTNERS

### GENERAL

Cort Companies  
The Campus Downtown  
The City of Stockton  
Port City Bar & Grill  
San Joaquin RTD  
Stockton Ports  
Stockton Heat  
Stockton Kings  
Stockton Beautiful  
Subway/Robeks  
Visit Stockton

### NATIONAL NIGHT OUT

The Bull (radio station)  
Stockton Ports  
Stockton Kings  
Stockton Heat  
Health Plan of San Joaquin  
UNCLE Credit Union  
Hatch  
Visit Stockton  
Stockton PD

ACE & Amtrak  
RTD  
The Write Place  
In-shape Health Clubs  
Stockton Fiber  
SolarGain Inc.  
MooMoo's  
Port City  
Misaki  
Subway  
Thai Thai  
Espresso  
Rita's Ice Cream Truck

### FULL MOON RIDERS

Channel Brew  
Cast Iron Trading Co.  
San Joaquin Bicycle Coalition  
Road Finch  
The HUB  
Thai Thai Restaurant  
Robby's Bicycles  
Stockton Bicycle Club

Papa Urb's  
The Downtowner  
Alfalfa's  
Nena's  
MooMoo's  
Port City  
Misaki  
Subway  
Espresso

### MUSIC TO OUR EARS

The Campus Downtown  
San Joaquin County Public Defender  
Espresso Coffeehouse  
The Courthouse Plaza  
Hotel Stockton  
HUB, Helping Urban Bicyclists  
Port City Nutrition  
San Joaquin RTD  
Alex Floral

Mun Kwok /  
Chung Wah  
Lane





## 2020 GOALS

- Property & business owners utilize our **NEW Placemaking Award Program** that will help them by seeding projects like outdoor seating, murals, and events which would enhance our downtown.
- Launch monthly webinar called “**Talk to Downtown.**” allowing Q/A’s with city officials. and other organizers.
- Launch a **Safety Ambassador** program! Our new **Safety Ambassadors** will be patrolling the **Downtown** area.
- Refurbish **Mun Kwok/Chung Wah Lane** behind the **Franco Center**. The **DSA** will commit the **\$50,000** of net income from the outside services contract toward this project. We are hoping to complete this project by **July**.
- Launch our **NEW Downtown Ghost** project in **October**.

POSTAGE

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