

# ANNUAL REPORT



**DOWN  
TOWN**  
STOCKTON





## 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 vibrant, sustainable, and urban community in Downtown Stockton.

## TABLE OF CONTENTS

<b>LETTER FROM THE BOARD PRESIDENT</b>	<b>4</b>
<b>BOARD OF DIRECTORS</b>	<b>5</b>
<b>LETTER FROM THE CEO</b>	<b>6</b>
<b>DSA STAFF</b>	<b>8</b>
<b>DOWNTOWN BY THE NUMBERS</b>	<b>10</b>
<b>MARKETING</b>	<b>14</b>
<b>ECONOMIC DEVELOPMENT</b>	<b>15</b>
<b>2020 &amp; 2021 BUDGETS</b>	<b>17</b>
<b>SPECIAL EVENTS</b>	<b>19</b>
<b>GOALS FOR 2021</b>	<b>20</b>



MESSAGE FROM THE PRESIDENT



How does one begin to summarize 2020 and what it meant? First and above all – I hope you’re reading this safely and in good health. This year has brought immense challenges that have impacted every single one of us. As an organization and as a board, we’ve grappled with many questions this year that didn’t always have easy answers. When a core component of our mission and vision is to bring people downtown, how were we to proceed when we were asked to stay home? What new meaning does “clean and safe” – another critical piece of our role at the DSA – begin to have when our lives and livelihoods literally depend on it? Our downtown business and property owners had to change and adapt repeatedly in the face of constantly fluctuating guidance and regulations from the state. They’ve navigated challenging requirements to access basic funding and financial

support, while trying to keep the doors open and the lights on. This has not always been a graceful or easy process for any of us. Yet – our City and our downtown have been tried and tested by hardship many times before and continue to come out stronger and more resilient. We are blessed with a team and staff committed to the service and hard work it takes to forge ahead. In the midst of the chaos, confusion, and upheaval that characterized much of this year, there were many things that gave me hope for our Downtown and our future:

- The implementation of new patios, awnings, and enhanced outdoor dining environments that will enliven our streets and sidewalks for years to come
- Many people now call Downtown Stockton home at places like the Tretheway and Medico-Dental buildings, which adds new vitality to downtown and in the months ahead as more come to join them
- The preservation and restoration of the historic Chung-Wah Lane, which will be ready to welcome you for a visit very soon
- Creativity, flexibility, and solution-oriented approaches are now even more deeply ingrained into the DNA of how we face our challenges – an energy that will continue as we move together into the next normal

As a community, we are so grateful for your support this past year. Your support, and the connection and community we’ve built together will lift us into the better times to come.

We miss you, and the DSA team can’t wait to welcome you back to downtown very soon.

Best,

Kari McNickle  
DSA Board President

2020 BOARD OF DIRECTORS



**MERAB TALAMANTES**  
SJ Regional Transit District



**DAVID LIPARI**  
SJ Regional Rail Commission



**TONY YADON**  
Parents By Choice



**CARLOS JIMENEZ**  
MXGlobal



**MAHALA BURNS**  
Cort Companies



**TINA MCCARTY**  
City of Stockton EDD



**MATT AMEN**  
Huddle x LaunchPad



**RUDI BLONDIA**  
Excelitas Technologies



**MARCIA CUNNINGHAM**  
San Joaquin County



**BEJAN BROUKHIM**  
Property Owner

Not Pictured:

**STEVE KHILTHAU**, Stockton Police Department  
**JANE STEINKAMP**, Downtown Resident



# MESSAGE FROM THE EXECUTIVE DIRECTOR



2020 was the year of the Pandemic. COVID 19 created hardship for many of our property and business owners, causing financial hardship. As restaurants, movie theaters, and personal care shops were forced to close, the Downtown workforces began to work remotely and investor interest in Downtown went silent. This did not deter the DSA from its mission to keep the Downtown clean and safe all while improving the District through a variety of projects.

In January, we began our monthly “Talk to Downtown” series with guests that kept us informed about the state of Downtown. Our very own Courtney Wood hosted guests that included Tina McCarty (COS Parking & Venue), Sergeant Steven Kihlthau (Stockton PD), Adam Cheshire (SJC Homeless Initiatives), Wes Rhea (Visit Stockton), Ed Wanket (SJC Economic Development), Nicole Snyder (COS Economic Development), Nate McBride (SJ Delta College SBDC), Harry Black (Stockton City Manager), Mahala Burns (Cort Companies), Dr. Maggie Park (SJ Department of Health), Christina Fugazi

(Stockton City Council District 5) and yours truly.

In February, we launched our Safety Ambassador program. We launched this program in the hopes that our ambassadors could be a resource for the PD’s homeless diversion program and be eyes and ears in the District when PD could not be here. We hired Ace Waters to supervise the program and added six highly skilled employees to patrol the District, armed with body cameras. They answered business burglar alarm calls through our “First Call Program”; jump-started stranded motorists; escorted employees to their vehicles; put out fires; obtained valuable evidentiary film for several PD crime investigations; and provided wayfinding for visitors looking for businesses, entertainment venues, or properties. Most importantly, we engaged the homeless by talking with them, listening to their stories, offering information about services available to them, and occasionally giving them some much-needed food and water; even with this compassionate approach we did on occasion have to ask some to leave private property or not to panhandle.

March came with a bluster. COVID-19. We implemented safety and cleaning procedures and educated staff on the importance of taking their temperature daily, hand washing, not touching their face, wearing a mask, and wiping down everything with disinfectant. We split the management team up and had some work from home, while distancing the ones that had to come into the office. As hard as it was, we rotated furloughs for some of the Maintenance and Hospitality Ambassador staff members. I am very proud of the way our staff handled this and protected themselves and their families while still accomplishing the job at hand. We

did not have one positive COVID case within the DSA staff.

In April, our Board thought that a way to help small businesses and add art to Downtown would be to implement a Place-making Grant Program. Applicants submitted their Ideas, the Board scored them, and four businesses were awarded funds for their projects.

In June, the City received Personal Protection Equipment, which we helped distribute to businesses in Downtown. We gave out hand sanitizer and masks to help slow the spread of COVID-19.

August was the month we began the restoration of Chung Wah/Mun Kwok Lane. This Chinese-themed plaza was built in 1969 with entrances on both the East and West ends and features two, stone, Chinese dragon in-lays created by famous mosaic artist Merrill Jew. After 50 years, it had fallen into disrepair, with the East upright being knocked down, the wood on the entrances rotting away, and large, infected areas of the dragon mosaics missing or damaged. Since 2000, there have been efforts to restore the Plaza, but all had failed to come to fruition. We hired a contractor to redo the entrances with two new uprights on the East end, roof tops that resemble San Francisco’s China Town, and metal Chinese dragons on the roof top. A mosaic artist out of San Francisco was employed to repair the dragons. We repainted the light poles using the Chinese color palette and adorned them with banners reflecting the 12 Chinese zodiac animals. We are also planning to place Foo Dogs at the entries; install a bench; add garbage cans; and string 40 Chinese solar lanterns across the Plaza. It is going to be a spectacular show piece for the Downtown. The project will be completed just in time for the 2021 Chinese New Year; due to COVID, we will be having a virtual celebration.

In September, we began planning for

the Portable Bathroom and Shower Unit that will be available for the homeless to use at St John’s Church beginning in mid-January. With all the public bathrooms closed because of COVID, and other infectious diseases on the rise because of human waste on our streets and in our waterways, we saw a need for individual hygiene facilities for the un-sheltered. With help from the City of Stockton to purchase the unit and operational funding from a Community Development Block Grant, this project became a reality. We hope to use this program to reduce human waste on the streets, collect and report information to the Homeless Management System, and place the unsheltered in contact with resources that may help them eventually rise out of homelessness.

October brought out the ghosts. A team of paranormal hunters did extensive research and investigations into four sites in Downtown that have reported paranormal activities in the past, like the Stockton Hotel and our office in the B&M Building. DSA staff filmed these investigations and edited the footage to create ghost hunting episodes for our “Spirits of Downtown” series. Each week in October we released a new episode for paranormal enthusiasts to watch via Youtube. This will be a continued series, with new episodes to be released every October.

In November, the City asked us to help businesses affected by COVID. The hardest hit were the restaurants in Downtown. Through C.A.R.E.S. Act funding provided to the City, we received an allocation which funded thirteen outdoor patio enclosures. We also provided outdoor propane heaters and hands-free sanitation stations to restaurants that applied. Not only will these businesses be able to stay open when indoor dining is not allowed, come the Spring and Summer months, it will

outdoors in our beautiful Downtown. make for a great optic with people dining outdoors in our beautiful Downtown.

In a year that went by so quickly, December was upon us. Our final project was to help less fortunate kids that might not receive a Christmas present by giving to organizations that give back to their community. This year we chose to give toys to two of our newest Downtown neighbors – Parents by Choice and the Hells Angels. Parents by Choice - whose mission is to make a difference in children’s lives - purchased and moved their entire workforce into the Courthouse Plaza this year; they provided us with “letters to Santa” written by foster kids, and our elves went to work fulfilling their wishes. The Hells Angels moved their Club House to Miner Avenue early in 2020. Each year they help make Christmas a little brighter for children and families by holding a toy drive to help those in need. We were honored to help these organizations brighten a child’s face with a gift for Christmas.

As I reflect on 2020, I realize how blessed I am to have such an amazing staff. They work very hard to make Downtown a place that Stockton can be proud of. If you see one of our Maintenance Workers in their work carts, a Safety or Hospitality Ambassador in the patrol vehicle, or someone on our Management Team, please acknowledge them. We are Downtown Stockton Strong and 2021 better look out ‘cause here comes the Downtown Stockton Alliance.

Best,

A handwritten signature in blue ink, likely belonging to Michael Huber, the Executive Director.

Michael Huber  
DSA Executive Director





# DSA STAFF



**CHARISSE LOWRY**  
Office & Operations



**COURTNEY WOOD**  
Economic Development



**JESSICA NGUYEN**  
Marketing & Comm.



**ARNDREA WATERS**  
Safety Ambassador  
Supervisor



**JASON MILLNER**  
Special Projects and  
Media Assistant



**SHIRLEY GRIFFITH**  
Ambassador



**JOHNNY PALACIOS**  
Ambassador

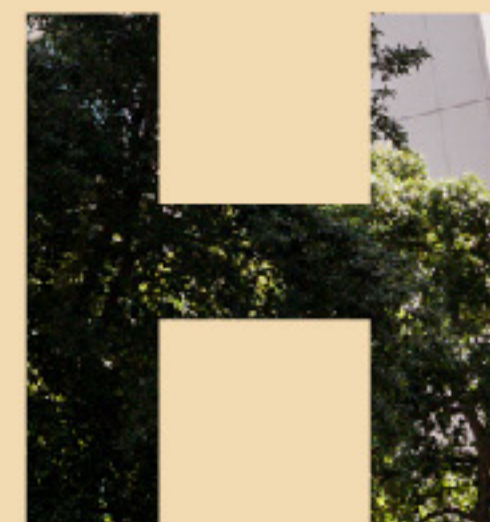


(Left to Right)  
Rickey Washington, Curt Weymouth, Ed Severn, Seth Elwell, Darryl Grisgby, Alan Hernandez, Chuck Laswell, Steve Murray, Joseph Bracksieck, Fred Valenzuela and in the front is Patrick Hallinan



(Bottom Photo, Left to Right)  
Johnny Palacios, Shirley Griffith, Lewis Spalding, Cherie Harris, Dejon Underdue, Betran Willburn, and Ace Waters





**NUMBERS**



DEMOGRAPHICS within 1 mile



HOSPITALITY & SAFETY



1,412  
PATROL HOURS

34  
TOTAL SAFETY ESCORTS



MAINTENANCE







2020 was a year of challenges- but nevertheless, we persisted!

The unprecedented circumstances brought on by the COVID-19 Pandemic meant we had to adapt to a new normal of masks, social distancing, virtual events, and a heavier reliance on digital marketing. The lack of in-person events contributed to our dip in website visitors this year (37,673 website visitors compared to 49,360 in 2019), as our Downtown Events Calendar was the highest-viewed page on our website in 2019.

However, our **Facebook, Twitter, Instagram and YouTube channels maintained steady growth and engagement over the course the year.** This resulted from consistent posting schedules (daily on Instagram

and Facebook, weekly on Twitter, and monthly on YouTube), and social media campaigns that were engaging to the audience (social media challenges, #TakeoutTuesdays and more). Social media engagement was important more than ever, because online interactions helped to fill the gap of excitement that in-person events would normally bring to downtown.

Additionally, 2020 saw the implementation of several exciting projects at the DSA that were shared on our social media platforms. First was our monthly **Facebook Live series, Talk to Downtown**, which aims to connect the local community to individuals and organizations that can answer their questions about downtown. Guests included City Manager Harry Black, and San Joaquin County of Public Health Officer Maggie Park, to name a few. In total, **our Talk to Downtown videos garnered 4,650 views!** In October, we also launched our four-part Spirits of Downtown video series where we followed a team of paranormal investigators as they explored historic downtown buildings in search of paranormal activity. In total, this **series received 2,100 views!** Both projects will continue in 2021.

The DSA also kept our social media audiences excited about downtown projects, events, and happenings by working to engage them with our content. Engagement on social media in

the form of likes, comments, and shares from followers helped to widen our reach and connect with more people in the community. Our **DSA Holiday Contest** was the most successful social media campaign in regards to reach and engagement. We shared participating businesses' holiday-themed photos onto Instagram and Facebook where we encouraged the community to vote by giving their favorite posts a "like". The contest **reached 5,600 and 12,081 people on Facebook and Instagram, respectively!** Across both platforms, 1,537 votes were casted. By the end of this Holiday Contest Campaign, we gained 50 followers on Facebook and 151 followers on Instagram.

To keep the community excited about Downtown even in the absence of regular events, we also **gave away various swag items**, including Full Moon Riders Face Masks, DSA water bottles, dining vouchers, and DSA Holiday Mugs! Throughout the year, we **added 36 blog articles to our website** highlighting new businesses, (virtual) things to do, and more!

In all, we look forward to continuing our work in raising awareness of Downtown Stockton's revitalization and growth.

Best,  
Jessica Nguyen  
DSA Marketing & Communications Director



2020 was an economically challenging year for communities across the globe, and Downtown Stockton was not immune. Businesses, especially our beloved restaurants, strained to stay open amid ever-changing guidelines and regulations; a swath of Downtown employees transitioned to remote work, which reduced foot traffic on our streets; and our typically bustling event venues were empty for the majority of the year.

In terms of pandemic support for our stakeholders, the DSA **sent out 10 COVID-19 digital resource newsletters** to disseminate information about pandemic-related grants, loans, and PPE distribution efforts; created a COVID-19 resource page; filmed #takeouttuesday videos to promote Downtown restaurants; participated in weekly COVID-19 Community Resource meetings hosted by the City of Stockton to stay informed about new support programs; and encouraged businesses to take the Stockton Healthy Pledge (which is aimed at showing customers that a business is dedicated to following all COVID-19 safety regulations). Through Mike's leadership, CARES Act funds, and a partnership

with the City of Stockton, the DSA also **fully funded outdoor patios at 13 Downtown restaurants and distributed necessary PPE to Downtown businesses.** Additionally, the Downtown Stockton Enterprise Loan Fund (DSELF) Board implemented a **deferral of both payments and interest for DSELF loan borrowers** from April - December 2020.

Despite the pandemic, Downtown saw the **opening of at least 25 new businesses, and the sale of over 20 properties.** At year's end, there were **422** businesses in the district and **53** properties listed as for sale or for lease in our real estate directory.

This year, we increased our monthly communication to stakeholders, with **12 enewsletters sent out to property owners and 12 enewsletters sent out to business owners.**

We also continued our weekly #propertymondays campaign for the third year in 2020, with 37 posts highlighting over 25 unique properties, yielding over **15,000 views** on Facebook, and contributing to over **3,000 page views** of our website's Real Estate Directory.

DSA launched a creative new project in 2020 - **Spirits of Downtown** - aimed at preserving history and promoting tourism (and offering a bit of entertainment!). This video series documented ghost hunting expeditions at 4 Downtown buildings rumored to be haunted. These intriguing explorations and their results can be viewed on the Downtown Stockton Youtube channel.

Perhaps the most exciting new effort for economic development this year was the launch of **Talk to Downtown** - a webinar series intended to connect our business owners, property owners, and visitors with the organizations, resources, and people which can help address issues which are of top concern to them. These webinars

are hosted via Facebook Live on the 2nd Wednesday of each month. Over the course of the year, we had the pleasure of speaking with representatives from the COS Economic Development Department, SJ Economic Development Department, Visit Stockton, SJC Homeless Initiatives, SJDC Small Business Development Center, SJ Public Health Department, City Council, Stockton PD, DSA, the City Manager's Office, and Cort Companies. These webinars have been extremely informative and place our stakeholders in direct contact with department leaders and experts that can answer their questions.

As we put 2020 behind us and look to the coming year, DSA intends to provide continued economic development support, with a hopeful eye toward business recovery; business promotion; consistent stakeholder outreach; additional Talk to Downtown and Spirits of Downtown installments; completion of the **Chung Wah/Mun Kwok Lane** beautification project; the launch of **DSA's Portable Bathroom and Shower Unit** for the unsheltered homeless; and potential virtual investment seminars. We also look forward to the City's completion of the long-anticipated **Miner Street Avenue project**, which will give the Downtown corridor a fresh new look.

While there are many things to look forward to in the coming year, the fact remains that some small enterprises - like people - are struggling to survive. Downtown saw at least 31 business closures this year. With this in mind, I urge you to support our small Downtown businesses whenever, and however, you can. We want them to be here, today and tomorrow.

Best,  
Courtney Wood  
DSA Economic Development Director  
Director & DSELF Administrator

2020 GROWTH

Instagram Followers

9,656



+19.6%

Twitter Followers

4,437



+5%

Facebook Followers

7,275



+15.1%

YouTube Lifetime Views

11,065



+18.7%

Website



63,995 Unique Visitors

78,909 Page Views

2020 STATS

12 Business Owner Newsletters

30.8% Open Rate

12.9% Click Rate

12 Property Owner Newsletters

44% Open Rate

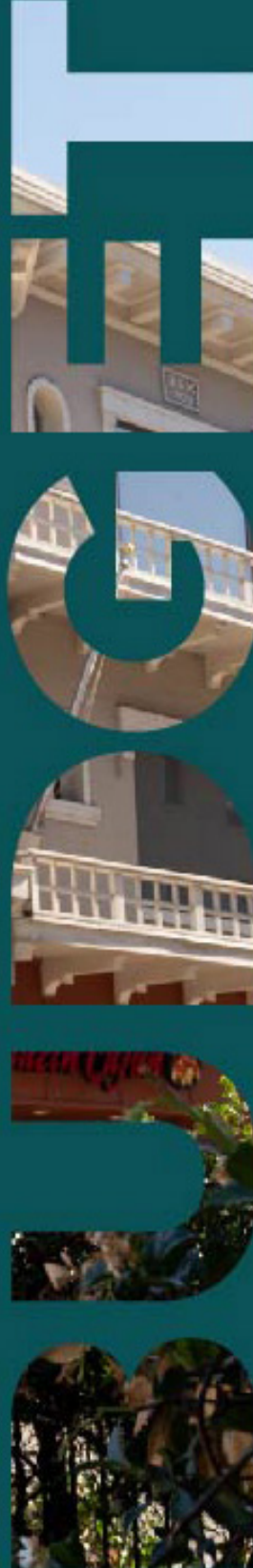
17.8% Click Rate

10 COVID-19 Resource Notices

33.6% Open Rate

14.4% Click Rate





## 2020

### INCOME

Assessments	\$1,127,933.00
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 Contracts	\$600.00
Outside Service - Miracle Mile	\$60,700.00
Outside Service - SP Plus	\$90,800.00
Power Washing Services	\$1,000.00
Miscellaneous Income	\$2,000.00
Budd Alley Compactor Service	\$11,195.00
City Restroom Funding	\$32,500.00
<b>TOTAL INCOME</b>	<b>\$1,426,341.00</b>

### EXPENSES

Payroll & Benefits	\$840,469.00
Education & Networking	\$19,700.00
Advertising/Marketing	\$19,500.00
Event Expenses	\$7,500.00
Banners	\$14,350.00
Economic Development	\$20,936.00
WEB Projects/Security	\$62,030.00
Office Expenses & Supplies	\$26,500.00
Maintenance & Cleaning	\$143,004.00
Insurance	\$34,957.00
Taxes	\$1,020.00
Utilities/Rent	\$76,523.00
Professional & Fin. Services	\$36,029.00
Miscellaneous Expense	\$3,822.00
Reserves	\$10,000.00
Outside Service	
Contract Projects	\$90,000.00
Grant Program	\$20,000.00
<b>TOTAL EXPENSES</b>	<b>\$1,426,341.00</b>

## 2021

### INCOME

Assessments	\$1,127,933.00
Annual Security Revenue	\$24,000.00
Banner Income	\$6,500.00
Full Moon Riders	\$2,000.00
Contracts - WMN & Sanitation	\$61,548.00
Equipment Rental	\$300.00
Outside Service Contracts	\$600.00
Outside Service - Miracle Mile	\$60,700.00
Outside Service - SP Plus	\$120,776.00
Budd Alley Compactor Service	\$12,000.00
<b>TOTAL INCOME</b>	<b>\$1,416,357.00</b>

### EXPENSES

Payroll & Benefits	\$911,337.00
Education & Networking	\$14,000.00
Advertising/Marketing	\$24,000.00
Event Expenses	\$7,100.00
Banners	\$5,200.00
Economic Development	\$86,000.00
WEB Projects/Security	\$38,000.00
Office Expenses & Supplies	\$28,700.00
Maintenance & Cleaning	\$129,200.00
Insurance	\$32,000.00
Taxes	\$1,020.00
Utilities/Rent	\$79,600.00
Professional & Fin. Services	\$26,200.00
Miscellaneous Expense	\$2,000.00
Reserves	\$10,000.00
Outside Service	
Contract Projects	\$22,000.00
<b>TOTAL EXPENSES</b>	<b>\$1,416,357.00</b>





# SPECIAL EVENTS

## HOSTED & ORGANIZED

Talk to Downtown  
Full Moon Riders

## PROJECTS

Place-Making Grant  
PPE Distribution  
Chung Wah/Mon Kwok  
Restoration  
Outdoor Patio Program

**PATIO RECIPIENTS:**  
Moo Moo's Burger Barn  
Cancun  
Casa Flores  
Alfalfa's Pizza  
Fed

Irma's Place  
The Downtowner  
Mimosa's  
Maria's Cafe  
Nash + Tender  
The Store Bar  
Deliberation Room  
Mexican Heritage Center

## PARTICIPATED IN

Community Resource Meetings  
SJCOG RTP/SCS Working Group  
Stockton Hell's Angels Toy Drive  
Parents By Choice Christmas Toy Drive



# OUR 2020 PARTNERS

## General

Stockton Ports  
Stockton Heat  
Stockton Kings  
Bank of Stockton  
City of Stockton EDD  
Cort Companies  
Stockton PD  
City of Stockton  
SJ COG  
SJ Pride Center  
Port of Stockton

## Chung Wah Lane

The Chinese Benevolent  
Society  
Rita Soyfertis  
Bravo Concrete  
Alliance Builders

## Full Moon Riders

Performance Bicycles  
SJ Bike Coalition  
Alfalfa's Pizza  
Cancun  
Casa Flores  
Cast Iron  
Irma's Place  
Misaki  
Orlando's Market and Deli  
Port City Sports Bar & Grill  
Moo Moo's Burger Barn  
Papa Urb's  
Thai Thai  
Tio Pepe's II  
Yasoo Yani

## Talk To Downtown

City Manager's Office  
Stockton City Council  
District 5  
Cort Companies  
City of Stockton Parking &  
Venue  
City of Stockton EDD  
SJC EDD  
Visit Stockton  
SJDC SBDC  
SJC Public Health Services  
SJC Administration's  
Homeless Initiatives Office  
Stockton PD

## Music To Our Ears

Hotel Stockton  
The Hub  
Court House Plaza  
Mexican Heritage Center





2021 GOALS

- Expand the outreach of our Safety Ambassador program.
- Continue with our monthly webinar series, *Talk to Downtown.*
- Support and promote local businesses in downtown.
- Promote the updated DSELF program.
- Work with Stockton PD through our Amabassador Program.
- Recruit businesses and entertainment to downtown after the pandemic.
- Continue to advocate for property owners.
- Develop and expand upon Parker’s Alley.





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