

ANNUAL REPORT 2021



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.

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2021 BOARD OF DIRECTORS



MERAB TALAMANTES
SJ Regional Transit District



DAVID LIPARI
SJ Regional Rail Commission



TONY YADON
Parents By Choice



CARLOS JIMENEZ
MXGlobal



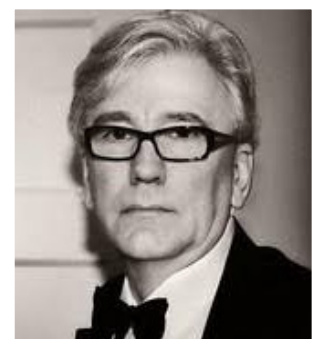
MAHALA BURNS
Cort Companies



TINA MCCARTY
City of Stockton EDD



MATT AMEN
Huddle x LaunchPad



RUDI BLONDIA
Excelitas Technologies



MARCIA CUNNINGHAM
San Joaquin County



BEJAN BROUKHIM
Simply Divine Inc.



JANE STEINKAMP
Gypseyproject LLC



KARI MCNICKLE
SJ Bike Coalition

Not Pictured:

STEVE KIHLETHAU, Stockton Police Department

MESSAGE FROM THE EXECUTIVE DIRECTOR



2021 was the road back to normality in Downtown Stockton. With COVID-19 cases waning, businesses, schools, and restaurants reopened; Downtown started to come back to life. People were able to enjoy their favorite restaurants, crowds poured back into the movie theater, and Stockton Arena and Bob Hope (Fox) slowly began to reopen for shows and events. The Stockton Ports had fans return to enjoy America's pastime and the children that attend our schools in downtown came back to in-person classes.

The Downtown Stockton Alliance (DSA) staff returned to the office after working from home for several months. It was nice to have everyone back. I really enjoy the daily interaction of these amazing people that work effortlessly to make our beautiful downtown a destination for work, live, and play. Throughout all the adversity, we accomplished a lot of work downtown.

This year, we began operation of a Portable Bathroom Shower Unit (PBSU) at St John's Church. This program has

exceeded our threshold for success and gives some hope to the underserved through providing a dignified place to use the restroom and take a shower. Open Monday through Friday, the PBSU serves an average of forty users a day. Along with other partner organizations that provide clothing, COVID-19 testing and vaccinations, and laundry service on site, the DSA began to provide sandwiches three days a week from Orlando's Market. We have noticed a behavior change in some of the individuals served. Everyone feels better after a hot shower and a good lunch. Deacon Steve Bentley recently shared with me that a large percent of people attending mass at his services on Sunday are people that utilize the PBSU. My thanks goes out to our DSA Ambassador Shirley Griffith who supervises the unit and the two Ready to Work Attendants who work very hard at enrolling users and keeping the units clean and stocked with product. These three have befriended some and counseled others who are looking for information of additional services in order to put themselves in better living situation.

We finished the Chung Wah Lane Chinese Plaza, a project of which I am immensely proud. A year in the making, this fifty-two-year-old historic plaza, with two-hundred-foot dragons inlaid one rock at a time into the ground, is now active. The area is now seen with visitors taking selfies next to the Foo Dogs guarding the entrances. In February, our City Manager Harry Black was a keynote speaker for the reclamation dedication. The event was attended by hundreds of people that included local dignitaries of the City of Stockton and San Joaquin County, members of Chinese communities, and the public. We held the Mid-Autumn Festival at

Chung Wah in September with live performances, food, and mooncakes.

We participated in the COS Miner Avenue Street Improvement Project. This improvement project will give Miner Ave. a completely fresh look; it will be one of the most beautiful streets in Stockton. The avenue will be converted from a four-lane street into a two-lane with bike lanes. In addition, a wonderful, landscaped median, with a roundabout at the Sutter intersection, will feature the Spire that once graced the city as the center piece in the Hunter Square fountain. This amazing piece of art is being repurposed for all generations to enjoy.

Speaking of Hunter Square, we are currently working on this beautification project. The location, near the Bob Hope (Fox) Theater, is traveled by hundreds of people daily going to work, visiting the Courthouse, or waiting for a show. We entered into an agreement with the City of Stockton to relandscape the area; add two huge abstract art pieces; paint the utility box, kiosk, and light poles with vibrant colors; and add banners to celebrate our city as the most diverse community in the country. "Diversity Plaza" will become an area for all to enjoy and a representation of our many cultures.

As part of the recovery from the pandemic, we were a partner in the Relief Across Downtown (RAD) program. The RAD cards offered a dollar-for-dollar match for people that use the card to purchase food at our participating restaurants.

We participated in the City of Stockton's Investor Summit that was attended by over two hundred interested parties in hopes of bringing commerce

and redevelopment to Downtown.

In May, we started a Tuesday night music series in Janet Leigh Plaza to help bring people downtown to experience live music and visit new businesses. Every Tuesday, we hosted the same band to entertain the crowds at this free community event. Our first month, we hosted the Take Five Jazz Professors from UOP for Jazz in the Plazz. In September, we hosted Torres Tuesdays with the Mike Torres Jr. Band. When we received positive community response, we followed up in October to host Total Request Tuesdays with the Phillip Moncrease Band. In 2022, we will continue to expand on our Tuesday night music series.

Looking into the success of our Safety Ambassador program and the overwhelming positive feedback from businesses, residents, employees, and visitors of Downtown, we expanded the program by adding another patrol vehicle and four more Ambassadors.

Additionally, our digital content continued to develop with new projects. We added Doorways to Downtown, which featured local businesses, started a new vlog series to highlight life in downtown, added new episodes to the Spirits of Downtown series and continued our Talk to Downtown series with Courtney Wood as our host.

To wrap up the year, we purchased Christmas toys for underserved children and donated them to Parents by Choice, One TLC School for Homeless Children, and the Hell's Angels annual toy drive.

I want to thank the amazing Board of Directors led by Chair, Kari McNickle, for their guidance, support, and oversight of the DSA organization. The Board is made

up of volunteer property owners, business owners, City and County representatives, residents, and Downtown employees.

Lastly, but most importantly, I want to thank the staff at the DSA. They inspire me and I am honored to work side by side with each one of them. These are some of the most committed people I have ever had the pleasure to lead and without their enthusiastic pride and passion for the mission we would not be able to accomplish the great work that we do in Downtown. I want them to all know that I am thankful and grateful for the 100 percent effort they make every day, and that Downtown is truly blessed to have them.

Looking forward to the future,



Michael Huber
DSA Executive Director

DSA STAFF



COURTNEY WOOD
Economic Development



BEN SANCHEZ
Marketing



ARNDREA WATERS
Safety Ambassador



CHARISSE LOWRY
Office & Operations



SHIRLEY GRIFFITH
Ambassador



JOHNNY PALACIOS
Ambassador



**Maintenance Team
(Top Photo,
Left to Right)**
*Seth Elwell,
 Ricky Washington,
 Jesse Correa,
 Robert Carranco,
 Ed Severn,
 Bobby Jones,
 Steve Murray*



**Safety Ambassadors
(Bottom Photo,
Left to Right)**
*Chavelle Simms,
 James Harris,
 Ace Waters,
 Dejon Underdue,
 Jeffrey Ascheman*

A large, stylized number '20' in a light blue color. The number is set against a solid light blue background. Inside the circular part of the '0', there is a photograph of a modern building with a curved, glass-and-metal facade. The building is partially obscured by green trees in the foreground. The sky is a clear, bright blue.

BY

THE

NUMBERS

DEMOGRAPHICS *within 1 mile*

Population

22,104

Households

7,885

Families

4,179

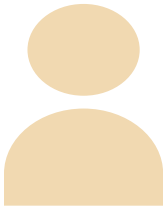
Employment
Rate

85.65%

Average
Income

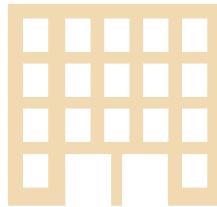
\$39.2K

HOSPITALITY



4,243

VISITORS ASSISTED



1,325

BUSINESS CONTACTS

5,378

PUBLICATIONS
DISTRIBUTED

989

EVENTS ADDED
TO CALENDER

800

HOSPITALITY HOURS

30

HOSPITALITY
ESCORTS

SAFETY



MAINTENANCE



PBSU PROGRAM



MARKETING



This has been quite a year for many of us. Last year, the DSA marketing team navigated through these challenges in the pandemic by focusing on digital marketing with consistent scheduling, giveaway contests, and video content. The marketing shift remains the same in 2021. We fine-tuned our marketing approach toward a creative, and authentic process to visual storytelling. Blog content fell in line with video content and focused on featured articles rather than a micro blog approach. We introduced **vlogs** as another avenue to showcase life in downtown Stockton; **Doorways to Downtown** as a way to showcase businesses; and **Instagram reels** to integrated more visual content.

While *Doorways* is very structured in the presentation, vlogs feel lighthearted, unscripted, and natural. Reels became a new starting point for our downtown stories on Facebook and Instagram, as they

continue to highlight original content. Both play key roles in assisting businesses and informing the community about events and announcements.

What if the business owner spoke directly to the audience? This was the idea. Help direct business owners and have them address the community about their small business. Throughout this process, we enhanced *Doorways to Downtown* content, highlighting the people behind the business. These reels were successful month-to-month, with our highest reel over 14,000 views.

We developed a similar approach to the DSELF program. The DSELF program needed an authentic story to share with the business community about the success and impact on a specific storefront in downtown. The shift in style directly changed our stories and vlog segments, adding new layers of promotion through short clips and screenshots.

Capturing screenshots from our videos started a trend throughout the year. We snapped moments from videos and noticed more engagement to help promote our YouTube channel. **Promoting our YouTube channel was one main goal in 2021.** With the success of *Spirits of Downtown* and *Talk to Downtown* in 2020, we revitalized the channel, offering more varied content and sprinkling in shorter videos featuring our vlog thoughts or introducing new people at the DSA.

Additionally, social media platforms continue to grow in 2021 **with our Instagram account reaching over 10,000 followers!** We continued swag giveaways, engagement with historic downtown

photos, business events, and highlights. The positive feedback from the community helped us continue to develop the changes you see on Instagram. Stories created first person immersion as we explored downtown and felt the vibe and culture of old and new spaces. We hosted **National Night Out 2021**, our first large-scale in-person event since 2019. This event had a great turn out of community participants and local vendors gathering for a night of music and activities.

The transitional period in 2021 for the marketing team brought new challenges with new members coming onboard to the Downtown Stockton Alliance. These changes brought new insight for our website development. We realize our website is a large component for our content, events calendar, directories, and general information. At this time, **our new website project is scheduled to launch in Spring of 2022.** With a creative, fresh design providing more functionality and interactive features for desktop and mobile users, we are excited to share this with the community and new visitors when the website launches in 2022.

Best,

Ben Sanchez,
DSA Marketing Coordinator

2021 GROWTH



Instagram Followers

10,344



+7.1%

Twitter Followers

4,459



+0.49%

Facebook Followers

7,632



+18.8%

YouTube Lifetime Views

15,057



+49.5%

Website



56,415 New Users

99,795 Page Views

ECONOMIC DEVELOPMENT



The first half of 2021 looked similar to 2020 for the Downtown Stockton economy, but midway through the year, workers began trickling back into their offices, and event venues began hosting sporting events, concerts, and comedy shows once again. We may not be fully back to pre-pandemic levels of business activity, but we are certainly on our way!

This year, Downtown saw the opening of at least 18 new businesses, the closing of 21 businesses, and the sale of 48 properties. At year's end, there were at least 423 businesses in the district and 50 properties listed as for sale or for lease in our real estate directory.

DSA continued pandemic support for stakeholders this year by maintaining our COVID-19 resource page; promoting the Relief Across Downtown (RAD) Program; sending 8 COVID-19-specific resource newsletters; sharing COVID-19 resources via social media; participating in City of Stockton COVID-19 Community Resource meetings; and encouraging businesses to take the Stockton Healthy Pledge. Our Downtown Stockton Enterprise Loan Fund (DSELF) Board continued deferral of both

payments and interest for DSELF loan borrowers from January – July 2021. We also were selected to participate in a disaster recovery research study conducted by the International Economic Dev. Council (IEDC) which is aimed at discovering what strategies are most effective at helping economies recover from events like the pandemic.

Outside of COVID-19, 2021 was a busy year for communicating with, supporting, and highlighting our stakeholders.

We continued to send out targeted monthly newsletters (12 to property owners; 12 to business owners) to keep stakeholders informed about resources, the work of the DSA, and what's happening Downtown. We also sent 7 additional newsletters regarding non-COVID-19-related grants, events, and resources..

We hosted a 2nd season – 13 episodes – of monthly Facebook Live series **Talk to Downtown**. This series has been an avenue for business owners, property owners, residents, and visitors to learn what organizations and leaders in our community do, and what new things are coming to Downtown! Our 12 regular episodes featured representatives from:

- COS Building Dep.
- COS Economic Dev. Dep.
- COS Mayor's Office
- COS PD & CS Division
- COS Public Works
- COS Special Events
- SJ Council of Governments
- SJ District 1 Supervisor
- SJ Joint Powers Authority
- SJ Office of Education
- SJ Regional Transit District
- DSA

We also hosted a bonus episode in May – a retail business panel featuring KTJ Design, Martinez Tailor Shop, and FarOut Foliage – as a part of Small Business Week. All *Talk to Downtown* videos are archived on our Youtube Channel -- check them out!

In addition to our regular blogs and social media features supporting Downtown

businesses, this year we launched a monthly video series called **Doorways to Downtown!** This series captures business owners talking about their vision, products/services, and unique value proposition. It's a great way to help the public get to know our businesses and the real people behind them! We created 9 videos, featuring:

- KTTS
- UNIQO
- Beas Auto Sales
- Martinez Tailor Shop
- FarOut Foliage
- Wall 2 Wall Fashion
- Huddle x Launchpad
- Dealerz Choice
- Parents by Choice

We offered additional business support this year through our 1st **Grow with Google** livestream -- *Sell More With An Engaging Email Marketing Strategy*.

In terms of real estate or property features in 2021, we continued the 4th year of our weekly **#propertymondays** campaign, with 38 posts highlighting 31 unique properties, resulting in 30,685 views on Facebook, and helping us to achieve over 1,044 page views of our Real Estate Directory. We also added 2 new **Spirits of Downtown** episodes which explored paranormal activity in the Mansion House and the Masonic Temple.

In 2022, we will provide continued economic development support through newsletters, digital promotion of businesses and properties; *Talk to Downtown*; *Doorways to Downtown*; *Spirits of Downtown*; DSELF information sessions; and several planned events. We are happy to support you, our stakeholders, in the new year!

Best,

DSA Economic Development Director

2021 STATS

12 Business
Owner
Newsletters

26.3% Open Rate

12 Property
Owner
Newsletters

44% Open Rate

8 COVID-19
Resource
Notices

33.6% Open Rate

DOGS BUDGET

2021

INCOME

Assessments	\$1,126,115.44
Annual Security Revenue	\$22,248.00
Banner Income	\$7,100.00
Full Moon Riders	\$338.95
Contracts - WMN & Sanitation	\$63,674.72
Equipment Rental	\$0
Outside Service - Contracts	\$300.00
Outside Service - Miracle Mile	\$64,950.99
Outside Service - SP Plus	\$142,436.00
Power Washing Services	\$5,375.00
Insurance Reimbursement	\$17,252.08
Miscellaneous Income	\$130.74
Budd Alley Compactor Service	\$13,376.46
CDBG Restroom Funding	\$134,030.03
CARE Funds	\$40,810.06
Transfer from Assessment Account	\$10,631.08
Transfer from Outside Services	\$100,000.00
Other Income	\$2.80
TOTAL INCOME	\$1,748,772.35
NET INCOME	\$52,705.61

EXPENSES

Payroll & Benefits	\$1,004,336.13
Education & Networking	\$11,122.59
Advertising/Marketing	\$17,031.54
Event Expenses	\$3,581.21
Banners	\$3,913.29
Economic Development	\$124,354.79
WEB Projects/Security	\$131,954.75
Office Expenses & Supplies	\$16,160.20
Maintenance & Cleaning	\$182,645.47
Insurance	\$64,923.79
Taxes	\$231.51
Utilities/Rent	\$78,279.26
Professional & Fin. Services	\$26,739.32
Miscellaneous Expense	\$1,756.20
Reserves	\$10,000.00
Other Expenses	\$19,036.69
TOTAL EXPENSES	\$1,696,066.74

2022

INCOME

Assessments	\$1,161,771.00
Annual Security Revenue	\$24,000.00
Banner Income	\$6,500
Full Moon Riders	\$2,000.00
Contracts - WMN & Sanitation	\$63,768.00
Equipment Rental	\$300.00
Outside Service - Contracts	\$600.00
Outside Service - Miracle Mile	\$61,914.00
Outside Service - LAZ	\$231,896.00
Budd Alley Compactor Service	\$12,000.00
CDBG Restroom Funding	\$220,000.00
TOTAL INCOME	\$1,784,749.00

EXPENSES

Payroll & Benefits	\$1,010,029.00
Education & Networking	\$14,300.00
Advertising/Marketing	\$24,000.00
Event Expenses	\$7,600.00
Banners	\$5,200.00
Economic Development	\$86,000.00
WEB Projects/Security	\$258,000.00
Office Expenses & Supplies	\$29,900.00
Maintenance & Cleaning	\$128,000.00
Safety Ambassador Program	\$40,000.00
Insurance	\$41,000.00
Taxes	\$1,020.00
Utilities/Rent	\$79,500.00
Professional & Fin. Services	\$26,200.00
Miscellaneous Expense	\$2,000.00
Reserves	\$10,000.00
Outside Service Contract	
Projects	\$22,000.00
TOTAL EXPENSES	\$1,784,749.00



SPECIAL EVENTS & PROJECTS

EVENTS HOSTED OR ORGANIZED

Chinese Harvest Moon Festival
Chung Wah Grand Opening
Full Moon Riders
Grow With Google Marketing Webinar
Music in Janet Leigh Plaza
National Night Out
Santa Saturday in Janet Leigh Plaza

PROJECTS

Chung Wah Lane Revitalization
Diversity Plaza
Doorways to Downtown
Downtown Vlog
PBSU Homeless Shower Program
Spirits of Downtown
Talk to Downtown

EVENTS PARTICIPATED IN

Community Resource Meetings
Parents by Choice Trick or Treat
Downtown Business Watch
Downtown Investor Summit
Homeless School Toy Drive
Intl. Economic Dev. Council (IEDC) Pandemic Study
Parents By Choice Christmas Toy Drive
RAD Card Program Launch
SJCOG RTP/SCS Working Group
Stockton Hell's Angels Toy Drive
Stockton PD Trunk or Treat

OUR 2021 PARTNERS

General

Bank of Stockton
Caltrans
City of Stockton (COS)
COS Economic Development (EDD)
COS Parking
Cort Companies
Intl. Economic Dev. Council
LAZ Parking
Mexican Heritage Center
Miracle Mile Improvement District
Parents by Choice
Port of Stockton
SJCOG
SJC Economic Development
Stockton Heat
Stockton Kings
Stockton Police Department
Stockton Ports
Visit Stockton

Chung Wah Grand Opening

Chinese Benevolent Association of Stockton
City Manager's Office
Councilmember Christina Fugazi

Little Manila
Red Phoenix Rising

Diversity Plaza

COS EDD

Full Moon Riders

Blazin' Cajun
Dealerz Choice
Dry Cleaners
Elissa's Kitchen
Empresso Coffeehouse
John Thomason Art
La Placita
Luna Jimenez
Misaki
Nash + Tender
Patti's Junk Art
Performance Bicycle
SJ Bike Coalition
Stockton PD

Mid-Autumn Festival

Chinese Benevolent Association of Stockton
Central Valley Asian-American Chamber
Chinese Cultural Society of Stockton
Filipino American National

Historical Society
Locke Foundation
Joy Neas
Sylvia Minnick

National Night Out

105.9 The Bull
COS Stockton EDD
COS Stockton Fire Dep.
HATCH Workshop
LAZ Parking
Parents By Choice
SJ RTD
Stockton City Council
Stockton PD
Stockton Ports
The Write Place
Visit Stockton

Music To Our Ears

Hotel Stockton
Parents By Choice
The HUB

PBSU

Loads of Hope Laundry
Orlando's Deli
Ready to Work
SJC Public Health Services
St. John's Episcopal Church

Talk to Downtown

COS Building Department
COS EDD
COS Mayor's Office
COS PD & CS Division
COS Public Works
COS Special Events
SJ Council of Governments
SJ District 1 Supervisor
SJ Joint Powers Authority
SJ Office of Education
SJ Regional Transit District





2022 GOALS

- Continue operation and maintenance of the Portable Bathroom & Shower unit at St. John's Church.
- Expand the outreach of our Safety Ambassador program and collaboration with Stockton PD.
- Complete new beautification projects.
- Continue with our webinar series *Talk to Downtown*, the *Downtown vlog*, *Spirits of Downtown*, and *Doorways to Downtown*.
- Promote our DSELF program.
- Continue hosting music in Janet Leigh Plaza and Full Moon Riders.
- Continue to advocate for property owners.
- Recruit, support, & promote downtown businesses.







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POSTAGE