



# DOWN TOWN STOCKTON

## ***ANNUAL REPORT 2018***

**DOWNTOWN STOCKTON PROPERTY BASED BUSINESS DISTRICT**



An aerial photograph of Downtown Stockton, California, showing a dense urban landscape with various buildings, streets, and green spaces. In the foreground, a large, modern, white, tent-like structure is visible, surrounded by trees and a paved area. The background shows a mix of older and newer buildings, with a river or canal visible on the right side.

# 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.*





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# MESSAGE FROM THE PRESIDENT



Action and Hope in Motion is how I would describe the DSA in 2018.

Under the leadership of the DSA Executive Director, Mike Huber, the Downtown Stockton Alliance has come together into a single working unit offering hope and enjoyment to its team while bringing results to all that live and work in the downtown.

At the beginning of 2018, Mike and his team set out to change, organize and consolidate all resources to refocus the core message that Downtown Stockton is “Clean and Safe”.

In so doing, Mike, team and the Board of Directors, established or reestablished all sub committees to work in concert with each other and link them together to drive that single purpose of mind, that of “Clean and Safe”.

The results have been nothing less than spectacular. Overall the five greatest accomplishments for 2018 have been:

**ONE:** A much “cleaner” downtown. People are noticing and commenting.

- Projects like the Budd Alley project has revolutionized that

Alley and brought a cleaner, more economical and more attractive experience to the Alley.

**TWO:** A much “Safer” downtown. There has been a significant increase in traffic during the evening hours.

- The lighting and beautification projects have made and are making a difference.
- Negotiating with a new security company that is quick and nimble to react to safety issues, Apollo Security has been a significant player to a safer downtown.

**THREE:** A beautiful Downtown. Visitors, local and out of town are commenting about the rich architecture and history inlaid in many of the beautiful buildings in the downtown.

- The DSA has lit up the night in front of the Bob Hope Theater with solar lighting
- Curbs have been painted in cooperation with the Return to Work Program beautifying the streets and alley ways.

**FOUR:** Rebranding the Downtown. Drawing attention from the local and non-local communities that Downtown Stockton is a place to visit, work and live.

- There is a resurgence occurring to the downtown with many seeking a place to live and work in the downtown.
- Companies are visiting Downtown Stockton like never before as a possible option to relocate or setup a satellite office.
- The DSA wants downtown Stockton to be Walkable and Beautiful.

**FIVE:** Supporting the Property and Business owners of the downtown is one of the primary driving forces in setting up the DSA on this course of “Clean and Safe”. The DSA

responds with lightning speed to the needs of the Property and Business owner’s requests.

In 2019, the Downtown Stockton Alliance will be driven by 3 core tenants:

- Accelerate several Rebranding and beautification programs to include Street Banners.
- Bring a technological interactive experience and bring to life the culture and architecture of many of the Downtown buildings. Using a smartphone, the listener will be able to learn about the rich history the downtown has had and comes to life by hearing not only the history of a given building but also the sounds of yesteryear in the background.
- Grow and expand a Clean and Safe experience, and transforming the experience to Walkable and Beautiful.
- Bring results to the Property and Business owners of the Downtown by growing and encouraging others to make Downtown Stockton their home whether they work, or they live and work.

In summary, The Downtown Stockton Alliance is delivering on its promise and delivering it on time and within budget. Its budget, its activities and deliverables have been set to mirror the DSA primary focus and that is to be Clean and Safe, Walkable and Beautiful.

Best,  
Giovanni Trinchera  
DSA Board President



# BOARD OF DIRECTORS



**JARED RUSTEN**  
J. Rusten Furniture



**WES RHEA**  
Visit Stockton



**KARI MCNICKLE**  
San Joaquin COG



**MEGAN CORT**  
Ten Space



**MAHALA BURNS**  
Cort Company



**MICAH RUNNER**  
City of Stockton



**MATT AMEN**  
Huddle Cowork



**KENDRA CLARK**  
SMG Stockton



**MARCIA CUNNINGHAM**  
San Joaquin County



**JASMINE LEEK**  
Third City Coalition



**ANTHONY BARKETT**  
Property Owner



**PAULA SHIEL**  
SJ Delta Colege

Not pictured:

**RUDI BLONDIA**  
Excelitas Technologies



# MESSAGE FROM THE CEO



Starting in April of 2018 I was given the honor to lead an incredible staff and work with the very engaged Board of Directors of the Downtown Stockton Alliance. These dedicated individuals showed how passionate they are about the revitalization of our great City's Downtown.

This was an exciting year of accomplishments at the Downtown Stockton Alliance (DSA). With a more defined mission, the DSA has created a more walkable and beautiful Downtown. New branding for not only the DSA but for the Downtown district, as well as the addition of potted plants and flowers along the sidewalk help create an identity for the Downtown Stockton Community. Through our banner program, we've added banners along El Dorado headed towards the arena that proudly display our three professional sports teams and Stockton's All-American City awards. Using the logo for our newly branded Downtown Stockton, we created banners to run along both sides of Weber from El Dorado towards the Railroad tracks. We continued our

Full Moon Riders bike event which is held on the six full moons from Spring to Fall. Our signature event had 492 participants in 2018.

To improve the safety of Downtown, we added a 24-hour 7-day a week security patrol as well as more lighting along the corridors within the district. We also have been working closely with the Stockton Police Department (SPD) to identify problems and come up with solutions, including but not limited our newly developed business watch program. It was created to give the businesses a voice and to communicate deliverable campaigns to SPD.

To improve cleanliness within the district, we added three new maintenance members to our team and another power washing crew. We have also been working with the City of Stockton to repaint the curbs and crosswalk bollards, because a little fresh paint goes along way! In order to reduce the number of dumpsters and create a cleaner downtown, we added a trash compactor with a gate in Budd Alley and secured the gate behind the Kress building which has created a significant improvement within the area.

In addition to us doing our part to revitalize Downtown, new investors have been actively purchasing properties within the district. The Bear Paw Shoe Company purchased the Mansion House located on Weber Avenue and are restoring it with market rate units, and are planning on renaming the property. Bear Paw also purchased the Tretheway Hotel and 500 E Main and are converting them to become live-work spaces. Another investor, Simply Divine Inc., purchased the Waterfront Warehouse and the Kress building. Their owner, Bejan Broukhim, will be redoing the façade of the Waterfront Warehouse and anticipates restaurants and boutique shops inside and will be

working in collaboration with SMG, who manages the Arena, Bob Hope, and most recently has taken on management of the Marina. They plan to put on an outdoor concert series outside the Waterfront Warehouse beginning in the spring of 2019. The Medico Dental Building is being completely renovated to add both market rate housing, but also affordable artist lofts.

Trying to follow up the successes we had in 2018 will be a challenge, but there are great things in store for 2019. While maintaining the cleanliness and safety of the Downtown District, we will be adding an audio walking tour of 24 historic buildings, continuing the Full Moon Riders event, working on a beautification project in the median of Weber, be a resource for investors and startup businesses, and supporting efforts to study and bring the Cal State Stockton Campus in Downtown Stockton.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Michael Huber'.

Michael Huber  
DSA CEO



# DSA STAFF 2018



**CHARISSE LOWRY**  
*Office Manager*



**COURTNEY WOOD**  
*Economic Development*



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



**ANDREW ROCHA**  
*Copywriter*



**SHIRLEY**  
*Ambassador*



**JOHNNY**  
*Ambassador*



(LEFT TO RIGHT) **FREDERICK VALENZUELA, ELISEO BARRAZA, TRACY CARLSON, RICKEY WASHINGTON, DEMAR SCOTT, TERRY HANSON, CHRIS FOWLER**

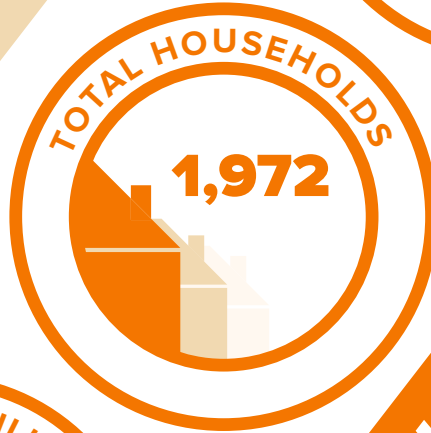
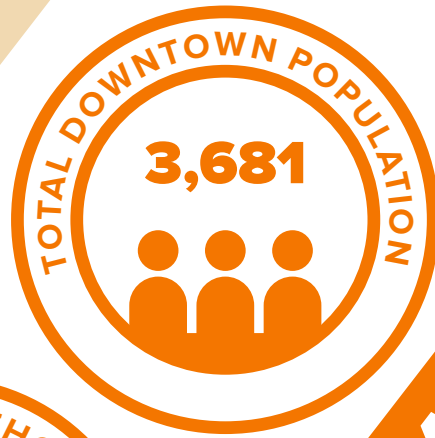
*Not pictured: Myron Anfield, Jonathan Jeffries, & Cecil Ramirez*



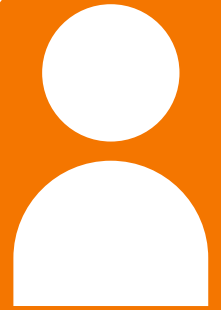
# DOWN TOWN STOCKTON

2018 BY THE  
NUMBERS

STKN DEMOGRAPHICS



MAINTENANCE & HOSPITALITY



**8,719**

VISITORS ASSISTED

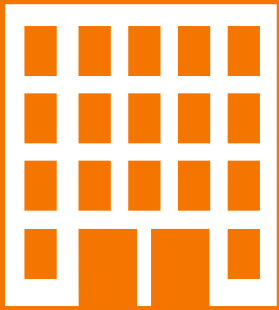
**2,840**





**18,034** PUBLICATIONS  
DISTRIBUTED

**17** TOURS OF DOWNTOWN



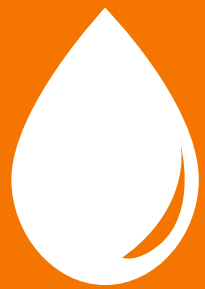
**3,800**

BUSINESS CONTACTS



**4,589**

JURORS ASSISTED



**1,600**

HRS POWER WASHING

**PATROL HOURS**





# BY THE NUMBERS

## DSA BRANDING . . . . .



*These are official logos and color scheme of the DSA. They were completed and approved by the Marketing Committee.*

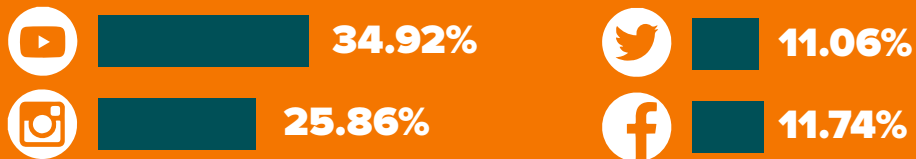
## DISTRICT BRANDING . . . . .



*The light blue logo with the green text is the logo intended for the District to use to create visual unity within the district.*

## 2018 GROWTH . . . . .

### Social Media Followers



### Website



## FOLLOWER COUNT . . . . .





# ECONOMIC DEVELOPMENT

In the realm of Economic Development, 2018 was a year of innovation, communication, & collaboration for Downtown Stockton Alliance Economic Development staff.

This was the first full year of the **#PropertyMondays** social media campaign, whose goal is to promote investment in downtown properties on the market and to attract potential business tenants to spaces available for lease. At year's end we totaled 30 #propertymondays video posts that featured 25 different properties for sale or lease and translated to **12,532 views**.

2018 was also the first full year of the Property Owner e-newsletter; 5 newsletters were sent out last year, with an average open rate of 55.4%. The launch of this newsletter was intended to open up lines of communication between the DSA and our property owners. It contains relevant downtown

news; upcoming projects; investment opportunities; property owner and business owner resources; and pertinent event information. If you don't already receive the e-newsletter, email [cwood@downtownstockton.org](mailto:cwood@downtownstockton.org) to make sure we have your e-mail address added to the list.

Other efforts aimed at facilitating communication & feedback included DSA's involvement in the City of Stockton's Downtown Stockton Business Walk and the dissemination of an online property owner and business owner survey.

Throughout the year, we re-vamped the Business Directory and Real Estate Directory on the **DSA website** to create a more visually-appealing, user-friendly interface. Additionally, we added a **live/work powerpoint** to our website which outlines the steps involved in converting downtown office buildings

to live/work spaces, thus shedding light on a potential way to increase returns on a downtown property investment.

Finally, we are happy to announce that the **Budd Alley trash compactor** and enclosure project was completed in 2018. Although the enclosure of the alley and the reduction of garbage containers there was a Clean & Safe issue at first glance, this troublesome alley also had an impact on Economic Development. How can new and existing businesses **thrive** and delight their customers if next door there is a persistent pile of garbage, feces, and urine radiating unappealing images and odors? The successful execution of this long-awaited project – which involved extensive collaboration between the DSA, the City of Stockton, property owners, business owners, and garbage service providers – was a significant triumph for us in 2018.

# MARKETING

In 2018, the Marketing department saw a number of changes. In March, we launched a DSA blog! Topics range from Business spotlights, Art & Culture, Things to do in #DowntownStockton, and DSA Corner, just to name a few.

We also went through a re-brand in April, including a new logo, color palettes, fonts, etc. The logo was created to be used not just by the DSA, but also by the #DowntownStockton community.

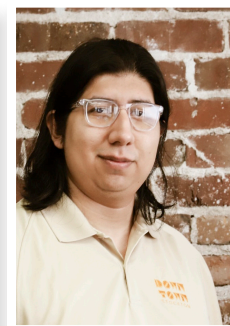
After an established brand was created, we pursued a contract with a web designing company to create a new website to complete the look of the newly branded Downtown Stockton Alliance. In July, we contracted DigitalGear to build a new, modern, and user friendly website. It officially launched in November of 2018!

In September, the DSA hired a new Director for Marketing & Communications. Alex McBride, an alumnus of University of the Pacific with a Bachelor of Fine Arts in Graphic Design, uses her expertise to expand the DSA brand through consistency and strengthening the voice of the Downtown Stockton Alliance.

In October, Alex started "At a Glance," a monthly social media blast that promotes some of the big events happening in Downtown for the upcoming month to draw customers to the Downtown District. This blast is to counter the argument, "There's nothing to do in Stockton." It's our job in marketing is to make it easier for people find things they can do.

We also hired a copywriter, Andrew James Rocha, to write the blog articles.

Andrew is also an alumnus of University of the Pacific with a Bachelor of Arts in English. Andrew conducts interviews and researches a variety of topics to promote events, businesses, art, etc. happening in the Downtown District.



**ALEX MCBRIDE (LEFT)  
ANDREW ROCHA (RIGHT)**

# SPECIAL EVENTS

## HOSTED & ORGANIZED

**National Night Out 2018**

**Full Moon Riders**

## COORDINATED

**Business Watch with SPD**

**Marketing Round-Tables**

## PARTICIPATED IN

**University of the Pacific**

**Employee Benefits Fair Booth**

**Amgen Booth**

**Reality Stockton Trick-or-Treat**

**Amtrack Sacramento Rail Launch**

**Continuum of Care Meetings**

## RECRUITED

**Bike to Work Day**

## ASSISTED WITH

**RTD Pop-Up**

## OUR 2018 PARTNERS

### GENERAL

Accurate Piano Movers  
Cort Companies  
The Campus Downtown  
The City of Stockton  
Downtown Stockton Starbucks  
Moo Moo's Burger Barn  
Reality Stockton Church  
San Joaquin RTD  
Stockton Ports

Stockton Heat  
Stockton Kings  
Subway/Robeks  
Visit Stockton

### MUSIC TO OUR EARS

The Campus Downtown  
San Joaquin County Public Defender  
Empresso Coffeehouse  
The Courthouse Plaza

Hotel Stockton  
HUB, Helping Urban Bicyclists  
Port City Nutrition  
San Joaquin RTD

### NATIONAL NIGHT OUT

The Bull (radio station)  
Ports  
Kings  
United Way



# DSA 2018 & 2019 BUDGETS

## 2018 BUDGET

### INCOME

Assessments - Private	\$586,917.93
Assessments - Public	\$450,714.06
Delinquent Assesments Received	\$30,504.04
Security Contract/Atlas	\$24,000.00
Banner Income	\$8,000.00
Projects Income	\$500.00
Full Moon Riders	\$1,500.00
Contracts - WMN & Sanitation	\$45,066.00
<b>TOTAL INCOME</b>	<b>\$1,116,697.99</b>

### EXPENSES

Payroll & Benefits	\$564,431.50
Education & Networking	\$9,350.00
Advertising/Marketing	\$44,500.00
Event Expenses	\$9,550.00
Banners	\$8,100.00
Economic Development	\$24,000.00
WEB Projects	\$101,000.00
Office Expenses & Supplies	\$20,424.00
Maintenance & Cleaning	\$193,900.00
Insurance	\$22,197.66
Taxes	\$1,010.00
Utilities/Rent	\$75,593.00
Professional & Fin. Services	\$31,682.60
Miscellaneous Expense	\$600.00
<b>TOTAL EXPENSES</b>	<b>\$1,106,338.76</b>

## 2019 BUDGET

### INCOME

Assessments	\$1,071,147.06
Annual Security Revenue	\$24,000.00
Banner Income	\$6,500.00
Full Moon Riders	\$1,000.00
Contracts - WMN & Sanitation	\$49,972.58
Equipment Rental	\$300.00
<b>TOTAL INCOME</b>	<b>\$1,152,919.64</b>

### EXPENSES

Payroll & Benefits	\$599,305.14
Education & Networking	\$14,500.00
Advertising/Marketing	\$36,000.00
Event Expenses	\$7,500.00
Banners	\$19,000.00
Economic Development	\$66,000.00
WEB Projects	\$107,000.00
Office Expenses & Supplies	\$24,624.00
Maintenance & Cleaning	\$123,060.00
Insurance	\$26,865.00
Taxes	\$1,020.00
Utilities/Rent	\$76,500.68
Professional & Fin. Services	\$32,196.26
Miscellaneous Expense	\$9,000.00
<b>TOTAL EXPENSES</b>	<b>\$1,142,571.07</b>

Children's Museum  
Health Plan of San Joaquin  
UNCLE Credit Union  
Heat  
Hatch  
Visit Stockton  
National Guard  
Stockton PD  
PUENTES  
ACE

RTD  
Brandon Ente  
(he was the DJ)

### FULL MOON RIDERS

Channel Brew  
Cast Iron  
San Joaquin BOC  
Road Finch  
Delta Bistro

Puentes Stand  
The HUB  
Thai Thai Restaurant  
Robby's Bicycles  
Stockton Bicycle Club  
Tacos La Palmita Taco  
Performance Bicycle  
Papa Urb's

## IN 2019 WE WANT...

- Weber to be the focal point of Downtown Stockton
- Launch the audio tour of Downtown Stockton and publish on our website.
- Launch Talk to Stockton, a webinar series allowing Q/A's with city officials.
- Full Moon Riders to increase in participants and partners
- We had incredible success at the National Night out in 2018, we would like to repeat that and draw in more people from other parts of the city.
- Pursue more beautification projects, including reducing trash by securing more enclosed garbage bins.
- Partnering with other Stockton agencies & organizations to host the California Hispanic Chamber of Commerce Convention 2019 in Downtown Stockton.
- Create a greater extension of the Downtown district brand.
- Increase social media growth by an additional 20%.





# 2019 GOALS





# DOWNTOWN STOCKTON

*125 Bridge Place, 3rd Floor, Stockton, CA 95202*

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*@DowntownStockton @DowntownStkn*