



DS~~ELF~~F

\$10,000-\$65,000
Loans Available

Start a Business

Use DSELF loan funds for operating or start up costs.

Small business loan interest is tax deductible as a business expense.

Market Your Business

Use DSELF loan funds for new or improved signage, marketing materials and customer outreach.

Businesses that improve their facade see a noticeable increase in sales, overall and against their competition.

Stock Up

Use DSELF loan funds to expand your inventory.

Expand

Use DSELF loan funds to expand your business, remodel, or purchase new equipment.

What is DSELF?

Downtown Stockton Enterprise Loan Fund (DSELF) is a community development entity (CDE) that provides loans to small and mid-sized growing businesses in the central downtown core area of the City of Stockton.

Acting under the umbrella of the DSA, the Downtown Stockton Enterprise Loan Fund (DSELF) is a non-profit, multi-bank community development corporation created to facilitate economic development in Stockton's economically under-served central city.

The DSELF achieves economic development by: facilitating the growth of small to mid-sized businesses; and, attracting, creating and retaining new jobs.

The DSELF is intended to provide traditional and "gap" financing - providing small business loans to entrepreneurs who lack sufficient up-front equity and historic profits for conventional financing. It is involved in high risk lending, usually unacceptable to traditional lenders.

The DSELF interest rate ranges from 2% - 4%, depending upon credit score. The DSELF loan term is up to 5 years, and repayment must coincide with lease length. There is no minimum credit score.

Credit Score	Interest Rate
750 & Higher	2%
749-700	2.5%
699-650	3%
649-600	3.5%
599 & Lower	4%

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TIME-FRAME: Applicants have 90 days from the submittal of their initial application to submit all required materials.

Step I & II

STEP I APPLICATION

Requirement

1. Application ([Click Here For Digital Application Link](#) OR [Here For Printable Application](#))
 - Upon submission of DSELF application, the administrator will schedule an interview with you to verify your eligibility.*

*NOTE: To be eligible for a DSELF loan, your business must be within the Downtown Stockton PBID, as evidenced by:

- A business license with a Downtown address

AND ONE (1) OF THE FOLLOWING:

- Ownership of a downtown building
- Downtown lease of longer than one (1) year

STEP II FEE & REQUIRED DOCS

Requirements

1. \$50 Application Fee
 - This fee is refunded if loan is approved.
2. Credit Check (performed by DSELF staff)
3. Must submit all items in Step II Required Documents checklist.
 - See the following pages

NOTE: All documents submitted with this application become the property of the DSELF and WILL NOT BE RETURNED. Do not submit original documents.

Step II Required Documents Checklist

In order to quickly determine if we can be of service to your firm, we need all of the information requested below. If any information is not available, please attach a written explanation. All information will be held in strictest confidence.

A. Certification (provided by staff)

B. Financial Statements:

1. Business

- Previous one (1) year profit & loss/cashflow/balance sheet [or ytd interim if in business less than one year]
- Past three (3) months business bank statements

2. *Personal

- Monthly income & expenses, personal balance sheet, and bank statements, for the past three (3) months

*Required for all owners with at least a 20% stake in the company

C. Federal Tax Returns (previous two (2) years):

1. Business (If in business)

2. *Personal

*Required for all owners with at least a 20% stake in the company

D. Business Plan, including 2 years of financial projections.*

*Please see Sample Business Plan for a detailed description of what to include

E. Lender decline letter copy or written statement of credit not otherwise available

F. Written description of loan request – Including loan amount, use of proceeds, amount owners have invested to date, repayment terms desired, and copy of collateral to be pledged*

*NOTE: NO collateral required for loans under \$40,000.

*NOTE: For loans \$40,000+, real property collateral is required; copy of the deed of such property must be submitted.

G. Lease agreement > 1 year (if leasing downtown space) or deed of trust (if owner of Downtown building)

H. Business License, Permits, Proof of Proper Zoning, & Certificate of Occupancy

Additional Documents*

*If you are acquiring an existing business or entity, you must also submit:

I. Purchase agreement

*If you are a business to business operation, rather than a business to consumer operation, you must also submit:

J. Customer list (names, address, zip code and telephone numbers)

K. A copy of a sample invoice

Sample Business Plan Template

Vision & Mission Statement

- State Your Vision Statement & Mission Statement

About the Company

- Describe the current stage of your business (planning, operating, expanding?)
 - How long have you been in operation (if in operation)?
- State your business entity type (LLC, LP, etc.) & ownership information.
 - Who are the owners/investors? How is ownership divided? What relevant experience do the owners/operators have? (include resumes)

Market Analysis

- Name the industry in which you are operating and if the industry is growing, share the % growth rate.
- Name key opportunities and threats for your business.
- Name your biggest competitors.
- Define your target-customer- i.e. age, gender, needs, wants.

Value Proposition/Competitive Advantage

- State the unique selling point of your business which makes you attractive to your target customer.
 - Why will your customers choose you, rather than your competitors?
 - How are you solving a problem/addressing a pain point for your customer?

Products & Services

- Describe your products and services, including their prices.

Operations

- State the size of your operating team and share whether team members have relevant experience/relevant certifications.
- Share whether you are planning to hire additional workers in the next year.

Marketing & Promotion Plan

- Share the channels of marketing you will be using to reach your target audience.
 - Do you have a website/FB/Instagram, etc.?
 - How are you using marketing to raise awareness of your business/educate customers about your business/keep in touch with customers?

Financial Projections

- Profit and loss statements and cashflow projections for 24 months, which should demonstrate:
 - A reasonable plan for repayment.
 - Total revenue and/or number of clients secured within the past year.
 - Amount to be spent on salaries/wages within the next year.
 - Any other financing sources you are pursuing.

STEP III

STAFF RECOMMENDATION & BOARD REVIEW

Process & Requirements

1. Staff will review all submitted requirement materials, and will make a recommendation for loan approval or denial to the Board at a DSELF Board meeting.
 - NOTE: Applicants are encouraged to attend the Board meeting to introduce themselves and to state the case for their loan request.
2. The DSELF Board will conduct a final vote to decide whether or not your loan will be approved.

Resources

DSELF ADMINISTRATOR

DSELF Info & Free Business Plan Help
Courtney Wood
cwood@downtownstockton.org

CALASIAN CHAMBER

Free Consulting & Business Plan Help
209.868.1046
www.sanjoaquinsbdc.org/

S.C.O.R.E.

Free Business Mentoring
www.score.org

STOCKTON IMPACT CORPS

Free Consulting & Business Plan Help
209.600.4999

CITY OF STOCKTON ECONOMIC DEVELOPMENT

Other Business Resources
209.937.8539

SJ REVOLVING LOAN FUND

DSELF Loan Servicing and RLF Loans
209.468.3670

GREATER STOCKTON CHAMBER OF COMMERCE

209.547.2770
445 W Weber Ave #220

AFRICAN-AMERICAN CHAMBER OF COMMERCE

209.227.5413
42 N Sutter St #217

CENTRAL VALLEY ASIAN AMERICAN CHAMBER OF COMMERCE

209.405.2630
178 W. Adams St
By Appointment Only

SJC HISPANIC CHAMBER OF COMMERCE

209.943.6117
5637 N. Pershing Ave., Suite B-8