



New Property Owner Welcome Packet!

Downtown Stockton Alliance

125 Bridge Place, 3rd Fl., Stockton, CA 95202
downtownstockton.org | 209.464.5246 | M-F, 8:00am-4:30pm



@DowntownStockton



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@DowntownStocktonAlliance

Note from DSA CEO

Downtown Stockton is rich with history, culture, and community. It has tremendous potential just waiting to be unlocked, and you, as a Downtown property owner are contributing to the transformation of the area into a hub for business activity, startups, maker spaces, urban living, and events that bring life to our historic core.

We are the Downtown Stockton Alliance, or DSA, a 501(c)6 non-profit Property Based Business Improvement District established in 1998 and funded through the property assessment found on your yearly tax bill. Our services cover 123 square blocks in the heart of Downtown.

Your property benefits are determined by your zone. View the map on the back of this booklet to identify your property's zone and read more to learn about the benefits you automatically receive through the PBID as a Downtown property owner.

Downtown Stockton

Marketing + Economic

Social Media + Website

We promote your Downtown spaces for sale or lease, your downtown tenants, and your downtown events on our website and social media.

Video Campaigns

We have several ongoing video campaigns:

- **Talk to Downtown** features interviews with organizations that impact Downtown
- **Downtown Stockton Vlog** highlights organic Downtown experiences
- **Doorways to Downtown** highlights a downtown business each month
- **Spirits of Downtown** follows ghost hunters as

Safety + Advocacy Zones 1, 2, & 3

Safety Ambassador Program

DSA has a Safety Ambassador Team that patrols the Downtown District.

They also perform services like:

- Shopping Cart Collection
- Safety Escort Services
- First Call Alarm Program

Business Watch Meetings

Stockton PD's Community Service Department, in partnership with DSA, holds a monthly Downtown Business Watch Meeting at the Stockton Arena, Conference Room A (currently virtual) for stakeholders to share their concerns and hear about solutions.

Email phillip.andeola@stocktonca.gov to be added to the Business Watch list.

Advocacy

DSA advocates on behalf of Downtown property owners in communications with the SJ Continuum of Care, the SJ County Board of Supervisors, various City of Stockton departments, the Mayor's Office, working groups, and other organizations.

Portable Bathroom & Shower Unit (PBSU)

DSA operates a Portable Bathroom & Shower Unit in the parking lot of St. John's Episcopal Church for the unsheltered homeless.





Alliance: What We Do

Development Zones 1, 2, & 3

they investigate reportedly haunted downtown locations.

Enewsletters

We send out monthly enewsletters to property owners, business owners, and the general public/visitors. Email cwood@downtownstockton.org to be added to any list.

Kiosk

We maintain a marketing kiosk downtown, keeping it full of Downtown business and event fliers and publications.

Visitor's Guide

We feature Downtown businesses and events

in our bi-annual publication handed out to visitors, and displayed in kiosks throughout Stockton.

Banner Program

In partnership with the City of Stockton, we lease banner space on antique and standard light poles throughout the district to Downtown businesses and events exclusively.

DS&L Loan Program

DSA offers a \$10,000 - \$65,000 loan specifically for Downtown business and property owners who have been turned down by traditional lending institutions.

Beautification + Events Zones 1 & 2

Maintenance

The following maintenance services are performed by the DSA:

- Sidewalk Pressure-Washing
- Sidewalk Spot Treatment
- Litter Abatement
- Sidewalk Trash Can Emptying
- Street-Facing Graffiti Removal
- Sidewalk Weed Removal and Planter Care
- Curb and Bollard Repainting (in partnership with the City of Stockton)

- Budd Alley Trash Compactor and Enclosure
- Chung Wah Lane
- Diversity Plaza
- Postcards From Downtown Murals
- Rose Garden Trash Enclosure

Events

DSA also holds various events in Downtown, including Full Moon Riders, Music in Janet Leigh Plaza, and National Night Out.

Place-making

DSA has completed several place-making projects to remove blight/beautify Downtown:

GET INVOLVED!

DSA Board Meetings take place monthly on every 3rd Wednesday at 3:30PM at the DSA office (currently virtual - call 209.464.526 for meeting link).

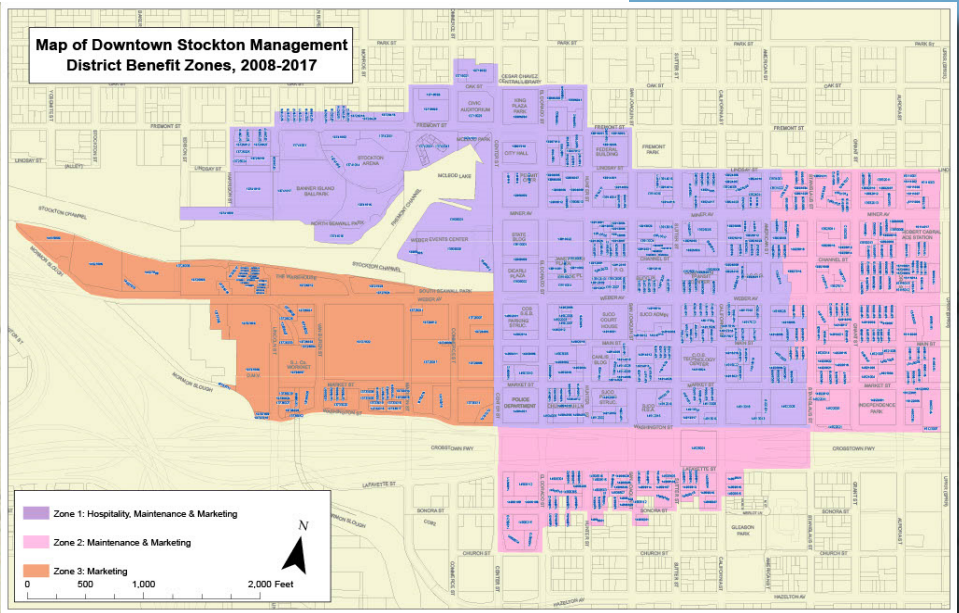


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DSA Zoning Map



Other Resources

DSA Safety Ambassadors
209.451.7775

CalAsian Chamber
209.868.1046

Visit Stockton
209.938.1555

City of Stockton (COS)
209.937.8460

**Greater Stockton
Chamber of Commerce**
209.547.2770

COS Planning
209.937.8266

**African-American
Chamber of Commerce**
209.227.5413

COS Police Department
209.937.8377

**Central Valley Asian American
Chamber of Commerce**
209.405.2630

**COS Community Development
Permit Center**
209.937.8444

**SJC Hispanic Chamber of
Commerce**
209.943.6117

COS Economic Development
209.937.8530
Call for Small Business Resources
and Facade Grant availability &
information.

**Call 209.464.5246
or visit
downtownstockton.org
to learn more!**