

DOWNTOWN STOCKTON Alliance



DSA HISTORY

- 1996** Downtown Stockton PBID District formed
- 1997** Downtown Stockton PBID begins services
- 2002** DSA PBID 5-year renewal
- 2007** DSA PBID renewed - current boundaries and assessment zones adopted
- 2017** DSA PBID due for renewal

NOTE THIS:

A PBID is not “just another government program.”

This is your investment going to work 100% in the Downtown Stockton District, managed by District Leadership. The non-profit DSA Board of Directors prioritizes PBID funds for programs and activities through the approved Management Plan. These services are over and above what is provided by the City of Stockton.

RENEW THE DISTRICT

Let's Continue Our Progress in Downtown Stockton

For the last 20 years, the Downtown Stockton PBID has been the collective voice of the property and business owners, residents and advocates who strive to make our Downtown Stockton District a cleaner, safer, more attractive, vibrant and desirable place to work, do business, and play.

Funded through investments by public and private landowners collected through the assessment district, the non-profit Downtown Stockton Alliance carries out a wide array of responsibilities and services. Each of these areas - maintenance, hospitality, economic development and marketing - are aimed at improving the urban district encouraging investment, marketing local business, and restoring downtown as the “heart of the city.”

2017 is a critical year as it brings about the need to commit again to this important work for another 10 years. Things are changing more quickly now than ever. Our services must continue to grow to support new investment, more business traffic downtown, our expanding economy, and new housing. Growth and change generate a greater need for housing and an 18-hour economy, creative entrepreneurs, cultural development and the challenge of addressing problematic street behavior and keeping downtown sparkling clean and safe.

Please sign the petition to ensure the renewal comes to a vote and then cast your ballot in favor of renewal. For more information, turn to the last page to find out how you can support the PBID renewal today.

WHO WE ARE

The Downtown Stockton PBID is your money invested in maintaining and enhancing the Downtown District.

The PBID is a 501.c6 organization overseen by a board of directors composed of your peer district property and business owners, and strategic partners. PBID funds are spent directly on maintenance, hospitality, marketing, special events, and economic development programs defined in the approved Management Plan.

The Management Plan guides our activities supported by a workplan and annual budget approved by the Board of Directors. The PBID's CEO and staff implement the Management Plan with support of volunteer and Board committees.



ACCOMPLISHMENTS: WHAT WE DO

CLEAN & SAFE



REMOVED 323
INSTANCES OF GRAFFITI



REMOVED 310,825
POUNDS OF TRASH



APPLIED 5,635 HRS
TO PRESSURE WASHING



ASSISTED 13,912
DOWNTOWN VISITORS AND
PROVIDED 47
SAFETY ESCORTS

SPECIAL EVENTS & ECONOMIC DEVELOPMENT

ORGANIZED

Weekly Waterfront Friday, May – October
6 Full Moon Riders events May - October
Filipino Parols - A Holiday Exhibit
Love You Baby Lunch in 25 Restaurants
Nat Osborn Concert at Brick & Mortar
Downtown Tour for UOP Students
The Great Big Read in Janet Leigh Plaza
Urban Gardening 101
DSA Holiday Party

HOSTED 16 community, art and private events at Brick & Mortar such as: Galentines Night Out, Leadership Stockton Alumni Association Mixer, 1850 Collective Art Show, Rom-Com Movie Nights, CP Universe Concert, Cultural Tourism Ambassador Class, Connecting Local Growers to Restaurants

PARTICIPATED IN Chinese New Year Parade, Centro Community Partners' Student Recruitment Fair, Small Business Fair at Delta College, Benefits Fair at the Pacific

ASSISTED WITH 13 community events in Downtown such as: Stockmarkets, Movies at the Point, Dia De Los Muertos, Over the Edge Fundraiser, Summer Art Splash, Pride Center events

COORDINATED Postcards from Stockton Mural Program and completed two murals; Music To Our Ears program and completed 6 community pianos; 6 pop-up chalk drawings.

RECRUITED participants and organized 9-week entrepreneur workshops at Brick & Mortar Center



MARKETING

Website traffic – The number of unique visitors to the website increased by 37%. New, mobile-friendly website was designed and launched in November 2016.



RECERTIFICATION IS UNDER WAY. WITH QUESTIONS,

CALL DOWNTOWN STOCKTON ALLIANCE AT 209-464-5246 (M-F, 8 AM - 5 PM)

OR EMAIL CINDI FARGO, CEO, AT CFARGO@DOWNTOWNSTOCKTON.ORG

DSA BOARD OF DIRECTORS

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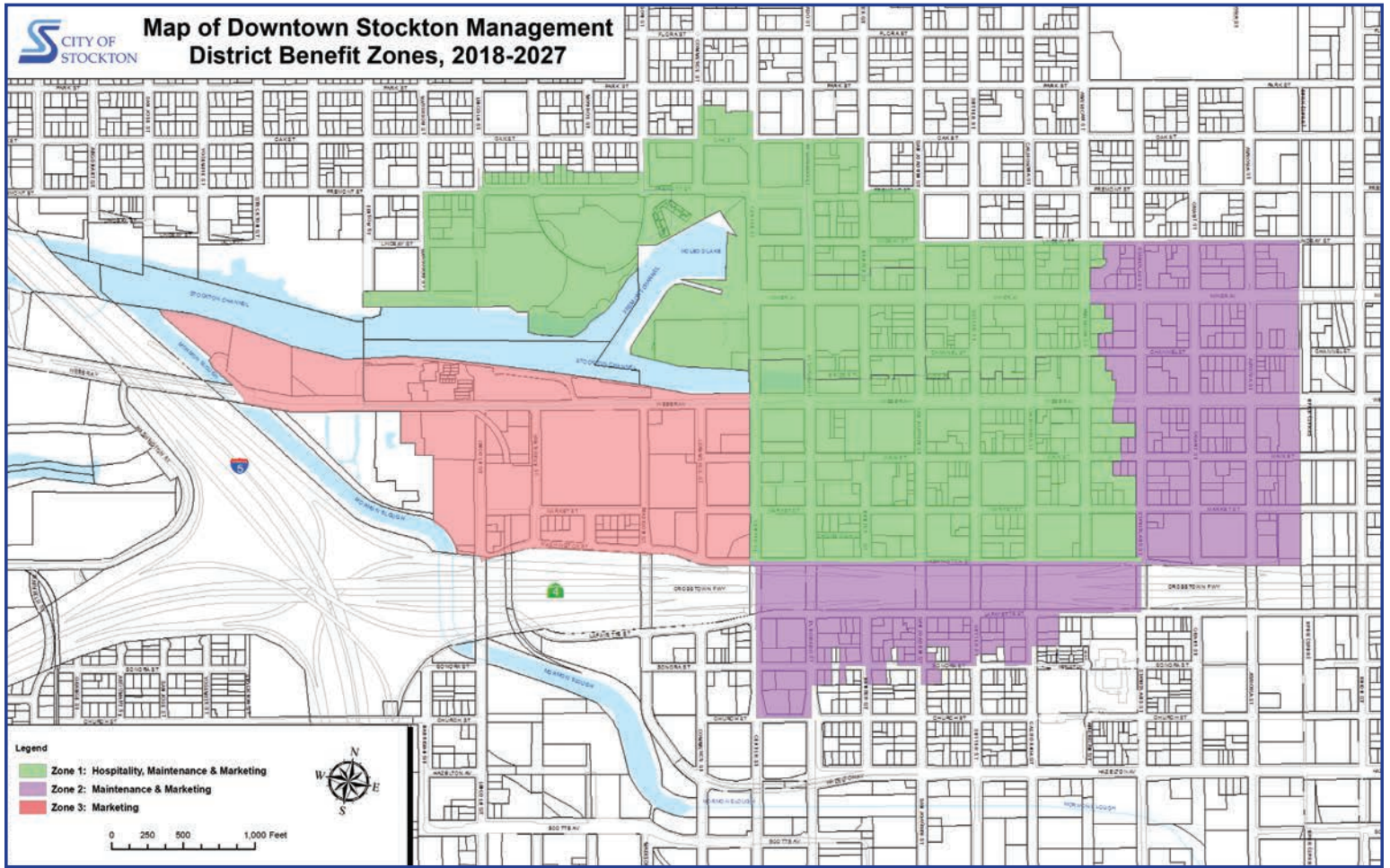
Kari McNickle, COG

Giovanni Trinchera, Bank of Stockton

Debbie Vallejo, TEAM Charter School



MANAGEMENT PLAN: HOW WE ARE STRUCTURED



ASSESSMENTS: HOW WE ARE FUNDED

BENEFIT ZONE	LOT	FIRST FLOOR	UPPER FLOOR
ZONE 1: COMMERCIAL	\$0.0800	\$0.0800	\$0.0400
ZONE 2: RESIDENTIAL	\$0.0480	\$0.0480	\$0.0240
ZONE 1: COMMERCIAL	\$0.0443	\$0.0443	\$0.0222
ZONE 2: RESIDENTIAL	\$0.0266	\$0.0266	\$0.0133
ZONE 1: COMMERCIAL	\$0.0242	\$0.0242	\$0.0121
ZONE 2: RESIDENTIAL	\$0.0000	\$0.0000	\$0.0000

EXPENDITURES	BUDGET	% OF BUDGET
ENVIRONMENTAL ENHANCEMENTS	\$650,000	60.19%
ECONOMIC ENHANCEMENTS	\$240,000	22.22%
ADVOCACY/ADMINISTRATION	\$180,000	16.67%
PBID RESERVE	\$10,000	0.93%
TOTAL EXPENDITURES	\$1,080,000	100.00%
REVENUES		
ASSESSMENT REVENUES	\$1,060,440	98.19%
OTHER REVENUES	\$19,560	1.81%
TOTAL ASSESSMENT DISTRICT REVENUES	\$1,080,000	100.00%



CLEAN AND SAFE SERVICES OUTLINE

Maintenance Frequencies	Zone 1	Zone 2
<i>Maintenance F.T.E.</i>	<i>220 hours per week (approximately 5.5 F.T.E.)</i>	
Average Weekly Coverage	7 days/week	5 days/week
Litter removal/pan & broom	Twice per day	Once per day
Detail cleaning of public amenities	Twice per day	Once per day
Graffiti removal	Daily as needed	Daily as needed
Large Object removal	As needed	As needed
Street Tree Well Maintenance	As needed	As needed
Weed removal/spraying	Seasonal as needed	Seasonal as needed
Pressure washing/spot cleaning	Daily/as needed	Daily/as needed
Pressure washing/scheduled cleaning	2 nights per week	Once per month

Ambassadors and Security Patrol	Zone 1	Zone 2
<i>Ambassadors F.T.E.</i>	<i>160 hours per week (approximately 4.0 F.T.E.)</i>	
Coverage in Zone 1 and 2	6 days/week 8 to 20 hours daily	
Primary method of coverage	Foot patrols/EV	
Patrol rounds	4 rounds per shift	
Night Security Patrol	40 hours per week - vehicle	
Business contacts	6-10 per shift	
Visitor contacts	Daily unlimited	
Jury Contacts	1 hour daily	
Tours	2 hours weekly	
Outreach with street populations	Daily as needed	
Reporting	Daily unlimited	