



DOWNTOWN STOCKTON

New Business Owner

Welcome Packet!

Downtown Stockton Alliance

110 N. San Joaquin Street, 5th 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 business 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 funded by property assessments paid yearly on every parcel in downtown. Our services cover 123 square blocks in the heart of Downtown.

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

Downtown Stockton

Marketing and Economic

Social Media + Website

We promote Downtown spaces for sale or lease, downtown tenants, and downtown events on our website and social media. If you are hosting a Downtown event or want something promoted, send marketing materials to gdavalos@downtownstockton.org

Video Campaigns

We have several ongoing video campaigns on our Youtube channel [@downtownstockton](https://www.youtube.com/@downtownstockton):

- **Talk to Downtown** features interviews with organizations that impact Downtown
- **Doorways to Downtown** spotlights a downtown business each month
- **Spirits of Downtown** follows ghost hunters as they investigate downtown locations.

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

Enewsletters

We send out monthly newsletters 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. Email jpalacios@downtownstockton.org to learn more about our banner program.

DSelf 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. Email cwood@downtownstockton.org or visit www.downtownstockton.org/dself/

New! ARPA Programs

<https://www.downtownstockton.org/about/our-programs/arpa-programs/>

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)

Place-making

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

- 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 Music in the Plaza, and National Night Out.

GET INVOLVED!

DSA Board Meetings take place monthly on every 3rd Wednesday at 3:30PM at the DSA office.

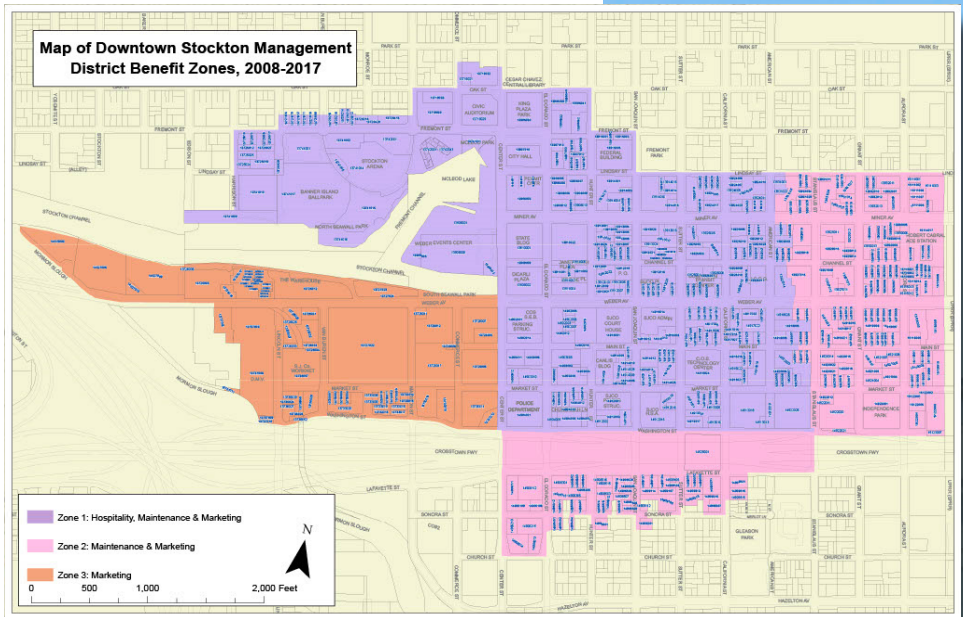


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DSA Zoning Map



Other Resources

DSA Safety Ambassadors
209.451.7775

Visit Stockton
209.938.1555

**Greater Stockton
Chamber of Commerce**
209.547.2770

**African-American
Chamber of Commerce**
209.227.5413

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

**SJC Hispanic Chamber of
Commerce**
209.943.6117

CalAsian Chamber
209.868.1046

City of Stockton (COS)
209.937.8460

COS Planning
209.937.8266

COS Police Department
209.937.8377

**COS Community Development
Permit Center**
209.937.8444

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

**SCAN THE QR CODE BELOW TO
LEARN MORE ABOUT OUR NEW
ARPA PROGRAMS:**



**SCAN THE QR CODE BELOW TO
SIGN UP FOR OUR NEWSLETTERS**



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

Email cwood@downtownstockton.org to receive the monthly
business owner e-newsletter with information about the Downtown
Stockton Alliance (DSA), downtown news, new businesses and more!