

An aerial photograph of a city street intersection, likely in Stockton, California, is shown with a semi-transparent blue overlay. The image captures a multi-lane intersection with various traffic signs, including left-turn and right-turn arrows, and a pedestrian crossing sign. A white car is visible on the left side of the frame. The overall aesthetic is modern and urban.

# **ANNUAL REPORT**

# **2022**

**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.

# TABLE OF CONTENTS

BOARD OF DIRECTORS	<b>5</b>
LETTER FROM THE CEO	<b>6</b>
DSA STAFF	<b>8</b>
DOWNTOWN BY THE NUMBERS	<b>10</b>
MARKETING	<b>14</b>
ECONOMIC DEVELOPMENT	<b>15</b>
2022 & 2023 BUDGETS	<b>17</b>
SPECIAL EVENTS	<b>19</b>
GOALS FOR 2023	<b>21</b>







# 2022 BOARD OF DIRECTORS



**MERAB TALAMANTES**  
SJ Regional Transit District



**DAVID LIPARI**  
SJ Regional Rail Commission



**TONY YADON**  
Parents By Choice



**CARLOS JIMENEZ**  
MXGlobal



**MAHALA BURNS**  
Cort Companies



**TINA MCCARTY**  
City of Stockton EDD



**DONNA WILLIAMSON**  
SJC Office of Education



**JACOB BENGUEREL**  
San Joaquin Family Law



**MARCIA CUNNINGHAM**  
San Joaquin County



**BEJAN BROUKHIM**  
Simply Divine Inc.



**KARI MCNICKLE**  
SJ Bike Coalition

Not Pictured:

**STEVE KIHLETHAU**, Stockton  
Police Department



# MESSAGE FROM THE EXECUTIVE DIRECTOR



2022 was the year that everything seemed to return to normal after the pandemic devastated many Downtown businesses. Interest in investment from property investors and new businesses took an upturn. People returned to watching movies in the theater, shopping in boutiques, and eating at their favorite Downtown Stockton restaurants.

The Downtown Alliance team was very busy keeping Downtown clean and safe; expanding the Safety Ambassador program; continuing operation of the Bathroom/Shower unit at St. John's Church for the unsheltered; creating new content for our social media platforms and on our newly

launched website; adding a new space for people to gather in Diversity Plaza (the old Hunter Square); managing several grants that will have a positive impact on the look of the Downtown District; and installing a mural of the majestic Hotel Stockton - the first in our new series, "Historic Postcards of Downtown" - which can be found on the Bridge Street side of the iconic hotel.


Throughout the year we continued hosting established Downtown events, but also introduced a few new ones. The monthly *Talk to Downtown* series hosted by our Director of Economic Development, Courtney Wood, continued with some great guests. In May, we supported Flavor Fest by doing infrastructure improvements and banner placement for the event. Also in May, we continued the "Jazz in the Plazz" music series with UOP's Take Five jazz group lead by Patrick Langham. In August, we partnered with the San Joaquin County District Attorney's office for National Night Out. Throughout the month of September, we added another Janet Leigh Plaza music series featuring A Touch of Magic, part of the Latin Magic band lead by Peter Castanon. In late September, we held the 2nd annual Mid-Autumn Moon Festival in Chung Wah

Lane. October saw our last Full Moon Rider's event where we introduced our latest *Spirits of Downtown* episode, which investigated the Waterfront Warehouse for paranormal activity. In December, we participated in toy drives for Hell's Angels, Parents by Choice, and the TLC School for Homeless Children Foundation.

In 2022 we hired two new marketing staff to handle photo and film content and to manage our very busy social media platforms. We welcomed Shaun Chatrath and Gynae Davalos to our team.

As we close out the year the DSA will be moving into its new building in late December. We will be occupying the 5th floor of the historic Belding Building at 110 N. San Joaquin beginning operation there January 3rd. We will miss the B&M Building that the DSA has called home for the last ten years; the amazing view of the waterway and Janet Leigh Plaza; and the resident 3rd floor ghost, Lydia; but we have grown out of the B&M, and the Belding is a perfect fit for our need for more space.





I would be amiss if I didn't mention the amazing staff that works very hard to keep the Downtown District clean, safe, and active for our residents, visitors and the employees that work in the Downtown. These dedicated people work tirelessly behind the scenes, and I can't thank them enough and I couldn't be prouder to lead them. Make sure when you see one of the maintenance crew or a Safety Ambassador to tell them thank you for all they do.

Lastly, I want to say what an honor it is to serve at the pleasure of the DSA Board. These professionals that are connected to Downtown either as a resident, business owner, property owner, employee, or municipal representative volunteer their time to give direction, policy review, and oversight to the organization. Their commitment to the Downtown District is invaluable.

I am looking forward to 2023. We will be taking on some projects as a strategic partner with the City and County on programs to make the Downtown District even better and will help drive commerce to our businesses and event venues.



Michael Huber  
DSA Executive Director



# DSA STAFF



**COURTNEY WOOD**  
Economic Development Dir.



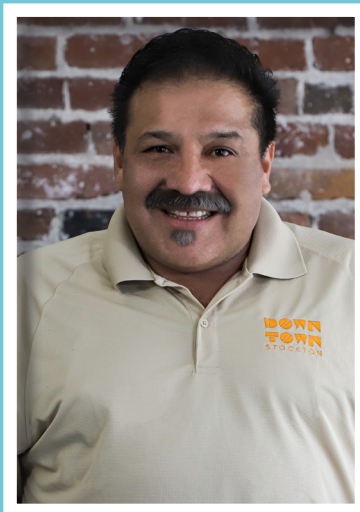
**SHAUN CHATRATH**  
Digital Media Manager



**ARNDREA WATERS**  
Safety Ambassador Supervisor



**SHIRLEY GRIFFITH**  
Ambassador



**JOHNNY PALACIOS**  
Projects Manager



**CHARISSE LOWRY**  
Office & Operations Manager











BY



NUMBERS



## DEMOGRAPHICS within 1 mile

Population

22,737

Households

7,653

Families

4,118

Employment  
Rate

89.81%

Average  
Income

\$45,234.13

## HOSPITALITY



4,240

VISITORS ASSISTED



1,334

BUSINESS CONTACTS

4,846

PUBLICATIONS  
DISTRIBUTED

456

EVENTS ADDED  
TO CALENDER

910

HOSPITALITY HOURS

41

HOSPITALITY  
ESCORTS

## SAFETY





# MAINTENANCE



# PBSU PROGRAM





# MARKETING



2022 was a pivotal year for the Downtown Stockton Alliance marketing team. With new members, including myself, joining the group, it was necessary to adjust to what has made the Downtown Stockton Alliance work in the past while also pushing the organization forward. Having a team with backgrounds in journalism and filmmaking allowed for a wave of fresh creative ideas to take center stage. During this past year, we featured eight businesses on our series *Doorways to Downtown*, and all 12 episodes of our monthly show *Talk to Downtown* were live-streamed (the latest four episodes streamed through our new multiplatform system, which allows us to air on YouTube, Instagram, Facebook, and Twitter simultaneously). In addition, the 7th episode of *Spirits of Downtown* featuring the Inspire Beauty Academy premiered at our annual Full Moon Riders event to unanimous applause from those in attendance. We also hosted two in-person community events and went live via Instagram at eight locations throughout Downtown Stockton.

Ticket giveaways through our social media pages for downtown events such as Ports games, Stockton Kings games, and Stockton Arena shows helped increase the number of people spending time downtown. These giveaways have received massive positive feedback from our followers

and will continue to grow during the coming year. Along with utilizing our social media pages as a means of promotion, we also sent monthly e-newsletters to our subscribers and partners that provide further information on downtown events and new media content created by the Downtown Stockton Alliance.

All of these new efforts in terms of marketing resulted in an 8.2% follower growth on our Instagram, 6.3% growth of our Twitter followers, and 1.6% growth of our Facebook followers. Part of this growth has stemmed from a City of Stockton ARPA grant the DSA received for Digital Marketing to help improve the reach of downtown businesses, events, and announcements. Along with our social media pages, we also had an increase in traffic on our brand-new Downtown Stockton Alliance website. This new redesign of our site launched towards the end of the year with a fresh, modern look and a more accessible navigation system than our previous site.

Going into 2023, the DSA marketing team looks to continue what we have created in the previous year while also setting a new standard of excellence. A massive part of this plan includes increasing our social media posts' visual appeal, further expanding the reach of our content through the ARPA grant mentioned above, improving the promotion of our excellent staff, specifically our maintenance and safety ambassadors, and focusing our shows on emphasizing storytelling that will allow our audience to resonate with the culture and beauty of Downtown Stockton. Furthermore, the Downtown Stockton Alliance marketing team will be highlighting the impact of improvements to downtown's appearance being made possible

through the American Rescue Plan Act grants, such as the facade and window wrap programs, mentioned on the next page by our Economic Development Director, Courtney Wood.

Overall, we at the Downtown Stockton Alliance are incredibly proud of the work done by everyone in our organization and those who work, live, and invest downtown. Downtown Stockton is a district with endless potential to be a top tourism spot in Northern California. We are home to diverse businesses, a beautiful waterway, vibrant event venues, and, most importantly, wonderful people who work daily to improve this area. Our job at

the Downtown Stockton Alliance is to highlight these treasures!

See ya Downtown,

Shaun Chatrath  
DSA Digital Media Manager

SCAN THIS QR CODE  
TO SIGN UP FOR OUR  
NEWSLETTERS:



SCAN THIS QR CODE  
TO GO TO OUR  
YOUTUBE CHANNEL



## 2022 GROWTH



Instagram Followers

11,191



+8.2%

Twitter Followers

4,739



+6.3%

Facebook Followers

7,756



+1.6%

YouTube Lifetime Views

16,727



+11.1%

Website



76,952 Unique Visitors

108,865 Page Views



# ECONOMIC DEVELOPMENT



2022 was a busy year for the DSA's economic development department, especially in terms of grant funding!

We were fortunate to apply for and receive \$100,000 of City of Stockton ARPA funding for the social media marketing of Downtown events and job listings through 2022/2023, and \$1,141,946 of SJC County ARPA funding to support our Downtown Stockton business owners and property owners through window repair reimbursement; chamber membership/business development workshop reimbursement; window wraps; and similar programs which are launching in 2023! We also were awarded additional 2022/2023 ESG-CV funding from the City of Stockton for operation of our Portable Bathroom and Shower Unit, and collaborated with the City of Stockton to lay the groundwork for a new Downtown Business Façade Improvement Program to be launched in 2023 – a program which will offer up to \$25,000 per applicant for façade improvements such as awnings, paint, windows, and outdoor dining enclosures while funding lasts. **For more information or to apply for any of the ARPA programs mentioned here, please visit the QR code at the bottom of the page. Many of these programs are operating on a first-come, first-served basis while funding lasts – don't wait!**

Downtown real estate was in demand in 2022! Over the course of the year, at least 50 properties were sold within the district, and at the end of the year, there were 40 properties listed in our directory as for sale and/or lease. We also continued the fifth year of our #propertymondays social media campaign, featuring 24 unique Downtown Stockton properties in 37 #propertymondays posts on Facebook and 36 #propertymondays posts on Instagram. These posts kept eyes on Downtown opportunities, reaching

16,732 accounts on FB/60,669 accounts on IG, and helping to draw 3,615 views of our real estate directory pages.

The climate for Downtown business this year remained similar to 2021 conditions, with business openings almost equivalent to closures. At the end of 2022, there were 417 businesses listed in our Downtown Stockton directory. We noticed a trend toward more retail, salon/beauty, and restaurants this year - here are a few Downtown businesses which launched in 2022:

- Daniyal Transit
- Makers Made
- Savoy's Southern Soul
- ShareSTAFF
- LaTrae's House of Styles
- Zari's Ocean Gold Sea Moss
- Main Street Gifts
- Estrella's Mexican Restaurant
- Downtown Cycles
- Ashley's Zen Therapy
- Restaurant Siete Mares
- Ink Em Out Tattoo Dept.
- Quartz Corner

We are happy to share that all of the DSA's Downtown Stockton Enterprise Loan Fund (DSELF) business recipients completely paid off their loans in 2022! This means we currently have plenty of DSELF funding available; consider DSELF if you are looking for a low-interest loan to grow your business or improve your property. For information about DSELF eligibility and requirements, visit the webpage: <https://www.downtownstockton.org/invest/business-resources/dself/>.

In 2022, we continued production of our three regular video series – *Talk to Downtown*, *Doorways to Downtown*, and *Spirits of Downtown*. We hosted 12 new episodes of *Talk to Downtown*, adding a new streaming platform mid-way through the year which allowed us to reach multiple social media channels simultaneously. Our 2022 guests were:

- Public Works Deputy Director Chad Reed on City of Stockton operations and maintenance
- HASJC Executive Director Peter Ragsdale on housing in SJC
- SJ Public Library Manager Amanda Luna on the library's public programs
- City of Stockton Public Works, Parks Division Project Manager Susan Christy on Stockton parks
- SJC District Attorney Tori Verber-Salazar on the SJC justice system and crime in Downtown
- 211 SJC Program Manager Tamisha Allen on resources for SJC residents

- City of Stockton Advanced Planning Senior Planner Tristan Osborn on the City's Zoning Update
- DSA Operations Manager Charisse Lowry and Ambassador Johnny Palacios on Downtown operations and outreach
- City of Stockton Advanced Planner Cynthia Marsh on the Housing Element Update and Housing Action Plan
- City of Stockton Advanced Planning Manager Matt Diaz on the Development Code Update
- SJC Continuum of Care Board Chair Kate Hutchinson on homelessness in SJC
- DSA Executive Director Mike Huber with a 2022 DSA update

We added the following 8 businesses to our

[\*Doorways to Downtown\*](#) playlist:

- Parents By Choice
- The Downtowner
- D'lilah's Cakery
- Makers Made
- The HUB
- GFAF Bakery
- Stocktown Nutrition
- Filipino American National Heritage Society Museum

Lastly, we added a new [\*Spirits of Downtown\*](#) episode which featured Inspire Beauty Academy at the Waterfront Warehouse. Check it out if you want to see what our paranormal investigation team found!

As communicators, we sent out 12 monthly business owner newsletters, 12 monthly property owner newsletters, and 5 special event/resource newsletters to keep you informed of DSA updates, news, resources, investment opportunities, and more. **Be sure to follow us on social media or sign up for our newsletters to get the most up-to-date information about everything we are doing to serve you.**

As advocates, we wrapped up participation in the International Economic Development Council's Pandemic Study; hosted discussions surrounding a potential new Downtown park on Caltrans land; and represented Downtown on an Ad Hoc Food Trucks Park Committee that helped formulate criteria for bringing food truck parks to Stockton!

In summary, over the course of the past year, we continued cultivating many of our ongoing stakeholder support endeavors, but were also granted the rare opportunity to sow new seeds from which incredible changes will grow in 2023. Here's to an abundant new year!

Best,

Courtney Wood,  
DSA Economic Development Director

## 2022 STATS

12 Business  
Owner  
Newsletters

**38% Open Rate**

12 Property  
Owner  
Newsletters

**47% Open Rate**

ARPA Funds  
Secured for  
Downtown  
Programs

**\$1,241,946**

SCAN THIS QR CODE  
TO LEARN MORE  
ABOUT OUR NEW!  
ARPA PROGRAMS:







# DSA BUDGET



# 2022

## INCOME

Assessments	\$1,161,771
Annual Security Revenue	\$24,000
Banner Income	\$6,500
Full Moon Riders	\$2,000
Contracts - WMN & Sanitation	\$63,768
Equipment Rental	\$300
Outside Service - Contracts	\$600
Outside Service - Miracle Mile	\$52,200
Outside Service - LAZ	\$231,896
Budd Alley Compactor Service	\$12,000
CDBG Restroom Funding	\$220,000
<b>TOTAL INCOME</b>	<b>\$1,775,035</b>

## EXPENSES

Payroll & Benefits	\$1,010,029
Education & Networking	\$14,300
Advertising/Marketing	\$24,000
Event Expenses	\$7,600
Banners	\$5,200
Economic Development	\$86,000
WEB Projects/Security	\$258,000
Office Expenses & Supplies	\$29,900
Maintenance & Cleaning	\$128,000
Safety Ambassador Program	\$40,000
Insurance	\$41,000
Taxes	\$1,020
Utilities/Rent	\$79,500
Professional & Fin. Services	\$26,200
Miscellaneous Expense	\$2,000
Reserves	\$10,000
Outside Service Projects	\$12,286
<b>TOTAL EXPENSES</b>	<b>\$1,775,035</b>

# 2023

## INCOME

Assessments	\$1,199,081
Annual Security Revenue	\$24,000
Banner Income	\$7,100
Full Moon Riders	\$500
Contracts - WMN & Sanitation	\$65,681
Outside Service - Contracts	\$600
Outside Service - Miracle Mile	\$65,220
Outside Service - LAZ	\$111,120
Budd Alley Compactor Service	\$12,000
ESG / CV Restroom Funding - City	\$35,341
City Administration Fee	\$5,500
CDBG Restroom Funding - County	\$34,463
County Administration Fee	\$6,000
City CDBG	\$37,071
Lodi Ambassadors	\$257,500
Façade Program / City / ARPA	\$2,042,500
Façade Administration Fee	\$204,250
City Digital Grant / ARPA	\$66,000
Digital Grant Admin Fee	\$10,000
SJC ARPA Funding	\$1,052,874
SJC ARPA Admin. Fee	\$89,072
<b>TOTAL INCOME</b>	<b>\$5,325,873</b>

## EXPENSES

Payroll & Benefits	\$1,345,800
Education & Networking	\$17,100
Advertising/Marketing	\$18,600
Event Expenses	\$5,000
Banners	\$9,900
Economic Development	\$2,945,124
WEB Projects/Security	\$158,000
Office Expenses & Supplies	\$30,100
Maintenance & Cleaning	\$126,040
Safety Ambassador Program	\$28,500
Lodi Ambassadors	\$2,000
Insurance	\$43,000
Taxes	\$1,025
Utilities/Rent	\$86,800
Professional & Fin. Services	\$38,300
Miscellaneous Expense	\$1,000
Reserves	\$10,000
<b>TOTAL EXPENSES</b>	<b>\$4,866,289</b>
<b>NET INCOME</b>	<b>\$459,584</b>





That's  
the  
SPIRIT





# SPECIAL EVENTS & PROJECTS

## EVENTS HOSTED OR ORGANIZED

Mid-Autumn Moon Festival  
Full Moon Riders  
Music in Janet Leigh Plaza  
National Night Out

## PROJECTS

Doorways to Downtown  
Downtown Vlog  
PBSU Homeless Shower Program  
Spirits of Downtown  
Talk to Downtown  
Diversity Plaza

## EVENTS PARTICIPATED IN

Community Resource Meetings  
Downtown Business Watch  
Parents By Choice Christmas Toy Drive  
SJCOG RTP/SCS Working Group  
Stockton Hell's Angels Toy Drive  
Stockton PD and SUSD Trunk or Treat  
TLC School for Homeless Children Foundation Toy Drive

## OUR 2022 PARTNERS

### General

ASM Global  
Bank of Stockton  
Caltrans  
City of Stockton (COS)  
COS Economic Development (EDD)  
COS Parking  
Cort Companies  
Intl. Economic Dev. Council  
LAZ Parking  
Little Manila  
Mexican Heritage Center  
Miracle Mile Improvement District  
Parents by Choice  
Port of Stockton  
SJ Delta College  
SJCOG  
SJC Economic Development  
Stockton Kings  
Stockton Police Department  
Stockton Ports  
Visit Stockton

### Full Moon Riders

Blazin' Cajun  
The HUB  
La Placita  
Misaki

Nash + Tender  
SJ Bike Coalition

### Mid-Autumn Festival

Chinese Benevolent Association of Stockton  
Central Valley Asian-American Chamber  
Chinese Cultural Society of Stockton  
Douglas Hsia  
Filipino American National Historical Society  
Joy Neas  
Locke Foundation  
Val Acoba

### National Night Out

FED  
COS EDD  
COS Fire Dep.  
COS PD  
HATCH Workshop  
La Placita  
LAZ Parking  
Misaki  
Nash + Tender  
Parents By Choice  
SJ RTD

SJC District Attorney's Office  
SJCOE  
Stockton City Council  
Stockton Kings  
Stockton Ports  
The Write Place  
Visit Stockton

### PBSU

City of Stockton  
Loads of Hope Laundry  
Orlando's Deli  
Ready to Work  
San Joaquin County  
SJC Public Health Services  
St. John's Episcopal Church

### Talk To Downtown

COS Advanced Planning  
COS Public Works  
COS Public Works Parks Division  
SJC 211 Program  
SJC Continuum of Care  
SJC District Attorney's Office  
SJC Housing Authority  
SJC Library

### Music To Our Ears

Hotel Stockton  
The HUB









## 2023 GOALS

- Manage City ARPA business façade improvement grant.
- Manage SJC ARPA grant for bus passes, parking passes, chamber membership reimbursement, window repair reimbursement, banners program, window wraps, and trash enclosure.
- Continue operation and maintenance of the Portable Bathroom & Shower unit at St. John's Church through June 2023.
- Expand the outreach of our Safety Ambassador program and collaboration with Stockton PD.
- Continue with our webinar series *Talk to Downtown, Spirits of Downtown, and Doorways to Downtown*.
- Promote our DSELF program.
- Continue hosting music in Janet Leigh Plaza
- Continue to advocate for property owners.
- Recruit, support, & promote downtown businesses.













110 N. San Joaquin Street, 5th Floor  
P.O. Box 2375  
Stockton, CA 95201  
[www.downtownstockton.org](http://www.downtownstockton.org)

