



February 10, 2025

**PLEASE READ: Downtown Stockton Alliance 2025 Recertification Petitions!**

Dear Valued Downtown Property Owner,

The Downtown Stockton Alliance, as a Property Based Business Improvement District, is required to periodically undergo a recertification process, the last of which was performed in 2017. This year, the Downtown Stockton Alliance will be undergoing a 20-year recertification process.

As a part of this process, the DSA Board has voted to make the following modifications to the existing PBID:

- The type of district will be changing from a Property Based Business Improvement District (PBID) to a Community Improvement District (CID) under a City of Stockton ordinance.
  - After process completion, the district will be known as the Downtown Stockton Community Improvement District (DSCID).
- The renewal period for the CID will be 20 years, under the City of Stockton ordinance.
- All properties in the district will be designated Zone 1, meaning ALL properties will receive the same level of services.
- The assessment calculation method will be simplified to:
  - Lot SQFT x Lot Rate + Total Building SQFT x Building SQFT Rate
- There will be a discounted rate for non-profits, which is equivalent to the discounted residential rate.
- The district boundaries will be changing – expansion in parts of the northern, western, and southern boundaries of the district, and reduction in parts of the southern boundaries of the district.

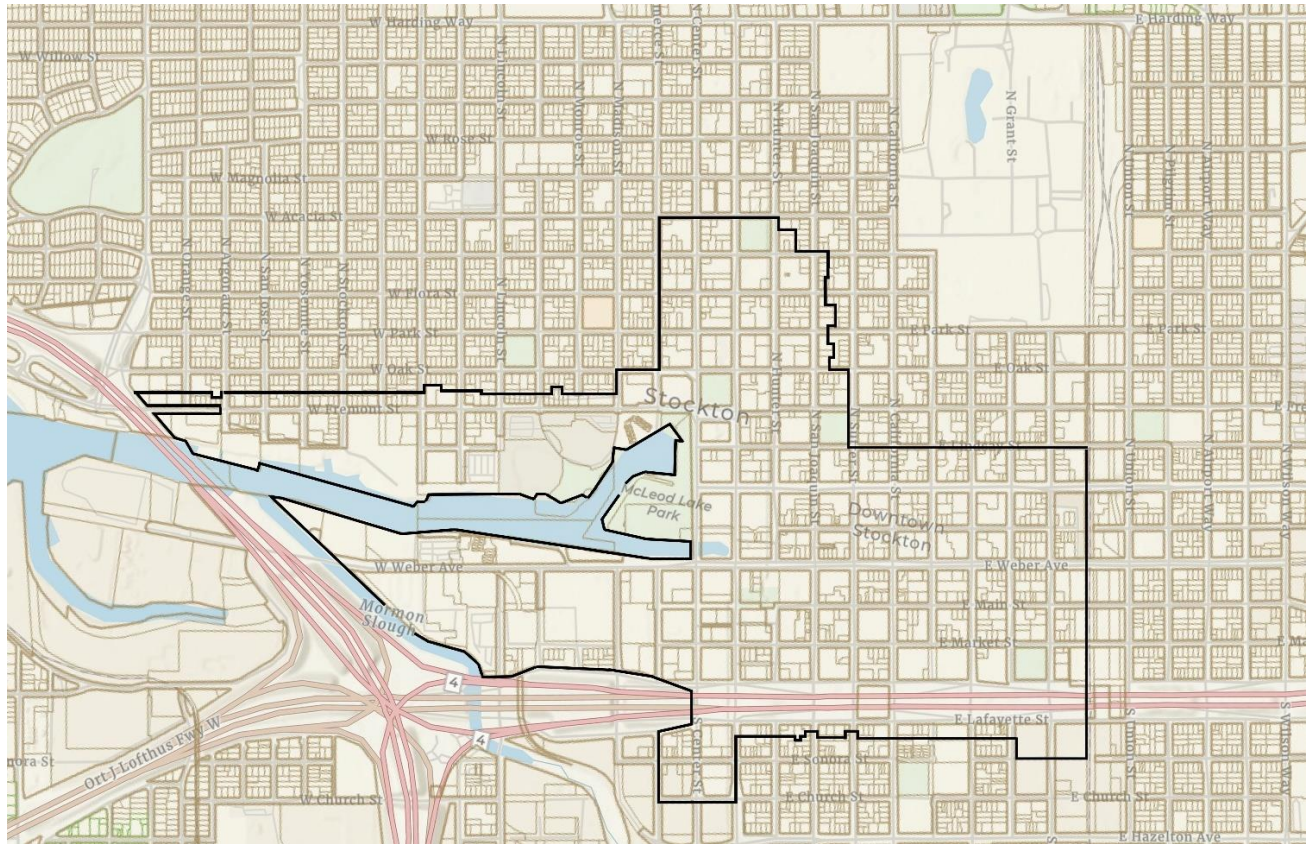
This process involves several steps, some of which are currently underway:

CURRENTLY UNDERWAY	STEP	TIMEFRAME
✓	• 1:1 Stakeholder meetings	Sept 2024 – June 2025
✓	• Gathering stakeholder petition signatures, in order to get the DSA recertification on a ballot <i>&gt;30% of signed, weighted dollar petitions must be gathered in order to complete this step</i>	Jan – April 2025
	• City of Stockton mailing of DSA recertification ballots to stakeholders	May – June 2025
	• Stakeholder voting on recertification ballots	May – July 2025
	• City of Stockton ballot tabulation and approval of the recertification <i>&gt;50% of returned, weighted dollar ballots in favor must be received in order for the process to be successful</i>	July – August 2025

**IMPORTANT NOTICE: In order to support the FIRST phase of our district renewal, we ask that you please review the enclosed PETITION; fill it out completely; and mail it back to the DSA in the return envelope BY MARCH 1<sup>st</sup>!**

# DOWN TOWN STOCKTON

Below please find a map of the new Downtown Stockton Community Improvement District boundary:



Once we have collected signed petitions from our stakeholders, we will take them to the City of Stockton who will create and mail out official ballots regarding the district's renewal. In that second phase, you will receive a mailed ballot and be asked to vote. **The second phase will occur between May and July 2025; be sure to look for your BALLOT around that time.**

We invite you to schedule an appointment with the Downtown Stockton Alliance Executive Director, Michael Huber, to discuss any questions, ideas, or concerns regarding the work of the DSA or the recertification process. An appointment can be scheduled by emailing [mhuber@downtownstockton.org](mailto:mhuber@downtownstockton.org), calling 209.464.5246, or using the Calendly scheduling QR code at the bottom of this letter.

If you would like to view our 2023 Annual Report to learn more about our budget and programs, please scan the QR code at the bottom of this letter. Our 2024 Annual Report will be available in spring 2025. If you would like to have our Community Ambassadors come to your property or business to introduce themselves, please call 209.451.7775 or 209.464.5246.

## DOWNTOWN STOCKTON ALLIANCE

110 N. San Joaquin Street 5<sup>th</sup> Fl.; P.O. Box 2375, Stockton, CA 95201; Office: 209.464.5246; Fax: 209.464.4558;  
[www.downtownstockton.org](http://www.downtownstockton.org)



We thank you for your continued investment in Downtown Stockton; we hope we can rely on your support in the form of feedback, a positive petition signature, and a yes ballot vote, which will allow us to continue our work maintaining, revitalizing, and activating Downtown Stockton as a benefit to our property and business owners for the next 20 years. Keep a look out for correspondence updating you throughout this process.

Sincerely,

*Courtney Wood*

Courtney Wood  
Economic Development Director  
[cwood@downtownstockton.org](mailto:cwood@downtownstockton.org)

**2023  
Annual Report**



**Executive Director  
Michael Huber  
Meeting Link**



**DSA  
Website**



**DSA  
Youtube Channel**



**Property Owner FAQ**



**Property Owner Booklet**



**DSA Facebook Page**



**DSA ARPA Programs**



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