

DOWNTOWN STOCKTON CID MANAGEMENT DISTRICT PLAN EXECUTIVE SUMMARY

The Downtown Stockton Property-Based Business Improvement District (PBID) was first established in 1997 and subsequently renewed in 2002, 2007 and 2017. With the success of the PBID over the last 28+ years, downtown property and business owners wish to continue the district longer than the 10 years that are allowed under the PBID law. The City of Stockton, being a charter city, adopted an ordinance that modifies the PBID law to allow for a longer term up to 20 years. The downtown property owners are initiating the formation of the Downtown Stockton Community Improvement District (DSCID), pursuant to the City ordinance, for the full 20 years.

To guide the DSCID for the next 20 years, the Downtown Stockton Alliance (DSA) board of directors has developed a new DSCID Management Plan that implements the industry’s best practices and responds to market opportunities and developments as well as district challenges. To acknowledge development both within the district boundary and beyond, the DSA Board elected to expand the DSCID boundary and to also provide services uniformly throughout the area. The District will continue to provide increased improvements and activities through both environmental and economic enhancements. Each of the activities is designed to meet the goals of the District; to improve the appearance and safety of the District, to increase building occupancy and lease rates, to encourage new business development and attract ancillary businesses and services. As described in the Management District Plan, it is proposed that the DSCID will provide funding for enhanced maintenance, safety, homeless initiatives, beautification and economic development programs, above and beyond those provided by the City of Stockton.

Summary Management Plan

Pursuant to Title 3, Chapter 3.96 of the City of Stockton Municipal Code, the existing Downtown Stockton DSCID is being renewed for a 20-year term. Upon receipt of petitions signed by property owners representing greater than 30% of the District assessment budget, the City of Stockton will initiate a ballot procedure to officially re-establish and renew the DSCID.

Location	The District encompasses approximately 150 blocks in the downtown central core. It primarily runs west along the Stockton channel to the I-5 Freeway, north to Fremont and Acacia Streets, east to N San Joaquin Street south to E Lindsay Street, east to the railroad, and south to E Lafayette Street.
Why Renew the DSCID?	<p>In the renewal process, the Downtown Stockton Alliance Board of Directors have stated the following reasons for continuing the DSCID:</p> <ul style="list-style-type: none"> - Keep downtown clean, safe and attractive - Continue homeless outreach efforts - Marketing/visitor attraction - Business support and promotion - Make downtown more commercially competitive - Create an arts and culturally diverse community - Downtown property and business owners have a stronger voice when unified through the DSCID

<p>Services and Activities</p>	<p>The DSCID will finance activities and improvements that will improve Downtown Stockton’s environment for property owners, residents, workers and visitors, including:</p> <p><u>Clean, Safe and Beautiful:</u></p> <ul style="list-style-type: none"> - Maintenance Teams that sweep, scrub and pressure wash sidewalks, remove litter and graffiti, increase the frequency of trash removal and maintain sidewalk landscaping throughout the District. - Community Ambassadors that provide information on activities and attractions; work with local police, business and property owners to report crime and conduct homeless outreach; as well as provide escorts and jumpstart cars for stranded visitors. - Beautification improvements that make Downtown Stockton more visually attractive, which may include wayfinding signage, trash cans, holiday décor, enhanced streetscape, banners, curb & bollard painting, planters, plaza or park developments in partnership with the City of Stockton, etc. <p><u>Economic Development:</u></p> <ul style="list-style-type: none"> - Economic and business development activities to support the growth and vitality of existing business investments, promote a stronger business mix, and enhance the image of Downtown Stockton as a destination for consumer and investment revenues. - Marketing to promote a positive image of downtown as a regional destination, and services aimed at attracting a diverse cultural consumer base, quality commercial and office tenants, and private investment. <p><u>Advocacy/Administration:</u></p> <ul style="list-style-type: none"> - Advocate for downtown policy issues that will improve the downtown business environment. - Provide daily management to carry out the day-to-day DSCID operations. 																											
<p>Budget</p>	<p>Total DSCID assessment budget for its first year of operations in the renewal term is \$1,940,000; the total DSCID budget is as follows:</p> <table border="1" data-bbox="467 1318 1432 1680"> <thead> <tr> <th>EXPENDITURES</th> <th>BUDGET</th> <th>% of Budget</th> </tr> </thead> <tbody> <tr> <td>Clean, Safe and Beautiful</td> <td>\$1,500,000</td> <td>77.32%</td> </tr> <tr> <td>Economic Development</td> <td>\$200,000</td> <td>10.31%</td> </tr> <tr> <td>Advocacy, Administration and Reserve</td> <td>\$240,000</td> <td>12.37%</td> </tr> <tr> <td>Total Expenditures</td> <td>\$1,940,000</td> <td>100.00%</td> </tr> <tr> <th>REVENUES</th> <th></th> <th></th> </tr> <tr> <td>Assessment Revenues</td> <td>\$1,901,200</td> <td>98.00%</td> </tr> <tr> <td>Other Revenues</td> <td>\$38,800</td> <td>2.00%</td> </tr> <tr> <td>Total Assessment Revenues</td> <td>\$1,940,000</td> <td>100.00%</td> </tr> </tbody> </table>	EXPENDITURES	BUDGET	% of Budget	Clean, Safe and Beautiful	\$1,500,000	77.32%	Economic Development	\$200,000	10.31%	Advocacy, Administration and Reserve	\$240,000	12.37%	Total Expenditures	\$1,940,000	100.00%	REVENUES			Assessment Revenues	\$1,901,200	98.00%	Other Revenues	\$38,800	2.00%	Total Assessment Revenues	\$1,940,000	100.00%
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<p>Method of Financing</p>	<p>Levy of assessments upon real property that benefit from improvements and activities.</p>																											

Assessments	<p>Annual assessments are based upon an allocation of program costs and a calculation of lot square footage plus building square footage. Estimated annual maximum assessment rates for the first year of the district follow:</p> <table border="1" data-bbox="488 327 1409 438"> <thead> <tr> <th data-bbox="495 327 1024 363">Assessment Rates:</th> <th data-bbox="1031 327 1403 363">Lot + Building Sq.Ft.</th> </tr> </thead> <tbody> <tr> <td data-bbox="495 363 1024 399">Commercial/Govt/Multi Family</td> <td data-bbox="1031 363 1403 399">\$0.07881</td> </tr> <tr> <td data-bbox="495 399 1024 434">Res 1-3 Units/Non-Profit</td> <td data-bbox="1031 399 1403 434">\$0.04728</td> </tr> </tbody> </table>	Assessment Rates:	Lot + Building Sq.Ft.	Commercial/Govt/Multi Family	\$0.07881	Res 1-3 Units/Non-Profit	\$0.04728
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Cap	<p>Assessments will be subject to an annual increase of up to 5% to take into consideration the potential increase in program costs. Assessment budgets may also increase based on development in the DSCID. The determination of annual adjustments in assessment rates will be subject to the review and approval of the DSCID Owners' Association. The DSCID Owners' Association will develop annual budgets and service programs each year for City Council approval and levy.</p>						
City Services	<p>The City of Stockton has established and documented the base level of pre-existing City services. The DSCID will not replace any pre-existing general City services.</p>						
Collection	<p>DSCID assessments appear as a separate line item on the annual San Joaquin County property tax bills.</p>						
District Governance	<p>The DSCID will continue to be managed by the Downtown Stockton Alliance (DSA). DSA's Owners' Association, comprising of a majority of downtown Stockton property owners, will help determine the DSCID uses and budget each year.</p>						
District Continuation	<p>California law for DSCID district formation/continuation requires the submission of petitions signed by property owners in the proposed district who will pay more than 30% of the total assessments (i.e. petitions must represent more than 30% of the \$1,901,200 to be assessed which is \$570,361 or greater). Petitions are submitted to the Stockton City Council, and the City will mail ballots to all assessed property owners. The majority of ballots returned, as weighted by assessments to be paid, must be in favor of the DSCID in order for the City Council to consider approval.</p>						
Duration	<p>The renewed DSCID term will be 20 years from January 1, 2026, through December 31, 2045. Any subsequent renewal of the DSCID will require a new Management District Plan, petition, and ballot process.</p>						

*For a complete copy of the Management District Plan,
 please email the DSCID at
cwood@downtownstockton.org*

