

# ANNUAL REPORT

# 2023



**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

<b>BOARD OF DIRECTORS</b>	<b>5</b>
<b>LETTER FROM THE CEO</b>	<b>6</b>
<b>DSA STAFF</b>	<b>8</b>
<b>DOWNTOWN BY THE NUMBERS</b>	<b>10</b>
<b>MARKETING</b>	<b>14</b>
<b>ECONOMIC DEVELOPMENT</b>	<b>15</b>
<b>2023 &amp; 2024 BUDGETS</b>	<b>17</b>
<b>SPECIAL EVENTS</b>	<b>19</b>
<b>GOALS FOR 2024</b>	<b>21</b>







# 2023 BOARD OF DIRECTORS



**JOE MICHAEL**  
Pacific Development Group



**DAVID LIPARI**  
SJ Regional Rail Commission



**TONY YADON**  
Parents By Choice



**CARLOS JIMENEZ**  
MXGlobal



**MAHALA BURNS**  
Burns Group



**TINA MCCARTY**  
City of Stockton EDD



**DONNA WILLIAMSON**  
SJC Office of Education



**JACOB BENGUEREL**  
Law Office of Jacob L. Benguerel



**MARCIA CUNNINGHAM**  
San Joaquin County



**BEJAN BROUKHIM**  
Simply Divine Inc.



**KARI MCNICKLE**  
SJ Bike Coalition

Not Pictured:

**AARON EDWARDS**  
SJ Regional Transit District



# MESSAGE FROM THE EXECUTIVE DIRECTOR



2023 was a new chapter in the history of the DSA as we began the year in our new office in the historic Belding Building on the 5th floor.

Boy what a year it has been. We took on a plethora of projects that will bring attention to our beautiful Downtown Stockton.

In partnership with San Joaquin County and funded by an American Rescue Plan Act grant we were able to help multiple properties and businesses with programs that included a broken window fund, street pole banner program, reimbursement for new Chamber memberships, a window wrap program, free parking for Stockton Con, and the reimbursement of our private property owners' 2022/2023 assessment fees in an effort to provide some relief from the economic effects of the pandemic.

Another exciting program was the Public/Private partnership with the City of Stockton through an

American Rescue Plan Act grant to improve the façade of over 80 properties. This grant included structural restoration; window and door replacements; exterior finishes such as paint, siding, stucco, or veneer; awnings; lighting; signage; and outdoor dining enclosures. You have probably been able to see the difference in how Downtown looks as the revitalization efforts continue to make Downtown the thriving heart of our amazing City.

This year, we co-hosted recurring annual events, including the Mid-Autumn Festival, National Night Out, and Christmas at the Children's Museum. For something new, we also partnered with Tony Yadon and the Parent's by Choice agency, who owns the Courthouse Plaza, for the Main Street Market's Music under the Marquee; this event featured food and craft vendors and live music at the Bob Hope/Fox California Theater on the second and fourth Tuesdays of May, June, and July.

We handed off the Bathroom/Shower unit to Loads of Hope in July. Their organization which provides services to the unsheltered was a great fit; they added the unit to their portfolio, continuing to make the St. John's Episcopal Church a place people in need can get a shower, wash their clothes, get medical exams, and connect them with agencies that can help them transition out of homelessness.

Through a grant from the City of Stockton, we boosted our social media platforms to increase the reach of our posts and the size of our network of followers. We also received tourism funding through

the County which we used to produce a commercial highlighting the remarkable things we have here in Downtown Stockton. It was shown for three months on two different networks, reaching an audience in a 50-mile radius.

We accomplished all these projects while continuing to keep Downtown clean and safe.

I want to thank the County and City for the support and partnerships, but most importantly, I want to thank my staff at the DSA for working so hard, taking on the above projects and executing them to completion. They truly do go above and beyond the daily call of duty. They inspire me daily with their commitment and dedication to their jobs. When you look around Downtown, you can see the fruits of their labor. Please when you pass by a DSA team member, let them know you notice their efforts.

I can't wait to see what we can do to top 2023 in 2024.







# DSA STAFF



**COURTNEY WOOD**  
*Economic Development*



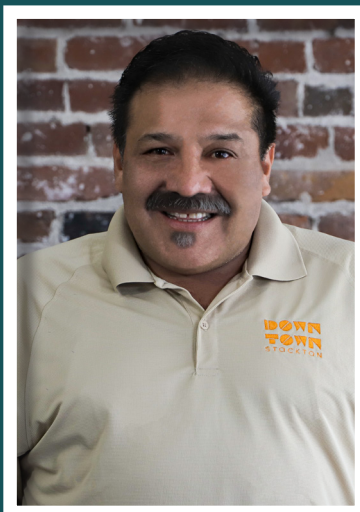
**SHAUN CHATRATH**  
*Digital Media Manager*



**CHEVELL SIMMS**  
*Community Ambassador  
Supervisor*



**CHARISSE LOWRY**  
*Office & Operations Manager*



**JOHNNY PALACIOS**  
*Projects Manager*







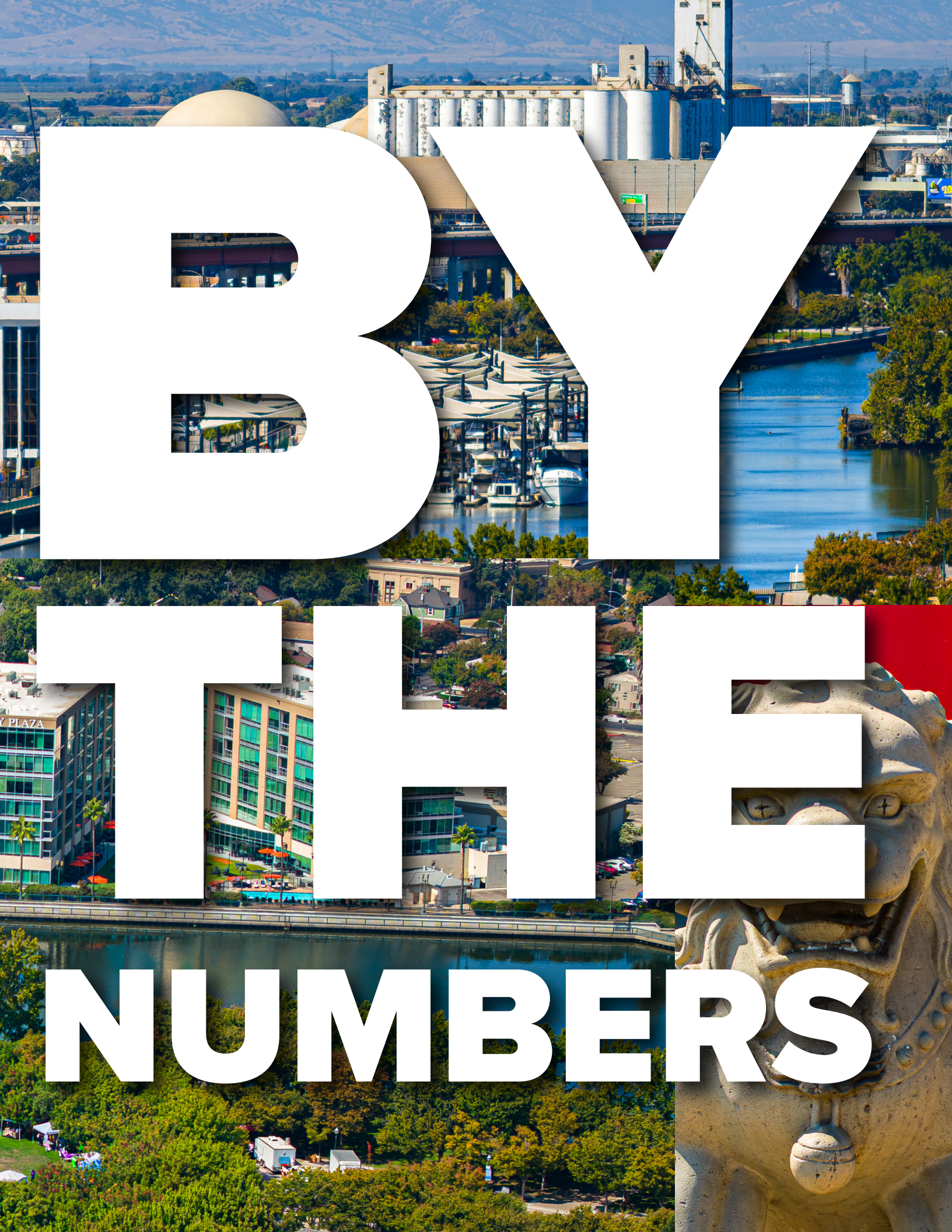


Filipino Plaza

UNIVERSITY

2023





**BY**

**THE**

**NUMBERS**



# DEMOGRAPHICS

Population  
*(within 1 mile)*

23,087

Households  
*(within 1 mile)*

7,792

Families  
*(within 1 mile)*

4,026

Employment Rate  
*(within 1 mile)*

93.92%

Average Income  
*(within the City of Stockton)*

\$53,000

# HOSPITALITY



4,335

VISITORS ASSISTED



1,956

BUSINESS CONTACTS

4,213

PUBLICATIONS  
DISTRIBUTED

329

EVENTS ADDED  
TO CALENDER

# COMMUNITY AMBASSADOR





# MAINTENANCE



# PBSU PROGRAM





# MARKETING DIVISION



A popular event the marketing division helped facilitate in collaboration with the San Joaquin Office of Education, San Joaquin Probation Office, and Parents by Choice was National Night Out, which brought hundreds of people around Bob Hope Theater and Diversity Plaza for an evening of music, prizes, food, and entertainment. In addition, the Downtown Stockton Alliance participated in multiple events such as Trunk or Treat and National Parking Day.

Best,

Shaun Chatrath  
DSA Digital Media Manager

Ticket giveaways for downtown events also contributed to increased foot traffic in the area. During the calendar year, the DSA gave tickets away to many of our social media followers for events such as Stockton Ports games, Stockton Kings games, Adventist Health Arena shows, and the Magic Lantern Festival. The team also focused on creating monthly e-newsletters for subscribers and partners. These efforts led to significant growth in social media followers and website traffic. In addition to these newsletters, ad boosting dollars curiosity of the previous year's social media marketing ARPA grant were spent to increase engagement on the DSA's YouTube, Instagram, Facebook, and X.

SCAN THIS QR CODE TO VISIT THE DOWNTOWN STOCKTON MEDIA CONTENT LINKS:



In 2023, the Downtown Stockton Alliance marketing division achieved several milestones. We featured the following five businesses in our Doorways to Downtown series: Orlando's Deli and Market, San Joaquin County Law Library, Law Office of Jacob Benguerel, Mexican Heritage Center and Gallery, Cast Iron Trading Co. Furthermore, the Downtown Stockton Alliance continued our live monthly podcast Talk to Downtown, across multiple platforms such as YouTube, Instagram, Facebook, X, and LinkedIn.

This year's Spirits of Downtown episode featured Americana Stockton, located on North San Joaquin Street, and was well-received with the highest video premiere view count in DSA history. In addition, our YouTube channel saw a massive spike in viewership across all our videos.

2023 also saw the creation and premiere of the Downtown Stockton Alliance's first televised commercial. The DSA's 30-second spot was shown on KOVR and FOX40 throughout Northern and Central California. The commercial alone reached over 80,000 views when uploaded to the Downtown Stockton YouTube page.

A significant initiative in 2023 was the Downtown Window Wrap program, funded through the American Rescue Plan Act, which beautified and advertised many downtown businesses.

- Alex Floral
- Stay Winning
- The F.I.T. Me
- Eckerd Connects
- Eat @ Clark's
- Martinez Tailor Shop
- Courthouse Market
- A.I. Holdings LLC
- Success Ink
- Barber City Barbershop
- Uniqo Salon
- Bagel Café
- Exotic Tobacco
- Mexican Heritage Center & Gallery
- Trail Coffee Roasters
- Daniismmealprep LLC
- Visit Stockton
- Courthouse Plaza
- RTD

SCAN THIS QR CODE TO VISIT THE DOWNTOWN STOCKTON WEBSITE:



Looking ahead to 2024, the team aims to build on the previous year's successes and elevate its marketing efforts while continuing to support Downtown Stockton's growth and potential as a hub for entertainment, shopping, and community outreach in the area.

SCAN THIS QR CODE TO GO TO OUR YOUTUBE CHANNEL



## 2023 GROWTH

Instagram Followers

12,355



+10.4%

X Followers

4,991



+5.3%

Facebook Followers

12,905



+66.4%

YouTube Lifetime Views

202,376



+1,195.7%

Website



61,610 Unique Visitors

82,814 Page Views



# ECONOMIC DEVELOPMENT



2023 has been a major year of execution and reporting for the Economic Development Department!

### Grants Galore

This year, we continued expending the **\$1M+** of San Joaquin County (SJC) ARPA funding to support our Downtown Stockton business owners and property owners through several impactful programs and initiatives. Thanks to this funding, we **launched and completed our SJC ARPA Downtown Stockton Entrepreneur Support Program**, through which we reimbursed **68** businesses for up to **\$1,000** of 2023 chamber membership or business development workshop fees! It's wonderful to have been able to help our small businesses get access to memberships and educational programs that can fuel their success. A full list of the businesses who benefited from this one-time funding program is outlined below:

- |                 |                |                |                |                |
|-----------------|----------------|----------------|----------------|----------------|
| - A. Plus       | - Echo         | - La Vaca      | - One Eleven   | - Stockton     |
| - Janitorial    | - Chamber      | - En Brazas    | - Web Design   | - Record       |
| - Acceptance    | - Edible       | - Larry's Auto | - Parents By   | - Synergetic   |
| - Insurance     | - Arrange      | - Repair       | - Choice       | - Communica    |
| - ASM Global    | - ments        | - Lima Beauty  | - Peachy's     | - tions        |
| - Barber City   | - El Concilio  | - Lounge       | - Rainbow      | - Tantra Ink   |
| - Blazin'       | - Eloquent     | - Maid 2       | - Velvet Café  | - House of     |
| - Cajun         | - Design &     | - Perfection   | - Reinvent     | - Permanent    |
| - Burns Group   | - Apparel &    | - Make Every   | - Stockton     | - Makeup       |
| - Butter Hair   | - Things       | - Move Count   | - Relax        | - The E.T. Me  |
| - Studio        | - Factory      | - Mango        | - Meditation   | - The Kitchen  |
| - Child Abuse   | - Certified    | - Crazy        | - Rising Sun   | - @ Plaza      |
| - Prevention    | - FANHS        | - Manuel       | - Rollin Sushi | - Perks        |
| - Council       | - Fat City BBO | - Luna         | - SJC          | - The S.H.A.W  |
| - Cast Iron     | - Friends of   | - Farmers      | - Department   | - Bar          |
| - Trading Co.   | - the Fox      | - Ins. & Fin.  | - Child        | - Tierra Luna  |
| - Central       | - Inspire      | - Services     | - Support      | - Cellars      |
| - Valley        | - Marthella    | - Services     | - Tuleburg     | - Press/The    |
| - Testing       | - Academy      | - Mayra        | - SCORE        | - Write Place  |
| - Children's    | - Jene Wah     | - Cuevas       | - ShareSTAFF   | - Bar          |
| - Museum of     | - Kimberly     | - Mexican      | - SJC Bar      | - University   |
| - Stockton      | - Warmale's    | - Heritage     | - Association  | - Plaza        |
| - Code Stack    | - Therapeutic  | - Center &     | - Stay         | - Waterfront   |
| - Academy       | - & Trauma     | - Gallery      | - Winning      | - Hotel        |
| - Diffusion     | - Services     | - Misaki       | - Stockton     | - Verve IT     |
| - Consulting    | - K'reHaitian  | - Sushi & Bar  | - Community    | - Via Ventures |
| - Dirt Nurses   | - Kitchen      | - Nema's       | - Kitchen      | - Western      |
| - Dr. Benkle    | - KTJ          | - Mexican      | - Stockton     | - Alignment    |
| - Optometry     | - Design       | - Restaurant   | - Ports        |                |
| - Eat @ Clark's |                |                |                |                |

Through the SJC ARPA Downtown Stockton Window Repair Reimbursement Program, we reimbursed 18 businesses for the repair of at least 43 windows in 2023. Businesses who have used the program so far include:

- |               |            |              |              |              |
|---------------|------------|--------------|--------------|--------------|
| - Al Holdings | - Eat @    | - Mexican    | - Riteway    | - Subway     |
| - American    | - Clark's  | - Heritage   | - Cleaners   | - 308 N.     |
| - Furnishings | - Hi-Grade | - Center &   | - RTD        | - California |
| - Bella Vista | - Cleaners | - Gallery    | - St. John's | - 209 Party  |
| - Cancun      | - Huddle   | - Natural Do | - Church     | - Zone       |
| - Courthouse  | - Co-Work  | - Nomellini  | - Stay       |              |
| - Plaza       | - & Create | - & Grillini | - Winning    |              |

There is still funding available for window repairs, so if you are a downtown business owner who has had a broken window repaired since January of 2023, use the QR code below for the Window Repair

Reimbursement Program to receive reimbursement for up to \$800 per window while funding lasts!

We helped at least 21 businesses through our SJC ARPA Downtown Stockton Window Wrap Fund; paid \$9,000 to provide free visitor parking at the 2023 Summer StocktonCon; and used other SJC ARPA dollars to place banners down Miner Avenue, in Diversity Plaza, along Ring Road, and throughout Downtown.

The largest downtown initiative funded by SJC ARPA dollars this year was the reimbursement issued to ALL downtown private property owners for their 2022/2023 assessments, an amount totaling to \$615,352.52. We are thankful to the county for this opportunity to provide one-time relief to our property owners, and for investing so much into restoring the economic vitality of our downtown. The remainder of SJC ARPA funding will be spent by 2026.

Separate from the SJC ARPA funding, we applied for and received a SJC Tourism Promotion Grant in early 2023 through which we were able to create and launch a commercial promoting Downtown's venues, landmarks, businesses, and events! This \$58,800 grant paid for the commercial's in-house production; airing on FOX40, KMAX31, and CBS13; and social media promotion, leading to over 80,000 Youtube views.

Beyond the many county-funded projects we took on this year, we also completed spending of the \$100,000 City of Stockton (COS) ARPA Marketing Grant, through which we were able to put money behind 100 business promos, 116 job posts, and 360 events posts, which highlighted over 400 jobs and 1,400 events. An average of 15 businesses benefitted every month. This grant led to a reach of 3,941,234 on FB & IG; 8,759,044 in LinkedIn & Twitter impressions; 669,287 impressions/8,986 clicks on Youtube channels; and an increase of nearly 5,000 followers on Facebook alone! The aim of this grant was attraction of patrons to our downtown businesses and events; connection of locals with Downtown job opportunities; and growth of the DSA's social media engagement and follower count. All of these goals were achieved! Just a few of the businesses and organizations who benefited from this grant included:

- |                                 |                                  |  |                                     |                                  |
|---------------------------------|----------------------------------|--|-------------------------------------|----------------------------------|
| - Americana Stockton            | - Child Abuse Prevention Council | - Indigenous People's Adjustment Program | - Mexican Heritage Center & Gallery | - Stockton Ports                 |
| - ASM Global                    | - Downtown's Regal Cinema        | - LAZ Parking                            | - Misaki Sushi & Bar                | - Tuleburg Press/The Write Place |
| - Blazin' Cajun                 | - Eat @ Clark's                  | - Makers Made                            | - Orlando's Deli                    | - Visit Stockton                 |
| - Cast Iron Trading Co.         | - FANHS                          | - Crazy                                  | - Parents by Choice                 | - Xochimilco                     |
| - Cesar Chavez Public Library   | - Museum                         | - Martinez Tailor Shop                   | - Stockton Kings                    | - 209 Toys                       |
| - Children's Museum of Stockton | - The FED                        | - Friends of the Fox                     |                                     |                                  |

Another huge grant project we took on this year in partnership with the City of Stockton was the launch and management of the Business Façade Improvement Grant Program. This program provided the opportunity for Downtown business and property owners to apply for and receive up to \$25,000 in façade improvements. As of December 2023, we have completed façade improvements for 25 properties. We will be accepting the last applications at the end of January 2024; by the time you are reading this report, the funding will have been fully allocated! If you want to view the impact of our staff's work on this project so far, I encourage you to take a trip downtown to see the improvements to the following buildings/businesses:

- |                                 |                         |                                     |                          |                            |
|---------------------------------|-------------------------|-------------------------------------|--------------------------|----------------------------|
| - Alex Floral                   | - El Concilio           | - Kress Building                    | - Orlando's Deli         | - United Auto Repair       |
| - BAC Community Bank            | - Fusion Boba Café      | - Mary Magdalene                    | - Oxford Hotel           | - Velvacon Paint           |
| - Belding Building              | - Envy                  | - Mexican Heritage Center & Gallery | - Parents By Choice      | - Waterfront Warehouse     |
| - Cancun Restaurant             | - Jene Wah              | - Kabob & Gyo House                 | - San Joaquin Family Law | - Yasoo Yani               |
| - Children's Museum of Stockton | - Keith's Trophy Supply | - Newberry Building                 | - Trail Coffee           | - Zeiter Eye Medical Group |

In a final word on grants, we also completed the spending of 4 grants received from the City and County for our Portable Bathroom & Shower Unit program, which we handed off to Uplift All in the middle of the year!

### Ongoing DSA Work

Beyond our extensive grant work, in 2023, we also 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. Our guests this year were:

- Jordan Peterson from the City of Stockton EDD
- Representatives from the African American Chamber of Commerce, Greater Stockton Chamber of Commerce, and Hispanic Chamber of Commerce
- SJC Employment & Economic Development Department's Katie Poole

- Amy Alpers from Visit Stockton
- Parents by Choice's Tony Yadon
- El Concilio's Ines Ruiz-Houston and Mark Apostolon
- Jordan Feneck from the Stockton Ports
- Carrie Grover from the Children's Museum of Stockton
- Paula Shell from Tuleburg Press/The Write Place
- Gracie Madrid from the Mexican Heritage Center & Gallery
- Brando Villapudua, Stockton City Council District #5 representative
- Michael Huber of the Downtown Stockton Alliance

We added the following 5 businesses to our Doorways to Downtown playlist, in our ongoing effort to highlight local gems:

- Orlando's Deli
- SJC Law Library
- Mexican Heritage Center & Gallery
- Law Office of Jacob Loyal Benguerel
- Cast Iron Trading Co.

This year's Spirits of Downtown episode featured a paranormal investigation of Americana Stockton!

Our 6th year of #propertymondays featured 34 unique Downtown Stockton properties in 45 #propertymondays posts on Facebook and X, creating a reach of 39,505 accounts on FB and 5,016 on X, and drawing 2,233 views of the DSA's real estate directory pages.

In terms of stakeholder outreach, we sent out our 12 monthly business owner newsletters, and 12 monthly property owner newsletters to keep you informed of DSA updates, news, resources, investment opportunities, and more. We also put out 2023 stakeholder surveys, which are still active/accepting responses. If you haven't already taken the survey, please take them via the QR codes below!

In relation to our Downtown Stockton Enterprise Loan Fund (DSELF), this year we signed a new contract with Valley First Credit Union, giving them the ability to underwrite our DSELF loans. At the moment, we have over \$180,000 of funding available to loan out specifically to Downtown Stockton business and property owners in amounts from \$10,000 - \$65,000! View the QR code below if you want to learn more.

We were happy to serve as advocates and ambassadors this year in multiple ways. We participated in Business Team San Joaquin; a COS North Shore Area-Wide Plan working group; the Downtown Stockton Transformation Project Open House, and the COS EDD's meetings aimed at the development of the Stockton Entrepreneurship Ecosystem Map – a useful tool for any business looking to navigate local entrepreneurship resources. Our Executive Director and myself also attended the International Downtown Association's 2023 Conference in Chicago this past October, at which we represented our Downtown and were exposed to the inspiring projects and ideas of other business improvement districts.

### State of Downtown

We have seen movement in real estate this year. Over the course of the year, at least 29 properties were sold within the district, and at year's end, there were 32 properties listed for sale and/or lease in our directory.

At the end of 2023, 404 businesses were listed in our Downtown Stockton directory. Here are a few Downtown businesses which opened in 2023:

- |                                 |                                |                         |   |                              |
|---------------------------------|--------------------------------|-------------------------|---|------------------------------|
| - 209 Toys                      | - I'll Rise Independent Living | - Sheila B'z Café       | - Tantra Ink House of Permanent Makeup  | - The Shaw Bar               |
| - ABK House of Fashion & Beauty | - Lima Beauty Lounge           | - Sonic Drive-In        | - Tax Express & Cuevas Insurance Agency | - Valley Strong Credit Union |
| - Barber City                   | - Make Every Move Count        | - Stay Winning Boutique | - Synergetic Communications             |                              |
| - City Smoke & Groceries        | - Mango Crazy                  | - Peke's Ice Cream      |   |                              |
| - Coconut Boat Rentals          | - Electric Life CA             |                         |   |                              |

### New Growth

Throughout 2023, we served as busy stewards of a plethora of programs for which we received funding, bringing many of them to exciting fruition. This has certainly been one of the most action-packed and prolific years I have ever had the privilege of experiencing as a member of the DSA team. In the coming year, we will continue that efficient stewardship; maintain ongoing campaigns promoting and supporting our business community; and launch free 1:1 business coaching for Downtown Stockton business owners. Here's to another year in service of Downtown's success!

Best,

Courtney Wood,

## 2023 STATS AND QR CODES

12 Business Owner Newsletters

42.7% Open Rate

12 Property Owner Newsletters

52.25% Open Rate

### THIS YEAR IN GRANTS

COS CDBG for PBSU	\$37,000+
COS Commercial Façade Grant	\$2,000,000+
COS Digital Marketing Grant	\$100,000
COS ESG-CV for PBSU	\$52,000+
SJC ARPA for multiple programs	\$1,000,000+
SJC CDBG for PBSU	\$10,500
SJC ESG-CV for PBSU	\$220,000
SJC Tourism Promotion Grant	\$58,800

- Completed
- Work In Progress
- Completed
- Completed
- Work In Progress
- Completed
- Completed
- Completed







# DSA BUDGET



# 2023

## INCOME

<b>Assessments</b>	<b>\$1,242,583.80</b>
Atlas Contract	\$25,350.00
Banner Income	\$6,030.00
Contracts - WMN & Sanitation	\$69,383.93
Outside Services - Miracle Mile	\$75,840.28
Outside Services - LAZ	\$115,300.00
Grants	\$57,158.15
Misc. Income	\$20,145.24
Budd Alley Compactor Service	\$13,922.27
CDBG Restroom Funding - City	\$28,203.12
CDBG Restroom Funding - County	\$48,302.89
City Focus Block Funding	\$5,000.00
Lodi Ambassadors Income	\$140,871.00
Façade Program / City / ARPA	\$1,531,875.00
Digital Grant / ARPA	\$40,000.00
Digital Grant Administration Fee	\$10,000.00
SJC ARPA Funding	\$847,129.87
Interest Income	\$536.90

**TOTAL INCOME** **\$4,277,632.45**

## EXPENSES

Payroll & Benefits	\$1,125,006.06
Education & Networking	\$87,754.11
Advertising/Marketing	\$59,898.48
Event Expenses	\$741.33
Banners	\$39,329.18
Economic Development	\$1,669,103.86
WEB Projects	\$36,532.32
Office Expenses & Supplies	\$30,509.60
Maintenance & Cleaning	\$77,138.44
Community Ambassador Program	\$24,144.88
Lodi Ambassadors	\$768.44
Insurance	\$53,183.44
Taxes	\$291.15
Utilities/Rent	\$86,152.13
Professional & Fin. Services	\$29,150.14
Miscellaneous Expense	\$922.81
Reserves Expense	\$10,000.00

**TOTAL EXPENSES** **\$3,330,626.37**  
**NET INCOME** **\*\$947,006.08**

*\*Includes ARPA facade money to be spent in 2024*

# 2024

## INCOME

<b>Assessments</b>	<b>\$1,235,053</b>
Atlas Contract	\$24,000
Banner Income	\$13,000
City ARPA Admin	\$204,000
Contracts - WMN & Sanitation	\$67,651
Outside Service	\$500
Outside Services - Miracle Mile	\$67,176
Outside Services - LAZ	\$206,720
Budd Alley Compactor Service	\$12,000
SJC ARPA	\$735,692
SJC ARPA Admin	\$25,000

**TOTAL INCOME** **\$2,590,792**

## EXPENSES

Payroll & Benefits	\$1,160,700
Education & Networking	\$10,500
Advertising/Marketing	\$22,500
Event Expenses	\$5,700
Banners	\$10,850
Economic Development	\$34,000
WEB Projects	\$14,000
Office Expenses & Supplies	\$32,000
Maintenance & Cleaning	\$123,000
Community Ambassador Program	\$31,000
Insurance	\$50,200
Taxes	\$1,025
Utilities/Rent	\$83,000
Professional & Fin. Services	\$36,500
Miscellaneous Expense	\$1,000
Reserves Expense	\$10,000
APRA Facade Expenses	\$797,804

**TOTAL EXPENSES** **\$2,423,779**  
**NET INCOME** **\$167,013**







# SPECIAL EVENTS & PROJECTS

## EVENTS HOSTED OR ORGANIZED

Mid-Autumn Moon Festival  
Main Street Market  
National Night Out  
Santa Photos at the Children's Museum

## PROJECTS

Doorways to Downtown  
Downtown Stockton Commercial  
PBSU Homeless Shower Program  
Spirits of Downtown  
Talk to Downtown

## EVENTS AND MEETINGS PARTICIPATED IN

Business Team San Joaquin Meetings  
California Downtown Association Conference  
CalTrans Downtown Stockton Transformation Project Meeting  
City of Stockton Entrepreneur Ecosystem Meeting  
Downtown Business Watch  
International Downtown Association Conference  
RTD National Parking Day  
Parents By Choice Christmas Toy Drive  
Stockton Hell's Angels Toy Drive  
Safe Trunk or Treat at the Courthouse Plaza  
Stockton PD and SUSD Trunk or Treat  
Northshore Area-Wide Plan Working Group Meetings  
TLC School for Homeless Children Foundation Toy Drive

## AMERICAN RESCUE PLAN ACT PROGRAMS (ARPA)

Downtown Stockton Business Facade Improvement Grant Program  
Downtown Stockton Entrepreneur Support Program  
Downtown Stockton Private Owner 2022/2023 Assessment Reimbursement  
Downtown Stockton Window Wrap Program  
Downtown Stockton Window Repair Reimbursement Program

## OUR 2023 PARTNERS

### General

ASM Global  
Bank of Stockton  
Caltrans  
City of Stockton (COS)  
Codestack  
COS Economic Development (EDD)  
COS Parking  
LAZ Parking  
Little Manila  
Mexican Heritage Center  
Miracle Mile Improvement District  
Parents by Choice  
Port of Stockton  
SJ Regional Rail Commission  
SJC Admin  
SJ Delta College  
SJCOG  
SJC Economic Development  
Stockton Kings  
Stockton Police Department  
Stockton Ports  
Visit Stockton

### Business Facade Improvement Grant Program

Alliance Buildings

### BGS Builders

Freeman  
City of Stockton (COS)  
Creative Property Renewal  
Dream Quality Builders  
JMA

### Downtown Stockton Commercial and FOX40 Feature

ASM Global  
Cast Iron Trading Co.  
Children's Museum of Stockton  
FED Restaurant  
FOX40  
K-MAX  
Mikey's  
Nena's Mexican Cuisine  
SJ Regional Transit District (RTD)  
Stockton Kings  
Stockton Ports  
University Plaza Waterfront Hotel  
Visit Stockton

### Main Street Market

Parents by Choice  
LAZ Parking

### 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

### Santa Photos

Children's Museum of Stockton

### Talk To Downtown

COS Economic Development Department  
Greater Stockton Chamber of Commerce  
Treasurer of African American Chamber of Commerce  
San Joaquin County Hispanic Chamber of Commerce  
San Joaquin County Employment & Economic Development Department  
Visit Stockton  
Parents by Choice  
El Concilio

### Stockton Ports

Children's Museum of Stockton  
Tuleburg Press  
Mexican Heritage Center & Gallery  
District #5 Stockton City Councilmember

### Music To Our Ears

Hotel Stockton  
The HUB

### National Night Out 2023

Parents by Choice  
San Joaquin Office of Education  
San Joaquin Probation Office









## **2024 GOALS**

- Continue making downtown clean and safe!
- Continue co-hosting events like Mid-Autumn Festival, National Night Out, Santa Photos, and Main Street Market!
- Continue marketing businesses and events in the downtown district.
- Continue marketing media content (Doorways to Downtown, Talk to Downtown, and Spirits of Downtown).
- Launch 1:1 business coaching
- Continue administration of County ARPA programs
- Complete administration of Business Facade Improvement Grant Program













POSTAGE

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