

# DOWN TOWN STOCKTON

New Business Owner

Welcome Packet!

Downtown Stockton Alliance

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110 N. San Joaquin Street, 5th Fl., Stockton, CA 95202  
[downtownstockton.org](http://downtownstockton.org) | 209.464.5246 | M-F, 8:00am-4:30pm

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@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 Alliance

## Marketing and Economic Development

### 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 [cwood@downtownstockton.org](mailto:cwood@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.

SCAN THIS QR CODE TO  
VIEW OUR VIDEO CAMPAIGNS



## Community & Advocacy Zones 1, 2, &

### Community Ambassador Program

DSA has a Community Ambassador Team that patrols the Downtown District.

They also perform services like:

- Shopping Cart Collection
- Community 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 [priscilla.flores@stocktonca.gov](mailto:priscilla.flores@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.



# 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](mailto:cwood@downtownstockton.org) to be added to any list.

### Kiosks

We maintain several QR code kiosks throughout Downtown and the rest of Stockton, which advertises our website, visitor's guide, business map, and events calendar.

### Visitor's Guide

We feature Downtown businesses and events in our bi-annual publication handed out to visitors, and displayed in kiosks throughout Stockton.

### New! 1:1 Business Coaching

We now offer 1:1 business coaching for Downtown business owners. Email [cwood@downtownstockton.org](mailto:cwood@downtownstockton.org) for details and to schedule your initial appointment.

### 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](mailto: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](mailto:cwood@downtownstockton.org) or visit [www.downtownstockton.org/dself/](http://www.downtownstockton.org/dself/)

### SCAN THIS QR CODE TO LEARN MORE ABOUT DSELF



### ARPA Broken Window Repair Program

Through ARPA funding, we can reimburse you for up to \$800 per window in broken window repairs while funding lasts.

## 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 co-hosts various events in Downtown, including Photos with Santa, Main Street Market, and National Night Out.

### GET INVOLVED!

DSA Board Meetings take place monthly on every 4th Wednesday at 3:30PM at the DSA office .

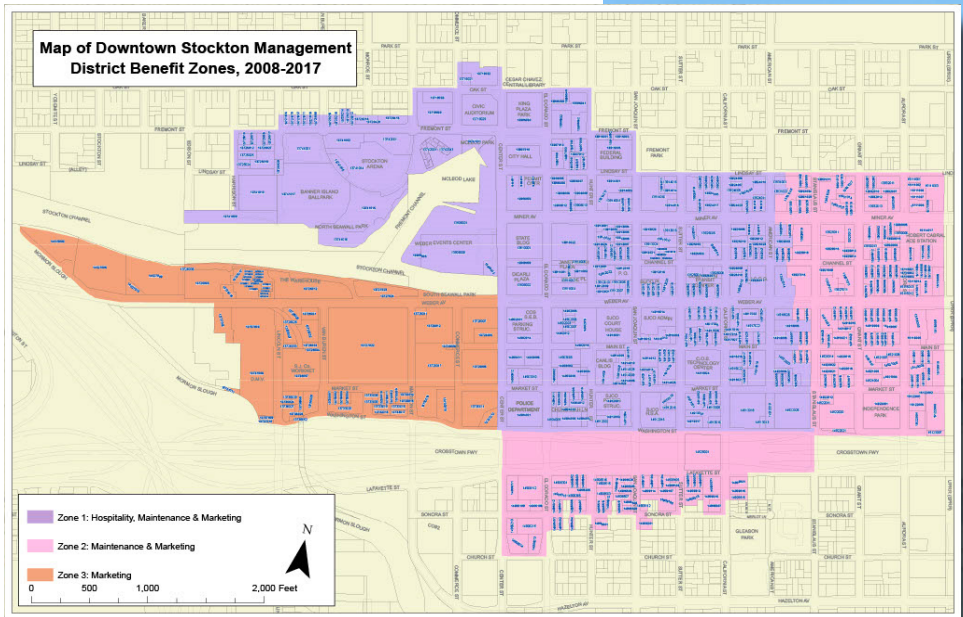


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@downtownstocktonalliance

# DSA Zoning Map



## Other Resources

DSA Community 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 Economic Development  
Department & Revolving Loan  
Fund  
209.468.3615

SJC Hispanic Chamber of  
Commerce  
209.943.6117

SJ Small Business  
Development Center  
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 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](mailto: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!