

ANNUAL REPORT 2024

**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.

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2024 BOARD OF DIRECTORS



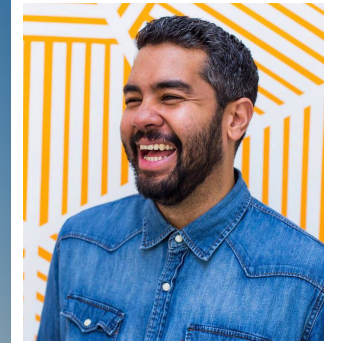
JOE MICHAEL
Pacific Development Group



DAVID LIPARI
SJ Regional Rail Commission



TONY YADON
Parents By Choice



MATTY AMEN
Huddle Cowork



MAHALA BURNS
Burns Group



TINA MCCARTY
City of Stockton EDD



DONNA WILLIAMSON
SJC Office of Education



JACOB BENGUEREL
Law Office of Jacob L. Benguerel

Not Pictured:

FARROKH YAZDI
YCPM Historical Stockton LLC

CONNIE HART
San Joaquin County

MESSAGE FROM THE EXECUTIVE DIRECTOR



Another year of fulfilling our mission of keeping Downtown Stockton clean and safe. As I reflect on 2024, it is difficult to list all the great things this loyal and hard-working team of employees do for Downtown Stockton. I will try and capsule the year below.

While you are sleeping, the Maintenance Teams are working hard in their assigned areas to make sure that when Downtown residents wake up, Downtown workers show up, and visitors who tour our Historic Downtown sites or eat at our amazing restaurants arrive, they see a sparkling, clean Downtown District. I think we have one of the cleanest Downtowns in the nation because of these hardworking folks. I am proud and thankful for the work they do.

24 hours a day, the Community Ambassadors are the eyes and ears for Downtown Stockton.

Whether it is helping someone find their way, jump-starting a stranded car, offering services or resources to the unsheltered to help them get off the streets, or reporting a crime to the Stockton Police Department, they make Downtown safer with their presence. Their goal is to help anyone and everyone in Downtown.

Economic Development was busy working to approve new DSELF Loans; finishing the City's American Rescue Plan Act (ARPA) Business Façade Improvement Grant Program; beginning administration of a SJC Façade Enhancement Program; and continuing to manage the County's ARPA Programs, like the Broken Window Repair Reimbursement Program, the Entrepreneur Support Program, free parking for StocktonCon attendees, and the Window Wrap Program to dress up storefronts. We continued these programs with a goal of helping our property and business owners continue to recover from the losses of the pandemic. We also hoped that the programs we administered showed the value of being a property or business owner in the Property Improvement District.

This year, we were able to get additional ARPA funding to promote Downtown. Part of the ARPA money was used for a second run of our 2023 television commercial that highlighted the great restaurants, sports, entertainment venues,

and historical landmarks in Downtown Stockton. We made a few tweaks to the commercial and ran it again on Fox 40 within a 50-mile radius, starting in December of 2024 and running through January 2025. We also ran it on a loop at the spectacular Magic Ocean Lantern Festival at Banner Island Ball Park on the big screen and four large screen TVs.

Speaking of promoting Downtown Stockton, our amazing marketing team continued boosting our social media platforms so we could reach and attract more people to Downtown. Our ongoing video series, *Talk to Downtown*, features guests that talk about what is going on in Downtown; *Doorways to Downtown* highlights Downtown businesses; *Walk with Weber's* self-walking tour preserves knowledge of historical buildings; and this year's *Spirits of Downtown* episode explored the Main Hotel – known for the murder of Albert N. McVicar by his wife Emma LeDoux, who was later arrested and convicted of the crime. Thanks to ad dollars, these videos have received thousands of views on YouTube.

As the team continues to work with promoters to market all the festivals, shows, concerts, and sporting events in Downtown, we also sponsored a few ourselves. National Night Out at the Banner Island Ballpark was a great night bringing the community together for free admission to a Ports game that

had exhibits, information booths, food, fun games, and, of course, an exciting Ports baseball game. The Chinese Mid-Autumn Moon Festival in historic Chung Wah Lane featured amazing Chinese, Cambodian, and Vietnamese dance and music acts, food, and information booths. In Partnership with Parents by

Choice, we held four Main Street Markets on Main Street; the community came out to eat, buy handmade crafts, listen to music, and dance under the iconic Bob Hope Theatre marquee. We also hosted Pictures with Santa in partnership with the Children's Museum, which gave families the opportunity to give their kiddos a free photo with Santa and his Elf.

Working with the City's Public Works Department, we have begun what we hope will be an on-going series of crosswalk art. The first two were the Stockton Ports baseball team logo in front of the Ballpark and the Kings basketball logo in front of the Arena. To fund these projects without using property owners' assessment money, we continue to look for opportunities to earn discretionary funds, like providing maintenance services to the Miracle Mile — our neighboring Improvement District and the gateway to Downtown — and maintaining public/private partnerships with the City of Stockton and San Joaquin County, through which we

administrate several programs and outside service agreements.

This year, we also launched the first-ever Downtown Stockton merch store, the Downtown Stockton Storefront, which features Downtown-branded tees, tanks, hoodies, hats, totes, and more. Check out the site at shop.downtownstockton.org to see what fun apparel we now offer to members of the public wanting to support Downtown Stockton. We accommodate orders both in person and online.

All the above are just a sample of what the DSA does in the Downtown Improvement District. None of it could be possible without the hard-working staff that get up every day with passion in their hearts and smiles on their faces. Their jobs aren't glamorous and while they don't seek accolades, when you see one of the Maintenance Team members or Community Ambassadors on the streets let them know you appreciate their efforts.

I also want to recognize and thank our dedicated volunteer Board Members. Their insight, strategic planning and oversight are invaluable to the organization. They all take time away from their jobs to assemble and steer the DSA.

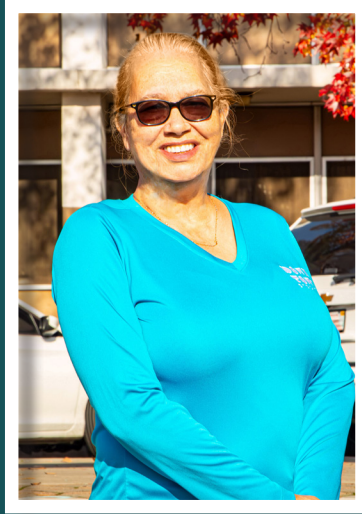
Dr. Suess's book, *Oh, The Places You Will Go*, sums up our plans for 2025. We have a lot of new and exciting beautification projects planned, as well as ongoing administration of

the ARPA grant funding; recertification of the District; recruitment of new investors and businesses; continued partnerships with municipalities; support and promotion of all things Downtown; and keeping our beautiful District clean and safe.

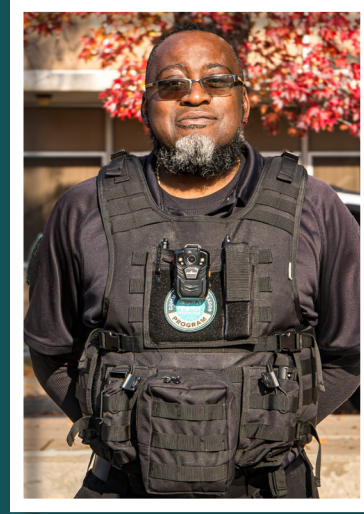
I am truly proud and blessed to be involved with our property and business owners; the amazing staffs at the City and County; all the people who live, work, shop, eat, and play in Downtown; and, of course, the incredible staff I get to work with at the DSA.



DSA STAFF



CHARISSE LOWRY
Office & Operations Manager



CHEVELL SIMMS
*Community Ambassador
Supervisor*



COURTNEY WOOD
*Economic Development
Director*



SHAUN CHATRATH
Digital Media Manager



JOHNNY PALACIOS
Projects Manager



20

24



BY

THE

NUMBERS

DEMOGRAPHICS

Population
(within 1 mile)

23,496

Households
(within 1 mile)

8,376

Families
(within 1 mile)

4,764

Employment Rate
(within 1 mile)

92.2%

Median Household
Income
(within the City of Stockton)

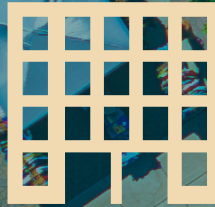
\$77,341

HOSPITALITY



4,618

VISITORS ASSISTED



1,804

BUSINESS CONTACTS

5,507

PUBLICATIONS
DISTRIBUTED

254

EVENTS ADDED
TO CALENDER

COMMUNITY AMBASSADOR



MAINTENANCE



ARPA PROGRAMS



OFFICE, OPERATIONS, & MAINTENANCE



Meet Charisse

I would like to introduce myself to those that do not know me - my name is Charisse Lowry. I am originally from North Carolina, but I have lived in Stockton since 1982. I have been with the Downtown Stockton Alliance for 27 years, since February 1998. The program was a very new concept to the downtown area at the time. I started as a part-time Hospitality Guide; in 2007, I became the administrative assistant and now I am the Office Manager/Operations Manager. I oversee the Maintenance Program and the Community Ambassador Program, as well as all office/personnel duties. There have been so many changes, development, and growth in the downtown area since I started with the Downtown Stockton Alliance; I am truly honored to be a part of this city and the things that the Downtown Stockton Alliance has accomplished.

2024 Maintenance

The Maintenance team keeps our streets and sidewalk areas clean

& walkable. They take great pride in their downtown. In 2024, we had a 7-man regular maintenance team (each with their own route), and 8 re-employability maintenance volunteers. These efficient workers cleaned all Zone 1 & 2 district square blocks – emptying trash cans, watering planters, potting plants, removing litter and human waste, and performing weed abatement – from 5:00 AM – 1:30 PM, M - F. We also retained 1 amazing pressure washing crew member between 2:00 AM and 11:30 AM, M - F – they were able to clean all of the Downtown PBID's Zone 1 & 2 sidewalks every two weeks! We currently have a reliable, exceptional maintenance team; Downtown is much cleaner because of everything they do. If you ever need the team to conduct a special spot clean-up of your sidewalk or remove trash, just give us a call at 209.464.5246. We are looking forward to maintaining Downtown Stockton in 2025!

Best,

A handwritten signature in cursive script that reads "Charisse Lowry".

Charisse Lowry
Office & Operations Manager



COMMUNITY AMBASSADOR PROGRAM



This past year has been incredibly impactful in fostering a more welcoming downtown environment. Our Downtown Stockton Alliance Community Ambassadors have played a vital role in bridging the gap between the transient population and local businesses. Through consistent engagement and outreach, we've seen a significant reduction in the number of tents and encampments in the downtown area. This success is a testament to the ambassadors' dedication and compassionate approach. Beyond addressing homelessness, our ambassadors have consistently gone above and beyond to assist residents and visitors alike. From jump-starting cars to providing late-night aid to vehicles, they've enhanced perceptions of safety and created peace of mind for everyone in the downtown area, 24 hours a day/365 days a year. In 2024, we really solidified a dependable and enthusiastic 10-man Community Ambassador Team; I am proud to say that the

crew we have today truly lean into their roles and have each other's backs.

This year saw the expansion of our service area to include Miracle Mile/Pacific Avenue via a contract with the Miracle Mile Improvement District. The response from Miracle Mile business and property owners in addition to the public has been overwhelmingly positive; they feel a stronger sense of welcome in their district.

The Downtown Stockton Alliance Community Ambassador program continues to make a real difference. We are proud of our accomplishments and look forward to further improving the experiences of business owners, employees, visitors, and residents in the Downtown Stockton community.

Should you ever require the services of the Community Ambassadors, just give us a call at 209.451.7775! We are here to help.

Best,

Chevell Simms
Community Ambassador
Supervisor



ECONOMIC DEVELOPMENT



As the director of the Economic Development department and supervisor of the Marketing department, I can say that 2024 was another very productive year in both areas. Please find a summary of the DSA's 2024 economic development activities below:

ARPA Programs

We wrapped up the **Business Faade Improvement Program** this year in partnership with the City of Stockton; through this program, we helped 58 properties this year, and over 80 properties in total! Some of the properties/businesses which benefited this year included:

- | | | | | |
|--|--|--|----------------------|---------------------|
| - Al Holdings LLC (2 properties) | - Freeman Construction | - Merlo Properties (3 properties) | - The Metro Building | - 329 N. California |
| - Allied Tile & Stone | - GHG Investments | - Mi Rancho | - The Store Bar | - 515 E. Main |
| - B&M Building | - Grupe Huber | - Misaki | - The Well | - 526-530 E. Main |
| - Boucher Properties | - Harbor Signs | - New Stockton | - Tretheway Lofts | - 634 E. Main |
| - Cassidy's Jewelry & Loan Co. | - HATCH Workshop | - Poultry | - Uniqo Salon | - 707 E. Main |
| - Con J Franco Electric (2 properties) | - Hotel Terry | - Restore Stockton | - 10 N. Fremont | - 945 W. Weber |
| - Dome of Hope Organization | - Hunter Square Lofts | - San Joaquin County Office of Education | - Stanislaus | - 1102 E. Weber |
| - Factory Certified Automotive LLC | - Impact Posters LLC | - San Joaquin Regional Transit | - 18 S. California | |
| | - Insurance Services | - District (RTD) (2 properties) | - 26 S. San Joaquin | |
| | - Law Office of Dru Vincent Hunt | - Star One Valley Insurance Agency | - 30 S. San Joaquin | |
| | - Leffingwell Plaza LLC (2 properties) | - Tax Express | - 47 N. Grant | |
| | - Main Hotel | | - 104 E. Market | |
| | | | - 116 N. Hunter | |
| | | | - 217 San Joaquin | |
| | | | - 308 N. California | |

The DSA continued the **SJC ARPA-funded Broken Window Repair Reimbursement Program**, through which we reimbursed **22 businesses/properties** for over **60 windows**. This program benefitted the following businesses/properties in 2024:

- | | | | | |
|------------------------|--------------------------|---------------------------|--------------------|---------------------------|
| - Al Holdings | - Church of Angels | - Metro Building | - The Campus | - YCPM |
| - American Furnishings | - El Concilio | - Mexican Heritage Center | - Velvacon | - Historical Stockton LLC |
| - Atlas Properties | - Hardin Animal Hospital | - Pacific Development | - Visit Stockton | |
| - Bevohn Realtors | - Hi Grade Cleaners | - Riteway Cleaners | - V & N Patel, LLC | |
| - Blazin' Cajun | - LAZ | - Scottish Rite | - Weber Bakery | |
| - Cancun | | | | |

We also continued the **SJC ARPA-funded Window Wrap Program**, placing **17** window wraps.

In 2024, the DSA applied for and received **additional SJC ARPA funding** allocated into the following categories:

- \$100,000 for a second round of the **Downtown Stockton Entrepreneur Support Program** (re-opened and accepting more applications!)
- \$40,000 for another promotion of the Downtown Stockton commercial
- \$100,000 for more Downtown Repair Reimbursement Program funding

- \$50,000 for digital marketing funding to use for social media promotion of events, activities, businesses, resources, real estate listings, and job listings through digital ads/boosting

Thanks to our experience administering the City's Faade Improvement Program, the DSA was contracted by San Joaquin County to administer a **\$611,000 ARPA-funded Faade Enhancement Grant Program** in partnership with the SJC Employment and Economic Development Department which began this year and will likely be completed in 2025. This program targets properties in the unincorporated areas of SJ County who are also in Qualifying Census Tracts or Difficult Development Areas.

Ongoing Economic Development Media

This year, we continued our ***Talk to Downtown*** video series with **12 new videos** – hitting the **60 episode** mark in November, with **San Joaquin County District Attorney Ron Freitas** as our guest! Hosted previously on Youtube, FB, LinkedIn, IG, and X, this series is now also listed in the podcast section on Spotify! **Tune in and ask questions live, typically on the second Wednesdays of the month, at 10:00 AM** on our social media pages; if you miss it live, you can always watch a replay on Youtube. **Subscribe to our channel @downtownstockton** to get updates on when we will interview the next guest. Our wonderful guests this year were:

- **ASM Global** - Stockton General Manger, Jason Perry
- **Stockton Kings** VP of Business Operations, Aaron Morales
- **Child Abuse Prevention Council** Development Director, Shauna Buzunis-Jacob
- **Filipino American National Historical Society** Museum Manager & Board Treasurer, Terri Torres, and Board President, Erwin Mina
- **Stockton Unified School District** Superintendent of Schools, Michelle Rodriguez
- **San Joaquin County** Administrator, Sandy Regalo
- Local artist & **ArtSplash** organizer, Joy Neas
- **Stockton Community Kitchen International Food Hub** Founder, Rima Barkett
- **Greater Stockton Chamber of Commerce** Lead STAART Program Coordinator, Christina Urquieta
- **UOP Center for Business & Policy Research** Director, Thomas E. Pogue
- **SJC District Attorney**, Ron Freitas
- **Downtown Stockton Alliance** Executive Director, Mike Huber

The DSA released **6 Doorways to Downtown** videos this year, highlighting the gems below:

- **Greater Stockton Chamber of Commerce**
- **Coach's Lounge**
- **Hardin Animal Hospital**
- **Tuleburg Press**
- **Reinvent South Stockton Coalition**
- **Faith in Action Community Education Services**

This October, we released one ***Spirits of Downtown*** video featuring the Main Hotel, and the infamous story of Emma Le Doux and Albert McVicar. Our paranormal investigators caught some very interesting evidence - check out the video on Youtube to see the results! It was a rare chance to enter a building which has been unoccupied for many decades.

The DSA posted 52 #propertymondays posts on social media advertising 25 properties, which garnered a reach of over 63,000 on FB & IG alone, and contributed to 3,022 views of our real estate directory. We also published 19 blogs highlighting downtown businesses and happenings. In terms of stakeholder outreach, we continued our 12 business owner newsletters and 12 property owner newsletters, in addition to sending out several special resource newsletters notifying stakeholders of programs like SJC's Shop San Joaquin Program and the Greater Stockton Chamber of Commerce's Stockton Takes Action Against Retail Theft (STAART) Program.

Additional Business Support

This year, we are pleased to share that the DSA's 501 (c) 3 – the Downtown Stockton Enterprise Loan Fund (DSELF) – **approved DSELF loans for two Downtown businesses** – one for \$39,999 and another for \$65,000. The recipients were **Stonewood Construction** and **Silvio's Ravioli Factory and Catering**; we are very excited to support these Downtown companies. These loans will help them to secure equipment, inventory, and more. We still have loan funds available, so check out the QR code below if you could benefit from a loan between \$10,000 and \$65,000 for your Downtown business or building.

This was the first year of **providing 1:1 business coaching** through the DSA; we supported downtown businesses working towards their goals and we plan to continue this offering in 2025.

Special Projects

As Mike mentioned in his opening letter, a fun DSA initiative this year was the development and distribution of DSA apparel at local festivals, events, and the DSA office. We set up the Downtown Stockton Storefront for ease of ordering, and sold \$1,400 of merchandise in 2024. We surveyed staff and members of the community to create a few lines of apparel to suit individual tastes, from our classic Black & White hoodies and hats, to Colorscape rainbow tanks, to Varsity gray gym-style tees, and Urbanite graphic tees of the Bob Hope Theatre and Chung Wah Lane. Share the info with anyone who may want to support the work of the DSA by purchasing and sporting Downtown Stockton merch, and look for our booth at upcoming events.

Another special 2024 project, funded by the DSA and permitted by the City of Stockton was **the painting of over 30 light poles** on El Dorado and Center streets. If you walk or drive these roads today, from Washington Street to City Hall – or compare a Google Maps street view from 2023 to 2024 – you can see how this project took downtown's light poles from old, faded, and rusty, to modern, vibrant, and clean. This small, but visible, update demonstrates that our downtown is cared-for. The unkempt look of these poles had been a pet peeve of mine, so I am ecstatic the DSA took this on in 2024 using discretionary funds under Mike's direction. We hope you can see the difference.

Although it took place on a very hot August evening, National Night Out this year was a beautiful collaboration between the DSA, SJCOE, Parents by Choice, and for the first time, the Stockton Ports! So many of our local non-profits tabled at this free community event, where the first 600 attendees were guaranteed free admission to the Ports game! We are very excited to continue these partnerships in the coming year.

Interns

We were fortunate to have had 5 interns this year – some of them through the United Education Institute, others through the Korea WEST Exchange Program, and one from a local high school! They each contributed to the great work of the DSA, from blogs and recertification prep work, to website updates and modeling the new DSA merch for promotional photos. You can learn more about Korea WEST on page 19.

State of Downtown

At least 20 properties sold this year in the Downtown district, and at the end of 2024, we featured 36 real estate listings.

As of December 2024, we featured at least 360 businesses on our website; during the year, several new businesses were welcomed to Downtown. A few of these businesses are listed below:

- | | | |
|-----------------------|---------------------------------|---------------------------|
| - Bellissima Boutique | - Courthouse Market | - La Lai Bu by Pinkie |
| - Blooming Flores | - F03 Urban Activewear | - Mexico Lindo Restaurant |
| - Cooper's Coffee | - Las Brasas Mexican Restaurant | - The Pink Corner |

From cute Hello Kitty merch to delicious coffee, each of these businesses brings something unique to Downtown Stockton.

This year, Downtown Stockton also welcomed a very exciting development project - the long-awaited, 75-unit, Grand View Villagel! With its grand opening held in July, this project has continued the revitalization of Miner Avenue, and added to Downtown's foot traffic.

2025

Moving into 2025, a huge focus will be placed on the recertification of the Downtown Stockton Alliance. Keep your eyes on your mailbox for communication, petitions, and ballots in the coming months. In addition, we will be administering the SJC Faade Enhancement Grant Program and continuing the administration of our other ARPA grant programs. The DSA also plans to support several new development projects expected to begin in the coming year. We look forward to serving you next year and beyond!

Best,

Carolyn Wood

Economic Development Director

2024 STATS AND QR CODES

12 Business Owner Newsletters

46.58% Open Rate

12 Property Owner Newsletters

44.17% Open Rate

THIS YEAR IN GRANTS

COS Business Faade Improvement Program	\$2,000,000+	Completed
SJC ARPA Round 1 for Multiple Programs	\$1,000,000+	Work In Progress
SJC ARPA Round 2 for Multiple Programs	\$319,000	Work In Progress
SJC Commercial Faade Enhancement Grant	\$611,000	Work In Progress

Downtown Stockton Entrepreneur Support Program



Downtown Stockton Broken Window Repair Program



Downtown Stockton Apparel



For More About DSELF



1:1 Business Coaching Scheduling



MARKETING DIVISION



In 2024, the Downtown Stockton Alliance marketing division continued several projects from the previous year. We featured the following six businesses in our Doorways to Downtown series: Greater Stockton Chamber of Commerce, Coach's Lounge Hardin Animal Hospital, Tuleburg Press, Reinvent South Stockton Coalition, Faith in Action Community Education Services. 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 The Main Hotel, the location of the infamous Emma LaDeoux case, and was well-received by those who watched. In addition, our YouTube channel saw a spike in viewership across all our videos.

2024 saw the collaboration between the Stockton Ports, Stockton Kings, and the Downtown Stockton Alliance to create street murals for each respective team. Working with the muralist the marketing department helped with the planning and painting of these murals. In addition, the department worked to design and

prep further potential beautification projects.

A popular event the marketing division helped facilitate in collaboration with the San Joaquin Office of Education, Stockton Ports, and Parents by Choice was National Night Out, which brought hundreds of people to Banner Island Ballpark for an evening of prizes, food, and a free baseball game for all attendees. In addition, the Downtown Stockton Alliance tabled at multiple events such as the Golden Villa Farmers' Market, downtown pop-up events, Delta Flea Market, and National Parking Day all in an effort to sell brand-new Downtown Stockton Merch.

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 second year. 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 courtesy of the previous year's social media marketing ARPA grant were spent to increase engagement on the DSA's YouTube, Instagram, Facebook, and X.

Another 2024 initiative was the continuation of the Downtown Window Wrap program, funded through the American Rescue Plan Act, which beautified and advertised many downtown businesses.

- Nena's Mexican Restaurant
- CalMain Lofts
- El Concilio
- San Joaquin Law Library
- ABK House of Beauty
- Blazin Cajun
- Tretheway Building
- Metro Building
- JB's Ink Therapy
- True Classic Tattoo
- Downtown Cycles
- Stockton Mini Market

Looking ahead to 2025, the team aims to build on the previous year's successes and elevate its marketing efforts while continuing to support Downtown Stockton's growth.

Best,

Shaun Chatrath
Digital Media Manager

DOWNTOWN STOCKTON MEDIA CONTENT LINKS:



DOWNTOWN STOCKTON WEBSITE:



DSA YOUTUBE CHANNEL:



WINDOW WRAP PROGRAM:



2024 GROWTH

Instagram Followers

13,183



+6.7%

X Followers

4,957



-0.68%

Facebook Followers

13,327



+3.27%

YouTube Lifetime Views

284,475



+40.57%

Website

59,612 Unique Visitors

94,800 Page Views

PROJECTS MANAGEMENT



Meet Johnny

In 2007, I was working for Louie's Fruit and Produce one day a week at the Downtown Stockton Farmers Market. It was there that I became familiar with the Downtown Stockton Alliance. I would end up being offered a job with the DSA as a Hospitality Guide later that year. In the years since, the Guides became known as Ambassadors; that was my role for many years.

I've learned so much about Downtown Stockton and the businesses here, and have met so many downtown employees. I also have learned that compassion towards our unhoused population goes a lot further than just ignoring them. Over the years, we have shared helpful resources with them, like the Uplift All Portable Bathroom & Shower Unit at St. John's Church, formerly run by the DSA.

Here, the homeless can take a shower while waiting for a mobile laundry service to wash, dry, and fold their clothes, Monday through Friday. Depending on what day of the week it is, food and medical services are also provided to them. Just knowing there are services like this out there can give a person on the street a bit of hope.

Project Management & Beyond

I was promoted to Project Manager a few years back and that has been a reward in itself. I take pride in my new role, which involves tracking maintenance and hospitality data & stats for the DSA; helping to update the DSA website with businesses and events; managing special projects; and working with businesses interested in purchasing banners to gain exposure to the downtown area.

Last year, I was surprised to have been nominated and granted the Hospitality Hero of the year award from Visit Stockton. I can't explain how nice it felt to be recognized for the fun work that I do. Although I am now the Project Manager, I will always be a Hospitality Ambassador by heart.

One of my accomplishments this year was assisting the Downtown businesses who participated in the **City of Stockton Business Façade Improvement Program**.

More than 80 businesses created a more welcoming and aesthetic appearance of their neglected commercial properties through this program, from 2023 - 2024. I was humbled to see the various façade improvements as they spread across our downtown.

In 2024, we added **7 new banners**, representing Tio Pepe's Restaurant, Parents By Choice, and Ace Rail, to our Downtown district.

Today, I am honored to be assisting with the **San Joaquin County Façade Enhancement Grant Program**, which will be a project through 2025. Together we are spreading the façade improvements all throughout the County.

Best,

A handwritten signature in white ink that reads "Johnny Palacios". The signature is fluid and cursive.

Johnny Palacios
Projects Manager

KOREA WEST 2024 INTERNS

The DSA began participating in an exciting program this year – the Korea WEST exchange program. Through Korea WEST, students or young professionals from Korea provide internship hours to U.S. companies in exchange for experience in American business and culture, as well as immersive English language study/practice. We had the pleasure of working with intern Youngbeen Cho in the spring of 2024, and currently are working with a second intern, Sungyeon Park, who will be with the DSA until the spring of 2025. These interns have provided a fresh perspective and new ideas to the DSA; they start out as first-time-ever visitors to Downtown Stockton and grow into seasoned residents and advocates by the end of their internship.

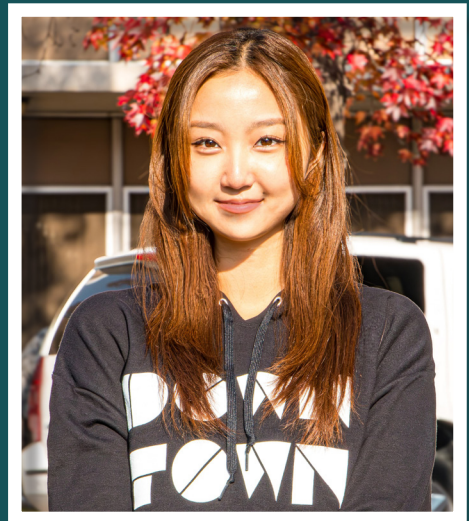


Meet Youngbeen Cho

I'm Alvin from Korea, and I completed a 4-month internship at the Downtown Stockton Alliance from March 17th to July 3rd. During this time, I had the pleasure of working with amazing colleagues who made my experience enjoyable.

I worked on various tasks as a marketing intern, including taking photos downtown for social media uploads, modeling company apparel for posters, setting up booths and selling clothes outdoors, and more.


I met wonderful people who made my internship fulfilling: Mike and Courtney who always checked in on me; Johnny and Charisse, who greeted me warmly every morning; Shaun, who I could chat with like a friend; as well as the community ambassador and maintenance teams, who were always friendly. I feel confident that future Korean interns will have a great experience too.



Meet Sungyeon Park

I'm Sungyeon Park, currently working as a Marketing Intern at the DSA. Through the Korea WEST Program, a government initiative between South Korea and the United States, I've had the opportunity to participate in my first professional internship in the United States and experience life in Stockton for the first time. At first, I was quite worried about adjusting to both a new role and a new city. However, The supportive team at DSA made it much easier for me to adjust than I had expected. While I still have a lot to learn, the encouragement and support I've received here have given me the confidence to keep growing and improving.

Now that I've been here for three months, I still feel there's so much more to discover about Downtown Stockton. From an outsider's perspective, I can see the incredible potential for growth in this area, and I truly believe DSA's dedication will play a key role in shaping the future of Downtown Stockton. The mix of diverse cultures and the warmth of the community has been inspiring, and I'm proud to be a part of it. As I continue my internship, I'm looking forward to taking on new projects, meeting more people, and making a meaningful impact on this community.



DSA BUDGET

2024

INCOME

Assessments	\$1,235,053
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**

2025

INCOME

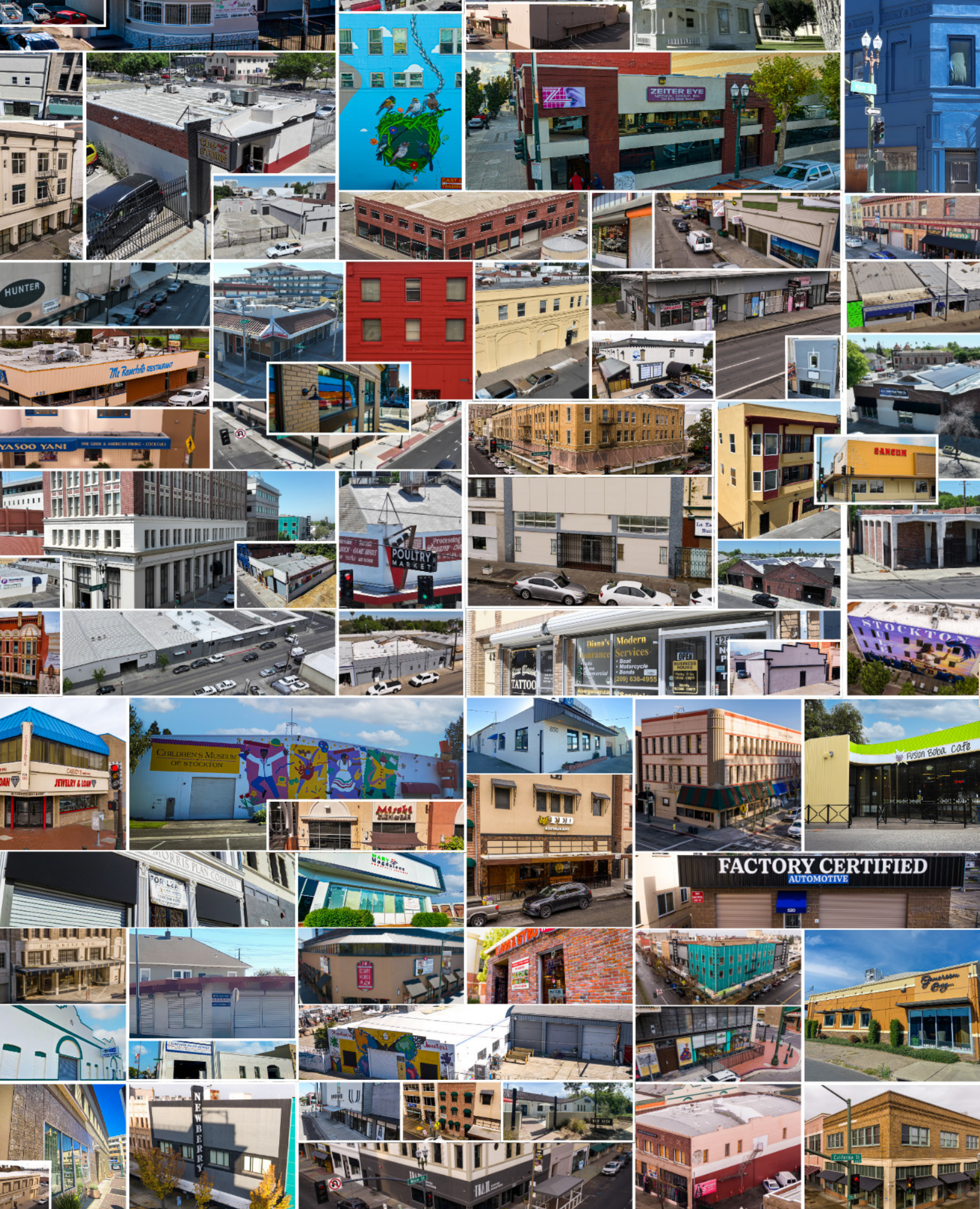
Assessments	\$1,297,824
Atlas Contract	\$30,000
Banner Income	\$19,430
Contracts - WMN & Sanitation	\$76,465
Outside Service	\$500
Outside Services - Miracle Mile	\$136,380
Outside Services - LAZ	\$126,000
Budd Alley Compactor Service	\$12,000
SJC ARPA	\$350,000
SJC ARPA Admin	\$125,000
SJC ARPA Facade Focus Block	\$500,000

TOTAL INCOME **\$2,673,599**

EXPENSES

Payroll & Benefits	\$1,296,574
Education & Networking	\$9,500
Advertising/Marketing	\$19,500
Event Expenses	\$4,000
Banners	\$11,500
Economic Development	\$858,000
WEB Projects	\$16,000
Office Expenses & Supplies	\$19,100
Maintenance & Cleaning	\$99,000
Community Ambassador Program	\$22,500
Insurance	\$56,200
Taxes	\$1,025
Utilities/Rent	\$86,000
Professional & Fin. Services	\$39,000
Miscellaneous Expense	\$700
Reserves Expense	\$10,000

TOTAL EXPENSES **\$2,548,599**
NET INCOME **\$125,000**



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

Street Light Pole Painting
Diversity Plaza Peace Sculpture Installation
Doorways to Downtown
Downtown Stockton Commercial
Downtown Stockton Storefront
Spirits of Downtown
Stockton Kings Crosswalk Mural
Stockton Ports Crosswalk Mural
Talk to Downtown

EVENTS AND MEETINGS PARTICIPATED IN

Delta College Flea Market
Dia de Los Muertos
Downtown Business Watch
Dry Cleaners Pop-Up
Earth Day
Flavorfest
Friends at the Fox Classic Movie Series
Golden Villa Farmers Market
International Downtown Association Conference
LAZ (PARK)ing Day
Parents By Choice Christmas Toy Drive
Peace Sculpture at Diversity Plaza Unveiling
StocktonCon
UbeFest

AMERICAN RESCUE PLAN ACT PROGRAMS (ARPA)

Downtown Stockton Business Facade Improvement Grant Program
Downtown Stockton Entrepreneur Support Program
Downtown Stockton Window Wrap Program
Downtown Stockton Window Repair Reimbursement Program
SJC Facade Enhancement Grant Program

OUR 2024 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 Employment &
Economic Development
Stockton Kings
Stockton Police Department
Stockton Ports
Tio Pepe's
Visit Stockton

Business Facade Improvement Grant Program

Alliance Buildings
BGS Builders
Freeman
City of Stockton (COS)
Creative Property Renewal
Dream Quality Builders
Construction
JMA

Doorways to Downtown

Greater Stockton Chamber
of Commerce
Coach's Lounge
Hardin Animal Hospital
Tuleburg Press
Reinvent South Stockton
Coalition
Faith in Action Community
Education Services

Downtown Stockton Commercial

ASM Global
Blazin Cajun'
Cast Iron Trading Co.
Stockton Kings
Stockton Ports

Santa Photos

Children's Museum of
Stockton

Spirits of Downtown

Kelly Howard
Leon Bach
Matthew McCann
Robert Ballerini
Steve Peterson
Susan Obert

Talk To Downtown

ASM Global - Stockton
Stockton Kings
Child Abuse Prevention
Council
Filipino American National
Historical Society Museum
Stockton Unified School
District
San Joaquin County
Administrator
ArtSplash
Stockton Community Kitchen
Greater Stockton Chamber
of Commerce
UOP Center for Business &
Policy Research

San Joaquin County District
Attorney

Music To Our Ears

Hotel Stockton
The HUB

National Night Out 2024

Parents by Choice
San Joaquin Office of
Education
Stockton Ports





2025 GOALS

- Navigate the recertification process of the Property Improvement District, transforming it into a Community Improvement District. The district boundaries will be expanded, so we will be meeting not only with current property owners in the BID, but also the property owners in the expanded areas.
- Continue the clean, safe, and beautiful mission.
- Manage and complete the SJC ARPA Façade Enhancement Grant Program.
- Continue management of other SJC ARPA programs, like the Downtown Stockton Entrepreneur Support Program, the Downtown Stockton Window Wrap Program, and the Downtown Stockton Broken Window Reimbursement Program.
- Place veteran's banners around the Stockton Memorial Civic Auditorium.
- Grow our social media presence and followers using ARPA grant dollars.
- Continue Doorways to Downtown, Talk to Downtown, and Spirits of Downtown.
- Host National Night Out, Mid-Autumn Moon Festival, and Santa Photos in collaboration with our partners.
- Attract new downtown business tenants and support existing tenants.

A Note on the Improvement District

Recertification:

The recertification of the Downtown Stockton district is a critical project for the DSA in the coming year. There are two phases involved, a petition phase and a ballot phase; the support of our property owners in both phases is essential to our successful renewal. Our last recertification occurred in 2017 and culminated in a 10-year term. The DSA board has decided to pursue a 20-year term in the upcoming recertification process, to modify the district boundaries, and to change the district type to a Community Improvement District under City of Stockton Ordinance 3.96. Once approved in 2025, the district will be known as the Downtown Stockton Community Improvement District (DSCID). We ask our property owners to be on the lookout for communication regarding the recertification via phone call, mail, and email in the coming months. To schedule a meeting with the Executive Director regarding the recertification or the work of the DSA, please scan the QR Code on this page. We thank you and appreciate your ongoing support of our district.





**DOWNTOWN STOCKTON
STOREFRONT**







110 N. San Joaquin Street, 5th Floor
P.O. Box 2375
Stockton, CA 95201
www.downtownstockton.org

