

2025

ANNUAL REPORT

**DOWN
TOWN**
STOCKTON

AERIAL VIEW OF THE MEDICO-DENTAL BUILDING



UNIVERSITY PLAZA WATERFRONT HOTEL

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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STOCKTON KINGS 24-25 CHAMPIONSHIP BANNER

2025 BOARD OF DIRECTORS



JOE MICHAEL
Pacific Development Group



DAVID LIPARI
SJ Regional Rail Commission



TONY YADON
Main Street Youth & Family Services



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



CONNIE HART
San Joaquin County

Not Pictured:

FARROKH YAZDI
YCPM Historical Stockton
LLC

MESSAGE FROM THE EXECUTIVE DIRECTOR



As I enter into my 8th year here at the Downtown Stockton Alliance (DSA) in April, I reflect on all the great things we have done in that time to make Downtown Stockton a great place to live, work, dine, and see great entertainment. I am also excited about the future as more businesses drop their anchors in Downtown.

In 2025 the DSA focused on fulfilling its core mission of keeping the District “clean and safe”. Besides the day-to-day work that is being done by the dedicated team of Downtown Alliance employees, we continued to manage grants to help offset some of the cost of recovering from the pandemic to help our property owners. Window repair reimbursement, chamber

membership reimbursement, and advertising through either the banner program or window wraps are just a few of programs that we administrated.

We did two crosswalk art projects in support of our amazing sports teams - the Ports baseball and the Kings basketball teams. The Ports logo was painted on the crosswalk in front of the stadium and the Kings in front of the Arena. The Kings won the 24/25 G-League Championship, so we added to their mural with the trophy and the year. Congratulations to our Stockton Kings!

A lot of our staff's 2025 efforts were consumed by the recertification of the District. Every 10 years we are required to go through a year-long process of petitioning the property owners, presenting our budget and management plan to the City Council, and then sending out ballots to the property owners. In this recertification we decided to become a Community Improvement District and recertify for a 20-year term, because Stockton is a Charter City; the cost of this recertification will be used to obtain a longer term, which will save the organization money

over the next two decades.

We have seen a boom in housing projects that are changing Downtown into a walkable, livable community. Properties are being occupied by businesses coming in to support the growing population of residents.

The state of Downtown is bright. Private investment has been very active as there have been a lot of property transactions. The new owners are refurbishing these properties for both affordable and market rate housing.

The Public Municipals have acquired property to centralize their employee base in the District. SJ County has purchased the old In Shape building on El Dorado that will become the new DA's Office, along with 400 E. Main. The City of Stockton purchased the Wells Fargo Bank on El Dorado for a future master plan development. This plan will include old City Hall once the City moves into the new City Hall on West Weber Avenue, the Permit Center, and the Wells Fargo building.

All this investment has quickly activated Downtown. The DSA will be aggressively

The background of the page is a photograph of a city street. On the left, there is a large, classical-style building with many columns. In the foreground, there are trees and a sidewalk. On the right side, there is a blue parking sign that says "PAY AT MACHINE TO PARK ON THIS STREET". The entire image has a semi-transparent teal overlay.

recruiting the needed amenities that will transform our beautiful Downtown into a lively neighborhood that offers housing, employment, schools, restaurants and entertainment.

I am excited about 2026. Working with the City, County, and our strategic private partnerships, we have some projects planned that will continue to transform Downtown.

All of this wouldn't be possible without the guidance of the Board of Directors. Their selfless dedication to steer policy and financial oversight are paramount to the DSA's success.

It also wouldn't be possible without the hard-working DSA staff. The Maintenance Team comes to work in the early morning hours while most are still dreaming. The work isn't glamorous and sometimes downright dirty, but they all take pride in keeping Downtown clean and appealing for our visitors. The Community Ambassadors help anyone that needs it; try and connect the unsheltered with resources; jump start a stranded motorist; and provide wayfinding for those that need directions. They

are truly the eyes and ears of Downtown. The internal staff oversee Operations, Advocacy, Marketing, Economic Development, Grant, Project Management, and Financial Management. They continuously seek out ways to provide benefits to our stakeholders. I am proud to work alongside these incredible people.

Lastly, I want to thank the Property Owners for their support and commitment to Downtown Stockton. Some are the pioneers that took a chance when Downtown was a ghost town. Some are new investors that see the opportunities and the great future of Downtown. They all recognize that Downtown is the heart of our city, and when the heart is healthy, the whole city is healthy.

Downtown Stockton Strong,

Michael Huber

Michael Huber

DSA Executive Director

DSA STAFF



CHARISSE LOWRY
Office & Operations Manager



COURTNEY WOOD
*Economic Development &
Marketing Director*



JOHNNY PALACIOS
Project Manager



JAMES GREER
*Videographer/
Digital Media Specialist*



ANDY NGUYEN
Digital Media Associate

WHAT WOULD YOU

PRESSURE WASHING CREWMEMBER AT WORK



DOWNTOWN STOCKTON ALLIANCE STAFF



MAINTENANCE TEAM



COMMUNITY AMBASSADOR TEAM

An aerial photograph of the downtown Stockton waterfront, featuring a river, industrial buildings, and a bridge. Large white numbers '2025' are overlaid on the image, with the '0' and '5' being particularly large and prominent. The numbers are semi-transparent, allowing the background image to be seen through them.

2025

AERIAL VIEW OF THE DOWNTOWN STOCKTON WATERFRONT



BY

THE

NUMBERS

DEMOGRAPHICS

Population
(within approx. 1
mile)

25,374

Households
(within approx. 1
mile)

8,842

Families
(within approx. 1
mile)

5,530

Employment Rate
(within approx. 1
mile)

91.59%

Median Household
Income
(within the City of Stockton)

\$81,590

HOSPITALITY



4,751

VISITORS ASSISTED



1,737

BUSINESS CONTACTS

4,680
PUBLICATIONS
DISTRIBUTED

319
EVENTS ADDED
TO CALENDAR

COMMUNITY AMBASSADOR



MAINTENANCE



ARPA PROGRAMS



OFFICE & OPERATIONS MANAGEMENT



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.

2025 Maintenance

In the last year, our maintenance team continued their ongoing work of keeping the Downtown sidewalks clean and walkable. They continued servicing all square blocks of our district's Zones 1 & 2 with trash can emptying, pressure washing, planter watering, plant plotting, litter removal, human waste removal, weed abatement, and graffiti removal. Monday - Friday, starting in the cold and early morning hours, they worked to polish downtown.

The guys picked up 23,499 bags of trash in 2025, a 22.24% increase from the previous year! That is a huge amount of garbage removed from our streets; the number really shows what a difference our maintenance services make to the Downtown Stockton environment.

Human waste removal this year was up to 3,115 instances, which is a 93.48% increase from the previous year. Our team fearlessly works to clean up the kinds of messes that many people would not be able to stomach.

The DSA could not complete its mission without the work of our maintenance team; we are fortunate to have a motivated and dependable team who take great pride in the downtown.

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

responded to 403 service calls in 2025.

2025 Community Ambassadors

As supervisor of the Community Ambassador Team, I see these workers provide service 365 days/year to the Downtown Stockton PBID. They jumpstart cars; provide escorts; keep eyes and ears on activities in the district; perform wayfinding; report crime to the authorities; respond to alarms; and connect homeless individuals with services.

Our ambassadors provided over 6,000 patrol hours this year. It's not easy to pull a graveyard shift, but we have guys who do just that; they are working to make Downtown Stockton a safer, more welcoming place for everyone, from sun up to sun down.

2026

I'm very proud of our Maintenance Team and our Community Ambassador Team. Both teams work hard and take so much pride in what they do. In 2026, we will continue making Downtown Stockton a beautiful, safe, and walkable place where people want to be.

Best,

Charisse Lowry

Charisse Lowry

Office & Operations Manager

MAINTENANCE & AMBASSADOR VOICES



"It feels great to clean the city and make a difference. I also enjoy working outdoors, getting some sun, breathing fresh air, and collaborating with my amazing coworkers."

- Allen Gervacio, Maintenance, 1 Year



"I help my community by escorting people to their cars; helping people with directions; and feeding and clothing the homeless - I meet a lot of them. I'm seeing and believing we make a difference in people's lives."

- Terry Clark, Community Ambassador, 1 Year



"I've learned so many new things from this job, like how to use power tools, meet new people, and get to know the Downtown Stockton area better."

- Ricky Washington, Maintenance, 7 Years



"Being a Community Ambassador brings me joy because I get to help the people of Downtown Stockton."

- Jerid Harris, Community Ambassador, 1 Year

MAINTENANCE CREW MEMBER AT WORK

ECONOMIC DEVELOPMENT & MARKETING



2025 was a year of growth for the Marketing & Economic Development Departments. I have overseen both of these departments for several years, but am excited to officially add Marketing Director to my title.

Grants

We continued managing the SJC Façade Enhancement Grant Program, which serviced 8 properties this year, as well as administrating pots 1 and 2 of the SJC ARPA money we received. Through ARPA dollars, we installed 20 window wraps this year; supported 24 businesses through a second round of the Entrepreneur Support Program; reimbursed at least 21 businesses for broken window repairs; funded part of our recertification; installed several banners; and supported hundreds of events through social media ads on YT, FB, and IG.

Social Media

Compared to 2024, we saw a huge amount of follower/subscriber growth on YT (273.50%), FB (31.12%), & IG – 38.53%). It really feels like we are on the right track to reaching our potential on these platforms.

Videos

We continued our regular video series *Talk to Downtown* this year, adding 12 more videos with the following amazing guests:

- Esperanza Vielma, Chief Heat Policy Advisor, Mayor's Office

- Shaquoya Jones, Stockton Member Specialist, Digital NEST
- Mario Gardea, District Supervisor, San Joaquin County
- Thomas Freeman, COS Representative, Stockton Arts Commission
- Angelina Abella, Senior Analyst, Econ. Dev. Department, COS
- Howard Chang, CEO, Ava Community Energy
- Jack Schroeder, Director, SJC Law Library
- Nate Knodt, Facilitator, Downtown Comeback Club of Stockton
- Matty Amen, Vice Chair, Huddle Cowork + Create | Founder & CEO, HuddleAI
- Bryan Carr, Fire Chief, COS Fire Department
- William Maxwell, Archives Manager, Bank of Stockton
- Michael Huber, Executive Director, Downtown Stockton Alliance

We launched 3 *Doorways to Downtown* videos this year, featuring Tantra Ink House of Permanent Makeup, Success Ink, and the S.H.A.W. Bar.

We worked on a new *Spirits of Downtown* episode highlighting the Belding Building, which we are still editing and will likely release in early 2026.

Our amazing interns launched 25 *Intern Adventure* videos throughout the year highlighting things like the 4th of July Festival; The LYTE; downtown coffee shops; the Stockton Ports; Dance on the Edge; Stockton Arts Night; Tequila Fest; National Night Out; StocktonCon; Curbside Cravings; Regal Cinema; Johnny Wokker; Taste of Jazz; Mango Crazy; Morning LYTE; Golden Villa Farmers' Market; Bob Hope Theatre; Courthouse Plaza; FANHS Museum; Children's Museum; Waterfront Warehouse; the Pink Corner; and the Stockton Kings Opening Night.

We released several short, in-the-moment style reels featuring businesses like Fusion Boba, Trail Coffee, La Dona Taqueria, Espresso Coffeehouse, Sunshine Hawaiian BBQ, Alto Studios, Yet Bun Bakery, Nena's, Adventist Health Arena, Stockton Ports Barks & Brews Night, and more!

We launched a periodic drone series — *Downtown Stockton Drone* — which highlights the beauty of Downtown from a sky-high view!

Lastly, starting in May, I started the weekly *What's Happening This Weekend in Downtown Stockton* series for our socials; this series consists of a compiled post of the weekend's events as well as a short video. The video highlights both recurring weekly events and one-time events that our

followers might be interested in attending. It offers a way for people to easily see what's happening in one place, rather than having to scroll all the way through our feed to pick out which events are coming up on Friday, Saturday, and Sunday. After 7 months of creating the posts and videos, I have now handed the weekly release of this campaign over to our Intern-turned-Digital Media Associate, Andy Nguyen.

Newsletters

Our interns released 12 marketing newsletters to the general public, and several event or resource callout newsletters. We made adjustments to the letter so that it now highlights more events. I released 12 Business Owner and 12 Property Owner newsletters. We also sent out a few one-off newsletters informing the community of events, news, or resources.

Business Support

In the latter half of the year, we developed certificates to give businesses at grand openings and anniversaries; the first recipient of a certificate was La Dona Taqueria, a delicious new Downtown Stockton restaurant located at 201 E. Weber Avenue, Stockton, CA.

We still have 1:1 Business Coaching available, as well as our Downtown Stockton Enterprise Loan Fund — \$10,000 - \$65,000 loans for Downtown Stockton businesses. Our current DSELF loans are being paid off in a timely manner by their recipients.

New Businesses

2025 we saw the opening of at least 15 businesses in Downtown Stockton (some opened for the first time, and others moved from a location elsewhere):

- A Cut Above | 235 E. Market Street
- Alto Studios | 526 E. Main Street
- Curbside Cravings | 306 E. Main Street #202
- Digital NEST | 417 E. Main Street
- Emery's | 40 N. Sutter Street
- Fo3 Activewear & Yazie Curls for Girls | 522 E. Weber Ave.
- Ging's Chicharon | 6 W. Main Street #D
- Granny's Soul Food | 28 S. California Street
- HD Mercantile | 217 N. San Joaquin Street
- Johnny Wokker | 222 N. El Dorado Street #J
- La Dona Taqueria | 201 E. Weber Ave.
- Pineda's Taco Truck #2 | 808 E. Miner Ave.
- Reinvent South Stockton Coalition (RSCC) | 306 E. Main Street #211
- SJ Pride Center | 145 E. Weber Ave.
- Tarps & Tie-Downs | 120 S. Aurora Street

2025 STATS AND QR CODES

12 Business Owner Newsletters

44.25% Open Rate

12 Property Owner Newsletters

46.25% Open Rate

GRANTS IN PROGRESS

SJC ARPA Round 1 for Multiple Programs	\$1,000,000+
SJC ARPA Round 2 For Multiple Programs	\$319,000
SJC Commercial Façade Enhancement Grant	\$611,000

Downtown Stockton
Entrepreneur Support
Program



Downtown Stockton
Broken Window
Repair Program



1:1 Business
Coaching
Scheduling



For More
About DSELF



Downtown Stockton
Apparel



DSA
YouTube Channel



DSA
Website



Downtown Stockton
Social Media
Content Links



Real Estate

In 2025, we saw the sale or change of ownership of at least 40 properties in Downtown Stockton. We also posted 51 #PropertyMondays posts featuring at least 23 properties for sale or lease within the district. At the end of the year, there were 21 listings in our real estate directory.

National Night Out

This year, we once again hosted National Night Out in partnership with the Stockton Ports, SJ Office of Education, and Main Street Youth & Family Services at Banner Island Ballpark. We saw hundreds of attendees, many of them were families who had the opportunity to attend a baseball game and win raffle prizes for free. This event featured dozens of local organizations and businesses who donated their time and giveaways to make this an outstanding public event.

Staff

We were blessed to have a great group of interns this year, one of which got hired onto staff; we also added Videographer/Digital Media Specialist, James Greer, to our team.

2026

Since we now have more short-form video content, in 2026, we plan to finally launch a TikTok channel. It will feature our *Doorways to Downtown* promo clips, *Talk to Downtown* promo clips, *Intern Adventures*, *What's Happening This Weekend in Downtown Stockton* weekly series, *Downtown Stockton Drone* videos, #PropertyMondays clips, and any other content that we think would appeal to our audiences.

In the coming year, we plan to continue the momentum of significant growth on YT, IG, and FB; wrap up spending of our ARPA funding; and work on attracting a grocer to Downtown Stockton.

I am very excited about the direction in which our Economic Development & Marketing Departments are headed. We can only go up from here!

Best,

Courtney Wood

Courtney Wood, MBA

Economic Development & Marketing Director



Meet James

I am a husband, father of four, Navy Veteran, and University of the Pacific alumnus with over ten years of film, television, podcast production, and digital creation experience. I have a Bachelor of Arts from the College of the Pacific Media Arts and Production, including a minor in film studies. I also attended San Joaquin Delta College, where I earned an Associate's Degree in Digital Media. Before coming to DSA, I served as a recording artist under Universal Records for over ten years, during which time I had the opportunity to tour the world, performing; I have also served the community's relocation needs as a small business owner.

The moment I walked through the doors of DSA and interviewed with Mike and Courtney, I knew this was the place for me. The environment is one of a kind and the people are some of the best you will ever meet. The opportunity to have the creative freedom to bring new and exciting ideas to DSA that will hopefully not just benefit us, but all of Downtown Stockton, was something I could not pass up. On top of that, it is located in one of the coolest and oldest buildings in all of Stockton, the Belding Building, which was built in 1915 and named after former Stockton Mayor, Charles Belding.

Best,

James Greer

James Greer

Videographer/Digital Media Specialist

NEW HIRE!

2025

In 2025, I got to see the community come out and support awesome Downtown Stockton events. It was exciting to shoot photography and videography for the Día de Los Muertos celebration, the Opening Night for the Stockton Kings, the 2025 Christmas Tree Lighting on the waterfront, and many more. It is wonderful the way each of these events stem from a deep love for Stockton and its community. I also enjoyed working on several projects, like filming and editing *Doorways to Downtown*; helping improve the podcast studio setup for *Talk to Downtown*; taking drone shots for *Snapshot Saturdays* and *Property Mondays*; and editing the soon to be released new *Spirits of Downtown* about the Belding Building... Are there ghosts in the building? What do you believe?!

2026

In 2026, I am looking forward to really investing in innovative ideas and improving old ones. We are looking to host a new *Spirits of Downtown* — this is the most exciting and fun project of them all for me. We have many new episodes of *Doorways to Downtown* in the works as well. I feel extremely grateful to have the opportunity to highlight downtown businesses and help them grow. There is always room for growth; if you see me walking the streets of downtown come and say hi — I would love to hear from you!

Instagram Followers

18,263



+38.53%

X Followers

4,950



-0.14%

Facebook Followers

17,474



+31.12%

YouTube Lifetime Views

594,287



+108.91%

Website



53,311 Unique Visitors

93,587 Page Views

CODESTACK HQ GROUNDBREAKING CEREMONY

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. Later that year I was offered a job with the DSA as a Hospitality Guide. 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 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. Monday through Friday, the homeless can take a shower while waiting for a mobile laundry service to wash,

dry, and fold their clothes. Also, depending on the day of the week, 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 ago. I take pride in my 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.

In 2024, I was granted the Hospitality Hero of the year award from Visit Stockton. It felt great to be recognized for the fun work I do. Although I am now the Projects Manager, I will always be a Hospitality Ambassador at heart.

2025

One of my accomplishments this year was assisting local businesses who participated in the San Joaquin County Facade Enhancement Grant Program. Several businesses created a more welcoming and aesthetic appearance of their neglected commercial properties. I was humbled to see the various facade improvements.

In 2025, we added all Military banners around the Stockton Civic Auditorium,

which also houses the VFW office. We also added and relocated many new banners.

2026

The Downtown Stockton Alliance team is amazing. I am beyond thankful to have worked with them for 18+ years. They have supported the City of Stockton in so many ways. I'm proud of the work we continue to do. Through the years, I have seen so much positive growth and many projects that became successful accomplishments. I look forward to the opportunities ahead for this coming year in Downtown Stockton. If you see me out and about, please feel free to stop me and say hello.

Best,

Johnny Palacios

Johnny Palacios

Project Manager

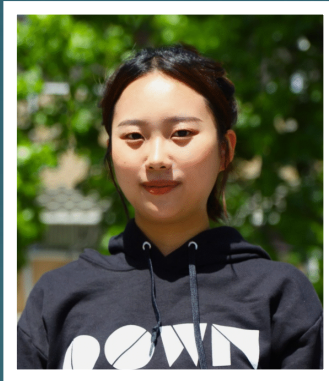
DSA 2025 INTERNS

This year, the DSA conducted several internships. We hosted one new intern from the Korea WEST exchange program; an intern from University of the Pacific, and an intern from CSU, Sacramento.

All of our interns this year were a huge help to the DSA — from taking Intern Photos of the Week, to filming and editing Intern Adventures, to scheduling social media posts, tabling at events, and more.

We couldn't have had such a stellar year without our interns.

Thank you!



Meet Olivia Lee

My name is Olivia Lee, and I'm originally from South Korea where I studied event planning and marketing. During my studies, I became fascinated with the United States — home to the world's largest entertainment market — and dreamed of experiencing this industry firsthand. That curiosity led me to discover the WEST program, which opened an amazing opportunity to work as a marketing intern with the Downtown Stockton Alliance...

Before arriving in Stockton, I'll be honest — I was nervous. Moving alone to an unfamiliar place felt overwhelming and having focused primarily on events and entertainment in my studies, I wasn't entirely sure how I'd contribute to DSA's work. Those initial worries quickly disappeared once I started working with the team. From day one, everyone made me feel genuinely supported and included. The warmth and kindness of my colleagues created such a comfortable environment that I actually looked forward to coming to work each day.

The role challenged me in the best possible ways. I got to try things I'd never done before — creating Instagram reels, operating drones for video content, working at community events through tabling, and so much more. Sure, there was definitely a learning curve at first, and some tasks felt intimidating. But as I gained confidence, I found myself genuinely enjoying these new challenges. Each project taught me something different, whether it was technical skills, creative problem-solving, or simply how to communicate more effectively with diverse audiences...

Through this internship, I've discovered new strengths and possibilities within myself. I've learned that stepping outside your comfort zone, even when it's scary, can lead to the most rewarding experiences. The confidence I've gained here, the skills I've developed, and the memories I've made will stay with me forever.



Meet Andy Nguyen

My name is Andy Nguyen. I'm a local Stockton resident and a California State University, Sacramento alumni. Recently, I've had the incredible opportunity to work as a Marketing Intern for the Downtown Stockton Alliance (DSA). Through this internship, I was able to start my career and discover what the marketing world is truly like. This experience has changed my life—let me tell you about it.

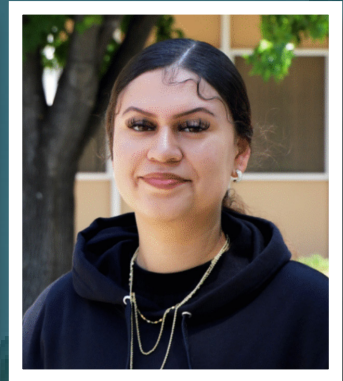
Before I found the DSA, I was finishing my Digital Marketing Program and wondering what the next chapter of my life would hold. I quickly grew tired of just reading and studying; I wanted to know what it felt like to have real-life experience. When I discovered the DSA was looking for a Marketing Intern, I jumped at the chance.

Everything I had imagined about working in marketing was realized through this internship. I've gained hands-on experience across a wide range of marketing and communication channels, including social media management, short-form content creation, and photography/videography...

When I decided to major in marketing, I knew I wanted to help guide people toward the best decisions in life—whether that meant designing a brochure about a college's programs offered, crafting newsletters to inform the public about local news, or creating videos about the next big restaurant to try. I wanted to make an impact in people's lives through these forms of communication, and with this internship, that goal became a reality.

In my six-month internship, I've gained invaluable experience. Honestly, it feels surreal to be where I am right now. One year ago, I never would've thought I'd be here.

I want to extend my gratitude to the DSA for the opportunity and the people I've met along the way. But my journey doesn't end here! I'm thrilled to announce that I've joined the DSA as a staff member! I'm excited to further our mission and continue doing my part to help Downtown Stockton thrive.



Meet Catalina Franco-Gomez

I am Catalina Franco-Gomez aka Mz Bling and I'm a proud Stocktonian. I am a first-generation university student at the University of the Pacific. I am studying in Business Administration with a concentration in Marketing and Media. I work for University of the Pacific Athletics as a marketer and street team member... And of course, I worked for Downtown Stockton Alliance as a marketing intern for Summer 2025 and won't forget this experience!

Let me tell you more! During my amazing experience, I had many roles and duties. All are fun and exciting, I promise. As a photographer, I got to go around Downtown and take pictures, of nature, people, sites, and events. As well as businesses helping them reach their audiences. I was also the merch model. As a drone driver, even though I was just a beginner, I got the hang of controlling one, and got to take shots and video above downtown. I attended events as a DSA representative with my other wonderful intern partners and sell merch while giving out our giveaways! For the social media aspect, I got to repost and create new ones for events and highlighting businesses in our area. I even got to be a journalist for writing blogs and information about events and businesses. I also got to create videos about attending events and to make everyone aware what was happening in Downtown. They are called Intern Adventures and can be found on our IG, FB, and YouTube!

I want to deeply thank the Downtown Stockton Alliance for this wonderful, exciting opportunity that I got to experience, in just 3 months! Everyone in the DSA was very professional, polite, and welcoming. A real business and supporting the city, feeling. Because of this opportunity I got to experience all the great things that I did! I learned things that I never tried before and faced some challenging ones.

Thank you and SHOUT OUT to DOWNTOWN STOCKTON ALLIANCE!

An aerial photograph of St. Mary's Church, a Gothic Revival style brick building with a prominent steeple. The church is surrounded by a parking lot filled with cars and some trees. A large, bold, white text overlay reads "DSA BUDGET" across the center of the image.

DSA BUDGET

ST. MARY'S CHURCH

2025

INCOME

Assessments	\$1,292,928.06
Atlas Contract	\$21,450.00
Banner Income	\$16,450.00
Contracts - WMN & Sanitation	\$79,924.40
Outside Services - Contracts	\$4,500.00
Outside Services - Miracle Mile	\$161,148.98
Outside Services - LAZ	\$115,150.00
Powerwashing Services	\$5,400.00
Insurance Reimbursement	\$11,986.02
Miscellaneous Income	\$10,570.44
Budd Alley Compactor Service	\$15,252.00
Digital Grant / ARPA	\$59,768.82
SJC ARPA Funding	\$440,425.92
SJC ARPA Administration Fee	\$11,454.95
Other Income	\$176.58

TOTAL INCOME **\$2,246,586.17**

EXPENSES

Payroll & Benefits	\$1,133,954.27
Education & Networking	\$46,471.47
Advertising/Marketing	\$15,466.27
Event Expenses	\$1,305.54
Banners	\$6,408.53
Economic Development	\$325,018.09
WEB Projects	\$19,470.24
Office Expenses & Supplies	\$35,709.66
Maintenance & Cleaning	\$106,680.47
Community Ambassador Program	\$18,282.81
Insurance	\$52,988.62
Taxes	\$476.25
Utilities/Rent	\$84,501.26
Professional & Fin. Services	\$63,461.82
Miscellaneous Expense	\$501.40
Reserves Expense	\$10,000.00

TOTAL EXPENSES **\$1,920,696.70**
NET INCOME **\$325,889.47**

2026

INCOME

Assessments	\$1,362,715
Atlas Contract	\$30,000
Banner Income	\$19,430
Contracts - WMN & Sanitation	\$76,465
Outside Services - Contracts	\$500
Outside Services - Miracle Mile	\$140,471
Outside Services - LAZ	\$126,000
Budd Alley Compactor Service	\$12,000
Focus Block SJC ARPA Facade	\$250,000
SJC ARPA Funding	\$250,000
SJC ARPA Admin. Fee	\$60,000

TOTAL INCOME **\$2,327,581**

EXPENSES

Payroll & Benefits	\$1,341,852
Education & Networking	\$33,500
Advertising/Marketing	\$13,500
Event Expenses	\$10,000
Banners	\$13,500
Economic Development	\$485,000
WEB Projects	\$18,000
Office Expenses & Supplies	\$30,200
Maintenance & Cleaning	\$124,000
Community Ambassador Program	\$40,000
Insurance	\$63,200
Taxes	\$1,025
Utilities/Rent	\$90,000
Professional & Fin. Services	\$46,000
Miscellaneous Expense	\$700
Reserves Expense	\$10,000

TOTAL EXPENSES **\$2,320,477**
NET INCOME **\$7,104**



CITY OF STOCKTON TREE LIGHTING



DOWN
TOWN
STOCKTON



ADVENTIST HEALTH ARENA TRICK OR SUITE



FEAST AT THE FOX



CODESTACK CONFERENCE LIVE

DIA DE LOS MUERTOS FESTIVAL



TE FAA'NO TE 'ORI



STOCKTON KINGS OPENING NIGHT



STOCKTON KINGS OPENING NIGHT



NATIONAL NIGHT OUT

SPECIAL EVENTS & PROJECTS

EVENTS HOSTED OR SPONSORED

National Night Out
Te Fa'a No Te 'Ori

PROJECTS

4th of July Holiday Decor Contest
Doorways to Downtown
Downtown Stockton Commercial
Downtown Stockton Storefront
Intern Adventures
Service Branch Banners Around Civic Auditorium
Spirits of Downtown
St. Patrick's Day Holiday Decor Contest
Stockton Kings Crosswalk Mural
Talk to Downtown
Valentine's Day Holiday Decor Contest
What's Happening This Weekend Series

AMERICAN RESCUE PLAN ACT (ARPA)

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

EVENTS ATTENDED OR PARTICIPATED IN

4th of July Festival
ACE Rail 49ers Launch
Adventist Health Arena Trick or Suite
Adventist Health Arena 20th Anniversary
Business Team San Joaquin
CA Economic Summit
Channel Street Improvement Ribbon Cutting
Christmas in July at the Mexican Heritage Center
City of Stockton Annual Christmas Tree Lighting
Civic Auditorium Memorial Day Celebration
Codestack Conference
Codestack Downtown Location Ribbon Cutting
Dia de Los Muertos
Downtown Business Watch
Earth Day
Friends at the Fox Classic Movie Series
G.L.O.M. Ribbon Cutting
Granny's Soul Food Grand Opening
Koniack Mural Ribbon Cutting
LAZ (PARK)ing Day
Leadership Stockton Veteran's Mural Unveiling
Main Street Youth & Family Monster Mash
Main Street Youth & Family Christmas Toy Drive
RTD Metro Market
S.H.A.W. Bar Anniversary
StocktonCon
Stockton Kings Opening Night
Stockton PD Trunk or Treat

OUR 2025 PARTNERS

GENERAL

ASM Global
Bank of Stockton
Caltrans
City of Stockton (COS)
Codestack
COS Economic
Development (EDD)
COS Parking
LAZ Parking
Little Manila
Main Street Youth & Family
Services
Mexican Heritage Center
Miracle Mile Improvement
District
Port of Stockton
SJ Regional Rail Commission
SJC Admin
SJCOG
SJC Employment &
Economic Development
Stockton Kings
Stockton Police Department
Stockton Ports
Tio Pepe's
Visit Stockton

BUSINESS FACADE ENHANCEMENT GRANT PROGRAM

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

DOORWAYS TO DOWNTOWN

The S.H.A.W. Bar
Success Ink
Tantra Ink House of Permanent
Make-up

DOWNTOWN STOCKTON COMMERCIAL

ASM Global
Blazin Cajun'
Cast Iron Trading Co.
Nena's Mexican Cuisine
Stockton Kings
Stockton Ports
University Plaza Waterfront
Hotel
Visit Stockton

MUSIC TO OUR EARS

Hotel Stockton
The HUB

NATIONAL NIGHT OUT

Main Street Youth & Family
Services
San Joaquin Office of
Education
Stockton Ports

SPIRITS OF DOWNTOWN

Kelly Howard
Robert Ballerini
Stephanie Ballerini
Lisa Praxel
Tara Shuttleworth

TALK TO DOWNTOWN

Ava Community Energy
Bank of Stockton
City of Stockton Arts
Commission
City of Stockton Economic
Development Department
City of Stockton Fire
Department
City of Stockton Mayor's
Office
Downtown Comeback Club
Digital NEST
Huddle Co-work + Create
San Joaquin County District
Supervisor
San Joaquin County Law
Library



FEAST AT THE FOX



2026 GOALS

- ▶ 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.
- ▶ Increase social media presence and followers using ARPA grant dollars and resonating content.
- ▶ Continue Doorways to Downtown, Talk to Downtown, Spirits of Downtown, Intern Adventures, and What's Happening This Weekend video series.
- ▶ Host National Night Out and Mid-Autumn Moon Festival in collaboration with our partners.
- ▶ Attract new downtown business tenants and support existing tenants.
- ▶ Recruit a grocery store anchor for Downtown Stockton.
- ▶ Fund installation of removable bollards and string lighting in front of the Bob Hope Theatre.
- ▶ Collaborate with the Sacramento Navigator program to assist the homeless in the downtown area.



DIA DE LOS MUERTOS FESTIVAL





POSTAGE

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