



**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  @DowntownStkn  
 @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

## Marketing and Economic

### 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 [jpalcios@downtownstockton.org](mailto:jpalcios@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 National Night Out.

### GET INVOLVED!

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

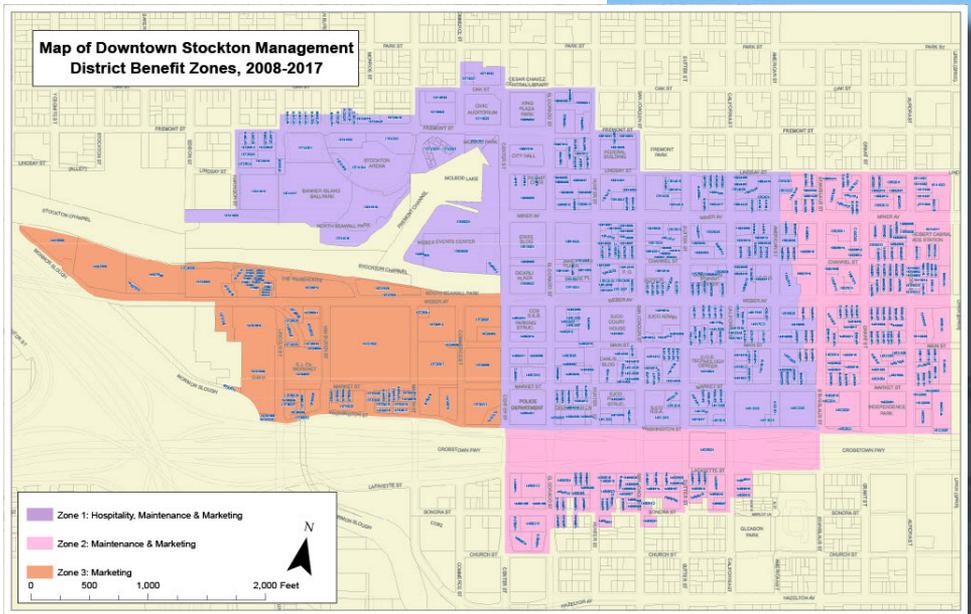


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# DSA Zoning Map



## 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](http://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!