



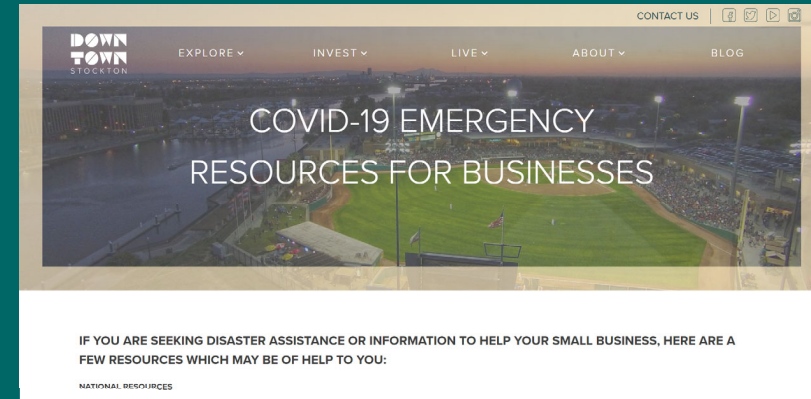
# 2021 - 2022 Downtown Stockton Alliance

March 22, 2022  
City Council Meeting  
Agenda Item 15.2

**DOWN  
TOWN**  
STOCKTON

# Covid Response

- **Covid – 19 Website Resource Page**
- **Covid – 19 Enewsletters to stakeholders**
- **PPE Distribution**
- **Test Kit Distribution**
- IEDC COVID-19 Research Study:
  - Downtown Stockton was 1 of 8 communities nationwide chosen to participate in the International Economic Development Council COVID-19 recovery research project



# Safety



- **Safety Ambassador Program** –  
50% reduction in burglaries and property vandalism to date



# Events



- **Events**

- Chinese Harvest Moon Festival
- Chung Wah Grand Opening
- Full Moon Riders
- Grow With Google Marketing Webinar
- Music in Janet Leigh Plaza
- National Night Out
- Santa Saturday in Janet Leigh Plaza

# Marketing Video Series

- Talk to Downtown
- (Webinar via Facebook Live)
  - 2021 Guests:
    - COS Building Department
    - COS EDD
    - COS Mayor's Office
    - COS PD & CS Division
    - COS Public Works
    - COS Special Events
    - SJ Council of Governments
    - SJ District 1 Supervisor
    - SJ Joint Powers Authority SJ Office of Education
    - SJ Regional Transit District
    - DSA Staff
- NEW! Doorways to Downtown
  - (Business spotlight series)
    - Locations:
      - KTTS
      - UNIQUO
      - Beas Auto Sales
      - Martinez Tailor Shop
      - FarOut Foliage
      - Wall 2 Wall Fashion
      - Huddle x Launchpad
      - Dealerz Choice
      - Parents by Choice
- NEW! Downtown Vlog
- (Downtown experience series)
  - 3 vlogs
- Spirits of Downtown
  - (Ghost Tour video series)
    - 2021 Locations:
      - Mansion House
      - Masonic Temple



# Chung Wah Restoration Complete!





# Portable Bathroom & Shower Unit

- Since mid-January of 2021:
  - 8,617 total USES to date
  - 968 total unique USERS to date
  - 208 new entries in HMIS to date
- Funded by City of Stockton and SJC ESG/CDBG/ funds



- Continuation of:
  - Spirits of Downtown Video Series
  - Talk to Downtown Webinar Series
  - Doorways to Downtown
  - Downtown Vlog
  - PBSU Program
  - Music in Janet Leigh Plaza
  - Advocacy
  - Supporting Downtown businesses
- Increased promotion of Downtown Stockton Enterprise Loan Fund (DSELF)
- New beautification projects

# Moving Forward





# Diversity Plaza

Old Hunter Square





**Thank You**