



Downtown Stockton Alliance 2025 Annual Report

**March 3, 2026
Agenda Item 16.1**

What is the DSA?

501 (c) 6

Non-profit

Property and Business Based
Improvement District (PBID)

converting to a

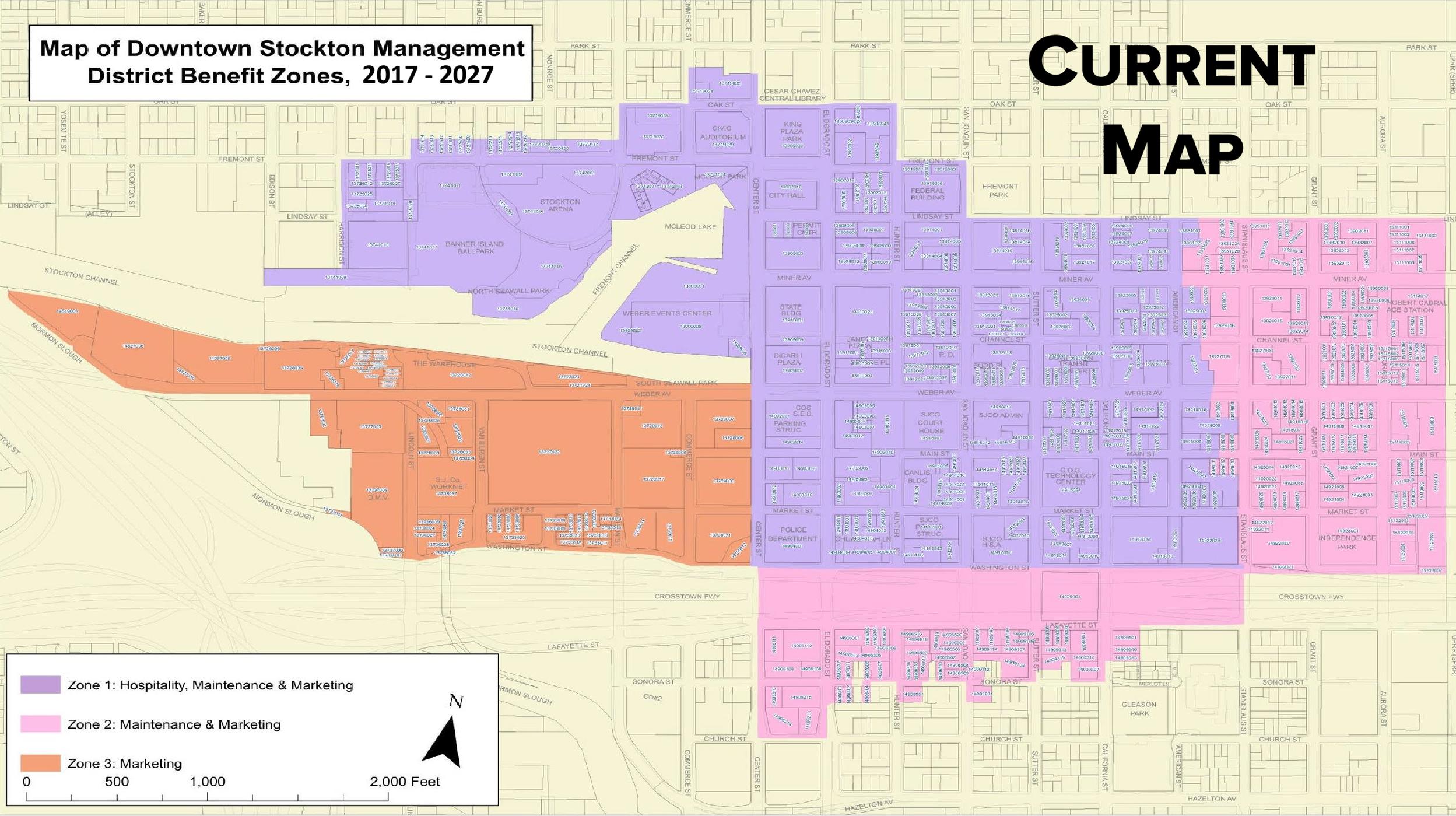
Community Improvement District (CID)

Mission

*To promote business, housing, arts, and
entertainment
to help create a vibrant, sustainable,
urban community in Downtown
Stockton*

Map of Downtown Stockton Management District Benefit Zones, 2017 - 2027

CURRENT MAP



Zone 1: Hospitality, Maintenance & Marketing

Zone 2: Maintenance & Marketing

Zone 3: Marketing

0 500 1,000 2,000 Feet

2025 Budget

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
Power washing 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 Budget

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**

Maintenance Team

M – F

- Sidewalk Human Waste Removal
- Sidewalk Litter & Trash Removal
- Trash Can Emptying
- Sidewalk Weed Abatement
- Pressure Washing



**Clean, Safe, &
Beautiful**

Maintenance Stats





Clean, Safe, & Beautiful

Community Ambassador Team

23/7

- Car Escorts
- Trespassing & Loitering Deterrence
- Car Jumpstarting
- Wayfinding
- Visitor Assistance
- Business Watch Liaison



**Clean, Safe, &
Beautiful**



**Clean, Safe, &
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Beautification Projects

- Contributed to Veteran's Mural
- Military Banners Around Civic Auditorium



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Marketing & Economic Development

Marketing

- Visitor's Guide
- Website
- Social Media
- Events
- Enewsletters
- Doorways to Downtown
- Talk to Downtown
- Spirits of Downtown
- What's Happening This Weekend in Downtown Stockton

Business & Property Owner Support

- Resource Lists
- Directories
- Enewsletters
- 1:1 Business Coaching
- Banner Program
- Recruitment & Connections

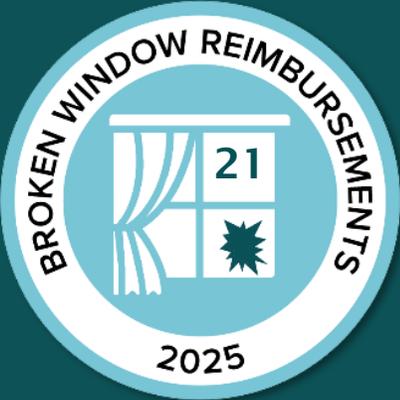
Downtown Stockton Enterprise Loan Fund

- \$10,000 - \$65,000 for Downtown Stockton businesses
- Interest rate 2 – 4%

Grants

- ARPA Window Wrap Program
- ARPA Entrepreneur Support Program
- ARPA Broken Window Repair Reimbursement Program
- SJC Façade Enhancement Grant Program

ARPA Stats





Downtown Event Photos

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UNIVERSITY PLAZA

WATERFRONT HOTEL