

Downtown Stockton Alliance 2023 Annual Report

City Council Meeting
Agenda Item 15.2
April 2, 2024



**DOWN
TOWN**
STOCKTON

2023 Statistics

DEMOGRAPHICS

<i>Population (within 1 mile)</i>	<i>23,087</i>
<i>Households (within 1 mile)</i>	<i>7,792</i>
<i>Families (within 1 mile)</i>	<i>4,026</i>
<i>Employment Rate (within 1 mile)</i>	<i>93.92%</i>
<i>Average Income (within the City of Stockton)</i>	<i>\$53,000</i>

HOSPITALITY

<i>Visitors Assisted</i>	<i>4,335</i>
<i>Business Contacts</i>	<i>1,956</i>
<i>Publications Distributed</i>	<i>4,213</i>
<i>Events Added To Calendar</i>	<i>329</i>

COMMUNITY AMBASSADORS

<i>Patrol Hours</i>	<i>7,050</i>
<i>Community Escorts</i>	<i>150</i>
<i>Alarm Responses</i>	<i>30</i>
<i>Other Visitors Assisted</i>	<i>250</i>

2023 Statistics (Continued)

PBSU PROGRAM

<i>Unique Persons Served</i>	<i>175</i>
<i>Total Shower Uses</i>	<i>2,979</i>

MAINTENANCE

<i>Graffiti Removed</i>	<i>101</i>
<i>Trash (Bags) Removed</i>	<i>12,471</i>
<i>Total Service Calls</i>	<i>97</i>
<i>Human Waste Removed</i>	<i>1,639</i>
<i>Pressure Washing Hours</i>	<i>1,600</i>
<i>Shopping Carts Collected</i>	<i>25</i>



2023 Statistics (Continued)

*12 Business Owner Newsletters
42.7% Open Rate*

*12 Property Owner Newsletters
52.25% Open Rate*



*Facebook Followers
12,355*



*Instagram Followers
4,991*



*YouTube Lifetime Views
12,905*



*X Followers
202,376*

WEBSITE

61,610 Unique Visitors

2,814 Page Views

THIS YEAR IN GRANTS

1. COS CDBG for PBSU	\$37,000+	Completed
2. COS Commercial Façade Grant	\$2,000,000+	Work In Progress
3. COS Digital Marketing Grant	\$100,000	Completed
4. COS ESG-CV for PBSU	\$52,000+	Completed
5. SJC ARPA for multiple programs	\$1,000,000+	Work In Progress
6. SJC CDBG for PBSU	\$10,500	Completed
7. SJC ESG-CV for PBSU	\$220,000	Completed
8. SJC Tourism Promotion Grant	\$58,800	Completed

SJC ARPA Downtown Stockton Entrepreneur Support

This year, thanks to \$1M+ of San Joaquin County (SJC) ARPA funding, we launched and completed our Downtown Stockton Entrepreneur Support Program, through which we reimbursed the following 68 businesses for up to \$1,000 of 2023 chamber membership or business development workshop fees:

- Plus Janitorial
- Acceptance Insurance
- ASM Global
- Barber City
- Blazin' Cajun
- Burns Group
- Butter Hair Studio
- Child Abuse Prevention Council
- Cast Iron Trading Co.
- Central Valley Testing
- Children's Museum of Stockton
- Code Stack Academy
- Diffusion Consulting
- Dirt Nurses
- Dr. Benkle Optometry
- Eat @ Clark's
- Echo Chamber
- Edible Arrangements
- El Concilio
- Eloquent Design & Apparel & Things
- Factory Certified
- FANHS
- Fat City BBQ
- Friends of the Fox
- Inspire Beauty Academy
- Jene Wah
- Kimberly Warmsley's Therapeutic & Trauma Services
- KreHaitian Kitchen
- KTJ Design
- La Vaca En Brazas
- Larry's Auto Repair
- Lima Beauty Lounge
- Maid 2 Perfection
- Make Every Move Count
- Mango Crazy
- Manuel Luna Farmers Ins. & Fin. Services
- Marthella
- Mayra Cuevas
- Mexican Heritage Center & Gallery
- Misaki Sushi & Bar
- Nena's Mexican Restaurant
- One Eleven Web Design
- Parents By Choice
- Peachy's
- Rainbow Velvet Café
- Reinvent Stockton
- Relax Meditation
- Rising Sun
- Rollin Sushi
- SJC Department of Child Support Services
- SCORE
- ShareSTAFF
- SJC Bar Association
- Stay Winning
- Stockton Community Kitchen
- Stockton Ports
- Stockton Record
- Synergetic Communications
- Tantra Ink House of Permanent Makeup
- The F.I.T. Me
- The Kitchen @ Plaza Perks
- The S.H.A.W Bar
- Tierra Luna Cellars
- Tuleburg Press/The Write Place
- University Plaza Waterfront Hotel
- Verve IT
- Via Ventures
- Western Alinement

SJC ARPA Downtown Stockton Window Repair Reimbursement Program

Through the SJC ARPA
Downtown Stockton Window
Repair Reimbursement Program, we
reimbursed the following 18 businesses
for the repair of at least 43 windows in 2023:

- A.I. Holdings LLC
- American
Furnishings
- Bella Vista
- Cancun
- Courthouse Plaza
- Eat @ Clark's
- Hi-Grade Cleaners
- Huddle Co-Work +
Create
- Mexican Heritage
Center & Gallery
- Natural Do
- Nomellini & Grilli
- Riteway Cleaners
- RTD
- St. John's Church
- Stay Winning
- Subway
- 308 N. California
- 209 Party Zone

COS ARPA Downtown Stockton Business Façade Improvement Grant Program

In partnership with the City of Stockton, we launched and managed the Business Façade Improvement Grant Program through which Downtown business and property owners received up to \$25,000 in façade improvements.

As of December, we have completed façade improvements for 25 properties, see below:

- Alex Floral
- BAC Community Bank
- Belding Building
- Cancun Restaurant
- Children's Museum of Stockton
- El Concilio
- Fusion Boba Café
- Gameroom Envy
- Jene Wah
- Kabob & Gyro House
- Keith's Trophy Supply
- Kress Building
- Mary Magdalene
- Mexican Heritage Center & Gallery
- Newberry Building
- Orlando's Deli
- Oxford Hotel
- Parents By Choice
- San Joaquin Family Law
- Trail Coffee
- United Auto Repair
- Velvacon Paint
- Waterfront Warehouse
- Yasoo Yani
- Zeiter Eye Medical Group



Façade Improvement Photos



Façade Improvement Photos (Continued)

SJC ARPA Downtown Stockton Window Wrap Program

In 2023, through the SJC ARPA Downtown Window Wrap program.
We beautified and advertised the following 18 downtown businesses:

- Alex Floral
- The F.I.T. Me
- Eat @ Clark's
- Courthouse Market
- Success Ink
- Uniqo Salon
- Exotic Tobacco
- Trail Coffee Roasters
- Daniis Meal Prep LLC
- Courthouse Plaza
- Stay Winning
- Eckerd Connects
- Martinez Tailor Shop
- A.I. Holdings LLC
- Barber City
Barbershop
- Bagel Café
- Mexican Heritage
Center & Gallery
- Visit Stockton
- RTD



Window Wrap Photos

Special Events And Projects

EVENTS HOSTED OR ORGANIZED

- Mid-Autumn Moon Festival
- Main Street Market
- National Night Out
- Santa Photos at the Children's Museum

PROJECTS

- Doorways to Downtown
- Downtown Stockton Commercial
- PBSU Homeless Shower Program
- Spirits of Downtown
- Talk to Downtown

EVENTS AND MEETINGS PARTICIPATED IN

- Business Team San Joaquin Meetings
- California Downtown Association Conference
- CalTrans Downtown Stockton Transformation Project Meeting
- City of Stockton Entrepreneur Ecosystem Meeting
- Downtown Business Watch
- International Downtown Association Conference
- RTD National Parking Day
- Parents By Choice Christmas Toy Drive
- Stockton Hell's Angels Toy Drive
- Safe Trunk or Treat at the Courthouse Plaza
- Stockton PD and SUSD Trunk or Treat
- Northshore Area-Wide Plan Working Group Meetings
- TLC School for Homeless Children Foundation Toy Drive



Event Photos



Thank You