



# ANNUAL REPORT 2016

DOWNTOWN STOCKTON  
**Alliance**







*Downtown Stockton Alliance has worked hand-in-hand with the downtown property owners, the City and the Police Department to help create an undeniable positive momentum.*

- Jacob Loyal Benguerel, Esq

## MESSAGE FROM THE PRESIDENT



The Downtown Stockton Alliance is now celebrating its 20th year and much progress has been made in the past two decades!

With CEO Cindi Fargo at the helm, DSA is the busy hub of downtown activities. Cindi and the staff are dedicated to keeping downtown clean and safe, incubating new businesses, supporting quality events, and marketing the Heart of our City.

This year has been an especially positive one for the downtown community. The CalWeber 40 residential apartments were completed in August. All forty apartments were filled in the first week, showing a great demand for downtown residential products. Cast Iron Trading Co. opened its doors on the ground floor of the historic Belding Building, bringing another exceptional eatery to Downtown. The Deliberation Room, a legal-themed bar and grill, is set to open in December, and

soon we will have a new Italian restaurant, Bella Vista, in the historic Hotel Stockton. Stockton Collegiate International School, TEAM Charter School, and The Campus Downtown preschool continue to flourish and expand their footprint.

Thanks to the soaring prices in the Bay Area, there has been strong interest in Downtown from San Francisco based investors. Several commercial properties have changed hands this year bringing new stakeholders to the table. A Bay Area couple purchased the historic Firehouse on Pilgrim Street just east of Downtown and have begun extensive renovations. A San Francisco real estate group has acquired the iconic Kendall Building and intends to revitalize a good portion of this block on Weber Avenue.

We welcome the new stakeholders, and applaud our public and private business partners working together for Downtown's revival. It is with pride that we present the Downtown Stockton Alliance Annual Report and 2017 Budget and Work Plan.

## BOARD OF DIRECTORS

Pictured from left:

Cindi Fargo (CEO)

Micah Runner

Mahala Burns (Chair)

Doug Egbert (Vice-Chair)

Kari McNickle

Nate Knodt (Secretary)

Debbie Vallejo

David Garcia

*Photo by Michael Brooking*

Not pictured:

Wes Rhea (Treasurer)

Jacob Benguerel

Mike Bartosch

Anthony Barkett

Jeff Gilbert

## OUR MISSION

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



## 2016 BUDGET

### INCOME

Assessments - Private	675,587.28
Assessments - Public	332,027.74
Annual Security Revenue	15,000.00
Marketing/Special Events	33,900.00
Additional Income	52,185.00
<b>TOTAL INCOME</b>	<b>1,108,700.02</b>

### EXPENSES

Wages	574,500.00
Payroll Tax/Insurance	77,483.43
Healthcare/Parking	39,368.00
Payroll/HR Services	12,000.00
Education/Networking	9,120.00
Marketing/Special Events	84,645.00
Economic Dev. Projects	23,104.00
Clean & Safe Projects, Supplies/Equipment	152,716.00
Office Expenses	19,606.50
Insurance	19,957.75
Taxes	1,150.00
Rent & Utilities	67,793.00
Professional/Financial Services	27,256.34
<b>TOTAL EXPENSES</b>	<b>1,108,700.02</b>

## OUR 2016 PARTNERS

Accurate Piano Movers  
African-American Chamber of Commerce  
Atlas Properties  
Beyond Our Gates  
BBVA  
Centro Community Partners  
Channel Brewing Co.  
The City of Stockton  
Cort Companies  
Current Personae  
Friends of the Fox  
Goodstock Productions  
HUB, Helping Urban Bicyclists  
In Shape Club Downtown  
Luis Duarte Accountancy  
Mexican Heritage Center and Gallery  
Osher Lifelong Learning Institute  
Performance Bicycles  
Puentes  
Road Finch  
Robby's Bikes  
San Joaquin Bicycle Coalition  
San Joaquin Regional Transit District  
Save Downtown Stockton Foundation  
Stockton Public Library  
Team Charter School  
Ten Space  
Third City Coalition  
Visit Stockton



*Central to Downtown property and business owners and all Stockton citizens, DSA is the essential hub for all positive "heart of our city" efforts.*

*- Martina Morio, President  
Save Downtown Stockton Foundation*



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Let's Talk Clean and Safe Downtown.

I can't tell you how excited I am to report to you on the successful activities undertaken by the Downtown Stockton

Alliance in 2016. The programs you have invested in through the Property Based Business Improvement District are making a difference every day in Downtown. I have learned from all of you that **Clean and Safe services are always at the top of our list of priorities for the district.** This year we made some big changes and we are continuing improvements.

Our new Downtown Night Patrol for areas 1 and 2 within the PBID spends five nights a week patrolling the streets, observing, disrupting and reporting criminal and problematic activities on our streets and properties. **In just the first seven months, Delta Protective Services logged over 1,587 hours** inspecting doors, removing transients from doorways, documenting and reporting graffiti, reporting abandoned cars, performing hospitality checks and other services. DPS is in close communication with DSA staff providing nightly incident reports of their activities. These reports are used by DSA to follow up with property owners, to make reports to SPD and to detect patterns of criminal or problematic activities within the district.

Our partner, the Stockton Police Department actively works to address problems in our district and meets regularly with the Clean and Safe Committee providing statistics and information on crime in Downtown. Homeless encampments on West Weber Avenue were removed as a result of a major collaborative effort between DSA, SPD, the City of Stockton, and Caltrans. **We continue to work on the effected area directly under the Interstate 5 overpass.** As a member of San Joaquin County's Taskforce on Homelessness, DSA has been able to assist in addressing policy issues and formulate recommendations for the Board of Supervisors that will begin to change the way our communities address county-wide housing, supportive services, mental health and law enforcement related to homelessness.

For the first time in DSA's history, we have contracted out nightly power washing services with a professional company. City Wide Property Services maintains state of the art equipment, has a highly skilled workforce and a commitment to keeping Downtown sparkling. As a frequent visitor to neighborhoods in the Bay Area, I can state with confidence that **Downtown sidewalks are cleaner than any other commercial community I have visited.** Do we have our challenges maintaining this – yes! We will continue to strive to keep our district clean for our property owners, businesses, employees and visitors. With this change to an outside contractor, we expect to deliver services in a more efficient manner and make your investment go further.

DSA maintenance services have expanded to include a second shift of porters picking up trash and debris mid to late afternoon and weekends. **The goal for 2017 is to expand staff to provide 7 day per week maintenance services.** The new Big Belly solar trash compactors and recycling centers have been installed in the Janet Leigh Plaza with assistance from the City of Stockton Public Works Department and in partnership with Atlas Properties. In addition, with the help of Public Works, all of the trash cans in the district have been refurbished or replaced.

DSA's Ambassador Team provides hospitality services throughout the Downtown District. Johnny Palacios, Shirley Griffith, and Manuel Laguna are senior staff members at DSA and part of the downtown neighborhood. Business and property owners regularly reach out to them and the Ambassadors keep businesses informed. **These folks are the "eyes and ears" of Downtown on daily basis.** Manuel Laguna provides tours throughout Downtown, sharing Stockton's colorful history and diverse culture. **Over 365 people attended Manuel's tours in 2016.** In addition, our new Downtown Volunteer Ambassador, Caroline Gibson, is in training and is a wonderful addition to this program.

Here's to our success together and prosperity in 2017! Thank you for your investment and support.

*Cindi Fargo, CEO*

## STATISTICS 2016



REMOVED 323  
INSTANCES OF GRAFFITI



REMOVED 310,825  
POUNDS OF TRASH



APPLIED 5,635 HRS  
TO PRESSURE WASHING



ADDRESSED 80  
SERVICE CALLS



ORGANIZED 23  
HISTORY & ART TOURS FOR  
365 VISITORS



## 2016 STATISTICS



ASSISTED 13,912  
DOWNTOWN VISITORS AND  
PROVIDED 47  
SAFETY ESCORTS



APPLIED 4,695 HOURS  
TO STREET PATROLS



MADE 5,037  
BUSINESS CONTACTS



DISTRIBUTED 41,823  
PUBLICATIONS



MADE 70  
PRESENTATIONS  
TO 8,595 JURORS



Brick & Mortar Venue was filled in 2016 with many community, arts, and business events. Pictured is CP Universe Concert which kicked off Stockton Arts Week in Downtown.

## SPECIAL EVENTS & ECONOMIC DEVELOPMENT

### ORGANIZED

Weekly Waterfront Friday, May – October  
6 Full Moon Riders events May - October  
Filipino Parols - A Holiday Exhibit  
Love You Baby Lunch in 25 Restaurants  
Nat Osborn Concert at Brick & Mortar  
Downtown Tour for UOP Students  
The Great Big Read in Janet Leigh Plaza  
Urban Gardening 101  
DSA Holiday Party

**HOSTED 16** community, art and private events at Brick & Mortar such as:  
Galentines Night Out, Leadership Stockton Alumni Association Mixer, 1850 Collective Art Show, Rom-Com Movie Nights, CP Universe Concert, Cultural Tourism Ambassador Class, Connecting Local Growers to Restaurants

**ASSISTED WITH 13** community events in Downtown such as: Stockmarkets, Movies at the Point, Dia De Los Muertos, Over the Edge Fundraiser, Summer Art Splash, Pride Center events

**RECRUITED** participants and organized 9-week entrepreneur workshops at Brick & Mortar Center

**PARTICIPATED IN** Chinese New Year Parade, Centro Community Partners' Student Recruitment Fair, Small Business Fair at Delta College, Benefits Fair at the Pacific

**COORDINATED** Postcards from Stockton Mural Program and completed two murals; Music To Our Ears program and completed 6 community pianos; 6 pop-up chalk drawings.

## MARKETING

Website traffic – The number of unique visitors to the website increased by 37%. New, mobile-friendly website was designed and launched in November 2016.

**f** 36%

**t** 17%

**You Tube** 15%

**g+** 73%

**i** 143%





From left top: Charisse Lowry, Shirley Griffith, Cindi Fargo, Johnny Palacios, Sylwia Qualls, Tracy Carlson, Paul Villanueva, Cecil Ramirez, Manuel Laguna, and Emily Oestreicher. From left bottom: James Woolbright, Bill Goodwin, and Carlton McGee.

## 2017 BUDGET

### INCOME

Assessments - Private	582,393.86
Assessments - Public	423,470.00
Annual Security Revenue	22,248.00
Marketing/Special Events	30,000.00
CDBG	15,000
Additional Income	128,266.00
<b>TOTAL INCOME</b>	<b>1,201,377.86</b>

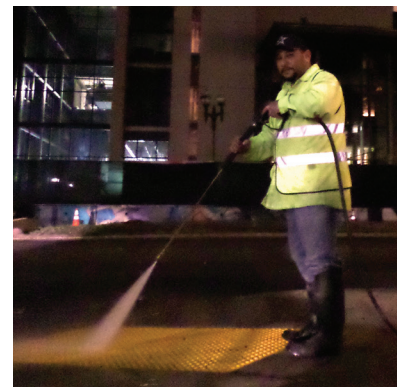
### EXPENSES

Wages	514,882.26
Workers Comp	24,884.17
Payroll Tax	45,966.43
Healthcare/Parking	41,325.00
Payroll/HR Services	12,600.00
Education/Networking	11,200.00
Marketing/Special Events	75,140.00
Economic Dev. Projects	30,700.00
Clean & Safe Projects, Supplies/Equipment	246,856.00
Office Expenses	20,694.00
Insurance	15,637.00
Taxes	1,010.00
Rent, Utilities, IT, Alarms	81,283.00
Professional/Financial Services	27,250.00
CDBG	22,500.00
Recertification	29,200.00
<b>TOTAL EXPENSES</b>	<b>1,201,377.86</b>

New Big Belly solar trash collector/compactor units were installed in Janet Leigh Plaza



DSA hired a power washing contractor to provide downtown services



We kicked off a new Downtown Volunteer Ambassador Program





## 2017 WORK PLAN PRIORITIES

### CLEAN AND SAFE

Our recent survey of Downtown Property and Business owners confirms that keeping Downtown clean and safe is the number one priority for our PBID district.

- Add two new maintenance team members to cover weekends in Downtown
- Seek two new partners to install two more sets of Big Belly Trash Compactor Units
- Expand security patrol service contract
- Improve power washing services with a new contractor
- Support and encourage Stockton Police Department plans to increase the bike patrol to eight officers in 2017
- Continue to work with San Joaquin County on solutions to homelessness

### ECONOMIC DEVELOPMENT

- Work with the City to stop parking enforcement in Downtown after 5 pm and continue to improve Parking Management Plan
- Continue entrepreneurship training at the Brick & Mortar Center in partnership with Centro Community Partners, funded by City's CDBG program and BBVA
- Create a pipeline for retail business in Downtown
- Continue Focus Block Improvement Projects that will enhance appearances of buildings
- Support development of mixed use projects in Downtown
- Promote development of an Arts and Cultural District
- Encourage creative entrepreneurs to locate in Downtown

### PUBLIC POLICY

- Advocate for parking policies creating a well managed downtown parking system. Use parking as an asset for downtown businesses and the public and as a incentive to investment. Encourage active transportation amenities.
- Identify and promote policies encouraging housing development with supportive services for homeless and transient population. Continue participation in San Joaquin County Homelessness Task Force
- Advocate for new housing in Downtown, both workforce, live/ work and market rate projects
- Continue to address issues related to the old county courthouse and promote improvements identified in the original agreement
- Complete PBID District re-certification in 2017

### MARKETING, PROMOTIONS AND SPECIAL EVENTS

- Full Moon Riders Bike Rides, May – October
- Love You Baby Valentine's Restaurant Promotion
- Increasing social media presence
- Creative Placemaking – identify and activate new venues
- Install four more pianos in Music To Our Ears program
- Identify new special events for future implementation

Photo below, school children stop to play one of the community pianos decorated by local artists and re-used through DSA's Music To Our Ears program.



*These pianos bring joy to downtown. It is just amazing to think about how an old beat-up piano, painted and placed outside, can create happiness like this.*

- Ervin Smith  
The Campus Downtown





[www.downtownstockton.org](http://www.downtownstockton.org)

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**Alliance**  
DOWNTOWN STOCKTON

POSTAGE



*DSA was never so productive. In the last two years, we've seen cooperation between groups which in the past have worked in a vacuum.*

- Mel Corren, Stocktonian of the Year