

DOWNTOWN STOCKTON ALLIANCE
1997 - 2007

PBID 101

FROM THE CHAIR OF THE BOARD OF DIRECTORS

The Downtown Stockton Alliance (DSA) was organized in 1997 and began operations in January of 1998. From the start, the Alliance has been led by the dedicated downtown property and business owners who make up its Board of Directors. These are the individuals who have a personal stake in downtown Stockton and they are an experienced and diverse group – much like the community, itself.

This diversity is multi-faceted, reflecting a broad spectrum of ethnicities, professions and economics. Our current board includes attorneys, bankers, property developers, small business owners and educators, along with representatives of the Arts, the non-profit sector and downtown residents. Each year, Directors complete their service and cycle off the board, while new faces are added – what remains constant is the breadth of representation and willingness to serve.

And, what are the responsibilities of an Alliance Director? The Board exists to provide vision, leadership and guidance to the organization and staff. Among other duties, Directors participate in an annual strategic planning retreat and help staff implement those strategies through meaningful and measureable goals and objectives.

DSA directors contributed to the update of the City's Downtown Strategic Action Plan, as well as its implementation via the Downtown Action Team and its many subcommittees.

Our most recent retreat addressed issues ranging from marketing and special events to enhancing maintenance and hospitality services. Priorities were placed on developing a range of downtown housing product and the creation of an Entertainment, or Hospitality, District. Always, the focus is on the positive and long-range vision of creating visitor magnets and improving the quality of life for the entire community.

Perhaps most importantly, the Board represents the Alliance and "Downtown Perspectives" throughout the community and cultivates the goodwill the organization now enjoys. Forged in the belief that our downtown belongs to the entire city, for the public's use and enjoyment, the Board is the visible face of the 300 downtown property owners who have voluntarily assessed themselves for the past ten years and invested that \$4,000,000 into downtown Stockton.

MISSION OF THE DOWNTOWN STOCKTON ALLIANCE

To develop, promote and maintain historic downtown Stockton as a regional business, cultural and entertainment destination.

PBID 101: WHO ARE WE? WHAT ARE WE? WHY ARE WE?

Q: What is a PBID?

A: PBID stands for Property-based Business Improvement District, meaning that the District is funded by assessments on properties, not on businesses. A PBID is a public/private partnership and all funds raised must be spent within the district boundaries.

Q: Why do PBIDs exist?

A: These districts provide essential, supplemental services, over and above those provided by government throughout the City. Perhaps most importantly, these districts respond, and are held accountable, to the Private Sector. Services provided must benefit those who pay the assessments.

Q: What kind of services?

A: Safety and a higher level of maintenance, marketing of the entire district, advocacy of business and property interests and priorities and almost any other activity which “benefits properties and businesses.”

Q: What is the budget of Downtown Stockton Alliance and how is it funded?

A: In 2006, the DSA had an operating budget of \$925,000 and received funding in the form of \$654,600 in assessments. An additional \$106,500 was generated through sponsorships, grants, events and revenue from publications. Contract income for maintenance services generated \$155,000 and the sale of merchandise brought in approximately \$9,500.

Q: Is the DSA a city department? Who does it report to?

A: The DSA is not a city department. It reports to a 23-member, non-partisan Board of Directors, comprised of representatives of the Central Business District, East End Area, Area South of the Crosstown Freeway, Channel Area, downtown financial institutions, non-profit agencies, media ownership and residents. All Directors must be a property or business owner, resident or designated representative. In

addition, the board includes 18 non-voting Ex Officio Directors from various public agencies and chambers involved in the revitalization of downtown Stockton. All Board meetings are open to the public.

Q: What is a PBID “Renewal” and why is it needed?

A: When forming a PBID, a district may assess properties for up to 5 years. This provides for maximum accountability. If the district is not successful, property owners may do nothing and the district “sunsets” at the end of the five year period. California law now provides that a district may renew for up to ten years. The DSA began operations in 1998 and was successfully renewed in 2002 for an additional 5 year term, which expires December 31, 2007. Currently, the DSA is seeking a ten year renewal, with a 5 year “Performance Check In.”

Q: How will the DSA be renewed?

A: A Draft Management District Plan will be circulated to district property owners in February, 2007. After incorporating their input, a final Plan will be completed. The City provides the oversight for the ratification process, which involves a Petition to all district property owners in March and a ballot process, scheduled for completion in June. Ballots are counted by the City Clerk, Public Hearings are conducted and the Management District Plan is then approved by the City Council.

Q: Why is renewing the district important?

A: A good district demonstrates a “We can do it better!” attitude. Because Stockton’s district is managed by a separate, non-profit organization – the Downtown Stockton Alliance – it has proven to be flexible, fiscally responsible and results-driven. Without the constraints of government, the DSA can move quickly to respond to emerging issues and trends. Staff has developed critical areas of expertise and is providing leadership in Stockton’s ongoing downtown revitalization. Through hard work they have earned a “seat at the table” and proactively advance the priorities of downtown property and business owners.

EFFECTIVE ADVOCACY: THE RESULTS ARE IN ...

For the first two five-year assessment terms, the Downtown Stockton Alliance (DSA) has prioritized its services and seen outstanding results.

- The Clean Team

DSA Maintenance Technicians begin operations as early as 3 am, removing street trash from sidewalks, gutters and alleys 350 days per year. Uniformed Clean Team members empty pedestrian litter baskets, report and remove graffiti and illegal dumping, and scrub downtown sidewalks, plazas and walkways. Since 1998, the Clean Team has removed over 200 graffiti “tags,” hung over 100 flower baskets each year and removed 802,000 pounds of trash from the downtown!

- The Safe Team

Uniformed, radio-equipped Safe Team Hospitality Guides patrol the district on foot and act as eyes and ears for the Stockton Police Department. The Guides deter and report crimes such as car theft and trespassing, drug activity, aggressive panhandling and other nuisance activities. The Safe Team attends monthly Safety & Security meetings to share information on crime and acts as community ambassadors, providing downtown visitors, workers and jurors with directions, information, free maps and assistance. Since the district began operations, Guides have provided assistance to over 1,000,000 individuals!

- Marketing, Promotions and Special Events

The Friday Farmers Market brings 4,000 downtowners out each week to stroll, shop and enjoy their city. Hospitality Guides conduct Market and Historic Downtown tours to school children and senior centers from throughout the region. DSA Events, such as the award-winning Downtown Art Walk, Friday Night Live,

Taste of Downtown, Harvest Festival, Holidays in the Park, Festival of Lights and First Night Stockton, have brought thousands of visitors downtown since 1998.

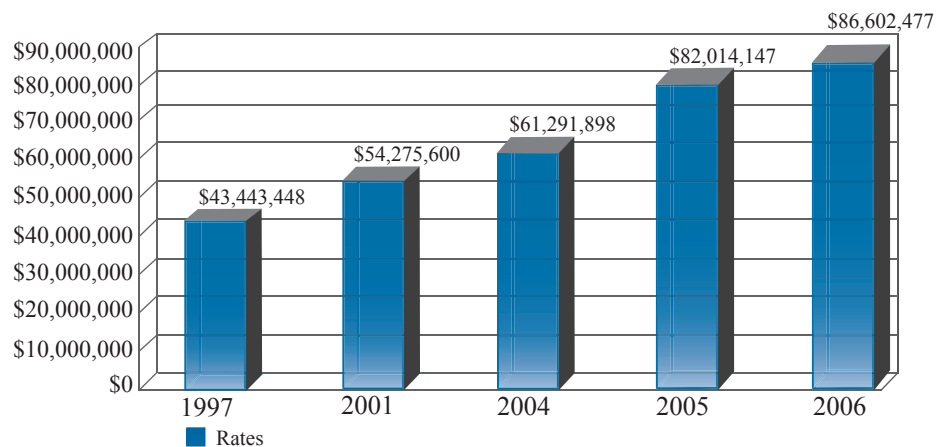
- Public Policy

Directors and Staff represent downtown priorities on the City’s Downtown Action Team and its many subcommittees and have provided critical input on the Downtown Strategic Action Plan and General Plan updates. DSA provides a unified voice for downtown Stockton throughout the region, serving on committees and task forces for the San Joaquin Partnership, Council of Governments, Business Leadership Summit and Greater Stockton Chamber of Commerce.

- Economic Development

DSA has actively marketed downtown properties throughout the region, conducting property tours, presentations to potential developers and aggressive outreach via The Downtowner, DSA Real Estate Guide and www.downtownstockton.org. These efforts have resulted in a 99% increase in property values throughout the Central Business Core. Since 1997, through partnerships with the City, County, Chambers and Small Business Development Center, the Alliance has developed programs for business recruitment and retention which have resulted in a 400% increase in new downtown businesses!

VALUATION OF DOWNTOWN PROPERTIES



Property survey of 31 major downtown properties shows a 99% rise in value from 1997 to 2006.

FROM THE DOWNTOWN STOCKTON ALLIANCE EXECUTIVE DIRECTOR

Over the past ten years, downtown Stockton has begun an amazing transformation. Not only is it cleaner and safer, but it is evolving into the vital heart of the community and a center for jobs, entertainment and culture. A ten-year renewal of the business district will provide direction for downtown as we move into the next decade by maximizing private sector control and accountability and helping to create a competitive environment for investment, new businesses and housing.

A Management District Plan is currently being formulated, based on priorities identified through property owner outreach, business and property owner surveys and individual property owner meetings. Enhanced maintenance of streetscapes and public spaces, increased business retention and small business recruitment, creation of an extended-hours hospitality district and development of a variety of downtown housing product ranked among the top priorities, according to property owners.

Our outreach efforts indicate that property owners are generally satisfied with the services provided by the Alliance for the past ten years. Key indicators of success include substantially lower crime rates, a 400% increase in downtown businesses, a 99% increase in property values and a 35% increase in ground floor lease rates. The renewal is our opportunity to take downtown Stockton, and the services we provide, to the next level. The Alliance will continue to provide maintenance, safety, marketing and advocacy services to support downtown property and business owners. Several significant features are featured in the draft plan including zone upgrades to reflect a higher level of services, a ten-year term with a five-year review and the addition of an assessment structure for residential properties.

The Plan will soon be presented to property owners and City Council to request authorization for the next step in the renewal process – the petition campaign. Our goal is to receive the support, in the form of a signed petition and ballot, of every property owner in the district. The Alliance belongs to them and its renewal will send a clear and powerful message on the continued strength and importance of downtown Stockton.



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