

Celebrate Stockton Branding Update

Since Destination Development's last presentation, several major events have been added to Stockton community events calendar, event promoters have begun to express more interest in working with our community, and many business sectors have begun to face increased financial challenges. These demonstrate the need more than ever for a community wide economic development initiative focused on celebrations, business recruitment and visitor attraction.

The branding plan has been presented at the City of Stockton's Budget, Finance and Economic Development Committee for official city support. The look and feel of the brand has been adopted by many agencies with others ready to adopt as soon as a style guide is released. Most Stockton and San Joaquin agencies have expressed interest in participating in the branding process. It's time to mobilize and coordinate.

Please reply and let me know what working groups you like to join or what feedback you have. The groups include:

- Event Recruitment and Services: This group will analyze what events Stockton has, what's missing, which events need more support and will recruit events. To participate, contact Kate Post at Kate@stocktonasparagusfest.com.
- Event Intake Process: This group will ensure that new events are stewarded through the event permitting process and will adjust the process as needed. To participate, contact Jennifer Krengel at Jkrengel@downtownstockton.org.
- Business Recruitment and Services: This group will recruit nighttime and entertainment oriented businesses into our business districts. To participate, contact Greg Folsom at Greg.Folsom@ci.stockton.ca.us or Mimi Nguyen at Mnguyen@downtownstockton.org.
- Infrastructure: This group will work on projects like wi-fi, façade improvement, transportation links, master plans, fund development and way-finding signage. To participate, contact Dennis Smallie at Dsmallie@downtownstockton.org or Paul Rapp at Prapp@sanjoaquinrtd.com.
- Arts, Culture and Heritage: This group will ensure these community assets are involved in the branding process and are showcased. To participate, contact Emily Baime at Ebaimed@downtownstockton.org.
- Public Relations and Visitor Attraction: This group will create a style guide and will work on visitor attraction through marketing, promotional materials and kiosks. To participate, contact Emily Baime at Ebaimed@downtownstockton.org.
- Community and Non-profit Engagement: This group will work on customer service initiatives and will keep our community and non-profits engaged/represented in this process. To participate, contact Deitra Keoly at Dkenoly@recordnet.com.

All groups will be meeting by January 30th to establish their 2010 work plan. For additional reference, you may download the branding plan here:

http://www.downtownstockton.org/pdf/Final_Branding_Presentation.pdf

Best,

Emily

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Marketing Director

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