



WORKING WITH PROPERTY OWNERS



ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



ABOUT THE CREATORS

Leigh Young, AICP is Senior Main Street Specialist with Michigan Main Street and a driving force behind the creation of the Main Street Solution Center. Her deep passion for planning, placemaking, community engagement, and sustainable urban development is evident in her work to advance the cause for revitalization and economic development in downtown and neighborhood business districts across Michigan.

Jay Schlinsog, CMSM is the owner of Downtown Professionals Network (DPN), a Franklin, TN-based firm specializing in innovative, market-driven downtown and business district revitalization and economic development solutions. He brings more than thirty years of experience gained while serving as chief executive with chamber and district management organizations, and through his work with communities and organizations across the United States.

Ben Muldrow is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.

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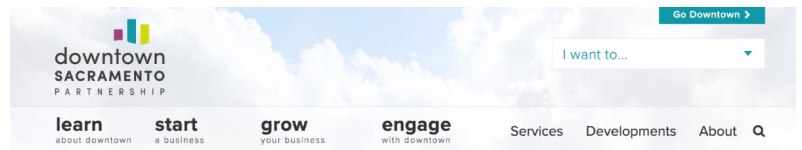
WORKING WITH PROPERTY OWNERS

Downtown and neighborhood commercial districts do not exist without property owners. Moreover, the influence property owners can exert on efforts to shape and revitalize our districts can be significant – for better or worse – and reinforces the need to work, intentionally, to gain the trust, support, and participation of this key stakeholder group’s members.

Communication

Like in most downtown/district management efforts, communication is key. Simple and obvious tactics to communicate with property owners, like ensuring they are included on your newsletter’s distribution list, and that they receive a copy of your annual report, are no-brainers. It’s a good start, but more personal and intentional communications efforts directed at this important stakeholder group might include:

- **One-on-one conversations** to establish a rapport, build trust, and gain a better understanding of each property owner’s motivations, goals, and plans for their properties. Remember that while some property owners, like building owner-occupants, may naturally be more visible in the community and easier to link up with, a more diligent effort may be required to connect with those largely remaining behind the scenes or who live in other locales.
- **Hosting regularly scheduled property owners meetings**, or creating a more informal Owners Club, where members can gather to discuss topics and share ideas of greatest interest and relevance to this group.
- **Tailoring and targeting content of particular interest to property owners**, like hints and tips for weatherizing your building, the launch of a new building improvement assistance or tenant recruitment marketing program, or the chance to more cost-effectively upgrade building utility connections and services as part of a streetscape reconstruction project. Guest speakers from local government and business support organizations might also be invited to provide updates on property-related technical assistance programs and developments.



Downtown Guides at Your Service

Downtown Guides serve as downtown good-will ambassadors, providing visitors with directions and assistance while also acting as “eyes and ears” for local law enforcement agencies to control nuisance behavior. Community Service Guides patrol downtown streets seven days a week. Call us at 916-442-2200.

[Learn more](#)

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Safety Tips for Downtown Property Managers and Business Owners

Last month the Downtown Sacramento Partnership (DSP) hosted a Downtown Forum on Safety. Our partners at the Sacramento Police Department, Sacramento County District Attorney’s Office, and Sacramento Steps Forward shared some helpful tips to keep your property safe. Below are some basic takeaways:

Reporting Incidents

It’s critical to file crime reports following an incident as it helps Sac PD identify emerging issues and connect related criminal activity.

- For life threatening instances or major crimes in progress please call 911 or call 916-732-0100 if you are using a cell phone.
- To report a crime which has already occurred or a nuisance please use the non-emergency number 916-808-5471.
- Submit an online report www.sacpd.org

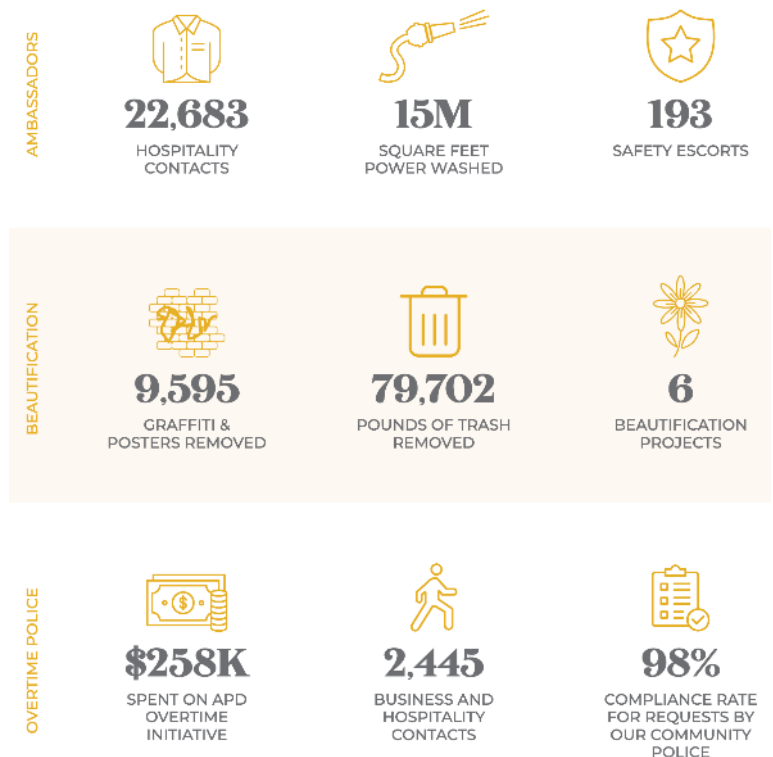


EDUCATION

It's difficult to gain the support of someone who doesn't know or understand what your organization does, or what's in it for them. Property owners will often be most interested in how you can help protect and increase the value of their asset. It should be an easy conversation for most downtown or district management organizations to have, but some still struggle with making the case. Remember to:

- **Gather input**- Much like some of the very best forms of communication are a two-way street, so is education. Take time to listen and learn, to become familiar with basic real estate terminology and economics, to know the history of properties and their owners, and to gather input on property owner opportunities and challenges that might be universal to the district, and those that might be unique to individual properties.
- **Target the conversation to your audience** – in this case, the property owner. For example, emphasize those facets of your organization's approach to downtown economic development that align with the specific interests of property owners. Some will see events as a good thing, but what's more likely to capture their attention is how your organization works to promote investment (increased property values), strong businesses (quality tenants), and a safe, quality environment (protected assets).
- **Share information that demonstrates value to property owners** – and often a return on investment for dues or assessment paying members of a special district. Track and communicate impacts stemming from district services and programs, increases in property values and occupancy, and investments in surrounding infrastructure.
- **Be a resource** - Welcome new property owners and help them become familiar with the ins and outs of owning a property in your district. Help property owners navigate local development processes; share information on technical assistance, resources, and incentives with those contemplating changes; help promote – and target tenants to fill – available spaces; and keep owners advised of conditions or changes that could positively or adversely impact their properties and tenants.

BY THE NUMBERS MAY – OCTOBER 2023



A New Property Owner Welcome Packet from Downtown Stockton (CA) Alliance introduces new property owners to the organization, acquaints them with its programs and services, and includes a directory to other helpful resources.



DOWN TOWN STOCKTON **New Property Owner Welcome Packet!**
Downtown Stockton Alliance

110 N. San Joaquin Street 5th Fl., Stockton, CA 95202
downtownstockton.org | 209.464.5246 | M-F, 8:00am-4:30pm

Facebook, YouTube, Instagram, Twitter, LinkedIn handles: @DowntownStockton, @DowntownStkn, @DowntownStocktonAlliance



Alliance: What We Do

Development Zones 1, 2, & 3

Enewsletters

We send out monthly newsletters to property owners, business owners, and the general public/visitors. Email cwood@downtownstockton.org to be added to any list.

Kiosk

We maintain a marketing kiosk downtown, keeping it full of Downtown business and event fliers and publications.

Visitor's Guide

We feature Downtown businesses and events in our bi-annual publication handed out to

visitors, and displayed in kiosks throughout Stockton.

Banner Program

In partnership with the City of Stockton, we lease banner space on antique and standard light poles throughout the district to Downtown businesses and events exclusively.

DSELF Loan Program

DSA offers a \$10,000 - \$65,000 loan specifically for Downtown business and property owners who have been turned down by traditional lending institutions.

Beautification + Events Zones 1 & 2

Maintenance

The following maintenance services are performed by the DSA:

- Sidewalk Pressure-Washing
- Sidewalk Spot Treatment
- Litter Abatement
- Sidewalk Trash Can Emptying
- Street-Facing Graffiti Removal
- Sidewalk Weed Removal and Planter Care
- Curb and Bollard Repainting (in partnership with the City of Stockton)

- Budd Alley Trash Compactor and Enclosure
- Chung Wah Lane
- Diversity Plaza
- Postcards From Downtown Murals
- Rose Garden Trash Enclosure

Events

DSA also holds various events in Downtown, including Music in Janet Leigh Plaza, and National Night Out.

Place-making

DSA has completed several place-making projects to remove blight/beautify Downtown:

GET INVOLVED!

DSA Board Meetings take place monthly on every 3rd Wednesday at 3:30PM at the DSA Office.



@downtownstkn



@downtownstocktonalliance

Note from DSA CEO

Downtown Stockton is rich with history, culture, and community. It has tremendous potential just waiting to be unlocked, and you, as a Downtown property owner are contributing to the transformation of the area into a hub for business activity, startups, maker spaces, urban living, and events that bring life to our historic core.

We are the Downtown Stockton Alliance, or DSA, a 501(c)(6) non-profit Property Based Business Improvement District established in 1998 and funded through the property assessment found on your yearly tax bill. Our services cover 120 square blocks in the heart of Downtown.

Your property benefits are determined by your zone. View the map on the back of this booklet to identify your property's zone and read more to learn about the benefits you automatically receive through the FBID as a Downtown property owner.



Downtown Stockton Marketing + Economic

Social Media + Website

We promote your Downtown spaces for sale or lease, your downtown tenants, and your downtown events on our website and social media.

Video Campaigns

We have several ongoing video campaigns:

- Talk to Downtown features interviews with organizations that impact Downtown
- Doorways to Downtown highlights a downtown business each month
- Spirits of Downtown follows ghosthunters as they investigate reportedly haunted downtown locations.

Safety + Advocacy Zones 1, 2, & 3

Safety Ambassador Program

DSA has a Safety Ambassador Team that patrols the Downtown District. They also perform services like:

- Shopping Cart Collection
- Safety Escort Services
- First Call Alarm Program

Business Watch Meetings

Stockton PD's Community Service Department, in partnership with DSA, holds a monthly Downtown Business Watch Meeting at the Stockton Arena, Conference Room A (currently virtual) for stakeholders to share their concerns and hear about solutions.

Email philip.andreola@stocktonca.gov to be added to the Business Watch list.

Advocacy

DSA advocates on behalf of Downtown property owners in communications with the SJ Continuum of Care, the SJ County Board of Supervisors, various City of Stockton departments, the Mayor's Office, working groups, and other organizations.

Portable Bathroom & Shower Unit (PBSU)

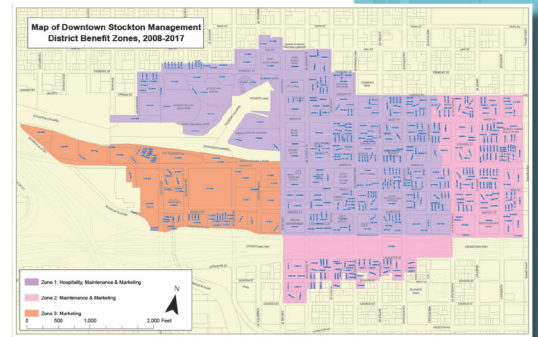
DSA operates a Portable Bathroom & Shower Unit in the parking lot of St. John's Episcopal Church for the unsheltered homeless.

downtownstockton.org | 209.464.5246



@downtownstockton

DSA Zoning Map



Other Resources

DSA Safety Ambassadors
209.451.7775

CalAsian Chamber
209.868.1046

Visit Stockton
209.938.1555

City of Stockton (COS)
209.937.8460

Greater Stockton Chamber of Commerce
209.547.2770

COS Planning
209.937.8266

African-American Chamber of Commerce
209.227.5413

COS Police Department
209.937.8377

Central Valley Asian American Chamber of Commerce
209.405.2630

COS Community Development Permit Center
209.937.8444

SJC Hispanic Chamber of Commerce
209.943.6117

COS Economic Development
209.937.8530
Call for Small Business Resources and Facade Grant availability & information.

SCAN THE QR CODE BELOW TO LEARN MORE ABOUT OUR NEW ARPA PROGRAMS:



SCAN THE QR CODE BELOW TO SIGN UP FOR OUR NEWSLETTERS



Call 209.464.5246 or visit downtownstockton.org to learn more!



Engagement

If you're performing well in the areas of property owner communication and education, chances are you're already engaging property owners in new and more meaningful ways. Owners who are not only vested in their properties, but in the well-being of the district and your organization, are enviable allies who can help and exert influence in highly positive ways by:

- Bringing a positive voice to planning processes and proposals for change
- Lending first-hand insights and experience to the organization on real estate and building-related projects, programs, issues, and opportunities
- Purchasing and investing in additional district properties
- Consulting with or serving as mentors to prospective and new property owners
- Offering powerful testimonials for the organization, and for the district as a place to invest
- Communicating with peer group members who may be sitting on the sidelines, or who have yet to be convinced

Gaining the trust, support, and participation of property owners takes time and commitment. But investing in ongoing efforts to communicate and build strong relationships, to learn from each other, and to involve property owners in meaningful ways – while often unseen and under-appreciated by many – can help lay the groundwork for successful and sustainable downtown economic development initiatives and collaborations.

Additional Resources

[New Property Owner Welcome Packet from Downtown Stockton \(CA\) Alliance](#)

