



# *Stockton* **Channeling Commerce**

- 2 MARINA
- 5 FEES
- 7 UOP
- 11 MICROFINANCE
- 14 EVENTS

**comstock's**  
magazine

# The Marina Connection

## REVAMPING STOCKTON'S WATERFRONT CORE

by Howard Lachtman

If you think starting a business during a recession is a risky enterprise, imagine putting your entrepreneurial faith in the commercial future of a river flowing to a desolate wilderness.

That's exactly what California pioneer Charles Weber did.

Arriving here prior to the California Gold Rush with a land grant in his pocket, Weber saw possibilities. A German immigrant and California opportunist, Weber imagined the San Joaquin River flowing to an inland port at the head of the Stockton channel. If a port could be established, he reasoned, its commerce would grow a city.

The story of Stockton begins with that vision. And when news of gold discoveries brought the world to the port of San Francisco — and from there to the travel hub and mining supply center of Stockton — Weber was sitting pretty. The bustling port lost no time growing into a community of which Weber was owner, designer and benefactor.

Today, Stockton is once more looking to its river channel — again with the hope of becoming a destination city. A new \$26 million marina anchors the enterprise and complements shoreline attractions such as the Stockton Arena, Banner Island Ballpark and the Lexington Plaza Waterfront Hotel.

Opened in late 2009, the marina takes advantage of Stockton's greatest natural asset, drawing boaters to docks and providing recreational opportunities for strollers, picnickers and joggers along the 1.7 mile-long Joan Darrah Promenade.

Bill Williams, owner of OSC Computer Training at the south shore Waterfront Warehouse, can see his 40-foot yacht from the windows of his office.

"I'm quite impressed with the marina," says Williams, who cited the beauty of the area and its relaxing, soothing atmosphere. "Everything's been done in a very top-notch way here. It's something Stockton should be quite proud of, and it positions the city well for when the economy turns around."

"It's nice to be able to dock your boat and walk a few hundred feet to a baseball or hockey game," says local boater Roger Kelly, former commodore of the Sea Ray Boat Club of Northern California.

"It's not a finished project, but it will help Stockton blossom," Kelly says. Business analysts agree, pointing to a direct economic benefit from the project's enticement of boaters and other visitors and the potential it offers for retail and residential development.

"It makes the area more attractive and increases the appeal of it, which in turn can drive economic development in

the greater downtown," says Jeff Michael, director of University of the Pacific's Business Forecasting Center. "Stockton needs to emphasize its connection to the water and make that more of the city's identity. It's a big part of what makes us unique. Stockton is a water city, but a lot of people don't realize that."

A lot more people will realize it when the city's Asparagus Festival opens next month at the Weber Point Events Center, once the site of Weber's landmark two-story house and extensive gardens. Long gone, the memory of the Weber house lingers on, an inspiration for Stockton's first settlers and a paradigm of riverside development. Some say the city missed a marketing opportunity by not adding a replica of Weber's pioneer home or Gold Rush museum to the waterfront plan.

The marina encompasses 7.5 acres of landside improvements, including a promenade, plazas and parks, and 2.5 acres of waterside improvements such as 66 berths and 1,400 linear feet of guest docks that can accommodate up to 110 boats.

Funded by \$11.2 million in federal grants and loans and \$14.8 million in state grants and loans, the marina marks a decade of construction and progress that began with the events center in 2000 and Dean DeCarli Waterfront Square the fol-



The new \$26 million marina anchors the river channel and complements shoreline attractions such as the Stockton Arena, show here.

COVER PHOTO AND PHOTO THIS PAGE: MIKE GRAFFIGNA

lowing year. One of the most unusual and controversial proposals not approved by the city called for the acquisition and mooring of the historic battleship USS Iowa at Rough & Ready Island (just beyond the Port of Stockton) as a permanent water display. Conversion expense and maintenance costs, plus fear that the battleship might turn into an economic white elephant, were determining factors for abandoning the scheme. The Port of Los Angeles and Mare Island in Vallejo are currently competing for the ship.

"If done right, there were real possibilities for it being a draw and making Stockton a destination point," says

Douglass Wilhoit Jr., CEO of the Greater Stockton Chamber of Commerce. Even without a 45,000-ton battleship as its mascot, the marina project has managed to draw attention to the city, upgrade its image and bring new traffic to downtown sports, restaurant and entertainment venues.

"It's bringing people to downtown Stockton who normally wouldn't come," says Marina Manager and Harbormaster Sherri Keys. "They go on from here to a baseball or hockey game, a movie at the cineplex or a show at the Bob Hope Theatre, a meal at Misaki or Chitiva's, and then they come back and say, 'Wow, this

is a wonderful place. I didn't know there was so much to do downtown."

More than just a scenic backdrop, the marina is the front door of the downtown from the waterway and an anchor for revitalizing it, says Deputy City Manager Mike Locke. "It creates an important identity point — a sense of place — for the community."

As the economy improves and investment returns, Locke and others foresee investors drawn to opportunities along and beyond the marina. Water taxis could connect north and south shores. Add restaurants, shops, kayak and canoe rentals, fish and chips, condos and apartments, and fishing and racing events arranged by the city's sports commission.

"The Delta is one of the most impressive ecosystems in the world and one of the richest agricultural areas in the world," says City Councilmember Susan Talamantes Eggman. "People are becoming much more interested in how and where their food is grown. Connecting the marina to the Delta could help them understand their relationship to food and connect with it in a much more personal way."

Despite the economic downturn, the mood is upbeat when it comes to untapped possibilities. Whatever its direction, the marina has laid the foundation for confidence and future growth.

"2010 was our first full season, but we saw how the design of the marina attracted wide attention and an unexpectedly large number of users," says Redevelopment Program Manager Erin Mettler. "We saw an overlap of visitors staying during events like the Asparagus Festival and Fourth of July, as well as yacht clubs coming in for long weekends and leaving their boats to connect with downtown restaurants and theaters."

With additional funding, future projects could include extending the promenade another 2.5 miles to connect with Louis Park and enticing a restaurant or two to the vacant parcel fronting the water near the Stockton Arena. Cultivating the Delta connection to food and history envisioned by Eggman could advance the city's potential market for tourism.

Progress so far has helped turn the once-blighted and neglected waterfront into an attractive entry into Stockton and a shining example of city renewal that welcomes new arrivals.

"The initial image of the waterfront tells visitors we value our resources and celebrate our community," Mettler says.

That wouldn't have surprised Charles Weber in the least. Long ago, he looked at a waterway and saw opportunity. The city he founded is still doing just that. ©

Welcome to Downtown Stockton,  
What would you like to Celebrate today?



We put the return in your downtown investment. Twelve years of successful economic development ... and counting.



209.464.5246 ♦ www.downtownstockton.org



## Friendlier Fees?

### A REDUCTION IN DEVELOPMENT COSTS COULD BOOST BUILDING PROSPECTS

by Howard Lachtman

The Stockton City Council recently took a economic significant step by reducing some public facilities fees by 50 percent citywide and eliminating local fees within the greater downtown area. This comes as the city experiences high unemployment, continuing home foreclosures and a projected fiscal shortfall of \$27 million in 2011.

"We were looking to be more competitive," says Deputy City Manager Mike Locke. "The fee reduction was perceived as a major incentive that would put the city in a better position to attract business and grow jobs."

Initial response to fee reductions from private industry has been encouraging. Locke cited major industrial projects in which Stockton is currently competing with other California cities, including those in the Sacramento area.

"There has been no final corporate decision on site and investment as yet," Locke says, "but Stockton would not have been considered without that reduction."

Numerous factors — market access, municipal fees and work force skills among them — influence a company's consideration of a site. Fee reductions can enhance perception of a city as a financially sensible place to do business.

"Stockton's fee reduction program will result in a significant decrease in occupancy costs for companies looking to locate within the city," says Jason Holland, director of development for Irvine-based Industrial Developments International Inc. "The message to the business community is that the city of Stockton understands the need to respond to the current economic challenge, and that strengthens the city's pro-business reputation."

Praising the "open, welcome attitude" shown to him by officials and the streamlined process at the city's all-in-one permit center, Bob Taylor, first vice president of the Buzz Oates Group



Bob Taylor, first vice president, Buzz Oates Group of Cos.

of Cos., says Stockton has been "a little late to the game in recognizing how important fees are to the development world."

Taylor says he would like to see comprehensive, sit-down discussions between developers and city and county officials, enabling all parties to share their respective goals, requirements and policies.

Businesses are warming to the idea. The number of inquiries from nationwide firms considering Stockton and San Joaquin sites is on the rise, according to Shelley Burcham, vice president of client services at the San Joaquin Partnership.

"We definitely see that happening," Burcham says. "The fee reduction has helped us market the region to businesses and industry. It's also very important for the businesses we already have who want to stay here and grow their business opportunities."

While fee reductions and exemptions can encourage business attraction and retention, aspirations have been clouded by Gov. Jerry Brown's plan to close redevelopment agencies to trim the state's \$25 billion budget deficit. Should that happen in Stockton, officials say, it would leave the city's \$200 million downtown investment without legs.

"If the governor is successful, our toolbox will be nearly empty," Burcham says.

In the downtown, jobs have been generated redevelopment projects such as the waterfront development and new

PHOTO: GREG POND

marina, ballpark for the hometown Ports and an event arena.

"The next component of a thriving downtown development would be market-rate housing," says Councilmember Susan Eggman. "I'm hopeful that with the reduction and waiver of fees, people will begin to look at the downtown as a place where they can rehab older buildings for that purpose."

The city has a legal obligation to build 4,400 infill housing units under the terms of a 2008 settlement agreement with then-Attorney General Brown. If built downtown, these units could conceivably attract younger workers looking for urban living as well as retiring boomers looking to downsize and relocate.

"The city is going to have to be much more flexible and reasonable in how we deal with builders," Eggman says. "We want to develop the downtown and midtown to make sure the core of the city doesn't die."

To that end, Eggman and other advocates are planning an April 19 economic development summit. The forum will bring together business owners, developers, investors, prospective residents and city officials for an inclusive strategy session focusing on public/private partnerships and encouraging development.

"We have to be smart about how we grow and how we can be responsible to the whole city," says Stockton Vice Mayor Kathy Miller.

"If you encourage greenfield development, as was done in the past, you end up with a deteriorating core and a harder time attracting employers and investors," she says. Past policies put our downtown on life support and, if continued, would violate the terms of the settlement agreement. What we need now are incentives, such as the fee reductions, to encourage infill development and job growth and eliminate blight." ©



The Conservatory of Music at UOP, shown here, is the oldest Conservatory in the U.S. west of the Mississippi River.



**conceptportal inc.**

First impressions matter.

- \* Custom Web Design
- \* Unique Features
- \* Social Media Integration

**303-997-3137**  
[www.conceptportal.com](http://www.conceptportal.com)



# School Custodian

UNIVERSITY  
 OF THE PACIFIC  
 RAMPS UP  
 ITS ROLE IN  
 THE COMMUNITY

by Howard Lachtman

The University of the Pacific arrived from San Jose in 1924, planting a brick-and-ivy educational institution in the heart of the San Joaquin agricultural community. Since then, it's grown to become the second-largest private employer in the county. But, school officials say, the university can still do more in the business community.

"As a financially healthy organization [amid] a struggling community, we have to figure out how we can help to improve the economic base," says Lewis Gale, dean of the Eberhardt School of Business. "We are more than just a payroll. The university is the steward of the community."

According to the university, every dollar spent at the Stockton campus generates 56 cents of economic activity in San Joaquin County. During fiscal year 2008, the Stockton campus and its associated economic activities generated \$202 million

PHOTO COURTESY OF UOP

**Did you know ...**

The Stockton Asparagus Festival takes place each April at the downtown Stockton waterfront and adjacent sites? Last year, festival goers consumed 36,000 pounds of fresh-cut asparagus. The festival has contributed upward of \$5 million to more than 100 local charities in its 25-year history. Last year's contribution was \$361,574. This year, a new art and wine show will surface at nearby Dr. Martin Luther King, Jr. Plaza, where four regional wineries and 100 artisans will showcase the fruit of the vine and the fruits of artistic endeavor.



in expenditures. Nearly half of these expenditures, or \$92 million, went toward salaries, wages and benefits for the campus's 1,300 employees.

Further plans under consideration call for creative partnerships and making established university services more widely known and accessible to the community. The Business Forecasting Center, for example, has gained recognition for its reports on the recession, housing crisis and environmental policies. The Institute for Family Business provides a network and forum for family businesses throughout the region. And entrepreneurs seeking potential investors can make presentations to the San Joaquin Angels, a group of local venture capitalists who convene on campus. "We see everything from fly-fishing to cloud computing," says Mark Plovnick, the university's director of economic development, about the diversity of proposals brought to the angels.

The university stepped up its outreach in 2008 with the arrival of

President Pamela Eibeck. Eibeck's Beyond Our Gates initiative looks to increase Pacific's community interaction and explore ways in which the school can assist and benefit local businesses, nonprofits, public education and civic organizations.

"We've been in Stockton almost 90 years, and this is the most organized and mission-driven outreach that we've had," says Ted Leland, vice president of external relations. "What [Eibeck] is embarking upon is extraordinary in our history. In the past, most of our community engagement was driven by individuals who saw their personal

President Eibeck's list, and you can see it happening."

Rick Paulsen, a financial consultant with New York Life Insurance Co., says: "The university leads by example. Something special is happening on the campus with its new ideas and positive attitude for partnering. That attitude can really have an impact in our community."

*"As a financially healthy organization [amid] a struggling community, we have to figure out how we can help to improve the economic base."*

— Lewis Gale,  
dean,  
Eberhardt School of Business

role as serving the campus and community, but now it's a matter of what the university itself should do. That's the difference."

Eibeck has made civic engagement a top priority of her administration, beginning with a series of public forums designed to bring campus attention to community concerns and needs. Since then, many business leaders have begun to look to the university as a place for ideas and dialogue on how to promote economic health and confidence.

"The university is bringing a fresh perspective to community relations, regenerating long-term connections and making businesses aware of what it has to offer," says Tom Shaffer, executive vice president and COO of the Bank of Stockton. "It's at the top of

**Clark & Sullivan Construction  
Proud Member of the Stockton Community**

Over the last 8 years Clark & Sullivan has been a proud member of the Stockton community. We have completed projects ranging from the San Joaquin Council of Governments Building to 16 different school projects. With the successful completions of projects for both Lincoln Unified School District and the Stockton Unified School District, Clark & Sullivan is excited about the continued success in the Stockton region.



Engineering and Construction Academy  
Lincoln School District



El Dorado Elementary School Modernization  
Stockton Unified School District

916.338.7707  
clarksullivan.com



*"That's My Bank!"*

**"We've built a strong, lasting business relationship with First Northern Bank."**

— Jeffrey Hallsten  
Hallsten Corporation  
North Highlands

**FIRST NORTHERN BANK**

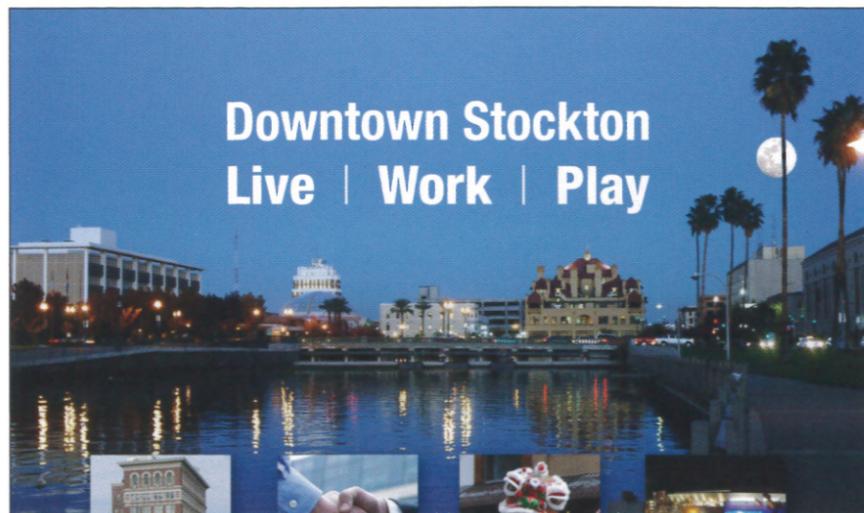
Member FDIC

Auburn | Davis | Dixon | Fairfield | Roseville | Sacramento  
Vacaville | West Sacramento | Winters | Woodland

Banking Services • Business Loans • Real Estate Mortgage Loans  
Ag Loans • SBA Loans • Private Client Services  
Investment & Brokerage Services (non-FDIC insured)  
Asset Management & Trust Services (non-FDIC insured)

www.thatismybank.com

**Downtown Stockton**  
Live | Work | Play





Affordable Land  
& Buildings



Reduced Development  
Fees & Enterprise Zone  
Tax Credits



Festivals, Art  
& Dining



Sports &  
Entertainment

**CITY OF STOCKTON**  
ECONOMIC DEVELOPMENT

(209) 937-8530 • www.stocktongov.com • economic.development@ci.stockton.ca.us

A new outreach expected to begin this year is The Tomorrow Project, an afterschool and summer program in which faculty and students would work with disadvantaged students. The project seeks to address the link between high dropout rates and an undereducated work force.

Another program in its early stages would encourage youth to consider careers in science, engineering and technology. It would invite collaboration

**During fiscal year 2008, the Stockton campus and its associated economic activities generated \$202 million in expenditures.**

with recently retired NASA astronaut Jose Hernandez, a Pacific graduate and university regent.

"University of the Pacific has a strong tradition of community partnerships on all three of our campuses," Eibeck says. "From running dental clinics for the homeless, to helping immigrants apply for citizenship, to tutoring disadvantaged children, Pacific is committed to the public good. The Beyond Our Gates initiative is intended to harmonize and expand the university's community outreach so we can maximize results."

Building on its public services, educational enrichments and business-friendly forums and workshops, the university is nurturing alliances that Stockton business leaders see as a win-win for all concerned.

"I think the university's intent is absolutely terrific," says Brian Martucci, general manager of Berberian European Motors. "It has a tremendous potential to help local businesses and to use local businesses to help its own operations. ... The university has so much to offer." ©



Ave on the Mile opened last year on Stockton's Miracle Mile.

# A Loan Time

## MICROFINANCING BOOSTS STOCKTON'S SMALL BUSINESSES

by Howard Lachtman

Opportunity, timing and a willingness to assume entrepreneurial risk led Kevin Hernandez to plan his second startup on the trendy stretch of Stockton's Pacific Avenue, known as the Miracle Mile.

Hernandez, a native, scored a hit last year with the opening of Ave on the Mile, a lounge and bistro with a hip, Bay Area-inspired ambience.

This time, he and business partner Ryan Hanyak want to create a pub where customers can sample a variety of classic beers, a format of Ave, but economic development officials say it plays to an untapped market in the area.

The action at Ave has contributed to the renaissance of an old shopping district. There's a sense on the Miracle Mile that this is not only a hot spot for entrepreneurs with new ideas, but an ongoing experiment in urban reinvention.

PHOTO: JAYSON CARPENTER

## Better Financial Education

### Coming: 2011 regulations on company retirement plans

All retirement plans are impacted by the Department of Labor's new regulations. **Is your plan ready?**

Certified Financial Planner™

**Larry R. Frank Sr., MBA**

helping you achieve your financial goals.

916.773.3509



[www.BetterFinancialEducation.com](http://www.BetterFinancialEducation.com)

Registered Investment Advisor (California)

"We are creating a midtown area that will hopefully put a mark on the city," Hernandez says.

But there is another reality as well. In tough economic times, projects such as these often hit a financial wall. Traditional lenders are typically reluctant to make loans to small businesses with big dreams, given the risks of unproven concepts, untested markets and a cash-strapped economy.

That's why Hernandez and Hanyak turned to the city of Stockton's Small Business Micro Loan Program, a locally conceived, federally funded assistance plan. Interest rates start at the current prime rate plus 2 percent, with a maximum loan term of five years, for just about any business need. The program offers loans from \$3,000 to \$30,000 and has received 18 applications since its launch last July.

Another microloan, limited strictly to the downtown core, is offered by the Downtown Stockton Alliance. It

began lending three years ago to qualified applicants under the Downtown Stockton Enterprise Loan Fund and makes available amounts from \$3,000 to \$50,000.

"The microloan program allows us to preserve the authenticity of our community by enabling our residents to have a stake in the downtown as business owners and employers," says Emily Baime, marketing director for the alliance.

In 2008, Carlos Chitiva received a \$50,000 loan to upgrade the interior and patio areas at his sports bar and grill, Chitiva's, on the Stockton Waterfront. He opened for business in 2005 when hopes were high for a downtown revival following openings of a ballpark, arena and hotel. Despite the economic downturn, the loan has put Chitiva's in a better position to capitalize on its proximity to the city's newly completed marina development and the prospect of increased tourism.

"The fact that the business was already running and that we had a good reputation helped me get the loan," Chitiva says. "The improvements have helped my business, and I'm excited about our prospects with marina construction finished and the economy turning around this year."

Janice Miller, program manager for Stockton's Office of Economic Development, says the microloan program allows more small businesses to take a risk to retain or expand their customer base.

"Our loans help business owners become more competitive by offering additional products and services," she says. "We also want to make sure that we can provide some aid to assist in the growth of full- and part-time jobs."

Miller and Greg Folsom, deputy director of economic development, guided Hernandez and Hanyak through the application process and called in

experts, such as Nathan McBride of the Small Business Development Center, to scrutinize the proposal's business plan and profit projections.

"They've been nothing but helpful," Hernandez says of the business development specialists. "They were realistic and positive. I feel I got better service than (at) a bank."

Says Folsom: "Kevin has a really exciting, existing business, and his new venture sounded like an excellent opportunity."

Several blocks south of Ave, at Green's Nutrition, nutritionist Eunice Green secured a microloan that allowed her to take her 16-year-old business out of an economically disadvantaged neighborhood and relocate it into a former bank.

Green has tripled her retail space, expanded shelving, added refrigeration for frozen health foods and gained visibility to more auto and foot traffic. She's also displaying an herb selection in a bank vault.

"Some people said I was nuts to make the move because of the economy," Green says. "They said everybody was downsizing or closing. But I just felt so strongly that I needed to be here and gain exposure in one of the trendiest areas in town."

Microloan officials agreed it was a good match. Still, a loan is no guarantee of success. Hernandez and his partner are, after all, playing a hunch and shaking the dice. Will their new pub lure locals hungry (and thirsty) for upscale alternatives? Will the new venture follow Ave as one of the town's hot gathering places?

"I'm putting a big leap of faith in Stockton," Hernandez says. "This is where I was born."

McBride says this may be the right time for market-savvy opportunists to take that leap.

"There are some signs the economy is starting to improve," McBride says. "For some entrepreneurs, it means now is a good time to jump on the front end of the wave. I'm expecting to see more of this in the coming year. It's a good time to look for the opportunities and be the first to take advantage of them." ©

## Connect with the people who influence the Sacramento Region.

Differentiate your brand in an uncluttered, non-traditional and award-winning programming environment. Underwrite with Capital Public Radio.

Call 916.278.8913 or visit [capradio.org](http://capradio.org)



### News/Jazz Stations

90.9 FM Sacramento  
90.5 FM Tahoe/Reno  
91.3 FM Stockton/Modesto  
88.1 FM Quincy

### The Classical Station

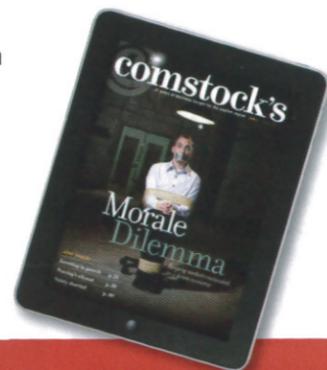
88.9 FM Sacramento  
91.7 FM Groveland/Sonora  
88.7 FM Sutter/Yuba City

[capradio.org](http://capradio.org)

# tap that app

Introducing the next generation of Comstock's magazine: an iPad app!

Now available for download at the Apple App Store.



**comstock's**  
magazine

business insight for the capital region

## Integral Financial Management

### Transforming Financial Vision Into Reality!

*"The sooner you start investing, the more time your money has to grow."*

- Fee Based Portfolio/Asset Management for Individuals & Small Businesses
- Retirement & Estate Planning
- Tax Strategies & Return Preparation



#### E. Howard Rudd

President and CEO  
RIA 916.927.0417  
Howard@EHRudd.com  
916.773.9330

2390 Professional Dr | Roseville  
[www.ehrudd.com](http://www.ehrudd.com)

# Calendar of Events

Stockton and the surrounding communities host a variety of seasonal events each month for residents and visitors. In addition to Stockton's annual events, Stockton's Tidewater Art Gallery hosts an opening reception for its current exhibition the second Friday of the month where the public is invited to meet the artists and enjoy light appetizers and wine. What's more, Stockton hosts commercial real estate tours the second Friday of each month.

## JANUARY

### St. John's Chamber

Annual Orchestra Festival  
Classical music festival at the corner of Miner and El Dorado in Stockton  
209.466.6916  
stjohnsstockton.org

## FEBRUARY

### Wine & Chocolate

Annual Two-Day Event  
Wine and chocolate pairings, live music, barrel tasting and cellar tours.  
209.367.4727  
lodiwineandchocolate.com

### Ripon Almond Blossom Festival

Last Weekend in February  
Carnival, fun run and well-known community parade.  
209.599.7519  
riponchamber.org

### Robert T. McKee Student Art Exhibit

February - May  
The work of student artists from the public and private schools of San Joaquin County  
209.940.6315  
hagginmuseum.org

## MARCH

### Jazz on the Mile

Brubeck Jazz Festival  
Live jazz in conjunction with the festival.  
209.948.6453  
stocktonmiraclemile.com

### St. Patrick's Day 5K Fun Run

Enjoy this annual event celebrating Irish culture and as always — green beer.  
209.464.5246  
downtownstockton.org

## Chinese New Year

Entertainment includes parade, tai-chi demonstrations, folk dance performances, an award-winning lion dance troupe, magicians, jugglers, Peking opera and more.  
209.473.3499  
stocktonchinese.org

## APRIL

### The Brubeck Festival

A jazz music festival celebrating the musical, intellectual and philosophical ideas of Dave Brubeck.  
209.946.3113  
brubeckfestival.com

## Cambodian New Year

A four-day celebration featuring various types of popular Cambodian folk dances, such as Leak Kanseng, Chol Chhoung and Lot Antak.  
visitsstockton.org

## Stockton Asparagus Festival

A three-day event featuring food and entertainment. Enjoy more than 100 arts and crafts vendors and 100 more specialty food and product vendors. This charitable festival is home to the world-famous Deep Fried Asparagus Eating Championship.  
209.644.3740  
asparagusfest.com

## MAY

### Cinco De Mayo

Weber Point is the site of this celebration of Mexican-American culture.  
209.644.7900  
elconcilio.org

## Zinfest Wine Festival

More than 40 of the area's finest vintages will be featured at this Lodi Lake event in addition to a dozen regional restaurants, live music, cooking school, seminars and a marketplace featuring arts, crafts and specialty merchandise.  
209.365.0621  
zinfest.com

## JUNE

### Taste of San Joaquin

This family-friendly event is located at Weber Point on the Downtown Stockton waterfront and features \$1 food tasting, a car show and music.  
209.464.5426  
tasteofsanjoaquin.com

### Jewish Food Fair

Temple Israel hosts this celebration of Jewish culture with brunch, a bake shop, food, games and tours.  
209.477.9306  
stockton.urj.net

### San Joaquin County Fair, Stockton & Horse Racing

The San Joaquin County Fair in Stockton features five days of fun for everyone with big-name concerts, a carnival, agriculture, livestock, food and exhibits.  
209.466.5041  
sanjoaquinfair.com

## JULY

### Taste of the Delta

This event showcases fine restaurants and wineries of the California Delta region.  
916.777.4041  
tasteofthedelta.com

## Stockton Obon Bazaar

The Stockton Buddhist Temple sponsors this annual Japanese cultural bazaar featuring music, traditional dance, tea ceremonies, karate and judo demonstrations.  
209.466.6701  
stocktonbuddhisttemple.org

## AUGUST

### Filipino Barrio Fiesta

San Joaquin County's leading celebration of Filipino culture includes Filipino music and entertainment, food, a health fair and more.  
filipinoplaza.org

### Miracle Mile Night

Step back in time and enjoy this family friendly outing complete with live music, a classic car show, a kids zone, arts and crafts and wine tasting.  
miraclemilenight.com

### Reggae on the Delta

Caribbean rhythms such as Reggae, Soca, Zouk, Ragga will rock your evening while you enjoy Caribbean food and drinks, a limbo contest and silent auction.  
209.951.6921  
breadfruittree.com

## SEPTEMBER

### Stockton Restaurant Week

Discover your new favorite restaurant during this week of local cuisine. Three-course, fixed-priced menus are available at more than 20 local restaurants.  
stocktonrestaurantweek.com

## Stockton Community Pow Wow

American Indians from all over the West come together for a weekend of cultural celebrations, traditional food and arts and crafts.  
209.933.7425 ext. 8069

### Greek Festival

Basil's Greek Orthodox Church presents fine Greek cuisine and pastries to the tune of authentic Greek music and dancing, tours of the church with choir performances and plenty of games.  
209.478.7564  
gosaintbasil.org

## OCTOBER

### Stocktoberfest

It's Downtown Stockton's celebration of the German Oktoberfest festival complete with German food, traditional and local entertainment and plenty of beer.  
209.464.5246  
downtownstockton.org

### Dell'Osso Farms Annual Pumpkin Maze

The area's largest pumpkin maze and family farm offers pony rides, a petting zoo, tractor train and hay rides alongside a picnic area and food court.  
209.982.0833  
pumpkinmaze.com

### Costume Pub Crawl

Celebrate Halloween and enjoy great libations and tasty food between downtown Stockton and the Miracle Mile.  
209.464.5246  
downtownstockton.org

## NOVEMBER

### First Sip

This two-day weekend event offers an opportunity for guests to immerse themselves in Lodi wines while traveling from winery to winery.  
209.367.4727  
lodiwine.com

### Thanksgiving Run and Walk Against Hunger

Join 4,000 runners and walkers, burn calories, enjoy the scenic Stockton waterfront and raise money for nutrition programs of the Emergency Food Bank.  
209.464.7369  
runagainsthunger.org

### Trout Bout

Youth and adult anglers compete for the largest trout in the lake.  
209.331.2010  
mgzoo.com

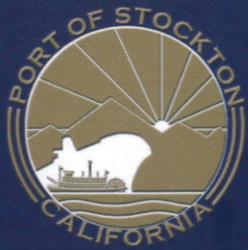
## DECEMBER

### Stockton's A Starlight Night and Annual Lighted Boat Parade

Great shopping and dining awaits at shopping centers throughout Stockton. The day ends with the official tree lighting at Weber Point and then the famous Lighted Boat Parade as it makes its way into Downtown Stockton.  
visitsstockton.org

### Holidays on the Farm

November - January  
Santa Claus and his reindeer will be staying at the farm and all kids, young and old, are invited to pick their favorite tree, make a wreath or ornament and take a magical drive through the lights.  
holidaysonthefarm.com



# Port of Stockton CALIFORNIA



Located in Foreign Trade Zone #231, close to interstates 5 and 80 and serviced by the BNSF & UP railroads, the Port is an international 35-foot deep-water port with more than 2000 acres for import/export cargoes such as steel, autos, ro/ro and projects, with warehousing, refrigeration and distribution centers, and secured gates open 24/7.

The Port is involved in warehouse solar panel installations, handling wind power project cargo and accommodating alternative fuel plant tenants. The Port is ideal for cotton storage and shipping.

In 2009, Castle & Cooke Cold Storage opened a state-of-the-art commercial refrigerated storage warehouse and distribution facility. The final structures will occupy nearly 18.5 acres and feature more than 800,000 square feet to service both domestic and import/export customers and cargoes.

The Port is bringing Short Sea Shipping to the area. The newly developed Marine Highway barge service will facilitate the easy movement of ocean-bound containers to Oakland for shipping.

#### The Port

- \* supports 4,500+ family-wage jobs.
- \* generated \$171+ million income/year.
- \* is self-sufficient, not taxing the citizens.
- \* trades with more than 55 countries.
- \* has handled 6 million cargo tons in a year.

Board of Commissioners: Steven A. Herum, Chairman; Sam L. "Butch" Toccoli, Vice Chairman; Elizabeth (Liz) Blanchard; Gary Christopherson; W. Ronald Coale; Stephen Griffen and Victor Mow. Port Director: Richard Aschieris.

209.946.0246 [www.portofstockton.com](http://www.portofstockton.com)