Small Business Monthly Update

Economic Development Department || December 2018

BUSINESS SPOTLIGHT

D'ilah's Cakery in Downtown Stockton

D'ilah's Cakery, a new bakery that provides colorful and creative treats, recently opened in downtown Stockton. Owner Vanessa "D'ilah" Pubill, a culinary graduate, was baking out of her home before opening D'ilah's Cakery in September. Owner D'ilah wanted to share her love of food and art and bring something fun and different to the Central Valley when she found the perfect location with a big-city feel, vibrant community, and artistic atmosphere in downtown Stockton.

D'ilah's Cakery serves cupcakes, cakes and desserts such as cake jars and "mermaid lemonade." D'ilah's Cakery specializes in wedding cakes and custom cakes decorated with their signature Swiss-meringue buttercream. Their gourmet cupcake flavors include chocolate peanut butter, strawberry milkshake, and their unique alcohol-infused cupcakes include strawberry champagne and salted caramel coconut rum. They have many more delicious flavors including various seasonal flavors and daily specials. To see their coverage with FOX40's Positively Stockton, click here.

D'ilah's Cakery is located at 347 E. Weber Ave. in downtown Stockton. Its operating hours are 9 a.m. to 5 p.m. Monday through Friday and 10 a.m. to 3 p.m. on Saturday. For more information, visit their website below, call (209) 740-1026, or email dillahscakery@gmail.com.

D'ilah's Cakery website

Photos courtesy of D'ilah's Cakery
This year, Genova Bakery celebrated 100 years! Genova Bakery was established in 1918 by the Rolleri brothers Angelo and Giovanni, originally from Genova, Italy, along with their brother in-law and third partner, G.B. Dentoni. It was a different time then, when the bakery was serving fresh French bread and delivering to workers throughout the city by horse and wagon. Now, the bakery delivers to delis, markets and rural fruit stands in Genova Bakery vans. Through the years, the bakery has survived many recessions and a changing economy but they have always remained dedicated to their loyal customers and the Stockton community, whom they have served for generations.

In addition to the bakery, Genova Bakery serves as a market and deli providing specialized groceries, meats and cheese by the pound, and lunch sandwiches served on their freshly baked breads. In 2004, Stockton native, long-time employee and baker, Tim Canevari, became the owner of Genova Bakery adding a number of bread options, including Dutch crunch, wheat, ciabatta, and sourdough.

To celebrate this year’s centennial anniversary, Genova Bakery hosted an Open House with its customers on November 10th and offered giveaways, raffle prizes, and bakery specials. In honor of 100 years, the bakery sold baguettes and French bread for 100 pennies (or $1). To find out more about the celebration, read the coverage in The Record: “Genova Bakery’s Secret Ingredient? Its Loyal Customers.”

Genova Bakery is a local historic landmark with much of its original character still in tact. It still stands in its original location at the corner of N. Sierra Nevada and E. Flora Streets at 749 N. Sierra Nevada Street. It was voted a local historic landmark in 1985 by the Stockton City Council. Customers can also purchase Genova Bakery merchandise including hats, t-shirts, and aprons. Its operating hours are Monday through Friday 6:30 a.m. to 5 p.m. and Saturday
BUSINESS RESOURCE SPOTLIGHT

City of Stockton and Refresh San Joaquin
Stocked Full of Produce Grant Program

The City of Stockton's Stocked Full of Produce Grant Program assists small neighborhood retailers with providing healthier food and beverage options in their stores. The program offers up to $10,000 for corner and convenience stores with improvements and infrastructure upgrades to promote the sale and storage of healthier food options.

In order to be eligible for this program:
- Must be a retail property, such as a convenience store or corner store, located within targeted areas (see map).
- Grants shall only be used for interior upgrades such as shelving or storage, cosmetic enhancements to improve the layout of the store to encourage customers to purchase healthier food options, infrastructure improvements to the building, eligible equipment such as cold storage units, and labor for installation of improvements.
- Properties are eligible for one grant.
- The property shall remain in compliance with all program guidelines.
- Maximum grant funding of $10,000 per project.

For program guidelines and application, click here or for questions regarding this program, please call (209) 937-8539 or email the Economic Development Department.)

Joint Chamber Winter Diversity Mixer
The Annual Winter Diversity Mixer is taking place on Thursday, December 6th at the Haggin Museum from 5:00 - 7:00 p.m. This joint mixer will include the California Delta Chambers & Visitors Bureau, San Joaquin County Hispanic Chamber of Commerce, Greater Stockton Chamber of Commerce, African American Chamber of Commerce, and the Central Valley Asian American Chamber of Commerce. This FREE event is open to all and will include food, drinks, raffle prizes, and networking opportunities. Bring a new unwrapped toy for Toys For Tots.

Winter Diversity Mixer

City of Stockton
Business Survey - Tell Us How You're Doing

Dear Business Owner,

The City of Stockton invites you to participate in the new business survey because your business is an important part of our community.

To better understand the current business climate, we are looking to collect feedback on how your business is doing and how the City and our partnering organizations can provide assistance. The survey will take approximately
five minutes and will include the opportunity for businesses to provide feedback regarding the current state of your business, your future plans, areas for improvement, and any challenges and successes.

If you have any questions, please contact the Economic Development Department at (209) 937-8539 or via email. We thank you for taking the time to provide feedback.

Take the survey

STOCKTON IN THE NEWS

Stockton Kings Host Inaugural Opener

On November 2nd, the newly moved NBA G-League team Stockton Kings hosted their very first game in the Stockton Arena, losing to the Oklahoma City Blue by a score of 124-89. The Stockton Kings are the NBA development-league team affiliate of the...

Read more
www.thepacifican.com

Go Falafel Greek Restaurant

More info: Go Falafel Greek Restaurant - Grand Opening Saturday 5-9 p.m. 236 West Alpine Avenue, Stockton (209) 546-7555 Facebook: Go Falafel Greek Food...

Read more
fox40.com

Dobo's Deli

More info: Dobo's Deli 19 S. San Joaquin St. Stockton (209) 817-2801 DobosDeli.com

Read more
fox40.com

Delta congratulates new and returning trustees

Delta College congratulates two returning trustees and one new trustee who won this week's election and will serve or continue to serve on the College's Board of Trustees. In Area 3, which includes north Stockton, Trustee Janet Rivera will serve...

Read more
www.caravannews.com
Turn-key office space with beautiful lake views! 2215 W. March Lane, Ste. E2, in Stockton is centrally located off of March Lane, a main thorough route through the middle of Stockton.

The suite consists of approximately 2,000 square feet with an additional 1,000 square feet added on if needed, three (3) private offices, open bullpen area, conference room, kitchenette, interior restroom, waiting area, and deck with beautiful lake views.

This suite has recently been renovated and is turn-key ready.

For more information, contact Lori Diaz-Liddicoat at lorediazliddicoat@gmail.com or (209) 915-9913.

To find additional available properties, visit AdvantageStockton.com.

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CITY OF STOCKTON
CRIME PREVENTION CORNER

Holiday Safety Tips

During the holiday season, thieves, con artists, and people with sinister intentions are roaming busy shopping centers. It is critical you are aware of your surroundings and mindful of your belongings. Carelessness and vulnerability are flashing go-signals for burglars, muggers, and pickpockets. If you're going shopping make sure to heed the listed tips. Our goal is to ensure everyone experiences a safe holiday season.

1. **If possible, leave your purse at home.** It is critical you do not bring additional attention to yourself while shopping. Minimize what you carry and if possible wear a fanny pack or wallet within a secure pocket.

2. **Do not carry an unnecessary amount of money or credit cards.** Carry only necessary items; often, one credit card is enough. Ensure you have written your credit card customer service number on a piece of paper or logged into your cellular phone in the event it is stolen. Consider making photocopies of the important things in your wallet, such as a driver's license and credit
1. **Secure your card**. Keep the photocopies at home.

2. **Walk in busy, well-lit areas.** Thieves are more likely to strike in dark and secluded areas. It is best if you walk briskly and confidently in busier and well-lit areas. In addition, you may want to consider bringing a friend with you while shopping this holiday season.

3. **Be aware of your surroundings.** Awareness of your surroundings is one of the most important factors you need to consider when you’re shopping. Take a good look at the faces and hands of people around you. Most thieves like to strike swiftly without being recognized. Do not appear to be vulnerable or exposed and make sure you can describe them if such incident occurs.

4. **Hold your purse close to your body.** Whether you’re on a bus, train or walking, ensure your purse is closed and close to your body. You may consider placing your purse/bag under your coat. Do not leave your purse in your shopping cart or on a counter.

5. **Record credit card assistance numbers.** Record these numbers in your cell and in a safe place within your residence.

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**EVENTS**

- **City of Stockton, Visit Stockton, Goodstock and the Stocktmarket**
  - **Holiday at the Point**
  - December 1, 2018
  - 4:00 p.m. - 9:00 p.m.
  - **Weber Point**
  - 221 N. Center St.

- **UOP Center for Business and Policy Research**
  - **2018 State of the North San Joaquin Valley Conference**
  - December 4, 2018
  - 8:00 a.m. - 10:30 a.m.
  - **University Plaza Waterfront Hotel (Ballroom)**
  - 110 W. Fremont St.

- **Veterans Services Navigator**
  - **Veterans Employment Workshop**
  - December 4, 2018
  - 9:00 a.m. - 12:00 p.m.
  - 56 S. Lincoln St.

- **Joint Chambers of Commerce Event**
  - **Winter Diversity Mixer**
  - December 6, 2018
  - 5:00 p.m. - 7:00 p.m.
  - **Haggin Museum**
  - 1201 N. Pershing Ave.

- **Delta College Small Business Development Center (SBDC)**
  - **Starting & Financing a Business**
  - December 12, 2018
  - 4:30 p.m. - 6:30 p.m.
  - 56 S. Lincoln St.

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**RESOURCES**

**Stockton Business Survey**

How is your business doing?

Do you know there are many resources available for you and your Stockton business?

We value your opinion and want to hear from you - the local business community. Please take this short five minute survey. Providing your name is optional or you can leave your contact information and we will follow up to answer your questions.

**Take the survey**

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**Quick Links**

- **Economic Development Department Website**
- **Available Properties: Advantage Stockton**
- **More Economic Development News**
- **City of Stockton Bid Flash Website**

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**Stockton Community Profile**
STAY CONNECTED

Subscribe to our newsletters

City of Stockton
Economic Development Department
400 E. Main Street, Stockton, CA 95202
(209) 937-8539
www.stocktongov.com
economic.development@stocktonca.gov