MIRACLE MILE IMPROVEMENT DISTRICT REPORT

JANUARY 1, 2013 - SEPTEMBER 30, 2016

TO OUR VALUED STAKEHOLDERS AND FRIENDS,

The Miracle Mile Improvement District (MMID) successfully renewed for a second five-year term in 2013, with a focus on enhanced maintenance, safety and security, economic development, and marketing and promotions. Our priorities continue to be clean and safe. With new contractors for security and maintenance in the past few years, we have ***extended security patrol hours***, monthly pressure washing, ***partnerships with the Stockton Police Department*** and increased litter collection. We've also been aggressive advocates on the Miracle Mile's behalf; leading discussions on ***public policy issues***, recruiting businesses for further economic development, and collaborating with organizations for continued ***marketing visibility***.

Thanks to Reserve Redevelopment funds, our organization will be able to coordinate capital improvement projects along Harding Way, including enhanced lighting, new trash receptacles and landscape and planning efforts. We've also been able to solicit non-MMID funding to supplement our security program to address needs and concerns of our stakeholders; this has resulted in hours that start as early as 4:30am and continue as late as 2:30am.

At this time, we're pursuing a renewal of the district and are considering a ten-year term. The MMID will continue to create a safe environment, protect property owner investments and raise property values. Our focus will remain on a clean, safe and beautiful district with an emphasis on safety. We plan to leverage our funds to provide increased security patrol throughout the district seven days a week. We will continue to work on your behalf to create an innovative and vibrant sense of place on the Miracle Mile that is recognized throughout the region. We will continue to enhance safety and beautify the district with graffiti removal, maintenance and safety patrol, and proactively address homelessness. Most importantly, we will act as your advocate to create a strong business climate in our growing Miracle Mile Community.

With your support, the District will renew in 2017, with expanded operations in 2018.

David Cherry, Board President ***Mimi Nguyen***, Executive Director

BOARD OF DIRECTORS

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Kevin Hernandez, The AVE
Carol Hirota, Stockton Unified School District
Patrick Day, University of Pacific
Phil Hererra, Hererra and Associates
Paul Marsh, Mile Wine Company

OPEN COMMITTEES

MMID Improvement Committee
MMID Merchants Committee

INNOVATIVE PROJECTS

The Miracle Mile Improvement District was created as a Property Based Improvement District (PBID) in 2008 as a partnership between the public and private sector for the improvement of a specific commercial area. The PBID services are structured by the PBID Management Plan.

- New Website
- Community Tree Planting
- Enhanced Crosswalks
- Streetscape Maintenance Program
- Small Business Promotions
- Monthly Pressure Washing
- New Logo and Brand Campaign
- Sidewalk Replacement Program
- Façade Improvement Program
- Increased Graffiti Response Time

SAFETY AND MAINTENANCE IMPROVEMENT STATISTICS

January 2013 – June 2016

Hours Of Safety Patrol: 17,472

Calls To Safety Patrol: 8,400+

Hours Of Maintenance Work: 7,140

Crosswalks Enhanced: 9

Trees Planted: 35

Incidents Of Graffiti Removed: 910

Trash Cans Emptied: 16,198

The MMID will continue to provide services to pressure wash sidewalks, remove stickers, collect and remove trash from receptacles, remove graffiti and remove litter. We will also assist in beautification efforts including planting seasonal flowers, replace missing/dead trees and related maintenance and irrigation. We will continue to work with the City of Stockton and other organizations to replace street furnishings such as street lights, trash cans, street signs and bollards.

The MMID will continue to supplement our local law enforcement agencies by providing private security personnel during peak hours as determined by security reports, activity and community input. Our safety program will continue to assist in the prevention of vandalism, break-ins, graffiti, disruptive behavior and loitering. Our safety patrol will continue to be available to escort guests and employees to their vehicles on an on call basis.

Miracle Mile

Thank you for your business, please come back soon!

Certificate of Special
Congressional Recognition
Miracle Mile Improvement District
TRASH
DEUDA
TRASH

MARKETING AND PROMOTIONS/ADMINISTRATION

January 2013 – June 2016

Facebook Followers: 6,119

Events: 23

New businesses: 36

We will continue to market and promote the Miracle Mile as a destination for shopping, dining, entertainment and education. These promotions will aim to improve the overall business image of the District with the goal of attracting and retaining businesses, jobs and investment. The marketing and promotions program will include website maintenance, online marketing, brochures and flyers, street banners and sponsorship of related activities and events that will benefit the Miracle Mile's brand. We will continue to provide the Façade Improvement Program and Sidewalk Program, which provides a small reimbursement for property owners and business owners for improving sidewalks and/or façade of their buildings and spaces.

The administration portion of the budget will be utilized for administrative costs associated with providing the services. The Executive Director will continue to provide staff services to the Board of Directors; manage the budget of the organization; maintain the records of the organization; oversee the contracts for District services; manage the District website; oversee advertising, promotions, and events; assist property owners with issues related to enhancement of the District's image; and act as official liaison and advocate for the MMID to the City of Stockton, the University of the Pacific, Stockton Unified School District, and other organizations and agencies.

CONTINGENCY/RESERVE

The budget includes a contingency line item to account for uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the Board. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the Board. Contingency/reserve funds may be spent on District programs or administrative and renewal costs as determined by the Board. The reserve fund may be used for the costs of renewing the District.

PROPOSED ASSESSMENT RATE

The proposed assessment will remain the same as it has been since inception of the organization. Parcels are assessed based on benefit zone, building size and lot size. To determine a parcel's assessment, the applicable lot rates in the table below are applied to the parcel's actual building size and lot size. The assessment rates are:

Benefit Zone	Building Square Foot + Lot Square Foot
Zone 1	$0.1276
Zone 2	$0.0622

KEEP
CALM

miracle mile
presents
3rd Thursdays
miracle mile
liveshopdine
Miracle Mile 3rd Thursdays
November 20, 2014
HOLIDAY OPEN HOUSE
November 29, 2014
SHOP SMALL BUSINESS SATURDAY
KEGS
CANVAS
JUNE 18 & SEPT. 17
2-6PM ON THE MIRACLE MILE
WE'RE GOING PLACES
G7 LAUNCH
OVER 25 PARTICIPATING MERCHANTS
STROLLING MUSICIANS
$15 GENERAL ADMISSION
$10 WITH NON-PERISHABLE FOOD DONATION
CENTRAL CT
CASTLE ST
ADAMS ST
PINE ST
TUXEDO CT
CLEVELAND ST
WYANDOTTE ST
COMMERCE ST
miracle mile
liveshopdine
Thursday, Oct. 16
Saturday, Oct. 19
U.O.P. Homecoming
MIRACLE MILE
3RD THURSDAYS