

2014 MMID ANNUAL REPORT



MMID PRESIDENT'S MESSAGE

The end of 2014 marks the end of an amazing two years serving as the President of the Miracle Mile Improvement District (MMID) Board of Directors. I've enjoyed effecting positive change in our community and will continue to do so, serving as the Immediate Past President of the Board. The two years have yielded incredible results and I look forward to many more successes led by the new MMID Board President David Cherry of the McDonald's Corporation.

This comprehensive report will outline a number of the successes within 2014, thanks to the hard work of the residents of the area, volunteers, board directors and our Executive Director, Mimi Nguyen. Some highlights of the year include:

Planted 20+ trees within the district in partnership with University of Pacific students, El Dorado School students and faculty, and Starbucks and Stone Soup Community radio volunteers.

Started hosting Miracle Mile Third Thursdays events, which resulted in 8 monthly events, increased merchant participation by 400%, drawing more than 2,500 new visitors to the district to shop, dine and explore.

Partnered with the University Neighborhood Renaissance Program to Light Up the Mile – a campaign to install solar lights in the trees on Pacific Avenue, between Castle and Walnut Streets.

As we close 2014, and look forward to 2015, the MMID board looks forward to new contracted services, utilizing Universal Protections Service for security and Citywide Property Services for maintenance and trash and graffiti removal, improving landscaping and installing new pole banners, and partnering with the City of Stockton to ensure that the district is safe for pedestrians. It is with our community partners such as the University of Pacific and City of Stockton, residents and volunteers that we're able to continue to take steps into making our district a destination for shopping, dining, and entertainment.

Karen Carlson, 2013-14 President



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FROM THE EXECUTIVE DIRECTOR

The end of the year is always a wonderful chance to reflect on the challenges we've overcome and to celebrate the successes of the year. The Miracle Mile represents a myriad of businesses – everything from waxing boutiques to clothing and consignment shops. But it also represents the residents of the neighborhood, the property owners, community partners and stakeholders that are in the district regularly supporting the shops, dining establishments, entertainment location, and salons. The 2014 year has brought many new businesses and opportunities; I look forward to seeing the district continue to grow in the years to come.

Of the accomplishments of the year, I'm most proud of the Miracle Mile Merchants Committee that began as a committee of no more than 6 members; today, the committee often has upwards of 15 merchants attending meetings and more than 25 merchants participating in monthly events. The Miracle Mile Third Thursdays events are designed to attract attendees of all ages to browse the shops, visit with business owners, and take advantage specials from establishments they may not have never visited before. The new year will bring a plethora of events, energy and collaboration to Merchants Committee. Meetings are held Tuesdays at 9am and the MMID office – everyone is welcome.

Thank you to the support of our stakeholders for making the Miracle Mile such a destination for all of our visitors to the district.

Mimi Nguyen, Exective Director



MIRACLE MILE HISTORY, MISSION AND BOARD



The Miracle Mile Improvement District successfully renewed the Property Based Improvement District (PBID) in 2012 and will therefore operate through 2017 as a mutual benefit nonprofit corporation 501c6. The district includes over 200 businesses in a 31 block area. In 1921 the planned commercial area, the developing university, and the in-coming residential area were the northern limits of a bustling city. Today, the restaurant at the northwest corner of Walnut and Pacific Avenue is named “Centrale” due to its geographic location as the exact north-south center of Stockton. The district encompasses the commercial area of Pacific Avenue from Alpine Avenue on the north to Harding Way on the South, and includes those commercial properties on Harding Way from North El Dorado Street to Lincoln Street.

There are 86 property owners on the “Mile” and they are all members of the MMID by virtue of their ownership, and include the City of Stockton, Stockton Unified School District, and a voluntary member, University of the Pacific. The MMID Board of Directors vote on issues relative to the security, safety, maintenance and promotion of the district based on a Management Plan, an annual approved budget, and official by-laws of the organization. Monthly meetings are open to the public and are held alternating between the entire Board of Directors and the Executive Board.

The mission of the MMID is to provide for the safety and security of the guests and members, maintain and improve the existing infrastructure, provide a clean environment, assist in and advocate for the economic development and growth of the district, and promote the businesses through advertising and events. Funds to achieve this mission come from a tax assessment paid by the property owners, and are managed by the sole district employee, the executive director, under direction of the member-elected Board of Directors.

The Board of Directors of the MMID are responsible for reviewing the monthly financial reports of the organization, setting the goals of the district and making decisions on the direction and action that the organization takes. There are thirteen members of the Board of Directors. The Board meets on the second Wednesday of every other month beginning in January. The Executive Committee, comprised of officers and additional members of the board meets the alternate second Wednesdays of the month beginning in February.

The 2012 Board also oversees and directs the actions of the Executive Director. The director oversees all other services provided by contract employees including Universal Protection Service for Security and Citywide Property Services for maintenance.

2014 BOARD OF DIRECTORS

President//Karen Carlson

Vice President//David Cherry

Secretary//Janice Miller

Treasurer//Jeff Gamboni

Immediate Past President//Arnold Chin

Patrick Day

Kevin Dougherty

Les Fong

Jeff Gibson

Carol Hirota

Kellie Jacobs

Andy Lagomarsino

Paul Marsh

Joe Precissi

ADVISORY MEMBERS

Marcie Bayne, Kim Byrd, Sherri Fisher,
Phil Herrera, Kevin Hernandez, Alexis McCutchen,
Bonnie Vistica, Moses Zapien.

MMID BUDGET AND REVIEW

The MMID budget is drafted by the Executive Director and approved by the Board of Directors in January of each year.

The majority of the income for the organization comes from the property assessments paid by commercial property owners.

2014 HIGHLIGHTS



- Started Third Thursdays Series which brought more than 2,500 new customers to the Miracle Mile in 6 months.
- Hosted Council on Your Corner at Gian's Deli in conjunction with the City of Stockton and District 4 Councilman Moses Zapien. Each event brought in 40+ residents of the neighborhood to share concerns with Councilman Zapien.

- Developed partnerships with wineries for Miracle Mile Third Thursdays events, including the wine strolls. Some of the wineries that participated in 2014 include Weibel Family Vineyard, Woodbridge Winery, Pondi Winery, Klinkerbrick Winery, and Sorelle Winery.
- Some of the new businesses that opened include: Michelle's Flower Cart, Mags Rags, Poke Island, Alterations by Mary, Banquets by LaPalma, Haze Vapors, Macronage Macarons, Sweet Shoppe.
- Official sponsor of the Brubeck Jazz Festival in March 2014, offering specials and creating awareness for the Miracle Mile to visitors from the region.
- Partnered with the City of Stockton to secure trash containers within the district from vandalism and to fill potholes in the parking lots to create a safer walking environment for visitors.
- Adjusted security hours to patrol earlier in the mornings to meet the needs of our stakeholders.
- Partnered with San Joaquin Magazine, Lifestyles Magazine, The Bull radio station, The Record, CBS productions, Channel 10 and other regional publications to increase brand awareness for the Miracle Mile.

2014 REVENUE & EXPENSES



2014 REVENUE

The MMID revenue for the 2014 calendar year is as follows:

Assessments.....	\$231,304
UOP Voluntary Assessment.....	\$5,000
UOP Supplemental Security	\$15,000
Merchants Supplemental Security.....	\$9,237
SJ RTD Maintenance Contract	\$9,000
Other, Reimbursements and Merchants Committee.....	\$8,730
Total Revenue	\$278,271.00

10%
marketing & promotions



2014 EXPENSES:

The MMID expenses are broken into three major categories: Administrative, Marketing and Promotions and District Services.

Total 2014 Expenses:.....\$276,801.76

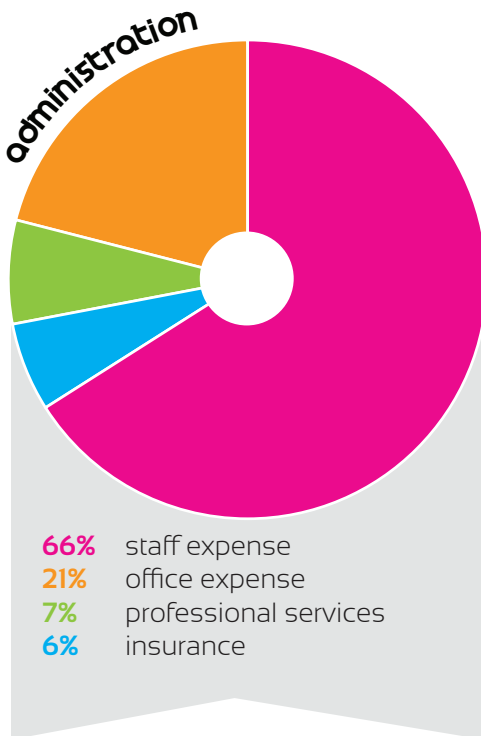
57%
district services

66%
administration

2014 REVENUE & EXPENSES

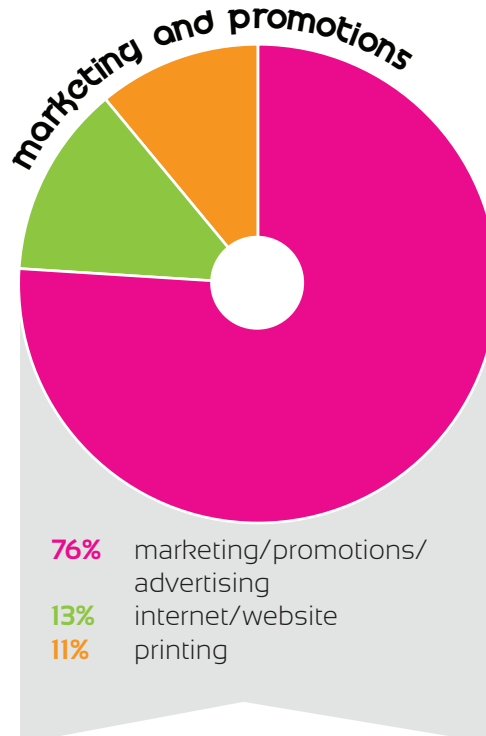
Administrative costs include the staff salary and benefits, payroll taxes and expenses, insurance (for staff, board and events), office expenses, legal fees, accounting and bookkeeping, postage and bank charges. Administrative costs for 2014 totaled \$88,491.

Staff Expenses:	\$58,492.42
Insurance:	\$5,027.39
Professional Services:	\$6,045.20
Office Expenses:	\$18,925.72
Total Expenses:	\$88,490.73



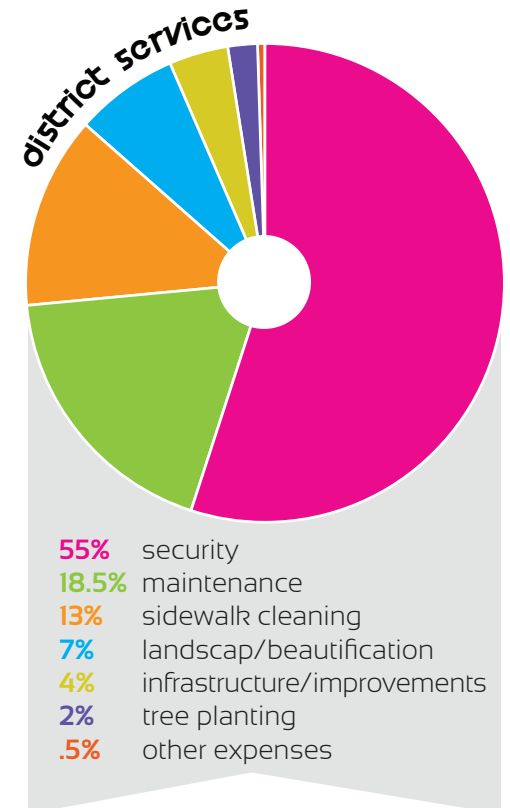
Marketing and Promotions include advertising, internet and website, promotional printing and all event related expenses. Marketing and Promotions costs for 2014 totaled \$28,483.

Marketing/Promotions/	
Advertising:	\$21,660.31
Internet/Website:	\$3,755.22
Printing:	\$3,067.00
Total Expenses:	\$28,482.53



District Services include our maintenance and security contracts, sidewalk pressure washing, landscape maintenance and beautification. District Services for 2014 totaled \$157,829.

Maintenance:	\$30,504.01
Security:	\$88,217.85
Sidewalk Cleaning:	\$20,400.00
Landscape/Beautification:	\$10,529.45
Infrastructure/Improvements:	\$5,795.68
Tree Planting:	\$3,528.33
Other Expense:	\$853.18
Total Expenses:	\$157,829



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MARKETING & BRANDING



Miracle Mile Improvement District (MMID)

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stocktonmiraclemile.com