

Miracle Mile

IMPROVEMENT DISTRICT

2024 ANNUAL REPORT



“Be the change you wish to see in the world”
 ~ Mahatma Gandhi



Kimberly Byrd
 Executive Director 2024



The year 2024 marked the launch of our long-awaited security camera monitoring program, the culmination of several years of fundraising efforts for the Miracle Mile. We successfully installed 28 cameras along Pacific Avenue and Castle Street (Phases 1 and 2). In conjunction with this initiative, we also introduced our Safety Ambassador Program, which combines camera monitoring with on-the-ground engagement to enhance community safety. Phase 3, scheduled for early 2025, will expand the network of cameras north of Castle Street, extending all the way to Alpine Street.

Thanks to the dedicated efforts of Assemblymember Carlos Villapudua, who secured an additional \$3.1 million in funding, the MMCID is using grant funds to acquire a Maintenance Substation on the Miracle Mile. This investment will not only boost public safety but also improve parking and maintenance infrastructure. The substation will provide a dedicated space for essential operations, including office space, parking, storage, and meeting areas. The thoughtfully planned layout will ensure efficient access to equipment and supplies, while supporting the management of security operations and district programs.

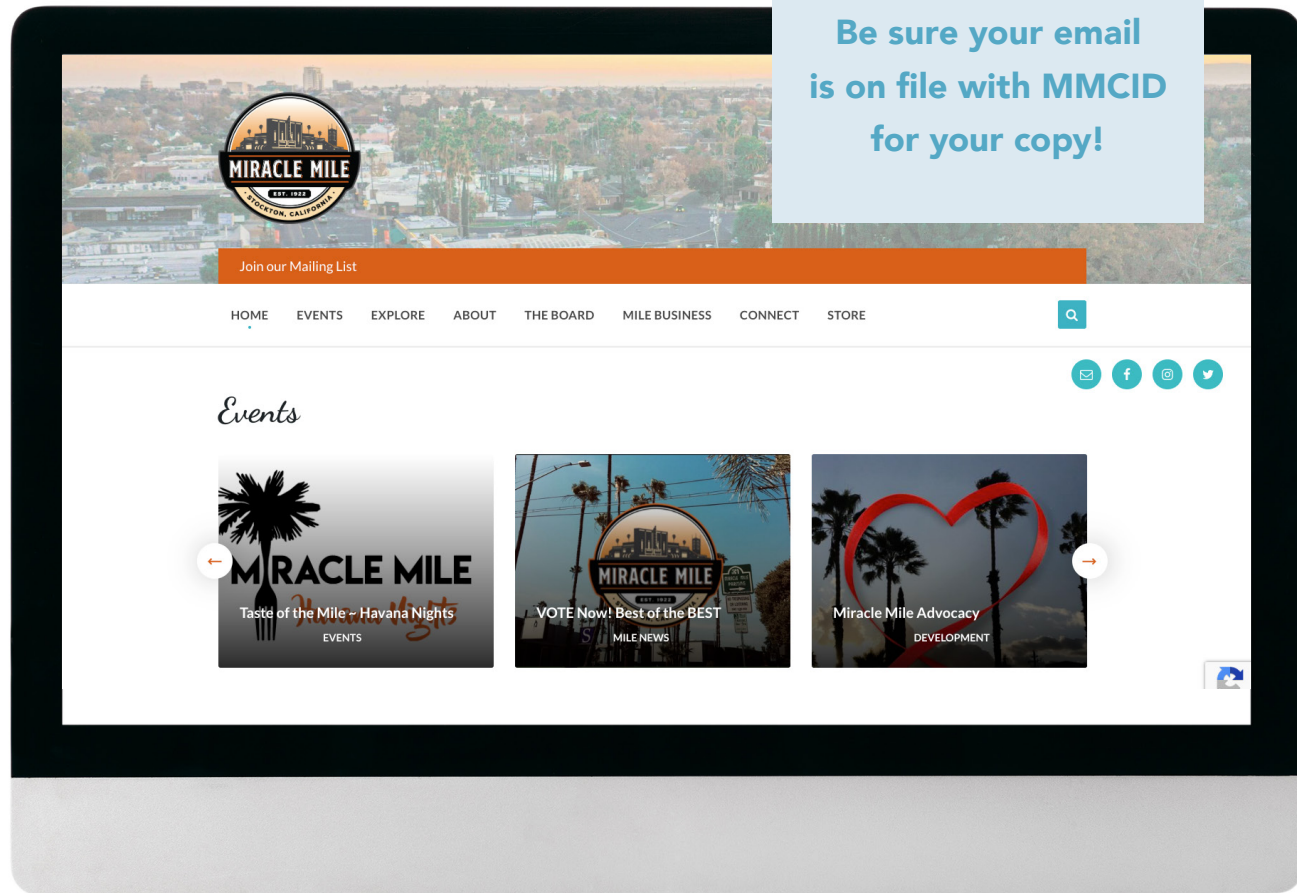
The MMCID Board of Directors will continue its advocacy, working closely with the City of Stockton to ensure that the Capital Improvement funds allocated to the Miracle Mile are properly and promptly delivered in accordance with AB-179. We are eager to see the outcomes of the Ad Hoc Committee’s recommendations, which focus on pedestrian crossing upgrades, public safety enhancements, and revitalization efforts for the Miracle Mile.

Kimberly Byrd



The Miracle Mile Annual Report is digital!

Be sure your email is on file with MMCID for your copy!



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index

District Welcome	03
Index	05
Introduction	06
Mission – From the President	07
Board Officers	08
Board of Directors	09
District General Information	10
2024 Financial Review & 2025 Budget Comparison	11
Enhanced Safety & Security	12
Enhanced Maintenance	13
Social Media Marketing	14–15
Mile Events & Projects	16–18
Looking Ahead To 2025 & Beyond	19



our district

The Mission of the MMCID is
To foster the economic vitality,
value, and appeal of the Miracle Mile.

Introduction

The Miracle Mile Community Improvement District (MMCID) was formed as a community benefit organization to improve the safety, security, appearance, and economic growth of the area. The Miracle Mile District includes all properties fronting Pacific Avenue from Alpine to Harding, and those businesses on Harding Way from El Dorado Street to Lincoln Street.



letter from the board president

For the Miracle Mile Community the year was filled with exciting developments and a wide range of events. The beginning of 2024 brought the start of the planning for the safety improvements to be funded by AB 179. An Ad-hoc Committee formed by the offices of our State Representative Carlos Villapudua and co-chaired by Jean Callahan and Kevin Dougherty, spent hours in research, field trips, public workshops, group sessions and sub-committee meetings with prodigious results: a two hundred and seventy-four-page document highlighting the shared vision for the new and improved Miracle Mile.



Jeffrey Gamboni
Board President 2024

On November 26 the City issued requests for fee proposals from the six short-listed design firms. The responses were due January 16 to be followed by the selection of a design team who will craft the design documents for the envisioned safety-oriented improvements. Stay alert for announcements to participate in focus groups and public hearings.

Additional funding was procured through AB 102 for improvements including additions to the security camera program, which was initiated last year to promote a safer, walkable neighborhood. Moreover, the funding financed the acquisition of 231 Bedford for the development of a maintenance sub-station which will also serve as a location for the MMCID office.

Moreover, last year we witnessed the long-anticipated completion of the safer crosswalk at Adams and Pacific and the City repaved three of our public parking lots.

Hopefully you were able to attend some of our events including our holiday Sip and Shop, our autumn Car Show, and our premier event, Taste of the Mile—Havana Nights—a wonderful evening with Avenue-based food and beverage offerings, and a silent auction followed by dancing under the stars.

All of this was possible because our Miracle Mile Community works together to accomplish great things. Heartfelt thanks to everyone who supports these combined efforts, and we look forward to enjoying the exciting year ahead with all of you!

There are **NINETY-SEVEN** property owners within the district and over **ONE HUNDRED SIXTY** businesses call the Miracle Mile home!

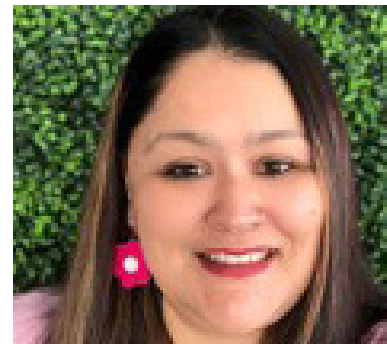
our board officers



Jeffrey Gamboni
Property Owner
Board President
Term: 2025 - 2026



Jean Callahan
UOP Representative
Vice President
Term: 2024 - 2025



Juanita Pasley
Business Owner
Secretary
Term: 2024 - 2025



John V. Precissi
Property Owner
Treasurer
Term: 2025 - 2026



meet the directors



Rex Dhatt
Property Owner
Term: 2024 - 2025



Lisa Whirlow
Property Owner
Term: 2024 - 2025



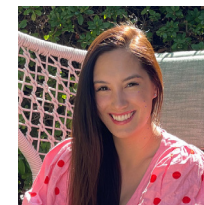
Tammy Nguyen
Business Owner
Term: 2025 - 2026



Jason Laurenti
Business Owner
Term: 2024



Yonie Young
Business Owner
Term: 2025 - 2026



Jovie Lor
Property Owner
Term: 2024 - 2025



Brian Wright
SUSD Representative
Term: 2024 - 2025



Manuel Guizar
Property Owner
Term: 2024 - 2025



Carrie Wright
COS Representative
Term: January - August 2024



Kevin Dougherty
Property Owner
Term: 2025 - 2026



Clem Lee
Business Owner
Term: 2025 - 2026

MMID Board

» Our board of directors consists of thirteen (13) members: seven (7) property owners, three (3) merchant business owners and one (1) appointed representative from the Stockton Unified School District, the City of Stockton & University of the Pacific respectively.

» The role of the volunteer board is to set the annual strategic plan for the district, provide financial oversight and give direction, via vote, to the Executive Director whom is the sole compensated individual of the organization.

» The Board of Directors meets regularly on the second Wednesday of every month at 4:00pm. Meeting locations and/or virtual meeting details are available in advance on our district website.





district information

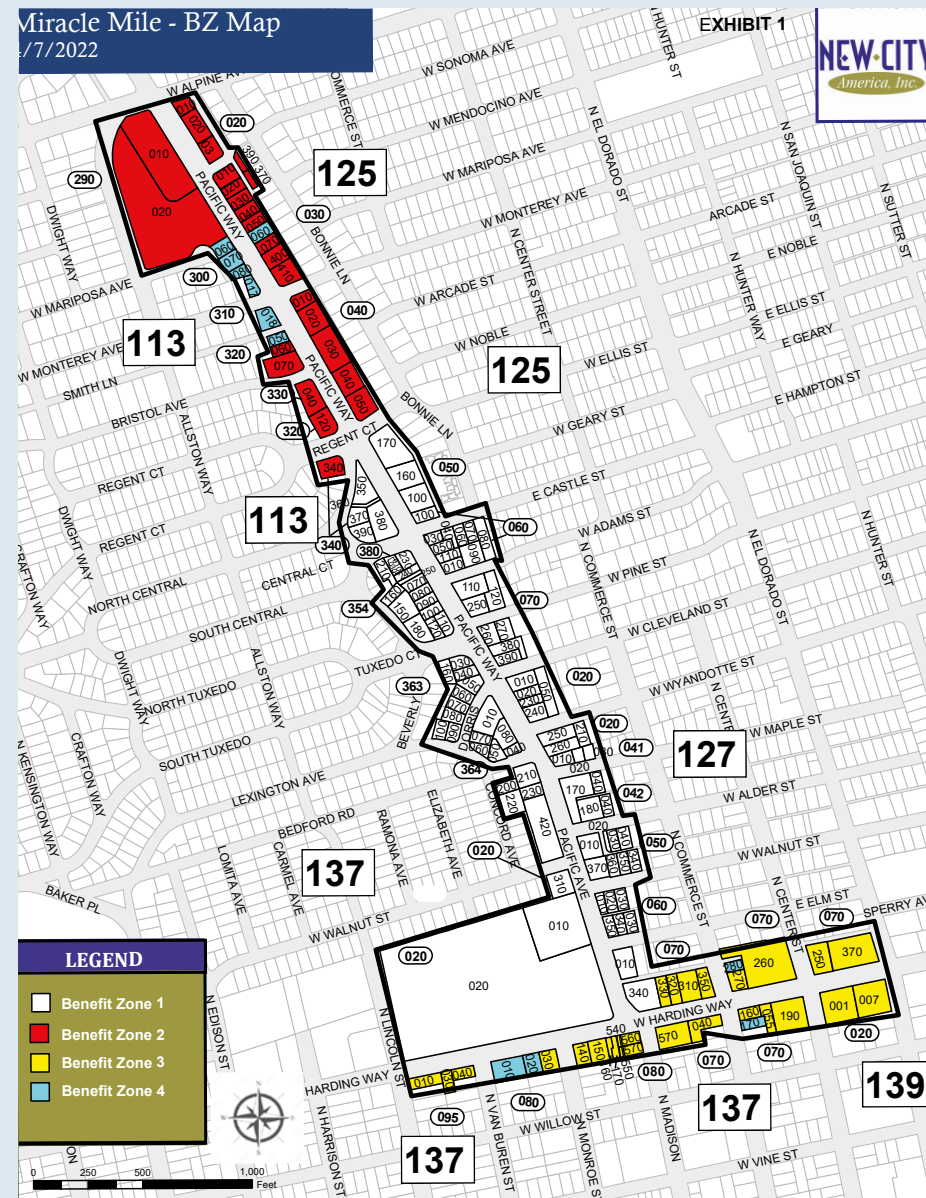
The **Miracle Mile Community Improvement District (Miracle Mile CID)** is a community benefit assessment district whose main goal is to provide improvements and activities which constitute and convey a special benefit to assessed properties and community.

In 2023 the Miracle Mile Property and Business Improvement District (MMPBID), began its transition to become the Miracle Mile Community Improvement District. Miracle Mile CID, was established under Stockton Municipal Ordinance # 2022-03-22-1211 and California Streets and Highway Code. Recognized by the IRS as a 501(c)(3) tax exempt and charitable public benefit organization. Miracle Mile CIDs initial 20-year term with renewal set for 2043.

cost

The assessment rate (cost to parcel owner) is based on benefit zone, building square footage and parcel square footage. The initial annual rate to each parcel is shown in the table to the right.

Assessment rates will not be subject to an increase over the current term.



Variable	Benefit Zone 1	Benefit Zone 2	Benefit Zone 3	Benefit Zone 4
Building Square Footage	\$ 0.13	\$ 0.07	\$ 0.11	N/A
Lot/Parcel Size	\$ 0.13	\$ 0.07	\$ 0.11	N/A
Linear Frontage	N/A	N/A	N/A	\$ 2.00

2024-2025 budget report

INCOME	MMCID 2024 Budget	MMCID 2025 Budget
TOTAL ASSESSMENT INCOME	\$237,161	\$249,019
SJC Assessment Income	\$194,034	\$203,736
City of Stockton	\$22,505	\$23,630
Stockton Unified School District	\$20,622	\$21,653
NON-ASSESSMENT INCOME		
Event Income	\$22,692	\$57,000
Retained Earnings	\$129,450	\$55,402
Interest Income	\$8	\$800
TOTAL NON-ASSESSMENT INCOME	\$152,150	\$113,202
TOTAL INCOME	\$389,311	\$362,221
EXPENSE	2024 Budget	2025 Budget
CIVIL SIDEWALKS		
Maintenance & Security Service Contractor	\$143,520	\$154,871
Waste Management	\$6,634	\$10,584
Camera Monitoring	\$42,000	\$56,980
Camera Hardware & Installation	\$80,000	\$16,000
Contract Service Mgmt	\$11,040	\$0
TOTAL CIVIL SIDEWALKS	\$283,194 60%	\$238,435
TOTAL DISTRICT IDENTITY- PLACEMAKING		
Events	\$0	\$5,721
Banner	\$10,000	\$0
Marketing & Advertising	\$20,800	\$30,800
Website & Hosting	\$832	\$832
Contract Service Mgmt	\$3,500	\$0
TOTAL DISTRICT IDENTITY- PLACEMAKING	\$35,132 15%	\$37,353
ADMINISTRATION & DISTRICT MANAGEMENT		
Legal & Consulting Fees	\$1,500	\$1,500
Accounting Services	\$6,000	\$6,300
Liability - D&O Insurance	\$12,333	\$13,922
Storage Lease	\$1,200	\$600
Contract Service Management	\$39,600	\$54,140
General Administrative	\$2,500	\$2,500
ADMINISTRATION & DISTRICT MANAGEMENT	\$63,133 22%	\$78,962
CONTINGENCY & RESERVE		
CONTINGENCY & RESERVE	\$7,852 3%	\$7,471
TOTAL EXPENSE	\$389,311	\$362,221

2024 financial snapshot profit & loss report

INCOME	
ASSESSMENT	\$237,626
NON-ASSESSMENT	\$137,205
TOTAL INCOME	\$374,831
EXPENSES	
CIVIL SIDEWALK	\$274,583
DISTRICT IDENTITY	\$93,326
DISTRICT MGMT & ADMINISTRATION	\$84,387
TOTAL EXPENSES	\$456,303
NET INCOME	-\$81,472*

2024 end of year account balances

CHECKING ACCOUNT	\$31,637
DISTRICT RESERVE	\$15,402
CD	\$22,000

Detailed budget and financial reports are available on the district website in the monthly board meeting packets.

Note: Net income does not reflect the retained earnings \$129,450 used to fund the Security Camera Hardware (\$85,496) and Security Camera Monitoring (\$28,000).

enhanced safety & security

2024 brought a major revamp to our safety and security program. We formed a new partnership with Calidad Security Services to provide remote camera monitoring, alongside the Downtown Stockton Alliance's Safety Ambassador program, which offers boots-on-the-ground engagement. The rise in the transient population and incidents of vandalism has posed significant challenges for our city, with a direct impact on our small business community.



✓ **5,840 Dedicated Hours of Patrol**

✓ **2,023 DSA Dispatched**

✓ **205 Calls for Service**

✓ **99 Calls To SPD/EMT** made by security guards for immediate response

The year also marked the launch of our long-awaited security camera monitoring program, the result of several years of fundraising efforts for the Miracle Mile. We successfully installed 28 cameras along Pacific Avenue and Castle Street (Phases 1 and 2). In tandem with this, we introduced the Safety Ambassador Program, which combines camera monitoring with on-the-ground presence to enhance safety. Phase 3, scheduled for early 2025, will extend the camera network north of Castle Street, all the way to Alpine Street.

enhanced maintenance

In 2024, we continued our partnership with the Downtown Stockton Alliance to maintain a clean and safe environment.

Garbage cleanup and removal are conducted seven days a week, while trees and plants are hand-watered weekly. The curbs and sidewalks throughout the district are pressure washed every six weeks. The maintenance crew also manages graffiti removal, street tree trimming, and annual pre-emergent pest abatement.



217 shopping carts removed



9,783 bags of garbage removed



546 hours spent pressure washing sidewalks



social media marketing year in review

+ 2,356
18% increase in
followers on Instagram

- >>>
- 2019 = 2,264
- 2020 = 5,607
- 2021 = 7,967
- 2022 = 9,144
- 2023 = 10,793
- 2024 = 13,149

We continued to build our social media base, on Instagram and Facebook.

+ 691
new followers on FaceBook

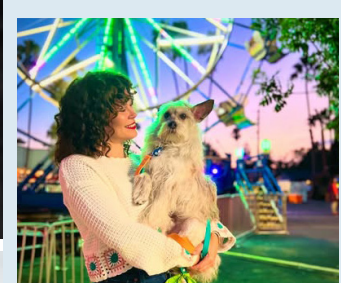
- >>>
- 2019 = 8,687
- 2020 = 9,494
- 2021 = 10,064
- 2022 = 10,424
- 2023 = 10,870
- 2024 = 11,561

All growth, non-paid, and organically achieved.





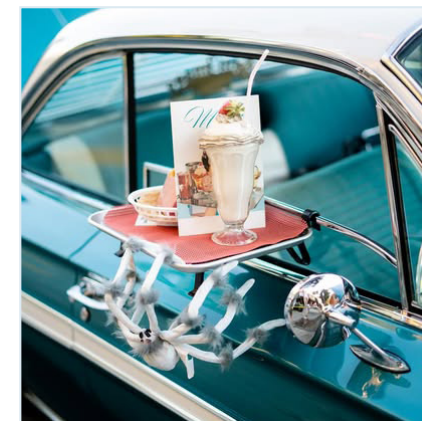
2024 tigers prowlin' the mile



Holiday Sip & Shop



Miracle Mile Car Show & Concert



Taste of the Mile ~ Havana Nights



a look ahead to 2025 district objectives



mile events schedule

- Taste of the Mile
JUNE 21
- Tigers Prowlin' the Mile
AUGUST 22
- Miracle Mile Car Show & Concert
SEPTEMBER TBD
- Candy Crawl & Boo-Tique Market
OCTOBER 25
- Miracle Mile Holiday Sip & Shop
NOVEMBER 29

miracle mile pedestrian safety advocacy

- acquisition of maintenance substation
- phase 3 security camera expansion
- city parking lot resurfacing projects

miracle mile marketing & walkability enhancements

- street banner replacement funding
- pedestrian lighting improvements
- facade improvement facilitation





ORGANIZATION NAME:

Miracle Mile Community Improvement District

MAILING ADDRESS:

PO Box 4016
Stockton, CA 95204

PHYSICAL ADDRESS

231 Bedford Road
Stockton, CA 95204

CONTACT INFORMATION:

info@stocktonmiraclemile.com
(209) 623-1144

WEBSITE:

www.stocktonmiraclemile.com

January 2025