



**Miracle Mile Community Improvement District**  
General Meeting of the Board of Directors Agenda  
Wednesday, October 9, 2024, at 4:00 pm  
LDA Partners – 222 Central , CA 95204

**AGENDA**

1. Call to Order General Session – *Jeffrey Gamboni, President*
2. Public Comment (3-Minutes Max Per Person)  
*Please complete comment card and deliver to Board Secretary.*
3. Hippodrome Theatre – James Snyder (5-minutes)
4. City Council Candidate – District 4: Gina Valadez-Bracamonte (5-minutes)
5. Approval of the September 11, 2024, BOD Meeting Minutes – *Juanita Pasley, Secretary* *Action Item*
6. Approval of MMCID August Financials – *John V. Precissi, Treasurer* *Action Item*
  - a. Valley Asian Chamber of Commerce Membership *Action Item*
  - b. MMCID Investments *Action Item*
7. City of Stockton Report – *Carrie Wright, Economic Development or Chad Reed, Public Works*
8. District Reports
  - a. Capital Improvement Ad-Hoc Committee – *Jean Callahan*
  - b. Civil Sidewalk – *Lisa Whirlow*
    - i. DSA Ambassador Patrol
  - c. Economic Development – *Jeff Gamboni*
  - d. Events & Promotions – *John Precissi*
9. Executive Director Report – *Kim Byrd, Executive Director*
  - a. Board of Directors Nominations Open
  - b. Welcome New Merchants
  - c. Trash Receptacles
10. Director Requests / Announcements
11. Next Meeting:  
**November 13th, 2024, at 4:00 pm LDA Partners**
12. Adjournment *Action Item*

**Brown Act:** All MMCID Board meetings are held pursuant to the Brown Act as codified in Government Code Section 54957.5.

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**Public Comments:** The law provides the opportunity for the public to be heard on any item within the subject matter jurisdiction of the Board, before or during the discussion of that item by the Board. For all items, including items not on the agenda, the public comment time is at the start of each meeting and is limited to three minutes per person unless additional time is granted by the meeting chairperson. State law does not allow action to be taken on an issue not listed on the agenda.

**Accessibility:** If you require special assistance to participate in the meeting, notify Kim Byrd at 209-481-1843 or via email at [info@stocktonmiraclemile.com](mailto:info@stocktonmiraclemile.com) at least 48-hours prior to the meeting.

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**MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT  
GENERAL MEETING BOARD OF DIRECTORS**

**MINUTES OF THE MEETING**

Wednesday, September 11, 2024 at 4:00pm  
LDA Partners – 222 Central Court, Stockton, CA 95204

**PRESENT:** Kim Byrd, Juanita Pasley, John Precissi, Brian Wright, Jeffrey Gamboni, Rex Dhatt, Lisa Whirlow, Jason Laurenti, Tammy Nguyen, Jovie Lor (arrived 4:06pm), Manuel Guizar (arrived 4:26pm)

**ABSENT:** Jean Callahan, Yonie Young

**GUESTS:** Carrie Wright, James Snyder, Catherine Russo, Jeff Texon

1. **Call to Order General Session** – Meeting called to order at 4:03pm by Jeff Gamboni, Board President

2. **Public Comment (3-Minutes Max Per Person):** *Please complete comment card and deliver to Board Secretary.*

James Texon introduced himself as the President of the new theater, Hippodrome, a new theater that will be opening. He introduced his board and others that will be a part of the theater and spoke of their goals for the city. With the next closest theater being in Fairfield, they are hoping to bring back the draw of theater atmosphere. They are partnering with other local theaters and will be cross promoting people and other productions in order to draw people in. Hippodrome will be looking to do a dinner and a show concept. A fundraiser will be held on Oct 22, 2024 at Whirlow's.

3. **Approval of the August 14, 2024, BOD Meeting Minutes** – Juanita Pasley, Board Secretary

**MOTION to approve Minutes of August 14, 2024:**

**Motion:** Lisa Whirlow **Second:** Rex Dhatt **Vote:** 9/9 **Abstentions:** 0

**Motion Approved**

4. **Approval of the MMCID Financials** – John Precissi, Treasurer

Still some outstanding from Havana Nights. A check has been received from SUSD, awaiting money from City of Stockton and another \$10,000 from Miguel Villapudua. Lisa brought up that, with the amount of money that we currently have in our account, we should be moving some funds into money making accounts (CD's, etc). The board will table this idea for now and will look into some numbers and different bank possibilities and revisit on the next meeting.

**MOTION to add an action item – Investment of MMCID funds:**

**Motion:** Lisa Whirlow **Second:** Jason Laurenti **Vote:** 10/10 **Abstentions:** 0

**Motion Approved**

**MOTION to approve July 2024 Financials:**

**Motion:** Juanita Pasley **Second:** Rex Dhatt **Vote:** 10/10 **Abstentions:** 0

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## **Motion Approved**

### **5. City of Stockton Report – Carrie Wright**

Substation NOFA (Notice of funding availability) should be going out next week. MMCID will need to respond for the purchase of property for a maintenance substation. The application will need to go through the city chain of command. RFQ for \$20,000,000 has been extended to 9/25. Trash can replacement is moving forward. New business growth is on the rise in the city.

Lisa asked about the property vacancies and what we could do as a board to force owners to rent spaces. Carrie stated that we could send letters to the property owners and also to start utilizing Ask Stockton to force the city to take action.

### **6. Establishment of MMCID Ad-Hoc Committee(s)**

- a. Asset Procurement & Management – Jeff stated that we are looking to establish a committee for the maintenance substation. Volunteers: Jason Laurenti, John Precissi, Lisa Whirlow, Jean Callahan, Manuel Guizar, and Jeff Gamboni. Meeting will be in person 9/17/24 @ 4pm and will be reoccurring weekly.

### **MOTION to establish a Committee:**

**Motion:** Manuel Guizar **Second:** Jovie Lor **Vote:** 10/10 **Abstentions:** 0

### **Motion Approved**

### **7. District Reports**

- a. **Capital Improvement Ad-Hoc Committee** – Jean Callahan- Not present
- b. **Bylaws** – Yonie Young – Not present
- c. **Civil Sidewalk** – Rex Dhatt – Going to see Calidad tomorrow to check out the new cameras that we may want to put in. Meeting is tomorrow at 1:00pm at Calidad.
  - i. Security Camera: P3 Proposal Review and Site Visit – Meeting tomorrow at 1:00pm.
  - ii. Miracle Mile Mural – Jean is looking to have a mural put on the Mile like that of what was put in downtown.
  - iii. COS Trash Receptacle Replacement – Currently ongoing.
- d. **Economic Development** – Jeff Gamboni – No report, did not meet last month.
- e. **Events & Promotions** – John Precissi – Week of welcome was a success. Car show coming up 10/19/24. Sponsorships are coming in. Looking for a DJ for the event, live band is already booked. Still booking cars. The fees are \$45 early registration, \$65 until 9/19/24, week of registration is \$85. Jason asked about the drinking of outside alcohol at the event. Kim stated that PD will not enforce it, it is best that we just ask the violators to get rid of any alcohol that we may see. Looking for volunteers and will need board participation for ticket booth, registration booth, etc. Boho market has been pushed back a month due to come city issues and there is another market happening that same day. Discussion of a pumpkin patch for a weekend in October.

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Jeff asked about the newsletter. All board members should start taking pictures and sending them to Kim and she would start posting them as a graphics-based newsletter to be sent out monthly.

**8. Executive Director Report – Kim Byrd, Executive Director –**

- a. Board of Directors Nominations – Nominations are upcoming, we will start recruitment within the next few weeks. If there are any questions with potential nominees, they can contact Kim and/or Jeff. Talks of establishing a cutoff date for nominations, possibly November.
- b. Customer Relationship Management (CRM – District 360) – A relational database we could utilize and contain all district information. Kim is checking with different vendors for a simplified way to have all information in one spot.
- c. AB 2449 – New Brown Act Rules for a Zoom-Friendly World – Does allow for Zoom participation. The downside would be if there was an issue with WIFI connection, the meeting would have to stop until connections are restored. The board agreed to continue utilizing the in-person model for board meetings. Committees will continue to provide for Zoom meetings.

**9. Director Requests / Announcements –** Jeff stated that there will be a meeting tomorrow at 4pm at Whirlows to start the search for a new Executive Director.

Rex asked about the businesses that are having lots of calls for service and if there was a policy about those business owners being charged for a high amount of calls. Kim has reached out to Calidad about private citizen requests. They have agreed to work with individuals on their own.

Jason asked about creating a tree program for maintenance of our trees. He also asked about a decommissioned police car and the possibility of getting one on the Mile.

Jovie spoke about her new tenant, Big Frog, who will be selling custom merch.

**10. Next Meeting: October 11th, 2024, at 4:00 pm location LDA Partners**

**11. Adjournment –** Motion to adjourn made by Manuel Guizar @ 5:33pm, second Rex Dhatt.

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# Financial Report

Miracle Mile Community Improvement District

For the period ended September 30, 2024



Prepared by  
Finance Committee

Prepared on  
October 9, 2024

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ASSESSMENTS PAST DUE:  
\$22,504.56 City of Stockton

SPONSORSHIP DUE:  
\$10,000.00 Miguel Villpudua

# Statement of Financial Position

As of September 30, 2024

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
F&M Checking x0801	140,263.75
F&M Reserve x5901	15,402.01
<b>Total Bank Accounts</b>	<b>155,665.76</b>
<b>Total Current Assets</b>	<b>155,665.76</b>
<b>Fixed Assets</b>	
Dorris Place - Land Purchase	10,000.00
<b>Total Fixed Assets</b>	<b>10,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$165,665.76</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Total Liabilities</b>	
<b>Equity</b>	
Opening balance equity	1,844.96
Retained Earnings	158,666.31
Net Revenue	5,154.49
<b>Total Equity</b>	<b>165,665.76</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$165,665.76</b>

# Statement of Activity by Month

September 2024

	<b>Total</b>
<b>REVENUE</b>	
NON-ASSESSED INCOME	
Event Income	
Car Show & Concert	1,500.00
Stockton Cruise Night	7,000.00
<b>Total Event Income</b>	<b>8,500.00</b>
<b>Total NON-ASSESSED INCOME</b>	<b>8,500.00</b>
<b>Total Revenue</b>	<b>8,500.00</b>
<b>GROSS PROFIT</b>	<b>8,500.00</b>
<b>EXPENDITURES</b>	
CIVIL SIDEWALK	
Enhanced Service Programs	
Maintenance Ambassador	5,485.00
Safety Ambassador	6,431.25
Safety Service Calls	472.50
Security Camera Monitoring	2,915.00
Waste Management	580.50
<b>Total Enhanced Service Programs</b>	<b>15,884.25</b>
<b>Total CIVIL SIDEWALK</b>	<b>15,884.25</b>
District Identity	
Banner Program	2,800.00
Event Expenses	
Car Show & Concert Expense	58.00
Stockton Cruise Night Expense	288.00
UOP Welcome Back Expense (WOW)	297.47
<b>Total Event Expenses</b>	<b>643.47</b>
Social Media Contractor	1,500.00
Website & Email Services	22.17
<b>Total District Identity</b>	<b>4,965.64</b>
DISTRICT MANAGEMENT & ADMINISTRATION	
Contract Management Services	3,858.74
Office/General Administrative	
Dues, subscriptions & memberships	198.34
Google Workspace	28.80
Phone & Internet Service	29.13
Postage & PO Box	73.00
<b>Total Office/General Administrative</b>	<b>329.27</b>
Professional Fees	
Bookkeeping	500.00

	Total
<b>Total Professional Fees</b>	<b>500.00</b>
<b>Total DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>	<b>4,688.01</b>
<b>Total Expenditures</b>	<b>25,537.90</b>
NET OPERATING REVENUE	-17,037.90
NET REVENUE	<b>\$ -17,037.90</b>

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# Statement of Activity Y-T-D

January - September, 2024

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Total
<b>REVENUE</b>										
<b>ASSESSMENT INCOME</b>										
SJC Assessments	102,412.40	489.00			91,598.32			20,622.20		194,499.72
SUSD Assessment										20,622.20
<b>Total ASSESSED INCOME</b>	<b>102,412.40</b>	<b>489.00</b>			<b>91,598.32</b>			<b>20,622.20</b>		<b>215,121.92</b>
<b>NON-ASSESSED INCOME</b>										
Event Income			198.90							1,500.00
Car Show & Concert										0.00
Event - Havana Nights						0.00				0.00
Event - Havana Nights - Silent Auction Sales						6,347.00	130.00			6,477.00
Event - Havana Nights - Sponsorship					11,500.00	20,700.00		6,400.00		38,600.00
Event - Havana Nights - Ticket Sales						11,900.00	500.00			12,300.00
Event - Havana Nights Beverage Sales						7,433.00				7,433.00
Event - Havana Nights Donor Donation					500.00					900.00
<b>Total Event - Havana Nights</b>					<b>12,000.00</b>	<b>46,680.00</b>	<b>630.00</b>	<b>6,400.00</b>		<b>65,710.00</b>
Stockton Cruise Night									7,000.00	7,000.00
<b>Total Event Income</b>			<b>198.90</b>		<b>12,000.00</b>	<b>46,680.00</b>	<b>630.00</b>	<b>6,400.00</b>		<b>74,408.90</b>
Light Pole Banner Contribution						8,000.00				8,000.00
Net Restitution	160.00	-160.00				0.00				0.00
Non-Accessed Income - SJC Camera Program								28,000.00		28,000.00
Non-Accessed Income - SJC Property Tax - Interest Earned										463.00
<b>Total NON-ASSESSED INCOME</b>	<b>160.00</b>	<b>-160.00</b>	<b>198.90</b>	<b>0.00</b>	<b>12,000.00</b>	<b>54,680.00</b>	<b>630.00</b>	<b>55,465.20</b>		<b>8,500.00</b>
<b>Total Revenue</b>	<b>102,572.40</b>	<b>329.00</b>	<b>198.90</b>	<b>0.00</b>	<b>103,598.32</b>	<b>54,680.00</b>	<b>630.00</b>	<b>55,465.20</b>		<b>325,589.82</b>
<b>GROSS PROFIT</b>										
<b>EXPENDITURES</b>										
<b>CIVIL SIDEWALK</b>										
Enhanced Service Programs										0.00
Enhanced Safety (Hammer Head)	8,592.25	7,409.88								16,002.13
Maintenance Ambassador	5,435.04	5,485.04	5,435.00	5,483.93	5,435.00	5,435.00	5,435.00	5,435.00	5,485.00	49,064.01
Repair & maintenance supplies						165.36				165.36
Safety Ambassador			4,952.50	6,431.25	5,980.00	6,431.25	6,431.25	6,431.25	6,431.25	42,988.75
Safety Service Calls				1,032.50	717.50	710.50	385.00	525.00	472.50	3,843.00
Security Camera Monitoring				1,165.00	1,315.00	2,315.00	2,915.00	2,815.00	2,915.00	13,440.00
Waste Management	432.30	432.30	432.30	432.30	575.33	432.30	575.33	1,115.69	590.50	5,008.25
<b>Total Enhanced Service Programs</b>	<b>14,459.59</b>	<b>13,927.22</b>	<b>10,819.80</b>	<b>14,544.98</b>	<b>13,922.83</b>	<b>15,489.41</b>	<b>15,741.59</b>	<b>16,321.84</b>	<b>15,594.25</b>	<b>130,511.50</b>
Security Camera Hardware	25,365.78				1,508.50		15,387.03			69,150.57
<b>Total CIVIL SIDEWALK</b>	<b>39,825.37</b>	<b>13,927.22</b>	<b>10,819.80</b>	<b>40,494.24</b>	<b>15,431.33</b>	<b>15,489.41</b>	<b>32,128.61</b>	<b>16,321.84</b>	<b>15,594.25</b>	<b>189,682.07</b>
District Identity							55.00	9,493.07		9,548.07
Banner Program	200.00					220.00			2,800.00	12,768.07

Miracle Mile Community Improvement District

7/17

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Total
Event Expenses										0.00
Car Show & Concert Expense									58.00	58.00
Havana Nights Expense					1,922.10	20,230.94	13,260.29	201.97		35,615.30
Square Merchant Processing - Havana Miles					175.15	524.87	4.70			704.72
<b>Total Havana Nights Expense</b>					<b>2,097.25</b>	<b>20,755.81</b>	<b>13,264.99</b>	<b>201.97</b>		<b>36,320.02</b>
Stockton Cruise Night Expense					141.00		141.00	365.00	288.00	925.00
UOF Welcome Back Expense (WCW)							2,086.13	297.47		2,383.60
<b>Total Event Expenses</b>	1,500.00	1,500.00	1,500.00	1,500.00	<b>2,238.25</b>	<b>20,755.81</b>	<b>13,405.99</b>	<b>2,643.10</b>	<b>643.47</b>	<b>39,686.62</b>
Social Media Contractor	311.64				89.00	1,500.00	1,500.00	1,500.00	1,500.00	13,500.00
Website & Email Services									22.17	554.57
<b>Total District Identity</b>	<b>2,011.64</b>	<b>1,500.00</b>	<b>1,500.00</b>	<b>1,500.00</b>	<b>9,827.25</b>	<b>22,475.81</b>	<b>15,092.75</b>	<b>13,636.17</b>	<b>4,965.64</b>	<b>66,509.26</b>
<b>DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>										0.00
Contract Management Services	3,657.67	6,240.80	4,787.90	3,306.00	3,991.56	5,974.00	5,500.00	4,372.04	3,858.74	41,688.91
License and Permits				75.00		50.00				125.00
Office/General Administrative			742.50			215.59				958.09
Dues, subscriptions & memberships				160.00				364.00	198.34	722.34
Google Workspace		36.00	24.00	25.39	28.80	28.80	28.80	28.80	28.80	229.39
Meeting Expense		300.90								682.71
Office printing				227.62						227.62
Office Supplies	33.98		145.53			89.08		262.42		531.01
Phone & Internet Service	29.13	29.13	29.13	29.13	29.13	29.13	29.13	29.13	29.13	262.17
Postage & PO Box	68.30					12.04			73.00	385.34
QuickBooks	65.31	90.00	90.00	90.00	108.33	100.00	180.65	235.00		959.29
<b>Total Office/General Administrative</b>	<b>196.72</b>	<b>456.03</b>	<b>1,081.16</b>	<b>532.14</b>	<b>166.28</b>	<b>474.64</b>	<b>620.39</b>	<b>1,151.95</b>	<b>329.27</b>	<b>4,957.96</b>
Professional Fees										0.00
Bookkeeping	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	4,500.00
CPA	625.00	850.00								1,475.00
Legal		330.00								330.00
<b>Total Professional Fees</b>	<b>1,125.00</b>	<b>1,880.00</b>	<b>500.00</b>	<b>500.00</b>	<b>500.00</b>	<b>500.00</b>	<b>500.00</b>	<b>500.00</b>	<b>500.00</b>	<b>6,305.00</b>
Storage Lease					1,200.00					1,200.00
<b>Total DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>	<b>4,979.69</b>	<b>8,376.83</b>	<b>6,319.06</b>	<b>4,413.14</b>	<b>5,857.82</b>	<b>6,998.64</b>	<b>6,620.39</b>	<b>6,023.39</b>	<b>4,898.01</b>	<b>64,276.87</b>
Printing								212.20		212.20
RESERVE & SPECIAL FUNDING										0.00
Other Special Projects										0.00
AB 179 Improvement Project	83.93	50.00	45.00							178.93
<b>Total Other Special Projects</b>	<b>83.93</b>	<b>50.00</b>	<b>45.00</b>							<b>178.93</b>
<b>Total RESERVE &amp; SPECIAL FUNDING</b>	<b>83.93</b>	<b>50.00</b>	<b>45.00</b>							<b>178.93</b>
<b>Total Expenditures</b>	<b>46,900.53</b>	<b>23,264.05</b>	<b>18,683.96</b>	<b>46,347.38</b>	<b>25,116.40</b>	<b>44,683.86</b>	<b>53,841.75</b>	<b>36,183.60</b>	<b>25,537.30</b>	<b>320,699.38</b>
<b>NET OPERATING REVENUE</b>	<b>55,671.67</b>	<b>-22,826.05</b>	<b>-18,484.96</b>	<b>-46,347.38</b>	<b>78,481.92</b>	<b>9,716.14</b>	<b>-53,211.75</b>	<b>19,291.60</b>	<b>-17,037.30</b>	<b>5,154.49</b>
<b>NET REVENUE</b>	<b>\$55,671.67</b>	<b>\$ -22,826.05</b>	<b>\$ -18,484.96</b>	<b>\$ -46,347.38</b>	<b>\$ 78,481.92</b>	<b>\$ 9,716.14</b>	<b>\$ -53,211.75</b>	<b>\$ 19,291.60</b>	<b>\$ -17,037.30</b>	<b>\$ 5,154.49</b>

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# Budget vs. Actuals FY 2024

January - December 2024

	Actual	Budget	over Budget	% of Budget
<b>Total</b>				
<b>REVENUE</b>				
<b>ASSESSMENT INCOME</b>				
COS Assessment	22,505.00	22,505.00	-22,505.00	
SJC Assessments	194,499.72	194,034.00	465.72	100.24 %
SUSD Assessment	20,622.20	20,622.00	0.20	100.00 %
<b>Total ASSESSMENT INCOME</b>	<b>215,121.92</b>	<b>237,161.00</b>	<b>-22,039.08</b>	<b>90.71 %</b>
<b>NON-ASSESSED INCOME</b>				
Event Income		22,602.00	-22,602.00	
Car Show & Concert	1,698.90		1,698.90	
Event - Havana Nights	0.00		0.00	
Event - Havana Nights - Silent Auction Sales	6,477.00		6,477.00	
Event - Havana Nights - Sponsorship	38,600.00		38,600.00	
Event - Havana Nights - Ticket Sales	12,300.00		12,300.00	
Event - Havana Nights Beverage Sales	7,433.00		7,433.00	
Event - Havana Nights Donor Donation	900.00		900.00	
<b>Total Event - Havana Nights</b>	<b>65,710.00</b>		<b>65,710.00</b>	
Stockton Cruise Night	7,000.00		7,000.00	
<b>Total Event Income</b>	<b>74,408.90</b>	<b>22,602.00</b>	<b>51,806.90</b>	<b>329.21 %</b>
Interest Income		8.00	-8.00	
Light Pole Banner Contribution	8,000.00		8,000.00	
Non-Accessed Income - SJC Camera Program	28,000.00		28,000.00	
Non-Accessed Income - SJC Property Tax - Interest Earned	463.00		463.00	
<b>Total NON-ASSESSED INCOME</b>	<b>110,871.90</b>	<b>22,610.00</b>	<b>88,261.90</b>	<b>490.37 %</b>
<b>Total Revenue</b>	<b>325,993.82</b>	<b>259,771.00</b>	<b>66,222.82</b>	<b>125.49 %</b>
<b>GROSS PROFIT</b>	<b>325,993.82</b>	<b>259,771.00</b>	<b>66,222.82</b>	<b>125.49 %</b>

	Actual	Budget	over Budget	% of Budget	Total
<b>EXPENDITURES</b>					
<b>CIVIL SIDEWALK</b>					
Enhanced Service Programs		143,520.00	-143,520.00		
Enhanced Safety (Hammer Head)	16,002.13		16,002.13		
Maintenance Ambassador	55,105.01		55,105.01		
Repair & maintenance supplies	677.96		677.96		
Safety Ambassador	49,420.00		49,420.00		
Safety Service Calls	4,298.00		4,298.00		
Security Camera Monitoring	17,105.00	42,000.00	-24,895.00	40.73 %	
Waste Management	5,058.25	6,634.00	-1,575.75	76.25 %	
<b>Total Enhanced Service Programs</b>	<b>147,666.35</b>	<b>48,634.00</b>	<b>99,032.35</b>	<b>303.63 %</b>	
Security Camera Hardware	73,666.57	80,000.00	-6,333.43	92.08 %	
<b>Total CIVIL SIDEWALK</b>	<b>221,332.92</b>	<b>272,154.00</b>	<b>-50,821.08</b>	<b>81.33 %</b>	
<b>District Identity</b>					
Advertising		2,800.00	-2,800.00		
Banner Program	12,768.07	10,000.00	2,768.07	127.68 %	
Event Expenses					
Car Show & Concert Expense	1,503.54		1,503.54		
Havana Nights Expense	35,615.30		35,615.30		
Square Merchant Processing - Havana Nites	704.72		704.72		
<b>Total Havana Nights Expense</b>	<b>36,320.02</b>	<b>36,320.02</b>	<b>925.00</b>		
Stockton Cruise Night Expense	925.00		925.00		
UOP Welcome Back Expense (WOW)	2,383.60		2,383.60		
<b>Total Event Expenses</b>	<b>41,132.16</b>	<b>41,132.16</b>	<b>-3,000.00</b>	<b>83.33 %</b>	
Social Media Contractor	15,000.00	18,000.00	-3,000.00	66.66 %	
Website & Email Services	554.57	832.00	-277.43	66.66 %	
<b>Total District Identity</b>	<b>69,454.80</b>	<b>31,632.00</b>	<b>37,822.80</b>	<b>219.57 %</b>	

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	Actual	Budget	over Budget	% of Budget
<b>Total</b>				
<b>DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>				
Contract Management Services	45,979.17	54,140.00	-8,160.83	84.93 %
Insurance		12,333.00	-12,333.00	
Directors & officers insurance	9,218.30		9,218.30	
Liability insurance	4,168.32		4,168.32	
<b>Total Insurance</b>	<b>13,386.62</b>	<b>12,333.00</b>	<b>1,053.62</b>	<b>108.54 %</b>
License and Permits	125.00		125.00	
Office/General Administrative	958.09	2,500.00	-1,541.91	38.32 %
Dues, subscriptions & memberships	747.34		747.34	
Google Workspace	229.39		229.39	
Meeting Expense	682.71		682.71	
Office printing	227.62		227.62	
Office Supplies	531.01		531.01	
Phone & Internet Service	291.30		291.30	
Postage & PO Box	385.34		385.34	
QuickBooks	1,194.29		1,194.29	
<b>Total Office/General Administrative</b>	<b>5,247.09</b>	<b>2,500.00</b>	<b>2,747.09</b>	<b>209.88 %</b>
Professional Fees				
Bookkeeping	5,000.00	6,000.00	-1,000.00	83.33 %
CPA	1,475.00		1,475.00	
Legal	330.00	1,500.00	-1,170.00	22.00 %
<b>Total Professional Fees</b>	<b>6,805.00</b>	<b>7,500.00</b>	<b>-695.00</b>	<b>90.73 %</b>
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
<b>Total DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>	<b>72,742.88</b>	<b>77,673.00</b>	<b>-4,930.12</b>	<b>93.65 %</b>
Printing	212.20		212.20	
RESERVE & SPECIAL FUNDING				
Other Special Projects				

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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	Actual	Budget	over Budget	% of Budget
<b>Total</b>				
AB 179 Improvement Project	178.93		178.93	
<b>Total Other Special Projects</b>	<b>178.93</b>		<b>178.93</b>	
<b>Total RESERVE &amp; SPECIAL FUNDING</b>	<b>178.93</b>		<b>178.93</b>	
<b>Total Expenditures</b>	<b>363,921.73</b>	<b>381,459.00</b>	<b>-17,537.27</b>	<b>95.40 %</b>
<b>NET OPERATING REVENUE</b>	<b>-37,927.91</b>	<b>-121,688.00</b>	<b>83,760.09</b>	<b>31.17 %</b>
<b>NET REVENUE</b>	<b>\$ -37,927.91</b>	<b>\$ -121,688.00</b>	<b>\$83,760.09</b>	<b>31.17 %</b>

**MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT**

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# Budget vs. Actuals FY 2024

January - September, 2024

	Actual	Budget	over Budget	% of Budget
<b>Total</b>				
<b>REVENUE</b>				
<b>ASSESSMENT INCOME</b>				
COS Assessment		22,505.00	-22,505.00	
SJC Assessments	194,499.72	194,034.00	465.72	100.24 %
SUSD Assessment	20,622.20	20,622.00	0.20	100.00 %
<b>Total ASSESMENT INCOME</b>	<b>215,121.92</b>	<b>237,161.00</b>	<b>-22,039.08</b>	<b>90.71 %</b>
<b>NON-ASSESSED INCOME</b>				
Event Income		22,602.00	-22,602.00	
Car Show & Concert	1,698.90		1,698.90	
Event - Havana Nights	0.00		0.00	
Event - Havana Nights - Silent Auction Sales	6,477.00		6,477.00	
Event - Havana Nights - Sponsorship	38,600.00		38,600.00	
Event - Havana Nights - Ticket Sales	12,300.00		12,300.00	
Event - Havana Nights Beverage Sales	7,433.00		7,433.00	
Event - Havana Nights Donor Donation	900.00		900.00	
<b>Total Event - Havana Nights</b>	<b>65,710.00</b>		<b>65,710.00</b>	
Stockton Cruise Night	7,000.00		7,000.00	
<b>Total Event Income</b>	<b>74,408.90</b>	<b>22,602.00</b>	<b>51,806.90</b>	<b>329.21 %</b>
Interest Income		8.00	-8.00	
Light Pole Banner Contribution	8,000.00		8,000.00	
Net Restitution	0.00		0.00	
Non-Accessed Income - SJC Camera Program	28,000.00		28,000.00	
Non-Accessed Income - SJC Property Tax - Interest Earned	463.00		463.00	
<b>Total NON-ASSESSED INCOME</b>	<b>110,871.90</b>	<b>22,610.00</b>	<b>88,261.90</b>	<b>490.37 %</b>
<b>Total Revenue</b>	<b>325,993.82</b>	<b>259,771.00</b>	<b>66,222.82</b>	<b>125.49 %</b>

	Actual	Budget	over Budget	% of Budget
<b>GROSS PROFIT</b>	<b>325,993.82</b>	<b>259,771.00</b>	<b>66,222.82</b>	<b>125.49 %</b>
<b>EXPENDITURES</b>				
<b>CIVIL SIDEWALK</b>				
Enhanced Service Programs		143,520.00	-143,520.00	
Enhanced Safety (Hammer Head)	16,002.13		16,002.13	
Maintenance Ambassador	49,064.01		49,064.01	
Repair & maintenance supplies	165.36		165.36	
Safety Ambassador	42,988.75		42,988.75	
Safety Service Calls	3,843.00		3,843.00	
Security Camera Monitoring	13,440.00	42,000.00	-28,560.00	32.00 %
Waste Management	5,008.25	6,634.00	-1,625.75	75.49 %
<b>Total Enhanced Service Programs</b>	<b>130,511.50</b>	<b>48,634.00</b>	<b>81,877.50</b>	<b>268.35 %</b>
Security Camera Hardware	69,150.57	80,000.00	-10,849.43	86.44 %
<b>Total CIVIL SIDEWALK</b>	<b>199,662.07</b>	<b>272,154.00</b>	<b>-72,491.93</b>	<b>73.36 %</b>
District Identity				
Advertising		2,800.00	-2,800.00	
Banner Program	12,768.07	10,000.00	2,768.07	127.68 %
Event Expenses				
Car Show & Concert Expense	58.00		58.00	
Havana Nights Expense	35,615.30		35,615.30	
Square Merchant Processing - Havana Nites	704.72		704.72	
<b>Total Havana Nights Expense</b>	<b>36,320.02</b>	<b>36,320.02</b>	<b>36,320.02</b>	
Stockton Cruise Night Expense	925.00		925.00	
UOP Welcome Back Expense (WOW)	2,383.60		2,383.60	
<b>Total Event Expenses</b>	<b>39,686.62</b>	<b>18,000.00</b>	<b>39,686.62</b>	
Social Media Contractor	13,500.00		-4,500.00	75.00 %
Website & Email Services	554.57	832.00	-277.43	66.66 %

**MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT**

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## Notes

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### **CIVIL SIDEWALK** (Clean & Safe)

Enhanced Maintenance & Ambassador Services provided by Downtown Stockton Alliance (DSA)

Camera Monitoring Services provided by Calidad Security

Waste Management Service provided by Republic Services

### **DISTRICT IDENTITY** (Marketing & Events)

Social Media Services provided by Katie Siegfried, 19 Colors Marketing

### **DISTRICT MANAGEMENT & ADMINISTRATION**

District Management Services provided by Kim Byrd

Bookkeeping Services provided by Kim Potts

Insurance Provider is F.J. Dietrich & Co. Insurance Services

**EXECUTIVE DIRECTOR REPORTS**  
**October 2024**

**CITY OF STOCKTON PUBLIC WORKS PROJECTS**

**City Council approved an additional \$500,000** on May 24, 2022, for continued traffic and safety improvement projects within the Miracle Mile Improvement District. The project scope is pending additional outreach with the MMID Board.

**UPDATE:** Chad to confirm purpose/status of Council approved Funding. (None at this time)

**MMID Traffic Engineering Evaluation** – Traffic Engineering staff have been observing and collecting traffic signal and traffic flow data from the corridor since March 2022. The purpose is garner information for strategizing use of alternative stop controls at intersections and/or other measures to positively affect traffic flow. Traffic signals that are temporarily impacted during this evaluation, operating in red flash mode, include any combination of the following intersections along the Miracle Mile: Central Ct/Castle St, Doris Pl/Cleveland St, and Maple St. The observations run approximately from 11:00 p.m. to 5:00 a.m. daily. The duration of this study will continue until enough data has been collected.

**UPDATE:** Chad to confirm purpose/status of traffic engineering study. (None at this time)

**Public Litter Receptacles** – City of Stockton has committed to provide trash receptacles and inserts. Once installed on-going responsibility will be the MMCIDs.

**UPDATE:** With inventory of existing trash receptacles complete, two design options under consideration. Both units are side locking. Once in receipt of receptacles, MMCID will be responsible for the maintenance, repair and replacement of units.



**(46) \$3,100,000 to the City of Stockton, for the City of Stockton – Redevelopment on the Miracle Mile: Public Safety/Maintenance Substation/Parking**

**UPDATE:** The MMCID is in receipt of the NOFA (Notification of Fund Availability) from the City. Our response is underway. NOFA questions must be received by October 15 and submission of our Letter of Interest and Proposal is due, October 31.

Petition for Welfare Exception (to reduce property tax burden) MMCID was formed as a mutual benefit charitable organization and has received its tax exemption letter from the IRS.

Please refer to page 4, which speaks to mutual benefit organizations:  
*Chambers of commerce or other business leagues, literary societies, scientific societies, college fraternities or sororities, lodges, or mutual benefit societies generally do not qualify for the Welfare Exemption. Such groups, although formed as nonprofit corporations exempt from state and federal income tax, are usually not organized and operated exclusively for charitable purposes, nor are their properties used exclusively for charitable activities.*

Research conducted as to “Organizational Clearance Certificates” on file and located three (3) community improvement associations, but dramatically different than the MMCID. I could not locate any other BID, CIP or PBIDs.a

MMCID Annual Insurance Premium for 2024/2025 \$13,376.62, up from \$12,482.42

Premium comparison as follows:

2024/2025	2023/2024
Package: \$2,599.32	Package: \$2,232.32
Umbrella: \$1,564.00	Umbrella: \$1,306.80
Directors & Officers: \$9,213.30	Directors & Officers: \$8,943.30
\$13,376.62	\$12,482.42

**CIVIL SIDEWALK (CLEAN & SAFE)**

**DSA Ambassador Call for Service Report (5:30am to 10:00pm)** -September report not yet available at this time



Additional sign options:

[https://www.stopsignsandmore.com/c-28-camera-video-security-signs.aspx?srsId=AfmBOor9ObRZeM9ourwFZdUI7lvz\\_5T-U5Qqpmi6hv8X7oH9rIDXA1TU](https://www.stopsignsandmore.com/c-28-camera-video-security-signs.aspx?srsId=AfmBOor9ObRZeM9ourwFZdUI7lvz_5T-U5Qqpmi6hv8X7oH9rIDXA1TU)

**MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT**

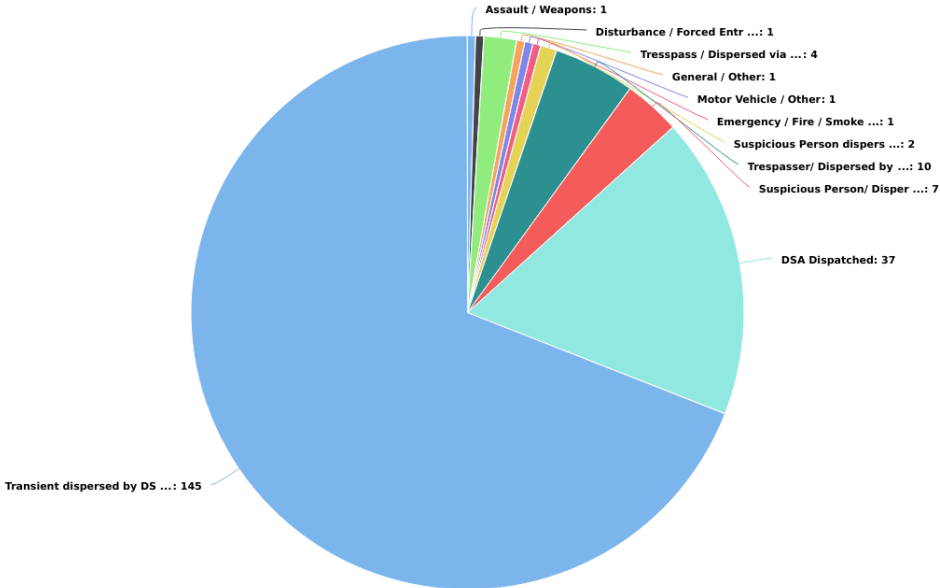
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# Miracle Mile Incident Analysis

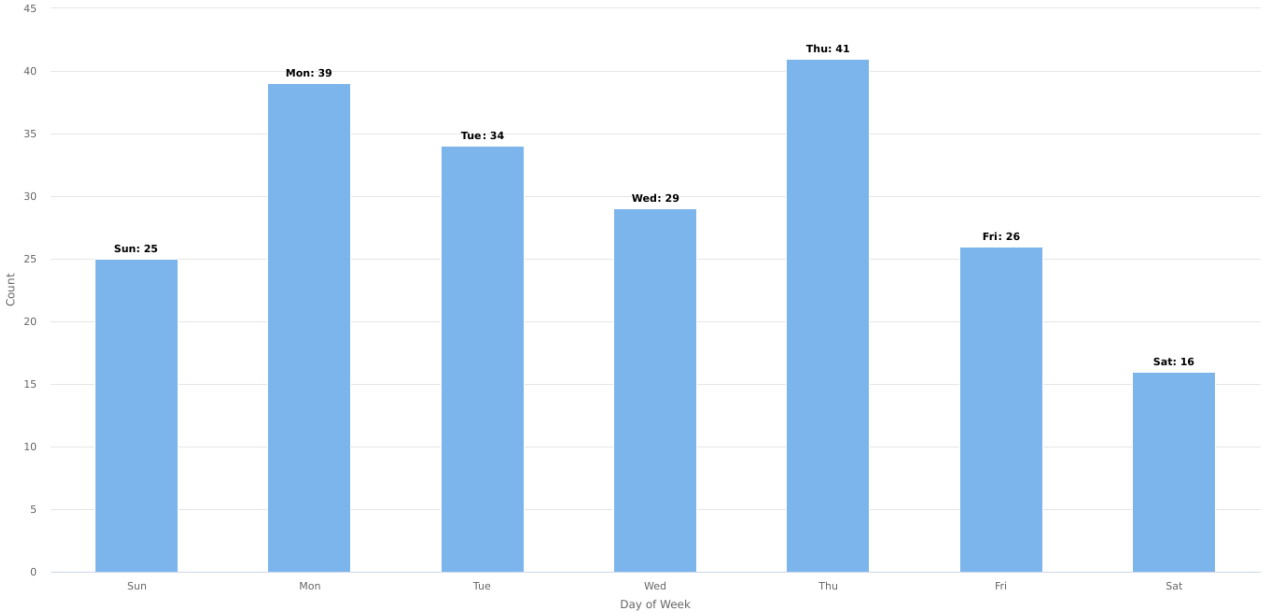
09/01/2024 - 09/30/2024



## Incident Category



## Day of Week



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# Incident Category vs Day of Week

08/01/2024 - 08/31/2024



Incident Category	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
Assault / Arrest							1	1
Disturbance / Vandalism	1							1
Trespass / Dispersed via Loudspeaker	2	1		1	1		1	6
Trespass / Dispersed by Patrol		1		1	1			3
Motor Vehicle / Abandoned	1							1
Motor Vehicle / Theft - Of a Motor Vehicle		1						1
Suspicious Person dispersed by Loudspeaker		2						2
Suspicious Person dispersed by Patrol					1			1
Suspicious Vehicle					1			1
Trespasser/ Dispersed by DSA	3	3	6	5	2	1	3	23
Suspicious Person/ Dispersed by DSA	1	5	1	1		1	1	10
DSA Dispatched	15		2	1	14	20	27	79
Transient dispersed by DSA	12	25	30	23	28	15		133
<b>Total</b>	<b>35</b>	<b>38</b>	<b>39</b>	<b>32</b>	<b>48</b>	<b>37</b>	<b>33</b>	<b>262</b>

## MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

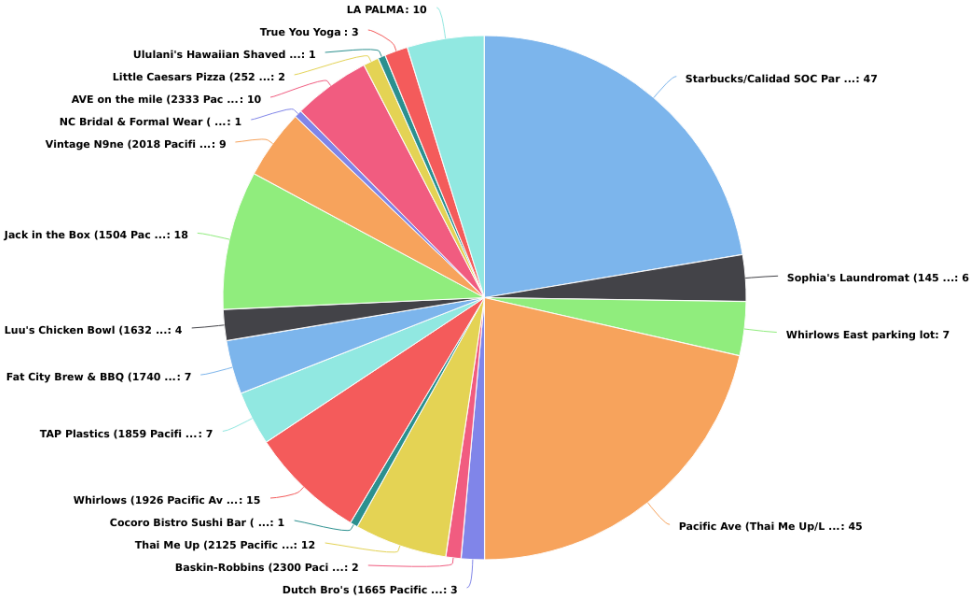
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# Miracle Mile Incident Analysis

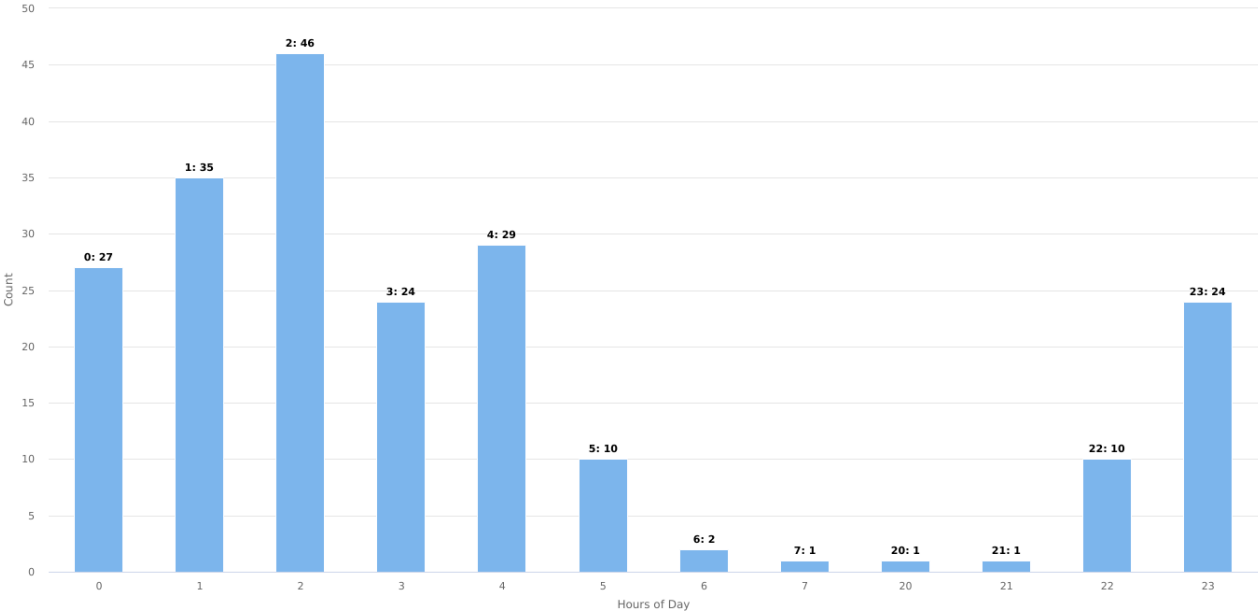
09/01/2024 - 09/30/2024



## On-Premise Site Location



## Hours of Day



# On-Premise Site Location vs Hours of Day

09/01/2024 - 09/30/2024



On-Premise Site Location	0	1	2	3	4	5	6	7	20	21	22	23	Total
Starbucks/Calidad SOC Parking (1810 Pacific)	1	10	15	4	4	5			1	1	3	3	47
Sophia's Laundromat (145 W Alder St)	2	1	1									2	6
Whirlows East parking lot	1	1	1								2	2	7
Pacific Ave (Thai Me Up/La Palma/Tuxedo Ct.)	7	11	8	3	10	3						3	45
Dutch Bro's (1665 Pacific Ave)	1			1	1								3
Baskin-Robbins (2300 Pacific Ave)					1						1		2
Thai Me Up (2125 Pacific Ave)	2	1	3	2	1	1						2	12
Cocoro Bistro Sushi Bar (2105 Pacific Ave)			1										1
Whirlows (1926 Pacific Ave)	3	3	1	4	2						1	1	15
TAP Plastics (1859 Pacific Ave)		1	1	1	1			1			1	1	7
Fat City Brew & BBQ (1740 Pacific Ave)	1			1	3		1					1	7
Luu's Chicken Bowl (1632 Pacific Ave)		1	1	2									4
Jack in the Box (1504 Pacific Ave)	3		6	3	2						1	3	18
Vintage N9ne (2018 Pacific Ave)			2	2							1	4	9
NC Bridal & Formal Wear (2019 Pacific Ave)					1								1
AVE on the mile (2333 Pacific Ave)	2	3	2		2		1						10
Little Caesars Pizza (2520 Pacific Ave)		1	1										2
Ululani's Hawaiian Shaved Ice (2130 Pacific Ave)		1											1
True You Yoga	1		1									1	3
LA PALMA	3	1	2	1	1	1						1	10
<b>Total</b>	<b>27</b>	<b>35</b>	<b>46</b>	<b>24</b>	<b>29</b>	<b>10</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>10</b>	<b>24</b>	<b>210</b>

## MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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**Welcome New Neighbors:**



**Under New Ownership:**



**Coming Soon....**



And Kulture Hair Salon, and A Sweet Deal

**Calendar of Events:**

~Sunday~  
October 13

9am to 12pm

**Mile Community Clean-Up  
with the Stockton Kiwanis**



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<p>~Thursday~ October 17</p> <p>6pm to 8pm</p> <p>Third Thursday Stockton Cruise Night Truck or Treat</p>	
<p>Miracle Mile Car Show &amp; Concert</p> <p>Saturday, October 19th 12pm to 5pm</p>	
<p>Miracle Mile Trick or Treat</p> <p>Thursday, October 31<sup>st</sup> 3pm to 5pm (or until candy runs out)</p>	
<p>~ Saturday ~ November 30th</p> <p>Support Small Business by shopping Local and visiting merchants on the Miracle Mile</p>	
<p>Miracle Mile Holiday Sip &amp; Show</p> <p>Saturday, December 7<sup>th</sup> 12pm to 6pm</p>	

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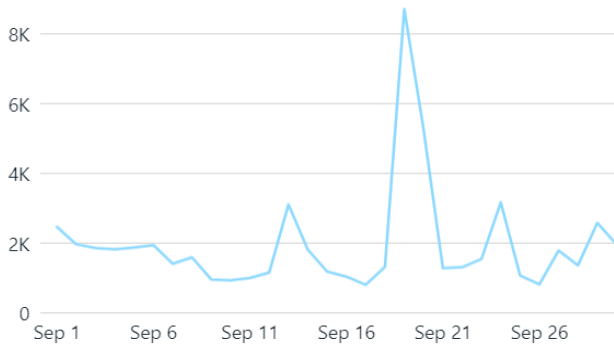
# SOCIAL MEDIA REPORT

## Reach

Export

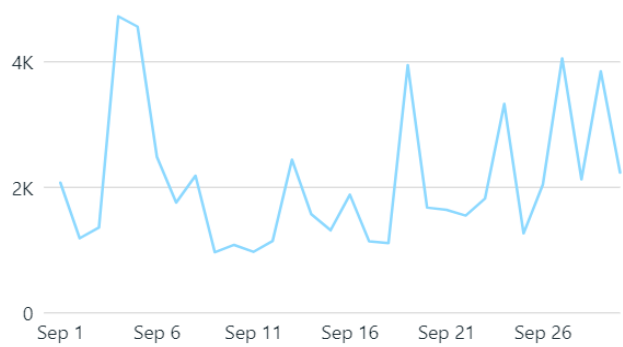
### Facebook reach ⓘ

35.7K ↓ 44%



### Instagram reach ⓘ

23.7K ↓ 10.3%

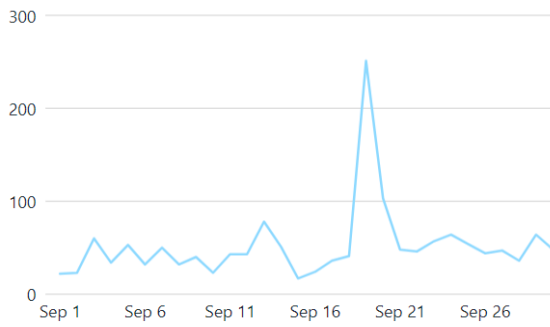


## Visits

Export

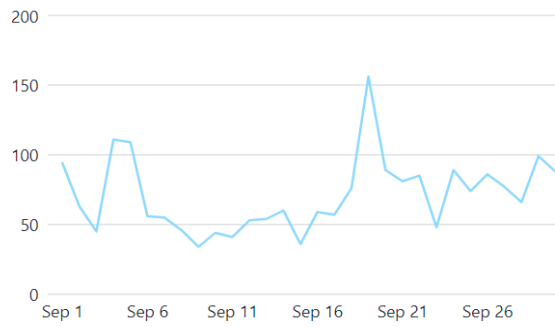
### Facebook visits ⓘ

1.6K ↓ 43.6%



### Instagram profile visits ⓘ

2.1K ↓ 50%

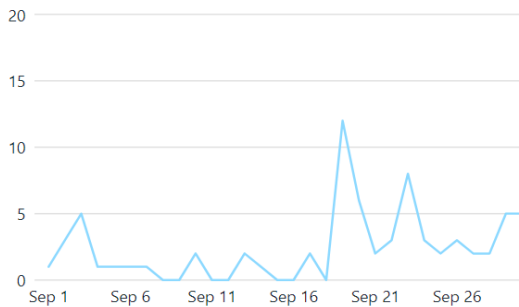


## Follows

Export

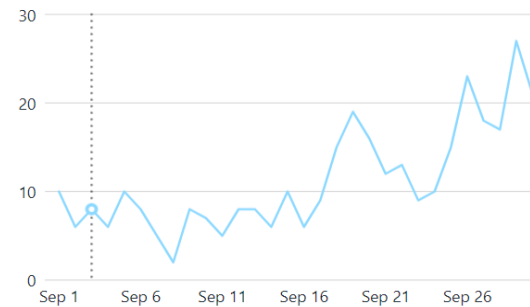
### Facebook follows ⓘ

73 ↓ 61%



### Instagram follows ⓘ

337 ↓ 45.2%



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