



Miracle Mile Community Improvement District
General Meeting of the Board of Directors Agenda
Wednesday, November 13, 2024, 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. Approval of the October 9, 2024, BOD Meeting Minutes – *Juanita Pasley, Secretary* *Action Item*
4. Finance Committee – *John V. Precissi, Treasurer*
 - a. MMCID October Financials *Action Item*

UPDATES:
Review of MMCID Budget 2025
Bookkeeper Contract Cancellation & RFP
Taste of the Mile – Havana Nights Proceeds
Security Camera Program – Phase 3
MMCID Investments
5. City of Stockton Report – *Tina McCarty*
6. District Reports
 - a. Capital Improvement Ad-Hoc Committee – *Jean Callahan*
 - b. Civil Sidewalk – *Rex Dhatt*
 - c. Economic Development – *Jeff Gamboni*
 - d. Events & Promotions – *John Precissi*
7. Executive Director Report – *Kim Byrd, Executive Director*
 - a. 2025/2026 – Update on Board of Directors Nomination
 - b. Old Empire Theatre
 - c. District360 - <https://district-360.com/features>
8. Director Requests / Announcements
9. Next Meeting:
Annual Meeting & Board Elections
December 11th, 2024, at 4:00 pm Creperie Le Pompon
10. 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 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, October 9, 2024, at 4:00pm
LDA Partners – 222 Central Court, Stockton, CA 95204

PRESENT: Kim Byrd, Juanita Pasley, John Precissi, Jeffrey Gamboni, Lisa Whirlow, Tammy Nguyen, Jovie Lor, Jason Laurenti (arrived 4:07pm), Manuel Guizar (arrived 4:15pm), Jean Callahan (arrived 4:25pm)

ABSENT: Rex Dhatt, Yonie Young, Brian Wright

GUESTS: James Snyder, Gina Valadez-Bracamonte, Kevin Dougherty, Angela Rungani, Tina McCarty (COS)

1. **Call to Order General Session** – Meeting called to order at 4:06pm by Jeff Gamboni, Board President
2. **Public Comment (3-Minutes Max Per Person):** Kevin Dougherty spoke of the recent activity recently on the Mile (the shooting). In speaking with the city, how can we implement measures that will make our district not feel like a threat? He talked about how, as a district, we have come a long way to correct these issues and that we need to place full attention on this matter.
3. **Hippodrome Theatre** – James Snyder
A fundraiser is scheduled on 10/22/24 from 5:30pm-8:30pm at Whirlows.
4. **City Council Candidate** – District 4: Gina Valadez-Bracamonte
Gina introduced herself as the candidate for District 4. She spoke of how she was raised in this area and has lived and worked in Stockton for many years. She has worked for the same company for 30 years (Zuckerman’s and Bread of Life) and understands the importance of business and the inner workings of a business. Gina would like to be the advocate for the Mile and the voice to the city council to continue the work started by Carlos Villapudua. She wants to be sure that the money is used wisely and swiftly. She considers herself a servant leader. Her top 3 priorities: 1. Public Safety 2. Cleaning up the city/homeless crisis 3. Economics i.e.: retention of police officers. She feels that the Mile has the potential to be the big draw spot for the COS.
5. **Approval of the September 11, 2024, /BOD Meeting Minutes** – Juanita Pasley, Board Secretary
MOTION to approve Minutes of September 11, 2024:
Motion: Jason Laurenti **Second:** Manuel Guizar **Vote:** 9/9 **Abstentions:** 0
Motion Approved with amendments
6. **Approval of the MMCID August Financials** – John Precissi, Treasurer
 - a. Normal spending. Still waiting on COS and Carlos Villapudua payments. Carrie stated that she would be following up with the COS but the word is that the check is to be issued this week. There was an installation fee for \$2,800 for the banners.

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MOTION to approve August 2024 Financials:

Motion: Jason Laurenti **Second:** Manuel Guizar **Vote:** 9/9 **Abstentions:** 0

Motion Approved

- b. Valley Asian Chamber of Commerce Membership – Kim spoke with Leslie Edman and she has asked us to join the CVACC. In turn they would help with promotions of our events. The cost would be \$125 a year. The board has decided to table for now and will look into it more.

MOTION to table membership for the Central Valley Asian Chamber of Commerce to continue to explore.

Motion: Lisa Whirlow **Second:** Jean Callahan **Vote:** 9/9 **Abstentions:** 0

Motion Approved

- c. MMCID Investments – Kim met with Tina Wells-Lee and John Dentoni from Bank of Stockton. Meeting upcoming with Daniel Mesa from F&M. Investments are a little low right now so discussions will continue to check funding that will be coming available. Shared thus far has been CD's and Money Market. We cannot invest in "at risk" programs with the MMCID assessment dollars and are limited to no-risk funds. The money that we currently have in reserve (\$15,000) can be invested safely, up to 1- year, with renewal, if we would like to.

MOTION to authorize the financial committee to explore options for investment of reserve funds provided the principal is not at risk to explore and take action as appropriate:

Motion: Jean Callahan **Second:** John Precissi **Vote:** 9/9 **Abstentions:** 0

Motion Approved

7. **City of Stockton Report** – Tina McCarty, Economic Development

The check being cut from the COS was the announcement.

8. **District Reports**

- a. **Capital Improvement Ad-Hoc Committee** – Jean Callahan reported that Investment property is in the works, there are some steps and paperwork/documents that will need to get to the COS quickly. Kevin D. stated that, in the case that we need to extend the escrow, we may need get a letter from the COS to give to the seller. Next meeting will be 10/11/24 at 1:00pm.
- b. **Civil Sidewalk** – Lisa Whirlow reported that Security has been very busy. There was a meeting with Tim. The check cashing business that was broken into seems to be somewhat of an inside job. The bollards are a problem, last week there was an accident, and an individual was injured by the bollards. Discussed was the possibility of setting a curfew where businesses would need to close by 12:00am. Civil Sidewalk has asked representatives of The Ave about the possibility of them closing at 12:00am. The homeless are still an issue, there are things in the works to help move them along. There is a cleanup scheduled for Kiwanis from 9:00am-12:00pm on 10/13/24.

Jason spoke about the graffiti and how Black Rabbit allows customers to go in their bathroom and mark it up with graffiti. This could add to the problem with people tagging outside on the Mile. He spoke about the

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incidents at The Ave and how they feel that they are doing everything they can to avoid these problems and are open to any suggestions anyone may have.

i. DSA Ambassador Patrol – There was talk about putting patrol services out upon the closing of business at The Ave. Kim asked if The Ave has security services to monitor outside of the business. Kevin D. said that The Ave has more of a liability outside of the actual business that they need to look into.

- c. **Economic Development** – Jeff Gamboni reported at the meeting they had Matt Diaz (COS) regarding the code update. They are awaiting the code update so that they can review. The focus has shifted to the property acquisition for the time being because of the urgency of the situation.
- d. **Events & Promotions** – John Precissi reported clean up this Sunday, 10/13/24 with Kiwanis. Trunk or Treat is the 10/17/24. The MMCID car show is 10/19/24 and the committee is still looking for volunteers. 10/31/24 is the Trick or Treat with the merchants. Sip & Shop on 12/7/24. Jason may be able to get some volunteers from local Fraternities & Sororities to help. Sponsors are still needed for the car show.

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

- a. Board of Directors Nominations Open – If anyone has any nominees, please let her know so that she can forward them to start recruitment. Voting will occur in December.
- b. Welcome New Merchants – New neighbors/merchants are in the board packet. Round Table Pizza is under new business ownership.
- c. Trash Receptacles – Options are on page 22 in the packet. One version is with a canopy, and one is without. Both versions are locking, and people will not be able to pull trash out of the cans. Once they are installed, they become the responsibility of the MMCID.
- d. Civil Sidewalk has been kicking around ideas of signage. The cost would be \$100 per sign, and it includes installation. A version of the sign will need to be decided upon.

10. **Director Requests / Announcements** – Insurance has just come through and there has been an increase.

Jeff Gamboni spoke of the meeting for the Executive Director job description. There will be a follow up meeting for the sponsorship/promotions person. If anyone has any ideas please get with Jeff.

11. **Next Meeting: November 13, 2024, at 4:00 pm at LDA Partners**

12. **Adjournment** – Motion to adjourn made by Juanita Pasley @ 5:32pm, seconded by Jason Laurenti.

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Financial Report

Miracle Mile Community Improvement District

For the period ended October 31, 2024



Prepared by
Finance Committee

Prepared on
November 6, 2024

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ASSESSMENTS PAST DUE:

\$22,504.56 City of Stockton [Received October 2024](#)

SPONSORSHIP DUE:

\$10,000.00 Miguel Villpudua [Received October 2024](#)

Statement of Financial Position

As of October 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
F&M Checking x0801	138,953.00
F&M Reserve x5901	15,402.01
Total Bank Accounts	154,355.01
Total Current Assets	154,355.01
Fixed Assets	
Dorris Place - Land Purchase	10,000.00
Total Fixed Assets	10,000.00
TOTAL ASSETS	\$164,355.01
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening balance equity	1,844.96
Retained Earnings	158,666.31
Net Revenue	3,843.74
Total Equity	164,355.01
TOTAL LIABILITIES AND EQUITY	\$164,355.01

Statement of Activity by Month

October 2024

	Total
REVENUE	
ASSESSMENT INCOME	
COS Assessment	22,504.56
Total ASSESSMENT INCOME	22,504.56
NON-ASSESSED INCOME	
Event Income	
Car Show & Concert	
Car registration	3,740.00
Drink ticket sales	1,250.00
Sponsorship	500.00
Vendor pop-ups	1,465.00
Total Car Show & Concert	6,955.00
Event - Havana Nights	
Event - Havana Nights - Sponsorship	10,000.00
Total Event - Havana Nights	10,000.00
Total Event Income	16,955.00
Total NON-ASSESSED INCOME	16,955.00
Total Revenue	39,459.56
GROSS PROFIT	39,459.56
EXPENDITURES	
CIVIL SIDEWALK	
Enhanced Service Programs	
Maintenance Ambassador	6,041.00
Repair & maintenance supplies	512.60
Safety Ambassador	6,725.25
Safety Service Calls	455.00
Security Camera Monitoring	3,665.00
Waste Management	1,167.89
Total Enhanced Service Programs	18,566.74
Security Camera Hardware	4,516.00
Total CIVIL SIDEWALK	23,082.74
District Identity	
Event Expenses	
Car Show & Concert Expense	4,380.14
Square Processing Fee - Car Show	600.07
Total Car Show & Concert Expense	4,980.21
Total Event Expenses	4,980.21
Social Media Contractor	1,500.00
Total District Identity	6,480.21

	Total
DISTRICT MANAGEMENT & ADMINISTRATION	
Contract Management Services	4,290.26
Insurance	
Directors & officers insurance	9,218.30
Liability insurance	4,168.32
Total Insurance	13,386.62
Office/General Administrative	
Dues, subscriptions & memberships	25.00
Google Workspace	28.80
Phone & Internet Service	29.13
QuickBooks	235.00
Total Office/General Administrative	317.93
Professional Fees	
Bookkeeping	500.00
Total Professional Fees	500.00
Total DISTRICT MANAGEMENT & ADMINISTRATION	18,494.81
Dorris Place Acquisition	
Dorris Place Expense	1,377.55
Total Dorris Place Acquisition	1,377.55
Total Expenditures	49,435.31
NET OPERATING REVENUE	-9,975.75
NET REVENUE	\$ -9,975.75

Statement of Activity Y-T-D

January - October, 2024

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Total
REVENUE											
ASSESSMENT INCOME											
COS Assessment					91,589.32					22,504.56	22,504.56
SJC Assessments	102,412.40	489.00								194,499.72	194,499.72
SUSD Assessment								20,822.20			20,822.20
Total Assessment Income	102,412.40	489.00			91,589.32			20,822.20		22,504.56	237,628.48
NON-ASSESSED INCOME											
Event Income			198.90						1,500.00		1,698.90
Car Show & Concert										3,740.00	3,740.00
Car registration										1,250.00	1,250.00
Drink ticket sales										500.00	500.00
Sponsorship										500.00	500.00
Vendor pop-ups									1,465.00		1,465.00
Total Car Show & Concert			198.90						1,500.00	6,955.00	8,653.90
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			48,600.00
Event - Havana Nights - Ticket Sales						11,800.00	500.00				12,300.00
Event - Havana Nights Beverage Sales						16,754.98					16,754.98
Event - Havana Nights Donor Donation					500.00	400.00					900.00
Total Event - Havana Nights					12,000.00	55,001.98	630.00	6,400.00		10,000.00	85,031.98
Stockton Cruise Night									7,000.00		7,000.00
Total Event Income			198.90		12,000.00	55,001.98	630.00	6,400.00	7,000.00	16,955.00	100,656.78
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			463.00
Total Non-Accessed Income	160.00	-160.00	198.90	0.00	12,000.00	64,001.98	630.00	34,863.00	8,500.00	16,955.00	137,148.78
Total Revenue	102,572.40	329.00	198.90	0.00	103,589.32	64,001.98	630.00	55,485.20	8,500.00	39,459.56	374,775.24
GROSS PROFIT	102,572.40	329.00	198.90	0.00	103,589.32	64,001.98	630.00	55,485.20	8,500.00	39,459.56	374,775.24
EXPENDITURES											
CIVIL SIDEWALK											
Enhanced Service Programs											0.00
Enhanced Safety (Hammer Head)	8,592.25	7,403.88								16,002.13	0.00
Maintenance Ambassador	5,435.04	5,485.04								6,041.00	55,050.01
Repair & maintenance supplies			5,435.00	5,483.93	5,438.00	5,435.00	5,435.00	5,435.00	5,485.00	512.60	677.96
Safety Ambassador	4,952.50			6,431.25	5,880.00	6,431.25	6,431.25	6,431.25	6,431.25	6,725.25	49,714.00
Safety Service Calls				1,032.50	717.50	710.50	385.00	525.00	472.50	455.00	4,298.00
Security Camera Monitoring				1,165.00	1,315.00	2,315.00	2,915.00	2,815.00	2,915.00	3,665.00	17,105.00

Miracle Mile Community Improvement District

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	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Total
Waste Management	432.30	432.30	432.30	432.30	575.33	432.30	575.33	1,115.59	580.50	1,167.89	6,176.14
Total Enhanced Service Programs	14,469.89	13,927.22	10,819.80	14,544.98	13,922.89	15,489.41	15,741.88	16,321.94	15,894.25	18,586.74	149,078.24
Security Camera Hardware	25,365.78			25,889.26	1,508.50		16,387.03			4,516.00	73,666.57
Total CIVIL SIDEWALK	39,825.57	13,927.22	10,819.80	40,434.24	15,431.33	15,489.41	32,128.61	16,321.94	15,894.25	23,082.74	222,744.81
District Identity											0.00
Banner Program		200.00				220.00	55.00	9,489.07	2,800.00		12,768.07
Event Expenses									58.00	4,380.14	4,438.14
Car Show & Concert Expense										600.07	600.07
Square Processing Fee - Car Show											5,088.21
Total Car Show & Concert Expense									58.00	4,980.21	5,038.21
Havana Nights Expense					1,922.10	20,230.94	13,260.29	201.97			35,615.30
Square Merchant Processing - Havana Nites					173.15	946.73	4.70				1,126.58
Total Havana Nights Expense					2,097.25	21,177.67	13,264.99	201.97			36,741.88
Stockton Cruise Night Expense					141.00		141.00		288.00		925.00
LOP Welcome Back Expense (WCOM)								2,096.13	297.47		2,393.60
Total Event Expense	1,500.00	1,500.00	1,500.00	1,500.00	2,288.25	21,177.67	13,405.99	2,843.10	643.47	4,980.21	45,088.89
Social Media Contractor	311.64				89.00		131.76		22.17		554.57
Website & Email Services											
Total District Identity	2,011.64	1,500.00	1,500.00	1,500.00	3,827.25	22,897.67	15,092.75	13,698.17	4,985.64	6,480.21	73,411.38
DISTRICT MANAGEMENT & ADMINISTRATION											0.00
Contract Management Services	3,657.87	6,240.80	4,787.90	3,906.00	3,991.56	5,974.00	5,500.00	4,372.04	3,859.74	4,290.26	45,979.17
Insurance										9,218.30	9,218.30
Directors & officers insurance										4,168.32	4,168.32
Liability insurance										4,168.32	4,168.32
Total Insurance										13,586.82	13,586.82
License and Permits						50.00					125.00
Office/General Administrative			742.50		75.00	215.89					958.09
Dues, subscriptions & memberships				160.00				364.00	198.34	25.00	256.19
Google Workspace		36.00	24.00	25.39	28.80	28.80	28.80	28.80	28.80	28.80	258.19
Meeting Expense		300.90									682.71
Office printing					227.62			212.20			439.82
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	29.13	291.30
Postage & PO Box	68.30					12.04		222.00	73.00		385.34
OutlookBooks	65.31	90.00	90.00	90.00	108.33	100.00	180.65	235.00	235.00	235.00	1,429.29
Total Office/General Administrative	196.72	456.03	1,081.16	532.14	188.26	474.94	620.39	1,393.55	594.27	317.93	5,233.09
Professional Fees											0.00
Bookkeeping	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	5,000.00
CPA	625.00	850.00									1,475.00
Legal		330.00									330.00
Total Professional Fees	1,125.00	1,880.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,805.00
Storage Lease					1,200.00						1,200.00

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	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Total
Total DISTRICT MANAGEMENT & ADMINISTRATION											
Dorris Place Acquisition	4,979.59	8,376.83	6,319.06	4,413.14	5,657.82	6,988.64	6,650.39	6,235.59	4,823.01	18,484.81	73,218.88
Dorris Place Expense										1,377.55	1,377.55
Total Dorris Place Acquisition RESERVE & SPECIAL FUNDING										1,377.55	1,377.55
Other Special Projects											0.00
AB 179 Improvement Project	83.93	50.00	45.00								178.93
Total Other Special Projects	83.93	50.00	45.00								178.93
Total RESERVE & SPECIAL FUNDING	83.93	50.00	45.00								178.93
Total Expenditures	46,900.53	23,254.05	18,893.86	46,347.38	25,116.40	45,385.72	53,941.75	36,193.60	25,772.90	49,455.31	370,891.50
NET OPERATING REVENUE	55,671.87	-22,925.05	-18,464.96	-46,347.38	73,481.92	18,616.14	-53,211.75	19,281.60	-17,272.90	-9,975.75	3,843.74
NET REVENUE	\$55,671.87	\$ -22,925.05	\$ -18,464.96	\$ -46,347.38	\$ 73,481.92	\$ 18,616.14	\$ -53,211.75	\$ 19,281.60	\$ -17,272.90	\$ -9,975.75	\$ 3,843.74

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Budget vs. Actuals FY 2024

January - December 2024

	Actual	Budget	over Budget	% of Budget
Total				
REVENUE				
ASSESSMENT INCOME				
COS Assessment	22,504.56	22,505.00	-0.44	100.00 %
SJC Assessments	194,499.72	194,034.00	465.72	100.24 %
SUSD Assessment	20,622.20	20,622.00	0.20	100.00 %
Total ASSESSMENT INCOME	237,626.48	237,161.00	465.48	100.20 %
NON-ASSESSED INCOME				
Event Income		22,602.00	-22,602.00	
Car Show & Concert	1,698.90		1,698.90	
Car registration	3,740.00		3,740.00	
Drink ticket sales	1,250.00		1,250.00	
Sponsorship	500.00		500.00	
Vendor pop-ups	1,465.00		1,465.00	
Total Car Show & Concert	8,653.90		8,653.90	
Event - Havana Nights	0.00		0.00	
Event - Havana Nights - Silent Auction Sales	6,477.00		6,477.00	
Event - Havana Nights - Sponsorship	48,600.00		48,600.00	
Event - Havana Nights - Ticket Sales	12,300.00		12,300.00	
Event - Havana Nights Beverage Sales	16,754.86		16,754.86	
Event - Havana Nights Donor Donation	900.00		900.00	
Total Event - Havana Nights	85,031.86		85,031.86	
Stockton Cruise Night	7,000.00		7,000.00	
Total Event Income	100,685.76	22,602.00	78,083.76	445.47 %
Interest Income		8.00	-8.00	
Light Pole Banner Contribution	8,000.00		8,000.00	

	Actual	Budget	over Budget	% of Budget
Total				
Non-Accessed Income - SJC Camera Program	28,000.00		28,000.00	
Non-Accessed Income - SJC Property Tax - Interest Earned	463.00		463.00	
Total NON-ASSESSED INCOME	137,148.76	22,610.00	114,538.76	606.58 %
Total Revenue	374,775.24	259,771.00	115,004.24	144.27 %
GROSS PROFIT	374,775.24	259,771.00	115,004.24	144.27 %
EXPENDITURES				
CIVIL SIDEWALK				
Enhanced Service Programs		143,520.00	-143,520.00	
Enhanced Safety (Hammer Head)	16,002.13		16,002.13	
Maintenance Ambassador	67,187.01		67,187.01	
Repair & maintenance supplies	677.96		677.96	
Safety Ambassador	56,145.25		56,145.25	
Safety Service Calls	4,805.50		4,805.50	
Security Camera Monitoring	20,670.00	42,000.00	-21,330.00	49.21 %
Waste Management	7,113.14	6,634.00	479.14	107.22 %
Total Enhanced Service Programs	172,600.99	48,634.00	123,966.99	354.90 %
Security Camera Hardware	73,666.57	80,000.00	-6,333.43	92.08 %
Total CIVIL SIDEWALK	246,267.56	272,154.00	-25,886.44	90.49 %
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	4,893.76		4,893.76	
Square Processing Fee - Car Show	600.07		600.07	
Total Car Show & Concert Expense	5,493.83		5,493.83	
Havana Nights Expense	35,615.30		35,615.30	
Square Merchant Processing - Havana Nites	1,126.58		1,126.58	

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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	Actual	Budget	over Budget	% of Budget
Total				
Total Havana Nights Expense	36,741.88		36,741.88	
Stockton Cruise Night Expense	925.00		925.00	
UOP Welcome Back Expense (WOW)	2,383.60		2,383.60	
Total Event Expenses	45,544.31		45,544.31	
Social Media Contractor	15,000.00	18,000.00	-3,000.00	83.33 %
Website & Email Services	554.57	832.00	-277.43	66.66 %
Total District Identity	73,866.95	31,632.00	42,234.95	233.52 %
DISTRICT MANAGEMENT & ADMINISTRATION				
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	
Total Insurance	13,386.62	12,333.00	1,053.62	108.54 %
License and Permits	125.00		125.00	
Office/General Administrative	958.09	2,500.00	-1,541.91	38.32 %
Dues, subscriptions & memberships	772.34		772.34	
Google Workspace	258.19		258.19	
Meeting Expense	682.71		682.71	
Office printing	439.82		439.82	
Office Supplies	531.01		531.01	
Phone & Internet Service	320.43		320.43	
Postage & PO Box	395.68		395.68	
QuickBooks	1,429.29		1,429.29	
Total Office/General Administrative	5,787.56	2,500.00	3,287.56	231.50 %
Professional Fees				
Bookkeeping	5,500.00	6,000.00	-500.00	91.67 %
CPA	1,475.00		1,475.00	

	Actual	Budget	over Budget	% of Budget
Total				
Legal	330.00	1,500.00	-1,170.00	22.00 %
Total Professional Fees	7,305.00	7,500.00	-195.00	97.40 %
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
Total DISTRICT MANAGEMENT & ADMINISTRATION	73,783.35	77,673.00	-3,889.65	94.99 %
Dorris Place Acquisition				
Dorris Place Expense	1,377.55		1,377.55	
Total Dorris Place Acquisition	1,377.55		1,377.55	
RESERVE & SPECIAL FUNDING				
Other Special Projects				
AB 179 Improvement Project	178.93		178.93	
Total Other Special Projects	178.93		178.93	
Total RESERVE & SPECIAL FUNDING	178.93		178.93	
Total Expenditures	395,474.34	381,459.00	14,015.34	103.67 %
NET OPERATING REVENUE	-20,699.10	-121,688.00	100,988.90	17.01 %
NET REVENUE	\$ -20,699.10	\$ -121,688.00	\$100,988.90	17.01 %

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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Budget vs. Actuals FY 2024

January - October, 2024

	Actual	Budget	over Budget	% of Budget
Total				
REVENUE				
ASSESSMENT INCOME				
COS Assessment	22,504.56	22,505.00	-0.44	100.00 %
SJC Assessments	194,499.72	194,034.00	465.72	100.24 %
SUSD Assessment	20,622.20	20,622.00	0.20	100.00 %
Total ASSESSMENT INCOME	237,626.48	237,161.00	465.48	100.20 %
NON-ASSESSED INCOME				
Event Income		22,602.00	-22,602.00	
Car Show & Concert	1,698.90		1,698.90	
Car registration	3,740.00		3,740.00	
Drink ticket sales	1,250.00		1,250.00	
Sponsorship	500.00		500.00	
Vendor pop-ups	1,465.00		1,465.00	
Total Car Show & Concert	8,653.90		8,653.90	
Event - Havana Nights	0.00		0.00	
Event - Havana Nights - Silent Auction Sales	6,477.00		6,477.00	
Event - Havana Nights - Sponsorship	48,600.00		48,600.00	
Event - Havana Nights - Ticket Sales	12,300.00		12,300.00	
Event - Havana Nights Beverage Sales	16,754.86		16,754.86	
Event - Havana Nights Donor Donation	900.00		900.00	
Total Event - Havana Nights	85,031.86		85,031.86	
Stockton Cruise Night	7,000.00		7,000.00	
Total Event Income	100,685.76	22,602.00	78,083.76	445.47 %
Interest Income		8.00	-8.00	
Light Pole Banner Contribution	8,000.00		8,000.00	

	Actual	Budget	over Budget	% of Budget
Total				
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	
Total NON-ASSESSED INCOME	137,148.76	22,610.00	114,538.76	606.58 %
Total Revenue	374,775.24	259,771.00	115,004.24	144.27 %
GROSS PROFIT	374,775.24	259,771.00	115,004.24	144.27 %
EXPENDITURES				
CIVIL SIDEWALK		143,520.00	-143,520.00	
Enhanced Service Programs				
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	49,714.00		49,714.00	
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	6,176.14	6,634.00	-457.86	93.10 %
Total Enhanced Service Programs	149,078.24	48,634.00	100,444.24	306.53 %
Security Camera Hardware	73,666.57	80,000.00	-6,333.43	92.08 %
Total CIVIL SIDEWALK	222,744.81	272,154.00	-49,409.19	81.85 %
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	4,438.14		4,438.14	
Square Processing Fee - Car Show	600.07		600.07	
Total Car Show & Concert Expense	5,038.21		5,038.21	
Havana Nights Expense	35,615.30		35,615.30	

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	Actual	Budget	over Budget	% of Budget
Total				
Square Merchant Processing - Havana Nites	1,126.58		1,126.58	
Total Havana Nights Expense	36,741.88		36,741.88	
Stockton Cruise Night Expense	925.00		925.00	
UOP Welcome Back Expense (WOW)	2,383.60		2,383.60	
Total Event Expenses	45,088.69		45,088.69	
Social Media Contractor	15,000.00	18,000.00	-3,000.00	83.33 %
Website & Email Services	554.57	832.00	-277.43	66.66 %
Total District Identity	73,411.33	31,632.00	41,779.33	232.08 %
DISTRICT MANAGEMENT & ADMINISTRATION				
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	
Total Insurance	13,386.62	12,333.00	1,053.62	108.54 %
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	258.19		258.19	
Meeting Expense	682.71		682.71	
Office printing	439.82		439.82	
Office Supplies	531.01		531.01	
Phone & Internet Service	291.30		291.30	
Postage & PO Box	385.34		385.34	
QuickBooks	1,429.29		1,429.29	
Total Office/General Administrative	5,723.09	2,500.00	3,223.09	228.92 %
Professional Fees				
Bookkeeping	5,000.00	6,000.00	-1,000.00	83.33 %

	Actual	Budget	over Budget	% of Budget
Total				
CPA	1,475.00		1,475.00	
Legal	330.00	1,500.00	-1,170.00	22.00 %
Total Professional Fees	6,805.00	7,500.00	-695.00	90.73 %
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
Total DISTRICT MANAGEMENT & ADMINISTRATION	73,218.88	77,673.00	-4,454.12	94.27 %
Dorris Place Acquisition				
Dorris Place Expense	1,377.55		1,377.55	
Total Dorris Place Acquisition	1,377.55		1,377.55	
RESERVE & SPECIAL FUNDING				
Other Special Projects				
AB 179 Improvement Project	178.93		178.93	
Total Other Special Projects	178.93		178.93	
Total RESERVE & SPECIAL FUNDING	178.93		178.93	
Total Expenditures	370,931.50	381,459.00	-10,527.50	97.24 %
NET OPERATING REVENUE	3,843.74	-121,688.00	125,531.74	-3.16 %
NET REVENUE	\$3,843.74	\$ -121,688.00	\$125,531.74	-3.16 %

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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Notes

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
November 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.



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(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 was submitted on October 31 and received. Submission was acceptable and no further information was requested.

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

CIVIL SIDEWAL (CLEAN & SAFE)

Phase 3 of the Security Camera Installation and Monitoring program is underway. Contract is being finalized and rollout plans developed.



Additional sign options:

https://www.stopsignsandmore.com/c-28-camera-video-security-signs.aspx?srsId=AfmBOor9ObRZeM9ourwFZdUI7lvz_5T-U5Qqpmi6hv8X7oH9rIDXA1TU

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

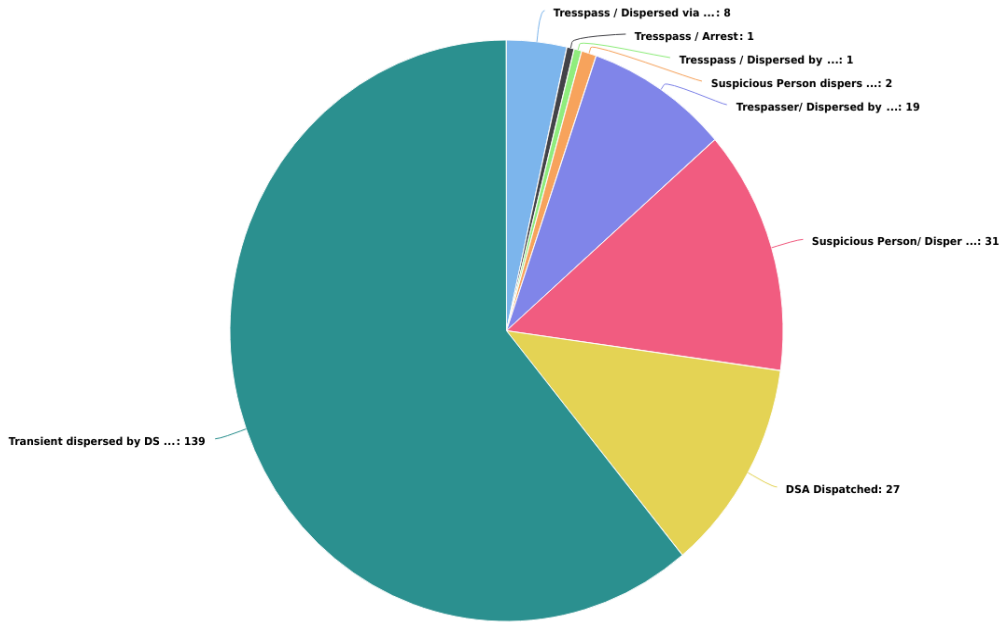
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Miracle Mile Incident Analysis

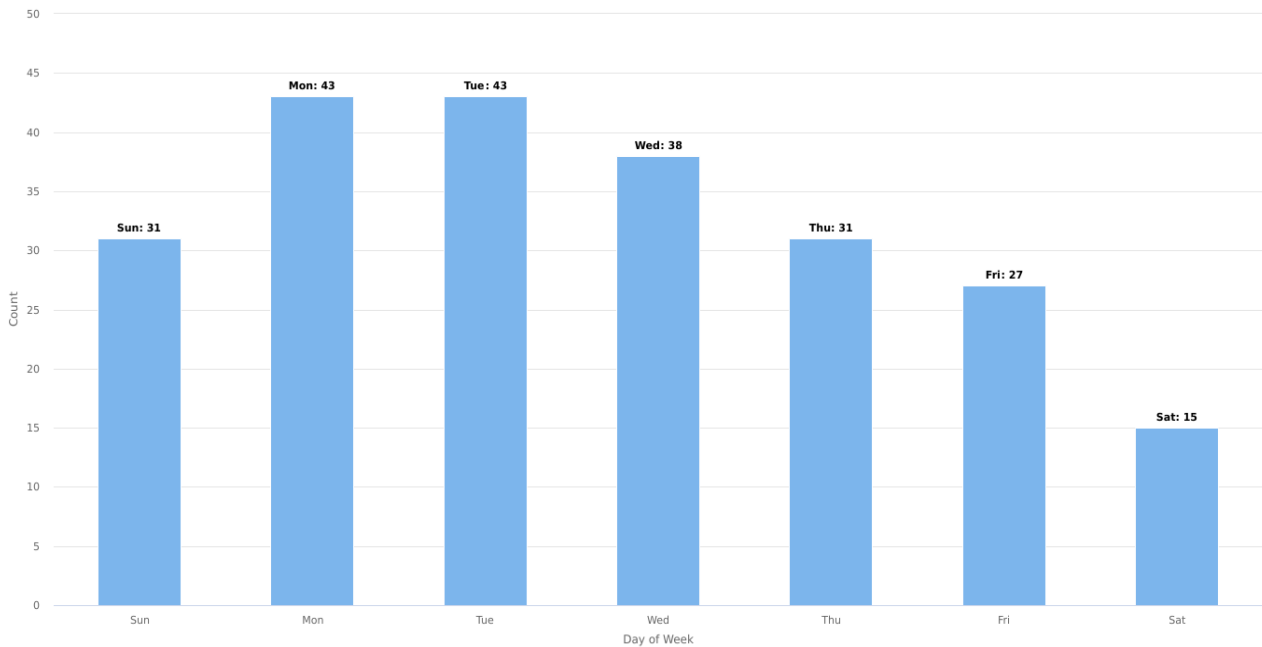
10/01/2024 - 10/31/2024



Incident Category



Day of Week



MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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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
Total	27	35	46	24	29	10	2	1	1	1	10	24	210

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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Stockton Police Department Business Watch

STATISTIC COMPARISON

CRIME TYPE	
HOMICIDE	0
SEXUAL ASSAULT	0
ROBBERY	1
AGGRAVATED ASSAULT	2
BURGLARY	2
MOTOR VEHICLE THEFT	1
BURGLARY - AUTO	0
THEFT	2
ARSON	0
VANDALISM	1
TOTAL	9

09/10 – 10/07

CALLS FOR SERVICE-195

CRIME TYPE	
HOMICIDE	0
SEXUAL ASSAULT	0
ROBBERY	7
AGGRAVATED ASSAULT	3
BURGLARY	0
MOTOR VEHICLE THEFT	0
BURGLARY - AUTO	3
THEFT	4
ARSON	0
VANDALISM	2
TOTAL	19

10/08 – 11/11

CALLS FOR SERVICE-268

DSA Ambassador Calls for Service

Business Name	Date	Time in	Time Out	Total	Bill Rate
Jack in the box	10/7/2024	7:00PM	8:00PM	\$1.00	\$35.00
Walgreens	10/7/2024	8:30PM	9:30PM	1	\$35.00
Stockton Family Chiropractic	10/8/2024	9:30PM	10:30PM	1	\$35.00
Glitter and Sand Studio	10/9/2024	2:30PM	3:30PM	1	\$35.00
Starbucks	10/9/2024	6:30PM	7:30PM	1	\$35.00
Gian's Deli	10/14/2024	7:00AM	8:00AM	1	\$35.00
Stockton Family Chiropractic	10/17/2024	2:15PM	3:15PM	1	\$35.00
Mannys	10/20/2024	12:30PM	1:30PM	1	\$35.00
Espresso	10/20/2024	8:45PM	9:45PM	1	\$35.00
Shimke Jewelers	10/25/2024	6:30PM	7:30PM	1	\$35.00
Kim Byrd	10/29/2024	3:30PM	4:30PM	1	\$35.00
Stockton Savings Bank	10/30/2024	4:15PM	4:30PM	0.5	\$17.50
Stockton Chiropractic	10/30/2024	4:30PM	5:30PM	1	\$35.00
S Mart	10/30/2024	8:30PM	9:30PM	1	\$35.00
First Unitarian Universalist Church	10/31/2024	10:30AM	11:30AM	1	\$35.00

\$507.50

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

Havana Nights – Final P&L

Income - \$84,160
Expense - \$36,320
\$48,190

Calendar of Events:



MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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<p align="center">~Sunday~ October 13</p> <p align="center">9am to 12pm</p> <p align="center">Mile Community Clean-Up with the Stockton Kiwanis</p>	
<p align="center">~Thursday~ October 17</p> <p align="center">6pm to 8pm</p> <p align="center">Third Thursday Stockton Cruise Night Truck or Treat</p>	
<p align="center">Miracle Mile Car Show & Concert</p> <p align="center">Saturday, October 19th 12pm to 5pm</p>	
<p align="center">Miracle Mile Trick or Treat</p> <p align="center">Thursday, October 31st 3pm to 5pm (or until candy runs out)</p>	
<p align="center">~ Saturday ~ November 30th</p> <p align="center">Support Small Business by shopping Local and visiting merchants on the Miracle Mile</p>	
<p align="center">Miracle Mile Holiday Sip & Show</p> <p align="center">Saturday, December 7th 12pm to 6pm</p>	

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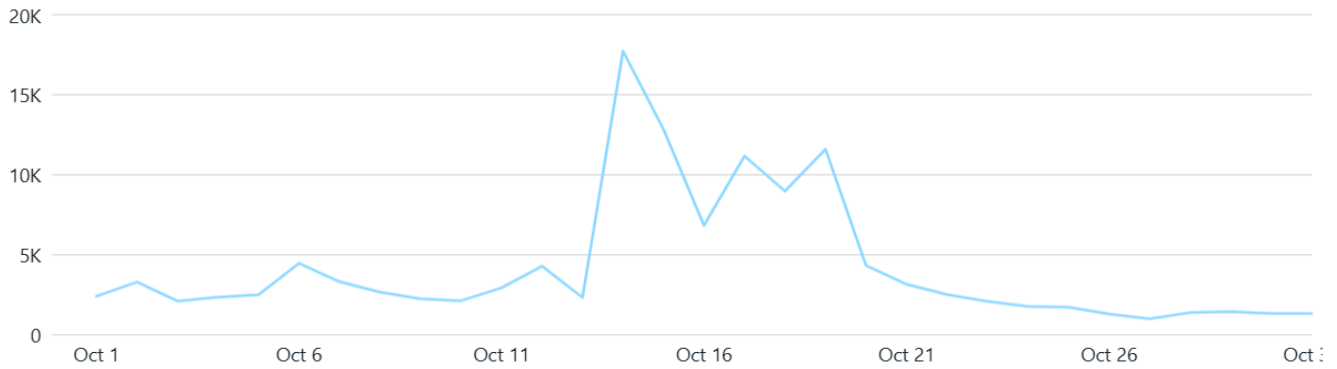
SOCIAL MEDIA REPORT

Reach

Export

Facebook reach

67.8K ↑ 87.8%

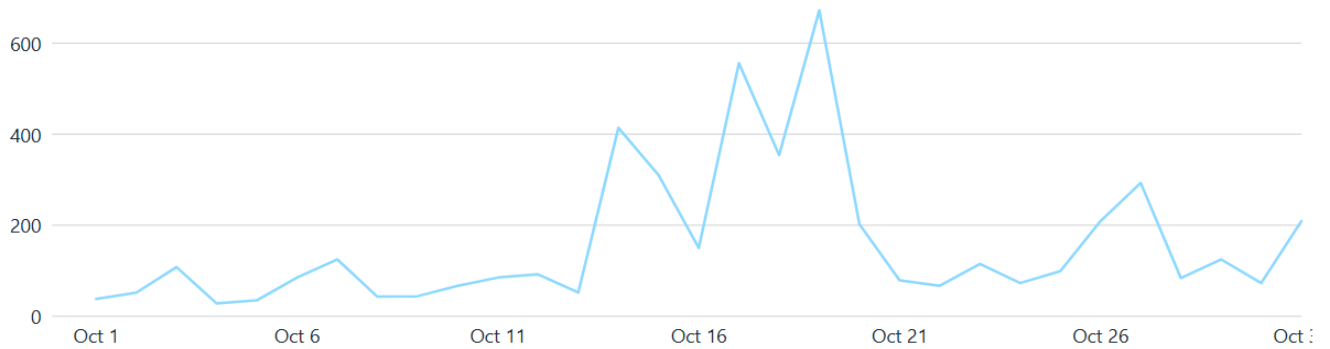


Visits

Export

Facebook visits

4.9K ↑ 208.6%

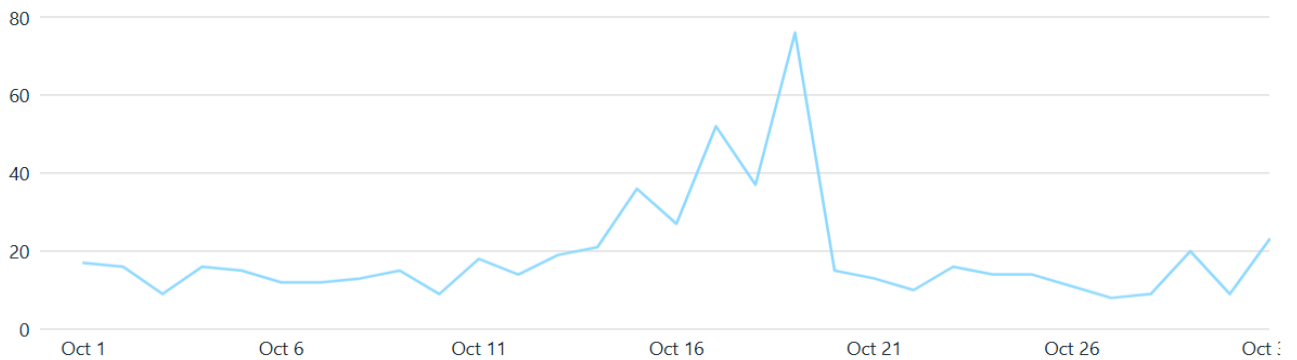


Follows

Export

Instagram follows

596 ↑ 71.8%



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Follows

188 ↑ 154.1%

Returning viewers

0 0%

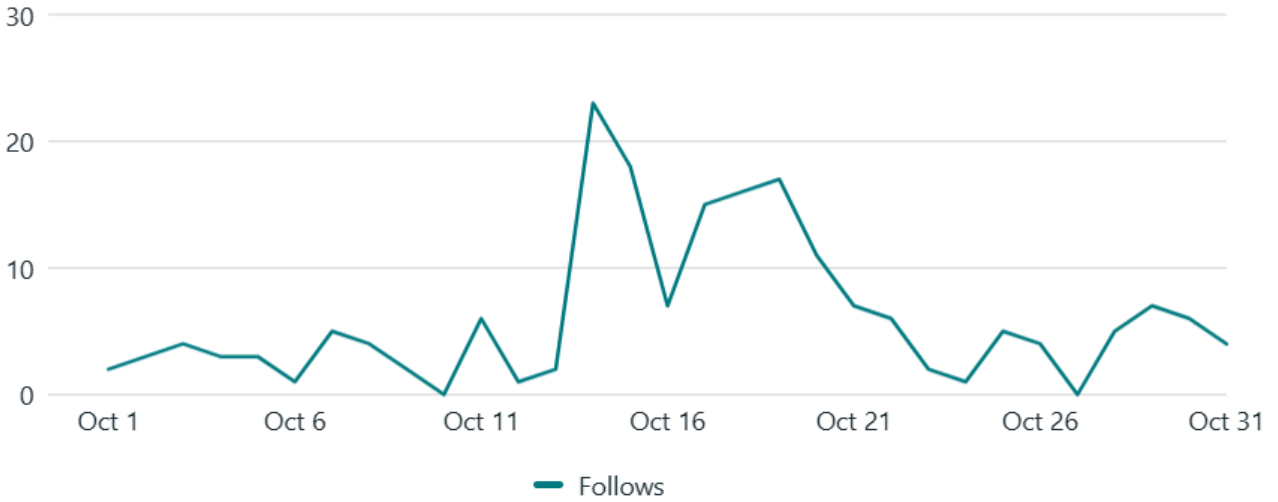
Engaged followers

0 ↓ 100%

Messaging contacts

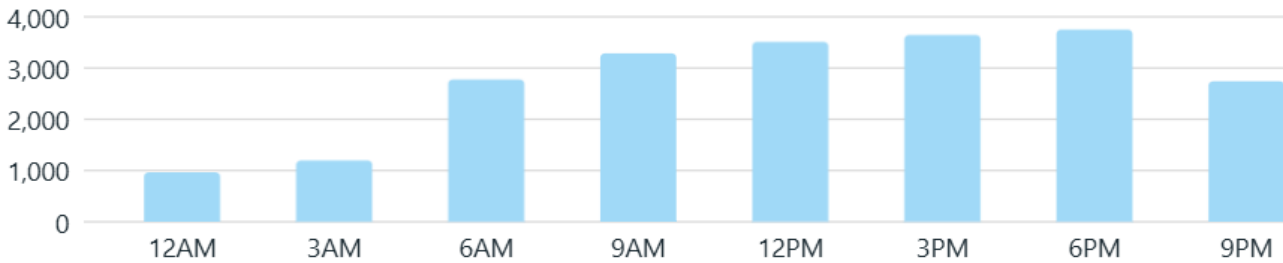
10 ↑ 42.9%

Based on last 28 days



Most active times

Based on last 28 days



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Reach

Export

Instagram reach

33K ↑ 37.3%

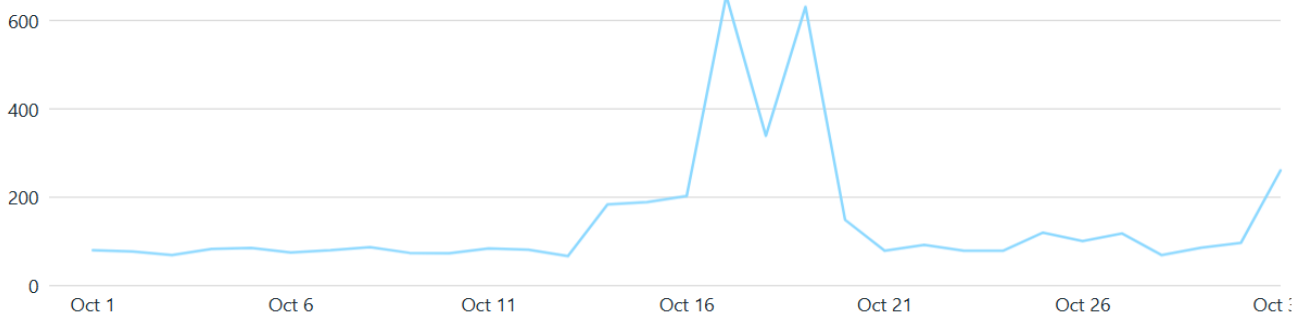


Visits

Export

Instagram profile visits

4.5K ↑ 105.2%

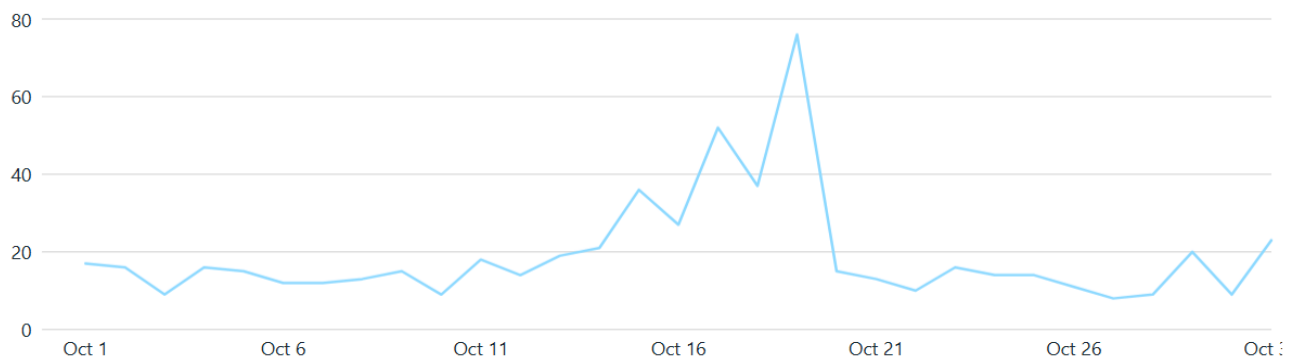


Follows

Export

Instagram follows

596 ↑ 71.8%



MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

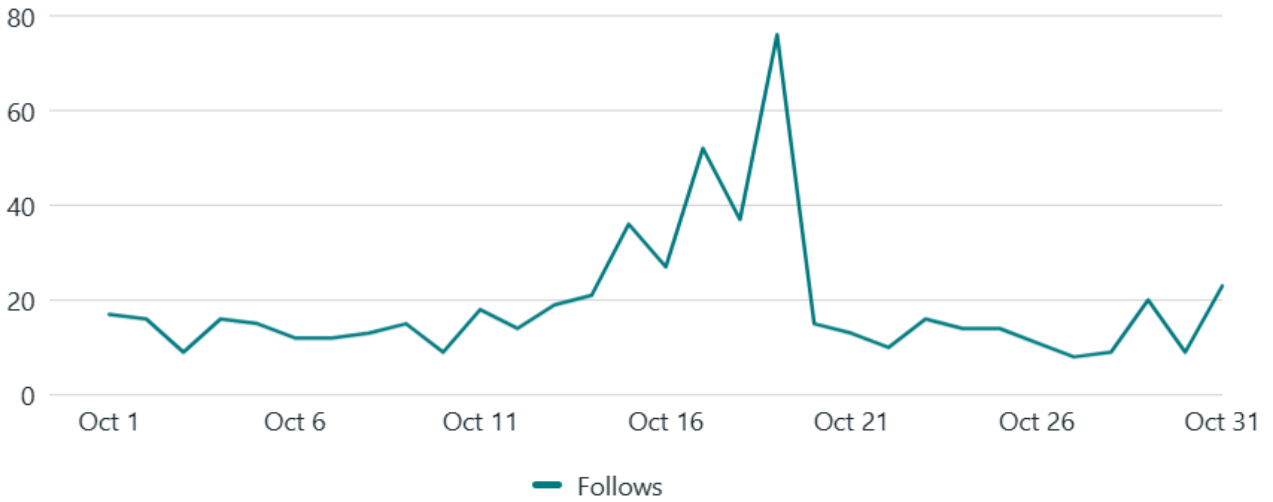
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Follows

596 ↑ 71.8%

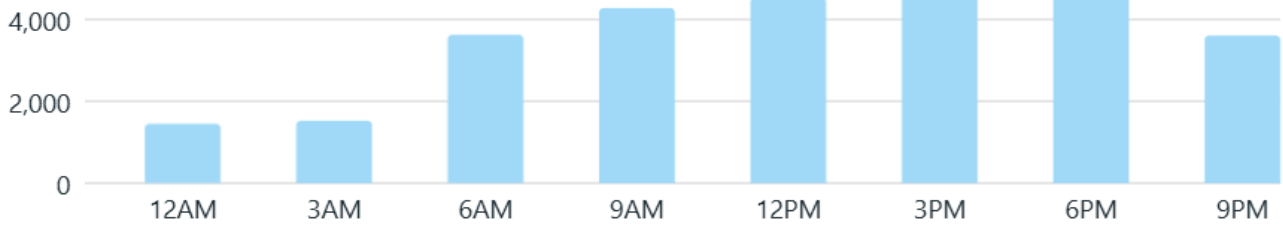
Messaging contacts

102 ↑ 21.4%



Most active times

Based on last 28 days



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