

January -  
December | **2011**

## Miracle Mile Improvement District Annual Report



*The first annual **Stockton is Magnificent** event was held in April 2011 with more than 3,000 proud Stocktonians enjoying live music and entertainment in celebration of the better aspects of living in Stockton. The MMID hosted this all-city event in response to Forbes Magazine designating Stockton the most miserable city in the nation.*

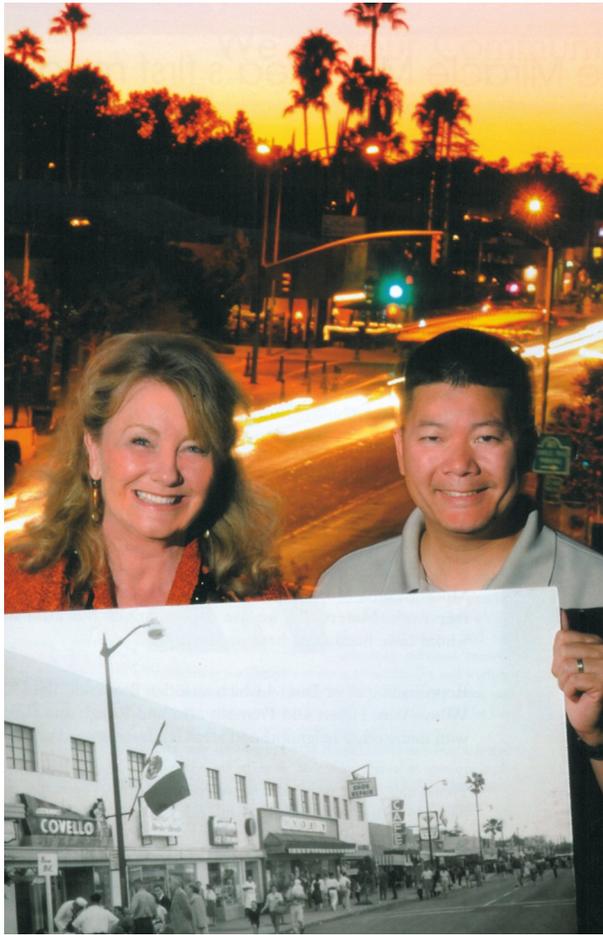
The Miracle Mile Improvement District (MMID) is a mutual benefit non-profit corporation (501c6) whose primary purpose is to provide enhanced services above and beyond what the City of Stockton can provide for this 31-block commercial district. Those enhanced services include providing safety and security of guests and properties, maintenance and enhancement of the existing facilities including parking lots and landscaping, removal of trash and graffiti, and promotion and advocacy for the district through advertising, special events, and media outlets.

The district boundaries include those commercial properties on Pacific Avenue and adjoining intersections from Alpine Ave to Harding Way, and on Harding Way from Lincoln Street to North El Dorado Street. There are 83 individual property owners and 225 businesses currently in the Miracle Mile District. These property owners have assessed themselves a property tax through the "Property and Business Improvement District" laws of the State of California to support these enhanced services and to encourage continued economic viability of the area.



**Miracle Mile Improvement District**  
**2540 Pacific Avenue Suite 3**  
**Stockton, CA 95204**  
**209-948-6453**  
**Stocktonmiraclemile.com**

# MMID President's Message



*I'd like to extend my gratitude to all of the merchants, property owners, and the community for their participation, which was instrumental in the progress we've made this past year. The MMID was chartered four years ago under a, "Clean and Safe District" mandate, and going into our final year before renewal, I am very pleased at our progress.*

*By engaging key business and stakeholders, including the University of the Pacific, we were able to increase our evening safety patrol. And through some strategic planning, we are making efforts to mitigate the transient population who so frequently adorn the intersections begging for money. As we move forward, we are working closely with the Harding Way area to take additional action.*

*It is my hope that we continue to stay the course while exploring additional opportunities that will make the Miracle Mile a great place to spend local dollars, and a safe location to spend with families.*

**Arnold Chin,**

*2011 Board President*



*From the desk of Denise Jefferson, MMID Executive Director*

*I was born here and like most Stocktonians, the Miracle Mile brings back fond memories of my younger days and I am honored to represent the "Mile" today as Executive Director. I brought to this position my experience as a City Planner, along with a bachelor's degree in Organizational Behavior from UOP and years of event planning. Most people view this position as an event planning position when in reality it requires a great deal of understanding of how local government operates, knowledge of non-profit regulations and city codes, an ability to write effectively and speak publicly, and most importantly, it requires resourcefulness and endless energy.*



*My focus, as supported by the Board of Directors, has been on the safety and security of our guests and the continued viability of Mile businesses. Events, like the Stockton is Magnificent, are fun and bring people to the Mile, but we can't expect visitors to come here if they don't feel safe. In the coming year I will focus more time and effort towards working with our residential community—our strongest supporters—to battle the panhandling, loitering, public drunkenness, litter and graffiti that creep in to commercial and residential areas when you let your guard down. 2011 was a year of great activity on the Mile with the completion of the renovation of three parking lots, relocation of the district office, new vandal-proof trash cans, new businesses, and new faces. We celebrated the 90th birthday of the Mile, hosted the city-wide Stockton is Magnificent event, created a birthday cake decorated with bras to support the Breast Cancer survival, paraded pets as well as patriots, planted flowers, added pedi-cabs and lowered the speed limit. I look forward to the progress we can make together in 2012.*

# Mile History and Mission

The Miracle Mile celebrated its 90<sup>th</sup> year, and the Miracle Mile Improvement District (MMID) celebrated its fourth year in 2011. As a Property Based Improvement District (PBID) the MMID can boast of 225 businesses in a 31 block area. In 1921 the planned commercial area and developing university and 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 currently 83 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 members elect the Board of Directors each year who 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. Funding to achieve this mission comes from a tax assessment paid by the property owners, and managed by the sole district employee, the executive director, under direction of the member-elected board of directors.



**A MILE OF MEMORIES**  
The Miracle Mile's 90<sup>th</sup> Birthday & Car Show



**MIRACLE on the MILE**



Help make the Holidays brighter for our community by donating urgently needed items to the Stockton Shelter for the Homeless

**DONATE HERE**

**November 15 through December 25th**

- ❖ Pillows
- ❖ Twin sheets
- ❖ Cotton towels
- ❖ Blankets
- ❖ Diapers
- ❖ Baby wipes
- ❖ Canned food
- ❖ Socks
- ❖ School supplies
- ❖ Personal hygiene products
- ❖ New, unwrapped gifts for children



On behalf of the Stockton Shelter for the Homeless the Miracle Mile Merchants thank you for your kind donation




WHAT FORBES THINKS      WHAT WE THINK

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THE MIRACLE MILE IS A PROUD SPONSOR OF THE STOCKTON IS MAGNIFICENT! EVENT

JOIN US FOR A GROUP PHOTO ON SATURDAY, APRIL 23, 2011 | 10 - 2PM

STOCKTONIANS HAVE CIVIC PRIDE. LET FORBES KNOW WE ARE NOT MISERABLE.

★ ★ ★ WE ARE MAGNIFICENT. ★ ★ ★

Event location: Pacific Ave between Castle & Maple | stocktonmiraclemile.com

**TRICK OR TREAT!**

Saturday, October 29<sup>th</sup>  
3 - 6 PM  
on the  
Miracle Mile



**on the MILE**



# Mile Budget & Revenue

## Budget

The MMID budget is drafted by the executive director and approved by the board of directors in January of each year per the organization's by-laws. The bulk of income for the organization comes from the property assessments paid by the 83-members. The budgeted expenses are divided in to three categories that include (A) Administrative, (B) Marketing and Promotions, and (C) District Services. In addition there are "Reimbursable Programs" that are self-supporting or generate income to cover the majority of their expenses. These Reimbursable Programs include (A) Special Events, (B) Parking Lot Project, and (C) Misc.

## Revenue

The City of Stockton owns eleven properties in the district and Stockton Unified School district owns two large properties at the intersection of Harding and Pacific Avenue. MMID assessments for 2011 generated \$200,308.96, including \$19,832 from the Stockton Unified School District (SUSD), and the \$5,000 voluntary membership from the University of the Pacific (UOP). In April a "Supplemental Security Program" was introduced with the University of the Pacific contributing \$15,000 and participating merchants contributing \$9,527 towards increased weekend evening security. Total 2011 revenue was \$240,157.

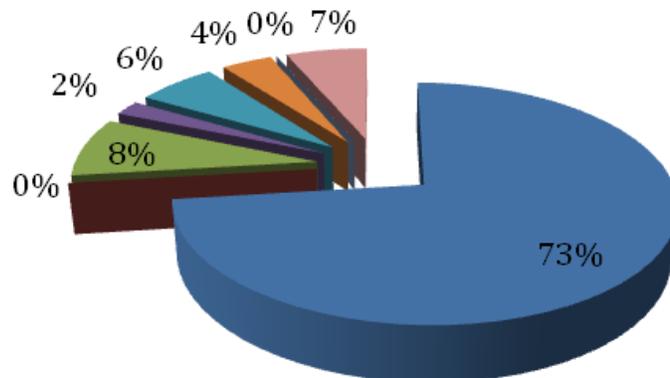
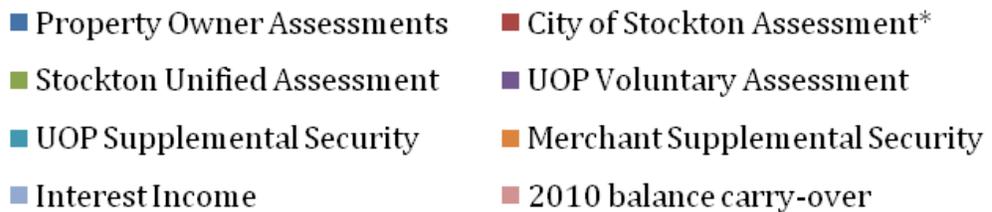
### REVENUE

Property Owner Assessments	\$175,476.74
City of Stockton Assessment*	\$0.00
Stockton Unified Assessment	\$19,832.22
UOP Voluntary Assessment	\$5,000.00
UOP Supplemental Security	\$15,000.00
Merchant Supplemental Security	\$9,527.26
Interest Income	\$20.80
2010 balance carry-over	\$15,299.58
<b>TOTAL REVENUE</b>	<b>\$240,156.60</b>

\* The City of Stockton 2011 assessment fee of \$20,300 was received and partially spent in 2010

## Revenue Sources

Total = \$240,157



# Mile Expenses

## Expenses

(A) Administrative costs include the staff salary and health benefits, payroll taxes and expenses, insurance for staff, board, and events, office expenses such as rent, telephone, office supplies, postage, bank charges, accounting and bookkeeping, legal fees, and occasional outside office assistance. Administrative costs for 2011 totaled \$85,395.

(B) Marketing and Promotions (M&P) includes advertising, sponsorships, internet and website, and promotional printing. M&P also includes the Reimbursable Expenses as described below. M&P expenses totaled \$20,247.

(C) District Services include litter removal, graffiti removal, maintenance, supplies, security, sidewalk cleaning, landscape maintenance and beautification, the MMID Façade Reimbursement program, and sales tax. District services totaled \$115,754.

## Reimbursable Programs

(A) Special Events hosted by the MMID in 2011 included the Stockton is Magnificent event, Pets on Parade, the Mile 90<sup>th</sup> Birthday Celebration and Car Show. Additional special event expenses included advertising flyers in which merchants purchase ad space. Expenses for special events totaled \$25,045 and revenue totaled \$19,302. The sum, along with Miscellaneous Projects (C below, \$125), are funded under Marketing and Promotions and thus the Reimbursable Programs net loss is \$5,868.

(B) Parking Lot Project was funded by the City of Stockton and was project-managed by the MMID. The MMID's expense in the project was payment of insurance during the four months of construction on three parking lots owned by the City. As contractors completed assigned tasks an invoice was submitted to the MMID, which was paid, and then the City reimbursed the MMID for the invoice. The project's total budget was \$250,000. At year's end the project was nearing completion, with a total paid out to contractors in the amount of \$164,622 and reimbursements from the City totaling \$141,163. Net amount owed to the MMID at the close of the year was \$23,460.

(C) Miscellaneous projects include the purchase of year-books for the Workability students who volunteer to provide gardening, clean up and special event services to the MMID and its merchants. The cost of the year-books was \$250 and individuals contributed \$125 towards those costs, for a net expense to the MMID of \$125.

**Total 2011 expenses were \$221,396**

### Administrative

Office Expenses	\$17,192.78
Professional Services	\$6,432.87
Insurance	\$7,735.00
Staff Expenses	\$54,034.73
<b>TOTAL ADMIN EXPENSES</b>	<b>\$85,395.38</b>

### Marketing and Promotions

Advertising	\$2,558.05
Sponsorship	\$7,387.75
Internet/Website	\$2,731.47
Printing	\$1,701.35
Special Events and Misc. Projects	\$5,868.00
<b>TOTAL M&amp;P EXPENSES</b>	<b>\$20,246.62</b>

### District Services

Litter & Trash Removal	\$14,015.15
Graffiti / Maintenance	\$13,006.27
Litter / Graffiti supplies	\$729.32
General Security	\$57,585.47
Supplemental Security	\$20,651.12
Sidewalk cleaning	\$4,360.00
Landscape/Beautification	\$3,784.84
Façade Program	\$300.00
Other Expenses	\$1,322.11
<b>TOTAL SERVICES</b>	<b>\$115,754.28</b>

## Renovated parking lot 5

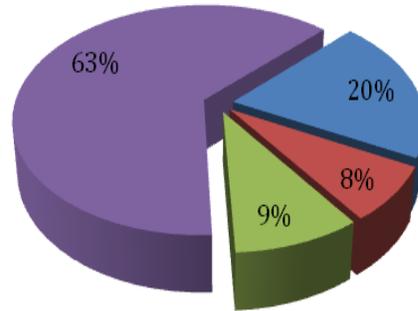


# Mile Expenses

## Administrative

Total = \$85,395.38

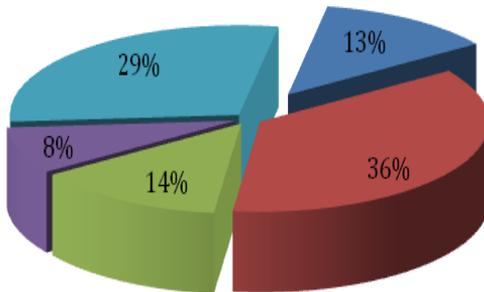
■ Office Expenses ■ Professional Services ■ Insurance ■ Staff Expenses



## Marketing and Promotions

Total = \$20,246.62

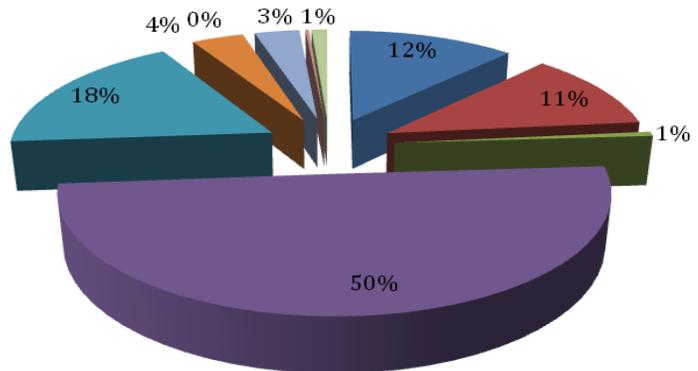
■ Advertising ■ Sponsorship ■ Internet/Website ■ Printing ■ Special Events



## District Services

Total = \$115,754.28

■ Litter & Trash Removal ■ Graffiti Removal & Maintenance  
 ■ Litter and Graffiti removal supplies ■ General Security  
 ■ Supplemental Security ■ Sidewalk cleaning  
 ■ Landscape/Beautification ■ Façade Program  
 ■ Other Expenses



# Special Events and Promotions



(1) Pets on Parade, (2 & 3) 90th Birthday Celebration and Car Show, (4) Stockton is Magnificent Official Greeter, (5) Fourth of July Parade, and (6) Breast Cancer Survivor Birthday Cake





2011 brought to the Mile three renovated parking lots, ped-cab services and Big Monkey Group with the premier of "On The Mile" magazine



Miracle Mile Improvement District  
 2540 Pacific Avenue, Suite 3  
 Stockton, CA 95204



# 2012 MMID ANNUAL REPORT