

A Property Based Improvement District in Central Stockton formed in 2007

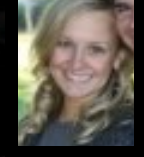
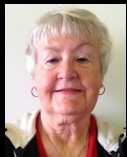
2012 MMID

Miracle Mile Improvement District

Annual Report



LIVE
& SHOP
dine well



MMID
Board President
Arnold Chin and
Executive Director
Denise Jefferson

Most photos courtesy of
Big Monkey Group
Painting by
Vanessa Hadady

2012 Board Members
Counterclockwise from left:
Karen Carlson, Nancy Moore,
Matthew Grizzle, Kevin Dougherty,
Jeff Gamboni, Kit Bennitt, Les Fong,
Manual Guizar, David Cherry,
Carol Hirota, Ted Leland,
Wendy Saunders, Diana Lowery,
Janice Miller, Shawn Crary,
Stefanie Leland, Sherri Fisher,
Annette Brecheisen, Phillip Herrera,
Michelle Mills, and Jeff Gibson

MMID President's Message



In the just five years, look what we have accomplished! It seems that every year, the Miracle Mile Improvement District (MMID) makes small steps forward that yield big results. Our 2012 fiscal year was no different, thanks to a cadre of volunteers, residents, and of course, our Executive Director. While this comprehensive report will show you some really colorful pie charts and numbers, here are some

of the really great things the MMID has done this past year:

- 1. Increased security on Harding Way to mitigate loitering, panhandling, and trespassing.*
- 2. Repainted curbs, garbage cans, and light poles with the help of the Stockton Unified School District volunteer workability program.*
- 3. Hosted, for the second year in a row, Stockton is Magnificent which drew thousands of people to the Mile.*
- 4. Started construction on roadway median improvement projects with the help of Measure K funds. These are the entryways with signage on Pacific Avenue at Harding (south end) and the Calaveras River bridge (north end).*

- 5. Hosted a crime prevention forum with our City Leaders including the Chief of Police and our Mayor.*
- 6. Successfully renewed the MMID for another 5 years with a majority of property owner approval.*

I'd like to extend my thanks to Denise Jefferson for her tireless dedication as our Executive Director. She has accepted a "Promotion" to the position of retirement, and will certainly enjoy spending more time with her granddaughter. After an extensive search process, Denise's successor, Mimi Nguyen will officially take the reins in January 2013. And after 14 years on the Miracle Mile Board in its many forms from the MMLA to the MMID, I am passing the presidential gavel to Karen Carlson (Property Management Experts) and will continue to serve as a voting Board member.

We have a great deal more to accomplish, and with your support and participation, we will continue to make the Miracle Mile a polished gem in the City.

Arnold Chin,
2012 President of the Board of Directors

Executive Director

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

The end of 2012 marks the end of my term as executive director of the MMID. The Board of Directors formed a search committee and have selected Mimi Nguyen as their third director going forward. My philosophical approach to managing the Mile differed from the previous director, and Mimi will bring in her style and philosophy of management that is unique to her. To me the Mile is the heart of Stockton, it is the open-air community center in which

residents and merchants know each other by name, where several generations of each family have shopped or dined on the Mile. Nearly everyone who has lived in Stockton can deliver stories of "dragging the Avenue", shopping the "Knobby" or admiring the cakes in Webb's Bakery window.

The Mile represents memories of good times past and it is that "small town" feel that I worked to preserve. I wanted to create memories that the residents, guests, and merchants would pass on to new generations of "Milers". The challenges of the great recession and the escalating crime rate made me even more determined to find ways to promote the richness and uniqueness of the Mile's businesses while combating the negative elements of crime, graffiti, vandalism, and selfishness.



The "Mile" is the shop owners, the restaurateurs, the property owners, the loyal residents who walk, shop and dine, the board members who volunteer their time to the cause, the Workability students who clean the parking lots and sidewalks with a smile, the students and faculty who venture south to sample our offerings, it is the first-time visitors who remark about the friendliness, and it is the old-timers who wax nostalgic about their memories of days gone by. The Mile is us and we are strong in 2013!



Mile History, Mission and Board

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

There are 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. Funds to achieve this mission come from a tax assessment paid by the property owners, and are managed by the sole district employee, the executive director, under direction of the member-elected board of directors.

The Board of Directors of the MMID are responsible for reviewing the monthly financial reports of the organization, setting the goals of the district and making decisions on the direction and action that the organization takes. There are twenty-two members of the General Board of Directors. The thirteen voting members of the Board are made up of three business owners, seven property owners, one representative each from the City of Stockton, Stockton Unified School District, and the University of the Pacific. The remaining nine members are advisory members (non-voting) and include the City representative for District 4, a Police representative, five residents of the area and two business owners. The General Board meets on the second Wednesday of every other month beginning in January.

The Executive Board is comprised of the four elected board officers, the past president, and two voting board members selected by the Board. The Executive Board meets the alternate second Wednesdays of the month beginning in February.

The 2012 Board also oversees and directs the actions of the Executive Director. The director oversees all other services provided by contract employees including Delta Hawkeye (security), Albert Lepe (maintenance and graffiti removal), and Patroncinio Hernandez (Trash removal and watering).

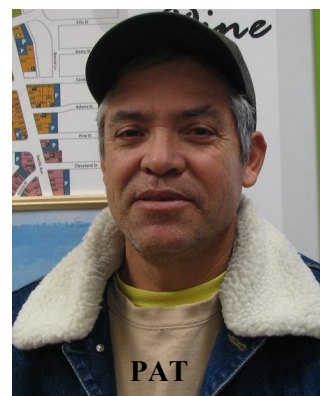
2012 Board of Directors

President Arnold Chin, Vice President Karen Carlson, Secretary Nancy Moore, Treasurer Matthew Grizzle, Past President Kevin Dougherty, Jeff Gamboni, Kitt Bennett, Les Fong, Manuel Guizar, David Cherry, Carol Hirota (SUSD), Wendy Saunders (City of Stockton), and Ted Leland (UOP). Advisory members Shawn Crary, Jeff Gibson, Michelle Mills, Phillip Herrera, Annette Brecheisen, Sherri Fisher, Stefanie Leland, Councilwoman Diana Lowery and City Alternate Janice Miller.

Safe & Clean

Albert Lepe has worked on contract for the MMID for the past four years providing graffiti removal, landscape maintenance, fountain repair, tree trimming and event setup / tear down.

Patroncinio Hernandez has worked under contract for the MMID for the past two years removing trash and litter from public trash receptacles and watering trees and flowers from April to October. Thank you Albert and Pat for your patience and dedication to the Mile.



MMID 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-commercial property owners. The budgeted expenses are divided into three categories: (A) Administrative, (B) Marketing and Promotions, and (C) District Services. In addition there are "Reimbursable Programs" that are either 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 MMID budget is drafted by the executive director and approved by the board of directors in January of each year per the organization's bylaws. Property assessments accounted for \$232,247.74 or 82% of the organization's total revenue including assessments from properties owned by the City of Stockton and the Stockton Unified School District. The University of the Pacific contributes \$5,000 annually to MMID as a voluntary membership. There are two supplemental security programs that have been established on the Mile to broaden the security efforts in light of the City of Stockton's cut's to police staffing. These programs are voluntary and are paid by Mile businesses and merchants as well as a contribution from the University. Total contributions to the supplemental security programs accounted for \$37,788.44 (13%).

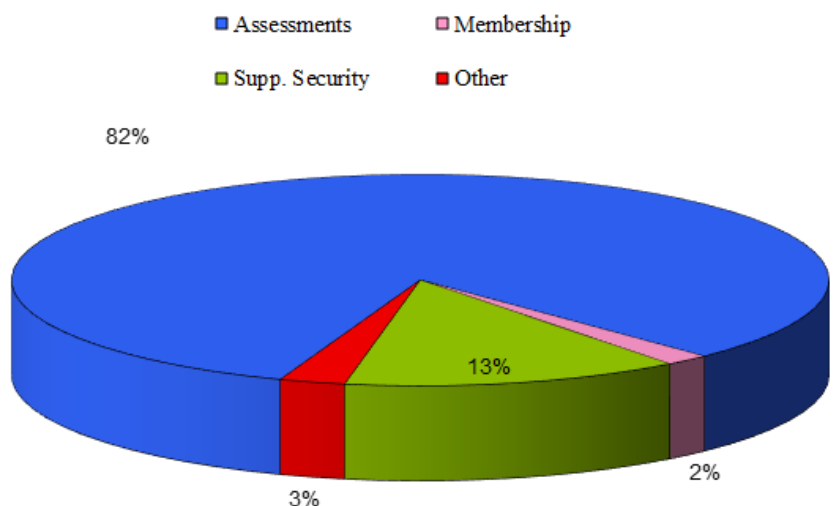
REVENUE

Property Owner Assessments	\$232,247.74
UOP Voluntary Assessment	\$5,000.00
UOP Supplemental Security	\$15,000.00
Merchant Supplemental Security	\$22,788.44
Other Income	\$7,339.96

TOTAL REVENUE **\$282,376.14**



2012 REVENUE SOURCES



MMID Expenses

2012 MMID Expenses

The MMID expenses are distributed in three categories: administrative, marketing and promotions, and, district services. The 2012 financials separate “special events” from the expense category to reflect the revenue-expense relationship of events.

Administrative costs include staff salary, health benefits, payroll taxes, required insurance (staff, board, events liability), office rent, telephone, supplies, postage, bank charges, accounting/bookkeeping, legal fees, and occasional outside office assistance. Administrative costs totaled \$85,888.73 in 2012, or 31% of the overall budget.

Marketing and promotions (M&P) include print and radio advertising, internet costs and website development and maintenance, as well as promotional printing costs separate from in-house copying. M&P expenses for 2012 totaled \$13,933.23, or 5% of the budget.

District services constitute the largest expense of the MMID for a total of \$181,176.39 or 64 percent of the overall budget. District services include all security program expenses, litter and trash removal, graffiti removal and maintenance, maintenance supplies, sidewalk cleaning, landscape and beautification projects, seasonal watering, and infrastructure/improvements.

The MMID hosted three special events in 2012, including Cinco de Mayo, Stockton is Magnificent, and the Holiday Open House Wine Stroll. Other events sponsored and hosted by outside organizations include the American Legion pancake breakfast, 4th of July parade, Walk a Mile in Her Shoes, and the Pet Rescue Organizations yard sale. Events from 2011 that provided residual income or expenses in 2012 include the Mile 90th birthday party, and the merchant hot sheet ads.

2012 REVENUE: \$282,376.14

Administrative

Office Expenses	\$17,741.25
Professional Services	\$7,759.42
Insurance	\$4371.00
Staff Expenses	\$56,017.06
TOTAL ADMIN EXPENSES	\$85,888.73

Marketing and Promotions

Advertising	\$12,444.37
Internet/Website	\$217.59
Printing	\$1,271.27
TOTAL M&P EXPENSES	\$13,933.23

District Services

Litter & Trash Removal	\$13,800.00
Graffiti / Maintenance	\$16,269.95
Maintenance supplies	\$570.74
Security (all)	\$127,682.40
Sidewalk cleaning	\$8,830.00
Landscape/Beautification	\$2,680.64
Seasonal Watering	\$3,900.00
Infrastructure/Improvements	\$3,662.46
Other Expenses	\$3,780.20
TOTAL SERVICES	\$181,176.39

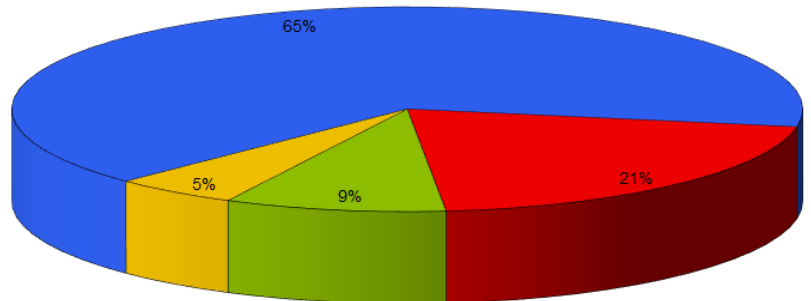


Mile Expenses



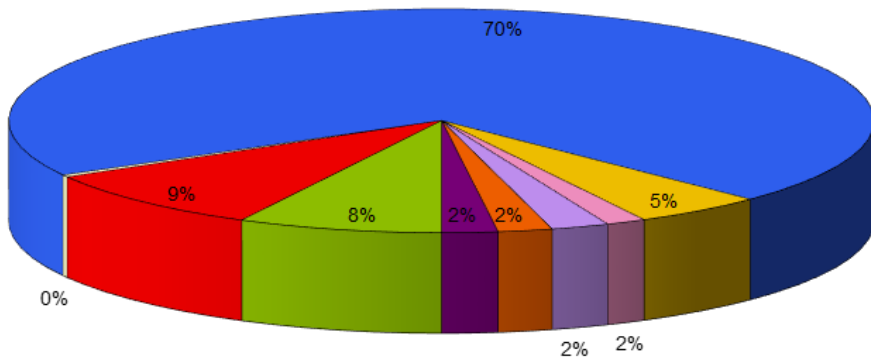
ADMINISTRATIVE EXPENSES

- Office expenses
- Professional services
- Insurance
- Staff expenses



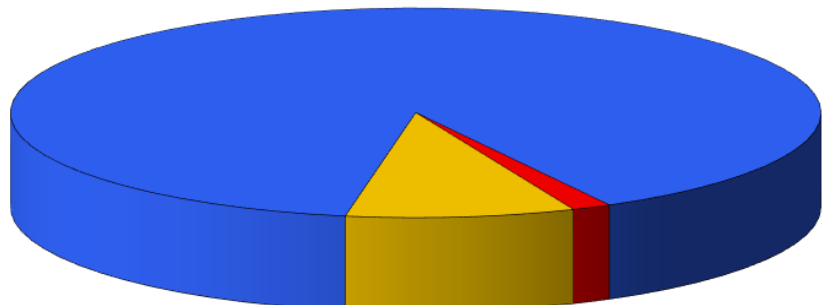
2012 District Services

- Litter & Trash Removal
- Graffiti Removal / Maintenance
- Maintenance supplies
- Security (all)
- Sidewalk Cleaning
- Landscape/Beautification
- Seasonal Watering
- Infrastructure/Improvements
- Misc.



2012 MARKETING & PROMOTIONS

- Marketing Advertising
- Internet & website
- Printing



Special Events and Promotions



CINCO DE MAYO

ON THE MILE

Tuxedo Ct at Pacific Ave

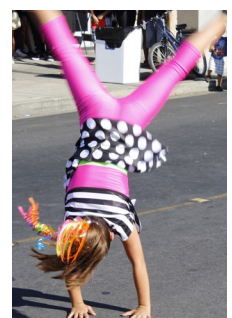
SATURDAY MAY 5th 3-8 PM

Mike Torres Band
Folklorico Dancers
\$10 in advance
\$15 at the door
under 5 and over 65 are free
\$5 drinks
\$5 eats

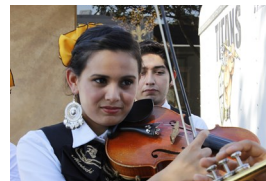
Sponsored by
Miracle Mile Merchants
Hosted by
La Palma Restaurant

Tickets available at La Palma or MMH office 209-948-6453

MUSIC FOOD DRINKS MUSIC FOOD DRINKS MUSIC FOOD DRINKS



STOCKTON IS MAGNIFICENT



Join the Coalition of Stockton Veteran's Organization for the
Miracle Mile Merchant hosted 2012

4th of July

PARADE!

Wednesday, July 4th
on the Miracle Mile
Parade Begins at 10:00am

The parade route begins at Lincoln Street and
Harding Way and moves East
to Pacific Avenue (the Miracle Mile)
then North to Tuxedo Court.

To learn more call
Bob Appler at
(209) 817-6699

ORGANIZE A GROUP &
BE IN THE PARADE!

We proudly thank
our major sponsors:
St. Joseph's Medical Center
Allied Waste Management, Alpine
Roofing and Simple Realty. In addition, we
thank all the people that supported the 2012
Pancake Breakfast Fundraiser held in May!



MMID CLEAN TEAM:

The Stockton Unified School District Workability program has been enthusiastically serving the Mile for three years as our ambassadors. A big THANK YOU to all the students and the instructors who work diligently keeping the Mile clean, working in our shops, and sharing their warm smiles. THANK YOU WORKABILITY STUDENTS!



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director@stocktonmiraclemile.com



2012 MMID ANNUAL REPORT