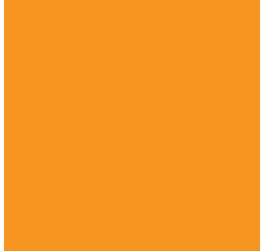
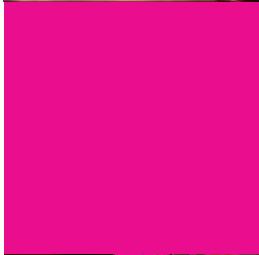
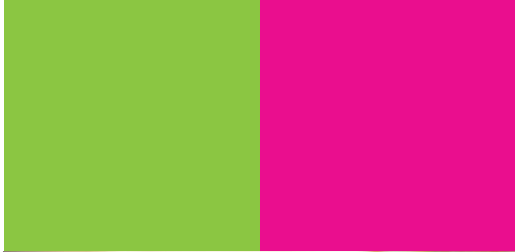


# 2015 MMID ANNUAL REPORT



A Property Based Improvement District in Central Stockton formed in 2007

## MMID PRESIDENT'S MESSAGE

**T**he end of 2015 marks the end of my first year serving as the President of the Miracle Mile Improvement District (MMID) Board of Directors. I'm proud to share that the group of outstanding stakeholders on our board has voted me to continue as President for an additional year. I've enjoyed effecting positive change in our community, supporting the merchants through their numerous Third Thursdays events, and working with our Executive Director, Mimi Nguyen, to ensure a quality security program to enhance the safety of our Miracle Mile.

As many of you recognize, our merchants and property owners keep our district vibrant and keep customers coming back regularly to enjoy the many wonderful shops, restaurants and services offered here. I spent many of the Miracle Mile Third Thursdays events meeting business owners and learning about their businesses. They are an incredible asset to our area; I'd highly encourage you to attend some upcoming merchant events and see how you can shop local and support them.

This comprehensive report will outline a number of the successes within 2015, thanks to the hard work of the residents of the area, volunteers, Board Directors, stakeholders and our Executive Director. Some highlights of the year include:

**Hosted Miracle Mile Third Thursdays events, which resulted in monthly events and drawing more than 3,000 new visitors to the district to shop, dine and explore.**

**Partnered with the University of Pacific and Universal Protection Service to ensure safety of our stakeholders and guests while they are in our district. This resulted in lower auto burglaries in comparison to 2015.**

**Successful partnership with several media partners including 105.9 The Bull, Visit Stockton and San Joaquin Magazine to increase awareness and exposure for the Miracle Mile. These partnerships increased visibility, branding and ultimately, foot traffic at merchant events and promotions.**

As we close 2015, and look forward to 2016, the MMID board plans on continuing our strong relationship with our contracted services for security and maintenance, supporting merchants in events and promotions that increase foot traffic and exposure to their businesses, and working with outside agencies to ensure a safe district. It is with our community partners such as the University of Pacific and City of Stockton, residents and volunteers that we're able to continue to take steps into making our district a destination for shopping, dining, and entertainment.

David Cherry, President



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## FROM THE EXECUTIVE DIRECTOR

**T**he end of the year is always a wonderful chance to reflect on the challenges we've overcome, to celebrate the successes of the year, and to strategize for the next.

At the beginning of 2015, we entered into a contract for new security services with high hopes for less crime and transients in the district, and an overall better sense of safety for stakeholders, guests and residents of the area. We've been grateful for the enhanced safety measures brought to us by Universal Protection Service in partnership with the Stockton Police Department, Stockton Unified School District Police Department and the University of the Pacific Police Department.

Through the efforts of the partners mentioned above, the Miracle Mile has seen a dramatic decrease in auto burglaries, business vandalisms and break-ins, and transient activity. As a result, our businesses have reported a 7%-15% increase in foot traffic and sales within the past 12 months.

To continue our security efforts, the Miracle Mile Improvement District Board has decided to hire a security risk consultant to assess the safety of our district and to make recommendations for a more proactive safety approach. This recommendation for the consultant came to us from our biggest financial partner for our security program, the University of the Pacific. The MMID will be hosting community focus groups throughout the first quarter of 2016 to ensure that our stakeholders are engaged in this process.

We're looking forward to continuing to increase foot traffic and merchant success by ensuring a safe district. Thank you to the support of our stakeholders for making the Miracle Mile such a destination for all of our visitors to the district.

**Mimi Nguyen, Exective Director**



## MIRACLE MILE HISTORY, MISSION AND BOARD



**T**he Miracle Mile Improvement District successfully renewed the Property Based Improvement District (PBID) in 2012 and will therefore operate through 2017 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 86 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 MMID Board of Directors 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 thirteen members of the Board of Directors. The Board meets on the second Wednesday of every other month beginning in January. The Executive Committee, comprised of officers and additional members of the board meets the alternate second Wednesdays of the month beginning in February.

The 2015 Board also oversees and directs the actions of the Executive Director. The director oversees all other services provided by contract employees including Universal Protection Service for Security and Citywide Property Services for maintenance.

### 2015 BOARD OF DIRECTORS

**President**//David Cherry

**Vice President**//Jeff Gamboni

**Secretary**//Nancy Moore

**Treasurer**//Matthew Grizzle

**Immediate Past President**//Karen

Carlson

Patrick Day

Kevin Dougherty

Les Fong

Carol Hirota

Kellie Jacobs

Andy Lagomarsino

Paul Marsh

Janice Miller

### MMID BUDGET AND REVIEW

*The MMID budget is drafted by the Executive Director and approved by the Board of Directors in January of each year. The majority of the income for the organization comes from the property assessments paid by commercial property owners.*

## 2015 HIGHLIGHTS



Started hosting beer tasting events semi-annually: Blues and Brews in March and Art and Ale in September. Both events drew more than 400 visitors combined to the district; merchants reported repeat customers from the event in the months following.

Some of the new businesses that opened include Thai Me Up, Taps Barrelhouse, Stage Two, Caterpillar Children's Boutique, Mr. Otto's Bookstore and Pacific Ballet.

Partnered with the City of Stockton Public Works to identify and repair two parking lots in the district; repairs include filling pot holes and restriping.

Partnered with the City of Stockton Solid Waste to organize the trash dumpsters in the parking lots adjacent to properties. This resulted a cleaner waste environment and less dumpster diving.

Adjusted security hours to patrol to begin as early as 6am to meet the needs of our stakeholders. Security hours continue until 2am on Thursday, Friday and Saturday nights.

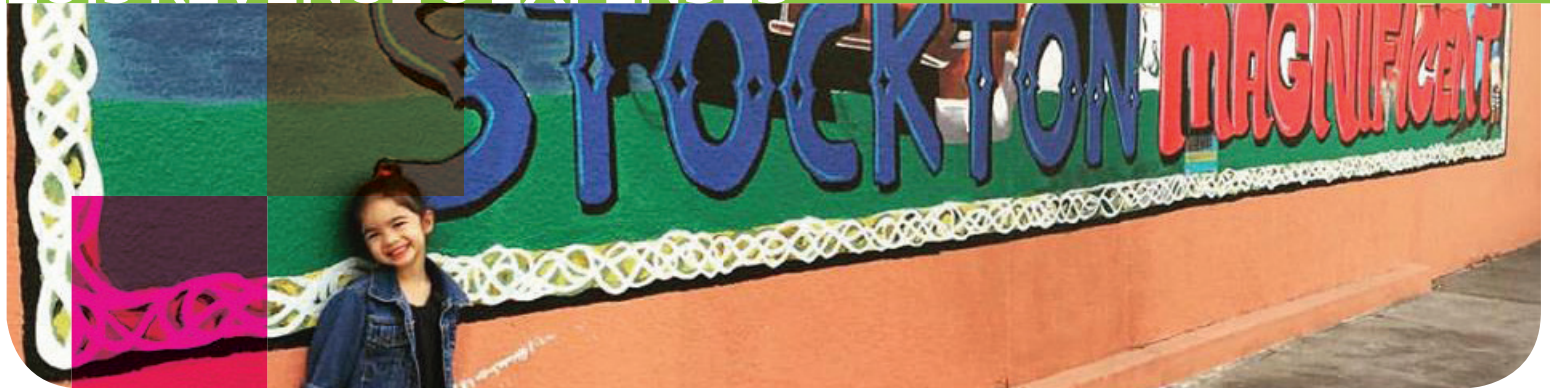
Three Façade Grants in the amount of \$300 were approved: Moore's Karate and Yoga Dojo, Sam's Café and Taps Barrelhouse.

Merchants Committee hosted a Sidewalk Sale, a Heart Healthy event with the American Heart Association, a Blues and Brews beer tasting event, several wine strolls, Art and Ale beer tasting and the holiday open house.

MMID Bylaws updates completed.

Partnered with Visit Stockton, San Joaquin Magazine, Life-styles Magazine, The Bull radio station, The Record, CBS productions, Channel 10 and other regional publications to increase brand awareness for the Miracle Mile.

## 2015 REVENUE & EXPENSES



### 2015 REVENUE

The MMID revenue for the 2015 calendar year is as follows:

Assessments.....	\$231,707
UOP Voluntary Assessment.....	\$5,000
UOP Supplemental Security .....	\$25,000
Merchants Supplemental Security.....	\$6,976
SJ RTD Maintenance Contract .....	\$7,200
Other, Reimbursements and Merchants Committee.....	\$5,976
<b>Total Revenue .....</b>	<b>\$281,859.76</b>



### 2015 EXPENSES:

The MMID expenses are broken into three major categories: Administrative, Marketing and Promotions and District Services.

**Total 2015 Expenses:..... \$276,801.76**

## 2015 REVENUE & EXPENSES



**Administrative** costs include the staff salary and benefits, payroll taxes and expenses, insurance (for staff, board and events), office expenses, legal fees, accounting and book-keeping, postage and bank charges. Administrative costs for 2015 totaled \$90,944.

Staff Expenses: .....	\$59,949
Insurance: .....	\$4,000
Professional Services:.....	\$7,333
Office Expenses: .....	\$19,662
<b>Total Expenses: .....</b>	<b>\$90,944</b>

**Marketing and Promotions** include advertising, internet and website, promotional printing and all event related expenses. Marketing and Promotions costs for 2015 totaled \$32,442.

Marketing/Promotions/	
Advertising:.....	\$26,199
Internet/Website: .....	\$2,637
Printing:.....	\$3,606
<b>Total Expenses:.....</b>	<b>\$32,442</b>

**District Services** District Services include our maintenance and security contracts, sidewalk pressure washing, landscape maintenance and beautification. District Services for 2015 totaled \$152,438.

Maintenance: .....	\$58,256
Security:.....	\$79,385
Landscape/Beautification:.....	\$1,276
Infrastructure/Improvements: ..	\$12,935
Other Expense: .....	\$586
<b>Total Expenses:.....</b>	<b>\$152,438</b>

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