



# **MIRACLE MILE IMPROVEMENT DISTRICT 2018 ANNUAL REPORT**

PREPARED BY  
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*Executive Director*

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## MIRACLE MILE IMPROVEMENT DISTRICT 2018 ANNUAL REPORT

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## MIRACLE MILE IMPROVEMENT DISTRICT

### 2018 PRESIDENT'S MESSAGE: MATTHEW GRIZZLE



The end of 2018 brings to a close my year serving as President of the Miracle Mile Improvement District (MMID). It has definitely been a productive year of evolution for the association. Coming into office immediately following a PBID five-year renewal it was my vision to look back on what the MMID has done positively over the past 10 years of existence but also look at ways that we as an organization could improve our policies, procedures and modes of operations so that we could better serve the stakeholders of the district. Thankfully every member of our board shared in that vision and we collectively all worked hard this past year with our Executive Director to bring some very positive improvements.

*Some highlights would include:*

- Held a strategic planning retreat in the first part of the year.
- Adopted new official MMID Values, Mission & Vision statements.
- Formalized Board of Directors individual responsibilities, expectations & codes of conduct.
- Completed a full district bylaw review and revision.
- Instituted enhanced communications systems with property owners and merchants including website calendars, newsletters, social media posts and town-hall style meetings.
- Partnered with Stockton PD to institute and grow a business community watch program.
- Created a district Improvements Master Plan with major proposed future projects to the Tuxedo Street median area.
- Supported the Miracle Mile Mural Committee in the unveiling of the first of many large murals planned for throughout the district.

This year wasn't all work though, we also had a lot of fun! Our Executive Director, Jaime Watts with the assistance of our board members & merchant committee hosted several events throughout the year to draw new visitors to The Mile. The Throwback Thursday event held this past August was by far the biggest and most profitable event the district has ever put on. There were over 2,000 guests in attendance at this classic car show, concert and wine stroll extravaganza.

I would like to take this opportunity to thank my fellow board members, volunteers, merchants & property owners who have supported our efforts this past year. I believe we have made some very big strides in furthering the mission of the district and I look forward to working with Kim Byrd, the incoming 2019 Board President on keeping the momentum rolling.



# MIRACLE MILE IMPROVEMENT DISTRICT

## EXECUTIVE DIRECTOR'S MESSAGE

### JAIME LESTER-WATTS

I wish to thank the countless number of individuals who have faithfully supported the Miracle Mile over the years. I am especially grateful to those who have supported me in my role as your new Executive Director. The district is a unique and special community in Stockton, and I have quickly grown to truly love the Miracle Mile and the people who work and live here. It is my hope to continue to lead efforts to ensure that the district remains safe, clean and economically viable for our friends and families for years to come.

Jaime Watts, Executive Director  
Miracle Mile Improvement District



## 2019 COMMITTEES

### SECURITY

*Lisa Whirlow, Chair*

### IMPROVEMENTS

*Jeff Gamboni, Chair*

### FINANCE

*Matthew Grizzle, Chair*

### EVENTS & PROMOTIONS

*Lenzi Leonard, Chair*

### POLICIES & PROCEDURES

*Manuel Guizar, Chair*

## CONTACT US



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### PHONE NUMBER:

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## MIRACLE MILE IMPROVEMENT DISTRICT

### MISSION STATEMENT

*"The Mission of the organization is to foster the economic vitality, value and appeal of the Miracle Mile."*

### 2018 BOARD OF DIRECTORS

#### EXECUTIVE BOARD MEMBERS

Matthew Grizzle, *President*  
Lenzi Leonard, *Vice President*  
Manuel Guizar, *Treasurer*  
Kim Byrd, *Secretary*

#### ELECTED BOARD MEMBERS

Lisa Whirlow  
Scott Escabar  
Jonnee Bardo  
Jeffery Gamboni  
Peter Martin (*Recalled 10/18*)  
Charles Hastings (*Resigned 8/18*)

#### APPOINTED BOARD MEMBERS

Janice Miller/Sheba Person-Whitley,  
*City of Stockton*  
Carol Hirota, *SUSD*  
Patrick Day/Mike Klocke, *UOP*

### 2019 BOARD OF DIRECTORS

#### EXECUTIVE BOARD MEMBERS

Kim Byrd, *President*  
Lisa Whirlow, *Vice President*  
Matthew Grizzle, *Treasurer*  
Lenzi Leonard, *Secretary*

#### ELECTED BOARD MEMBERS

Manuel Guizar  
Scott Escabar  
Jonnee Bardo  
Jeffery Gamboni  
Gabe Oleari  
Yonie Young

#### APPOINTED BOARD MEMBERS

Sheba Person-Whitley,  
*City of Stockton*  
Jeff Dundas, *SUSD*  
Mike Klocke, *UOP*

## ASSESSMENT RATES & BOUNDARY MAP

### ABOUT

The Miracle Mile Property and Business Improvement District (MMPBID) is a benefit assessment district whose main goal is to provide improvements and activities which constitute and convey a special benefit to assessed parcels. The MMPBID was formed in 2008 for a five (5) year term and renewed in 2013 for a second five (5) year term. In 2017, property owners renewed the MMPBID for a third five (5) year term from January 1, 2018 to December 31, 2022.

### COST

The assessment rate (cost to the parcel owner) is based on benefit zone, building square footage, and parcel square footage. The initial annual rate to each parcel is shown in the table above.

*Assessment rates will not be subject to an increase over the current five-year term.*

### MMID ASSESSMENT RATES

Benefit Zone	Initial Assessment Rate	
	Commercial	School
	Building Sq. Ft. + Parcel Sq. Ft.	Building Sq. Ft.
Zone 1	\$0.1276	\$0.1276
Zone 2	\$0.0622	\$0.0622
Zone 3	\$0.1021	\$0.1021

### MMID BOUNDARY MAP





# 2019 PROPOSED BUDGET

	2018	2019	Variance
<b>ASSESSMENT INCOME</b>			
Assessments, Property Owners	\$221,380	\$221,380	\$0
Assessments, 2018 Carry Over	\$0	\$57,900	\$57,900
<b>OTHER INCOME SOURCES</b>			
UOP Supplemental Security	\$10,000	\$0	-\$10,000
Supplemental Security	\$6,000	\$0	-\$6,000
RTD Maintenance Contract	\$7,200	\$7,200	\$0
Other (grants, etc)	\$11,000	\$0	-\$11,000
Interest Income	\$75	\$108	\$33
Events & Promotions	\$2,500	\$2,500	\$0
<b>TOTAL INCOME</b>	<b>\$258,155</b>	<b>\$289,088</b>	<b>\$30,933</b>

## EXPENSES

<b>ENHANCED MAINTENANCE</b>			
Trash/Graffiti removal/watering/sidewalk cleaning	\$47,500	\$57,500	\$10,000
Trash & Graffiti Supplies	\$2,000	\$2,000	\$0
District Improvement	\$4,000	\$10,000	\$6,000
<b>ENHANCED MAINTENANCE TOTAL</b>	<b>\$53,500</b>	<b>\$69,500</b>	<b>\$16,000</b>
<b>MARKETING</b>			
Advertising, Events & Promotions	\$2,086	\$22,600	\$20,514
Events & Promotions	\$20,500		-\$20,500
Website Mgmt & Hosting	\$1,500	\$5,000	\$3,500
<b>MARKETING TOTAL</b>	<b>\$24,086</b>	<b>\$27,600</b>	<b>\$3,514</b>
<b>OPERATIONAL COSTS</b>			
Bank Charges	\$300	\$500	\$200
Dues/Subscrp/Memberships	\$0	\$500	\$500
Equipment (Copier rental)	\$2,400	\$0	-\$2,400
Insurance	\$3,500	\$12,000	\$8,500
Office Rent & Storage	\$9,420	\$5,328	-\$4,092
Office Supplies	\$800	\$800	\$0
Phone/Internet Service	\$2,160	\$1,000	-\$1,160
Postage	\$400	\$400	\$0
Printing	\$1,500	\$1,500	\$0
<b>OPERATIONAL TOTAL</b>	<b>\$20,480</b>	<b>\$22,028</b>	<b>\$1,548</b>
<b>STAFF COSTS</b>			
Staff Payroll	\$50,000	\$50,000	\$0
Payroll Tax Expenses	\$4,200	\$4,200	\$0
Workers Compensation	\$2,100	\$2,100	\$0
Health Insurance (not to exceed \$350/mo)	\$3,600	\$4,200	\$600
<b>STAFFING TOTAL</b>	<b>\$59,900</b>	<b>\$60,500</b>	<b>\$600</b>
<b>PROFESSIONAL SERVICES</b>			
Accounting & Consulting Services	\$4,800	\$7,800	\$3,000
Legal services	\$8,000	\$12,000	\$4,000
<b>PROFESSIONAL SERVICES TOTAL</b>	<b>\$12,800</b>	<b>\$19,800</b>	<b>\$7,000</b>
<b>PUBLIC SAFETY AND SECURITY</b>			
MMID Security	\$80,000	\$80,000	\$0
<b>PUBLIC SAFETY TOTAL</b>	<b>\$80,000</b>	<b>\$80,000</b>	<b>\$0</b>
<b>MISCELLANEOUS</b>			
PBID Renewal Fund (Savings)	\$2,400	\$2,400	\$0
Reserve Fund (Savings)	\$5,100	\$7,260	\$2,160
<b>MISCELLANEOUS TOTAL</b>	<b>\$7,500</b>	<b>\$9,660</b>	<b>\$2,160</b>

TOTAL EXPENSES \$258,266 \$289,088  
TOTAL INCOME \$258,155 \$289,088

## 2018 FINANCIAL SNAPSHOT

### INCOME

Assessments 183,752  
Other Income 35,202  
**TOTAL \$218,954**

### EXPENSES

Maintenance 36,713  
Marketing 13,593  
Staff Costs 65,612  
Professional 18,505  
Security 73,185  
Other Expenses 30,885  
**TOTAL \$238,493**

### NET

**INCOME \$-19,539**

2018 property assessments were billed and collected through the City of Stockton due to circumstances beyond our control with the PBID renewal in late 2017. \$57,900 of assessments were not paid by property owners and turned over to SJ County to include in their 2019 billing. The MMID will receive those funds in 2019 causing our assessment income to be \$57,900 over budget than it historically has been or will be in future years.

## 2018 HIGHLIGHTS OF ACCOMPLISHMENTS

### SERVICES PROVIDED TO STAKEHOLDERS

MMID has been successful in establishing standards for **cleanliness & security** that make business owners, employees, residents and visitors feel welcome. A **clean & safe** environment is very important to attract guests and potential businesses to the Mile, therefore, we have dedicated a substantial amount of time and resources to ensure our stakeholders are provided quality services.

#### SECURITY

In June 2018, the MMID contracted security services with Hammer Head Security to supplement our local law enforcement agencies in patrolling the Miracle Mile. Hammer Head has a 24-hour dispatch number for property and business owners to call for service. Their team is committed to working with our Security Committee and the Stockton Police Department to play an active role in the Miracle Mile Business Watch Program.



MMID's security program assists in the prevention of break-ins, assaults, graffiti tags and disruptive street behavior.

Our priority is to continue to be to proactively address homelessness on the Miracle Mile and to provide services that will respond promptly to the current safety and security needs in the district.

#### MAINTENANCE

Enhanced maintenance has continued to be a top priority for MMID. We contracted services to remove graffiti, gum, illegal signs and stickers, collect and remove trash from public trash containers, clean public parking lots, remove illegally dumped items, and to provide seasonal watering services of public landscape where irrigation is nonexistent.





## 2018 HIGHLIGHTS OF ACCOMPLISHMENTS

### ESTABLISHED EVENTS & PROMOTIONS

MMID was instrumental in producing various 2018 merchant activities including;

**A TASTE OF THE MILE WINE & FOOD STROLL - and - BREW, BIKES & BITES**

We utilize our resources to promote outside organizations who host activities that benefit the Miracle Mile including  
**Visit Stockton's Restaurant Week, Beer Week & Arts Week.**

*Visit our calendar of events at  
[www.stocktonmiraclemile.com](http://www.stocktonmiraclemile.com)*

#### TRICK-OR-TREAT



#### MIRACLE MILE MURAL #1

*MMID was a sponsor of the Mural Project and assisted with the promotion and financial accounting.*



#### HOLIDAY OPEN HOUSE



#### CHRISTMAS TREE ON TUXEDO



LIVE - SHOP - DINE





## 2018 STRATEGIC PLANNING SESSION

### BOARD AT WORK

The 2018 Board of Directors came together in the Spring to discuss the **Values, Mission & Vision of the Board and for the MMID.** They were able to identify strengths, weaknesses, opportunities and threats in order to set objectives and a timeline to address them in.



## 2019 BOARD STRATEGIC PLANNING SESSION

The 2019 Board Strategic Planning Session has been scheduled for  
**FRIDAY, MARCH 15, 2019**

**LIVE - SHOP - DINE**

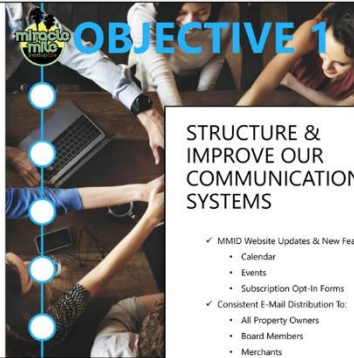


## 2018 STRATEGIC PLANNING SESSION

### 2018 OBJECTIVES

#### DEVELOPING & FORMALIZING THE MIRACLE MILE MERCHANT COMMITTEE

- ✓ Committee Structure
- ✓ Expectation Setting (Roles & Responsibilities)
- ✓ Funding & Financial Oversight
- ✓ Reporting Processes
- ✓ MMID By-Laws Revisions As Necessary



#### STRUCTURE & IMPROVE OUR COMMUNICATION SYSTEMS

- ✓ MMID Website Updates & New Features
  - Calendar
  - Events
  - Subscription Opt-In Forms
- ✓ Consistent E-Mail Distribution To:
  - All Property Owners
  - Board Members
  - Merchants
  - Requested Parties
- ✓ Monthly Newsletter Created By Executive Director
- ✓ Press Release Production & Distribution
- ✓ Enhanced Social Media Engagement
- ✓ Physical Mail (USPS) Delivery To Requested Parties



#### COMPLETE REVIEW & DEVELOPMENT OF POLICIES, PROCEDURES & MMID BY-LAWS

- ✓ Standing Rules Of Operations
- ✓ Creation Of Annual Review Process For By-Laws
- ✓ Develop Committee Structure
- ✓ Define MMID Board Officer Job Descriptions
- ✓ Creation Of Community Outreach Board Committee
- ✓ Forging Of Neighborhood Resident Committee



#### REVIEW & UPDATE DISTRICT IMPROVEMENT MASTER PLAN

- ✓ Handing Way Improvement Project
- ✓ Replanting Miracle Mile Median On Handing Way
- ✓ Parking Lot Repair & Improvements
- ✓ Replanting Of Designated Sidewalk Planter Areas
- ✓ Miracle Mile Mural Project
- ✓ Tuxedo Fountain Renovation Project
- ✓ Bike Racks
- ✓ Stockton Adult School Tree Replanting
- ✓ General Façade Improvements



#### STRENGTHEN EXISTING MERCHANT COMMITTEE EVENTS & CREATE NEW OFFICIAL MMID EVENTS

- ✓ Board Engagement With Merchant Planned Events
- ✓ Development Of Miracle Mile Farmers Market
- ✓ Support Outside Promoter Events
- ✓ Fundraising Events (Example: Farm To Fork Dinner)



#### PLAN & CONDUCT A PUBLIC TOWN-HALL INFORMATIONAL Q&A MEETING

- ✓ Panel Of Speakers Set To Include:
  - MMID Board Members
  - MMID Executive Director
  - MMID Security Provider
  - Representatives From Various City Services



## 2019 VISION & GOALS

### REBUILDING A SOLID FOUNDATION FOR SUCCESS

Despite the past challenges that the organization has faced, MMID succeeded with maintaining critical services for the district in 2018. The past year's focus has been concentrated on reorganization and rebuilding a strong foundation with policies and procedures in place to ensure that business can be conducted in a professional and efficient manner. The Board of Directors, Committees and the Executive Director are now confident and motivated to make **2019 a highly productive, positive & eventful year on the Miracle Mile!**

### IMPROVEMENTS & BEAUTIFICATION

It is MMID's goal for 2019 to make a visible difference on the Miracle Mile. Our Improvement Committee has been working aggressively on plans ranging from smaller projects such as refreshing paint, fixing signs and planting roses - to soliciting grants for large construction projects to remodel Tuxedo Ct., address parking, and to enhance crosswalks and lighting along the Mile.  
**- TOP PRIORITY in Spring is to power wash sidewalks district wide -**

### SAFETY & SECURITY

An important goal for 2019 that MMID is dedicated to attain, is to massively increase the attendance by businesses and property owners at the monthly **MIRACLE MILE BUSINESS WATCH** meeting that the Stockton Police Department and MMID office started hosting in 2018. Meetings are held on the 2nd Tuesday of each month at 9:00 a.m. at the Miracle Mile Conference Center located at 220 W. Harding Way, Stockton. The program has a proven success record in other designated Stockton areas. The Police Dept., Hammer Head Security and MMID are together exploring ways to engage the business and property owners to attend the monthly **MIRACLE MILE BUSINESS WATCH** meetings & help make our district safer.

### EVENTS & PROMOTIONS

In 2019, the MMID's goal is to create a signature Spring event to compliment our Fall Wine Stroll & Car Show, that focuses on the culinary greats we have at our Miracle Mile restaurants paired with local wineries. Details to come soon!



# MARKETING THE MIRACLE MILE

## MAKING OUR MARK

### CONSTANT CONTACT

The MMID office started using Constant Contact in 2018 to build our database of property and business owners and to communicate with them on a regular basis regarding meetings, upcoming events and other district news.

### WEBSITE

Our Miracle Mile website will be getting a facelift in early 2019 to be more user friendly and relevant. We currently utilize the site to post our meetings and events on our calendar and to promote our events. In September 2018, we sold tickets online for the 1st time.

### SOCIAL MEDIA

 @STOCKTONMIRACLEMILE

7,274 LIKES



 @STOCKTONMIRACLEMILE209

1139 FOLLOWERS



The MMID office has been aggressively posting numerous social media campaigns increasing traffic at an impressive rate!

