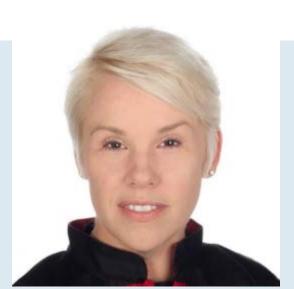


"There is no power for change greater than a community discovering what it cares about."

~ Margaret J. Thatcher



Kimberly Byrd Board President 2021

On behalf of the Miracle Mile Improvement District (MMID) and our Board of Directors, we present this 2021 Annual Report to all Miracle Mile property owners, merchant business owners and representatives of the City of Stockton.

The attached report highlights our major organizational accomplishments last year and financial performance in the fiscal year ending December 31, 2021.

This past year continued to be one filled with unique challenges due to the COVID-19 pandemic and associated limitations both to individual businesses and the district as a whole. This report will demonstrate the creative efforts that were made to help support all the merchants of the district during this ever-evolving crisis and still push forward on some major district objectives.

Kimberly Byrd





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The Mission of the MMID is

To foster the economic vitality, value, and appeal of the Miracle Mile.

Introduction

The Miracle Mile Improvement District (MMID) was formed as a non-profit organization to improve the safety, security, appearance, and economic growth of the area. The Miracle Mile District includes all the businesses fronting Pacific Avenue from Alpine to Harding, and those businesses on Harding Way from El Dorado Street to Lincoln Street.

There are SIXTY-ONE property owners within the district and over TWO HUNDRED businesses call the Miracle Mile home!

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our board officers

"I would like to take this opportunity to thank my Executive Committee and all our volunteer board members for their service and dedication to the Miracle Mile. Since 2018, it has been an honor and privilege to serve along side this group. As my tenure, serving as your board president, comes to an end, I reflect back on all of the challenges presented to this group and am very proud of the selfless sacrifices made, humor provided and the general "get it done" spirit that makes this group, amazing! I look forward to the growth and exciting opportunities that lie ahead for our eclectic community. The best is yet to come to

- Kim Byrd



Kimberly Byrd **Property Owner Board President**

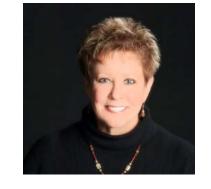
Lisa Whirlow **Property Owner** Vice President



Yonie Young **Property Owner** Secretary



Tina Wells Lee **Business Owner** Treasurer



meet the directors



Jeff Gamboni **Property Owner**



Manuel Guizar **Property Owner**



Jon Precissi



Property Owner



Helena Monica **UOP** Representative **Property Owner** February - December



Kevin Hernandez **Business Owner**



Nicole Snyder **COS** Representative



Tanya Waters **Property Owner**



on our district website.

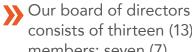


Mike Klocke

Nadja King **Business Owner**



Jeff Dundas **SUSD** Representative



MMID Board

consists of thirteen (13) members: seven (7) property owners, three (3) merchant business owners and one (1) appointed representative from the Stockton Unified School District, the City of Stockton & University of the Pacific

respectively.



the Miracel Mile!



district information

The Miracle Mile Property
Based Improvement District
(MMPBID) is a common benefit
assessment district whose main
goal is to provide improvements
and activities which constitute and
convey a special benefit to
assessed parcels.

The Miracle Mile PBID was formed for an initial five (5) year term starting in 2008 and was successfully renewed for two additional five (5) year terms starting in 2013 and 2018. The current five (5) year term expires December 31st, 2022.

cost

The assessment rate (cost to 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 to the right.

Assessment rates will not be subject to an increase over the current term.



2021-2022 budget report

INCOME	2021 Budget	2022 Budget
TOTAL ASSESSMENT INCOME	\$221,380	\$221,978
NON-ASSESSMENT INCOME		
Event Income	\$10,000	\$10,000
Interest Income	\$8	\$8
Net Restitution	\$0	\$0
RTD Maintenance Contract	\$0	\$0
Harding Way Project Reimbursement		\$94,381
Non-Assessed Income - (Other)		\$70,000
TOTAL NON-ASSESSMENT INCOME	\$10,008	\$174,389
TOTAL INCOME	\$231,388	\$396,367
EXPENSE	2021 Budget	2022 Budget
ADMINISTRATION	2021 Duuget	2022 Duuget
Contract Service Management	\$66,000	\$28,061
contract service Management	700,000	720,001
General Administrative	\$5,320	\$2,610
Office Lease	\$4,200	\$0
Storage Lease	\$1,200	\$1,330
Liability Insurance	\$10,300	\$12,500
Total General Administrative	\$10,720	\$16,440
Accounting	\$2,118	\$5,160
Contract Service Mgmt		\$9,900
Consulting & Legal Fees	\$500	\$1,500
Total Professional Services	\$2,618	\$16,560
TOTAL ADMINISTRATION	\$79,338	\$61,061
ENHANCED MAINTENANCE		
Contractor Service Maintenance	\$62,400	\$51,518
Infastructure Improvement	\$50,000	\$0
Repair & Maintenance Supplies	\$1,200	
Waste Management		\$4,475
Contract Service Mgmt		\$6,600
TOTAL ENHANCED MAINTENANCE	\$113,600	\$62,593
ENHANCED SECURITY		
Contractor Service Security	\$72,000	\$70,229
Contract Service Mgmt	ψ, 2 ,000	\$9,900
TOTAL ENHANCED SECURITY	\$72,000	\$80,129
		· ,
MARKETING	Ć40.000	ć22 7 50
Advertising, Events & Promotions	\$10,800	\$22,750
Event Expenses Website Management & Hosting	\$5,000 \$350	\$0 \$725
Contract Service Mgmt	\$550	\$6,600
TOTAL MARKETING	\$16,150	\$0,000
	710,130	730,073
RESERVE & SPECIAL FUNDING		
District Renewal		\$63,000
Other Special Projects	ćo	\$94,381
RESERVE & SPECIAL FUNDING	\$0	\$157,381
TOTAL EXPENSE	\$281,088	\$391,239
NET OPERATING INCOME	-\$49,700	\$5,128
RESERVE REQUIREMENT	40.05-	4
Emergency Reserve Savings Deposit	\$3,600	\$5,128

2021 financial snapshot profit & loss report

INCOME	
ASSESSMENT	\$220,978
NON-ASSESSMENT	\$28,610
TOTAL INCOME	\$249,588
EXPENSES	
ADMINISTRATION	\$34,250
MAINTENANCE	\$70,248
IMPROVEMENT	\$26,297
MARKETING	\$66,000
PROFESSIONAL	\$41,299
SECURITY	\$77,234
RESERVE & SPECIAL FUNDS	\$12,716
TOTAL EXPENSES	\$263,948
NET INCOME	\$-14,360

The net negative income, represents the additional services rendered in 2021, to launch the MMID's district renewal process and was funded by savings set aside for its purpose.

2021 end of year account balances

CHECKING ACCOUNT	\$59,995.56
EMERGENCY SAVINGS	\$18,006.23
PRID RENEWAL SAVINGS	\$15,000.89

TOTAL

\$93,006.68

Detailed budgets and financial reports are available on the district website in the monthly board meeting packets. Furthermore, the finance committee holds monthly committee meetings that are open to the public.



1,179 Patrols
of security service
provided

793 Incidents responded to and addressed

237 Calls To SPD/ EMT

made by security guards for immediate response

Ongoing collaboration efforts of the MMID, Mile Merchants, Hammer Head Security with Stockton Police Department Business Watch Program has helped stem the influx of crime and vagrancy within the district boundary. Meeting monthly, on the 1st Tuesday of each month, additional resources are are made available, including support from the District Attorney's Office, City Code Enforcement, Behavioral Health Services and Stockton Fire Department, whenever necessary.

enhanced maintenance

We continued our partnership with the Downtown Stockton Alliance in 2021. Garbage cleanup and removal is taken care

of seven days a week,
hand watering of trees
& plants happens
weekly and the curbs/
sidewalks in the entire
district are pressure
washed every month.
The maintenance crew
also handles graffiti
removal, street tree



trimming and annual pre-emergent pest abatement.



608
hours spent
hand watering
trees & plants



9,581 bags of garbage removed



541
hours spent
pressure
washing
sidewalks













social media marketing year in review

+ 2,360

148% increase in followers on Instagram 2018 = 1,139 2019 = 2,264 2020 = 5,607

2021 = 7,967

We continued to build our social media base, on Instagram and Facebook. All growth, nonpaid, and organically achieved.

We also saw an overall increase in engagement from the online public through our "RAD Card - Support Small Business" and our more general "Support Local" campaigns. As an added bonus we hosted a "how-to social media" webinar for our merchants.

new followers on FaceBook 2018 = 7,274 2019 = 8,687 2020 = 9.4942021 = 10,064











































RAD Card helping small business

The Miracle Mile proactively engaged and educated its' merchant community, and the community at large on the benefits of the RAD Card program.

The program was designed to help bolster small business and aid in its economic recovery. The community could support small business by purchasing the RAD Card and see their funds matched, through the program approved and launched by the San Joaquin Board of Supervisors.

As a result, Miracle Mile merchants were reported to have been significantly represented and beneficiaries of the program. RAD Card helped support our small business community, in a BIG WAY.





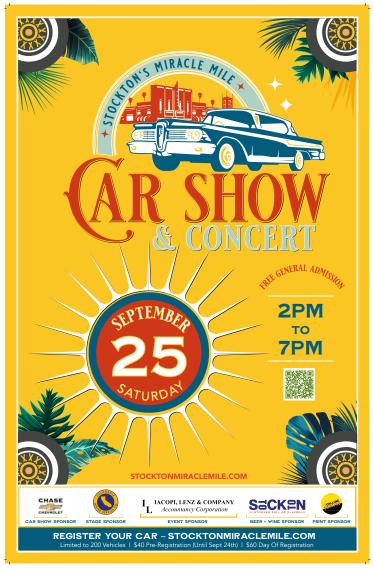
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miracle mile car show & concert







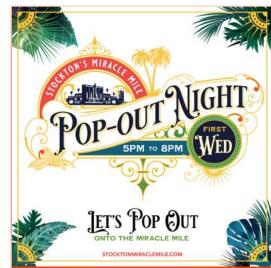


A community favorite, the Miracle Mile Car Show and Concert took place on Saturday, September 25th, featuring over 130 classic cars! This free to the public event offered a live concert, Beer & Wine Garden and all the great shops and pop-up vendors for the whole family to enjoy!





Every First Wednesday from May through October in 2021 we hosted Pop-Out Night, on the Miralce Mile. Inspired by Stockton Small Business week, the Pop-Out night evolved into a monthly event. Participating merchants would "Pop-Out" onto the sidewalk with hand crafted wares, while restaurants offered specials for attendees.





With an emphasis on bringing the community together, we also enjoyed Third Thursdays Cruise Night. Every Third Thursday from May through October, we partnered with Stockton Cruise Night, and hosted Miracle Mile Trick or Treat to bring hundreds of families to the district while participating merchants stayed open late and offered special discounts.

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2021 holiday sip and shop







parking lot planter repairs

Many, if not all, planters in the district were in need of repair. Planters with the most deterioration, were replaced with 6" curbing. Masonry repairs were painted to create a uniform look.



tuxedo court landscaping

Our Improvement Committee along with friends & family provided seasonal plantings and donated lighting and installation for our district's holiday tree.











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a look ahead to 2022 district objectives





bring back our signature events, if possible

- miracle mile en blanc
- miracle mile car show & concert
- miracle mile holiday sip & shop



make strides in our major improvement initiatives

- tivoli lighting along classic miracle mile
- flashing crosswalk projects along pacific
- nvr camera security program



complete general revitalization efforts

- facilitate resurfacing of parking lot
- replanting various landscaping planters
- repainting curbs & bollards



improve stakeholder & community engagement

- merchant welcome program
- merchant social media education
- promote merchant specific events & promotions



collaboration with our city and local partners

- evaluate pededtrian safety measures and installation of additional lighted cross walk
- broaden marketing partnerships with UOP





nvr security camera program

Pilot Program:

As technology improves and cost for the security camera systems become more accessible, NVR (network video recording) could serve to improve the safety and security of the Miracle Mile, for our merchants and those guests visiting. NVR, when coupled with, boots on the ground, security services and our partnership with the Stockton Police Department, gives us a comprehensive security approach to the every challenging issues experienced in our ever changing landscape.







ORGANIZATION NAME:

Miracle Mile PBID dba/Miracle Mile Improvement District

MAILING ADDRESS:

PO Box 4016 Stockton, CA 95204

CONTACT INFORMATION: info@stocktonmiraclemile.com (209) 623-1144

WEBSITE:

www.stocktonmiraclemile.com

January 2022