

**PUBLIC NOTICE**  
**MIRACLE MILE IMPROVEMENT DISTRICT**  
**BOARD OF DIRECTORS GENERAL MONTHLY MEETING**

**DATE:** 4:00PM, Tuesday, November 7, 2023  
**PLACE:** Location Move: SUSD 1525 Pacific Avenue (Room 111) Stockton, CA 95204  
**TO:** **MMID Board Members:** Tina Wells Lee, Lisa Whirlow, Jean Callahan, Juanita Pasley, Rex Dhatt, Jeff Gamboni, Manuel Guizar, Tammy Nguyen, John V. Precissi, Rachelle Turner, Yonie Young, Brian Wright, Carrie Wright. **Executive Director:** Kim Byrd

**GENERAL MEETING REQUIREMENTS:**

**Brown Act:** All MMID Board meetings are held pursuant to the Brown Act as codified in Government Code Section 54957.5.

**Public Comments:** The law provides the opportunity for the public to be heard on any item within the subject matter jurisdiction of the Board, before or during the discussion of that item by the Board. For all items, including items not on the agenda, the public comment time is at the start of each meeting and is limited to five minutes per person unless additional time is granted by the meeting chairperson. State law does not allow action to be taken on an issue not listed on the agenda.

**AGENDA**

1. Call to Order Open Session – *Tina Wells Lee - President*
  2. Public Comments
  3. Minutes of the October 10, 2023, General Board Meeting – *Juanita Pasley (ACTION)*
  4. October 2023 Financial Statements – *Jean Callahan (ACTION)*
  5. Member Requests/Announcements
- Adjournment

**Next MMID Board of Directors General Meeting Scheduled Tuesday, December 12, 2023**

*If any accommodations are needed, please contact [info@stocktonmiraclemile.com](mailto:info@stocktonmiraclemile.com).  
Requests should be made as soon as possible, but at least 24 hours prior to the scheduled meeting.*

**MIRACLE MILE IMPROVEMENT DISTRICT  
GENERAL MEETING BOARD OF DIRECTORS**

**MINUTES OF THE MEETING**

Tuesday, October 10, 2023

In-Person Meeting – LDA Partners Conference Room

**PRESENT:** Tina Wells-Lee, Lisa Whirlow, Kim Byrd, Juanita Pasley, Jeff Gamboni, Jean Callahan, John Precissi, Carrie Wright (left 5:27pm), Rex Dhatt

**ABSENT:** Tammy Nguyen, Yonie Young, Brian Wright

**GUESTS:** Mike Huber, Kevin Dougherty, Dennis Smallie

1. **Meeting Called to Order** at 4:04pm by Tina Wells-Lee, Board President
2. **Public Comments:** N/A
3. **Presentation** – DSA Ambassador Program – Mike Huber – Tina introduced Mike as a representative of the Downtown Stockton Alliance (DSA) and the Ambassador program that would help Calidad as being the program to respond to calls for service. Mike presented that, 4 years ago, the Ambassador program was formed. He explained how the program has been successful and how they have found that most bad incidents happen between 12:00am-7:00am. The program does have designated stops/checkpoints. Mike spoke about the First call program, with businesses that have alarms making DSA the first call, this helps with the program becoming notified right away so that they can respond and has helped deter break-ins. In the past, the program has been called the Safety Ambassador Program. Going forward, the program will be called Downtown Community Ambassadors. The patrol recommendation is 12:00am-7:00am. Mike suggested going around and talking to the merchants as well as putting it out on the newsletter to announce the program rollout. Tina spoke about the “boots on the ground” approach at the beginning, budget pending. A reporting system would exist and we (MMCID) would have access to log in and review the reporting. Mike reported that the first year, crime was reduced by 50%. DSA is also willing to adjust hours if needed. When asked about how they staff, Mike stated that DSA utilizes PD prospects and former guards as employees and they do have to go through a training program before they start. Costs are an hourly rate and can be adjusted as needed.  
Dennis Smallie spoke about the Business Watch meetings. He introduced the group that has been formed and he is a part of CUAD (Citizens United Against Decay), created to advocate legislation for businesses and asks for city ordinances to be modified when necessary. A few of the topics that have been discussed and they will be reviewing are: Measure A – more officers, better cars and equipment. The Me Too clause – meaning that if police officers get a raise, fire fighters get a raise too. CUAD will question if the money from Measure A could be used for code enforcement? They are looking into a program where it has been done in other areas where fire fighters and police officers can train to become reserve officers for the other department. Another issue that CUAD is recognizing and will address is the need for officers to respond to property crimes. These, among others, are the type of issues that will be discussed at their meeting.
4. **Minutes of the 9/13/23, General Board Meeting** – Juanita Pasley  
**MOTION to approve Minutes of September 13, 2023:**  
**Motion:** Jeff Gamboni **Second:** Lisa Whirlow **Vote:** 8/9 **Abstentions:** 1  
**Motion Approved with corrections.**
5. **September 2023 Financial Statements** – Jean Callahan / Kim Byrd  
Balance sheet, we are depleting the cash in the MMID account and will be changing over to the MMCID account soon. “Event Pop Ups” are the pop ups from the car show. Civil sidewalk is the routine maintenance. Cost did go

up with the trash due to the acquisition of the larger dumpster. Some of the ARPA funds were used for the UOP event (WOW). Website services cost is the annual renewal. Everything else is standard expenditures. Tina asked about the sponsorship income for the En Blanc event, Kim informed that most of it is already in the MMCID account.

**MOTION to approve Financial Statements:**

**Motion:** Carrie Wright **Second:** Rex Dhatt **Vote:** 9/9 **Abstentions:** 0

**Motion Approved**

6. **Security Program** – Rex Dhatt / Tina Wells Lee

Rex stated that he feels that we should go with the ambassador program for six months and see how it goes. He also thinks that our hours for patrol should rotate for different days, possibly even the weekends. This will help keep those causing problems to not know when patrol will and will not be around. At rollout, we may want to front load the patrol to make a stronger presence. Carrie commended Mike for having DSA really dialed in with the ambassadors and how they have been effective. With the camera system, video capturing would be 24/7, monitoring would be 12am-7am. Access to monitoring could be given to individuals whenever needed. Asking for permission to proceed with Calidad and DSA.

**MOTION for approval to move forward with Calidad for hardware and monitoring and DSA for Community Ambassadors:**

**Motion:** Jean Callahan **Second:** Lisa Whirlow **Vote:** 9/9 **Abstentions:** 0

**Motion Approved**

7. **City of Stockton Announcements & Project Updates** – Carrie Wright

Carrie spoke about the broken window program nearing approval. The program will pay \$800 per window, up to \$2,000. May 2, 2023 will be the start date of the program where merchants will be eligible to make claims for reimbursement. This is not only for front windows, can be used for any broken windows at the business. Business must be in good standing and receipt must be presented. Press release will come soon. Kim asked about the Boo-tique and being told that there were no resources available for the street closure, Carrie will look into it and get back to the board. Jean asked for help with the resurfacing of the parking lots and the project being so far behind (2022). The city has committed to the resurfacing but has yet to even start, Carrie will look into the issue and report back.

8. **Executive Director Report & Discussion** – Kim Byrd

- a. Insurance Update – Liability has been finalized, cost of \$2,132. Covers \$1-2 million. DNO limits are \$1-2 million.
- b. Town Hall Meeting Plans – A Save the Date will be sent out this week along with postcards and outreach. The meeting will take place 11/14/23 @ 4pm. Presenters will be limited to 5 minutes.
- c. Strategic Planning Follow Up – As a board we need to hold a meeting/working session to finalize how we will implement the plans for 2024. Rex stated that we need to figure out how to bring in more income going forward. Tina asked if there was a possibility of meeting to finalize the week of Halloween. Date will be 10/30 @ 3pm-5pm.

9. **Committees Assignments**

- a. **Bylaws** – Yonie Young – N/A
- b. **Nominations 2024** - Tina Wells-Lee – A few more nominations coming in, will have more info at the November meeting.

- c. **Events & Promotions** – Juanita Pasley – Boo-tique 10/28. We still need to find someone who can handle the street closure for the day.
- d. **Civil Sidewalk** – Rex Dhatt – DSA doing the cleaning and patrol will be a good thing. The camera system should be done in phases, starting at Harding Way and moving north. Jean brought up the idea to create a campaign for residents to make donations for the year to the 501(c).
- e. **Economic Development** – Jeff Gamboni – At the last meeting, the focus was on the mission statement as well as a matrix. Next meeting will be 10/24 @ 3:30pm @ LDA.

10. **Member Requests/Announcements:** Tina wanted to recognize a thank you to John Precissi and family for all of their help with car show.

**Adjournment** – Motion to adjourn made by Juanita Pasley at 5:50pm

**Next MMID Board of Directors General Meeting Scheduled Tuesday, November 10, 2023**



# Board of Directors Report

Miracle Mile Improvement District  
Monthly Financials

Prepared by  
MMID Finance Committee

Prepared on  
November 6, 2023

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# Balance Sheet

As of October 31, 2023

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
F&M Checking	-200.81
<b>Total Bank Accounts</b>	<b>-200.81</b>
<b>Total Current Assets</b>	<b>-200.81</b>
<b>Fixed Assets</b>	
Accumulated Depreciation	-1,526.01
Fixed Asset Furniture	1,526.01
<b>Total Fixed Assets</b>	<b>0.00</b>
<b>TOTAL ASSETS</b>	<b>\$ -200.81</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Total Liabilities</b>	
<b>Equity</b>	
Opening Balance Equity	3,226.78
Retained Earnings	98,021.18
Net Income	-101,448.77
<b>Total Equity</b>	<b>-200.81</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ -200.81</b>

# Profit and Loss by Month

October 2023

	Oct 2023	Total
<b>INCOME</b>		
NON-ASSESSED INCOME		0.00
Event Income		0.00
Boutique Pop-Ups	270.08	270.08
Car Show & Concert		0.00
Car Show - Pop-Up	150.00	150.00
Car Show Registration	1,760.00	1,760.00
Drink Ticket Sales	2,183.00	2,183.00
Sponsorship	10,000.00	10,000.00
<b>Total Car Show &amp; Concert</b>	<b>14,093.00</b>	<b>14,093.00</b>
<b>Total Event Income</b>	<b>14,363.08</b>	<b>14,363.08</b>
<b>Total NON-ASSESSED INCOME</b>	<b>14,363.08</b>	<b>14,363.08</b>
<b>Total Income</b>	<b>14,363.08</b>	<b>14,363.08</b>
<b>GROSS PROFIT</b>	<b>14,363.08</b>	<b>14,363.08</b>
<b>EXPENSES</b>		
CIVIL SIDEWALK		0.00
Enhanced Security		0.00
Contract Security Services	5,695.88	5,695.88
<b>Total Enhanced Security</b>	<b>5,695.88</b>	<b>5,695.88</b>
<b>Total CIVIL SIDEWALK</b>	<b>5,695.88</b>	<b>5,695.88</b>
DISTRICT IDENTITY		0.00
Event Expenses		0.00
Car Show Expenses	14,376.18	14,376.18
Event Fall Event (Boutique Expense)	489.00	489.00
Event Holiday Sip & Shop	732.00	732.00
Event Stockton Cruise Night	210.00	210.00
Merchant Processing Fees	92.38	92.38
<b>Total Event Expenses</b>	<b>15,899.56</b>	<b>15,899.56</b>
Marketing (ARPA Grant Funded)	2,127.01	2,127.01
Car Show & Concert	727.50	727.50
En Blanc Event	935.00	935.00
Holiday Sip & Shop	45.00	45.00
Website Hosting & Services	1.50	1.50
<b>Total Marketing (ARPA Grant Funded)</b>	<b>3,836.01</b>	<b>3,836.01</b>
<b>Total DISTRICT IDENTITY</b>	<b>19,735.57</b>	<b>19,735.57</b>
DISTRICT MANAGEMENT & ADMINISTRATION		0.00
Contract Accounting Services	500.00	500.00



	<b>Oct 2023</b>	<b>Total</b>
Contract Management Services	3,290.34	3,290.34
Office/General Administrative		0.00
Dues, Subscriptions & Memberships	12.00	12.00
Phone & Internet Service	29.13	29.13
<b>Total Office/General Administrative</b>	<b>41.13</b>	<b>41.13</b>
QuickBooks	90.00	90.00
<b>Total DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>	<b>3,921.47</b>	<b>3,921.47</b>
<b>Total Expenses</b>	<b>29,352.92</b>	<b>29,352.92</b>
<b>NET OPERATING INCOME</b>	<b>-14,989.84</b>	<b>-14,989.84</b>
<b>NET INCOME</b>	<b>\$ -14,989.84</b>	<b>\$ -14,989.84</b>

# Profit and Loss by Month

January - October, 2023

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Total
<b>INCOME</b>											
ASSESSMENT INCOME											0.00
COS Assessment					21,639.84						21,639.84
SUSD Assessment							20,202.00				20,202.00
<b>Total ASSESSMENT INCOME</b>					<b>21,639.84</b>		<b>20,202.00</b>				<b>41,841.84</b>
NON-ASSESSED INCOME				0.00	0.00						0.00
Event Income											0.00
Boutique Pop-Ups										270.08	270.08
Car Show & Concert									150.00		150.00
Car Show - Pop-Up									375.00	150.00	525.00
Car Show Registration								348.06	1,920.00	1,760.00	4,028.06
Drink Ticket Sales										2,183.00	2,183.00
Sponsorship									4,500.00	10,000.00	14,500.00
<b>Total Car Show &amp; Concert</b>								<b>348.06</b>	<b>6,945.00</b>	<b>14,083.00</b>	<b>21,386.06</b>
Event - En Blanc											0.00
Event Beverage Sales						8,577.00					8,577.00
Event Raffle Sales						1,742.00					1,742.00
Event Silent Auction Sales						3,910.00					3,910.00
Event Sponsorship						3,000.00					3,000.00
Event Ticket Sales						10,100.00					10,100.00
<b>Total Event - En Blanc</b>						<b>27,329.00</b>					<b>27,329.00</b>
Event Pop-Up Nights	2,752.45	193.90	439.47	291.00					375.00		4,051.82
<b>Total Event Income</b>	<b>2,752.45</b>	<b>193.90</b>	<b>439.47</b>	<b>291.00</b>		<b>27,329.00</b>		<b>348.06</b>	<b>7,320.00</b>	<b>14,363.08</b>	<b>53,036.96</b>
Grant Income	50,000.00						25,000.00	25,000.00			100,000.00
Interest Income			1.62								1.62
Net Restitution	165.00	0.00		-165.00			0.00	0.00		0.00	0.00
<b>Total NON-ASSESSED INCOME</b>	<b>52,917.45</b>	<b>193.90</b>	<b>441.09</b>	<b>126.00</b>	<b>0.00</b>	<b>27,329.00</b>	<b>25,000.00</b>	<b>25,348.06</b>	<b>7,320.00</b>	<b>14,363.08</b>	<b>153,038.58</b>
Uncategorized Income			31.49								31.49
<b>Total Income</b>	<b>52,917.45</b>	<b>193.90</b>	<b>472.58</b>	<b>126.00</b>	<b>21,639.84</b>	<b>27,329.00</b>	<b>45,202.00</b>	<b>25,348.06</b>	<b>7,320.00</b>	<b>14,363.08</b>	<b>194,911.91</b>
<b>GROSS PROFIT</b>	<b>52,917.45</b>	<b>193.90</b>	<b>472.58</b>	<b>126.00</b>	<b>21,639.84</b>	<b>27,329.00</b>	<b>45,202.00</b>	<b>25,348.06</b>	<b>7,320.00</b>	<b>14,363.08</b>	<b>194,911.91</b>
<b>EXPENSES</b>											
CIVIL SIDEWALK											0.00

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Total
Banner Pole Retrofit (ARPA Grant Funded)	847.85		29,544.00		800.00						31,191.85
Enhanced Maintenance											0.00
Contract Maintenance Services	5,435.04	5,435.04	5,435.04	5,435.00	5,435.04	5,435.04	5,435.00	5,435.00	5,435.00		48,915.20
Repair & Maintenance Supplies	56.24		85.90	12.00							154.14
Waste Management Service	289.57	744.89		149.58	284.95	284.95	515.08	515.26	411.71		3,195.99
<b>Total Enhanced Maintenance</b>	<b>5,780.85</b>	<b>6,179.93</b>	<b>5,520.94</b>	<b>5,596.58</b>	<b>5,719.99</b>	<b>5,719.99</b>	<b>5,950.08</b>	<b>5,950.26</b>	<b>5,846.71</b>		<b>52,265.33</b>
Enhanced Security											0.00
Contract Security Services	8,106.00	8,781.00	7,942.00	2,822.00	2,912.00	5,554.00	8,387.25	5,914.00	9,395.38	5,695.88	65,509.51
<b>Total Enhanced Security</b>	<b>8,106.00</b>	<b>8,781.00</b>	<b>7,942.00</b>	<b>2,822.00</b>	<b>2,912.00</b>	<b>5,554.00</b>	<b>8,387.25</b>	<b>5,914.00</b>	<b>9,395.38</b>	<b>5,695.88</b>	<b>65,509.51</b>
<b>Total CIVIL SIDEWALK</b>	<b>14,734.70</b>	<b>14,960.93</b>	<b>43,006.94</b>	<b>8,418.58</b>	<b>9,431.99</b>	<b>11,273.99</b>	<b>14,337.33</b>	<b>11,864.26</b>	<b>15,242.09</b>	<b>5,695.88</b>	<b>148,966.69</b>
DISTRICT IDENTITY											0.00
Event Expenses				48.00							48.00
Advertising/Promotional					13.34						13.34
Car Show Expenses								993.32	1,010.00	14,376.18	16,379.50
En Blanc Event Expense				7,064.90	981.00	21,043.82	760.98	-130.75	0.00		29,719.95
Event UOP Welcome Back							80.00	3,080.16	409.06		3,569.22
Event Fall Event (Boutique Expense)										489.00	489.00
Event Holiday Sip & Shop										732.00	732.00
Event Printing				84.29							84.29
Event Stockton Cruise Night								200.00	210.00	210.00	620.00
Merchant Processing Fees					5.00	503.09	20.00		89.48	92.38	709.95
<b>Total Event Expenses</b>				<b>7,197.19</b>	<b>999.34</b>	<b>21,546.91</b>	<b>860.98</b>	<b>4,142.73</b>	<b>1,718.54</b>	<b>15,899.56</b>	<b>52,365.25</b>
Marketing (ARPA Grant Funded)	1,500.00	1,550.00	1,500.00	1,500.00	1,663.34	1,500.00	1,600.00	4,146.95	1,500.00	2,127.01	18,587.30
Car Show & Concert		3,375.00			52.28	1,687.50		1,687.50	2,130.95	727.50	9,660.73
En Blanc Event		1,568.75	3,137.50		1,568.75	1,020.24	2,457.14			935.00	10,687.38
Holiday Sip & Shop		2,525.00			1,262.50					45.00	3,832.50
Website Hosting & Services	448.03	90.90	1.50	201.48	90.50	1.50	1.50	1.50	412.17	1.50	1,250.58
<b>Total Marketing (ARPA Grant Funded)</b>	<b>1,948.03</b>	<b>9,109.65</b>	<b>4,639.00</b>	<b>1,701.48</b>	<b>4,637.37</b>	<b>4,209.24</b>	<b>4,058.64</b>	<b>5,835.95</b>	<b>4,043.12</b>	<b>3,896.01</b>	<b>44,018.49</b>
<b>Total DISTRICT IDENTITY</b>	<b>1,948.03</b>	<b>9,109.65</b>	<b>4,639.00</b>	<b>8,898.67</b>	<b>5,636.71</b>	<b>25,756.15</b>	<b>4,919.62</b>	<b>9,978.68</b>	<b>5,761.66</b>	<b>19,735.57</b>	<b>96,383.74</b>
DISTRICT MANAGEMENT & ADMINISTRATION											0.00
Contract Accounting Services	87.50	500.00	1,300.00	1,150.00	500.00	500.00	500.00	500.00	500.00	500.00	6,037.50
Contract Management Services	2,141.36	3,336.74	2,316.13	4,686.40	3,262.50	2,661.23	8,319.13	4,327.96	5,776.80	3,290.34	40,118.59
Insurance Liability / D&O			318.75								318.75
Legal & Professional Fees				120.00				120.00			240.00
Office/General Administrative						93.65					93.65
Dues, Subscriptions & Memberships	12.00	24.00	43.49		12.00	12.00	119.76	12.00	12.00	12.00	259.25

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Total
Meeting Expense					134.72				299.79		434.51
Office Printing							512.05				512.05
Office Supplies	200.00	58.43		20.00		58.43			58.43		395.29
Phone & Internet Service	29.13	29.13	29.13	29.13	29.13	29.13	29.13	29.13	29.13	29.13	291.30
Postage & PO Box								226.00			226.00
<b>Total Office/General Administrative</b>	<b>241.13</b>	<b>111.56</b>	<b>72.62</b>	<b>49.13</b>	<b>175.85</b>	<b>193.21</b>	<b>660.94</b>	<b>267.13</b>	<b>399.35</b>	<b>41.13</b>	<b>2,212.05</b>
QuickBooks	103.36	85.00	85.00	85.00	85.00	85.00	85.00	90.00	90.00	90.00	883.36
Storage Lease	1,200.00										1,200.00
<b>Total DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>	<b>3,773.35</b>	<b>4,033.30</b>	<b>4,092.50</b>	<b>6,090.53</b>	<b>4,023.35</b>	<b>3,439.44</b>	<b>9,565.07</b>	<b>5,305.09</b>	<b>6,766.15</b>	<b>3,921.47</b>	<b>51,010.25</b>
<b>Total Expenses</b>	<b>20,456.06</b>	<b>26,103.88</b>	<b>51,738.44</b>	<b>23,407.78</b>	<b>19,092.05</b>	<b>40,469.58</b>	<b>26,822.02</b>	<b>27,148.03</b>	<b>27,769.90</b>	<b>29,352.92</b>	<b>296,360.68</b>
NET OPERATING INCOME	32,461.37	-27,909.98	-51,265.86	-23,281.78	2,547.79	-13,140.58	16,379.98	-1,799.97	-20,449.90	-14,989.84	-101,448.77
NET INCOME	\$32,461.37	\$ -27,909.98	\$ -51,265.86	\$ -23,281.78	\$2,547.79	\$ -13,140.58	\$16,379.98	\$ -1,799.97	\$ -20,449.90	\$ -14,989.84	\$ -101,448.77

## **Appendix: Contractor Services**

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### **CIVIL SIDEWALK (Clean & Safe)**

Enhanced Maintenance Services provided by Downtown Stockton Alliance (DSA)

Enhanced Security Services provided by Hammer Head Security

Waste Management Service provided by Republic Services

### **DISTRICT IDENTITY (Marketing & Events)**

Social Media Services provided by Katie Siegfried, 19 Colors Marketing

Event Coordinator Services provided by Goodstock

### **DISTRICT MANAGEMENT & ADMINISTRATION**

District Management Services provided by Kim Byrd

Bookkeeping Services provided by Kim Potts

Insurance Provider is F.J. Dietrich & Co. Insurance Services



# Miracle Mile Improvement District

## Budget vs. Actuals: MMID 2023 BUDGET - FY23 P&L

January - October, 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
<b>ASSESSMENT INCOME</b>				
Assessed Properties		188,178.56	-188,178.56	
COS Assessment	21,639.84	21,639.84	0.00	100.00 %
SUSD Assessment	20,202.00	20,202.00	0.00	100.00 %
<b>Total ASSESSMENT INCOME</b>	<b>41,841.84</b>	<b>230,020.40</b>	<b>-188,178.56</b>	<b>18.19 %</b>
<b>NON-ASSESSED INCOME</b>				
Event Income	0.00	5,000.00	-5,000.00	
Bootique Pop-Ups	270.08		270.08	
Car Show & Concert	150.00		150.00	
Car Show - Pop-Up	525.00		525.00	
Car Show Registration	4,028.06		4,028.06	
Drink Ticket Sales	2,183.00		2,183.00	
Sponsorship	14,500.00		14,500.00	
<b>Total Car Show &amp; Concert</b>	<b>21,386.06</b>		<b>21,386.06</b>	
Event - En Blanc				
Event Beverage Sales	8,577.00		8,577.00	
Event Raffle Sales	1,742.00		1,742.00	
Event Silent Auction Sales	3,910.00		3,910.00	
Event Sponsorship	3,000.00		3,000.00	
Event Ticket Sales	10,100.00		10,100.00	
<b>Total Event - En Blanc</b>	<b>27,329.00</b>		<b>27,329.00</b>	
Event Pop-Up Nights	4,051.82		4,051.82	
<b>Total Event Income</b>	<b>53,036.96</b>	<b>5,000.00</b>	<b>48,036.96</b>	<b>1,060.74 %</b>
Grant Income	100,000.00	100,000.00	0.00	100.00 %
Interest Income	1.62	6.00	-4.38	27.00 %
Net Restitution	0.00		0.00	
Other Non-Assessed Income		94,381.00	-94,381.00	
<b>Total NON-ASSESSED INCOME</b>	<b>153,038.58</b>	<b>199,387.00</b>	<b>-46,348.42</b>	<b>76.75 %</b>
Uncategorized Income	31.49		31.49	
<b>Total Income</b>	<b>\$194,911.91</b>	<b>\$429,407.40</b>	<b>\$ -234,495.49</b>	<b>45.39 %</b>
<b>GROSS PROFIT</b>	<b>\$194,911.91</b>	<b>\$429,407.40</b>	<b>\$ -234,495.49</b>	<b>45.39 %</b>
Expenses				
<b>CIVIL SIDEWALK</b>				
Banner Pole Retrofit (ARPA Grant Funded)	31,191.85	30,000.00	1,191.85	103.97 %
<b>Enhanced Maintenance</b>				
Contract Maintenance Services	48,915.20		48,915.20	
Repair & Maintenance Supplies	154.14		154.14	
Waste Management Service	3,195.99		3,195.99	
<b>Total Enhanced Maintenance</b>	<b>52,265.33</b>		<b>52,265.33</b>	
<b>Enhanced Security</b>				
Contract Security Services	65,509.51		65,509.51	

# Miracle Mile Improvement District

## Budget vs. Actuals: MMID 2023 BUDGET - FY23 P&L

January - October, 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Total Enhanced Security</b>	<b>65,509.51</b>		<b>65,509.51</b>	
Harding Way Reimbursement Project		94,381.00	-94,381.00	
Republic Services - Waste Management		4,166.70	-4,166.70	
<b>Total CIVIL SIDEWALK</b>	<b>148,966.69</b>	<b>245,062.70</b>	<b>-96,096.01</b>	<b>60.79 %</b>
<b>DISTRICT IDENTITY</b>				
Event Expenses	48.00	20,000.00	-19,952.00	0.24 %
Advertising/Promotional	13.34		13.34	
Car Show Expenses	16,379.50		16,379.50	
En Blanc Event Expense	29,719.95		29,719.95	
Event UOP Welcome Back	3,569.22		3,569.22	
Event Fall Event (Boutique Expense)	489.00		489.00	
Event Holiday Sip & Shop	732.00		732.00	
Event Printing	84.29		84.29	
Event Stockton Cruise Night	620.00		620.00	
Merchant Processing Fees	709.95		709.95	
<b>Total Event Expenses</b>	<b>52,365.25</b>	<b>20,000.00</b>	<b>32,365.25</b>	<b>261.83 %</b>
Marketing (ARPA Grant Funded)	18,587.30	41,666.70	-23,079.40	44.61 %
Car Show & Concert	9,660.73		9,660.73	
En Blanc Event	10,687.38		10,687.38	
Holiday Sip & Shop	3,832.50		3,832.50	
Website Hosting & Services	1,250.58	800.00	450.58	156.32 %
<b>Total Marketing (ARPA Grant Funded)</b>	<b>44,018.49</b>	<b>42,466.70</b>	<b>1,551.79</b>	<b>103.65 %</b>
<b>Total DISTRICT IDENTITY</b>	<b>96,383.74</b>	<b>62,466.70</b>	<b>33,917.04</b>	<b>154.30 %</b>
<b>DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>				
Contract Accounting Services	6,037.50	4,583.30	1,454.20	131.73 %
Contract Management Services	40,118.59	47,200.00	-7,081.41	85.00 %
Insurance Liability / D&O	318.75	11,000.00	-10,681.25	2.90 %
Legal & Professional Fees	240.00	3,000.00	-2,760.00	8.00 %
Office/General Administrative	93.65	2,083.30	-1,989.65	4.50 %
Dues, Subscriptions & Memberships	259.25		259.25	
Meeting Expense	434.51		434.51	
Office Printing	512.05		512.05	
Office Supplies	395.29		395.29	
Phone & Internet Service	291.30		291.30	
Postage & PO Box	226.00		226.00	
<b>Total Office/General Administrative</b>	<b>2,212.05</b>	<b>2,083.30</b>	<b>128.75</b>	<b>106.18 %</b>
QuickBooks	883.36		883.36	
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
<b>Total DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>	<b>51,010.25</b>	<b>69,066.60</b>	<b>-18,056.35</b>	<b>73.86 %</b>
<b>Total Expenses</b>	<b>\$296,360.68</b>	<b>\$376,596.00</b>	<b>\$ -80,235.32</b>	<b>78.69 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -101,448.77</b>	<b>\$52,811.40</b>	<b>\$ -154,260.17</b>	<b>-192.10 %</b>



# Miracle Mile Improvement District

## Budget vs. Actuals: MMID 2023 BUDGET - FY23 P&L

January - October, 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
NET INCOME	\$ -101,448.77	\$52,811.40	\$ -154,260.17	-192.10 %

INCOME	MMCID 2023 Budget	MMCID 2024 Budget
<b>TOTAL ASSESSMENT INCOME</b>	<b>\$230,500</b>	<b>\$237,161</b>
SJC Assessment Income		\$194,034
City of Stockton		\$22,505
Stockton Unified School District		\$20,622
<b>NON-ASSESSMENT INCOME</b>		
Event Income	\$10,000	\$22,692
Retained Earnings		\$129,450
ARPA Grant Income	\$100,000	\$0
Harding Way Project Reimbursement		
Interest Income	\$94,381	\$94,381
Interest Income	\$8	\$8
<b>TOTAL NON-ASSESSMENT INCOME</b>	<b>\$204,389</b>	<b>\$246,531</b>
<b>TOTAL INCOME</b>	<b>\$434,889</b>	<b>\$483,692</b>

EXPENSE	2023 Budget	2023 Budget
<b>CIVIL SIDEWALKS</b>		
Maintenance & Security Service Contractors	\$139,818	\$143,520
Camera Hardware & Installation		\$80,000
Camera Monitoring		\$42,000
Waste Management	\$5,000	\$6,634
Harding Way Reimbursement Project		
ARPA Banner Pole Retrofit	\$94,381	\$94,381
Contract Service Mgmt	\$30,000	\$0
Contract Service Mgmt	\$11,040	\$11,040
<b>TOTAL CIVIL SIDEWALKS</b>	<b>\$280,239 60%</b>	<b>\$377,575</b>

<b>TOTAL DISTRICT IDENTITY-PLACEMAKING</b>		
Events	\$30,000	\$0
Banner		\$10,000
Marketing & Advertising	\$50,000	\$20,800
Website & Hosting	\$800	\$832
Contract Service Mgmt	\$3,500	\$3,500
<b>TOTAL DISTRICT IDENTITY-PLACEMAKING</b>	<b>\$84,300 15%</b>	<b>\$35,132</b>

<b>ADMINISTRATION &amp; DISTRICT MANAGEMENT</b>		
Legal & Consulting Fees	\$3,000	\$1,500
Accounting Services	\$5,500	\$6,000
Liability - D&O Insurance	\$11,000	\$12,333
Storage Lease	\$1,200	\$1,200
Contract Service Management	\$39,600	\$39,600
General Administrative	\$2,500	\$2,500
<b>ADMINISTRATION &amp; DISTRICT MANAGEMENT</b>	<b>\$62,800 22%</b>	<b>\$63,133</b>

<b>CONTINGENCY &amp; RESERVE</b>		
<b>CONTINGENCY &amp; RESERVE</b>	<b>\$7,550 3%</b>	<b>\$7,852</b>

<b>TOTAL EXPENSE</b>	<b>\$434,889</b>	<b>\$483,692</b>
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