

Miracle Mile

IMPROVEMENT DISTRICT

2023 ANNUAL REPORT



“Change is the law of life and those who look only to the past or present are certain to miss the future.”

~ John F. Kennedy



Kimberly Byrd
Executive Director 2023

On behalf of the Miracle Mile Community Improvement District (MMCID) and our Board of Directors, we present this 2023 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, 2023.

In 2023, a year of change, the Miracle Mile Property & Business Improvement District began its transition to become the Miracle Mile Community Improvement District, and successfully applied to be recognized as a 501(c)(3) Non-Profit Public Benefit organization. A once in a generation opportunity, as a result of AB-179, an initiative made possible through the dedicated efforts of Assemblymember Carlos Villapudua, secured \$20 million earmarked for Miracle Mile improvements and revitalization.

The MMCID has working diligently to raise the funds necessary to implement its Security Camera and monitoring program. I am glad to report the long awaiting program will roll out in February 2024.

I am very excited to be a part of the transformative change of the Miracle Mile, where we hope property and business owners, as well as our neighboring residents and partners will participate and enjoy the revitalization efforts of our Miracle Mile community.

Kimberly Byrd



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our district

The Mission of the MMCID is
To foster the economic vitality,
value, and appeal of the Miracle Mile.

Introduction

The Miracle Mile Community Improvement District (MMCID) 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 properties fronting Pacific Avenue from Alpine to Harding, and those businesses on Harding Way from El Dorado Street to Lincoln Street.



letter from the board president

2023 was a transition year for the Miracle Mile Improvement District. To improve its future, the organization converted to a 501(c)(3). This new corporate structure provides the Miracle Mile Community Improvement District (MMCID) with 1) the ability to apply for non-profit grants, 2) limits renewals every 20 years versus 5 years, and 3) allows the Board to increase property tax assessments to cover the rising costs of maintenance and security. Without this conversion, the original District did not have the ability to seek additional property tax funding.

Besides the governance changes, several key events were held on the Mile. Our major fundraiser, En Blanc, was held in Tuxedo Plaza in June. The event enjoyed over 300 guests who enjoyed an outside dining event with live music and dancing. University of Pacific students were welcomed to the Mile on a beautiful August evening. Besides exploring our boutiques and dining at our restaurants, they enjoyed a DJ and ferris wheel rides. Leading into the Fall, our Car Show again attracted over 1000 of car enthusiasts who dined at local restaurants and listened to live music.

With the announced \$20,000,000 grant awarded to the City of Stockton for the Miracle Mile due to the efforts of our Assemblyman Carlos Villapudua, we are looking forward to bringing the Mile back to her glory days.



Tina Wells Lee
Board President 2023

Tina Wells Lee

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

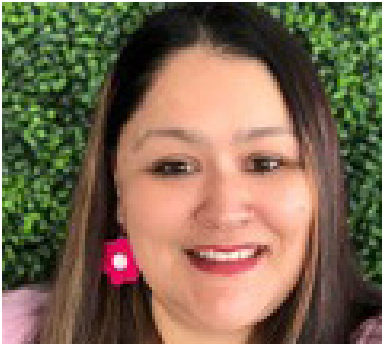
our board officers



Tina Wells Lee
Business Owner
Board President



Lisa Whirlow
Property Owner
Vice President



Juanita Pasley
Business Owner
Secretary



Jean Callahan
UOP Representative
Treasurer



meet the directors



Rex Dhatt
Property Owner
January - December



Jeff Gamboni
Property Owner
January - December



Tammy Nguyen
Business Owner
January - December



John V. Precissi
Property Owner
January - December



Yonie Young
Business Owner
January - December



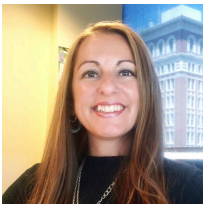
Jeff Dundas
SUSD Representative
January – June



Brian Wight
SUSD Representative
June - December



Manuel Guizar
Property Owner



Nicole Snyder
COS Representative
January-May



Carrie Wright
COS Representative
June - December



Rachelle Turner
Property Owner

MMID Board

» Our board of directors 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 role of the volunteer board is to set the annual strategic plan for the district, provide financial oversight and give direction, via vote, to the Executive Director whom is the sole compensated individual of the organization.

» The Board of Directors meets regularly on the second Tuesday of every month at 4:00pm. Meeting locations and/or virtual meeting details are available in advance on our district website.



district information

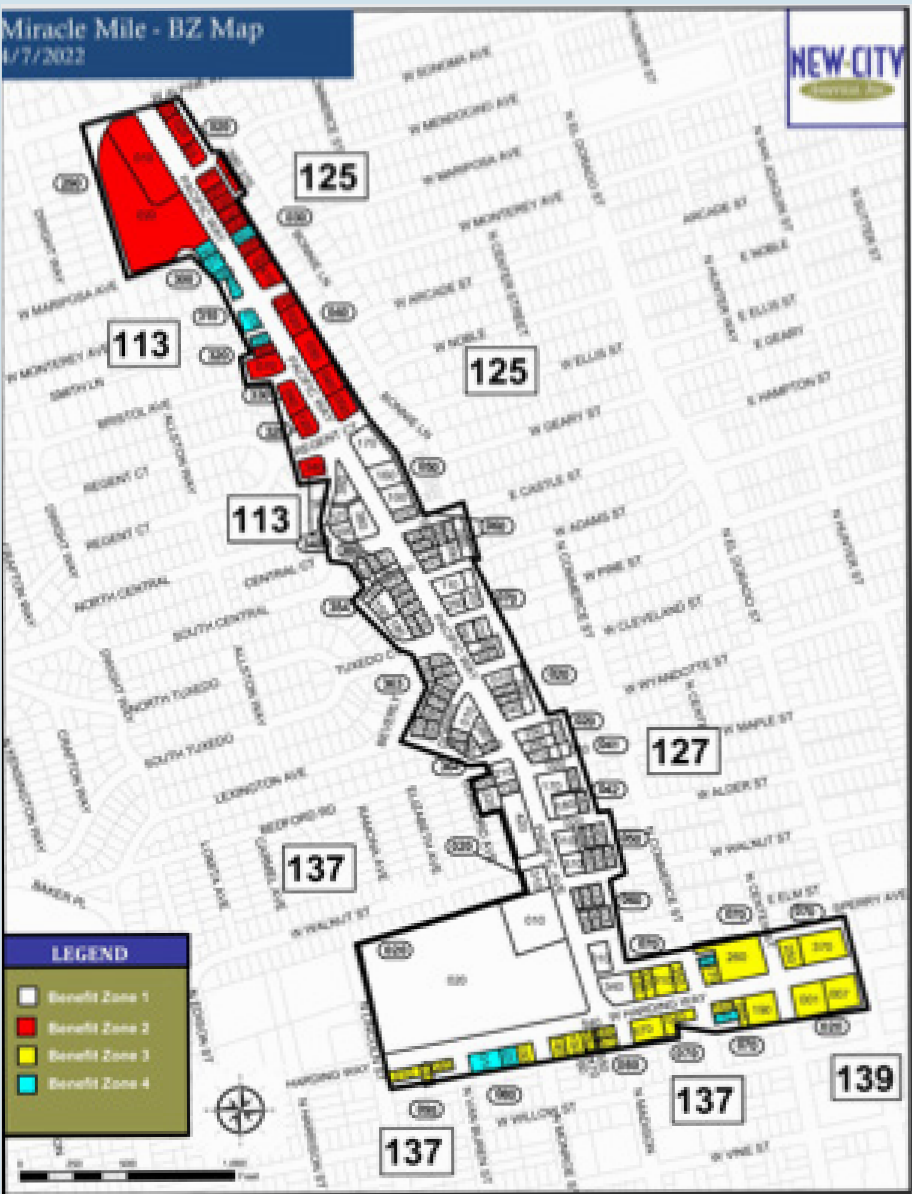
The **Miracle Mile Community Improvement District (Miracle Mile CID)** is a community benefit assessment district whose main goal is to provide improvements and activities which constitute and convey a special benefit to assessed properties and community.

In 2023 the Miracle Mile Property and Business Improvement District (MMPBID), began its transition to become the Miracle Mile Community Improvement District. Miracle Mile CID, was established under Stockton Municipal Ordinance # 2022-03-22-1211 and California Streets and Highway Code. Recognized by the IRS as a 501(c)(3) tax exempt and charitable public benefit organization. Miracle Mile CIDs initial 20-year term with renewal set for 2043.

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.



enhanced safety & security

We continued our partnership with Hammer Head Security in 2023. The unique issues presented with the increase of the transient population and vandalism has been a huge for challenge the district and continue to impact the our small business community. Conducted evaluation of new Security Camera hardware and monitoring programs for 2024. We evolved and adapted to perserve and protect merchants and guests of the Miracle Mile.



enhanced maintenance

We continued our partnership with the Downtown Stockton Alliance in 2023. 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.



✓ **1,942 Dedicated Hours of Patrol**

✓ **436 Incidents**

✓ **482 Random Patrols**

✓ **45 Calls To SPD/EMT**
made by security guards for immediate response

Ongoing collaboration efforts of the MMICD, 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 made available, including support from the District Attorney's Office, City Code Enforcement, Behavioral Health Services and Stockton Fire Department, whenever necessary.



321
hours spent
hand watering
trees & plants



9,833
bags of
garbage
removed



585
hours spent
pressure
washing
sidewalks



social media marketing year in review

+ 1,648
15% increase in
followers on Instagram

- >>>
- 2018 = 1,139
- 2019 = 2,264
- 2020 = 5,607
- 2021 = 7,967
- 2022 = 9,144
- 2023 = 10,793

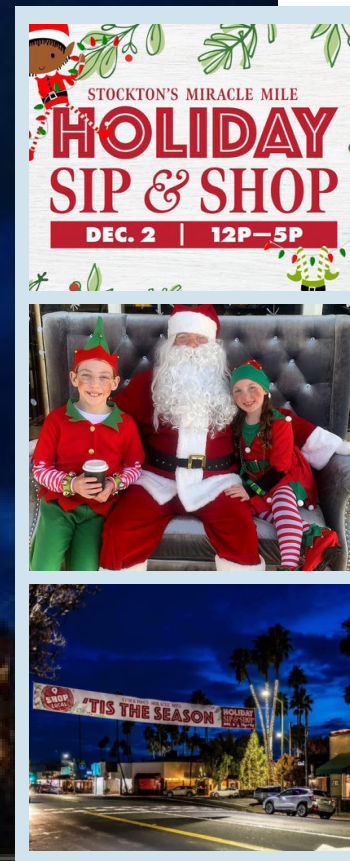
**We continued to build
our social media base,
on Instagram
and Facebook.
All growth, non-paid,
and organically
achieved.**

+ 446
new followers
on FaceBook

- >>>
- 2018 = 7,274
- 2019 = 8,687
- 2020 = 9,494
- 2021 = 10,064
- 2022 = 10,424
- 2023 = 10,870



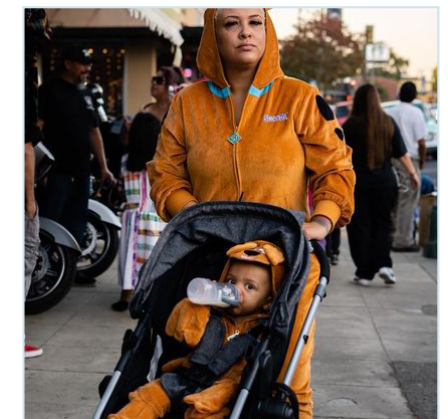
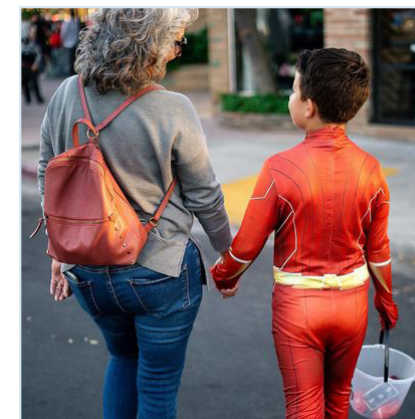
2023 holiday sip and shop



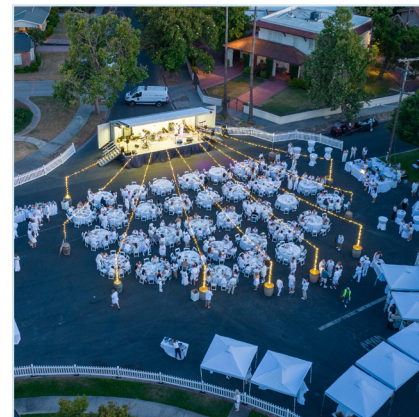
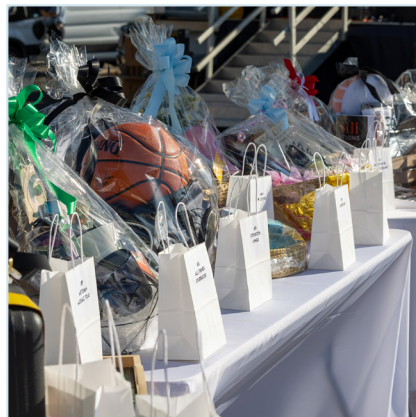
**Tigers Prowlin' the Mile
(UOP Welcome Back Night)**



**Miracle Mile
Candy Crawl &
Boo-tique Market**



En Blanc
Fundraiser:
Thank you
for your
support!



a look ahead to 2024 district objectives

signature events scheduled

- Taste of the Mile
JUNE 22
- UOP Welcome Back
AUGUST TBD
- Miracle Mile Car Show & Concert
SEPTEMBER 21
- Candy Crawl & Boo-Tique Market
OCTOBER 26
- Miracle Mile Holiday Sip & Shop
DECEMBER 7

miracle mile pedestrian safety advocacy

- installation of new security camera system
- city parking lot resurfacing projects
- advocate for implementation of capital improvements per AB-179

miracle mile marketing & walkability enhancements

- implement street banner program
- deepen & expand community marketing partnership
- new co-branded light pole banners





ORGANIZATION NAME:

Miracle Mile Community Improvement District

MAILING ADDRESS:

PO Box 4016
Stockton, CA 95204

CONTACT INFORMATION:

info@stocktonmiraclemile.com
(209) 623-1144

WEBSITE:

www.stocktonmiraclemile.com

January 2024