



## Miracle Mile Community Improvement District (MMCID) Executive Director Request for Proposal (RFP)

### The Opportunity

The Miracle Mile Community Improvement District (MMCID) is seeking an independent contractor or business entity to serve as Executive Director. This role will support the successful operation of MMCID's business activities, ensuring the delivery of services outlined in the Management Plan and meeting the district's financial objectives. The Executive Director will oversee all operational functions, including vendor services, budgeting, financial management, member services, communications, marketing, fundraising, and advocacy on behalf of MMCID.

The Executive Director will work closely with the Board of Directors (BOD) to formulate policy decisions and guide the district's strategic direction. The position also includes staff support to the Board and committees. The policies governing the MMCID are set by the elected Board, which represents property owners and key businesses within or adjacent to the district.

This is an exciting time for the Miracle Mile Business District and surrounding communities, with state and local funding supporting district improvements and revitalization. The Executive Director will play a key role in securing additional funding sources for continued revitalization and growth.

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### About the MMCID

Located in the heart of Stockton, California, the Miracle Mile is one of the city's most iconic and beloved neighborhoods, home to over 150 businesses, including retail, dining, service, and professional establishments. The Miracle Mile Community Improvement District (MMCID), a non-profit 501(c)(3) organization, was formed in 2023 to enhance the area's safety, security, appearance, and vitality. It replaced the Miracle Mile Improvement District (MMID), which was established in 2007.

The district spans businesses and residential properties along Pacific Avenue (from Alpine Avenue to Harding Way) and Harding Way (from El Dorado Street to Lincoln Street). Property owners contribute annual assessments to support the MMCID's activities. However, these assessments do not cover the full operational costs, requiring additional funds through other sources. The Executive Director will lead fundraising efforts to meet the MMCID's financial and operational goals.

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### Key Responsibilities

#### 1. Board Support

- Serve as the primary liaison between the MMCID Board and district operations.
- Provide regular updates to the Board on key activities, challenges, and achievements.
- Support the Board and committees in planning, training, and special initiatives.

- Work with the Board to develop and implement strategies and measurable objectives aligned with the Management Plan.
- Identify and pursue opportunities for sponsorships, grants, and other funding sources to raise at least \$100,000 in the first year.
- Foster relationships with government officials, business organizations, and community leaders to support district initiatives.

## 2. Communications & Marketing

- Act as the primary spokesperson for the MMCID, managing communications with all stakeholders.
- Develop and implement a communication strategy to keep property owners and stakeholders informed about district activities and services.
- Oversee the website and social media presence to ensure effective promotion of district events and initiatives.
- Coordinate marketing efforts for MMCID events and promotions, partnering with local organizations such as Visit Stockton and Visit Lodi.

## 3. Administrative & Financial Management

- Oversee the district's financial operations, including budgeting, payments, tax filings, and annual audits.
- Develop and manage the MMCID's budget in collaboration with the Board.
- Ensure compliance with local, state, and federal regulations and manage risk mitigation strategies.
- Supervise all administrative functions, including volunteer management, vendor oversight, and compliance with documentation and record-keeping requirements.
- Implement and maintain office systems, including database management for property assessments and project tracking.

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## Qualifications

- Education: Bachelor's degree from an accredited institution.
- Experience:
  - Proven experience in managing or leading a Community Improvement District (CID), business association, or nonprofit organization.
  - Successful track record in shaping, implementing, and funding programs that benefit the public.
  - Experience working with local government agencies and understanding of Stockton's policies and procedures.
- Skills & Abilities:
  - Strong leadership and interpersonal skills; able to build collaborative relationships with stakeholders.
  - Financial acumen and experience in budgeting, financial management, and fundraising.
  - Proven ability to develop and execute marketing and communication strategies across various platforms.
  - Excellent verbal and written communication skills, including public speaking and presenting to public officials.
  - Ability to manage multiple projects simultaneously and lead a team effectively.
  - Familiarity with Stockton's political climate and local government processes.

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## Compensation

The selected independent contractor or business entity will be responsible for paying all required taxes, insurance premiums, and benefits. All necessary equipment and supplies for service delivery will be provided by the contractor. Reimbursement for time and material expenses incurred on behalf of the MMCID must be approved by the MMCID President.

The contractor has full flexibility in how services are provided but must meet the quality and compliance deadline's as required by governmental agencies and the MMCID's Management Plan.

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## Proposal Content

To streamline the evaluation process and ensure maximum comparability, MMCID requests that all responses to this RFP be organized according to the following format:

**1. Introduction and Statement of Interest**

- Provide an overview of your understanding of the work to be performed.
- Highlight your professional experience, with particular emphasis on management capabilities and experience in or with not-for-profit organizations.

**2. Relevant Experience and Qualifications**

- Detail your relevant experience, including similar projects or roles.
- Highlight specific qualifications that demonstrate your ability to meet the needs of the MMCID.

**3. Proposed Compensation Structure**

- Provide a breakdown of your proposed compensation structure, including any retainer fees, hourly rates, or other costs associated with the services to be delivered.
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## Timeline:

RFP distributed December 15, 2024

Written proposals due to the MMCID January 15, 2025

Review of proposals completed by January 31, 2025

Questions and completed proposals to be submitted, via email, to [director@stocktonmiraclemile.com](mailto:director@stocktonmiraclemile.com).

Thank you, in advance, for your participation in this process.