



# MIRACLE MILE IMPROVEMENT DISTRICT 2019 **ANNUAL** REPORT



Continuous improvement is better than delayed perfection.

~ Mark Twain



Matthew P. Grizzle  
MMID Executive Director

On behalf of the Miracle Mile Improvement District (MMID) and our Board of Directors, we present this 2019 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, 2019. we welcome your feedback, encourage you to join a committee, attend a board of directors meeting or stop by the office to visit with me in person.

The Miracle Mile continues to serve as Stockton's premiere destination for shopping, dining, health, beauty, wellness, personal and professional services. With a rich history as the area's largest walkable shopping district, the Miracle Mile has the energy and ambiance of a nearly one hundred year old classic "Main Street, USA" and the convenience of any super center.

The MMID provides leadership and objective setting to the enhanced services described in our district management plan. We champion on behalf of our

stakeholders and serve the greater community with high quality, consistently impactful efforts. We are committed to making the Miracle Mile the best place in town to own property and operate a business.

The Miracle Mile Improvement District has never been stronger. We are proud of where we are as a district today and see tremendous opportunity before us. We are up to new challenges because we are confident in the hard work we have done these past few years to lay a solid foundation for a prosperous future, together!

*Matthew P Grizzle*



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## our district



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 in 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 on Pacific Avenue from Alpine to Harding, and those businesses on Harding Way from El Dorado Street to Lincoln Street.

there are over **EIGHTY** property owners within the district and over **TWO HUNDRED** businesses call the **Miracle Mile** home!



# our board officers



In reflection, I'd like to take this opportunity to thank all of the 2019 board members and express my deepest gratitude for their service to the Miracle Mile, as well as their contribution in moving the district and its' initiatives forward with passion and integrity.

- Kim Byrd



**Kimberly Byrd**  
Property Owner  
MMID Board President



**Lisa Whirlow**  
Property Owner  
MMID Vice President



**Lenzi Leonard**  
Business Owner  
MMID Secretary



**Jeff Dundas**  
SUSD Representative  
MMID Treasurer

# meet the 2019 directors



**Jeff Gamboni**  
Property Owner  
January - December



**Manuel Guizar**  
Property Owner  
January - December



**Scott Escobar**  
Property Owner  
January - December



**Yonie Young**  
Property Owner  
January - December



**Mike Klocke**  
UOP Representative  
January - December



**Gabrielle Oleari**  
Business Owner  
January - July



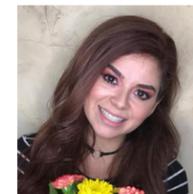
**Jonnee Bardo**  
Business Owner  
January - July



**Sheeba Person-Whitley**  
COS Representative  
January - May



**Nicole Snyder**  
COS Representative  
June-December



**Brianna Southern**  
Property Owner  
August - December



**Troy Cobb**  
Business Owner  
August - December



**Kevin Hernandez**  
Business Owner  
September - December

## 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 Wednesday of every month at 4:00pm. Meeting locations and board packets are available in advance on our district website.



## 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.



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

# 2019 & 2020 budget report

	2019	2020
<b>ASSESSMENT INCOME</b>		
Assessments, Property Owners	\$221,380	\$221,380
Assessments, 2018 Carry Over	\$57,900	\$0
<b>NON-ASSESSMENT INCOME SOURCES</b>		
RTD Maintenance Contract	\$7,200	\$7,200
Other (grants, etc)	\$0	\$0
Interest Income	\$108	\$8
Events & Promotions	\$2,500	\$50,000
<b>TOTAL INCOME</b>	<b>\$289,088</b>	<b>\$278,588</b>
<b>EXPENSES</b>		
<b>MANAGEMENT COSTS</b>		
Management Services Contractor*	\$0	\$66,000
Staff Payroll	\$50,000	\$0
Payroll Tax Expenses	\$4,200	\$0
Workers Compensation	\$2,100	\$0
Health Insurance	\$4,200	\$0
<b>STAFFING TOTAL</b>	<b>\$60,500</b>	<b>\$66,000</b>
<b>OPERATIONAL COSTS</b>		
Bank Charges	\$500	\$0
Dues/Subscrp/Memberships	\$500	\$1,200
Merchant Meeting & Hospitality Expense	\$0	\$1,200
Liability Insurance	\$12,000	\$10,900
Office & Storage Lease	\$5,328	\$5,400
Office Supplies	\$800	\$850
Phone/Internet Service	\$1,000	\$600
Postage	\$400	\$240
Printing	\$1,500	\$1,350
<b>OPERATIONAL TOTAL</b>	<b>\$22,028</b>	<b>\$21,740</b>
<b>PROFESSIONAL SERVICES</b>		
Accounting Services	\$7,800	\$2,100
Legal & Consulting Services	\$12,000	\$1,000
<b>PROFESSIONAL SERVICES TOTAL</b>	<b>\$19,800</b>	<b>\$3,100</b>
<b>ENHANCED MAINTENANCE</b>		
Maintenance Contractor	\$57,500	\$56,400
Repair & Maintenance Supplies	\$2,000	\$1,200
District Improvements	\$10,000	\$4,800
<b>ENHANCED MAINTENANCE TOTAL</b>	<b>\$69,500</b>	<b>\$62,400</b>
<b>PUBLIC SAFETY AND SECURITY</b>		
MMID Security	\$80,000	\$72,000
<b>PUBLIC SAFETY TOTAL</b>	<b>\$80,000</b>	<b>\$72,000</b>
<b>MARKETING</b>		
Advertising	\$22,600	\$12,000
Events & Promotions	\$0	\$35,000
Website Mgmt & Hosting	\$5,000	\$348
<b>MARKETING TOTAL</b>	<b>\$27,600</b>	<b>\$47,348</b>
<b>MISCELLANEOUS</b>		
PBID Renewal Fund (Savings)	\$2,400	\$2,400
Reserve Fund (Savings)	\$7,260	\$3,600
<b>MISCELLANEOUS TOTAL</b>	<b>\$9,660</b>	<b>\$6,000</b>
<b>TOTAL EXPENSES</b>	<b>\$289,088</b>	<b>\$278,588</b>

\*"Management Services Contractor" replaces all staffing expenses & various payroll processing expenses.

## 2019 financial snapshot profit & loss report

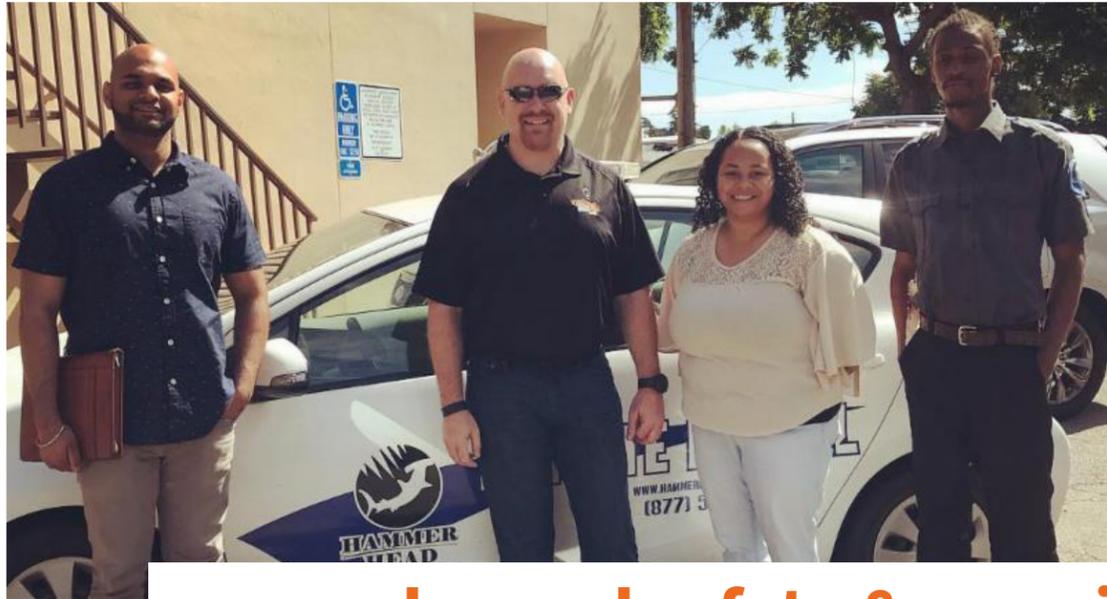
<b>INCOME</b>	
ASSESSMENT	\$276,796
NON-ASSESSMENT	\$80,995
<b>TOTAL INCOME</b>	<b>\$357,790</b>
<b>EXPENSES</b>	
MAINTENANCE	\$77,020
MARKETING	\$57,001
OPERATIONAL	\$25,314
STAFFING	\$63,987
PROFESSIONAL	\$5,845
SECURITY	\$85,853
OTHER	\$3,448
<b>TOTAL EXPENSES</b>	<b>\$318,469</b>
<b>NET INCOME</b>	<b>\$39,321</b>

2019 property assessments include \$57,900 in carry over from uncollected 2018 assessments. 2020 will see a return to normal property assessment income.

Non-assessment income includes such items as special events (Miracle Mile En Blanc, Miracle Mile Car Show & Holiday Sip & Shop), mural project donations, RTD maintenance contract, and general donations.

Other expenses include the mural project supplies/artists & misc corporate document filing fees.

Full 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.



## enhanced safety & security

### a year full of success & evolution

In 2019 we continuously worked to refine our security services to try and combat the rise in property crimes plaguing the city. We started the year using a random patrol system and changed later in the year to a combination system of patrols and dedicated guards during the overnight hours.

### transient population continues to be a growing issue of concern

We have been working diligently with city & county services to proactively combat the impacts that come along with rising population of homeless individuals in the city. We have at least weekly communication between our security services provider, Stockton Police Department, SJ County Mental Health Department, District Attorney's Office & misc social services.

✓ **1,562 Patrols**  
of security service provided

✓ **1,003 Incidents**  
responded to & addressed

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



## new advancements coming in 2020



We are going to be rolling out a smart phone enabled real-time reporting system for our security services, complete with GPS tracking, incident reporting, service analytics, and much more!





# enhanced maintenance



**new maintenance service provider in 2019**



# strategic partnership

Due to our developed partnership with the Downtown Stockton Alliance and our continued fundraising & overall cost cutting efforts, we were able to **increase** the expenditures for enhanced maintenance **by almost \$19,000 last year** (\$36k = 2018, \$55k = 2019) and our budget gets even a little bit higher in 2020 at \$57,600!



**532**  
hours spent hand watering trees & plants



**9,124**  
bags of garbage removed



**624**  
hours spent pressure washing sidewalks

# 2019 improvement projects

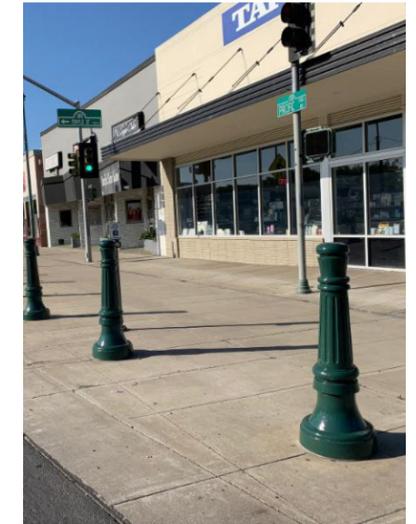
Our biggest improvement project that was completed this past year was the re-purposing of the old fountain at Tuxedo Court to make it into a planter for a live district holiday tree. We had the concrete bottom of the dysfunctional fountain cut out and a brand new irrigation system installed for the tree and the surrounding ground cover. This live tree will continue to grow and serve as a central focus point for our holiday festivities on the Miracle Mile for many decades to come!

# positive progress...



## curb & bollard painting

In the spring months we worked hard to freshen up the district with a new coat of paint. We repainted all the curbs and all the bollards throughout the district.



## tree well planting

In the fall we planted star jasmine ground cover in all the tree wells along Pacific Avenue from Harding Way To Castle Street. Our plan is to finish the remaining tree wells throughout the district in 2020.



# 2019 signature event details



**MIRACLE MILE EN BLANC**  
June 8th, 2019

Dinner & dancing in the middle of the street on Tuxedo Court. Close to 300 guests attended this all-white dress attire event that featured live entertainment, dinner and bar (catered by fifteen Miracle Mile restaurants), a silent auction and raffle.

**2020 EVENT DATE:**  
Saturday, June 13th, 2020  
[www.MiracleMileEnBlanc.com](http://www.MiracleMileEnBlanc.com)



**MIRACLE MILE CAR SHOW**  
September 28th, 2019

We closed down Pacific Ave and almost 200 people showed off their classic vehicles to thousands of guests. This free general admission event included two stages with live bands, two beer/wine gardens, food booths and a kid zone with bounce houses & games.

**2020 EVENT DATE:**  
Saturday, September 26th, 2020  
[www.MiracleMileCarShow.com](http://www.MiracleMileCarShow.com)



**HOLIDAY SIP & SHOP**  
November 30th, 2019

Celebrating National Small Business Saturday on The Mile was never more fun. This wine stroll event featured 20 merchant wine stops, holiday tree lighting and a Santa's workshop complete with cookie making stations and free pictures with Santa.

**2020 EVENT DATE:**  
Saturday, November 28th, 2020  
[www.MiracleMileSipShop.com](http://www.MiracleMileSipShop.com)



## In 2019 we created three new signature events that will now take place every year within the district

All three events were a big success, both in bringing a positive and vibrant energy to the Miracle Mile but also in raising funds for improvement goals we have set in place. We hope this next year you will come out, join us and get in on all the fun!

## new **Miracle Mile** signature events





# community events hosted on the mile

## merchant mixers



## cruise nights



## fun runs



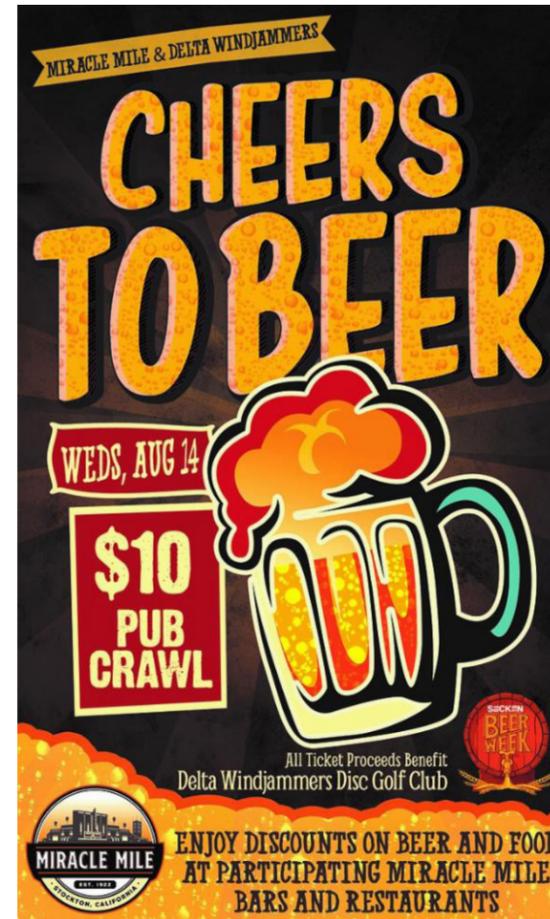
## trick or treat



## beer week pub crawl

As part of our continuing partnership with Visit Stockton we hosted a pub crawl during **Stockton Beer Week** in August this year.

Nine bars/restaurants participated by offering discounts on beer and food. The event was co-hosted by Delta Windjammers Disc Golf Club, an active Miracle Mile merchant.



## third thursdays

Every Third Thursday from June until October in 2019 we partnered with Stockton Cruise Night to bring **hundreds of families** to the district while participating merchants stayed open late and offered special discounts. We will be hosting this event from May until October again in 2020.

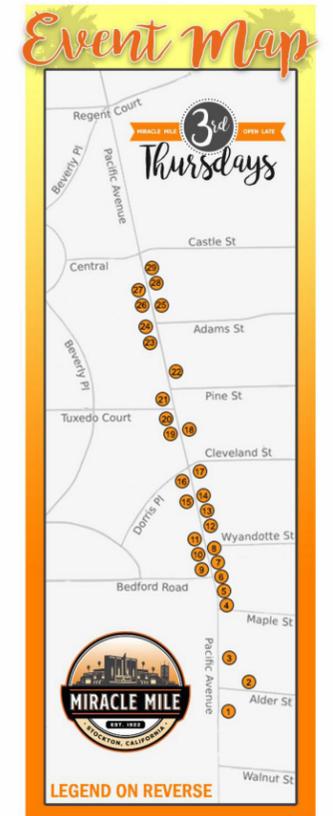
Discounts & Promotions

FAT CITY BREW & BBQ	\$5 BEERS ON TAP
WHISKEY BARREL SALOON	25% OFF BEAR FACTORY
8\$ ANCHOR STEAM BEER & PHILLY CHEESE SANDWICH (DINE IN ONLY)	
CATALYST REAL ESTATE	JAZZ MUSIC & FREE DESSERTS
THE STOCKTON ART LEAGUE - GOODWIN GALLERY	10% OFF EVERYTHING IN THE GALLERY
SAIGON ON THE MIRACLE MILE	\$4 BBQ CHICKEN SKEWERS (TAKE OUT ONLY)
GREEN'S NUTRITION	10% OFF ALL KETO FOOD
TAPS BARREL HOUSE	\$2 OFF ALL BEER ON TAP
WHIRLOW'S DESSERT & GRILLED	10% OFF ALL FOOD
INFUSION PLAYHOUSE	FREE CLASS W/ PURCHASE - 101 LIFE ENHANCEMENT WITH CRYSTALS & STONES
CATERPILLAR CHILDREN'S BOUTIQUE	
MOORE'S MARTIAL ARTS & YOGA DOJO	LEMONADE STAND, FREE KIDS CLASSES (5:30-6:30PM), \$69 PROMO (INC UNIFORM)
ATTRACTION BEAUTY SALON	\$20 WOMAN'S HAIRCUT, WASH & STYLE - \$12 KID'S HAIRCUT, WASH & STYLE
VIBES UP	FREE GIFT WITH PURCHASE - WATER BOTTLES 27OZ - \$9.99, 34OZ - \$19.99
RE/MAX LEGEND	
FREE INSPECTION WITH HOME SALE/PURCHASE	
MILE WINE COMPANY	25% OFF SHARED PLATES
STAGE TWO	10% OFF EVERYTHING IN STORE
LA PALMA MEXICAN CUISINE	THREE TACOS FOR \$5
PAWTAISTIC THRIFT BOUTIQUE	15% OFF PURCHASE WITH PET FOOD DONATION - VETERANS 25% OFF EVERYTHING
MAJESTIC BARBER SHOP	TRAVEL SHAVING KITS ON SALE
KEVIN SCHIMKE JEWELERS	50% OFF EVERYTHING IN SHOWCASES
BLACK RABBIT SOCIETY	\$2 OFF DRAFT BEER - 25% OFF GANGLI BREADS - 25% OFF SELECTED MENU ITEMS
EDGE NUTRITION	20% OFF ALL DRINKS

**AUGUST PARTICIPATING MERCHANTS**

1. FAT CITY BREW & BBQ	16. VIBES UP
2. WHISKEY BARREL SALOON	17. COBRA CHAI
3. CATALYST REAL ESTATE	18. RE/MAX LEGEND
4. GOODWIN GALLERY	19. MILE WINE COMPANY
5. SAIGON ON THE MIRACLE MILE	20. STAGE TWO
6. GREEN'S NUTRITION	21. LA PALMA MEXICAN CUISINE
7. TAPS BARREL HOUSE	22. PAWTAISTIC THRIFT
8. WHIRLOW'S	23. SOUTHERN EXPOSURE
9. STOCKTON ART LAB	24. AVE ON THE MILE
10. INFUSION PLAYHOUSE	25. MAJESTIC BARBER SHOP
11. KHARMA SPA & SALON	26. KEVIN SCHIMKE JEWELERS
12. CAL FIRE ON THE AVE	27. BLACK RABBIT SOCIETY
13. CATERPILLAR BOUTIQUE	28. BILL'S MUSIC
14. MOORE'S MARTIAL ARTS	29. EDGE NUTRITION
15. ATTRACTION BEAUTY SALON	

ALL OFFERS GOOD AUG 15TH, 2019 5PM-9PM





## social media marketing year in review

+ 134%

increase in followers on Instagram

>>>  
2018 = 1,139  
2019 = 2,264

In 2019 we hired an outside social media marketing agency to coordinate our online presence and saw a nice increase in our FaceBook fans and Instagram followers, adding well over a thousand of each. We also saw an overall increase in engagement from the online public through post shares, comments & contest entries.

+ 1,413

new fans on FaceBook

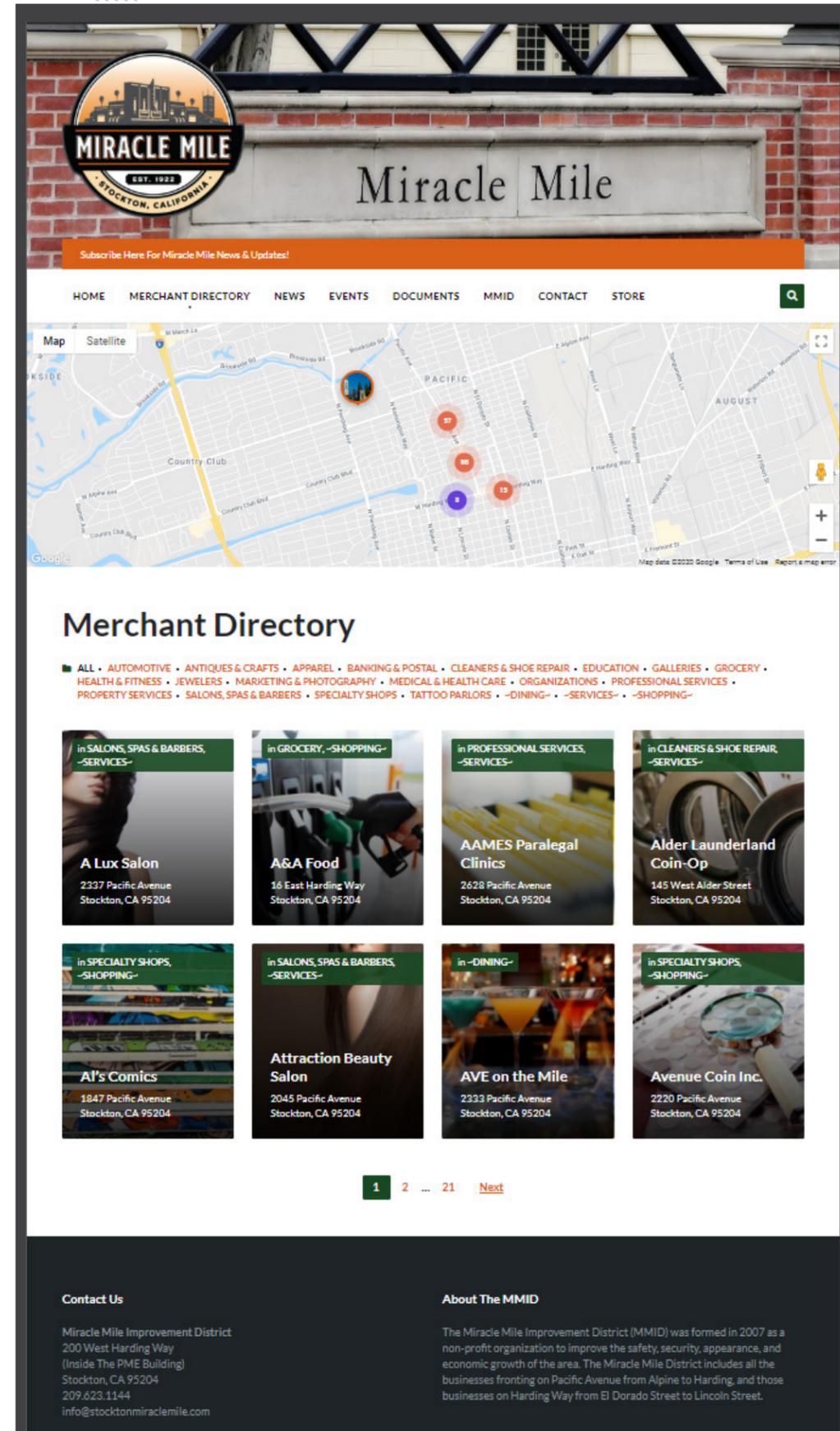
>>>  
2018 = 7,274  
2019 = 8,687

## new Miracle Mile district website

In the first quarter of 2019, Matthew Grizzle (Past Board President) donated his time & skills to build a completely new website for the Miracle Mile, saving the district thousands of \$ in the process.

The new user-friendly website includes a merchant directory that is constantly being updated, a calendar of events & meetings, a document archive section where you can download agendas/board packets/organizational docs/budgets/etc, and so much more.

Website upgrades in 2020 include such items as enhanced shopping cart functionality for event ticket sales, Miracle Mile swag store and the ability to further coordinate with our block ambassador volunteers.



# a look ahead to 2020 district objectives

## lighting project >>>



## <<< new lamppost banners will be installed in spring of 2020

### Co-Op Project With University of the Pacific

We have partnered with the Athletics Department from the University of the Pacific in the development and quickly approaching installation of new banners throughout the Miracle Mile. This project will allow us greater reach into the campus through various sporting events and strengthen our overall partnership with the university as a whole.

GO TIGERS!!!



improve upon our existing signature events

- Miracle Mile En Blanc
- Miracle Mile Car Show & Concert
- Miracle Mile Holiday Sip & Shop



complete general revitalization efforts

- replacement of parking & way-finding signs
- installing new Miracle Mile banners on lampposts
- replanting various landscaping planters



make positive strides in our major district improvement initiatives

- string lighting project across pacific avenue
- Harding Way sidewalk & driveway improvements
- Tuxedo Court community space development



improve stakeholder & community engagement

- district newsletter
- mixers
- block ambassador program advancement
- promote merchant specific events & promotions

## replanting tuxedo court & various other planters >>>



**Organization Name:**  
Miracle Mile PBID  
dba/Miracle Mile Improvement District

**Office Address:**  
200 West Harding Way  
Stockton, CA 95204

**Mailing Address:**  
PO Box 4016  
Stockton, CA 95204

**Contact Information:**  
[info@stocktonmiraclemile.com](mailto:info@stocktonmiraclemile.com)  
(209) 623-1144

**Website:**  
[www.stocktonmiraclemile.com](http://www.stocktonmiraclemile.com)

**Prepared By:**  
**Matthew P. Grizzle**  
February 2020

