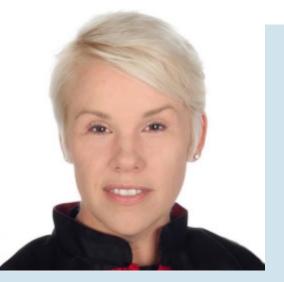
IMPROVEMENT DISTRICT 2022 ANNUAL REPORT



"I cannot say whether things will get better if we change; what I can say is they must change if they are to get better."

~ Georg C Lichtenbergt



Kimberly Byrd Executive Director 2022

On behalf of the Miracle Mile Improvement District (MMID) and our Board of Directors, we present this 2022 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, 2022.

Change is a must. The Miracle Mile and its small business community continue to persevere, pushing through in spite of the ongoing issues as a result of COVID-19 and the economic challenges presented in 2022. Much ground work was laid this past year, working with local and state officials to secure much needed funding to address critical capital improvement initiatives. The districts election for the formation of the Miracle Mile Community Improvement District, brings many potential opportunities our district. We will continue to be of service to our small businesses and the community that support the Miracle Mile. Exciting things to come in 2023!

Kimberly Byrd

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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 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 **90** property owners within the district and over **150** businesses that call the Miracle Mile home!

letter from the board president

We had a very eventful 2022! Instead of renewing the MMID PBID, the Board made a decision to establish a 501(c)(3) a non-profit organization, the Miracle Mile Community Improvement District (MMCID). This change was made to position the organization to seek grants for the further advancement of the Mile's mission to provide maintenance and security and promote the business and property owners.

Under the leadership of Christopher Callahan, University of the Pacific President, and his wife, Jean Callahan, a Board member, we have expanded our partnership with the University to promote the Mile as a destination for students and staff. We welcomed students to the District during their first week of school with give-aways and music.

Other events held post-pandemic in 2022 included our Candy Crawl and Boo-Tique Market in October and our traditional Sip and Shop after Thanksgiving. Two events that brought families to our District. These events wouldn't have been possible without the countless hours committed by the Promotions Committee. With the receipt of the \$100,000 ARPA grant from the City of Stockton, we look forward to hosting our second annual En Blanc event in June, 2023, as well as our Car Show and Concert.

The biggest news of the year was announced in October. Assemblyman Carlos Villapudua secured a \$20,000,000 grant for the Mile for sidewalk improvements, enhanced crosswalks and lighting, marketing initiatives including creation of a public space at Tuxedo Court and store-front improvements grants for our small businesses. Our Board is looking forward to working with the Assemblyman's office, CalTrans and the City of Stockton to implement these once-in-a-lifetime projects.

I again want to thank our dedicated volunteer Executive Committee, our Board Members and our Executive Director, Kim Byrd. Their commitment and energy has positioned the organization to continue to support the local property and business owners. I am grateful to serve with this group.

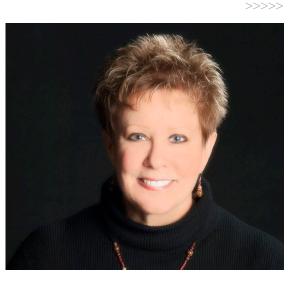
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Tine Wells Lee Board President 2022

Tina Wells Lee

our board officers



Tina Wells Lee **Property Owner Board President**

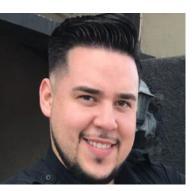
Lisa Whirlow **Property Owner** Vice President



Rachelle Turner **Property Owner** Secretary



Manuel Guizar **Business Owner** Treasurer



meet the directors





Jeff Gamboni **Property Owner** January - December



Julie Cosgrove Property Owner January - December



Juanita Pasley **Business Owner** January - December

Nicole Snyder COS Representative January - December



Yonie Young **Business Owner** January - December



SUSD Representative



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Property Owner January - December



Jean Callahan **UOP** Representative January - December



Tanya Watters Property Owner January-December

January - 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.

W 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 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.



Initial Assessment Rate

School

Building Sq. Ft.

\$0.01276

\$0.06220

\$0.10210

Commericial

Building Sq. + Parcel Sq. Ft.

\$0.01276

\$0.06220

\$0.10210

Benefit Zone

Zone 1

Zone 2

Zone 3

Alpine Ave W Alpine A

	Zone 3 Non-Assessed		Event Income ARPA Grant Income	\$10,000
St	E Noble St		Harding Way Project Reimbursement Interest Income	\$94,381 \$8
		LinterSt	TOTAL NON-ASSESSMENT INCOME	\$104,389
Ellis St	Z Ellis St Do ad Blain Ave E Blain Ave		TOTAL INCOME	\$325,769
eary St	E Blain Ave		EXPENSE	2022 Budget
Castle St	E Hampton S		CIVIL SIDEWALKS Maintenance & Security	6404 747

INCOME

NON-ASSESSMENT INCOME

TOTAL ASSESSMENT

INCOME

Maintenance & Security Service Contractors	\$121,747		\$139,818
Waste Management	\$4,475		\$5,000
Harding Way			
Reimbursement Project	\$94,381		\$94,381
ARPA Banner Pole Retrofit			\$30,000
Contract Service Mgmt	\$16,500		\$11,040
TOTAL CIVIL SIDEWALKS	\$237,103	60%	\$280,239
TOTAL DISTRICT IDENTITY- PLACEMAKING			
Events			\$30,000
Marketing & Advertising	\$22,750		\$50,000
Website & Hosting	\$725		\$800
Contract Service Mgmt	\$6,600		\$3,500
TOTAL DISTRICT IDENTITY- PLACEMAKING	\$30,075	15%	\$84,300
ADMINISTRATION & DISTRICT MANAGEMENT			
Legal & Consulting Fees	\$1,500		\$3,000
Accounting Services	\$5,160		\$5,500
Liability - D&O Insurance	\$12,500		\$11,000
Storage Lease	\$1,330		\$1,200
Contract Service Management	\$28,061		\$39,600
Contract Service Mgmt	\$9,900		
General Administrative	\$2,610		\$2,500
ADMINISTRATION & DISTRICT MANAGEMENT	\$61,061	22%	\$62,800
CONTINGENCY & RESERVE			
CONTINGENCY & RESERVE		3%	\$7,550
TOTAL EXPENSE	\$328,239		\$434,889

>>>>>

2022-2023 budget report

MMCID 2023

Budget

\$230,500

\$10,000 \$100,000

\$94,381

\$204,389

\$434,889

2023 Budget

\$8

MMID 2022

Budget

\$221,380

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2022 financial snapshot profit & loss report

INCOM	E
ASSES	SSMEN
	ACCEC

ASSESSMENT	\$220,981.00
NON-ASSESSMENT	\$ 71,326.86
TOTAL INCOME	\$292,307.86
EXPENSES	
ADMINISTRATION	\$58,023.58
ENHANCED MAINTENANCE	\$60,962.44
ENHANCED SECURITY	\$74,660.50
MARKETING	\$25,062.74
RESERVE & SPECIAL FUNDING	\$67,500.00
TOTAL EXPENSES	\$286,209.26

NET INCOME

\$6,098.60

2022 end of year account balances

CHECKING ACCOUNT EMERGENCY SAVINGS PBID RENEWAL SAVINGS \$80,087.30 \$18,011.64 \$1,006.34

\$99,105.28

TOTAL

Detailed budgets and financial reports are available on the district website in the monthly board meeting packets.



1,820 Hours of Dedicated Patrol security service provided

428 Incident Reports **468** Random Patrols

53 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 2nd 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 2022. 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.



552 hours spent hand watering trees & plants







STOCKTON MIRACLE MILE

Father's Da

PRIZE PACK GIVEAWAY

MIRACLE MILE SIP & SHOP

2:00-5:00

SWEET LIFE BOUTIQUE

















social media marketing year in review

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2018 = 1,139

2019 = 2,264

2020 = 5,607

2021 = 7,967

2022 = 9,144

2019 = 8,687

2020 = 9,494

GER

THE MIRACLE MILE

+ 1,177

15% increase in followers on Instagram

+ 360

new followers on FaceBook

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 2018 = 7,274 Business" and our more general "Support Local" campaigns. As an added bonus we 2021 = 10,064 hosted a "how-to social media" webinar 2022 = 10,424 for our merchants.





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Annual Report 2022

2022holiday sip and shop









Image: A state of the lineTigers Prowlin'
the Mile(UOP Welcome
Back Night)







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Miracle Mile Candy Crawl & BOO-tique Market





a look ahead to 2023 district objectives





NO SCALE UF

TUXEDO COURT STOCKTON, CALIFORNIA



miracle mile pedestrian safety advocacy

ILLUSTRATIVE STREET VIEW

- pursue permanent flashing red signal lights along the mile during evening in an effort to slow vehicle traffic for pedestrian safety
- installation of speed feedback signs
- city parking lot resurfacing projects



signature events scheduled

- miracle mile en blanc June 24
- miracle mile car show & concert October 7
- miracle mile holiday sip & shop December 2



miracle mile marketing & walkability enhancements

- bike share program participation
- retrofit of existing banner poles
- new co-branded light pole banners



Miracle Mile Improvements

\$20,000,000 IN FUNDING

With \$20,000,000 in funding secured by Assemblyman Carlos Villapudua for the Miracle Mile we will address sidewalk improvements, enhanced crosswalks, street and pedestrian lighting, marketing initiatives including creation of a public space at Tuxedo Court and store-front improvements for our small businesses.



Annual Report 2022



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

March 2023