

2013 ACCOMPLISHMENTS

Marketing & Events

- Began a communication campaign with merchants and property owners by sending out weekly e-mails with updates, opportunities, and event information.
- Successfully partnered with Fleet Feet Sports Stockton for two successful fun runs that started and ended on the Miracle Mile which resulted in over 500 new visitors to our area.
- Complete redo of the Miracle Mile Improvement District Website.
- Created an event support program that utilized existing resources of the MMID.
- Increased the number of "likes" and activity on the Miracle Mile Improvement District Official Facebook page.
- Six Wine Strolls in 2014, drawing additional foot traffic and increasing exposure for area merchants.
- Provided support and/or partnered with several events and campaigns in Stockton including Stockton is Magnificent event, Stockton Beer Week, University of Pacific's Brubeck festival, St. Joseph's Half Marathon and 5k (on UOP Campus), and San Joaquin Regional Transit District marketing campaign.

Safety & Security

- Negotiated a lower rate for longer hours of coverage.
- Partnered with the Stockton Police Department and County Mental Health Services to provide long term care to homeless citizens in the district.
- Negotiated with the City of Stockton for the re-striping of 9 existing crosswalks and installation of 20+ crosswalk safety signs on Pacific Avenue and Harding Way.
- Reduce the amount of student loitering within the district; student loitering has been reduced by 100%. This was a result of a partnership with Stockton Unified School District Police, installation of additional lighting and the trimming of large trees and bushes.
- Partnered with the Stockton Police Department to reduce squatting in vacant homes and remove a business that was promoting illegal activity.

Maintenance & Beautification

- Evaluated maintenance contracts, and worked with contractors to be compliant with City business licenses and liability insurance.
- Secured San Joaquin County Regional Transit District maintenance contract to provide daily litter abatement and weekly pressure washing to the highest traffic areas on Pacific Avenue.
- Worked closely with the City of Stockton and other parties on the Pacific Avenue Median Projects; the MMID now has an MOU in place with the City for all maintenance on the median at Pacific Avenue and Harding Way.
- Began monthly sidewalk pressure washing of the entire district.
- Created the Miracle Mile Improvement District Sidewalk Program that subsidizes the cost of the encroachment permit (up to \$1,000 per property owner) for property owners replacing their sidewalks

Economic Development & Advocacy

- Built relationships with over 60 potential business owners from the greater San Joaquin County and outer areas.
- Liaison between business owners and the State of California Alcohol and Beverage Control (ABC), resulting in several businesses obtaining their ABC permit.
- 20+ new businesses opened in the district in 2013.





Introduction

Over the past ten years, the Miracle Mile has emerged as one of the most successful central business districts in the San Joaquin Valley. The success of the district has resulted from a series of positive public policy decisions, dedicated business and property owners and strong partnerships with local governments and other business organizations.

The Miracle Mile Improvement District (MMID) Board of Directors has developed goals and priorities to increase tourism, strengthen future growth opportunities and implement strategic environmental changes to create a walkable, dense urban core for our community. Key concepts and themes of the goals and priorities include the following:

- The necessity of a safe district, free of loitering and homelessness;
- Preserving and enhancing the retail streetscape and overall landscape;
- Creating a vibrant nightlife that promotes walkable community;
- Recognizing opportunity for increased economic development dedicated to attracting an array of generations and creating a unique, boutique shopping type atmosphere.
- Rebuilding partnerships with local government and private partners to provide strengthened incentives and programs for current and prospective investors and business owners.

Vision

The Miracle Mile is diverse; it is an active pedestrian district, a social and visual focal point for the community, providing opportunities for living, dining, shopping and personal services, as well as providing areas for hosting community events and bringing the community together. The Miracle Mile feel compliments the neighborhood and provides a distinct experience in Stockton, welcoming to visitors and residents regularly.

Action Items

Administration/ Public Policy:

- Continue to build relationship with University of Pacific
- Partner with City to provide program and resources to property owners and merchants
- Reduce the sale of individual beer and alcohol
- Re-purpose existing open spaces for new uses.
- Modify zoning in residential neighborhoods for mixed use

Safety and Maintenance:

- Partner with Stockton Police Department, SUSD Police, RTD Police and MMID Safety Patrol to reduce loitering and transient activity in the district, specifically on Harding Way
- Improve lighting and landscaping to reduce unwanted activity.
- Create Harding Way beautification plan that includes additional trash cans and trees as well as the improvement of existing structures.
- Improve sidewalks and crosswalks for a more safe walkable community

Economic Development:

- Encourage business owners to have consistent hours of operation
- Continue to work on beautification of Harding Way.
- Recruit businesses that would create the variety to allow customers to satisfy 99% of customer needs

Marketing:

- Reach new customers by utilizing alternative forms of advertising
- Utilize existing spaces to recruit promoters to host events within the district. Continue to establish strong partnership with the City to streamline the events permitting process
- Create a marketing plan to promote the Miracle Mile within a 100 mile radius

