



MIRACLE MILE

IMPROVEMENT DISTRICT

2020 **ANNUAL** REPORT





“Hope is important because it can make the present moment less difficult to bear. If we believe that tomorrow will be better, we can bear a hardship today.”

~ Thich Nhat Hanh



Matthew P. Grizzle
MMID Executive Director



On behalf of the Miracle Mile Improvement District (MMID) and our Board of Directors, we present this 2020 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, 2020.

This past year has definitely been one filled with unique challenges due to the COVID-19 pandemic and associated limitations both to individual businesses and the district as a whole. This report will demonstrate the extraordinary efforts that were made to help support all the merchants of the district during this ever-evolving crisis and still push forward on some major district objectives.



index

Executive Director Welcome	02
Index	03
Introduction	04
Mission	05
Board Officers	06
Board of Directors	07
PBID General Information	08
2020 Financial Review & 2021 Budget Comparison	09
Enhanced Safety & Security	10
Enhanced Maintenance	11
COVID-19 Response	12-13
Social Media Marketing	14-15
Farmer’s Market & Stockton Cruise Night	16-17
Improvement Projects	18-19
Harding Way Grant Project / Outdoor Dining Grant Project	20-21
Looking Ahead To 2021 & Beyond	22-23

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



our board officers



“2020, an unprecedented year. Each of us has had to adapt to the many unforeseen challenges. I am proud of our volunteer board of directors, executive director, property and business owners. They quickly pivoted and responded to the challenges with creativity, innovation, and compassion, demonstrating perseverance and showed the true bond of our community. Although we still face challenges in the days ahead, there is light at the end of this tunnel. We have learned that we are here for each other and will continue to serve the community we love, The Miracle Mile.”

- Kim Byrd



Kimberly Byrd
Property Owner
MMID Board President



Lisa Whirlow
Property Owner
MMID Vice President



Yonie Young
Property Owner
MMID Secretary



Jeff Dundas
SUSD Representative
MMID Treasurer

meet the 2020 directors



Jeff Gamboni
Property Owner
January - December



Manuel Guizar
Property Owner
January - December



Jon Precissi
Property Owner
January - December



Mike Klocke
UOP Representative
January - December



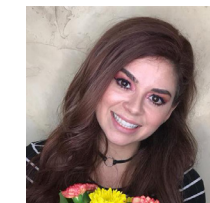
Helena Monica
Business Owner
January - December



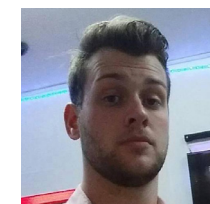
Kevin Hernandez
Business Owner
January - December



Nicole Snyder
COS Representative
January - December



Brianna Southern
Property Owner
January-August



Troy Cobb
Business Owner
January



Tina Wells-Lee
Business Owner
May - 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/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.



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

2020 & 2021 budget report

	2020	2021
ASSESSMENT INCOME		
Assessments, Property Owners	\$221,380	\$221,380
NON-ASSESSMENT INCOME SOURCES		
Non-Assessment Carryover From Previous Year	\$50,709	\$69,508
RTD Maintenance Contract	\$7,200	\$0
Other (grants, etc)	\$0	\$0
Interest Income	\$8	\$8
Events & Promotions	\$50,000	\$10,000
TOTAL INCOME	\$329,297	\$300,896
EXPENSES		
ENHANCED MAINTENANCE		
Maintenance Contractor	\$56,400	\$62,400
Repair & Maintenance Supplies	\$1,200	\$1,200
District Improvements	\$4,800	\$50,000
ENHANCED MAINTENANCE TOTAL	\$62,400	\$113,600
MARKETING		
Advertising	\$12,000	\$10,800
Events & Promotions	\$35,000	\$5,000
Website Mgmt & Hosting	\$348	\$350
MARKETING TOTAL	\$47,348	\$16,150
OPERATIONAL COSTS		
Dues/Subscrip/Memberships	\$1,200	\$1,400
Merchant Meeting & Hospitality Expense	\$1,200	\$1,000
Liability Insurance	\$10,900	\$10,300
Office & Storage Lease	\$5,400	\$5,400
Office Supplies	\$850	\$850
Phone/Internet Service	\$600	\$480
Postage	\$240	\$240
Printing	\$1,350	\$1,350
OPERATIONAL TOTAL	\$21,740	\$21,020
STAFF COSTS		
Staff Payroll	\$0	\$0
Payroll Tax Expenses	\$0	\$0
Workers Compensation	\$0	\$0
Health Insurance	\$0	\$0
STAFFING TOTAL	\$0	\$0
PROFESSIONAL SERVICES		
Management Services Contractor	\$66,000	\$66,000
Accounting Services	\$2,100	\$2,118
Legal & Consulting Services	\$1,000	\$500
PROFESSIONAL SERVICES TOTAL	\$69,100	\$68,618
PUBLIC SAFETY AND SECURITY		
MMID Security	\$72,000	\$72,000
PUBLIC SAFETY TOTAL	\$72,000	\$72,000
MISCELLANEOUS		
PBID Renewal Fund (Savings)	\$2,400	\$2,400
Reserve Fund (Savings)	\$3,600	\$3,600
MISCELLANEOUS TOTAL	\$6,000	\$6,000
TOTAL EXPENSES	\$278,588	\$297,388

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

2020 financial snapshot profit & loss report

INCOME	
ASSESSMENT	\$220,978
NON-ASSESSMENT	\$300,421
TOTAL INCOME	\$521,399
EXPENSES	
MAINTENANCE/IMPROVEMNT	\$71,795
MARKETING	\$9,985
OPERATIONAL	\$19,831
MANAGEMENT	\$66,000
PROFESSIONAL	\$3,450
SECURITY	\$77,234
GRANT FUNDING DISTR	\$234,561
TOTAL EXPENSES	\$482,856
NET INCOME	\$38,543

Non-assessment income includes our RTD maintenance contract (\$5,400), a special allocation from City of Stockton (\$45,015.52) and the outdoor patio grant project funding (\$250,000).

2020 end of year account balances

CHECKING ACCOUNT	\$74,071.28
EMERGENCY SAVINGS	\$18,000.87
PBID RENEWAL SAVINGS	\$15,000.47

TOTAL \$107,072.62

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 unique challenges

2020 was a interesting year for our security services. We adapted our patrol operations to better monitor business locations that were shuttered due to COVID-19 restrictions and proactively worked with SPD & the Sheriff's Department to protect the district during city-wide civil unrest.



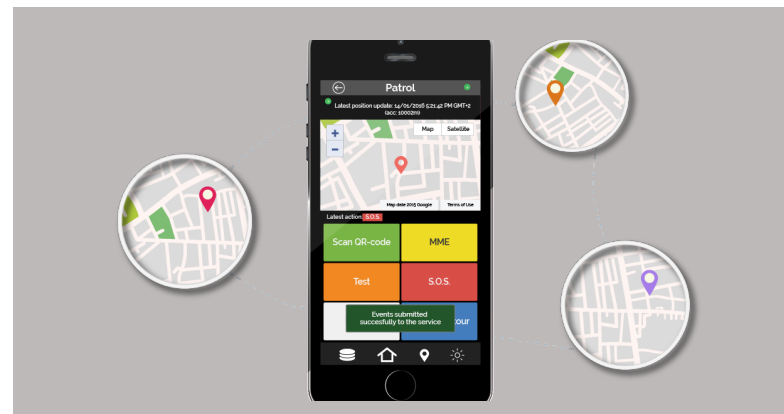
launched our GPS & QR code based security tracking and reporting application

✓ **1,134 Patrols**
of security service provided

We rolled out a smart phone enabled real-time reporting system for our security services, complete with GPS tracking, incident reporting, service analytics, and much more.

✓ **770 Incidents**
responded to & addressed

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



enhanced maintenance

We continued our partnership with the Downtown Stockton Alliance in 2020. 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.



684
hours spent
hand watering
trees & plants



10,037
bags of
garbage
removed



458
hours spent
pressure
washing
sidewalks

COVID-19 **Miracle Mile** pandemic response

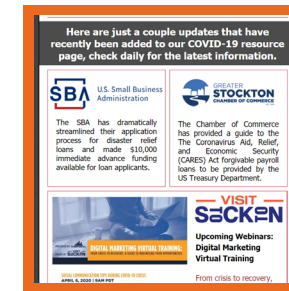


Pandemic Merchant Support



COVID-19 INFORMATION & SUPPORT WEBPAGE

Once COVID-19 restrictions began to be implemented we quickly realized that a central location for information distribution was necessary. Our first action was to create a website for distribution of support materials, grant and PPP loan applications, state/local mandates, etc. The website has been constantly updated as new info or support resources became available.



COVID-19 DISTRICT WEEKLY NEWSLETTER

Our second action was to create and send out weekly e-mail newsletters to all merchants and property owners sharing highlight updates from our resource webpage and other relative information as it became available. This provided an opportunity to remind merchants and property owners of the resources available to them and offer our support if desired.



PERSONAL PROTECTION EQUIPMENT DISTRIBUTION

Through our partnership with the City of Stockton we were able to acquire and distribute two rounds (several pallets) of PPE supplies to merchants within the district. These supplies included face masks, hand sanitizer, gloves, disinfectant wipes and anti-viral spray. We distributed these products by going door-to-door delivering and through an organized pickup event.

In 2020 we spent a good portion of our time and resources doing everything we could to support our merchants in helping them survive this economic crisis

We joined, as a charter member, the “Stockton Business Recovery Coalition” which met weekly to share information and resources available. We helped guide our merchants through grant and loan processes, kept them informed on local restrictions/guidelines, provided personal protection equipment supplies and sometimes just lent a heartfelt ear when that was needed most.

0014



social media marketing year in review

+ 3,343
148% increase in followers on Instagram

>>>
2018 = 1,139
2019 = 2,264
2020 = 5,607

+ 807
new followers on FaceBook

>>>
2018 = 7,274
2019 = 8,687
2020 = 9,494

In 2020 we made enormous strides in building the number of our Instagram followers (all non-paid organic). We also saw an overall increase in engagement from the online public through our “Why do you LOVE the Miracle Mile”, “I Am Small Business” and our more general “Support Local” campaigns. As an added bonus we hosted a how-to social media webinar for our merchants.

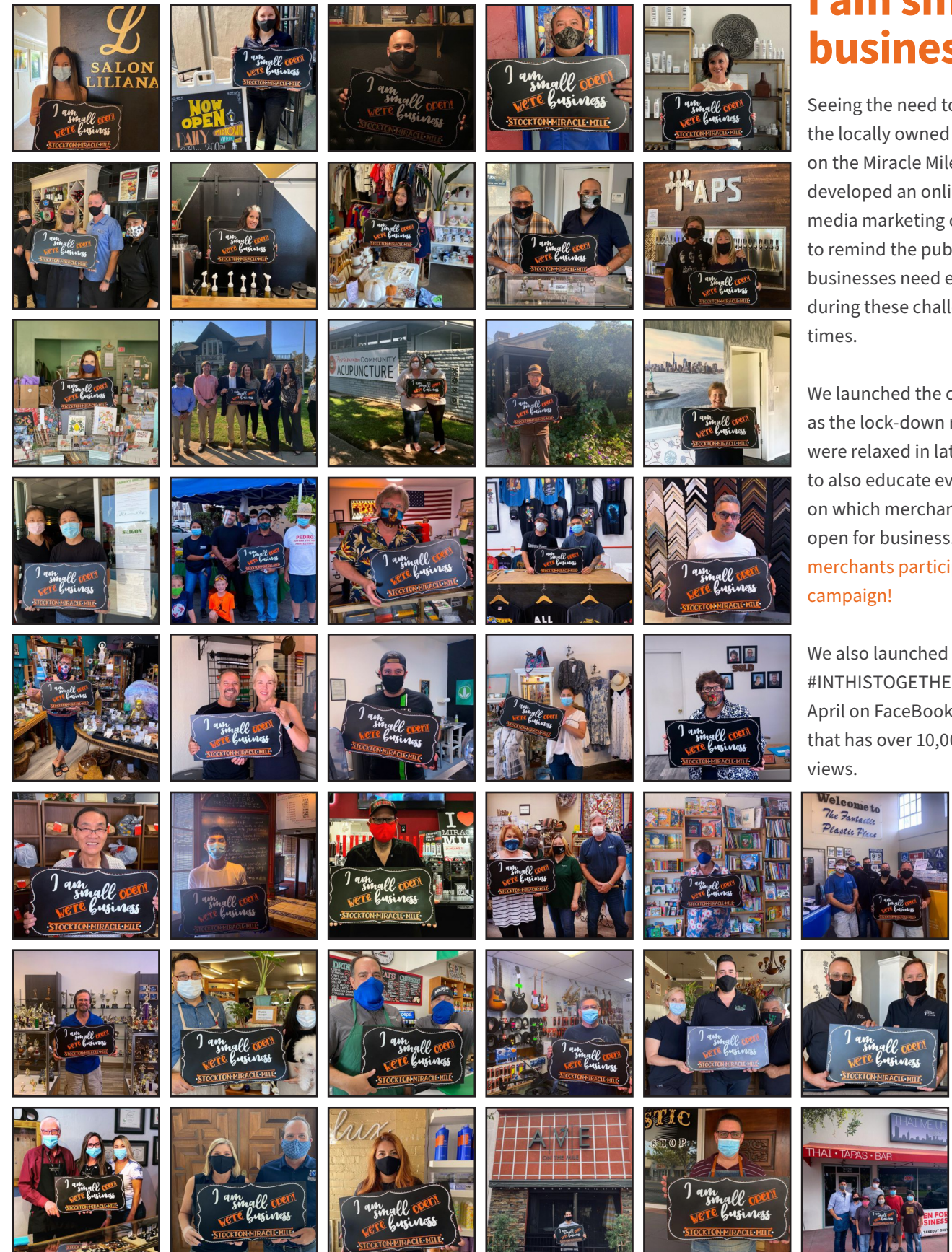
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i am small business

Seeing the need to highlight the locally owned businesses on the Miracle Mile we developed an online social media marketing campaign to remind the public that businesses need extra support during these challenging times.


We launched the campaign just as the lock-down restrictions were relaxed in late Spring to also educate everyone on which merchants were open for business. Over 40 merchants participated in the campaign!

We also launched a produced #INTHISTOGETHER video in April on FaceBook & YouTube that has over 10,000 overall views.






miracle mile farmers market

FARMERS Market



A CELEBRATION OF LOCAL FOOD

FRESH PRODUCE ARTISAN FOOD LOCAL VENDORS ENTERTAINMENT

EVERY THURSDAY 5-8PM | **ON THE MIRACLE MILE**
 LOCATED IN PARKING LOT BEHIND WHIRLOW'S & GREEN'S NUTRITION
 1926 PACIFIC AVE, STOCKTON

CONTACT TONY FIELDS @ 209.817.7902 FOR MORE INFORMATION OR TO BECOME A VENDOR

Starting in late June and running through November 2020, the Miracle Mile Farmers Market was held every Thursday in the parking lot behind Whirlow's restaurant. Dozens of merchants offered **locally grown produce**, live plants, hand-crafted products and specialty food items.



third thursdays & stockton cruise night



Every Third Thursday from May through October in 2020 we partnered with Stockton Cruise Night to bring **hundreds of families** to the district while participating merchants stayed open late and offered special discounts. These events promoted safe social distancing and mask wearing. We will be hosting these events again in 2021 as permitted.

canned food drive



In partnership with Visit Stockton we helped **collect 4,432 pounds of food and \$9,618 in cash/checks** during the hosted drive-thru food drives for Stockton Sports Unite, a coalition from the Stockton Ports, Stockton Kings, Stockton Heat and University of the Pacific Athletics. All items collected went to the Emergency Food Bank of Stockton.

2020 improvement projects

We completed our partnership project with the University of the Pacific in early 2020 to install new light pole banners throughout the district. This partnership will further strengthen our relationship with the University and provide us with a great deal of on-campus marketing through their athletic department.



new wayfinding & parking signs

We worked with the City of Stockton to map and coordinate efforts to replace all severely weathered district wayfinding and parking signs throughout the district.



tuxedo court landscaping

Our Improvement Committee along with friends & family volunteers planted the newly improved area surrounding our district holiday tree.



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harding way improvement grant project

over \$200,000 in grant funding was administered during 2020 on harding way to replace sidewalks, curbs, gutters & driveways



before



after 



0021



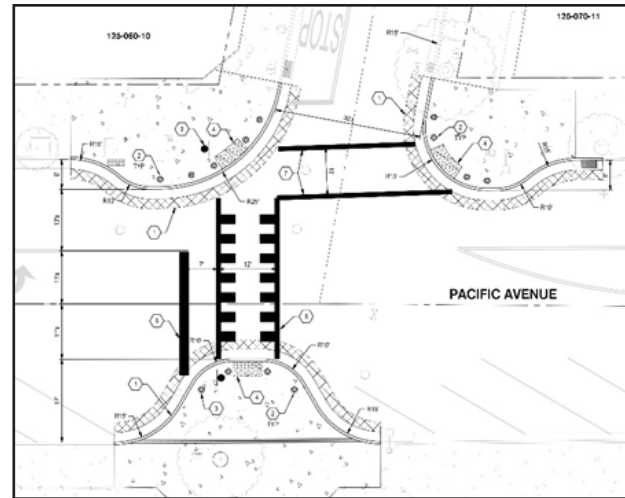
outdoor patio dining grant program

\$250,000 in grant funding was secured in late 2020 to build outdoor dining areas for miracle mile restaurants & cafes, 27 merchants benefited from this program by receiving installed railings, awnings, heaters, umbrellas and/or lighting



a look ahead to 2021 district objectives

flashing crosswalk project



bring back our signature events if possible

- miracle mile en blanc
- miracle mile car show & concert
- miracle mile holiday sip & shop



make strides in our major improvement initiatives

- tuxedo court community space development
- flashing crosswalk project at castle/pacific
- wireless music system project



complete general revitalization efforts

- repair/replacement of parking lot planters
- replanting various landscaping planters
- repainting curbs & bollards



improve stakeholder & community engagement

- merchant welcome committee program
- block ambassador program advancement
- promote merchant specific events & promotions



wireless audio streaming system installed



Ambiance, Marketing & Security Improvement

We are going to be testing out this product in the first quarter of 2021 with the possibility of a full roll-out install by the end of 2021 if all goes well.

StreetSounds® is a revolutionary new streaming wireless audio system designed to provide professional quality audio to "Main Street USA". This system would allow us to provide real-time audio for seasonal music, festivals, parades and simple ambient background music with marketing announcements year round.

repair or replacement of parking lot planters



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

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January 2021

