



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 complements the neighborhood and provides a distinct experience in Stockton, welcoming to visitors and residents regularly.

ADMINISTRATION PUBLIC POLICY

- » Continue to build a mutually benefitting relationship with University of Pacific. This includes creating opportunities for integration on the Pacific Campus and on the Miracle Mile.
- » Partner with the Small Business Development Center to host workshops and offer resources to merchants, property owners and stakeholders
- » Modify zoning in residential neighborhoods for mixed use, particularly on Pacific Avenue.
- » Successfully renew the organization for a 10 year period

SAFETY AND MAINTENANCE

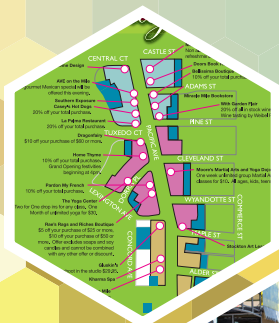
- » Continue to monitor activities on the Miracle Mile and adjust security hours accordingly. Gather input for security hours from business owners and other stakeholders.
- » Engage with Neighborhood watch groups surrounding the district for stronger community policing.
- » Partner with the Police Department to create a Business Watch on Pacific Avenue and Harding Way.
- » Create a mechanism online for stakeholders to report maintenance issues.
- » Partner with Stockton Police Department, SUSD Police, RTD Police and MMID Safety Patrol to reduce loitering and transient activity in the district.

ECONOMIC DEVELOPMENT

- » Encourage business owners to attend regular monthly workshops hosted by the MMID. Workshop topics include: How to use Instagram for Business, How to Work a Room, Business Planning and Goal Setting. Topics are based on need and input given by merchants within the district.
- » Continue to work on beautification of Harding Way, maximizing the Redevelopment Reserve money from the City of Stockton. Plans include curb, gutter, sidewalk work, tree planting, landscaping the median, lighting enhancements, etc.
- » Recruit clothing retail businesses and other retail businesses to the district for a higher concentration of shopping opportunities in the area.
- » Recruit development on the vacant lots in the district (Castle and Pacific Avenue and Madison and Harding Way)
- » Identify new planting opportunities throughout the district.

MARKETING

- » Continue the current branding campaign to result in more awareness for the community on the Miracle Mile, the Heart of Stockton in the Heart of Stockton.
- » Reach new customers by utilizing alternative forms of media and advertising including video, boosting social media posts, and engaging on Instagram. This will ultimately increase the number of followers and heighten the awareness for the district.
- » Create sponsorship package to empower businesses in the district to host their own events.
- » Relaunch the organization website, and continue to add features, as needed.
- » Support events hosted on the Miracle Mile such as THE STOCKMARKET.
- » Continue to establish strong partnership with the City to streamline and re-evaluate the events permitting process, particularly for street closures.
- » Host three successful events: Art Walk in April, Mamarama in July, and Holiday event in December.



The Miracle Mile isn't a shopping center. It is a community.
We live here. We work here. We shop here.

IT IS THE HEART OF STOCKTON IN THE HEART OF STOCKTON.

OUR OWN WALKABLE URBAN VILLAGE

STOCKTONMIRACLEMILE.COM

MMID PRESIDENT'S MESSAGE



The end of 2016 marks the end of my second year as the President of the Miracle Mile Improvement District (MMID) Board of Directors, and the midpoint of our organization's Property Based Improvement District Renewal.

The Miracle Mile Improvement District (MMID) successfully renewed for a second five-year term in 2013, with a focus on enhanced maintenance, safety and security, economic development, and marketing and promotions. Our priorities continue to be a clean and safe district. With new contractors for security and maintenance we will have *extended security patrol hours*, monthly pressure washing, *partnerships with the Stockton Police Department*, and increased litter collection. We've also been aggressive advocates on the Miracle Mile's behalf; leading discussions on *public policy issues*, recruiting businesses for further economic development, and collaborating with organizations for continued *marketing visibility*.

Moving into 2017, the MMID will continue to create a safe environment, protect property owner investments and raise property values. Our focus will remain on a clean, safe and beautiful district with an emphasis on safety. We plan to leverage our funds to provide *increased security patrol* throughout the district seven days a week. We will continue to work on your behalf to create an innovative and vibrant sense of place on the Miracle Mile that is recognized throughout the region. We will continue to enhance safety and beautify the district with graffiti removal, maintenance and safety patrol, and proactively address homelessness. Most importantly, we will act as your advocate to create a strong business climate in our growing Miracle Mile Community.

This comprehensive report will outline a number of the successes within 2016, thanks to the hard work of the residents of the area, volunteers, Board Directors, stakeholders, and our Executive Director. Some highlights of the year include:

- » Received \$604,000 from Reserve Redevelopment Funds for capital improvement projects on Harding Way, including enhanced lighting, new trash receptacles, new landscaping, and curb, gutter sidewalk work.
- » Recruited THE STOCKMARKET to the Miracle Mile, resulting in over 2,500 new visitors to the district monthly, from September through December.
- » Four successful events including Mamarama, two Art and Beer Tasting events and Small Business Saturday.
- » Partnered with Port City Marketing to launch a branding campaign to recruit new traffic to the district. The campaign will continue into 2017, complete with print and radio ads and a social marketing campaign branding the area as "The Heart of Stockton in the Heart of Stockton."
- » Successful partnership with the Stockton Police Department Strategic Enforcement Operations Teams for increased late night/early morning patrol, and several "sting" operations to combat vandalism. This has resulted in less incidents of Vandalism in the second half of 2016.

We're looking forward to an incredible 2017, complete with new improvements to Harding Way, a regional branding campaign, success events, and most importantly, a clean and safe district.

David Cherry, Board President

FROM THE EXECUTIVE DIRECTOR



Our organization entered 2016 with an emphasis on a clean and safe district as a foundation for future economic development; I'm proud to share that with partnership of the Stockton Police Department, our security contractor Universal Protection Service, and our maintenance contractor, Citywide Property Services, we've been able to maintain low vandalism and crime numbers and a litter and graffiti free district.

Through the efforts of our partners and a strong safety team, the district has seen a dramatic decrease in auto burglaries from previous years. We've been able to partner with the Stockton Police Department's Strategic Enforcement Team which has resulted in increased patrols, more effective communication between businesses and the department, and decreased transient and vandalism activities. We're looking forward to strengthening this partnership to create a business watch community, and engage our stakeholders to be "eyes and ears" for one another, for our safety team and for the Police Department.

While clean and safe continue to serve as the foundation for future economic development activities. In 2016, we saw The Dutch Brothers Coffee Company break ground on a lot that has been vacant for over 27 years. We also saw several new businesses open in vacant spaces along Pacific Avenue and Harding Way including Infusion Playhouse, The Joy Luck Chinese Restaurant, Goodstock Productions, The Middle Room Barbershop, and Purify Holistic Studio.

We plan to continue to support our businesses through a branding campaign in partnership with Port City Marketing and continue to remind visitors that we are the Heart of Stockton in the Heart of Stockton. The Miracle Mile isn't a shopping center, it's a village. We hope to encourage other visitors to join our village and live here, shop here, and invest here.

Mimi Nguyen, Executive Director

2016 HIGHLIGHTS

Negotiated increased maintenance hours at no cost to the MMID; we now have 25 hours of maintenance personnel on site each week.

- » Created stronger partnerships with the Police Department, resulting in extra patrols to our district at no cost to the organization, and a decrease in auto burglaries, vandalism, and transient activity in the district.
- » Partnered with The Bull and San Joaquin Magazine for discounted advertising for the organization and for our merchants. These partnerships allowed us to expand our reach to more potential customers in the region.
- » Five successful events bringing more than 1,000 new visitors to our area: Mamarama, two Art and Beer tasting events, Small Business Saturday, and a Holiday event in December.
- » Supported Beacon of Blue campaign to support the Stockton Police Department by installing blue lights in the median at Pacific Avenue and Harding Way.
- » Launched the Miracle Mile Improvement District Renewal Campaign and successfully hosted two property owner outreach meetings.
- » Monthly power washing of the entire district on the third weekend of the month

MIRACLE MILE HISTORY, MISSION AND BOARD

The Miracle Mile Improvement District successfully renewed the Property Based Improvement District (PBID) in 2012 and will therefore operate through 2017 as a mutual benefit nonprofit corporation 501c6. The district includes over 200 businesses in a 31 block area. In 1921 the planned commercial area, the developing university, and the in-coming residential area were the northern limits of a bustling city. Today, the restaurant at the northwest corner of Walnut and Pacific Avenue is named “Centrale” due to its geographic location as the exact north-south center of Stockton. The district encompasses the commercial area of Pacific Avenue from Alpine Avenue on the north to Harding Way on the South, and includes those commercial properties on Harding Way from North El Dorado Street to Lincoln Street.

There are 86 property owners on the “Mile” and they are all members of the MMID by virtue of their ownership, and include the City of Stockton, Stockton Unified School District, and a voluntary member, University of the Pacific. The MMID Board of Directors vote on issues relative to the security, safety, maintenance and promotion of the district based on a Management Plan, an annual approved budget, and official by-laws of the organization. Monthly meetings are open to the public and are held alternating between the entire Board of Directors and the Executive Board.

The mission of the MMID is to provide for the safety and security of the guests and members, maintain and improve the existing infrastructure, provide a clean environment, assist in and advocate for the economic development and growth of the district, and promote the businesses through advertising and events. Funds to achieve this mission come from a tax assessment paid by the property owners, and are managed by the sole district employee, the executive director, under direction of the member-elected Board of Directors.

The Board of Directors of the MMID are responsible for reviewing the monthly financial reports of the organization, setting the goals of the district and making decisions on the direction and action that the organization takes. There are thirteen members of the Board of Directors. The Board meets on the second Wednesday of every other month beginning in January. The Executive Committee, comprised of officers and additional members of the board meets the alternate second Wednesdays of the month beginning in February.

BOARD OF DIRECTORS

David Cherry, McDonald’s Corporation

President

Phill Herrera, Herrera and Associates

Vice President

Jeff Gamboni, Herrera and Associates

Treasurer

Karen Carlson, Property Management Experts

Immediate Past President

Kevin Dougherty, NAI Benchmark

Past President

Nancy Moore, Property Owner

Secretary

Matthew Grizzle, Midtown Creperie

Janice Miller, City of Stockton

Kellie Jacobs, Valley Brewing Company

Les Fong, Ken Fong and Associates

Lenzi Leonard, Caterpillar Children’s Boutique

Carol Hirota, Stockton Unified School District

Patrick Day, University of Pacific

Paul Marsh, Mile Wine Company



MMID BUDGET AND REVIEW

The MMID budget is drafted by the Executive Director and approved by the Board of Directors in January of each year. The majority of the income for the organization comes from the property assessments paid by commercial property owners.

2016 REVENUE

The MMID revenue for the 2016 calendar year is as follows:

Category	\$
Assessments	\$230,575
UOP Voluntary Assessment	\$5,000
UOP Supplemental Security	\$20,000
Merchants Supplemental Security	\$6,205
SJ RTD Maintenance Contract	\$7,200
Other, Reimbursements and Merchants Committee	\$2,067
Total Revenue	\$271,047



2016 EXPENSES

The MMID expenses are broken into three major categories: Administrative, Marketing and Promotions and District Services.

Administrative costs include the staff salary and benefits, payroll taxes and expenses, insurance (for staff, board, and events), office expenses, legal fees, accounting and bookkeeping, postage, and bank charges. Administrative costs for 2016 totaled \$97,185.

Marketing and Promotions include advertising, internet and website, promotional printing, and all event related expenses. Marketing and Promotions costs for 2016 totaled \$30,072.

District Services include our maintenance and security contracts, sidewalk pressure washing, landscape maintenance, and beautification. District Services for 2016 totaled \$148,040.

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Administrative	\$
Staff Expenses	\$63,266
Insurance	\$3,347
Professional Services	\$12,337
Office Expenses	\$18,235
Total Expenses	\$97,185

Marketing and Promotions	\$
Marketing/Promotions/Advertising	\$15,762
Internet/Website	\$1,432
Printing	\$12,878
Total Expenses	\$30,072

District Services	\$
Maintenance	\$44,600
Security	\$94,824
Infrastructure/Improvements	\$7,760
Other Expenses	\$856
Total Expenses	\$148,040