

Miracle Mile

IMPROVEMENT DISTRICT

2025 ANNUAL REPORT







letter from the executive director



Kailani Haro
Executive
Director 2025

Dear Friends of the Mile,

2025 was a year of real, measurable progress for the Miracle Mile. Building on the foundation established in prior years, the Miracle Mile Community Improvement District (MMCID) focused on turning planning into action across safety, operations, and economic vitality, with results that could be seen and felt throughout the district.

A key accomplishment in 2025 was the continued operation and refinement of MMCID's safety programs. The security camera monitoring system functioned as an active, daily public safety tool, working in coordination with on-the-ground Safety Ambassadors and the Stockton Police Department. Together, these efforts contributed to crime reduction along the Miracle Mile corridor.

Another key step forward this year was the activation of the Maintenance Substation on the Miracle Mile. Following its acquisition in late 2024, MMCID took operational control of the building in 2025 and began remodeling space designated for district operations, laying the groundwork for a centralized hub to support safety, maintenance, and program delivery.

In partnership with the City of Stockton, MMCID continued advocacy efforts to advance the Miracle Mile Improvement Project funded through Assembly Bill 179. In 2025, the City appointed Siegfried Engineering to complete the project design, marking a

significant milestone. The design team held its first public outreach meeting September 30th to present initial concepts and gather community feedback on pedestrian safety improvements, public safety enhancements, and district revitalization.

MMCID further supported economic vitality and place-making through district-wide events, promotions, and partnerships that increased foot traffic and highlighted locally owned businesses. Our annual events were well attended. These included the annual Taste of the Mile in June, Candy Crawl and Boutique in October, and Sip and Stroll in December. New programming, including the Art and Literature Walk and the reimagining of the Annual Car Show into Stoktober Fest and Car Show, increased community participation and reinforced the Miracle Mile as a vibrant, family-friendly destination.

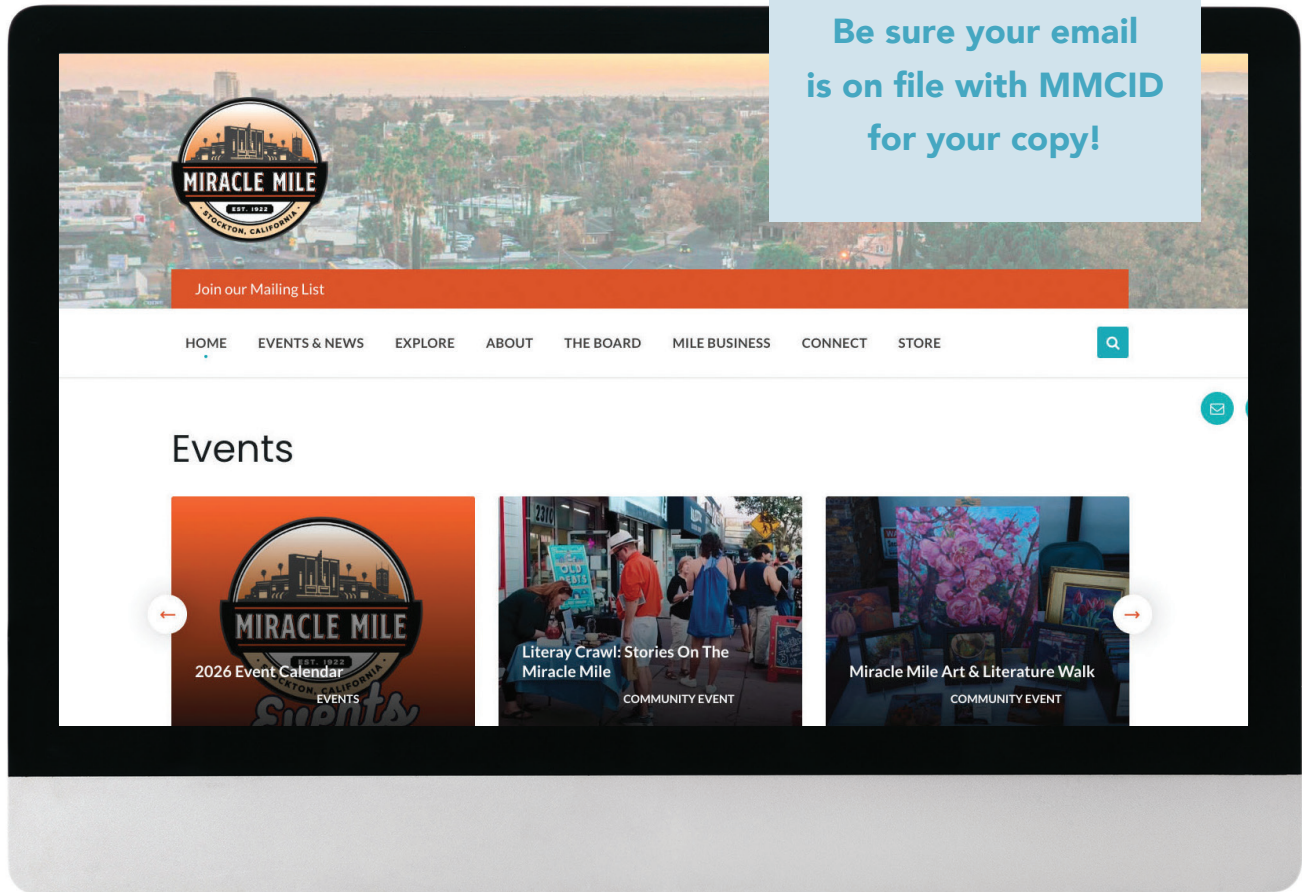
None of this progress would be possible without the continued support of our Board of Directors, property owners, business owners, public partners, and community members. Your involvement and investment are essential to the Miracle Mile's success.

For 2026, the MMCID remains committed to building on this momentum and continuing to enhance the Miracle Mile - the City's favorite neighborhood for shopping, dining, and entertainment.



The Miracle Mile Annual Report is digital!

Be sure your email is on file with MMCID for your copy!



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our district

The Mission of the MMCID is
To foster the economic vitality,
value, and appeal of the Miracle Mile.

Introduction

The Miracle Mile Community Improvement District (MMCID) was formed as a community benefit organization to improve the safety, security, appearance, and economic growth of the area. The Miracle Mile District includes all properties fronting Pacific Avenue from Alpine to Harding, and those businesses on Harding Way from El Dorado Street to Lincoln Street.



There are NINETY-SEVEN
ONE HUNDRED SIXTY





letter from the board president



Jeffrey Gamboni
Board President
2025

As President of the MMCID, it is with a mixture of pride and humility that I welcome the opportunity to acknowledge all the support the Miracle Mile has received during 2025. Attendance at our myriad events was at an all-time high. Sponsorships for our family-friendly events has grown annually, and the number of volunteers who assist at our events continues to increase. The Miracle Mile retains a special place in the hearts of both young and old Stocktonians who appreciate the variety, the history, and the vibe we associate with the Mile.

We will also be on trend in 2026. Folks are asking about the multi-million-dollar improvements being planned for Pacific Avenue. Be sure to attend this year's public meetings where Siegfried Engineering will present their vision for the new streetscape enhancements. Your participation is critical to provide a broad response to the conceptual plans as they evolve. Important elements to look for are improved lighting and sidewalks, the creation of a pedestrian-oriented plaza at Tuxedo Court, and the introduction of traffic-calming strategies throughout the Mile.

This year the Mile is implementing the next phase of security camera installation which will double the current number of cameras from Alpine to Harding Way. We have found that the monitored cameras backed up by security staff have drastically improved our safety statistics. As a result, the Miracle Mile will be the perfect destination for our scheduled events, which will include two art-oriented gatherings: the Literature Crawl and the Art-Literature Walk.

The Literature Crawl will feature local authors and poets who will read from their writings and will be on hand to autograph their works. The Art-Literature Walk will spotlight Stockton-based visual artists, sculptors, and crafters who will showcase the best of their work at pop-up stations throughout the Mile. Our orientation to the Arts is a heartfelt acknowledgement of the rich heritage within our Art's community and a way to provide a venue to connect artists with their audience.

Last year's inaugural Art and Literature Walk was well attended and provided an opportunity to meet celebrities such as Mel Corren whose design business on Central Court, The Brothers, was Stockton's premier source for residential interior design during the Mile's heyday. Mel is a huge proponent of our city, a Stocktonian of the Year, and the author of [I Lived It, I Loved It](#), his engaging memoir and love-letter to Stockton.

Please plan to attend our scheduled events as well as visit our neighborhood business district for all your needs. We appreciate you participation and support that buoys our Miracle Mile community—the heart of Stockton.

Jeffrey F. Gamboni

property owners within the district and over businesses call the Miracle Mile home!

our board officers



Jeffrey Gamboni
Property Owner
Board President
Term: 2025 - 2026



Jean Callahan
UOP Representative
Vice President
Term: 2026 – 2027



Juanita Pasley
Business Owner
Secretary
Term: 2026 – 2027



John V. Precissi
Property Owner
Treasurer
Term: 2025 – 2026



meet the directors



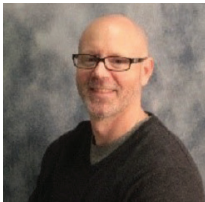
Rex Dhatt
Property Owner
Term: 2026 – 2027



Lisa Whirlow
Property Owner
Term: 2026 – 2027



Tammy Nguyen
Business Owner
Term: 2025 – 2026



Brian Wright
SUSD Representative
Term: 2026 – 2027



Manuel Guizar
Property Owner
Term: 2026 – 2027



Kevin Dougherty
Property Owner
Term: 2025 – 2026



Melissa Grizzle
Business Owner
Term: 2026 – 2027



Clem Lee
Business Owner
Term: 2025 – 2026



Kevin Hernandez
Business Owner
Term: 2025 – 2026

MMID Board

» Our board of directors consists of thirteen (13) members: seven (8) property owners, three (3) merchant business owners and one (1) appointed representative from the Stockton Unified School District & 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.





2025-2026 budget report

INCOME		2025 Actual	2026 Budget
ASSESSMENT INCOME			
SJC Assessment Income		\$205,582	\$216,186
City of Stockton		\$23,628	\$24,812
Stockton Unified School District		\$22,061	\$23,164
TOTAL ASSESSMENT INCOME		\$251,271	\$264,162
NON-ASSESSMENT INCOME			
Event Income		\$140,648	\$140,978
Individual Designated Contribution		\$7,217	\$12,283
Non-Event Sponsorship		\$0	\$4,680
Retained Earnings		\$12,283	\$104,688
Interest Income		\$6,297	\$7,200
Maintenance Substation Income		\$56,725	\$82,387
TOTAL NON-ASSESSMENT INCOME		\$223,170	\$352,216
TOTAL INCOME		\$474,441	\$616,378
EXPENSE		2025 Actual	2026 Budget
CIVIL SIDEWALKS			
Maintenance & Security Service Contractor		\$157,329	\$163,904
Waste Management		\$10,564	\$10,925
Camera Monitoring		\$51,000	\$54,960
Camera Hardware & Installation		\$16,580	\$0
TOTAL CIVIL SIDEWALKS		\$235,473	\$229,789
DISTRICT IDENTITY-PLACEMAKING			
Events		\$67,197	\$66,765
Marketing & Advertising		\$18,935	\$25,000
Website & Hosting		\$1,322	\$5,000
TOTAL DISTRICT IDENTITY-PLACEMAKING		\$87,454	\$96,765
ADMINISTRATION & DISTRICT MANAGEMENT			
Legal & Consulting Fees		\$0	\$1,500
Accounting Services		\$9,700	\$8,800
Liability - D&O Insurance		\$13,596	\$14,000
Storage Lease		\$1,200	\$600
Contract Service Management		\$60,800	\$63,000
General Administrative		\$4,159	\$12,815
TOTAL ADMINISTRATION & DISTRICT MANAGEMENT		\$89,454	\$100,715
MAINTENANCE SUBSTATION			
Facilities Operations and Maintenance		\$22,085	\$37,435
Repairs		\$7,217	\$5,000
TOTAL MAINTENANCE SUBSTATION		\$29,302	\$42,435
TOTAL EXPENSE		\$441,683	\$469,703

2025 financial snapshot profit & loss report

INCOME	
ASSESSMENT INCOME	\$251,271.00
NON-ASSESSMENT INCOME	\$223,170.00
TOTAL INCOME	\$474,441.00
EXPENSE	
CIVIL SIDEWALKS	\$235,473
DISTRICT IDENTITY	\$87,454
DISTRICT MGMT & ADMIN	\$89,454
MAINTENANCE SUBSTATION	\$29,302
TOTAL EXPENSE	\$441,683.00
2025 NET INCOME	\$32,758.00

2025 end of year account balances

CHECKING ACCOUNT	\$8,222
SAVINGS ACCOUNT	\$120,672
CD	\$22,749

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

safety & security



In 2025, the Miracle Mile Community Improvement District completed Phase 3 of its Security Camera Monitoring System, further strengthening a comprehensive, layered approach to public safety.

The district's Safety & Security program is built around three integrated components designed to deter crime and improve real-time response.



SECURITY CAMERA MONITORING

A network of cameras is monitored by remote security guards operating from a headquarters located on the Miracle Mile. Using AI-triggered alerts, virtual patrols, and real-time monitoring, guards are able to identify and respond to potential threats as they occur. When necessary, guards utilize two-way loudspeakers to issue live voice-down announcements, which have proven effective in deterring criminal activity.

SECURITY COMMUNITY AMBASSADORS

Security Community Ambassadors provide a visible, on-the-ground presence throughout the district. Ambassadors patrol nightly and serve as a direct deterrent to criminal activity, with on-call coverage during daytime hours. The remote monitoring team works closely with ambassadors, dispatching them in real time when activity is observed.

COORDINATION WITH STOCKTON POLICE DEPARTMENT

The MMCID works closely with the Stockton Police Department, with both the remote monitoring team and Community Ambassadors dispatching police as needed. MMCID also meets monthly with PD to review crime trends and discuss prevention strategies. In addition to regular patrol units, Stockton PD supports the district through bike patrols as part of its standard citywide operations.

Together, these three components create a proactive, coordinated safety program that combines technology, on-the-ground presence, and law enforcement collaboration to enhance security across the Miracle Mile.

✔ **5,840** Security Community Ambassador dedicated hours of patrol

✔ **719** Remote guard dispatched Security Community Ambassador for immediate response

✔ **508** Remote guard loudspeaker interventions

✔ **61** Calls to SPD/EMT made by Security Community Ambassadors for immediate response

✔ **23** Remote guard dispatched SPD/EMT for immediate response



maintenance program

We partner with the Downtown Stockton Alliance to help maintain a clean and safe environment throughout the district. Trash removal and litter cleanup are conducted seven days a week, curbs and sidewalks across the Miracle Mile are power washed monthly, and additional services include weed abatement. We also partner with the Kiwanis Club to host community clean-up days that engage volunteers and further enhance district cleanliness.



9,058

bags of garbage removed



464

hours spent pressure washing sidewalks





social media marketing year in review

+ 2,645

followers on Instagram

>>>

- 2020 = 5,607
- 2021 = 7,967
- 2022 = 9,144
- 2023 = 10,793
- 2024 = 13,149
- 2025 = 15,794

We continued to build our social media base, on Instagram and Facebook.

+ 783

new followers on FaceBook

>>>

- 2020 = 9,494
- 2021 = 10,064
- 2022 = 10,424
- 2023 = 10,870
- 2024 = 11,561
- 2025 = 12,344

All growth, non-paid, and organically achieved.





2025 Stoktober Fest & Car Show





Tigers Prowlin' the Mile



Art Lit Walk



0018

2025

Taste of the Mile





A Look Ahead

Events on the Mile in 2026

Literature Crawl

APRIL 11

Art Literature Walk

MAY 8

Taste of the Mile

JUNE 13

Tigers Prowlin' the Mile

AUGUST 21

StoktoberFest & Car Show

SEPTEMBER 26

Candy Crawl &
Boo-Tique Market

OCTOBER 24

Small Business Saturday

NOVEMBER 28

Holiday Sip & Shop and
Tree Lighting

DECEMBER 12



MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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Stockton, CA 95204

PHYSICAL ADDRESS:

231 Bedford Road
Stockton, CA 95204

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January 2026