

# Miracle Mile

## 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.erin 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.



Tina Wells Lee  
Board President 2022

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 storefront 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.

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



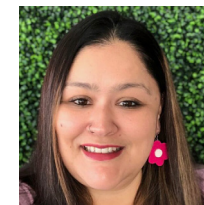
**Rex Dhatt**  
Property Owner  
January - December



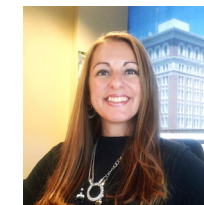
**Julie Cosgrove**  
Property Owner  
January - December



**Jean Callahan**  
UOP Representative  
January - December



**Juanita Pasley**  
Business Owner  
January - December



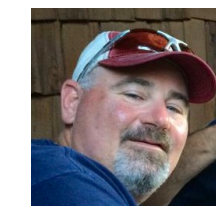
**Nicole Snyder**  
COS Representative  
January - December



**Tanya Watters**  
Property Owner  
January-December



**Yonie Young**  
Business Owner  
January - December



**Jeff Dundas**  
SUSD Representative  
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.

» 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.*



# 2022-2023 budget report

INCOME	MMID 2022 Budget	MMCID 2023 Budget
<b>TOTAL ASSESSMENT INCOME</b>	<b>\$221,380</b>	<b>\$230,500</b>
<b>NON-ASSESSMENT INCOME</b>		
Event Income	\$10,000	\$10,000
ARPA Grant Income		\$100,000
Harding Way Project Reimbursement	\$94,381	\$94,381
Interest Income	\$8	\$8
<b>TOTAL NON-ASSESSMENT INCOME</b>	<b>\$104,389</b>	<b>\$204,389</b>
<b>TOTAL INCOME</b>	<b>\$325,769</b>	<b>\$434,889</b>
EXPENSE	2022 Budget	2023 Budget
<b>CIVIL SIDEWALKS</b>		
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
<b>TOTAL CIVIL SIDEWALKS</b>	<b>\$237,103 60%</b>	<b>\$280,239</b>
<b>TOTAL DISTRICT IDENTITY-PLACEMAKING</b>		
Events		\$30,000
Marketing & Advertising	\$22,750	\$50,000
Website & Hosting	\$725	\$800
Contract Service Mgmt	\$6,600	\$3,500
<b>TOTAL DISTRICT IDENTITY-PLACEMAKING</b>	<b>\$30,075 15%</b>	<b>\$84,300</b>
<b>ADMINISTRATION &amp; DISTRICT MANAGEMENT</b>		
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
<b>ADMINISTRATION &amp; DISTRICT MANAGEMENT</b>	<b>\$61,061 22%</b>	<b>\$62,800</b>
<b>CONTINGENCY &amp; RESERVE</b>		
<b>CONTINGENCY &amp; RESERVE</b>	<b>3%</b>	<b>\$7,550</b>
<b>TOTAL EXPENSE</b>	<b>\$328,239</b>	<b>\$434,889</b>

## 2022 financial snapshot profit & loss report

<b>INCOME</b>	
ASSESSMENT	\$220,981.00
NON-ASSESSMENT	\$ 71,326.86
<b>TOTAL INCOME</b>	<b>\$292,307.86</b>
<b>EXPENSES</b>	
ADMINISTRATION	\$58,023.58
ENHANCED MAINTENANCE	\$60,962.44
ENHANCED SECURITY	\$74,660.50
MARKETING	\$25,062.74
RESERVE & SPECIAL FUNDING	\$67,500.00
<b>TOTAL EXPENSES</b>	<b>\$286,209.26</b>
<b>NET INCOME</b>	<b>\$6,098.60</b>

## 2022 end of year account balances

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

## TOTAL \$99,105.28

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



## enhanced safety & security



## 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.



**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 made available, including support from the District Attorney's Office, City Code Enforcement, Behavioral Health Services and Stockton Fire Department, whenever necessary.



**552**  
hours spent  
hand watering  
trees & plants



**9,621**  
bags of  
garbage  
removed



**502**  
hours spent  
pressure  
washing  
sidewalks





## social media marketing year in review

+ 1,177

15% increase in followers on Instagram

>>>

- 2018 = 1,139
- 2019 = 2,264
- 2020 = 5,607
- 2021 = 7,967
- 2022 = 9,144

We continued to build our social media base, on Instagram and Facebook. All growth, non-paid, and organically achieved.

+ 360

new followers on FaceBook

>>>

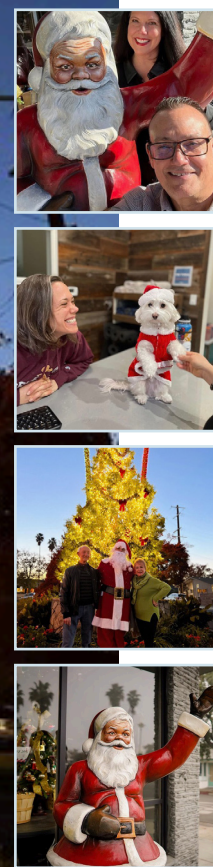
- 2018 = 7,274
- 2019 = 8,687
- 2020 = 9,494
- 2021 = 10,064
- 2022 = 10,424

We also saw an overall increase in engagement from the online public through our "RAD Card - Support Small Business" and our more general "Support Local" campaigns. As an added bonus we hosted a "how-to social media" webinar for our merchants.





# 2022 holiday sip and shop



↑ ↑ ↑  
**Tigers Prowlin' the Mile**  
 (UOP Welcome Back Night)



↓ ↓ ↓  
**Miracle Mile Candy Crawl & BOO-tique Market**





# a look ahead to 2023 district objectives



ILLUSTRATIVE STREET VIEW  
NO SCALE  
13 FEBRUARY 2019

TUXEDO COURT  
STOCKTON, CALIFORNIA

THE OFFICE OF  
JEFFREY F. GAMBONI  
LANDSCAPE ARCHITECTURE  
2020 PINE AVENUE  
STOCKTON, CA 95204  
209.948.8333



## 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.



#### miracle mile pedestrian safety advocacy

- 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

**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**