City Councilmember's:

On behalf of the Miracle Mile Improvement District, (MMID), I would like to extend my thanks to the City of Stockton as one of the major stakeholders in our property based improvement district. Over the past 4 ½ years, we've taken some pretty big steps toward making the Mile a better place to live, shop, and dine well.

Chartered under a "Clean and Safe" program, we have strategically invested into private security measures that have not just included regular patrols. We've forged a solid relationship with the University of the Pacific that has subsidized supplemental security patrols in select areas of the Mile. In addition, we've been able to utilize a portable security camera system that is monitored 24/7 and records. This device proved its evidentiary value when it recorded footage of a person fleeing from the police (following a shooting). While our police department is being charged with doing so much more with so much less, they continue to be engaged with the MMID in mitigating various quality of life and crime issues.

We continue to work towards a clean area, with extra garbage cans being installed along Harding Way, and on our north end by the post office. We continue to clean up the litter (up to 50 tons annually) and work to quickly remove any reported graffiti on the walls. And let's not forget about the scheduled pressure washing of sidewalks and the watering of the trees.

The Mile is, in my opinion, a mid-town gem! I would challenge anyone to find another place with the City limits that hosts numerous community / family oriented events from the VFW 4th of July Parade, the Stagg HS homecoming parade, Cinco de Mayo celebration, pet parades, and most of all, the Stockton is Magnificent event. All of this was facilitated by only one employee! In my opinion, no other place in the City is a more desirable location to live; no other place in the City is more desirable to host community events; and no other PROPERTY BASED IMPROVEMENT DISTRICT is the City is working to do so much more with so little.

The Board of directors continue our role of advocacy for the MMID, and work closely with our property owners and their respective merchants to make the Mile THE place to open a business. We continue to be engaged, and hope the City of Stockton along with our other stakeholders, recognize the immense value the MMID brings to Central Stockton.

Thank you...Arnold Chin,

MMID BOARD PRESIDENT.
The Miracle Mile Improvement District (MMID) is a mutual benefit non-profit corporation (501c6) whose primary purpose is to provide enhanced services above and beyond what the City of Stockton can provide for this 31-block commercial district. Those enhanced services include providing safety and security of guests and properties, maintenance and enhancement of the existing facilities including parking lots and landscaping, removal of trash and graffiti, and promotion and advocacy for the district through advertising, special events, and media outlets.

The district boundaries include those commercial properties on Pacific Avenue and adjoining intersections from Alpine Ave to Harding Way, and on Harding Way from Lincoln Street to North El Dorado Street. There are 83 individual property owners and 225 businesses currently in the Miracle Mile District. These property owners have assessed themselves a property tax through the “Property and Business Improvement District” laws of the State of California to support these enhanced services and to encourage continued economic viability of the area.
I'd like to extend my gratitude to all of the merchants, property owners, and the community for their participation, which was instrumental in the progress we've made this past year. The MMID was chartered four years ago under a, "Clean and Safe District" mandate, and going into our final year before renewal, I am very pleased at our progress.

By engaging key business and stakeholders, including the University of the Pacific, we were able to increase our evening safety patrol. And through some strategic planning, we are making efforts to mitigate the transient population who so frequently adorn the intersections begging for money. As we move forward, we are working closely with the Harding Way area to take additional action.

It is my hope that we continue to stay the course while exploring additional opportunities that will make the Miracle Mile a great place to spend local dollars, and a safe location to spend with families.

Arnold Chin,
2011 Board President

From the desk of Denise Jefferson, MMID Executive Director

I was born here and like most Stocktonians, the Miracle Mile brings back fond memories of my younger days and I am honored to represent the "Mile" today as Executive Director. I brought to this position my experience as a City Planner, along with a bachelor's degree in Organizational Behavior from UOP and years of event planning. Most people view this position as an event planning position when in reality it requires a great deal of understanding of how local government operates, knowledge of non-profit regulations and city codes, an ability to write effectively and speak publicly, and most importantly, it requires resourcefulness and endless energy.

My focus, as supported by the Board of Directors, has been the safety and security of our guests and the continued viability of Mile businesses. Events, like the Stockton is Magnificent, are fun and bring people to the Mile, but we can't expect visitors to come here if they don't feel safe. In the coming year I will focus more time and effort towards working with our residential community—our strongest supporters—to battle panhandling, loitering, public drunkenness, litter and graffiti that creep into commercial and residential areas when your guard is down. 2011 was a year of great activity on the Mile with the renovation of three parking lots, relocation of the district office, new vandal-proof trash cans, new businesses, and new faces. We celebrated the 90th birthday of the Mile, hosted the city-wide Stockton is Magnificent event, created a birthday cake decorated with bras to support Breast Cancer survival, paraded pets as well as patriots, planted flowers, added pedi-cabs and lowered the speed limit. I look forward to the progress we can make together in 2012.
The Miracle Mile celebrated its 90th year, and the Miracle Mile Improvement District (MMID) celebrated its fourth year in 2011. As a Property Based Improvement District (PBID) the MMID can boast of 225 businesses in a 31 block area. In 1921 the planned commercial area, the developing university, and the incoming 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 currently 83 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 members elect the Board of Directors each year who 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 MMID budget is drafted by the executive director and approved by the board of directors in January of each year per the organization's by-laws. The bulk of income for the organization comes from the property assessments paid by the 83-members. The budgeted expenses are divided into three categories: (A) Administrative, (B) Marketing and Promotions, and (C) District Services. In addition, there are "Reimbursable Programs" that are either self-supporting or generate income to cover the majority of their expenses. These Reimbursable Programs include (A) Special Events, (B) Parking Lot Project, and (C) Misc.

**Revenue**

The City of Stockton owns eleven properties in the district and Stockton Unified School District owns two large properties at the intersection of Harding and Pacific Avenue. MMID assessments for 2011 generated $200,308.96, including $19,832 from the Stockton Unified School District (SUSD), and the $5,000 voluntary membership from the University of the Pacific (UOP). In April, a "Supplemental Security Program" was introduced with the University of the Pacific contributing $15,000 and participating merchants contributing $9,527 towards increased weekend evening security. Total 2011 revenue was $240,157.

*The City of Stockton 2011 assessment fee of $20,300 was received and partially spent in 2010.

<table>
<thead>
<tr>
<th>REVENUE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Owner Assessments</td>
<td>$175,476.74</td>
</tr>
<tr>
<td>City of Stockton Assessment*</td>
<td>$0.00</td>
</tr>
<tr>
<td>Stockton Unified Assessment</td>
<td>$19,832.22</td>
</tr>
<tr>
<td>UOP Voluntary Assessment</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>UOP Supplemental Security</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Merchant Supplemental Security</td>
<td>$9,527.26</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$20.80</td>
</tr>
<tr>
<td>2010 balance carry-over</td>
<td>$15,299.58</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>$240,156.60</td>
</tr>
</tbody>
</table>

**Revenue Sources**

Total = $240,157

- Property Owner Assessments
- City of Stockton Assessment
- Stockton Unified Assessment
- UOP Voluntary Assessment
- UOP Supplemental Security
- Merchant Supplemental Security
- Interest Income
- 2010 balance carry-over
# 2012 MMID Approved Budget

## Income

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Total</th>
<th>Monthly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessments, Property Owners</td>
<td>$231,304.00</td>
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</tr>
<tr>
<td>UOP Voluntary Assessment</td>
<td>$5,000.00</td>
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</tr>
<tr>
<td>UOP Supplemental Security</td>
<td>$20,000.00</td>
<td></td>
</tr>
<tr>
<td>Harding Merch. Supp. Security</td>
<td>$19,488.00</td>
<td>Not yet implemented</td>
</tr>
<tr>
<td>Balance carry over from 2011</td>
<td>$11,500.00</td>
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</tr>
<tr>
<td>Interest Income</td>
<td>$50.00</td>
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<tr>
<td><strong>Income Total</strong></td>
<td><strong>$303,544.00</strong></td>
<td><strong>$25,295.33</strong></td>
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## Expenses

### Management & Advocacy

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Total</th>
<th>Monthly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff Payroll</td>
<td>$44,000.00</td>
<td>$3,666.67</td>
</tr>
<tr>
<td>Payroll Tax Expenses</td>
<td>$4,800.00</td>
<td>$400.00</td>
</tr>
<tr>
<td>Workers Compensation</td>
<td>$620.00</td>
<td>$51.67</td>
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<tr>
<td>Health Insurance</td>
<td>$6,000.00</td>
<td>$500.00</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>$55,420.00</strong></td>
<td><strong>$4,618.33</strong></td>
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</table>

### Rent & Utilities

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Total</th>
<th>Monthly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Rent (includes utilities)</td>
<td>$8,400.00</td>
<td>$700.00</td>
</tr>
<tr>
<td>Phone/Internet Service</td>
<td>$1,860.00</td>
<td>$155.00</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>$10,260.00</strong></td>
<td><strong>$855.00</strong></td>
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### Office Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Total</th>
<th>Monthly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Supplies</td>
<td>$1,200.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>Dues/Subscrp/Memberships</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Equipment (Copier rental)</td>
<td>$2,820.00</td>
<td>$235.00</td>
</tr>
<tr>
<td>Postage</td>
<td>$660.00</td>
<td>$55.00</td>
</tr>
<tr>
<td>Bank charges</td>
<td>$360.00</td>
<td>$30.00</td>
</tr>
<tr>
<td>Office Assistance (temp)</td>
<td>$600.00</td>
<td>$50.00</td>
</tr>
<tr>
<td>Printing</td>
<td>$1,200.00</td>
<td>$100.00</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$6,840.00</strong></td>
<td><strong>$570.00</strong></td>
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### Insurance

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Total</th>
<th>Monthly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>D/O Liability</td>
<td>$660.00</td>
<td>$55.00</td>
</tr>
<tr>
<td>General Liability</td>
<td>$7,750.00</td>
<td>$645.83</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>$8,410.00</strong></td>
<td><strong>$700.83</strong></td>
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</tbody>
</table>

### Professional Services

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Total</th>
<th>Monthly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting / Bookkeeping</td>
<td>$5,700.00</td>
<td>$475.00</td>
</tr>
<tr>
<td>Legal services</td>
<td>$900.00</td>
<td>$75.00</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$6,600.00</strong></td>
<td><strong>$550.00</strong></td>
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</table>

### Marketing & Promotions

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Total</th>
<th>Monthly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>$2,000.00</td>
<td>$166.67</td>
</tr>
<tr>
<td>Events</td>
<td>$18,000.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$20,000.00</strong></td>
<td><strong>$1,666.67</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Total</th>
<th>Monthly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website mngt./hosting</td>
<td>$1,080.00</td>
<td>$90.00</td>
</tr>
<tr>
<td>Annual Report</td>
<td>$275.00</td>
<td>$22.92</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>$1,355.00</strong></td>
<td><strong>$112.92</strong></td>
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Please contact the following agencies in Stockton for assistance in obtaining FREE food, shelter, showers, clothing, and other support services.

**See Back of Card**
## 2012 MMID APPROVED BUDGET

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enhanced Maintenance</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trash Removal</td>
<td>$13,800.00</td>
<td>$1,150.00</td>
</tr>
<tr>
<td>Graffiti Removal</td>
<td>$13,800.00</td>
<td>$1,150.00</td>
</tr>
<tr>
<td>Trash &amp; Graffiti Supplies</td>
<td>$1,200.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>Sidewalk Cleaning</td>
<td>$8,600.00</td>
<td>$716.67</td>
</tr>
<tr>
<td>Ambassador Program Expense</td>
<td>$550.00</td>
<td>$45.83</td>
</tr>
<tr>
<td>Façade Program</td>
<td>$900.00</td>
<td>$75.00</td>
</tr>
<tr>
<td>Seasonal Watering</td>
<td>$4,200.00</td>
<td>$350.00</td>
</tr>
<tr>
<td>Landscaping/Beautification</td>
<td>$700.00</td>
<td>$58.33</td>
</tr>
<tr>
<td>Infrastructure/Improvements</td>
<td>$12,000.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td>$55,750.00</td>
<td>$4,645.83</td>
</tr>
<tr>
<td><strong>Public Safety and Security</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMID Security</td>
<td>$72,000.00</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>No Loitering/Panhandling Program</td>
<td>$600.00</td>
<td>$50.00</td>
</tr>
<tr>
<td>UOP/Pacific Supplemental</td>
<td>$33,600.00</td>
<td>$2,800.00</td>
</tr>
<tr>
<td>Harding Supplemental</td>
<td>$24,360.00</td>
<td>$2,030.00</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td>$130,560.00</td>
<td>$10,880.00</td>
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<tr>
<td><strong>Miscellaneous</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PBID Renewal Fund (Savings)</td>
<td>$2,000.00</td>
<td>$166.67</td>
</tr>
<tr>
<td>2012 PBID Renewal balance</td>
<td>$4,000.00</td>
<td>$333.33</td>
</tr>
<tr>
<td>Reserve Fund (10% of assessments)</td>
<td>$2,340.00</td>
<td>$195.00</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td>$8,340.00</td>
<td>$695.00</td>
</tr>
<tr>
<td><strong>Expense Total</strong></td>
<td>$303,555.00</td>
<td>$25,294.58</td>
</tr>
</tbody>
</table>
Mile Expenses

Expenses

(A) Administrative costs include the staff salary and health benefits, payroll taxes and expenses, insurance for staff, board, and events, office expenses such as rent, telephone, office supplies, postage, bank charges, accounting and bookkeeping, legal fees, and occasional outside office assistance. Administrative costs for 2011 totaled $85,395.

(B) Marketing and Promotions (M&P) includes advertising, sponsorships, internet and website, and promotional printing. M&P also includes the Reimbursable Expenses as described below. M&P expenses totaled $20,247.

(C) District Services include litter removal, graffiti removal, maintenance, supplies, security, sidewalk cleaning, landscape maintenance and beautification, the MMID Façade Reimbursement program, and sales tax. District services totaled $115,754.

Reimbursable Programs

(A) MMID Special Events in 2011 included the Stockton is Magnificent event, Pets on Parade, the Mile 90th Birthday Celebration and Car Show. Additional special event expenses included advertising flyers in which merchants purchase ad space. Expenses for special events totaled $25,045 and revenue totaled $19,302. The sum, along with Miscellaneous Projects (C below, $125), are funded under Marketing and Promotions and thus the Reimbursable Programs net loss is $5,868.

(B) Parking Lot Project was funded by the City of Stockton and was project-managed by the MMID. The MMID’s expense in the project was payment of insurance during the four months of construction on three parking lots owned by the City. As contractors completed assigned tasks, an invoice was submitted to the MMID, which was paid, and then the City reimbursed the MMID for the invoice. The project’s total budget was $250,000. At year’s end the project was nearing completion, with a total paid out to contractors in the amount of $164,622 and reimbursements from the City totaling $141,163. Net amount owed to the MMID at the close of the year was $23,460.

(C) Miscellaneous projects include the purchase of yearbooks for the Workability students who volunteer to provide gardening, clean up and special event services to the MMID and its merchants. The cost of the yearbooks was $250 and individuals contributed $125 towards those costs, for a net expense to the MMID of $125.

Total 2011 expenses were $221,396

<table>
<thead>
<tr>
<th>Administrative</th>
<th>$17,192.78</th>
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<tbody>
<tr>
<td>Office Expenses</td>
<td>$6,432.87</td>
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<tr>
<td>Professional Services</td>
<td>$7,735.00</td>
</tr>
<tr>
<td>Insurance</td>
<td>$54,034.73</td>
</tr>
<tr>
<td>Staff Expenses</td>
<td>$85,395.38</td>
</tr>
<tr>
<td>TOTAL ADMIN EXPENSES</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing and Promotions</th>
<th>$2,558.05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>$7,387.75</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$2,731.47</td>
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<tr>
<td>Internet/Website</td>
<td>$1,701.35</td>
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<tr>
<td>Printing</td>
<td>$5,868.00</td>
</tr>
<tr>
<td>Special Events and Misc. Projects</td>
<td>$20,246.62</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>District Services</th>
<th>$14,015.15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Litter &amp; Trash Removal</td>
<td>$13,006.27</td>
</tr>
<tr>
<td>Graffiti / Maintenance</td>
<td>$729.32</td>
</tr>
<tr>
<td>Litter / Graffiti supplies</td>
<td>$57,585.47</td>
</tr>
<tr>
<td>General Security</td>
<td>$20,651.12</td>
</tr>
<tr>
<td>Supplemental Security</td>
<td>$4,360.00</td>
</tr>
<tr>
<td>Sidewalk cleaning</td>
<td>$3,784.84</td>
</tr>
<tr>
<td>Landscape/Beautification</td>
<td>$300.00</td>
</tr>
<tr>
<td>Façade Program</td>
<td>$1,322.11</td>
</tr>
<tr>
<td>Other Expenses</td>
<td></td>
</tr>
<tr>
<td>TOTAL SERVICES</td>
<td>$115,754.28</td>
</tr>
</tbody>
</table>

Renovated parking lot 5
Mile Expenses

Administrative
Total = $85,395.38
- Office Expenses
- Professional Services
- Insurance
- Staff Expenses

Marketing and Promotions
Total = $20,246.62
- Advertising
- Sponsorship
- Internet/Website
- Printing
- Special Events

District Services
Total = $115,754.28
- Litter & Trash Removal
- Graffiti Removal & Maintenance
- Litter and Graffiti removal supplies
- General Security
- Supplemental Security
- Sidewalk cleaning
- Landscape/Beautification
- Façade Program
- Other Expenses
(1) Pets on Parade, (2 & 3) 90th Birthday Celebration and Car Show, (4) Stockton is Magnificent Official Greeter, (5) Fourth of July Parade, and (6) Breast Cancer Survivor Birthday Cake
Miracle Mile Improvement District
2540 Pacific Avenue, Suite 3
Stockton, CA 95204

2012 MMID ANNUAL REPORT