



MIRACLE MILE IMPROVEMENT DISTRICT
2009 ANNUAL REPORT

UNITY IN OUR COMMUNITY
ENSURING OUR SUCCESS. SUSTAINING OUR LEGACY.

DIRECTORY

Shop, Dine & Enjoy
THE MIRACLE MILE
 Stockton, California



- Dining**
- RESTAURANTS, CAFES & LOUNGES**
- 109 ALGER RESTO
 - 118 ANAKREY CAFE & HOOKAH BAR
 - 140 BACK BAY RESTAURANT
 - 147 BAKIN BAKING ICE CREAM
 - 148 CASH FLORES MEXICAN RESTAURANT
 - 150 CENTRAL LAKE & LOU
 - 158 CBO BY VINO GOURMET PIZZA & WINE CAFE
 - 160 COCCO'S LAMINE RESTAURANT & BAR
 - 161 DUCK NOOD RESTAURANT & CATERING
 - 162 FARMHOUSE COFFEE HOUSE
 - 163 GIAN'S ITALIAN DELI
 - 164 GOURMET BURRITO
 - 165 GUSTO'S HOT WINGS
 - 166 HOUSE OF SHINE ESPRESSO CAFE
 - 167 JACK IN THE BOX
 - 168 KIMBERLY'S MEATS DELI BBQ
 - 169 LITTLE CAESARS PIZZA
 - 170 LITTLE CAESARS PIZZA
 - 171 MANNY'S CALIFORNIA FRESH CAFE
 - 172 MARINE VIDEO LOUNGE, BAR & GRILL
 - 173 MCDONALD'S
 - 174 MEDICINE CHINESE CUISINE BUFFET
 - 175 MOLIN ROSSO LOUNGE
 - 176 PACIFIC PIZZA
 - 177 PETA MEDITERRANEAN DELI & MARKET
 - 178 PIZZERIA TALL PIZZA
 - 179 POLYNESIAN VENTURES CUISINE
 - 180 SAMP CAFE
 - 181 SELL CANTINE
 - 182 SHANGHAI STREET THAI RESTAURANT
 - 183 SHERWOODS COFFEE
 - 184 SLEWKEY
 - 185 SOUTHERN CALIFORNIA RESTAURANT
 - 186 TACO BELL
 - 187 TACO BELL
 - 188 TACO BELL
 - 189 TACO BELL
 - 190 TACO BELL
 - 191 TACO BELL
 - 192 TACO BELL
 - 193 TACO BELL
 - 194 TACO BELL
 - 195 TACO BELL
 - 196 TACO BELL
 - 197 TACO BELL
 - 198 TACO BELL
 - 199 TACO BELL
 - 200 TACO BELL
- Shopping**
- ANTIQUES & CRAFTS**
- 101 A&A ANTIQUES
 - 102 ARTISTS CREATIVES VINTAGE MOOD
 - 103 HUBER & HUBER ANTIQUES
 - 104 ARTS WITH THEM BOUTIQUE
 - 105 SPANISH CLOTHING & FURNITURE
 - 106 TRUSSARDI THOSE ANTIQUES & CLOTH APPRISERS
- APPAREL - MEN**
- 107 DIVISION 2
 - 108 WYLLIST FASHION LOUNGE
- APPAREL - WOMEN**
- 109 STANHOPE CLOTHING & FURNITURE
- APPAREL - SHOES**
- 110 FOOT SOLUTIONS
- BRIDAL SHOPS**
- 111 BEA'S BRIDAL SHOP
 - 112 DAMARIS WEDDING DESIGN
 - 113 J&K BRIDAL SHOP
 - 114 PATY'S DECORATIONS & TERRESTA'S BRIDAL
- CELLULAR EQUIPMENT & COMPUTERS**
- 115 MEN WIRELESS
 - 116 B&P COMPUTER SERVICE
 - 117 BILLY'S COMPUTERS SERVICES
 - 118 MEN WIRELESS
 - 119 METROPCS
 - 120 VERIZON WIRELESS SUPERSTORE
- COMICS**
- 121 ALL ABOUT BOOKS
 - 122 BROOKLYN BOOKS & MORE STUDIO
 - 123 HONEY BEAUTY BOUTIQUE
- FLOORS**
- 124 EL DORADO FLOOR
 - 125 J&J FLOORS
 - 126 SAN FRANCISCO FLOOR
- GALLERIES**
- 127 STOCKTON ART LEAGUE
- HOME & KITCHEN**
- 128 AMBANCE HOME ACCENTS & INTERIOR DESIGN
 - 129 ARCHITECTURAL ANTIQUES
 - 130 FURUSHIMA CUSTOM FRAMING
 - 131 HANCOCK DESIGN
 - 132 KATHLEEN'S CLEANING SERVICES
 - 133 SPANISH CLOTHING & FURNITURE
 - 134 WITH GARDEN FLAIR
- JEWELERS**
- 135 KEN SCHMIDT JEWELERS
 - 136 MARCELLO JEWELERS
 - 137 THE HONORED WATCH REPAIR
- PAINT - EQUIPMENT & SUPPLIES**
- 138 INLAND PAINT
 - 139 STOCKTON COLOR CENTER, BENJAMIN MOORE PAINTS
- PETS**
- 140 DOG ROYALTY
- SPECIALTY SHOPS**
- 141 ALL COME SHOP
 - 142 AVENUE COINS & CURRENCY
 - 143 KYLE PIN MAKING SHOP
 - 144 MANGO SQUARE
 - 145 BILL MUSIC SALES & RENTALS
 - 146 PAPERWORKS
 - 147 PANDA GIRL PARTY CO.
 - 148 STOCKTON GUN EXCHANGE
 - 149 TAP PLASTICS
- SMOKE SHOPS & SPIRITS**
- 150 DISCOUNT CIGARETTES STORE
 - 151 KYLE PIN MAKING SHOP
 - 152 MANGO SQUARE
 - 153 SUPER CIGARETTES & CONVENIENCE STORE
- SUPERMARKET, BEVERAGES & SNACKS**
- 154 KIM'S ASHONS
 - 155 LUCIANO'S MORE
 - 156 S-MART FOODS
 - 157 WALGREENS
- ACCOUNTANTS & TAX SERVICES**
- 158 BERNARD PEREA PUBLIC ACCOUNTANT
 - 159 CALDERA CASTELLO ENTERPRISES
 - 160 GUTIERREZ PROFESSIONAL SERVICE
 - 161 JACKSON HOWITT TAX SERVICE
- ARCHITECTS, CONTRACTORS & ENGINEERS**
- 162 ALEXANDER SENECA & ASSOCIATES, INC.
 - 163 CHAIRES LESTER AND DESIGN CONSULTANTS
 - 164 JEFF GAMMON LANDSCAPE ARCHITECTURE
 - 165 L&A PARTNERS
 - 166 MFRD ARCHITECTURE
 - 167 THE HOMEWELFARE CONTRACTING SERVICES
- ATTORNEYS AT LAW, LEGAL SERVICES**
- 168 ANNES PARALEGAL CLINIC
 - 169 DRIVER'S LICENSE LAW OFFICE
 - 170 HANK WATTS ATTORNEY AT LAW
 - 171 K. ROBERT FOSTER ATTORNEY AT LAW
 - 172 LAW OFFICES OF LAWRENCE M. KNAPP
 - 173 ROBERT W. JOHNSON ATTORNEY AT LAW
 - 174 STEVEN S. DANES ATTORNEY AT LAW
 - 175 TARR LAW FIRM
- AUTOMOTIVE & TRANSPORTATION**
- 176 ARCO CAR & TRUCK
 - 177 ARCO GAS STATION & MINI MART
 - 178 ARCO SERVICE CENTER
 - 179 FAST & EASY MART GAS STATION
 - 180 PACIFIC SHIFTERS
 - 181 STOCKTON CYCLES
- BANKING & MORTGAGE LENDERS**
- 182 AMERIFIRST MORTGAGE LENDERS
 - 183 CHECK N GO
 - 184 CREDIT BANK
 - 185 NOR CAL MORTGAGE
 - 186 PACIFIC MORTGAGE
 - 187 STOCKTON FINANCIAL LOANS & REAL ESTATE
- CLEANERS, TAILORS & SHOE REPAIR**
- 188 A-1 CLEANERS
 - 189 CANON DRY CLEANING COMPANY
 - 190 CANON DRY CLEANING
 - 191 K&S TAILORING
 - 192 MARRIAGE MILE SHOE REPAIR
 - 193 PACIFIC MARRIAGE CLEANERS
- EDUCATION**
- 194 EL DORADO ELEMENTARY SCHOOL
 - 195 TRULAN LANGUAGE CENTER
 - 196 MARCELLO MILESTONE READING & SPELLING CENTER
 - 197 SPRINGER LINGUISTIC SCHOOL
 - 198 STOCKTON UNIFIED SCHOOL DISTRICT SCHOOL FOR ADULTS
- ENGRAVERS - GLASS, METAL, PLASTIC, WOOD**
- 199 K&S ENGRAVING
 - 200 STENSON'S ENGRAVING
- HEALTH & FITNESS**
- 201 BALANCE PHYSICAL THERAPY & PILATES
 - 202 BIKRAM YOGA
 - 203 THE YOGA CENTER
- INSURANCE**
- 204 ALLSTATE INSURANCE
 - 205 COST LESS INSURANCE
 - 206 FARMERS INSURANCE
 - 207 PROTECTOR PROVISIONS INSURANCE
- MAIL & COPYING SERVICES**
- 208 PACIFIC MAIL & COPY CENTER
 - 209 UNITED STATES POST OFFICE
- MARKETING, ADVERTISING & PHOTOGRAPHY**
- 210 FERNANDEZ ADVERTISING AND DESIGN
 - 211 FLAHERTY'S PHOTOGRAPHY
 - 212 FORTY EIGHT PHOTOGRAPHY
 - 213 K&S ASSOCIATES
 - 214 YOUNG ADVERTISING, INC.
- MEDICAL & HEALTHCARE**
- 215 ALL ABOUT HEALTH ALTERNATIVE HEALTH CARE
 - 216 SHARON CENTER
 - 217 DONALD GARCIA, MD
 - 218 CHRISTIE CHIROPRACTIC
 - 219 JAMES COULSON, DC
 - 220 HEDSON ORTHOTIC & PROTHETIC ENTERPRISES
 - 221 KULINDO G. SIVAYLA, MD, INC.
 - 222 M. LUISA SERRANO, DMD
 - 223 MEDICAL DIVERSITY CENTER
 - 224 SAN JOAQUIN CARDS/COO MEDICAL GROUP, INC.
 - 225 RICHMOND, FERNANDEZ DENTISTRY
 - 226 STOCKTON PHYSICAL THERAPY
 - 227 SUITER HEARING AID CENTER
 - 228 SUGIYAMA SMITH, D.C., CHIROPRACTIC
- PUBLIC SERVICES & ORGANIZATIONS**
- 229 CENTRAL VALLEY ASIAN AMERICAN CHAMBER OF COMMERCE
 - 230 COMMUNICATION WORKERS OF AMERICA
 - 231 HOME & LAST FOSTER FAMILY AGENCY
 - 232 MIRACLE MILE IMPROVEMENT DISTRICT (MMID)
 - 233 SANDAQUIN PEACE & JUSTICE NETWORK
- REAL ESTATE & PROPERTY MANAGEMENT**
- 234 ANNE REALEY / SOCIETY PUBLIC
 - 235 BETTY COOK REALTY
 - 236 ELDER REALTY
 - 237 ELDER REALTY
 - 238 ELDER REALTY
 - 239 DOUGHERTY PROPERTIES
 - 240 FIRST COMMERCIAL REAL ESTATE & BROKING SERVICES
 - 241 FETTERS VERA RESIDENTIAL APPRAISAL
 - 242 FORTSON ASSOCIATES REAL ESTATE, INC.
 - 243 JOAQUIN & ASSOCIATES
 - 244 PACIFIC PROPERTIES MANAGEMENT
 - 245 PEARL AND COMPANY REALTORS
 - 246 PROPERTY MANAGEMENT EXPERTS
 - 247 R. THOMAS AND SON, INC.
 - 248 REED ROBBING REALTOR
 - 249 SCHOEN REALTY
 - 250 WERNER PROPERTIES
- REHABILITATION**
- 251 CHURCH OF SCIENTOLOGY
 - 252 CHRISTIAN SCIENCE READING ROOM
 - 253 FIRST METHODIST UNIVERSITY CHURCH
 - 254 MESSON OF SAN JOAQUIN
 - 255 THE POTTER HOUSE CHURCH
- RENTAL FACILITIES - FILM, CONCERTS, PERFORMANCE, SPECIAL EVENTS**
- 256 EMPIRE THEATRE
- SALONS, NAILS & BARBER SHOPS**
- 257 A WILD HAIR SALON
 - 258 AFFAIR WITH HAIR SALON
 - 259 ATTRACTION BEAUTY SALON
 - 260 AUNTIE'S BARBER SHOP
 - 261 BEAT NAILS
 - 262 CHANDELIER HAIR SALON
 - 263 DELONY'S SALON
 - 264 ELEGANT NAILS
 - 265 FILLER HAIR SALON & SUPPLY HOUSE
 - 266 FRANGE SALON
 - 267 HONEY BEAUTY SALON & SUPPLY
 - 268 HONEY BEAUTY SALON & SUPPLY
 - 269 HONEY BEAUTY SALON & SUPPLY
 - 270 HONEY BEAUTY SALON & SUPPLY
 - 271 HONEY BEAUTY SALON & SUPPLY
 - 272 HONEY BEAUTY SALON & SUPPLY
 - 273 HONEY BEAUTY SALON & SUPPLY
 - 274 HONEY BEAUTY SALON & SUPPLY
 - 275 HONEY BEAUTY SALON & SUPPLY
 - 276 HONEY BEAUTY SALON & SUPPLY
 - 277 HONEY BEAUTY SALON & SUPPLY
 - 278 HONEY BEAUTY SALON & SUPPLY
 - 279 HONEY BEAUTY SALON & SUPPLY
 - 280 HONEY BEAUTY SALON & SUPPLY
 - 281 HONEY BEAUTY SALON & SUPPLY
 - 282 HONEY BEAUTY SALON & SUPPLY
 - 283 HONEY BEAUTY SALON & SUPPLY
 - 284 HONEY BEAUTY SALON & SUPPLY
 - 285 HONEY BEAUTY SALON & SUPPLY
 - 286 HONEY BEAUTY SALON & SUPPLY
 - 287 HONEY BEAUTY SALON & SUPPLY
 - 288 HONEY BEAUTY SALON & SUPPLY
 - 289 HONEY BEAUTY SALON & SUPPLY
 - 290 HONEY BEAUTY SALON & SUPPLY
 - 291 HONEY BEAUTY SALON & SUPPLY
 - 292 HONEY BEAUTY SALON & SUPPLY
 - 293 HONEY BEAUTY SALON & SUPPLY
 - 294 HONEY BEAUTY SALON & SUPPLY
 - 295 HONEY BEAUTY SALON & SUPPLY
 - 296 HONEY BEAUTY SALON & SUPPLY
 - 297 HONEY BEAUTY SALON & SUPPLY
 - 298 HONEY BEAUTY SALON & SUPPLY
 - 299 HONEY BEAUTY SALON & SUPPLY
 - 300 HONEY BEAUTY SALON & SUPPLY
- SCREENING AND EMBROIDERY**
- 301 CALIFORNIA TEES
- STARTING SERVICES**
- 302 EAST WEST STAFFING
 - 303 EAST WEST STAFFING SERVICE
- TATTOO PARLORS**
- 304 UPTOWN INK
 - 305 INK-A-HA TATTOO
 - 306 MELISSA SANTOS CANVAS TATTOO

SHOPPING + DINING + SERVICES + ARTS & ENTERTAINMENT

OUR MISSION

The Miracle Mile Improvement District (MMID) is a non-profit organization that works on behalf of the tenants and commercial property owners within 31 blocks. The MMID is committed to excellent management, marketing, security, maintenance, advocacy, economic and community development of the district.

The MMID is governed by a Board of Directors representing commercial property owners, business owners, the City of Stockton and the Stockton Unified School District.



VISION

The Miracle Mile is the Central Valley's premier pedestrian-friendly lifestyle center of unique dining, shopping, arts, entertainment and services.

MISSION

Property owners, businesses, and the community unite to promote the economic vitality of the Miracle Mile.

CORE VALUES

- Safety
- Clean & Beautiful
- Economic Vitality & Advocacy
- Branding & Image
- Community Quality of Life



TABLE OF CONTENTS



2	District Map
3	Vision & Mission
4	Table of Contents
5	Message
6	Year One
7	A More Appealing Mile
8	A Safer Mile
9	Economic Development & Advocacy
10	Marketing: Special Events
11	Marketing: Promotions
12	Marketing: Partnerships
13	Marketing: Public Relations
14	Financial Summary
15	Mile Leadership: Board of Directors
16	Mile Leadership: Committees & Staff
17	Mile Members
18	Mile Businesses

PHOTOS: Top to bottom—Jazz on the Mile fan, Trolley Loop, New London Plane Sycamore tree planting, Pub Crawl guests.

MESSAGE



Dear Members and Friends,

In our inaugural year, the MMID saw our property owners, businesses, and neighbors herald in a new era of collaboration. We engaged new partners on Harding Way and up to Alpine Avenue as well as the City of Stockton, the University of the Pacific and Stockton Unified School District. We launched our four pillars programming of safety; clean and beautiful; marketing; and economic development and advocacy. And together, these fortified our core assets, broadened our outreach and strengthened new initiatives.

The MMID was created to drive new energy to and through the Mile with a united vision, committed leadership, strong fiscal management, and solid strategic planning for our long-term success and vitality. This annual report will provide an overview of some of our proudest accomplishments and progress over the year as we continue to champion the Mile.

We greatly appreciate the support, guidance, and insight of all of the MMID property owners, businesses, and partners who made this year possible and look forward to a rewarding 2009.

Sincerely,

Dougherty
President, Board of Directors

Emily Ballus
Executive Director

Kevin



Kevin Dougherty
President
MMID Board of Directors



Emily Ballus
Executive Director



YEAR ONE

A GREAT INAUGURAL YEAR

The Miracle Mile Improvement District had a great inaugural year thanks to our dedicated staff, new programs, bigger and better events, and the robust support of our members, public partners, corporate backers and neighborhood community.

Launched in January 2009, the Miracle Mile Improvement District (MMID) is a 501c(6) non-profit improvement district. The MMID works to establish a better promoted, more attractive, safer and cleaner Mile while addressing property and business owners' common concerns. The new District expanded the classic Mile to Alpine and Harding Way on Pacific Avenue and added Harding Way from Lincoln to El Dorado. A key goal of the expanded district is to foster positive perceptions of the whole district while promoting economic vitality throughout.

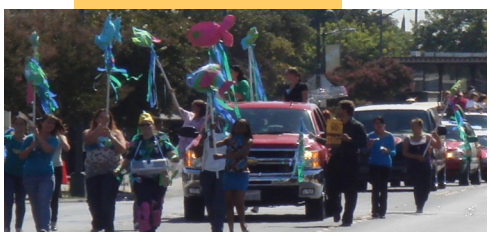
The MMID is a public-private partnership with property owners, the City of Stockton and the Stockton Unified School District. Funding for the MMID is chiefly generated through an additional assessment on property taxes.

This assessment funding primarily supports the four pillars of the Miracle Mile Improvement District, which are:

- Safety
- Improvements & Beautification
- Advocacy and Economic Vitality
- Marketing and Promotions

To follow what's happening on the Miracle Mile, please visit our website at StocktonMiracleMile.com

PHOTOS: Top to bottom—Stockton Empire Theatre, Pacific students event on the Mile, Stagg High School Homecoming Parade, Pacific and Delta students perform at the Farmers' Market.



A MORE APPEALING MILE

The MMID augments the baseline services provided by the City of Stockton including security, sidewalk cleaning, and trash removal.

The Clean Team: People are attracted to clean places so the Mile invests in a cleaning program that includes street sweeping, pressure washing, hands-on graffiti removal and other clean-up.

- Zone 1: Pacific from Harding Way to Regent and Harding Way from Lincoln to El Dorado sidewalks cleaned 11 times this year .
- Zone 2: Pacific Avenue from Regent to Alpine sidewalks cleaned 2 times this year.
- Zone 1 and 2 trash picked up and removed 6 days per week.
- 53 instances of graffiti removed, recorded. Photos provided to the Stockton police.
- Sticker removal from posts, streetlights, signage, bollards, and storefronts, gum scraped from the sidewalks, and tree debris removed.
- Submitted and followed-up on twelve (12) tenant requests for City service on the Mile for potholes, storm drain issues, and graffiti.

BEAUTIFICATION: How a place looks is important, so we work to keep the Mile's appearance appealing. The beautification program includes flower baskets, tree plantings, and planter repairs as well as physical design upgrades and improvement.

- Created and submitted to the City of Stockton a master improvement plan for Harding Way to integrate the south end of the Mile into the traditional area.
- Bi-annual installment of 128 flower baskets with ongoing maintenance, repairs, and replacement.
- Planted 14 new London Plane Sycamore trees to replace dead or missing trees, which completed Phase 1 of the District plan for tree plantings.
- Lobbied and received permission from the City of Stockton to trim trees on Harding Way, Wyandotte, Cleveland, and Maple.



A SAFER MILE

SAFETY: Delta Hawkeye serves as the MMID's security arm. Delta Hawkeye keeps in close contact with the MMID and elevates safety on the Mile by deterring criminal and suspicious activity as well as reporting maintenance issues such as debris and broken glass, streetlight outages, and general observations.

- Added extra uniformed security officers to patrol the Mile; one bike security officer and one patrol car security officer.
- Added a dedicated, logo'd security vehicle.
- Established a partnership with the Stockton Police, SUSD Police, Pacific Police, Sherwood Mall, Weberstown Mall, and Stone Brothers security to track criminal trends and share information.
- Established a Mile Alert program that advises and notifies merchants and businesses via email of ongoing suspicious activity on the Mile.
- Actively worked with police on graffiti deterrence and prompt removal reducing overall graffiti incidents.
- Advised residents of our security contact resulting in accommodating two (2) citizen requests for security and two (2) reports of vandalism by neighbors. As a result, two (2) arrests were made.
- Added a new lighted crosswalk at Alder and Pacific.
- Actively worked to discourage panhandling, loitering, and other unbecoming behavior.
- Reported and tracked streetlight outages and repairs, glass in parking lots, and other "broken window" symptoms.



ECONOMIC DEVELOPMENT & ADVOCACY

The MMID works to foster support, secure additional funding for and champion the merits of the Miracle Mile to City politicians, local residents, potential businesses, and other civic groups and organizations.

CAPITAL IMPROVEMENTS: In 2009, the MMID was able to secure \$250,000 from the City of Stockton for capital improvements on the Miracle Mile. After a ten-month capital improvement campaign, the City Council approved a funding resolution in November. Currently, the MMID is developing a master plan for this deferred maintenance and capital improvement allocation.

Improvements shall include:

- Parking lot paving
- Planter repair
- Signage upgrades
- Trash Corrals
- Street Lights

2009 TIMELINE IMPROVEMENT CONSTRUCTION

January	Design proposals due
February	City approval of plan
April	Design proposal selected
May	Design contract completed
August	Project groundbreaking

LIGHTED CROSSWALK: Earlier in the year, the City installed a lighted crosswalk at Alder and Pacific. The lighted crosswalk will assist with a safer pedestrian crossing at that high traffic mix intersection. The approximate cost for the installation was \$50,000.

WEBSITE LISTING OF REAL ESTATE: The MMID added a new webpage featuring properties, with photos, available for rent on the Mile. The addition made it possible to show properties virtually and expand customer opportunities beyond Stockton's borders.



MARKETING



In the first year, the MMID expanded its marketing programs through special events, promotions, partnerships and public relations. We produced events that helped businesses raise awareness of their products and services. Our promotions and advertising encouraged residents, visitors, and employees to visit the Mile.

SPECIAL EVENTS. Our special events were designed to showcase Mile businesses.

MARCH~MUSIC ON THE MILE

Participating Restaurants offered jazz music performed by Pacific and Delta College students. The evening culminated with a Jazz concert at the Empire Theatre.

APRIL~JAZZ ON THE MILE

Celebrated in partnership with the University of the Pacific's Brubeck Festival, over 600 jazz fans enjoyed performances by musicians from as far away as Russia. The MMID received exposure alongside Washington DC in the "The Real Ambassadors" bi-coastal festival marking the 50th anniversary of the Dave Brubeck Quartet's first tour outside the U.S.

JUNE/JULY~FARMERS' MARKET

The Mile collaborated with the Stockton Certified Farmers' Market to launch Stockton's first evening Farmers' Market, which was held at the SUSD School for Adults. Cut short by weather and the area's wild fires, the market is expected to return in 2009.

AUGUST & DECEMBER~FALL CRAWL & COLD CRAWL

In conjunction with the Downtown Stockton Alliance, select restaurants and lounges offered free music, appetizers and drink specials, a ticket to the Ports or Thunder game, and Free Trolley rides for participants.

OCTOBER~HALLOWEEN PARADE

Over 2000 youth participated in the annual Halloween event where Mile store owners provided treats and candy.

NOVEMBER~AVENUE AUTUMN SHOWCASE (stroll & piano concert)

Select Mile stores hosted an exclusive shopping event with wine and gourmet appetizers provided by Mile restaurants. The event culminated in a piano concert at the Empire Theatre.

DECEMBER~HOLIDAY STROLL

Live music, extended hours at stores, hot chocolate, cider and cookies offered, a visit by Santa and the Christmas Tree lighting highlighted the evening.

DECEMBER~SHOP LOCAL FIRST (extended hours campaign)

Select Mile stores extended shopping hours until 8pm on Thursdays-Saturdays from November 28-December 20. A radio campaign promoted the event.

MARKETING

PROMOTIONS. In addition to special events, the Mile developed a sleek "look" for events and advertising pieces to energize and revitalize the MMID brand.

BI-MONTHLY NEWSLETTER

Launched in July and distributed bi-monthly to the surrounding neighborhood and merchants.

I just received my first issue of The Miracle Mile news on my doorstep today. This was great! Wonderful color and great news and articles. I think I like the small boxed articles and news. Thank you so much for highlighting Stagg High School. We are Stagg Football fans and just feel that these kids deserve some recognition.... Thank you for allowing them to parade down the miracle mile. Looking forward to many more issues.

Christine H. N Tuxedo Avenue

FARMERS' MARKET

Event street banners to celebrate the market as well as provide a visual for future banner sponsors.

2009 STOCKTON VISITOR'S GUIDE AD

Partnership with participating Mile restaurants to provide a full-page, full-color ad for the annual guide.

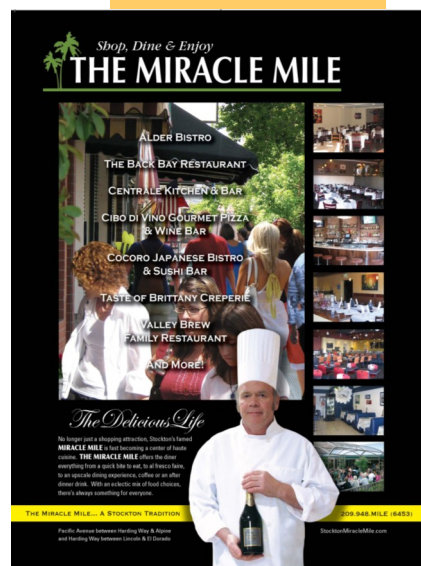
AVENUE AUTUMN SHOWCASE ensemble

Themed tickets, invitations, posters, programs to promote the event sponsored by the Mile, The Women's Center of San Joaquin County and Michael-David Vineyards.

HOLIDAY STROLL ensemble

Themed posters and programs to highlight participating Mile businesses and provide a schedule of events.

SHOP LOCAL FIRST. Launched campaign to drive shoppers to the Mile and support our locally owned stores, which was then used by other retail outlets and civic organizations throughout San Joaquin County.



MARKETING

PARTNERSHIPS. In addition to promoting events, the Mile formed partnerships with several organizations in town to stay connected to and attract participants of other community groups, engage civic leaders, share costs and double exposure.

1st INTERNATIONAL SAN JOAQUIN FILM FESTIVAL

The 2009 inaugural festival saw the Mile host 30 shows and 50 films. Subsequently, the San Joaquin Film Society, the Film Festival's parent company, is planning to host over 120 shows and 300 films on the Mile in 2009.

PACIFIC MARKETING CLASS PROJECT

Collaborated with the University of the Pacific Senior Students Marketing Class. Created a district directory, dining guide, and marketing plan themed "Time to Discover the Miracle Mile" designed to attract students to the Mile.

PACIFIC STUDENTS PARTY ON THE MILE

A marketing class project in conjunction with the MMID and RTD Trolley. Students held a Pacific students event at Valley Brew, publicized the event on campus and FaceBook. Student ridership was the fourth largest ridership for an RTD Trolley launch event.

PACIFIC-MIRACLE MILE—DOWNTOWN TROLLEY LOOP

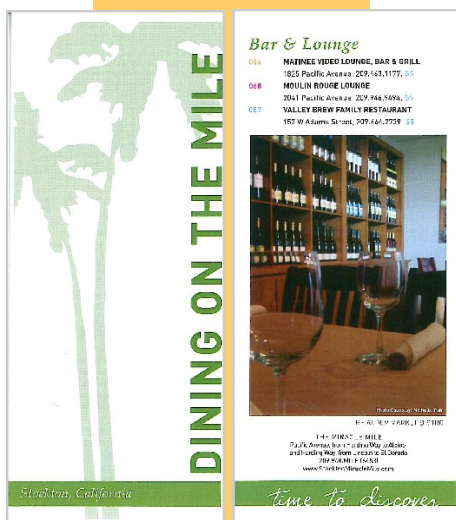
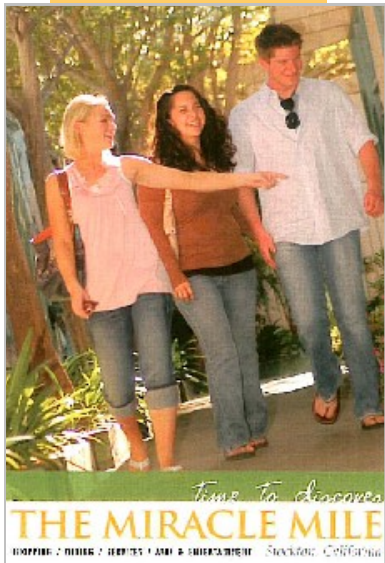
A partnership with Pacific (UOP), RTD, Downtown Stockton Alliance, Sheraton Hotel, & Sports Commission was formed to bring the Trolley to the University, the Mile, and the Downtown area. The trolley operated from September to December starting at Pacific to the Mile to Downtown and back. Ridership was FREE.

STAGG HIGH SCHOOL HOMECOMING PARADE.

After a 25 year hiatus from the Mile, Stagg returned with a parade for the Delta Kings' 51st homecoming. To produce the event, the Mile collaborated with Stagg High School, Stagg Booster Club, the City of Stockton and the Stockton Unified School District.

UNIVERSITY NEIGHBORHOOD RENAISSANCE PROGRAM

Community project sponsored by the City to improve mechanisms for citizens to interface and interact with the City for services. The Mile is in the heart of the University District, which is the pilot neighborhood for the City's Neighborhood Renaissance Program. Mile staff is active on the Renaissance Advisory Committee.



MARKETING

PUBLIC RELATIONS. Another avenue of promotion is media outreach. The MMID generated a variety of positive articles highlighting the district locally and regionally. Articles about the Mile have appeared regularly in *The Record*, and *San Joaquin Magazine*, as well as several articles penned by Sacramento magazines and *Stagg High School* proving the Mile's offerings intrigue the young and young-at-heart alike. Highlight articles include:

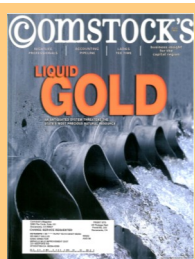
THE RECORD. March 3, 2009. LENS section. Article on the section front page discusses the Mile's Music on the Mile series.

SACRAMENTO MAGAZINE. April 2009. The article highlights one-day trips from Sacramento with the Miracle Mile featured as a destination.

THE RECORD. May 27, 2009. MONEY section. The section's front page. The article discusses the Mile becoming Stockton's "restaurant row."

COMSTOCK'S business and financial magazine, August 2009. The Article "A Taste of San Joaquin" discussed dining on the Miracle Mile and the offerings as a "vibrant restaurant row."

THE STAGG LINE. September 26, 2009. Hosting the Stagg High School Homecoming Parade on the Mile landed the Mile on the front page of the School's NSPA All American Hall of Fame Newspaper. Three days worth of coverage appeared in *The Record* as well as several positive Letters to the Editor.



A Taste of San Joaquin

The upscale dining trend is on full display along the Miracle Mile, a neighborhood shopping district on the south end of Pacific Avenue. A vibrant restaurant row has taken root, powered by Japanese-fusion Cocoro, owner-chef Daniel Peron cooking at A Taste of Brittany creperie, Siamese Street Thai Restaurant and the lively bistro scene at Alder Market & Catering Co. and Cibo di Vino. All locally owned and operated, these businesses have created a synergy that's redrawing the city dining map and redirecting dining trade.

"We're a hub, we're central and we have key restaurants that complement one another, concentrated in a walkable area," says Emily Ballus, executive director of the Miracle Mile Improvement District. "I think people are rediscovering us because they understand there's something special going on—a cosmopolitan direction that says something positive about Stockton."

That's a lure for restaurateurs like Jim Mihos, owner of Lodi's Back Bay, a steak and seafood favorite. Mihos decided to join the action here, leaving his Lodi site of 25 years to share "the hometown feel" of life on the Miracle Mile. He says the camaraderie of restaurateurs allows businesses to be complementary rather than competitive. "We're all so different from each other that we're really a draw for each other," Mihos says.

Excerpt from A Taste of San Joaquin by Howard Lichtman, Comstock's business and financial magazine, August 2009



Exploring the Miracle Mile.

This compact, easygoing, shopper-friendly district ...with small stores, low-profile brick and stucco building facades, public art, and ample (and free) street parking. More than a dozen new stores and eateries have opened in the past few years, and more are coming.

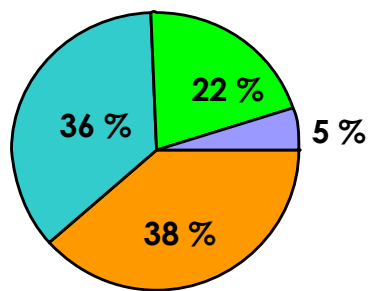


Excerpt from 1-Day Getaway-Stockton by Alan Humason,



FINANCIAL SUMMARY

EXPENSES



MMID 2009 EXPENSES (UNAUDITED)

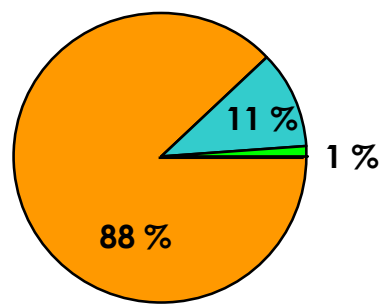
ADMINISTRATION: Accounting services, insurance, legal, office supplies, personnel, postage, rent, start-up costs, travel/meetings/conferences, equipment rental, utilities.

CLEAN & SAFE: Maintenance, fuels, personnel, supplies.

MARKETING: Advertising, event production, personnel, publications, partnerships, and public relations.

ECONOMIC DEVELOPMENT & ADVOCACY: Image, Streetscape/Landscape, special projects.

REVENUES



MMID 2009 REVENUES (UNAUDITED)

ASSESSMENTS: Consists of self-assessment fees of \$231,304.12 collected through the San Joaquin County property tax from 90 commercial real estate owners and 146 parcels within a 31-square block area. Assessment fee is based on the parcel and building square footage and level of services provided.

Zone 1 (Premium): \$.1276 per square foot per year. Pacific from Regent south to Harding Way and Harding Way from Lincoln east to El Dorado west.

Zone 2 (Basic): \$.0622 per square foot per year. Pacific from Regent north to Alpine south.

SPONSORSHIP: MMID Also secured revenue through sponsored events or publications.

MISCELLANEOUS: Interest income.

Based on the actual budget of \$261,385

Annual Assessments rate per Lot plus Building Square Footage is:

\$0.1276 per square foot

So, some examples of the annual payments for space are:

1000sq feet - \$127.60

2000 sq feet - \$255.20

3000 sq feet - \$382.80

4000 sq feet - \$510.40

Statement of Revenues & Disbursements January 1—December 31, 2009

Revenue	
Assessments	\$231,304
Sponsorship	21,365
Advertising	225
University of the Pacific	7,000
Other	<u>1,491</u>
Total Revenue	<u>\$261,385</u>
Expenses	
Administration & Corporate Operations	92,164
Marketing & Promotions	53,683
District Services	93,851
Landscape/Beautification	<u>13,070</u>
Total Expenses	<u>\$252,768</u>

MILE LEADERSHIP

2009-2009 BOARD OF DIRECTORS

The Miracle Mile Improvement District Board of Directors, comprised of an Executive Committee and supported by five sub-committees (Economic Development, Marketing, Beautification and Improvement, Security, and Finance), is made up of local property owners, business owners, residents, City and City Council representatives, a Stockton Unified School District representative and representatives from the University of the Pacific.

EXECUTIVE COMMITTEE

Kevin Dougherty, President
Property Owner & First Commercial Real Estate
Economic Development Committee, Chair

Kit Bennett, Vice President
Property Owner & Empire Theatre
Economic Development Committee

Kellie Jacobs, Secretary
Property Owner & Valley Brew Restaurant

Nancy Moore, Treasurer
Property Owner
Finance Committee, Chair

Arnold Chin
Fritz Chin Photography
Security, Chair

Russell Takeda
Cocoro Bistro & Sushi Bar
Marketing Committee

MEMBERS

Karen Carlson
Property Management Experts
Marketing Committee

Laura Duarte
Resident

Jeff Gamboni
Property Owner & Gamboni Landscape Architects
Beautification & Improvement Committee

Jeff Gibson
With Garden Flair
Beautification & Improvement Committee

Larry Knapp
Property Owner & Lawrence M Knapp Law Firm

Chris Schrimpl
Resident
Beautification & Improvement Committee

Dale Stocking
Resident

Tom Walker
Resident
Graffiti

Tanya Watters
Property Owner & Architectural Amenities
Beautification & Improvement Committee, Chair

Jim West
Resident

City of Stockton (1)
Paul Blumberg
Interim Director, Redevelopment Department

District 4 Representative (1)

Clem Lee
City Council

Stockton Unified School District (1)

Carol Hirota
Principal, School for Adults

University of the Pacific Representatives (2)

Ted Leland, VP, University Advancement
Amanda Molina, Student Representative

MILE LEADERSHIP

BOARD COMMITTEES

BEAUTIFICATION & IMPROVEMENT

Tanya Watters, Chair
Jeff Gamboni, Jeff Gibson, Chris Schrimpl

ECONOMIC DEVELOPMENT

Kevin Dougherty, Chair
Kit Bennitt

FINANCE

Nancy Moore, Chair
Amanda Molina

MARKETING

Kitty Ruhstaller, Chair
Emily Ballus, Karen Carlson, Russell Takeda

SAFETY

Arnold Chin, Chair

MEETINGS

The MMID held five (5) Board meetings, six (6) Executive Committee meetings, one (1) Board retreat, (1) Annual General Meeting, and various sub-committee meetings in 2009. By the end of 2009, the MMID represented 222 businesses.

BE INVOLVED

Interested in becoming more involved? Please contact the MMID office, 209.948.MILE (6453) to learn more about joining the Board or a sub-committee.

MIRACLE MILE TEAM

The MMID has one staff member and several contractors to carry out the day-to-day operations of the District.

Emily Ballus, Executive Director

Dallas Faulkner, Delta Hawkeye, Security

Rick Maldonado, Gone Green, Power Washing

William Mark, Litter Removal



SPECIAL RECOGNITION OF OUR MEMBERS

ALDER MARKET LLC
ALEXANDER & DOROTHY SCHEFLO
AMERICAN UNITARIAN ASSN
ANDREW A JR & M LAGOMARSINO
ANTHONY W & JEANNINE C FARRIS
BANK OF STOCKTON TRUSTEE
BETTY L COSTA
CALIFORNIA FRESH RESTAURANTS
C I FLOR
CHRISTOPHER BENNITT
COMMUNICATIONS WORKERS OF AMERICA
CRAIG M SCHRADER
CREIGHTON C YOUNNEL
CURTIS REED ROBBINS
CAROLANN & ROLLAND PRUNER
DAVID LUU
EDMUND S & ROBERTA COY
EDWARD & IRENE POIER
ERIC C MERLO
ESTHER L FONG
FRANCISCO F & MARIA A PADILLA
FRANK A PORTALE
FREDONYER LAND CO INC
FRITZ & LIZA CHIN
GALLARIA GROUP PTP
GARY ESCOBAR
GUARANTY SAVINGS
HARRY R PARKINS
HELEN KESSEL MCCRARY
HENRY C & F COHEN
INDERJIT SINGH
IRENE S BORELLI
JEFFREY F GAMBONI
JERALD & J GREGERSON
JOEL SANCHEZ
JON & NORMA L FETTERS
JOSE A & MA DE SOUSA
KELLIE JACOBS
KEVIN & BELLA V SCHIMKE
KEVIN DOUGHERTY
KIM J & LYNNE C CURRIERI
LAWRENCE & PAMELA KNAPP
LDA PARTNERS
LENA GIACCHERO
LISA & MIKE WHIRLOW
LUCIO & ANGELA REYES
MARIA MARAGOS
MARK A SR & SANDRA COVELLO
MATTEO & ROSA DESANTIS
MCDONALD'S CORPORATION
NANCEE & EVA VOLPI
NANCY MOORE
ORA E & TANYA O WATTERS
PATRICK & KATHRYN CRAIG
PAUL GOSAL
PRB MANAGEMENT LLC
R N STEPKEN
RAMIN MANSHADI
READE RAWLINSON TRUST
RICHARD A & CONNIE DUNCAN
ROBERT M & MARTHA G RODRIGUEZ
ROGER & JENNIFER ROSS
ROGER 7 PATTY MARTINEZ
SANFORD SANDELMAN
SEGARINI INVESTMENT COMPANY
STEPHEN W BODE
STEVEN G WERNER
STEVEN W ZERWECK
STEVEN WERNER FAMILY LP
STEWART C JR ADAMS
STOCKTON ART LEAGUE
STOCKTON, CITY OF
STOCKTON UNIFIED SCHOOL DISTRICT
TIMOTHY & TIA YOON
T STORAGE LP J
TEDDY R & MERYL SOUTHERN
TOKIJIRO & T TAKEDA
TRINIDAD FLORES
VICTORIA E ARMSTRONG
WALLACE LAWRENCE IN TRUST
WELLS FARGO BANK NATIONAL ASSN
WESLEY HULL
WESTERN WORLD PROPERTIES
WILLIAM BERLIN
WILLIAM E & JOAN B LARKIN
WLKST FAM LTD PTP
WLKST LIMITED PARTNERSHIP
WOODROW T & DORIS L MEDLER
WRIGHT & WRAY INC
YUH TA & SHUN MEI WANG

MILE BUSINESSES (as of December 31, 2009)

A WILD HAIR SALON	CHURCH OF SCIENTOLOGY	HOUSE OF SHAW ESPRESSO CAFE
A&B ANTIQUES	CIBO DI VINO GOURMET PIZZA & WINE CAFE	HUBBA HUBBA! ANTIQUES
A&O FUNDING MORTGAGE LENDERS	COCORO JAPANESE BISTRO & SUSHI BAR	HUSTON ASSOCIATES REAL ESTATE, INC.
AAMES PARALEGAL CLINIC	COMMUNICATION WORKERS OF AMERICA	IMAGE ETC. A HAIR SALON & BARBER SHOP
ACOSTA AUTO ALARMS	COST U LESS INSURANCE	IN-2-SKIN TATTOO
AFFAIR WITH HAIR SALON	CREATIVE CRAFTERS VINTAGE NOOK	INLAND PAINT
AL'S COMIC SHOP	DANMARKIS WEDDING DESIGN	ITALIAN LANGUAGE CENTER
ALDER BISTRO	DAVIS DENTURE CENTER	J&K CREATIONS
ALDER BISTRO	DERON'S SALON	J&S FLOWERS
ALDER LAUNDERLAND COIN-OP LAUNDRY	DICK STEPKEN REALTOR	JACK IN THE BOX
ALEXANDER SCHEFLO & ASSOCIATES, INC.	DISCOUNT CIGARETTE STORE	JACKSON HEWITT TAX SERVICE
ALL ABOUT HEALTH ALTERNATIVE HEALTH CARE	DIVISION 2	JEAN FORD EA INCOME TAX
ALLSTATE INSURANCE	DOG ROYALTY	JEFF GAMBONI LANDSCAPE ARCHITECTURE
AMARAEN CAFE & HOOKAH BAR	DONALD P. GARCIA, MD	JON FETTERS & ASSOCIATES
AMBIANCE HOME ACCENTS & INTERIOR DESIGN	DOUGHERTY PROPERTIES	K&S TAILORING
ARCHITECTURAL AMENITIES	DRIVER'S DEFENSE LAW OFFICE	K. ROBERT FOSTER ATTORNEY AT LAW
ARCO GAS STATION & MINI MART	DUCK NOOK RESTAURANT & CATERING	KATHLEEN'S KLEANING SERVICES
AT&T WIRELESS	EAST WEST STAFFING	KEN FONG ASSOCIATES
ATTRACTION BEAUTY SALON	EL DORADO ELEMENTARY SCHOOL	KEVIN SCHIMKE JEWELERS
AVENUE COINS & CURRENCY	EL DORADO FLORIST	KIMY'S FASHIONS
AVENUE REALTY / NOTARY PUBLIC	ELEGANT NAILS	KINDER'S MEATS DELI BBQ
AVEY'S OLD BARBER SHOP	EMPIRE THEATRE	KING PIN SMOKE SHOP
BACK BAY RESTAURANT	EMPRESSO COFFEE HOUSE	KNIT WITZ YARN BOUTIQUE
BALANCE PHYSICAL THERAPY & PILATES	FARMERS INSURANCE	KULENDU G. VASAVDA, MD, INC
BANK OF AMERICA ATM	FAST & EASY MART GAS STATION	LAW OFFICES OF LAWRENCE M. KNAPP
BASKIN ROBBINS ICE CREAM	FERNANDES ADVERTISING AND DESIGN	LDA PARTNERS
BEAD DREAMS	FETTERS VIEIRA RESIDENTIAL APPRAISAL	LELA NELSON REALTY
BEARLY BIG ENOUGH	FIESTA HAIR SALON & SUPPLY HOUSE	LIQUIDATION & MORE
BELLA'S BRIDAL SHOP	FIRST COMMERCIAL REAL ESTATE & ADVISORY SERVICES	LITTLE CAESARS PIZZA
BERNARD PIERSA PUBLIC ACCOUNTANT	FIRST UNITARIAN UNIVERSALIST CHURCH	LUU'S CHICKEN BOWL
BEST NAILS	FLASHBACKS PHOTOGRAPHY	M. LUISA BERMUDEZ, DMD
BEST PC VALUE COMPUTER SERVICE	FOOT SOLUTIONS	MANEFAME SALON
BETTY COSTA REALTY	FRINGE SALON	MANNY'S CALIFORNIA FRESH CAFE
BIG O TIRES & SERVICE CENTER	FRITZ CHIN PHOTOGRAPHY	MARCH'S LIQUOR
BIKRAM YOGA	FUKUSHIMA CUSTOM FRAMING	MARRELLO JEWELERS
BILL'S COMPUTER SERVICES	GIAN'S ITALIAN DELI	MATINEE VIDEO LOUNGE, BAR & GRILL
BILL'S MUSIC SALES & RENTALS	GOURMET BURRITO	MAXINE'S BRIDAL SHOP
BRONZE BABE MAKE UP STUDIO	GOYETTE CHIROPRACTIC	MCDONALD'S
CALDERA CASTILLO ENTERPRISES	GUARANTY BANK	MDN WIRELESS
CALIFORNIA TEES	GUTIERREZ PROFESSIONAL SERVICE	MDSI, DISABILITY EXAMS
CANNON DRY CLEANING COMPANY	HANK WALTH ATTORNEY AT LAW	MEKONG CHINESE CUISINE BUFFET
CASA FLORES MEXICAN RESTAURANT	HAVEN HOME DECOR	MELISSA SANTOS' CANVAS TATTOO
CENTRAL VALLEY ASIAN-AMERICAN CHAMBER OF COMMERCE	HENRY'S MIRACLE MILE HAIR STYLING	MERLO ARCHITECTURE
CENTRALE BAR & GRILL	HENSON ORTHOTIC & PROSTHETIC ENTERPRISES	METRO PCS
CHANDLER'S HAIR SALON	HI FASHION TAILORING	MIRACLE MILE DRY CLEANERS
CHARLES LESTER ASID DESIGN CONSULTANTS	HOME & GARDEN ANTIQUES	MIRACLE MILE IMPROVEMENT DISTRICT (MMID)
CHECK N GO	HOME AT LAST FOSTER FAMILY AGENCY	MIRACLE MILE SHOE REPAIR
CHRISTIAN SCIENCE READING ROOM	HONEY BEAUTY BOUTIQUE	MIRACLE MILESTONES READING & SPELLING CENTER

MILE BUSINESSES

MISSION OF SAN JOAQUIN
 MOORE'S CHINESE MARTIAL ARTS STUDIO
 MOULIN ROUGE LOUNGE
 NOR CAL MORTGAGE
 PACIFIC AVENUE CLEANERS
 PACIFIC BEAUTY SALON
 PACIFIC HAIR SALON
 PACIFIC MAIL & COPY CENTER
 PACIFIC MUFFLER
 PACIFIC PIZZA
 PACIFIC PROPERTIES MANAGEMENT
 PANDA GIRLZ PARTY CO
 PAY DAY LOANS MONEY MART
 PEDRI AND COMPANY REALTORS
 PETRA MEDITERRANEAN DELI & MARKET
 PREMIER COMMUNITY CREDIT UNION ATM
 PRO NAILS
 PROPERTY MANAGEMENT EXPERTS
 PROTECTION PROVIDERS INSURANCE
 R. CHAN AND SON, INC.
 RAMIN MANSHADI, MD, FACC,
 REED ROBBINS REALTOR
 RICHARD W. JOHNSON ATTORNEY AT LAW
 RICHLYN D. FERNANDES DENTISTRY
 ROUND TABLE PIZZA
 SAIGON VIETNAMESE CUISINE
 SAM'S CAFE
 SAN FRANCISCO FLORAL BY AVANT GARDEN
 SAN JOAQUIN PEACE & JUSTICE NETWORK
 SCHON REALTY
 SEE'S CANDIES
 SIAMESE STREET RESTAURANT
 S-MART FOODS
 SOUTHERN EXPOSURE SPA
 SPARROW CLOTHING & FURNITURE
 SPENCER DRIVING SCHOOL
 STARBUCKS COFFEE
 STENSON'S ENGRAVING
 STEVEN R. SANDS ATTORNEY AT LAW
 STOCKTON ART LEAGUE
 STOCKTON COLOR CENTER, BENJAMIN MOORE PAINTS
 STOCKTON FINANCIAL LOANS & REAL ESTATE
 STOCKTON GUN EXCHANGE
 STOCKTON PHYSICAL THERAPY
 STOCKTON UNIFIED SCHOOL DISTRICT SCHOOL FOR ADULTS
 STUDIO SIX HAIR DESIGN
 SUBWAY
 SUPER CIGARETTE & CONVENIENCE STORE

SUSY'S MEXICAN RESTAURANT
 SUTTER HEARING AID CENTER
 SUZANNE SIMONI, D.C., CHIROPRACTIC
 TABAK LAW FIRM
 TACO BELL
 TAP PLASTICS
 TASTE OF BRITTANY CREPERIE
 TCBY YOGURT
 TED WINKELMAN DRAFTING SERVICES
 THE AVENUE SALON
 THE HAIR STOP!
 THE POTTERS HOUSE CHURCH
 THE YOGA CENTER
 TIME HONORED WATCH REPAIR
 TIPS AND TOES NAIL SALON
 TOP NAILS
 TREASURE TROVE ANTIQUES & ESTATE APPRAISERS
 UNITED STATES POST OFFICE
 UPTOWN INK
 VALLEY BREW FAMILY RESTAURANT
 VERIZON WIRELESS SUPERSTORE
 WALGREENS
 WELLS FARGO ATM
 WERNER PROPERTIES
 WHIRLOWS (coming soon)
 WISH LIST FASHION LOUNGE
 WITH GARDEN FLAIR
 WOK INN CHINESE RESTAURANT
 YOUNNEL ADVERTISING, INC.

SMILES ON THE MILE: OUR BUSINESSES

Miracle Mile merchants bring that small town, come-on-in, we're glad you're here attitude to our personal service.

The photos to the right are snapshots of some of our merchants with their "Smiles on the Mile."

Whether we're celebrating holidays, cheering on a parade, or doing business as usual, shoppers, diners and guests alike will find they're at home on The Mile.





2009 ANNUAL REPORT

MIRACLE MILE IMPROVEMENT DISTRICT

231 Bedford Road Stockton, CA 95204 • PH: 209.948.MILE (6453) • FAX: 209.888.5838
StocktonMiracleMile.com