



MIDTOWN ASSOCIATION

Q. What is the new name and brand?

A. Our new name is Midtown Association, as we removed the word “business” from the title. Our new brand incorporates vibrant colors and hand-drawn elements that better represent the community and the work Midtown Association is a part of. Midtown represents a place of innovation and entrepreneurial spirit, as well as a vibrant and lively neighborhood full of character and culture. It also aligns well with our mission statement: Making Midtown the center for culture, creativity, and vibrancy in Sacramento’s urban core.

Q. Why did the organization decide to rebrand, and why now?

A. Timing coincided with the Property Based Improvement District (PBID) renewal and expansion. We decided to rebrand to ensure our name most accurately depicted our organization and the services offered to our new and current stakeholders. In our previous name, the word “business” confused people and we frequently received requests for help with small business loans or retail space, which is far from what we offer as a PBID. Our hope is that this new brand reinforces our leadership role in the Midtown community and establishes trust with the stakeholders we serve. Additionally, with the necessity for new communication material, the concurrent timing helped us reduce any excess costs.

Q. Did any services or offerings change?

A. No, the rebranding effort does not affect any of our services. We continue to offer the same outstanding services to the district including Safety, Streetscape & Maintenance, Placemaking, Advocacy and Communications, and much more. We are excited to offer these services to an expanded area beginning January 1, 2017.

Q. How did the organization decide on Midtown Association and what costs did this process incur?

A. We were involved in an extensive process where various names and brands were explored. We ultimately decided on the importance of keeping “Midtown” in the name. “Midtown” is a term that ties us to a specific place in Sacramento that encompasses everything our association stands for: culture, creativity and vibrancy. We also invited and encouraged our Executive Committee and Board of Directors to be involved in the branding process. Midtown Association was the name we all agreed on and felt represented who we are as an organization. With support and underwriting by one of our stakeholders, Sutter Health, and our great partnership with 3fold Communications, we did not incur any additional costs.