MIDTOWN REPORT
JANUARY 1, 2017 – DECEMBER 31, 2018
EASE INTO MIDTOWN

The “Ease into Midtown” public education campaign delivered specific messaging to bring more people into Midtown. During the paid portion of the campaign from November 13 to December 31, there were 3,100 visits to the www.easeintomidtown.com website and the ads were viewed more than 1.3 million times. Midtown Association continues to simplify the parking process, increase the use of alternative transportation methods such as bike share, car share, and public transit, and support infrastructure investments such as bike valets and parking protected bike lanes.
TO OUR VALUED STAKEHOLDERS:

We are pleased to share the activities of the Midtown Association from January 1, 2017 through December 31, 2018. This is the second year of the PBID’s expanded ten-year term, as the Midtown Association boundaries now include zones in both Midtown and the Alhambra Corridor. We now serve 1,254 parcels throughout 92 city blocks with a budget of over $2M.

The Midtown Association’s Strategic Plan remains focused on the items most important to you, including:

• Reducing homelessness and providing clean and safe services
• Attracting investments in infrastructure including lighting and landscaping
• Creating a unique sense of place
• Making parking and transportation easier for visitors, residents and employees
• Supporting responsible infill development projects
• Making Midtown the center for culture, creativity, and vibrancy in Sacramento’s urban core

Since the inception of the PBID, the Midtown Association Board has exercised its authority to increase the annual assessment by 3%, which they’ve elected to continue in 2019. Midtown Association strives to provide the same level and quality of service while looking for efficiencies to make our services go further.

To learn more about the Midtown Association and our focus for 2019, please review this Midtown Report. Our full management plan and our four-year strategic plan may be viewed online by visiting exploremidtown.org under the Midtown Association tab.

Thank you for your continued commitment and support!

Emily Baime Michaels
Executive Director
Midtown Association

Wendy Saunders
Chair
Capital Area Development Authority

“24th and K Street is quickly becoming one of the most vibrant intersections in the Central City. With a great diversity of bars and restaurants paired with events by the Midtown Association, the pedestrian and bike traffic in the area has increased by more than 23% in the last twelve months.”

– Ken Turton, Turton Commercial Real Estate
Below are specific categories the Midtown Association is focused on and tracking per the strategic plan. For more information on the strategic plan, please visit exploremidtown.org.

**CLEAN & SAFE SERVICES**

*January 1, 2017 - December 31, 2018*

<table>
<thead>
<tr>
<th>Service</th>
<th>Goals</th>
<th>2017</th>
<th>2018</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety &amp; Navigator Patrol</td>
<td></td>
<td></td>
<td>17,427</td>
<td></td>
</tr>
<tr>
<td>Goal: 16,020 Hours through 2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proactive Maintenance</td>
<td></td>
<td>19,432</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goal: 18,824 Hours through 2018</td>
<td></td>
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</tbody>
</table>

**NEW DEVELOPMENTS**

*As of December 31, 2018*

<table>
<thead>
<tr>
<th>Category</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Residential</td>
<td>28</td>
</tr>
<tr>
<td>Residential</td>
<td>9</td>
</tr>
</tbody>
</table>

**EVENTS & ATTENDANCE**

*January 1, 2017 - December 31, 2018*

<table>
<thead>
<tr>
<th>Event</th>
<th>Goal</th>
<th>2017</th>
<th>2018</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td></td>
<td>160</td>
<td>187,254</td>
<td>$68,124</td>
</tr>
<tr>
<td>Event Attendees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Support Values</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MIDTOWN FARMERS MARKET</td>
<td></td>
<td>99</td>
<td>84,721</td>
<td></td>
</tr>
<tr>
<td>Market Attendees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BICYCLE & PEDESTRIAN ACTIVITY**

*24th and K streets*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Goal 2017</th>
<th>Goal 2018</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeless Housed</td>
<td>49 people</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bait Bike Arrests</td>
<td>23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biohazard</td>
<td>1,862</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notice of Trespass</td>
<td>134</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dispatch Calls</td>
<td>4,908</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Police Patrol:</td>
<td>1,221 hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24th St.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,221 hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active Safety Lights</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pressure Washing Hours</td>
<td>1,585</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bicycles</td>
<td>1,221</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pedestrian Traffic</td>
<td>335,275</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike Counts</td>
<td>11,38</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24th and K streets</td>
<td>1,221</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pedestrian</td>
<td>1,221</td>
<td></td>
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</tbody>
</table>

**Q2 2018 ECONOMIC IMPACT**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>District-Wide Sales Tax</td>
<td>$7,62M</td>
</tr>
</tbody>
</table>

**“The vital services the Midtown Association provides through their Clean & Safe program are crucial to the vitality of Midtown. Their work continues to make Midtown an attractive place to visit, work and live.”**

– Mike Heller, Heller Pacific/Loftworks
ELEVATING MIDTOWN

These are the major categories, objectives, and projects the Midtown Association (MA) is focusing on per the Strategic Plan.

To view the full Strategic Plan, please visit our website at exploremidtown.org.

INFILL DEVELOPMENT
Objective: To encourage and advocate for responsible and diverse, high-quality infill development.

PROJECTS IN 2018
- Specific Plan Passage – Streamlined development process through Central City Specific Plan.
- Development Support – Over 1,500 units in the entitlement process, approved, or under construction, including The Press Building, Midtown’s largest residential project, with 277 units.
- Rent Control – Working with partners to come up with tenant protection that won’t stifle future development.

INFRASTRUCTURE
Objective: To attract and invest in infrastructure projects that enhance lighting efforts, beautify public spaces, and landscaping that provides the community with amenities.

PROJECTS IN 2018
- Stockton Blvd funds – Planning grant will reimagine the streetscape of one of Sacramento’s most frequently traveled commercial corridors.
- Street Signage Update – Free up to 1,200 hours of parking monthly by limiting parking restrictions to hours of services provided.
- Temporary Wayfinding – Developed temporary wayfinding program on Alhambra Blvd to highlight key businesses and amenities along the corridor in an effort to spur additional investment.

TRANSPORTATION
Objective: To emphasize and embrace alternative transportation to incentivize greater housing density rather than car dependency.

PROJECTS IN 2018
- Ease into Midtown – Managed a public education parking and transportation campaign that yielded more than 1.3 million advertisement views and 3,100 website visits in a 45 day period.
- J Street Construction – Streetscape project on J Street in Midtown, which improves travel for all modes of transportation.
- Sac-to-Zero – Supported planning for the $44 million investment made by Electrify America in Sacramento that produced both the Envoy and Gig car sharing services.

REDUCING HOMELESSNESS
Objective: To provide a welcoming and inviting community by cleaning graffiti, removing litter and addressing homelessness in Midtown.

PROJECTS IN 2018
- Successful Linkages – 174 individuals served through navigator outreach including housing 49 individuals since January 1, 2017.
- Nonprofit Support – Connected social service agencies to Midtown stakeholders through outreach meetings and support.
- Safety Ambassadors – Provided over 8,000 hours of safety ambassador services.

PLACEMAKING
Objective: To activate the district by increasing the number of pedestrians and cyclists in parks and at natural activity centers.

PROJECTS IN 2018
- Park Programming – Recruit, support, and implement an array of events and programming in Midtown parks, including the annual Saber Battle, Summer Movie Series, and two free community yoga series.
- Public Art – Implement and support public art installations throughout Midtown, including the installation of murals on Alhambra Blvd and at the Truitt Bark Park, and support of the Wide Open Walls mural festival.
- 24th & K Activity Center – Launch of Third Thursday at 24th & K: Midtown Made summer event series which attracted 3,000 attendees.

Construction of 19J, the new 11 story and 175 unit mixed-use project aiming to provide innovative workforce density.
FINANCIALS

2019 BUDGET

INCOME

- PBID Midtown: 79%
- SIB Sutter District: 55%
- Events & Grants: 8%
- Alhambra: 21%
- Midtown Central: 45%

EXPENSES

- Safety, Maintenance & Streetscape Services: 42%
- Advocacy & Communications: 20%
- Administration: 15%
- Placemaking & Capital Improvements: 13%
- BID Services: 10%

2018 AUDITED YEAR END FINANCIAL STATEMENT

ASSETS

- Cash & Cash Equivalent: $915K
- Other Assets: $157K
- Total Assets: $1.072M

LIABILITIES & NET ASSETS

- Deferred Revenue: $408K
- Other Liabilities: $107K
- Total Current Liabilities: $515K
- Grants & Unrestricted Net Assets: $557K
- Total Liabilities & Net Assets: $1.072M

“Midtown is in the midst of experiencing a tremendous amount of growth. From mixed-use residential projects to the completion of the popular dog park, the Midtown Association and the support they provide have elevated and encouraged the development of projects in Midtown.”

– Sotiris Kolokotronis, SKK Developments
@EXPLOREMIDTOWN

The Midtown Association's level of influence is measured by increasing the amount of media coverage for the organization.

FOLLOWERS:
Instagram: 12.8K (+7.1K)
Facebook: 10.1K (+1.8K)
Twitter: 15.2K (+1.7K)

MIDTOWN MEDIA MENTIONS:
276 Stories Generated
1,134 Mentions

DIRECTORS & STAFF

EXECUTIVE COMMITTEE:
Wendy Saunders, Chair | Capitol Area Development Authority
Mike Testa, Vice Chair | Visit Sacramento
Beth Hazzett, Past Chair | WEAVE, Inc.
Randy Paragary, CFO, SBIA Chair | Paragary Restaurant Group

Ken Turton, Treasurer | Turton Commercial Real Estate
Larry Watson, Secretary | Banks & Watson Attorneys
Kimie Bazett, Midtown Central BID Chair | The Golden Bear, Kfu
John Hodgson | The Hodgson Company

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Mark Lonergan | Sacramento Regional Transit
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Clay Nutting | DBA Arts
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Lynda Taylor | LBT Investments LLC
Ken Uribe | Department of General Services
Allison Yee-Garcia | Sacramento Republic FC
Laura Lewis | SMUD
Mike Wiley | River City Food Bank
Nikky Mohanna | Mohanna Development

STAFF:
Emily Baime Michaels | Executive Director
Jameson Parker | Director of Advocacy and Capital Improvements
Scott Ford | Placemaking Manager
John Adair | BID Services & Communications Manager
Donald Cox | Administrative Coordinator
Jodie Miller | Communications Coordinator

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Donald Cox | Administrative Coordinator
Jodie Miller | Communications Coordinator

CREDIT:
Pilar Souder | Pages 2-3
The Grid Agency | Pages 5, 6

PARTNER OF THE YEAR:
WOMEN IN PLACEMAKING COMMITTEE
Thank you to the Women in Placemaking Committee, which includes Nikky Mohanna, Meghan Phillips, Melissa Williams, Kimberly Garza, and Jessica Sorensen, for your efforts in planning a placemaking pop-up for the community to enjoy in 2019.