Midtown Parks is a 501(c)(3) arm of the Midtown Association, whose mission will be to increase health and community engagement by raising funds to invest in Midtown’s parks; Fremont Park, Winn Park, Truitt Bark Park, Sutter’s Fort and Marshall Park.
WHY MIDTOWN PARKS?

OUR VISION
Incredible cities boast incredible parks. These parks are massive in scale, like Golden Gate Park in San Francisco, or small pockets of aspirational green space like the High Line in New York City. These parks quickly become the backyards, gyms, cafes, playgrounds, and community gathering spaces of urban dwellers.

OUR PARKS
This prospectus outlines the creation of Midtown Parks, a 501(c)(3) nonprofit arm of the Midtown Association, whose mission will be to increase health and community engagement by raising funds to invest in Midtown's parks. As Sacramento strives to densify our urban core and become one of America's next great cities, it is critical that our open spaces are inclusive, active, and incredible.

"As a longtime advocate of placemaking, the arts, education, and the health of our community, I'm pleased to see Midtown focused on enhancing our Parks as the walkable, active, family and community focused spaces they can be."

COUNCILMEMBER STEVE HANSEN, CITY OF SACRAMENTO

Fremont Park, Sacramento – As the busiest park in Midtown, Fremont Park is still empty more often than it is active. This park is surrounded by dense housing and high traffic streets. The potential for pop-up programming including seating and special events is incredible.
OUR SUCCESS METRICS
We measure success by the increased number of people enjoying celebrations and healthy programming during, and as a result of, our efforts.

HOW IT WORKS
Best-practices identified by the placemaking industry and the Project for Public Spaces are:

- Public-Private Partnership and Philanthropy
- Implementation of Technology
- Diverse Year-Round Programming
- Transit Linkages
- Dynamic and Flexible Built Environments
- Community Focus on Park Management

"Midtown Association has proven our ability to plan and implement quality community projects. We are a catalyst for increased housing density and development, we increase pedestrian and bike traffic at key areas within Midtown, and have a uniquely positioned commitment to Midtown’s success."

EMILY BAIME MICHAELS, EXECUTIVE DIRECTOR, MIDTOWN ASSOCIATION

Winn Park, Sacramento – Frequently empty, Winn Park draws unsafe activity while unnecessarily using police resources and concerning neighbors.
Midtown Parks will help transform the open spaces of our central city into dynamic destinations that attract a cross-section of the community and build value in the neighborhoods they serve. Centrally-located parks offer a welcomed reprieve from the hustle and bustle of urban living, providing opportunities for passive and active recreation and increasing the mental and physical well-being of those who enjoy them.

Our parks have the potential to yield even greater benefit to residents and visitors through enhanced facilities and programming and attract additional investment to the central city.

Analysis of the economic impacts of similar projects around the country has consistently demonstrated the ability to increase housing supply and dramatically raise property values in the vicinity. Through increased funding capacity, Midtown Parks will serve as a mechanism to support and manage these valuable public assets, and catalyze the ability for these urban oases to serve as memorable and transformative spaces.

"The best way to increase safety in public spaces is to welcome the public into those spaces. Providing inclusive activities and programming will welcome everyone to safely experience our open spaces."

NORM LEONG, CAPTAIN, SACRAMENTO POLICE DEPARTMENT
The best way to increase safety in public spaces is to welcome the public into those spaces. Providing inclusive activities and programming will welcome everyone to safely experience our open spaces.

NORM LEONG, CAPTAIN, SACRAMENTO POLICE DEPARTMENT

**MARSHALL PARK**
Home to the Hart Senior Center and located in the heart of the Sutter District’s entertainment block, Marshall Park has the potential to provide healthy and safe activities for our seniors. Our goal is to increase senior services and programming.

**SUTTER’S FORT**
Historic Sutter’s Fort is primarily managed by State Parks and Friends of Sutter’s Fort, however additional programming will bring this site to life for our community.

**FREMONT PARK**
The annual ‘Chalk It Up’ event is held in Fremont Park and this park has the ability to host many more special events. Our goal is to provide daily activities at the park and to attract no less than 50 special events per year. We hope to build “tilt up” infrastructure to support these events such as longer term vending spaces, seating, and lawn games.

**WINN PARK**
The historic fire dispatch building is a future restaurant site, the remainder of the park is in need of infrastructure investment. Our goal is to raise capital to invest in capital improvements in the park such as supportive infrastructure for community activities.

**TRUITT BARK PARK**
The recently developed Bark Park is home to landscaping and art installations in need of ongoing maintenance. Our goal is to keep the park user base engaged in volunteer clean ups and raise funds to maintain the park infrastructure for generations of dogs to come, including adding a shade structure.
Imagine what it would feel like to walk through Fremont Park filled with people playing board games next to the playground, families participating in story times, many art events of the likes of Chalk It Up, and more. If our small Yoga in the Park efforts could attract hundreds of visitors, imagine what’s possible with ongoing programming.

Bay Miry, Principal, Miry Development
The Bark Park is a shining example of how healthy a park can be when the design perfectly fits the needs of the surrounding community. Midtown Parks will spur additional housing development as we provide perfect playgrounds for our residents to enjoy.

WENDY SAUNDERS, EXECUTIVE DIRECTOR, CAPITOL AREA DEVELOPMENT AUTHORITY

SPRUCE STREET HARBOR PARK
PHILADELPHIA, PENNSYLVANIA

Operated by the Delaware River Waterfront Corporation, a non-profit 501(c)(3), Spruce Street Harbor Park is organized exclusively for the benefit of the City of Philadelphia by providing recreational, cultural, and commercial activities.

CAMPUS MARTIUS PARK
DETROIT, MICHIGAN

Downtown Detroit Parks, as subsidiary of the Downtown Detroit Partnership, attracts more than 2 million visitors annually and have helped spur over $3 billion in private investment in the immediate area over the past two decades.

“Public health and the built environment are inextricably intertwined. Parks and other public spaces that support active, connected lifestyles are critical components of thriving communities.”

KATE MEIS, EXECUTIVE DIRECTOR, LOCAL GOVERNMENT COMMISSION
WHAT IS MIDTOWN PARKS?

Midtown Parks supports the well-being of the community by creating centrally-located public spaces designed to provide opportunities for recreation, leisure, and to build relationships with neighbors. Parks and open spaces encourage active lifestyles and promote social interaction, which are essential components of enhancing physical and mental health. Based on hundreds of proven public-private partnership models throughout the country, Midtown Parks provides a path towards achieving these goals.

"Healthy and active parks reduce stress, improve mental health, and increase activity. Having five healthy parks in our urban core would increase the quality of life for our residents and employees tremendously. After seeing the catalytic effect that Brooklyn Bridge Park has had on its surrounding neighborhoods in New York, I am confident that Midtown Parks can create a network of inclusive public spaces that benefit our community."

HOLLY HARPER, DIRECTOR - EXTERNAL AFFAIRS, SUTTER HEALTH VALLEY AREA

Great cities are the sum of strong neighborhoods, and strategic investment in urban parks have demonstrated substantial benefits to the communities they serve. As a resource for everyone, parks support equity and foster spontaneous interactions between a wide-range of people, animals and nature. The long-term benefits of adopting a balanced and healthy lifestyle are immeasurable, and an enhanced system of parks and public spaces help cities achieve this. Urban green spaces serve diverse purposes, including the opportunity to not only sequester substantial quantities of carbon pulled from the air and soil, but also reduce local energy consumption by providing cooler surfaces and additional shade for buildings. Through increased programming, capital improvements, and ongoing support, Midtown Parks creates a pathway to elevating these cherished resources, and investing in the future of our community.
Travelers are drawn to open spaces in cities because they offer a resident’s experience, rather than a stereotypical tourist attraction. There are cities across the world recognized for their amazing parks, and creating these draws in Sacramento allows our residents and businesses to directly benefit from the impacts of the billion dollar park tourism industry.

Mike Testa, CEO, Visit Sacramento
HOW MIDTOWN PARKS WILL BE FINANCED

Midtown Parks will be established as a 501(c)(3) nonprofit organization in late 2019. The initial formation costs will be funded by donations from the Midtown Farmers Market and Capitol Area Development Authority (CADA). Ongoing operations will be funded by privately directed funds, community memberships, and by the City of Sacramento. Midtown Parks will have one annual fundraiser, the Midtown Mini Open. This tongue-in-cheek miniature golf tournament will spread throughout bars and restaurants in Midtown, and each location will have a uniquely themed golf hole.

MIDTOWN MINI

Putt your way around Midtown with an 18 hole pop-up miniature golf tournament! With sponsorships from local shops, bars, restaurants, and organizations, the Midtown Mini will allow for sponsors to create mini-golf holes in or near their location.
When I work at our New York office, Bryant Park is my go-to workspace. It becomes a community meeting space filled with tables, food vendors, lawn games and holiday celebrations that draw the employees from the surrounding buildings outside to connect with one another. We have absolutely nothing standing in our way from creating this same experience for our community in Winn Park.

JAY SALES, DIRECTOR, VSP
MARSHALL PARK

OVERVIEW
Home to the Ethel MacLeod Hart Senior Center, Marshall Park serves adults aged 50+, their families, and the Midtown Community.

PARK HISTORY
Marshall Park is a historic neighborhood park that has served residents for many years. In 1961, the City expanded services to older adults by opening the Sacramento Senior Center, which is known today as the Ethel MacLeod Hart Senior Center.

PARK CONTEXT AND FUTURE PARK PRIORITIES
Marshall Park is bordered by entertainment venues and restaurants on J Street including Centro Cocina Mexicana, The Red Rabbit, Barwest, Blue Cue, and Harlow’s Restaurant & Nightclub. The balance of the park is surrounded by small multifamily residential projects. Future park priorities include increased senior services and programming.
SHORT-TERM PRIORITIES (1 - 2 YEARS)

- Engage with Hart Senior Center management to market existing programming and support the expansion of select activities that create a more welcoming environment. Examples of possible options include ping pong, board games such as chess, an activity kiosk, and musical entertainment which is sensitive to surrounding residential properties.

- Develop a marketing strategy, which integrates feedback from seniors, for the purpose of drawing more users into the park.

- Introduce additional mobile or permanent furniture, examples of which include chairs, tables, umbrellas, ping pong tables and chess tables.

- Add vibrancy to the park by supporting the installation of a mural to the blank wall of the Hart Senior Center.

LONG-TERM PRIORITIES (2 YEARS+)

- Support a sustainable activation plan with a focus on senior programming as well as opportunities for additional community engagement and enjoyment of the park.
TRUITT BARK PARK

OVERVIEW
Midtown’s dedicated dog park, Truitt Bark Park, features separate fenced-in parks for both small and large dogs and is busy with four-legged visitors from sunrise to sunset.

PARK HISTORY
The Truitt Bark Park was opened in 2017 after this vacant site was re-envisioned as a dog park for both small and large dogs. The park was realized through a partnership between the City of Sacramento, Capitol Area Development Authority, Midtown Association, and caring community leaders.

PARK CONTEXT AND FUTURE PARK PRIORITIES
Truitt Bark Park is bordered by mixed-use and high-end housing developments including the Q19 apartments, the 20 PQR Townhomes, The Ice Blocks, Safeway, Sun & Soil Juice Company, The Zebra Club, and more. This is immediately adjacent to the future home of the Midtown Train Station. Future park priorities include the installation of shade structures, as well as funds for ongoing park maintenance.
SHORT-TERM PRIORITIES (1 - 2 YEARS)

- Introduce umbrellas and mobile furniture to the park to provide temporary shade and enhance usability.
- Support additional events which are appropriate for the park, generate increased visitation and raise funds for the shade structure. Ideas include small brew festivals, pet adoption and/or other pet-related services, and food and recipe-sharing events in conjunction with the community garden.
- Support the on-going maintenance of the park by marketing the need for organized volunteer groups and fundraising to support necessary infrastructure repairs including signage in the park to ask frequent visitors to get involved.
- Leverage strategic partnerships to increase bicycle and scooter parking options in the vicinity.
- Gain city and community buy-in on which long-term shade structure approach to support.
- Install signage reminding users to keep gates closed for the safety of the dogs.

LONG-TERM PRIORITIES (2 YEARS +)

- Fundraising to support the installation of permanent shade structures and necessary on-going maintenance costs. Various design options should be considered, including innovative green shade opportunities.
WINN PARK

OVERVIEW
The future home of a restaurant built into the historic fire department building and adjacent to the Sacramento Natural Foods Co-op, Winn Park is the perfect place for an ice cream, a coffee, a picnic, or a glass of wine outdoors among the trees and under the stars.

PARK HISTORY
The historic neighborhood park features an art deco building constructed in 1937, which served as the City Fire Department’s Alarm station for many years. The building has the opportunity to switch uses and become a vibrant amenity to the surrounding neighborhood as a new restaurant concept.

PARK CONTEXT AND FUTURE PARK PRIORITIES
Winn Park is adjacent to the Sacramento Natural Foods Co-op and Midtown Sushi, and is within 1/4 mile from the 28th Street Light Rail Station. The majority of the park is surrounded by single-family historic homes. The center of the park features a historic structure, and the park priorities include the development of a thriving restaurant with supportive infrastructure.

AMENITIES
SHORT-TERM PRIORITIES (1 - 2 YEARS)

- Support existing city efforts for necessary upgrades to be made to city-owned historic structure to support the development of a restaurant concept which compliments and supports additional activation of the park.

- Partner with the city on capital improvements and beautification projects which are conducive to various types of passive and active recreational activities. Opportunities to support enhanced playground infrastructure, the development of a compact dog run, and activity nodes are examples of projects which have potential to further activate the park and should be explored.

- Support additional programming and events such as an early-evening edition of the Midtown Farmers Market, health-focused classes, children’s programming, etc.

- Market opportunities for neighbors and neighborhood groups to increase engagement with park planning, upkeep and programming efforts.

LONG-TERM PRIORITIES (2 YEARS +)

- Support, as needed and as funding allows, programming which is complimentary to restaurant operations and enhances the vibrancy of the park.

- Partner with the city on lighting enhancements which increase security, comfortability, and support extended use of the park.
FREMONT PARK

OVERVIEW
Home to everything from concerts, chalk festivals, lightsaber battles, artisan markets and chess matches, Fremont Park is surrounded by restaurants, coffee shops and high-density housing.

PARK HISTORY
Fremont Park is one of the 10 original parcels in the City of Sacramento, which continues to serve the public as the use of a park. Fremont Park has gone through multiple updates through the support of a committed ‘Friends of Fremont Park’ group.

PARK CONTEXT AND FUTURE PARK PRIORITIES
Fremont Park is surrounded by restaurants, entertainment, and multifamily housing including 16 Powerhouse, 15Q, Magpie Café, Hot Italian, Insight Coffee, Orchid Thai, Karma Lounge, Naked Lounge, the R Street Corridor and more. Fremont Park is within 1/4 mile from the 16th Street Light Rail Station. Future park priorities include a dynamic programming calendar and supportive infrastructure.
SHORT-TERM PRIORITIES (1 - 2 YEARS)

- Maintain existing, successful large-scale events and facilitate an increase in the frequency of smaller events that draw consistent activity to the park (i.e. yoga, use of mobile outdoor furniture, outdoor co-working, movie series, live music, activity kiosk, etc.)

- Partner with the city for on-site storage, electrical and lighting enhancements to create additional opportunities for activations and events.

- Embrace opportunities to incorporate additional public art into the park and explore the utilization and augmentation of existing infrastructure to add vibrancy and increase functionality of the park (i.e. add murals to the restroom structure, create a community bulletin board/schedule of park events on kiosk sign, etc.)

- Improve temporary and permanent pedestrian-scale wayfinding signage. Explore the creation of welcoming gateways and general beautification to attract more users, further define the park’s unique identity, and enhance the guest experience.

LONG-TERM PRIORITIES (2 YEARS+)

- Support the replacement of the exterior park strip located between the sidewalk and the street with a hardscape surface that supports improved access during events.

- Support the replacement of existing restroom structure to an updated facility which is multi-functional and supports a clean, safe, welcoming, and consistently programmed urban park space.
TELLING THE MIDTOWN PARKS STORY

Given that the mission of Midtown Parks is to generate funds and then invest those funds in parks, there will not be a focus on external affairs/marketing with the intent of creating a stand-alone identity for Midtown Parks. Instead, all communications will be focused on increasing funds raised and increasing visits to the parks. Activities will be recognized as led by the Midtown Association, funded by specific donors, and linked to individual parks.

EMAIL NEWSLETTERS
To announce park-specific activities to increase awareness and attract visitors.

SOCIAL MEDIA
To highlight and promote upcoming events, and to capture event engagement information to use for future planning efforts.

MIDTOWN PARKS SWAG
The design, comfort, and availability of branded materials allow for stylish ways to proudly support Midtown Parks.
New Midtown Parks Group to Activate Five Sacramento Parks

It’s where you have a picnic. Play a pick-up soccer game. Do yoga in the fresh air. People-watch. Daydream. Take a breath. The park is a central part of the urban experience as a gathering spot, a green space and a respite from hectic city life.

As a local steward of the urban experience, the Midtown Association recently announced plans to form a nonprofit arm called Midtown Parks to activate five parks in Sacramento — Folsom Park, Winn Park, Trail Park, James Marshall Park and Sutter’s Fort State Historic Park — by making infrastructure improvements and planning calendars chock-full of activities. The nonprofit is expected to be up and running by fall in time for its first official fundraiser, the Midtown Mini Open, a miniature golf tournament.

“Midtown is a growing and developing area, so this is our chance to evaluate how inclusive our parks are of the people who live, work and visit here,” says Emily Baines Woodley, executive director of Midtown Parks.

"It’s where you have a picnic. Play a pick-up soccer game. Do yoga in the fresh air. People-watch. Daydream. Take a breath. The park is a central part of the urban experience as a gathering spot, a green space and a respite from hectic city life."

COMSTOCK’S, FEBRUARY 25, 2019
Highly-activated parks enrich the social fabric of the community and contribute to the region’s livability and economic vitality. Through consistent programming and maintenance, parks have the potential to serve all members of the community and yield tremendous benefits. ULI recognizes the importance of great parks and believes all people should live within a 10-minute walk of one, making Midtown Parks an essential component of high-quality, urban living.

MARQ TRUSCOTT, DISTRICT COUNCIL CHAIR, URBAN LAND INSTITUTE
## Roles & Responsibilities

<table>
<thead>
<tr>
<th></th>
<th>City</th>
<th>PBID</th>
<th>Friends of Sutter’s Fort Services</th>
<th>Midtown Parks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maintenance Services</strong></td>
<td>Internal services including landscaping, trash removal, and facility maintenance.</td>
<td>PBID Cat 1: Remove graffiti and litter around the exterior of the park. Replace dog waste bags at Truitt. Provide landscaping project support to the Fort.</td>
<td><em>(The Pack)</em> Volunteer clean ups</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Safety Services</strong></td>
<td>City rangers at city parks. State rangers at Fort.</td>
<td>PBID Cat 1: Link Sac PD to issues in city parks as reported by area property and business owners. Provide regular patrol to the Fort.</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Social Services</strong></td>
<td>NA</td>
<td>PBID Cat 1: Outreach to those experiencing homelessness who would like to receive services.</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Placemaking &amp; Event Services</strong></td>
<td>Permit authority for city parks.</td>
<td>PBID Cat 2: Invite groups to host events at parks. Assist in navigating permit process. Provide small sponsorships for permit fees. Provide event support package which includes promotion and some event equipment. Fund pedestrian counters.</td>
<td>Friends of Sutter’s Fort assists in navigating permit process. Friends of Fremont Park hosts a movie night. Truitt Bark Park “The Pack” coordinates meet ups and an annual event.</td>
<td>Enhance PBID funds available for each park and create a schedule of events and activities at each park that corresponds to their specific needs.</td>
</tr>
<tr>
<td><strong>Communication Services</strong></td>
<td>NA</td>
<td>PBID Cat 3: Ongoing promotion of events at parks.</td>
<td>Friends of Sutter’s Fort markets the fort to visitors. Truitt Bark Park “The Pack” manages social media accounts.</td>
<td>Create a unique brand and identity for each park.</td>
</tr>
<tr>
<td><strong>Capital Improvements</strong></td>
<td>Construction management and funding for all capital improvements.</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>