

retail restaurant scene
ARRRS

MIDTOWN REPORT

JANUARY 1, 2017 - DECEMBER 31, 2020



OUR MISSION IS TO MAKE MIDTOWN THE CENTER FOR CULTURE, CREATIVITY, AND VIBRANCY IN SACRAMENTO'S URBAN CORE.
MIDTOWN ASSOCIATION | EXPLOREMIDTOWN.ORG | INFO@EXPLOREMIDTOWN.ORG | 916-442-1500



FARM TO FORK AL FRESCO

In response to the COVID-19 pandemic, Midtown Association partnered with local organizations and the City of Sacramento to launch the Farm to Fork Al Fresco Program in the summer of 2020. Farm to Fork Al Fresco supported Sacramento restaurants by expanding their dining capacity to open additional space for tables on sidewalks, parking lots, and public streets. Since the program debuted, more than 30 Midtown restaurants have received over \$100K in Al Fresco support.

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TO OUR VALUED STAKEHOLDERS:

We are pleased to share the activities of the Midtown Association from January 1, 2017, through December 31, 2020. This is year four of the Property Business Improvement District's (PBID) expanded ten-year term that includes zones in both Midtown and the Alhambra Corridor, now serving 1,339 parcels spanning 104 city blocks with a budget of \$2.76M. Beginning on January 1, 2020, a new zone was added to the 16th Street Corridor, bringing 85 parcels and 68 property owners into the PBID. This is the second year of operations of Midtown Parks, the 501(c)(3) nonprofit arm of the organization, which added Muir Park during the 16th Street Corridor expansion, increasing the park count from five to six.

As we know, 2020 was an unprecedented year requiring incredible resolve, ingenuity, leadership, and strength from our board of directors, property owners, business owners, and residents. Midtown Association focused on implementing a variety of programs to provide immediate support to the community, including the Farm to Fork AI Fresco program, micro-grants ranging from Street Food Sacramento to property damage to winterization support for businesses, uninterrupted outreach to those experiencing homelessness, and increased specific COVID-19 related advocacy and communications support for stakeholders.

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

- Reducing homelessness and providing Clean & Safe services
- Attracting investments in infrastructure including lighting and landscaping
- Creating a unique sense of place
- Making transportation and parking 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 of Directors has exercised their annual adherence to the management plan to increase the annual assessment by 3%, which they've elected to continue in 2021. Midtown Association strives to provide the same level and quality of service while seeking out and implementing management practices to increase efficiencies that make our services go even further.

To learn more about the Midtown Association and our focus for 2021 and beyond, please view this Midtown Report. Our full management plan may be viewed online by visiting exploremidtown.org/midtown-association/about-ma/.

Thank you for your continued commitment and support!



Wendy Saunders
Chair
Capitol Area Development Authority



Emily Baime Michaels
Executive Director
Midtown Association



WENDY SAUNDERS



EMILY BAIME MICHAELS

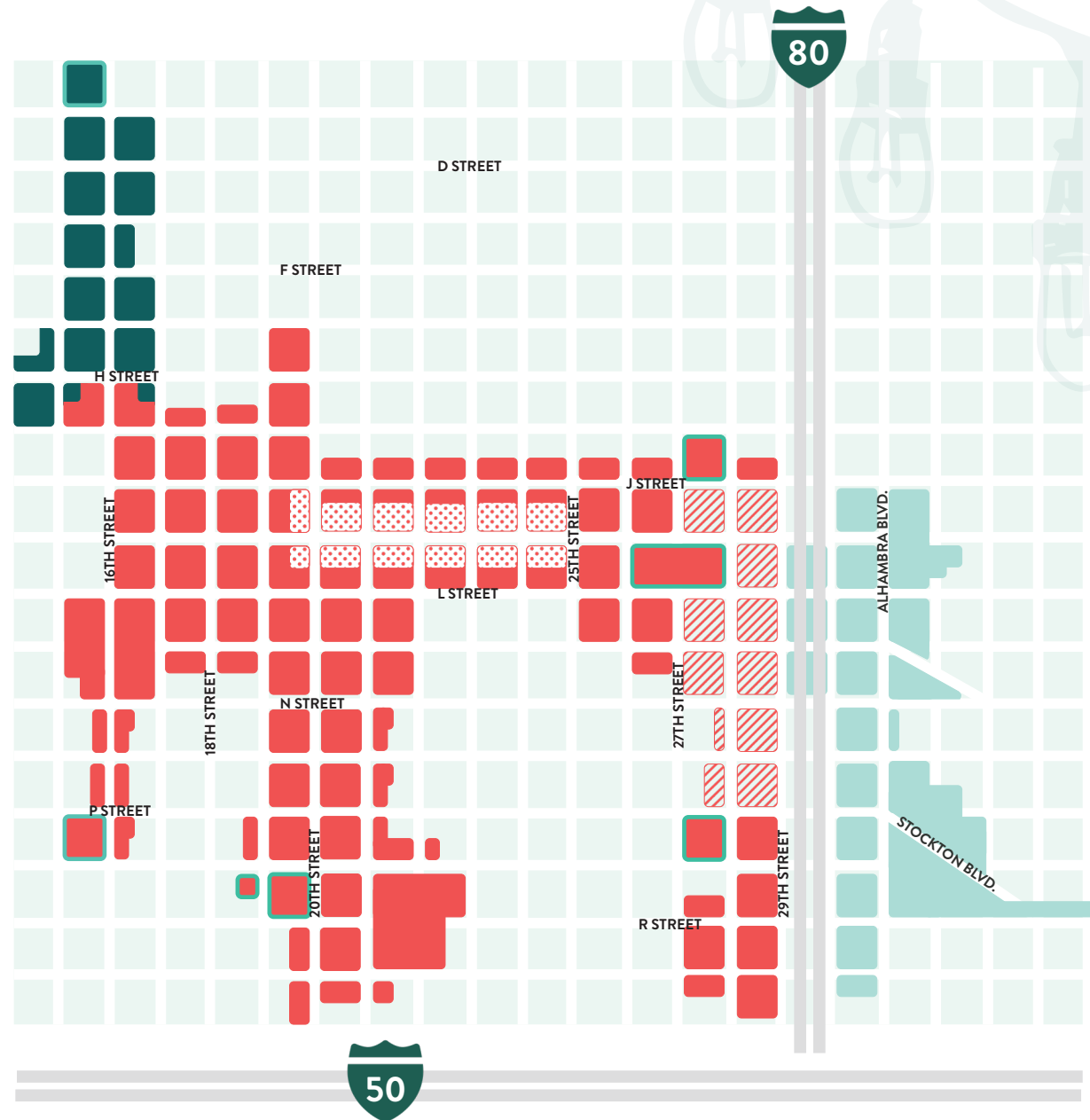
"The creative and significant Boards for Change project was a powerful community beautification effort created at the critical time that Sacramento needed it most."

- Marisa Kolokotronis, SKK Developments



BOARDS FOR CHANGE ART
LOCATED AT WILD POPPY BOUTIQUE
1008 24TH STREET
ARTISTS: BRITTANY KISSINGER & NESTOR MENDOZA

PBID BOUNDARIES



- | | | | |
|---|--|---|---|
| ■ MIDTOWN ZONE | MIDTOWN PARKS | MIDTOWN CENTRAL | THE SUTTER DISTRICT |
| ■ ALHAMBRA ZONE | FREMONT PARK
MARSHALL PARK
MUIR PARK
SUTTER'S FORT
TRUITT BARK PARK
WINN PARK | AZUL
CANTINA ALLEY
DER BIERGARTEN
THE FLAMINGO HOUSE
THE GOLDEN BEAR
LOWBRAU
MANGO'S
TRES HERMANAS | BARWEST
BLUE CUE
CAFE BERNARDO
CENTRO COCINA
HARLOW'S NIGHTCLUB
INK EATS & DRINKS
PARAGARY'S
THE RED RABBIT
TEA BAR & FUSION CAFE |
| ■ 16M ZONE | | | |



"2020 was a challenging year for so many reasons. Having the Fresh Air Fremont Park Program provided a welcome opportunity for me and so many of my neighbors to strengthen our bodies and quiet our minds through it all."

- Fedolia "Sparky" Harris, President, California Brownstones Association HOA



FRESH AIR FREMONT PARK 2020
YOGA WITH HER ELEVATED
FREEMONT PARK
1515 Q STREET

MIDTOWN BY THE NUMBERS

Below are specific categories the Midtown Association is focused on and tracking per the strategic plan.

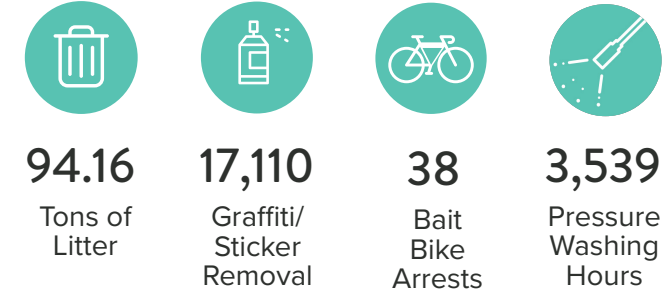


“One significant way that much-needed energy was re-introduced into the Midtown community was through the Midtown Bands Together summer busking program. Local, diverse musicians were instrumental in safely welcoming back customers to the central city, providing an integral boost to the hospitality industry.”

- Mike Testa, Visit Sacramento

CLEAN & SAFE

January 1, 2017 - December 31, 2020



EVENTS & ATTENDANCE

January 1, 2017 - December 31, 2020

EVENT SUPPORT

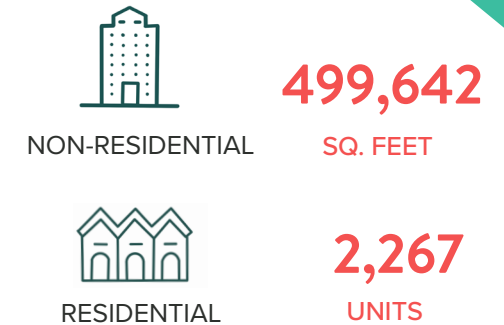


FARMERS MARKETS



NEW DEVELOPMENTS

January 1, 2017 - December 31, 2020



MIDTOWN AT A GLANCE

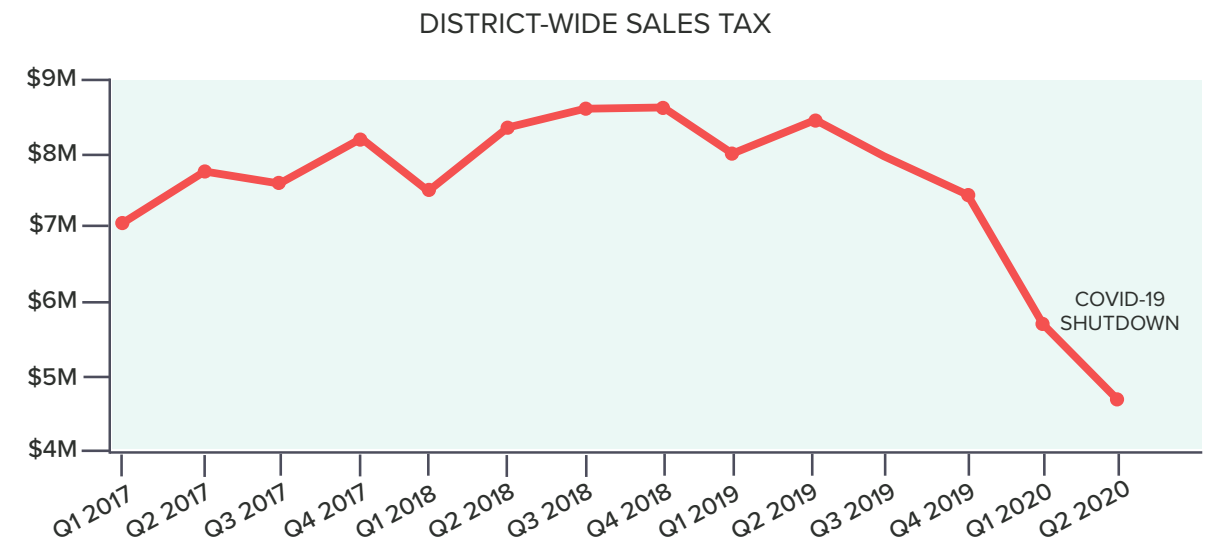


MIDTOWN DEMOGRAPHICS



ECONOMIC IMPACT

January 1, 2017 - June 30, 2020



ELEVATING MIDTOWN

These are the major categories, objectives, and projects the Midtown Association 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 2020

- **Midtown Development** – In 2020, 1,300 housing units were moving between entitlement to construction. Key projects include:
 - Cascade // 1705 I Street - Mixed Use // 208 Units // D&S Development // Entitlement approved.
 - Mansion Inn // 700 16th Street - Apartments // 190 Units // SKK Developments // Under construction.
 - Lavender Courtyard // 16th and F Street - Affordable Apartments // 53 Units // Mutual Housing // Under construction.
- **Entitlement Review Streamlining** – The City of Sacramento completed a significant Title 17 review which resulted in policies that reduced the required type of hearing for many infill development projects, reducing the cost and timeframe to bring valuable housing units online.
- **Ministerial Development Approval** – The City of Sacramento developed a ministerial development approval process to align with state guidelines, which would provide developments that meet specific development standards approval in less than 90 days.

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 2020

- **16th Street Expansion** – Midtown Association expanded the district to include the 16th Street corridor, increasing the service area by 14 blocks and increasing the budget by \$1M over five years.
- **Stockton Blvd Streetscape** – Midtown Association worked with Perkins + Will to develop a streetscape and landscaping plan for Stockton Blvd from Alhambra to HWY 50. The plan includes adding bicycle facilities, a landscaped center median, and improved pedestrian infrastructure. The plan is folded into the city's effort to be approved in 2021.
- **Good Neighbor Signage** – Midtown developed a friendly neighborhood signage to encourage residents and visitors to check parking restrictions to avoid citations. The campaign reduced the amount of vehicles parking in restricted areas by over 35%.

REDUCING HOMELESSNESS

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

PROJECTS IN 2020

- **Successful Linkages** – Through 2020, the Midtown Association was able to connect 179 individuals with housing and 174 individuals with shelter.
- **Safety Ambassadors** – Midtown Association provided over 29.4K hours of safety ambassador service since January 1, 2017.
- **X Street Shelter and Temporary Shelter Ordinance** – Midtown Association worked with the City of Sacramento to continue progress on the 100-bed triage shelter at X Street and Alhambra Blvd, which will open in the summer of 2021. Additionally, Midtown Association worked with the city to implement a reasonable small scale shelter ordinance that considers the impacts to surrounding neighborhoods, residents, and businesses.



PLACEMAKING

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

PROJECTS IN 2020

- **Banners** – The J Street Banner program included sponsorships from the Sacramento Kings, Sacramento Republic FC, Western Health Advantage, and WEAVE. The 37 banners highlighted Sacramento's local sports teams, Pride Month, National Domestic Violence Awareness Month, and Midtown Association Winter Programming. Additionally, 16 banners were installed at Winn Park to celebrate the Wednesdays at Winn evening market.
- **Street Food Sacramento** – Three food entrepreneurs were awarded grants, estimated at over \$11K each, to incubate their businesses by participating in the Midtown Farmers Market and Wednesday at Winn evening market: Boone's Red Onions, Épicée and La Minerva. The grant program aims to celebrate Sacramento's diverse street food culture while also reducing entry barriers for historically underrepresented communities to do business in Midtown.

TRANSPORTATION & MOBILITY

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

PROJECTS IN 2020

- **SJJPA Environmental Clearance** – The San Joaquin ACE Train cleared the Environment Impact Report allowing the team to work on station design through 2021.
- **Central City Mobility Project** – The City of Sacramento has completed design and engineering for multiple projects including parking protected bicycle lanes on 19th and 21st streets, P and Q streets, as well as converting I Street between 16th and 21st streets from one way to two way. The projects are expected to start construction in the summer of 2021.
- **Ease Into Midtown** – The Ease Into Midtown webpage was utilized, starting at the beginning of COVID-19, to reflect restrictions and to help residents and visitors navigate to and around Midtown, including information on parking, Sacramento Regional Transit, bikes, scooters, and rideshare.



The inaugural Street Food Sacramento program exposes the region to new flavors and brings diverse – and underrepresented – voices into our Farm-to-Fork palette and thriving farmers markets. This innovative program celebrates entrepreneurs, and much like a new generation of chefs and restaurateurs, I am confident they will lead us to a bright and tasty food future.”

- Patrick Mulvaney, Mulvaney's B & L

LIGHTING & LANDSCAPING

Since 2017, Midtown has worked to attract infrastructure investments by developing landscape and streetscape plans, while also working to activate key destinations by installing dynamic LED lighting throughout the district.

ALHAMBRA LANDSCAPE MASTER PLAN

Completed: In 2019, Midtown partnered with Atlas Lab to develop a landscape and placemaking master plan for the corridor spanning from J to S streets. The plan included repetitive and branded landscaping, touches of public art and murals, and other street furnishings like bicycle racks.

Next Steps: The plan is seeking funding currently to implement the first phase of the project creating a synergy between J Street, Folsom Blvd, and Stockton Blvd.



Alhambra Mural at Folsom Blvd & Alhambra Blvd



STOCKTON BLVD STREETScape PLAN

Completed: In 2020, Midtown partnered with Perkins+Will to develop a streetscape plan for the corridor spanning from Alhambra Blvd to Hwy 50. The plan includes a tree-lined center median, buffered bicycle lanes, a signalized crosswalk and a slip road closure at 34th and R streets. The plan outlines a more complete street for the corridor that makes it safer and more welcoming for all users.

Next Steps: The plan is being folded into a larger transportation study the city is completing this year. The city will then seek funding for engineering and environmental once the plan is adopted by city council.



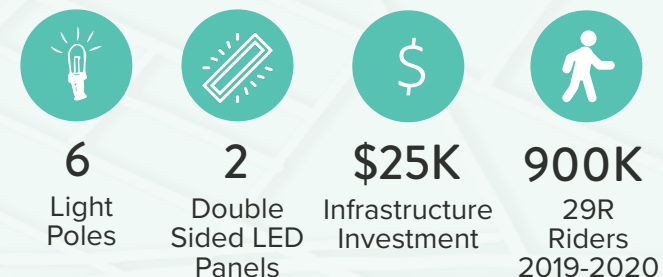
Stockton Blvd Protected Bike Lane Vision



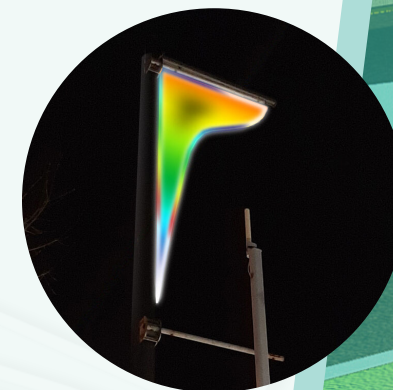
29R LED LIGHTING

Completed: Through 2020, Midtown worked with SacRT and local artist Chris Biddle to design and fabricate six LED light panels that will be installed on six light poles at the station. Once installed, the panels will create a welcoming station and pedestrian gateway between Alhambra Blvd and Midtown.

Next Steps: Installation is set for the second quarter of 2021, with additional lighting projects on the horizon at Sutter's Fort and Winn Park.



29R LED Lighting Rendering



STOCKTON BLVD STREETScape PLAN RENDERING
VISION OF STOCKTON BLVD AND 32ND STREET
BY PERKINS + WILL



Street Food Sacramento is an innovative grant program that was launched by Midtown Association and its community partners in 2020. The program is designed to celebrate Sacramento’s diverse street food culture while also reducing entry barriers of historically underresourced populations to do business in Midtown by participating in the thriving Midtown Farmers Market and Wednesdays at Winn evening market. The program also aims to foster a city-wide distribution network for the grantees’ food products to be sold in established local restaurants and grocery stores.

PROGRAM DETAIL

Through a request for proposals process, three grantees were selected from a pool of applicants who had completed either the Alchemist Kitchen program with Alchemist CDC or Sacramento Mercado program with Franklin Neighborhood Development Corporation. These micro-enterprise programs support entrepreneurs through small business development training.

Each of the selected grantees—Boone’s Red Onions, Épicée, and La Minerva—received a grant that includes booth space for one year at both markets, infrastructure to use at their booth, marketing and social media support, support with event insurance, and startup funds to purchase products. Starting on the sixth month of the grant term, participants will also have access to technical assistance through the Capital Region Small Business Development Center hosted by the Sacramento Metropolitan Chamber of Commerce.

STREET FOOD SACRAMENTO IN ACTION

3

TOTAL GRANTEES

\$33.7K

GRANT VALUE PROVIDED

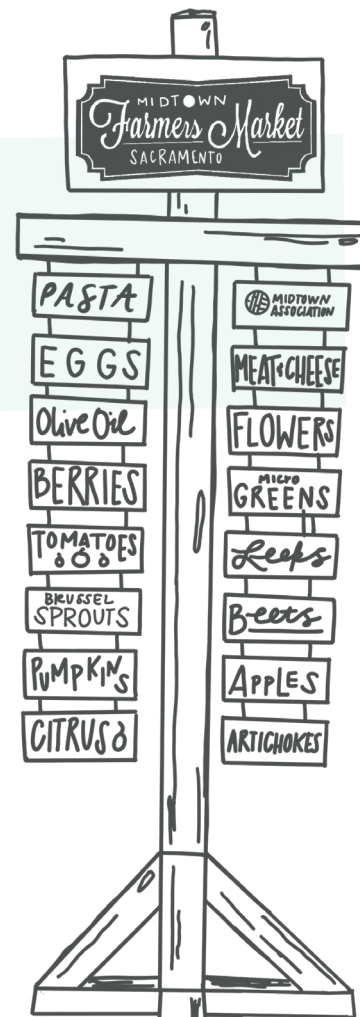
312

FARMERS MARKET OPPORTUNITIES

PARTNERS

Technical assistance partners: Alchemist CDC, Franklin Neighborhood Development Corporation and the Capital Region SBDC.

Grantee selection committee: Maria Baptista with Capital Region SBDC, Jaeda Barnes with Good Vibes Vegan Cafe & Herbs, Kyla Bryant with Capital Region SBDC, Patrick Harbison with Patrick Harbison Public Relations, Monica Hernandez with Sacramento Area Council of Governments, Chelsea Minor with Raley’s, Patrick Mulvaney of Mulvaney’s B&L and Lisa Nava with County Supervisor Phil Serna’s Office.



MEET THE GRANTEES

BOONE’S RED ONIONS | CHRISTOPHER BOONE ARGYROS



Christopher Boone Argyros, the owner of Boone’s Red Onions, is a proud trans business owner who features artisanal pickled red onions. Christopher’s love of pickled red onions was passed down from his Great Aunt Mary, who grew up in a family of Polish farmers where pickling was part of cultural tradition and survival. Christopher was very close with his aunt and she taught him how to cook. After her passing, he found her recipe for pickled red onions tucked away in a cookbook and over several years perfected it to be what is now known as “Boone’s Classic” variety of red onions. Christopher previously worked as an advocate in LGBTQ nonprofits. He is part of the Alchemist Kitchen Incubator Program (AKIP) and works out of AKIP’s kitchen in North Sacramento.

ÉPICÉE | CELINE CALLEJON



Celine Callejon, the owner of Épicée, is a French native chef who resides in West Sacramento with her wife and kids. She has been working in senior care in the Greater Sacramento area for over 10 years. Celine’s passion for food, health and nutrition brought her to start her own food business in 2020 and with the help of the Alchemist Microenterprise Academy program, she started Épicée. With products like Puerto Rican and Serrano Chili hot sauces and candied jalapenos, Épicée is sure to give a healthy boost to your dishes and your metabolism.

LA MINERVA | CARLA VAZQUEZ



Carla Vazquez, the owner of La Minerva, is originally from La Piedad, Michoacan, Mexico. She studied haute cuisine in Guadalajara, Jalisco, Mexico and has taken many different culinary and pastry courses. Her menu features authentic Mexican cuisine from the Jalisco region of Mexico, which she has a great affinity for and from where the inspiration of La Minerva came from. Menu items include drowned tortas, shrimp, fish and vegan ceviche, drowned tacos, ironed marinated leg tortas, pozole, tejuino (cold fermented corn drink) & aguas frescas. Carla has lived in Sacramento for 17 years and currently resides in South Sacramento with her husband and two children and is also a graduate of the Sacramento Mercado program through Franklin Neighborhood Development Corporation.

Visit exploremidtown.org/streetfoodsac/ to learn more about Street Food Sacramento

WEDNESDAYS AT WINN
WINN PARK
1616 28TH STREET

MIDTOWN PARKS

Midtown Parks, the 501(c)(3) arm of Midtown Association, aims to increase health and community engagement by investing in Midtown's parks: Fremont Park, Marshall Park, Muir Park, Sutter's Fort, Truitt Bark Park and Winn Park.

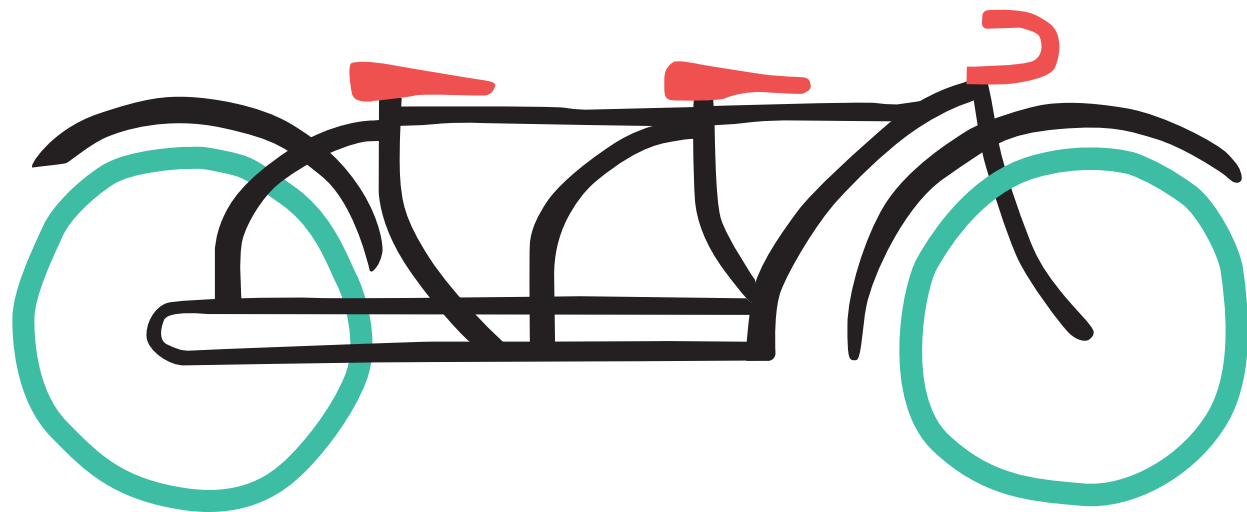
MIDTOWN PARKS GOALS

- > Midtown Parks was established to support the well-being of the community by creating centrally-located public spaces that 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. They also serve as backyards, gyms, cafes, playgrounds and community gathering spaces of urban dwellers.
- > The ultimate goal is that, through Midtown Parks, the open spaces of the central city transform into dynamic destinations that attract a cross-section of the community and build value in the neighborhoods they serve. Based on hundreds of proven public-private partnership models throughout the country, Midtown Parks provides a path towards achieving these goals.



"Since its debut in August of 2020, the Wednesdays at Winn Farmers Market brings renewed energy into Winn Park. The partnership between the Sacramento Police Department and Midtown Association is essential to help create and continue successful community events and park programs, which also helps increase public safety. I look forward to seeing future programming -- and working with the MA team -- to make Midtown even more welcoming for businesses, residents, and visitors."

- Kathy Lester, Deputy Chief, Sacramento Police Department



SERVICES



COMMUNICATION SERVICES

Midtown Parks creates a unique brand and identity for each park.



CAPITAL IMPROVEMENTS

Midtown Parks leverages public and private funds to make and maintain improvements to central city parks.



PLACEMAKING & EVENT SERVICES

Midtown Parks creates schedules of events and activities at each park that correspond to their specific needs.

ACCOMPLISHMENTS

January 1, 2020 - December 31, 2020

MIDTOWN PARKS 5K CHALLENGE APRIL 2020

Nearly 70 participants completed the Midtown Parks 5k challenge, which was a solo, physically distanced challenge that routed runners on a 5k between five parks in Midtown with exercise challenges at each park.

BIG DAY OF GIVING MAY 2020

Midtown Parks participated for the first time in the region's annual Big Day of Giving, a 24-hour online fundraiser for area nonprofits, and raised nearly \$2,500 in unrestricted funds.

FRESH AIR: FREMONT PARK AUGUST 2020

The first season of Fresh Air: Fremont Park brought 36 classes, including yoga, Pilates, Tai Chi, dance and more, taught by eight teachers. This effort reached nearly 600 Midtown residents and visitors.

WEDNESDAYS AT WINN & WORKOUT AT WINN AUGUST 2020

Midtown Parks provided a sponsorship that supported the launch of Wednesdays at Winn, the year-round certified farmers market with over 35 vendors and 700 weekly attendees. Additionally, a wellness series, Workout at Winn, was launched in concert with the market to provide yoga, meditation and strength training classes to over 140 participants in 2020.

MIDTOWN MINI SEPTEMBER 2020

The second annual Midtown Mini raised over \$70K which will go towards programming and capital improvements in Midtown's parks in 2021.

COVID-19 RESPONSE

The Midtown Association focused on implementing a variety of programs to provide immediate support to the community, including the Farm to Fork Al Fresco Program, micro-grants ranging from Street Food Sacramento to property damage to winterization support for businesses, uninterrupted outreach to those experiencing homelessness, and increased specific COVID-19 related advocacy and communications support for stakeholders.



“The quick planning and swift implementation of the Farm to Fork Al Fresco program, which allowed The Golden Bear to temporarily expand our outside dining options to accommodate COVID-19 related health standards, kept our business open.”

- Kimio Bazett, The Golden Bear

FARM TO FORK AL FRESCO

May 2020 - December 2020

 **RESTAURANTS SUPPORTED**
34

 **TOTAL SUPPORT VALUE**
\$100K+

 **MEDIA ADVERTISING VALUE**
\$10.8K+

MICRO GRANTS

March 2020 - December 2020

 **MICRO GRANTS PROVIDED**
64

 **TOTAL GRANT VALUE**
\$130K+

 **BUSINESSES SUPPORTED**
63

 **SAFETY SIGNS INSTALLED**
60

 **FACE MASKS DISTRIBUTED**
3,900

COMMUNICATION SERVICES

March 2020 - December 2020

 **RESOURCES NEWSLETTERS SENT**
68

 **SOCIAL MEDIA ENGAGEMENT**
8.5M+

 **LIVE BUSKING PERFORMANCES**
66

 **FARMERS MARKETS HOSTED**
59

HOMELESS OUTREACH

March 2020 - December 2020

 **HOMELESS CONNECTIONS**
38

 **HOMELESS HOUSED**
18

For frequently updated COVID-19 State and County guidelines, and resources for restaurants, retail, employers, and property owners, please visit exploremidtown.org/covid-19-updates-for-your-business.

THE GOLDEN BEAR
MIDTOWN CENTRAL RESTAURANT DISTRICT
2326 K STREET



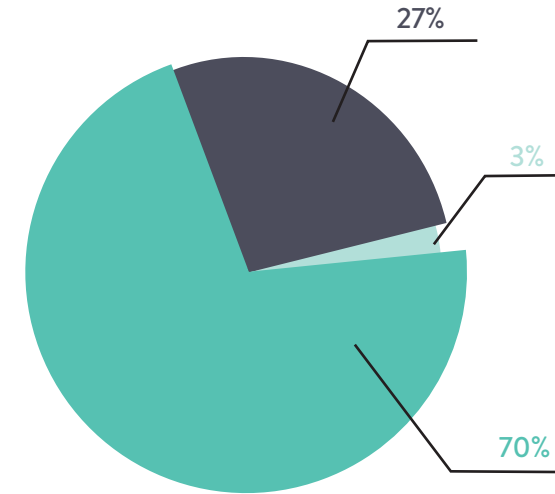
"It was amazing to see the already bustling Midtown Farmers Market add a fresh new component this year, the pop-up Winter Wonderland, and bring the magic of the holidays to Midtown. The additional funds raised were invested in marketing our small businesses and art galleries during the holidays. Let it snow!"

- John Pappas, Pappas Investments

FINANCIALS

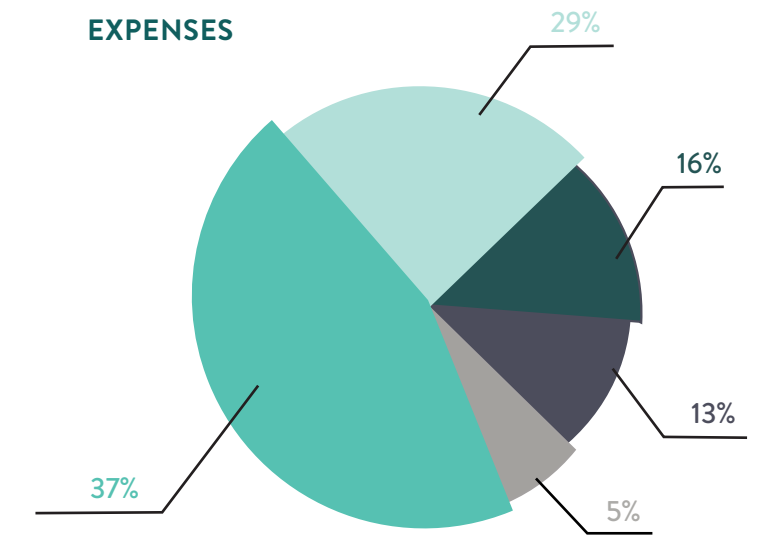
2021 BUDGET

INCOME



■ PBID	— Midtown	78%
	— Alhambra	22%
■ BID	— Sutter District	58%
	— Midtown Central	42%
■ Events & Grants		27%

EXPENSES



■ Safety, Maintenance & Streetscape Services	(37%)
■ Advocacy & Communications	(29%)
■ District Administration	(16%)
■ Placemaking & Capital Improvements	(13%)
■ BID Services	(5%)
■ MP Services	(0%)

2020 AUDITED YEAR END FINANCIAL STATEMENT

ASSETS

Cash & Cash Equivalent	\$1.04M
Other Assets	\$379K
Total Assets	\$1.42M

LIABILITIES & NET ASSETS

Deferred Revenue	\$177K
Other Liabilities	\$160K
Total Current Liabilities	\$338K
Grants & Unrestricted Net Assets	\$1.08M
Total Liabilities & Net Assets	\$1.42M

@EXPLOREMIDTOWN

The Midtown Association's level of influence is measured by increasing the amount of media coverage for the organization. Please view a recap of Midtown Association's social media and media coverage in 2020 below.



FOLLOWERS

INSTAGRAM

22.1K

FACEBOOK

12.9K

TWITTER

16.5K

MEDIA

JAN 1, 2017 - DEC 31, 2020

STORIES
GENERATED

662

MENTIONS OF
MIDTOWN

2,740

JAN 1, 2020 - DEC 31, 2020

NIelsen
AUDIENCE VIEWS

49,652,986

AD
VALUE

\$3,329,434

DIRECTORS & STAFF

EXECUTIVE COMMITTEE:

Wendy Saunders, Chair | Capitol Area Development Authority
 Mike Testa, Vice Chair | Visit Sacramento
 Larry Watson, Secretary | HCMW Joint Venture
 Ken Turton, Treasurer | Turton Commercial Real Estate
 Randy Paragary, CFO, SBIA Chair | Paragary Restaurant Group

BOARD OF DIRECTORS:

Francisco Castillo | Union Pacific
 John Fraser | California State Parks
 Councilmember Jeff Harris | City of Sacramento
 Mike Heller | Heller Pacific/Loftworks
 Lisa Hinz | Sacramento Regional Transit
 Marisa Kolokotronis | SKK Developments
 Laura Lewis | SMUD
 John Mikacich | Limelight
 Bay Miry | Bardis & Miry Development

STAFF:

Emily Baime Michaels | Executive Director
 Jameson Parker | Director of Advocacy & Capital Improvements
 John Adair | Director of BID Services & Communications
 Luis Villa | Clean & Safe Manager
 Amy Eubank | Placemaking Manager
 Jodie Miller | Communications Manager
 Kate Devine | Events Manager
 Cody Ochoa | Project Coordinator, Placemaking & Mobility
 Lisa Nottingham | Farmers Market Manager and Event Coordinator
 Adam Coen | Administrative Coordinator

Beth Hassett, Past Chair | WEAVE, Inc.
 Kimio Bazett, Midtown Central BID Chair | The Golden Bear; Kru
 Lynda Benvenuti | LBT Investments LLC
 John Hodgson | The Hodgson Company

Nikky Mohanna | Mohanna Development
 John Pappas | Pappas Investments
 Scott Rasmussen | Ravel Rasmussen
 Sean Ruth | The Sacramento Bee
 Supervisor Phil Serna | County of Sacramento
 Keri Thomas | Sutter Health Valley Area
 Ken Uribe | Department of General Services
 Councilmember Katie Valenzuela | City of Sacramento
 Allison Yee-Garcia | Sacramento Republic FC

Jazzy Swink | Communications Coordinator
 Ivan Espinoza | Clean & Safe Foreman
 Joel De Santiago | Senior Maintenance Lead
 Jeffrey Schuhaet | Safety Lead
 Michael Proctor | Maintenance Lead
 Willie Saicheur | Maintenance & Events Assistant
 Jose Munguia | Maintenance Assistant
 Saul Palacios | Maintenance Assistant
 Efrain Palma | Safety & Events Assistant
 Sergio Reed | Safety Assistant

PHOTO CREDIT:

Front cover, pages 6, 8, 16, 19: Lisa Nottingham, pages 1 - 2: Zocalo Restaurant, page 4: Wild Poppy & Co Boutique, page 18: The Golden Bear



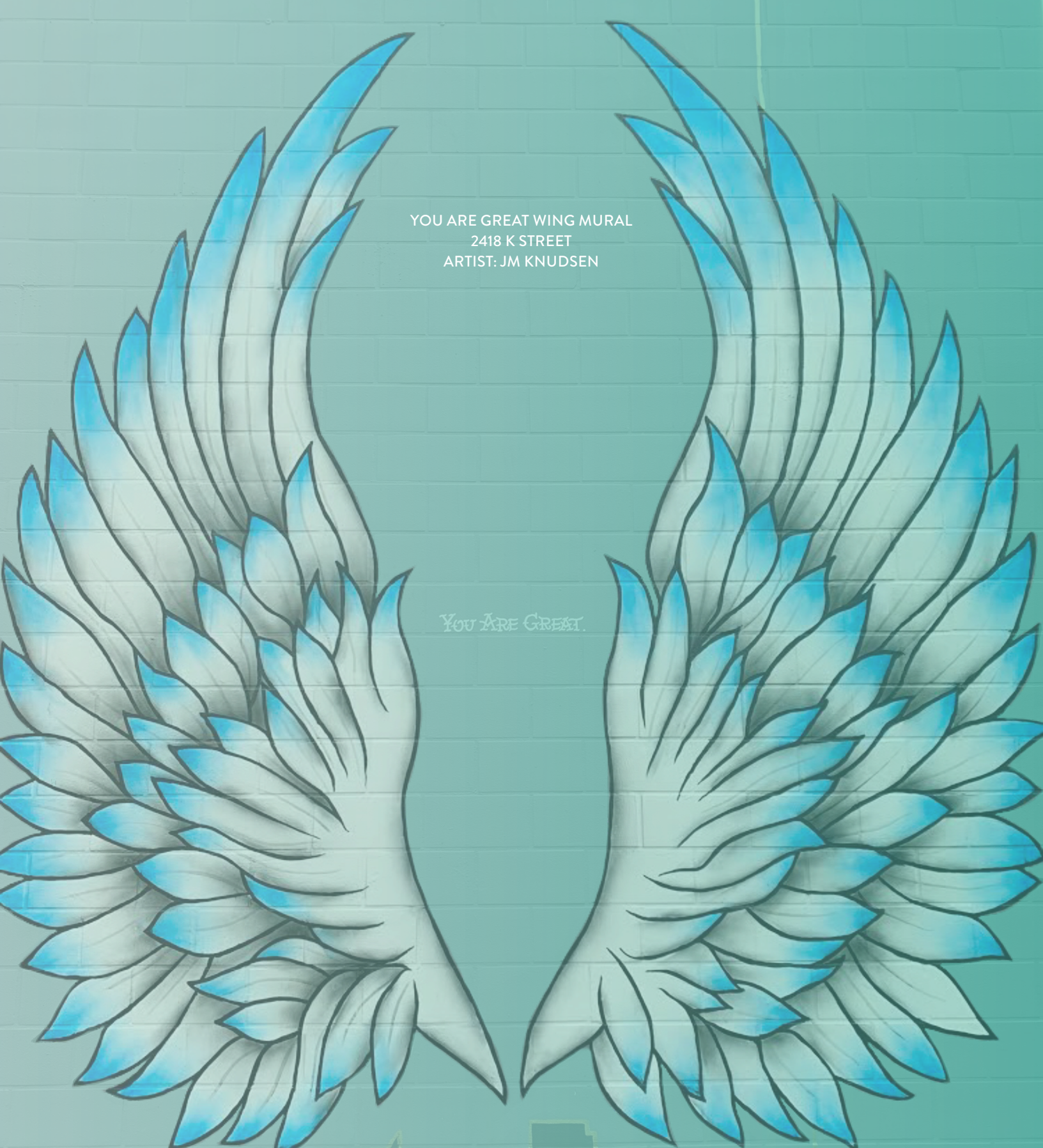
"Public art is one of the most prominent ways to share your work no matter what medium you're working in. What I love most about public art, street art, or whatever you want to call it is, you are forcing an audience to see you, think, and hopefully engage."

- Brandon Gastinell, Wednesdays at Winn Featured Artist



PARTNERS OF THE YEAR

Thank you to our partners who made the Farm to Fork AI Fresco Program a success for Midtown restaurants; Capitol Barricade, Inc., Office of Innovation and Economic Development, City of Sacramento, Public Works, City of Sacramento, Councilmember Steve Hansen's Office, City of Sacramento.



YOU ARE GREAT WING MURAL
2418 K STREET
ARTIST: JM KNUDSEN

YOU ARE GREAT.



FEBRUARY 2020 MARKED 35 YEARS SINCE THE
MIDTOWN ASSOCIATION WAS FOUNDED. THANK YOU
FOR SUPPORTING 35 YEARS OF MIDTOWN LOVE.