

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.

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.

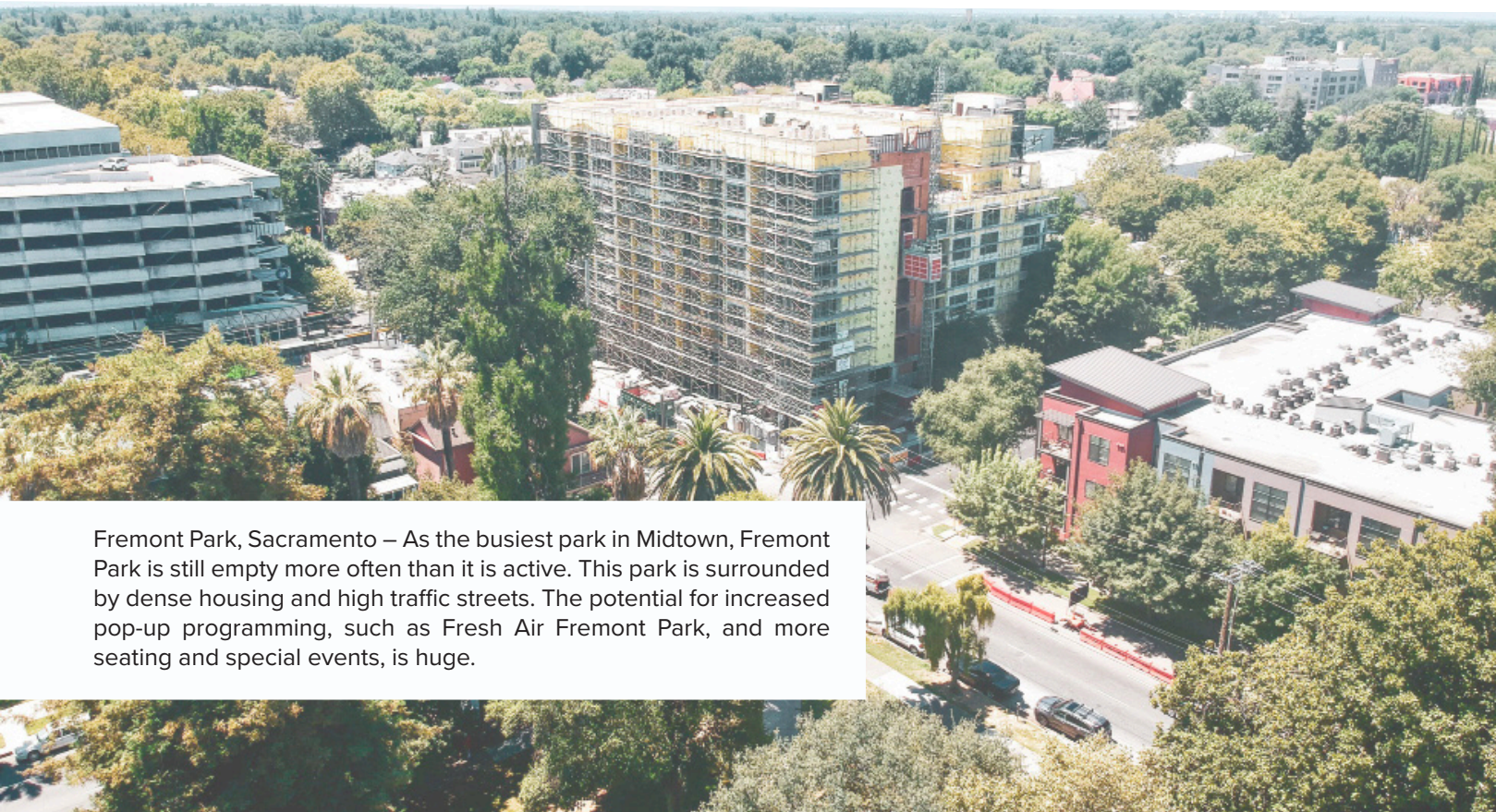
OUR PARKS

This prospectus outlines the purpose of Midtown Parks, the 501(c)(3) arm of Midtown Association, whose mission is 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. 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 recent transplants from the suburbs, the parks in Midtown were a major factor in our choice for a new home. Easy access to the abundance of open space and well programmed activities has made the loss of our backyard a non-issue.”

FEDOLIA “SPARKY” HARRIS, CALIFORNIA BROWNSTONES



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 increased pop-up programming, such as Fresh Air Fremont Park, and more seating and special events, is huge.



Winn Park, Sacramento – Winn Park is one of the most opportunity rich parks in Midtown. With the investment of the Wednesdays at Winn evening market, the park is seeing an increase in park users and increased demand for the use of the historic building.

OUR SUCCESS METRICS

We measure success by the increased number of people enjoying activities, events and 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

THE AREA WE SERVE

Midtown Parks transforms 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 serves 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, CAPTIAN,
SACRAMENTO POLICE DEPARTMENT

Wednesdays at Winn
Farmers Market, Winn Park



DEMOGRAPHICS

- 6K Businesses
- 30K Light Rail Riders
- 34K Residents
- 115K Daily Employees

RESIDENT EDUCATION



57%

High School
Diploma



35%

Higher
Degree

RESIDENT INCOME



47K

Average Median
Household Income

RESIDENT POPULATION



8%

Children



11%

Seniors

WHAT'S POSSIBLE

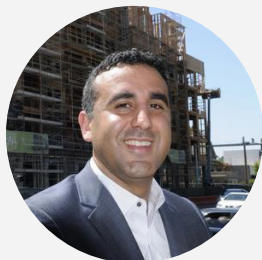


BRYANT PARK NEW YORK CITY, NY

Managed by a 501(c)(3), Bryant Park has been referred to by the New York Times as the “Town Square of Midtown,” welcoming more than 6 million guests annually.

KLYDE WARREN PARK DALLAS, TX

Klyde Warren Park offers over 1,300 free programs and events and welcomes more than 1 million visitors each year. The park was created as a public-private partnership and is managed by the Woodall Rodgers Park Foundation.



“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 ST. HARBOR PARK PHILADELPHIA, PA

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, MI

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.”

KERI THOMAS, VICE PRESIDENT – 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.



Movies at the Fort - Sutter's Fort State Historic Park

HOW IS MIDTOWN PARKS SET UP?

Midtown Parks is the 501(c)(3) arm of Midtown Association. Midtown Association's Executive Committee, City and State Parks representatives and other key partners serve as the Board of Directors for Midtown Parks. Midtown Association staff work with residents, business and property owners and City and State staff to raise funds, resolve conflicts and promote the mission of Midtown Parks. All operating policies for governance and Brown Act adherence meet the exceptionally high standards that already exist within Midtown Association.

OUR SERVICES

To meet our success metrics, Midtown Parks offers the following three services:

CAPITAL IMPROVEMENTS

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

PLACEMAKING & EVENT SERVICES

Midtown Parks creates a schedule of events and activities at each park that corresponds to their specific needs.

COMMUNICATION SERVICES

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



“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 IS FINANCED

Midtown Parks was established in 2019. The initial formation costs were funded by donations from the Midtown Farmers Market and Capitol Area Development Authority (CADA). Ongoing operations continue to be funded by privately directed funds, community contributions, grants and sponsorships, and by the City of Sacramento. Additionally, Midtown Parks hosts an annual fundraiser, the Midtown Mini. This tongue-in-cheek miniature golf tournament is spread throughout bars and restaurants in Midtown, and each location has 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 allows for sponsors to create mini-golf holes in or near their location.



BUDGET

The Midtown Parks organization maintains separate financial statements, bank accounts, and funding agreements that are reported on all Midtown Association Executive Committee and Midtown Parks Board meetings.

INCOME		3 YEAR BUDGET 2019 - 2021	
Administrative Fees	\$	0.00	
Events (Midtown Mini)	\$	135,000.00	
Donor Directed Sponsorships	\$	150,000.00	
Grants/Interest	\$	25,000.00	
Donation Income	\$	7,500	
Local Government Contracts	\$	0.00	
TOTAL INCOME	\$	317,500.00	
EXPENSES			
MP Programs			
Cat 1: Maint, Safety, & Street	\$	0.00	
Cat 2: Placemaking & Cap. Imp.	\$	135,660.00	
Cat 3: Comm. & Admin.	\$	30,661.00	
TOTAL EXPENSES	\$	166,321.00	
NET INCOME	\$	151,179.00	

INCOME DETAIL

The Midtown Mini is raises \$75K each year. Donor directed sponsorships are primarily from area health systems and businesses. Grants and local government contracts are a best estimate at this time. Donation income is predominantly raised through Big Day of Giving.

EXPENSE DETAIL

Placemaking expenses are related to delivering key activations such as Wednesdays at Winn, Movies at the Fort and Fresh Air Fremont. Capital Improvements are related to larger infrastructure improvements such as umbrellas at the dog park and the improvement of restrooms. Communication expenses include the production of the Midtown Mini as well as about 9k per year in bookkeeping and insurance.

STATEMENT OF FINACIAL POSITION

Athreepercentreservegoalisrecommended.

CAPITAL PURCHASES

Equipment for parks programming may be purchased as needed.

“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



INCREASING HEALTH & COMMUNITY ENGAGEMENT BY INVESTING IN MIDTOWN PARKS

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.

AMMENITIES



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 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. Park priorities include a dynamic programming calendar, public art, live music, events and supportive infrastructure.

3 YEAR STRATEGIC PLAN, MARCH 2019 - MARCH 2022

ACCOMPLISHMENTS

- Launched a pilot programming effort in 2019 by bringing free yoga, Pilates and bootcamp classes to Fremont Park through partnerships with multiple small businesses and a nonprofit. Over 100 free classes were provided to the community.
- Advocated for free W-Fi to be brought to Fremont Park in 2019 through a partnership with the City and Verizon wireless.
- Expanded free programming and launched Fresh Air: Fremont Park in 2020, which included yoga, Pilates, meditation, Tai Chi, dance, mobility and strength training classes. Eight instructors were recruited to provide classes three to five times a week from August through October, totaling 36 classes (12 additional classes were canceled due to air quality concerns) reaching nearly 600 residents and visitors. These efforts provided a much needed vehicle for participants to exercise, get some fresh air, and utilize green urban space, all while engaging with their neighbors in a safe, physically distanced environment.
- Advocated for electrical upgrades to better support events and programming throughout the park in 2020.

UPCOMING PROJECTS

- 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.)
- 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.
- 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.



MARSHALL PARK

OVERVIEW

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

AMMENITIES



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 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.

3 YEAR STRATEGIC PLAN, MARCH 2019 - MARCH 2022

ACCOMPLISHMENTS

- Hosted the annual Pooch Parade in 2019 with over 500 attendees.
- Engaged the Hart Senior Center leadership in planning efforts to bring senior focused programming to the park surrounding the Center—including a weekly lunch hour featuring live music—laying the groundwork for implementation in 2021.

UPCOMING PROJECTS

- Engage with Hart Senior Center management to market existing programming and support the expansion of center activities to the exterior of the park. 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.
- Support a sustainable activation plan with a focus on senior programming as well as opportunities for additional community engagement and enjoyment of the park.



Halloween Festival & Pooch Parade
Marshall Park

MUIR PARK

OVERVIEW

Midtown’s only “children’s park” features a play area with swings and a large net-climber, water misters for cooling down, benches, picnic tables, basketball court, BBQs, a sand play area, walkways, a decomposed granite tike-track, landscaping, entry plaza, soccer field and more.

AMMENITIES



PARK HISTORY

Named after naturalist John Muir, the 2.5 acre park was renovated and reopened as a children’s park in early 2007. In 2021, the park was added into Midtown Parks’ service area through Midtown Association’s 16th Street Expansion project.

PARK CONTEXT AND PRIORITIES

Muir Park, located at C and 16th streets in the in the Mansion Flats neighborhood of the central city, is an opportunity rich park due to it being adjacent to a multiple residential neighborhoods. Priorities for Muir Park include family focused programming and capital improvement projects that support programming and encourage events in the park.

3 YEAR STRATEGIC PLAN, MARCH 2019 - MARCH 2022

ACCOMPLISHMENTS

- Added Muir Park to its service area through Midtown Association’s 16th Street Expansion project.
- Defined strategic focus for the park, including family and children oriented programming.

UPCOMING PROJECTS

- Partner with the Washington Neighborhood Center to bring the quarterly Barrio Market to the park during fair weather months.
- Partner with Washington Elementary School to bring after school programming to the park during fair weather months.
- Engage with the City of Sacramento to repair water features.
- Bring positive programming to the park including a rec soccer league, lunch time music and market, and fitness classes for residents.
- Oversee the installation of a mural, by a local artist, on the basketball court to infuse public art into the park and encourage court use.
- Engage with the City of Sacramento to install public restrooms as an amenity to support park programming
- Partner with the City of Sacramento to better use the athletic field with installation of permanent infrastructure like soccer goals or a small dog run.
- Engage with the City of Sacramento to remove the perimeter fence to create a more welcoming atmosphere
- Explore the removal of the children’s park designation with the City of Sacramento and surrounding residents.
- Install a stage to support events and other programmed activities.
- Engage with the City of Sacramento to provide electrical upgrades that will support events, ambient lighting installation and other programmed activities.
- Install shade structures over the playground area.

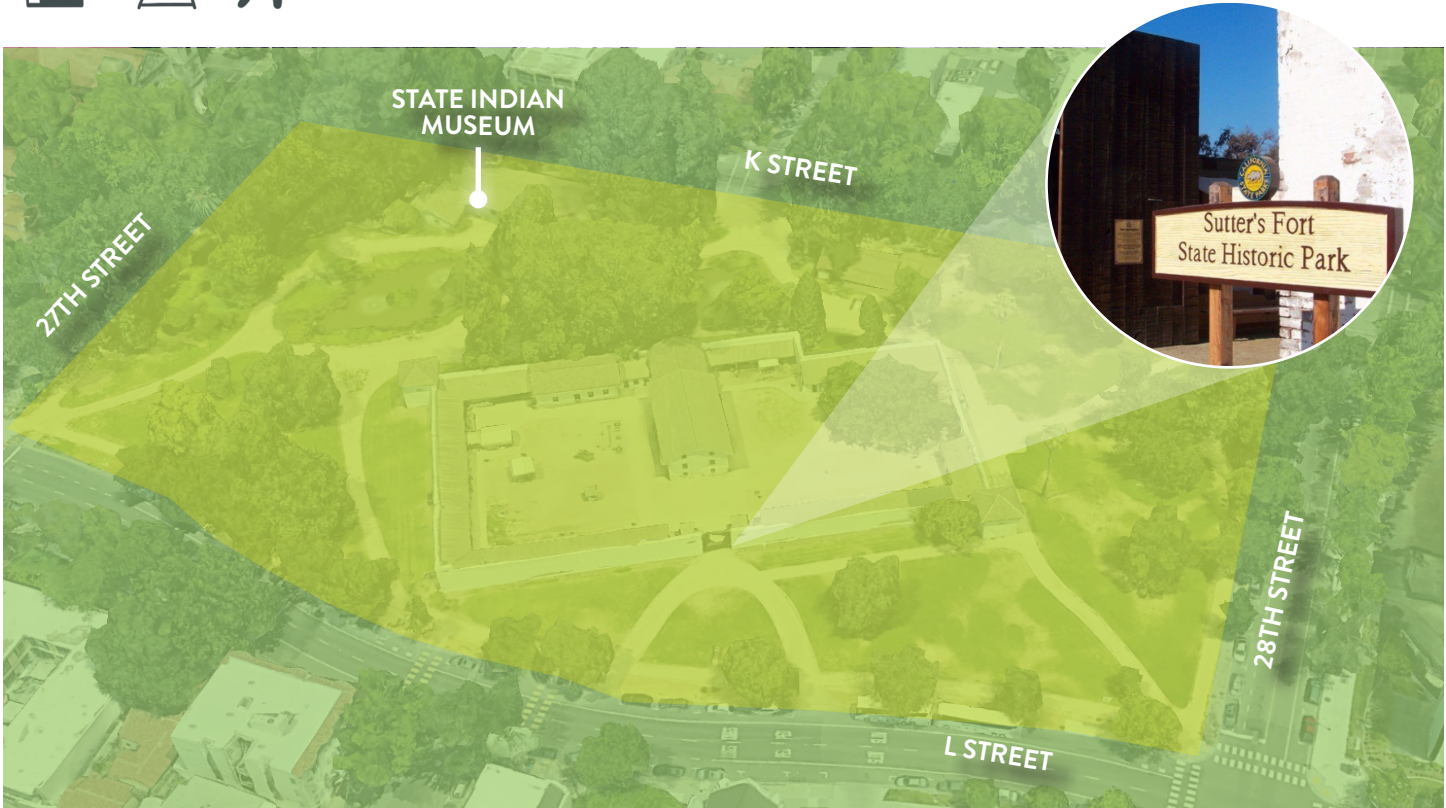


SUTTER’S FORT

OVERVIEW

With a perimeter covering 6 block faces, Sutter’s Fort is the largest park in the Midtown Parks service area and includes the fort itself, the California State Indian Museum, decomposed granite walking paths, and 6 acres of open green space.

AMMENITIES



PARK HISTORY

John Sutter, a Swiss immigrant, received a land grant from the Mexican government in 1839 and built an agricultural establishment, New Helvetia. A decade later, Gold Rush miners overran the land and, due to reconstruction efforts in the 1890s, Sutter’s Fort is what remains. The Fort has a complex history that holds painful reminders for indigenous populations of an often disturbing 19th century history in California. Midtown Parks looks forward to the opportunity to share an inclusive, more accurate perspective of the Fort as State Parks reimagines its interpretation.

PARK CONTEXT AND PRIORITIES

Located between 26th and 28th streets and K and L streets, Sutter’s Fort is one of the most significant areas of green space and walking paths available to the public in the central city. Surrounded by residential and commercial properties, Sutter’s Fort is frequently empty but shows huge potential to activate through large and small scale events, like movie nights and fitness classes, and to serve as an extension of the Sutter Health campus and home of nearby residents.

3 YEAR STRATEGIC PLAN, MARCH 2019 - MARCH 2022

ACCOMPLISHMENTS

- Secured \$65K in funding for the Sutter’s Fort Exterior Lighting Project from Hume Development, Midtown Association, SMUD and Sutter Health, and launched the planning efforts for the first phase of the project in partnership with California State Parks.
- Partnered with Sutter Health to successfully host 8 movies for Movies at the Fort in the summer of 2019, drawing in a total of approximately 2K attendees to the free events which featured a spirited DJ, vendors and a relaxing lounge area.
- Partnered with Sutter Health and Yoga Moves Us to bring a free monthly yoga class, called First Friday Flow, to the southwest lawn of Sutter’s Fort from April to September 2019, bringing in over 400 participants for all classes combined.

UPCOMING PROJECTS

- Complete the installation of the first phase of the Sutter’s Fort Exterior Lighting Project in 2021, which will include lighting the exterior of the Fort.
- Secure funding and begin planning for the second phase of the Sutter’s Fort Lighting Project, which will include the State Indian Museum and the pond area walking path.
- Focus on continued programming in the exterior of the fort, including First Friday Flow and Movies at the Fort, in 2021 and identify opportunities for infrastructure to support existing and future events.
- Install bicycle racks at the exterior of the fort to support park use from Central City residents whom are not within walking distance.



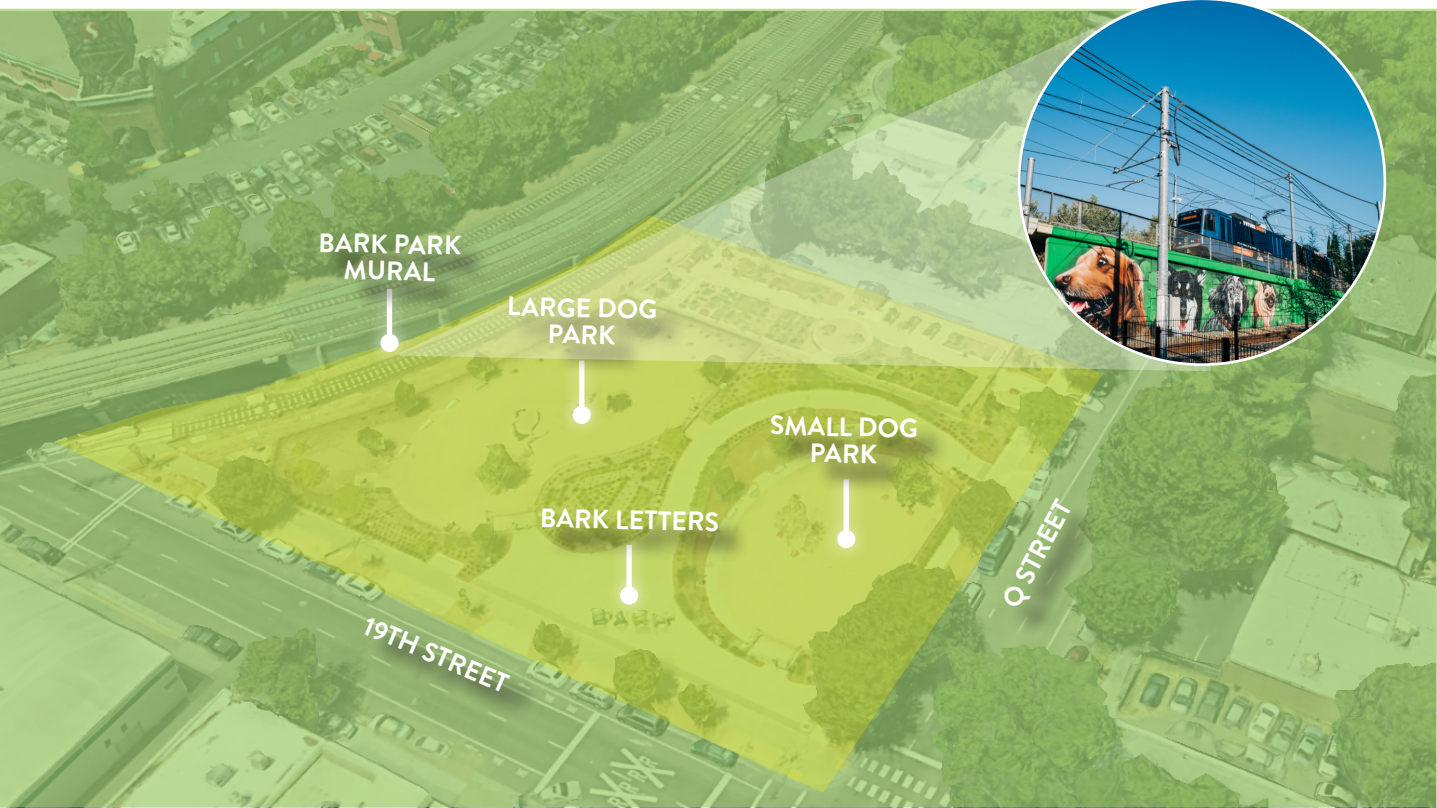
Outside walls of Sutter's Fort
L & 26th Streets

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.

AMMENITIES



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 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. Park priorities include furry friend focused programming, like adoption events and low-cost vaccination clinics, as well as raising funds for ongoing parks maintenance and working with nearby residents and park users to coordinate community clean ups.

3 YEAR STRATEGIC PLAN, MARCH 2019 - MARCH 2022

ACCOMPLISHMENTS

- Oversaw the installation of a 100-foot mural from local artist John Horton, along the park adjacent light rail bridge that was developed in two stages, featuring several dogs of park supporters, in 2019.
- Advocated for free Wi-Fi to be brought to Truitt Bark Park in 2019 through a partnership with the City and Verizon wireless.
- Partnered with Sutter Health, QUADRIGA, Capital Area Development Authority, Councilmember Steve Hansen and the City of Sacramento, and Tricorp Group, Inc. to bring seven 13-foot tall all-weather umbrellas to the small and large dog parks in 2019. The structures provide protection from the elements year-round for park users and their furry friends.

UPCOMING PROJECTS

- Support additional events which are appropriate for the park, generate increased visitation and raise funds for maintenance. 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.
- Fundraise for necessary on-going maintenance costs.



BARK Art Letters
Truitt Bark Park

WINN PARK

OVERVIEW

The future home of a business 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.

AMMENITIES



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 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.

3 YEAR STRATEGIC PLAN, MARCH 2019 - MARCH 2022

ACCOMPLISHMENTS

- Supported existing city efforts for necessary upgrades to be made to city-owned historic structure to support the development of a business concept which compliments and supports additional activation of the park.
- Provided a sponsorship for Wednesdays at Winn evening market, which kicked off in August 2020. The market draws in over 500 attendees each week and boasts nearly 40 vendors.
- Partnered with her Elevated to bring the Workout at Winn wellness series which features yoga, meditation and strength classes for free each week from May through September during the Wednesdays at Winn evening market. Over three months in 2020, 230 attendees took part in 12 classes that were offered.
- Installed 16 banners, affixed to ornamental light poles surrounding the park that feature Wednesdays at Winn branding.
- Installed public art pieces by local digital pop artist, Brandon Gastinell, on the two utility boxes on the east quadrant of the park.

UPCOMING PROJECTS

- Support additional programming and events such as health-focused classes, children's programming, etc.
- Market opportunities for neighbors and neighborhood groups to increase engagement with park planning, upkeep, and programming efforts.
- Support, as needed and as funding allows, programming which is complimentary to business operations and enhances the vibrancy of the park.
- Partner with the city on lighting enhancements which increase the security, comfortability, and support extended.



ROLES & RESPONSIBILITIES

Midtown’s parks are currently served by the City of Sacramento’s Youth, Parks & Community Enrichment Department (City), the State of California (Fort), the Midtown Sacramento Property Business Improvement District (PBID), and “Friends of” groups. The roles and responsibilities of these entities are outlined below.

	CITY	PBID	FRIENDS OF	MIDTOWN PARKS
MAINTENANCE SERVICES	Internal services including landscaping, trash removal, and facility maintenance.	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.	“The Pack” Volunteer clean ups.	NA
SAFETAY SERVICES	City rangers at city parks. State rangers at Fort.	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.	NA	NA
SOCIAL SERVICES	NA	PBID Cat 1: Outreach to those experiencing homelessness who would like to receive services.	NA	NA
PLACEMAKING & EVENT SERVICES	Permit authority for city parks.	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.	Friends of Sutter’s Fort assists in navigating permit process. Friends of Fremont Park hosts a movie night. Truitt Bark Park “The Pack” coordinattees meet ups and an annual event.	Enhance PBID funds available for each park and create a schedule of events and activities at each park that corresponds to their specific needs.
COMMUNICATION SERVICES	NA	PBID Cat 3: Ongoing promotion of events at parks.	Friends of Sutter’s Fort markets to the fort to visitors. Truitt Bark Park “The Pack” manages social media.	Create a unique brand identity for each park.
CAPITOL IMPROVEMENTS	Construction management and funding for all capital improvements.	NA	NA	Reduce construction costs by managing capital improvement projects.

SUPPORTING MIDTOWN PARKS

DONATION OPPORTUNITIES

Donations can be made by visiting MidtownParks.org and clicking on the donate button. Midtown Parks also accepts donations through Venmo (@MidtownParks). Finally, Midtown Parks is a charitable organization with AmazonSmile. When someone shops through AmazonSmile and selects Midtown Parks as their charity, 0.5% of the purchase price of eligible products is donated to Midtown Parks. Each time you shop on Amazon, start at Smile.Amazon.com (or by setting it up in the app) so your purchase will count.



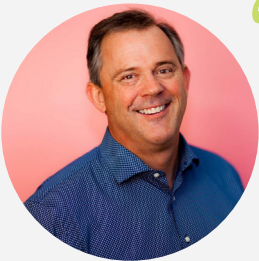
MIDTOWN PARKS MERCHANDISE

Midtown Parks merchandise is available through MidtownParks.org including a Midtown Parks Sweatshirt, Grid Tumbler, and Midtown Parks Stickers.



BIG DAY OF GIVING & GIVINGTUESDAY

Midtown Parks is proud to participate in two annual 24-hour, virtual fundraising events for nonprofits and uses both events as an opportunity to share with current and potential supporters the impact Midtown Parks having in our community. Big Day of Giving, which takes place each May, is for Sacramento region nonprofits and features over 600 participating organizations that collectively raise \$12M in unrestricted funding for their causes. GivingTuesday, which takes place following Black Friday, Small Business Saturday and Cyber Monday, is a global campaign aimed at encouraging financial support for nonprofits during their end of year campaigns.



“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

Fresh Air: Fremont Park

MIDTOWNPARKS.ORG | MIDTOWNPARKS@EXPLOREMIDTOWN.ORG



MIDTOWN
ASSOCIATION

*Midtown
Parks*