



# MIDTOWN REPORT

JANUARY 1, 2017 - DECEMBER 31, 2022

OUR MISSION IS TO MAKE MIDTOWN THE CENTER FOR CULTURE, CREATIVITY, AND VIBRANCY IN SACRAMENTO'S URBAN CORE.  
MIDTOWN ASSOCIATION | [EXPLOREMIDTOWN.ORG](http://EXPLOREMIDTOWN.ORG) | [INFO@EXPLOREMIDTOWN.ORG](mailto:INFO@EXPLOREMIDTOWN.ORG) | [@EXPLOREMIDTOWN](https://www.instagram.com/EXPLOREMIDTOWN) | 916-442-1500



## POOCH PARADE

The annual Midtown Halloween Festival & Pooch Parade brings hundreds of neighbors and costumed dogs into Midtown Sutter at Marshall Park to celebrate Halloween, raise awareness of the area's restaurants, and create a family-friendly bridge between nightlife and the neighborhood.



*"Midtown's annual Halloween Festival & Pooch Parade draws a crowd of families (and dogs!) to the area and connects them to the area's restaurants and entertainment venues. It's a fun event that results in an influx of guests coming to our restaurant each year."*

*- Megan Kohl, Ink Eats & Drinks*



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# TO OUR VALUED STAKEHOLDERS:

For nearly 40 years, Midtown Association has risen to meet our stakeholders' needs while elevating Midtown as the center for culture, creativity, and vibrancy in Sacramento. Beginning in 1985 as a collection of passionate businesses and property owners who wished to improve their neighborhood, Midtown Association has grown to serve over 1,200 properties through three business districts and two restaurant districts.

Over the course of the last year, Midtown Association has invested further in improving the physical appearance and safety of our district. Every day, our Clean & Safe team works to keep our sidewalks clean, storefronts welcoming and clear, and our community vibrant through litter abatement and graffiti removal. Our safety ambassadors are on the front lines providing outreach for individuals experiencing homelessness and helping to ensure Midtown is safe for residents, visitors, and businesses.

To meet this goal, with the support of our partners in the City of Sacramento and City Council, we were able to secure American Rescue Plan Act (ARPA) funds to provide overnight security patrols from Thursday night through the weekend. Late last year, with the help of the Sacramento County Board of Supervisors, we secured additional ARPA funds to add extra daytime security patrols and a new full-time maintenance position.

In 2022, we brought new focus to our district's nighttime economy. Working alongside the City of Sacramento, Midtown Association and our partners advocated for the successful creation of a new Office of the Nighttime Economy. Additionally, we launched our new Midtown Nighttime Economy Committee, gathering the district's entertainment permit holders and other nighttime businesses to identify shared concerns and seek new solutions together with a focus on public safety and a vibrant nighttime community.

Looking ahead, capital improvement projects like the Paragary Pathway, wayfinding installations, and planning for Lavender Plaza will attract visitors and investment to Midtown, and this May will bring the return of Midtown's Second Saturday. Second Saturday will be a celebration of the arts and culture with activations throughout the district catered to all ages and backgrounds. Working alongside businesses, city personnel, and law enforcement, our team has prioritized safety and inclusiveness to make sure Second Saturday provides an unforgettable experience for families and nightlife patrons alike.

Thank you to our irreplaceable stakeholders, partners, and collaborators. The work we do would not be possible without your continued support.

Sincerely,



**Marisa Kolokotronis**  
Board Chair  
SKK Developments



**Emily Baime Michaels**  
Executive Director  
Midtown Association



**Marisa Kolokotronis**



**Emily Baime Michaels**





*“Midtown Association’s Clean & Safe program makes an important contribution to the public safety and day-to-day experience of all who visit, work, and live in Midtown. We are proud to work alongside Midtown Association in creating a Sacramento that is safe and welcoming for all.”*

*– Howard Chan, City of Sacramento*

**Clean & Safe team  
21st Street & N Street  
Powerwashing available for 100+ blocks daily**

Nextdoor 100  
Community block party  
20th and K Streets

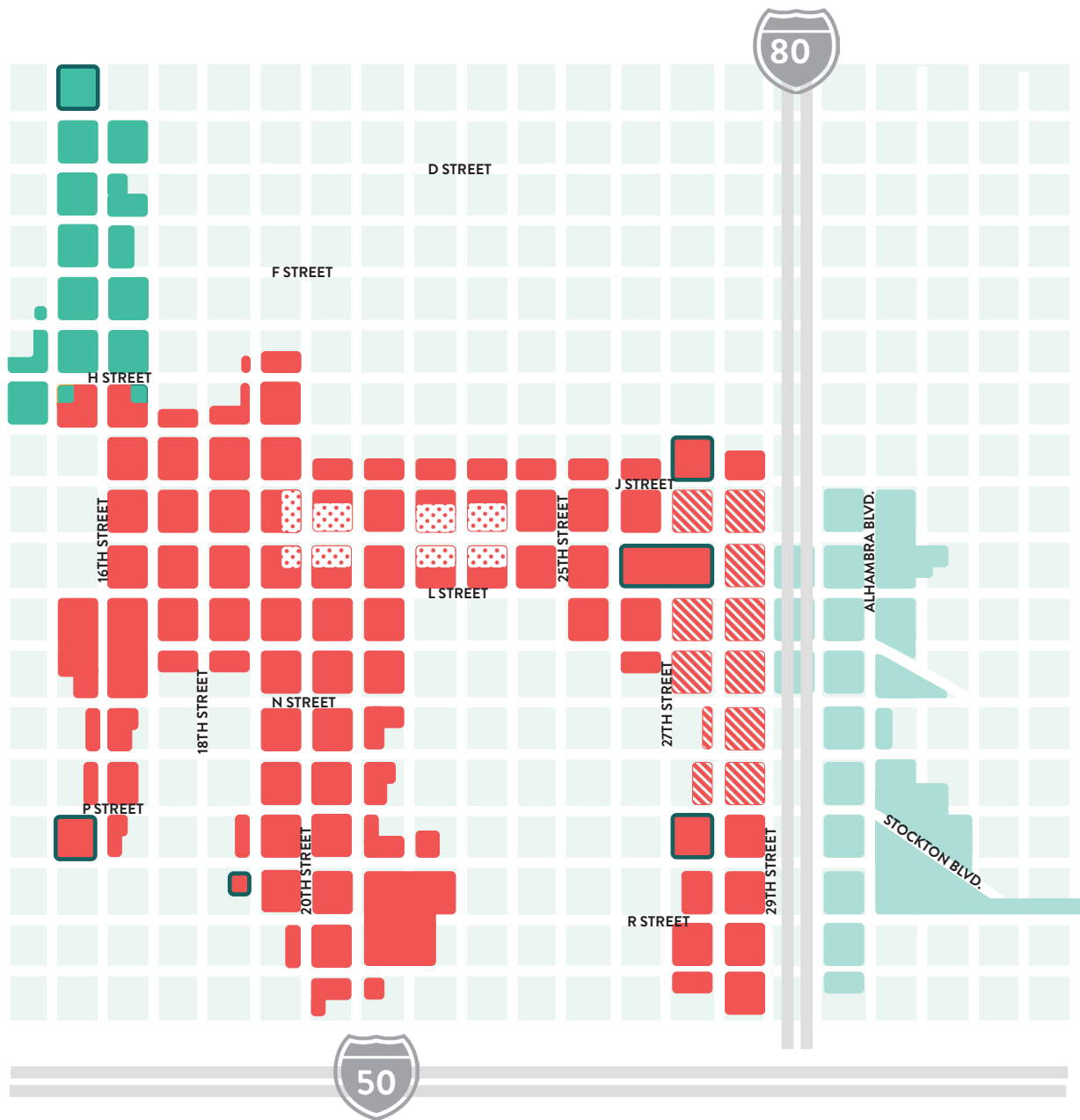


*“The launch of the new Midtown Nighttime Economy Committee created a community of business leaders addressing the shared challenges facing our city’s nightlife and building upon what makes our nightlife scene so vibrant. The diversity of locally owned venues gives Midtown its truly unique character. This group will provide an invaluable opportunity to support these businesses and help them continue to thrive.”*

*– Karen Bair, The Cabin and 8-Track, Vice Chair Midtown Nighttime Economy Committee*



# MAP OF MIDTOWN



- |   |                      |   |  |   |   |   |   |
|---|----------------------|---|--|---|---|---|---|
|  | <b>MIDTOWN ZONE</b>  |  | <b>MIDTOWN PARKS</b>   |  | <b>MIDTOWN CENTRAL</b>  |  | <b>MIDTOWN SUTTER</b>   |
|  | <b>ALHAMBRA ZONE</b> |   | FREMONT PARK<br>MARSHALL PARK<br>MUIR PARK<br>SUTTER'S FORT<br>TRUITT BARK PARK<br>WINN PARK |   | AZUL<br>BURGER PATCH<br>CANTINA ALLEY<br>DER BIERGARTEN<br>THE FLAMINGO HOUSE<br>THE GOLDEN BEAR<br>GOOD NEWS WINE<br>KIN THAI STREET EATERY<br>LOWBRAU<br>MANGO'S<br>PIZZASAURUS REX |   | BARWEST<br>BLUE CUE<br>CAFE BERNARDO<br>CENTRO COCINA<br>HARLOW'S<br>INK EATS & DRINKS<br>PARAGARY'S<br>THE RED RABBIT<br>TEA BAR & FUSION CAFE |
|  | <b>16M ZONE</b>      |   |  |   |   |   |   |

# MIDTOWN BY THE NUMBERS

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

## CLEAN & SAFE (JAN 1, 2017- DEC 31, 2022)



**66,888**  
Safety Patrol Hours



**76,942**  
Proactive Maintenance Hours



**619**  
Homeless Housed & Support



**3,053**  
Police Patrol Hours



**51**  
Active Safety Lights



**7,415**  
Biohazards Removed



**269**  
Notice of Trespass



**20,312**  
Dispatch Calls



**197.08**  
Tons of Litter



**28,480**  
Graffiti/ Sticker Removal



**41**  
Bait Bike Arrests



**6,795**  
Pressure Washing Hours

## EVENTS & ATTENDANCE (JAN 1, 2017- DEC 31, 2022)

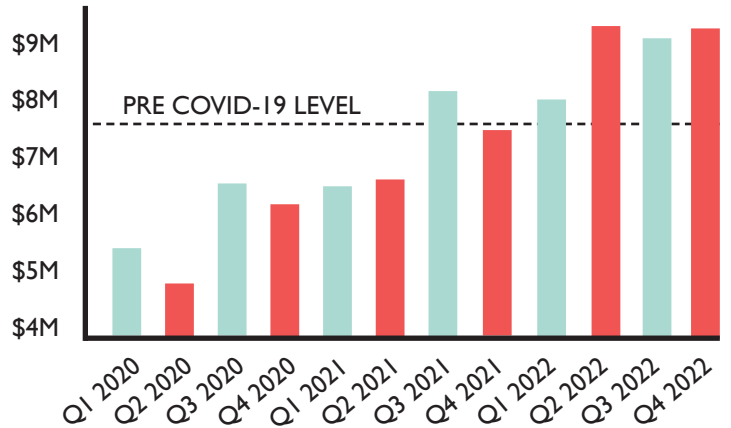
### FARMERS MARKETS

**386** Markets    **379,639** Market Attendees    **9,047** EBT Transactions

### EVENT SUPPORT

**260** Events    **271,449** Event Attendees    **\$178,186** Event Support Value

## SALES TAX GENERATED (JAN 1, 2020 - DEC 31, 2022)



*"Midtown's growth and evolution over the past decade is a testament to the area's lasting economic strength. Midtown continues to be an attractive market for investors with 62 development projects over the past six years."*

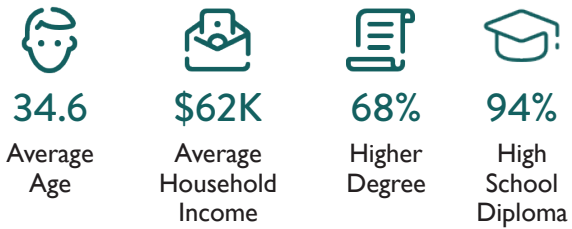
*– Mike Heller, Heller Pacific/Loftworks*



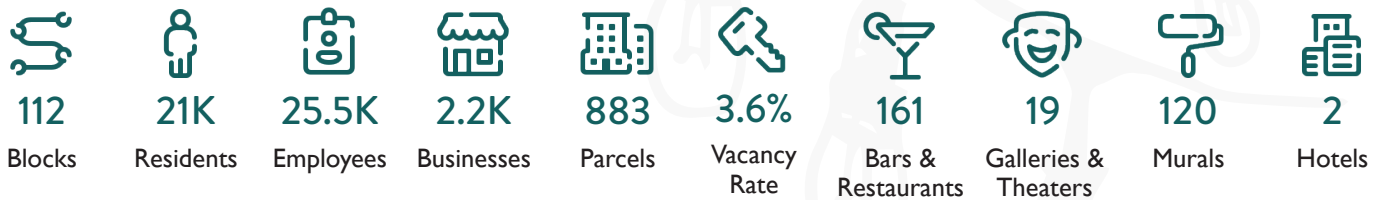


Frida Kahlo Mural  
 24th and K Street  
 Artist: John S. Huerta

### MIDTOWN DEMOGRAPHICS



### MIDTOWN AT A GLANCE



### NEW DEVELOPMENTS (JAN 1, 2017- DEC 31, 2022)

**62**  
 TOTAL PROJECTS

- 22 COMPLETED
- 28 APPROVED
- 7 UNDER CONSTRUCTION
- 5 CITY REVIEW

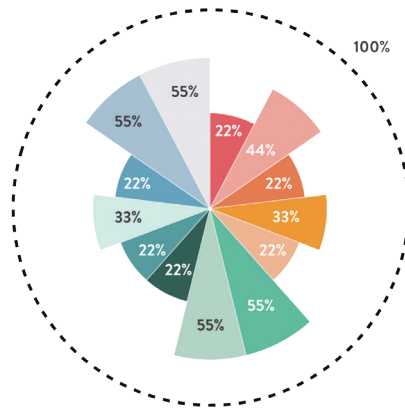
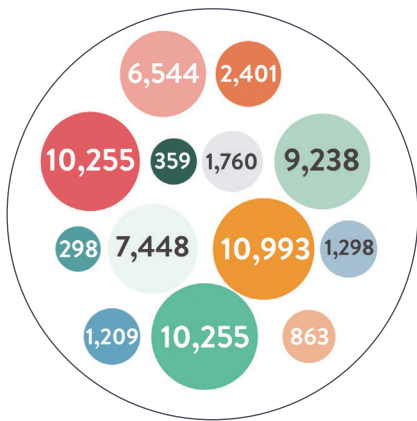
**558,922**  
 SQ. FEET

**3,433**  
 UNITS

# MICROMOBILITY & AMENITIES

Midtown Association tracks its public space investments—such as art, lighting, events/programming, etc.—across 13 activity centers in the central city. These investments have proven to be an effective tool in elevating public spaces and increasing economic activity and are evaluated by Midtown Association by monitoring visitors at each activity center.

The graph on the left shares cumulative micromobility data by measuring trips that end at each activity center for 2022, while the graph on the right depicts the percentage of public space amenities at each location that invite visitors such as murals, dining, and lighting.



- Alhambra District
- Fremont Park
- Governor's Mansion
- Handle District
- Marshall Park
- Midtown Central 24/K
- Midtown Central 20/K
- Muir Park
- Sutter's Fort
- Midtown Sutter
- The Cannery (29/R)
- Truitt Bark Park (19/Q)
- Winn Park



Midtown, Sacramento  
27th Street & Capitol Avenue  
Residents enjoy Midtown's walkability



*"The wayfinding project coming in 2023 capitalizes on one of the best things about Midtown: the walkability and ease of travel to different destinations. Midtown Association has always been a key partner to encouraging residents to walk, bike or scooter to get around, and this newest project shows once again their commitment to uplifting the use of active transportation in our city."*

*- Allison Yee Garcia, SAFE Credit Union*



# WAYFINDING

In 2023, a permanent wayfinding system will be installed in Midtown to spur economic growth through increased business visibility and patronage. The project will encourage use of active transportation options like walking, cycling, and micromobility (such as scooters) to get around Midtown's 13 activity centers, with a hub in front of the east entrance of the SAFE Credit Union Convention Center. Activity centers are marked on the map above in red.

The installation will feature a series of color-coded and directional square metal poles in clusters at each activity center in Midtown. Each pole will represent an activity center and the associated walking and biking times from the user's starting location. This project is possible due to support from Sacramento Area Council of Governments and SAFE Credit Union.



**13**  
Activity Centers



**90K**  
Nearby Residents



**52**  
Wayfinding Poles

*"Hyatt House Hotel is a great example of adaptive reuse at its best. We are proud to have transformed a beautiful historic building by breathing new life into her to meet the growing needs of the surrounding neighborhood including our health care system. Hyatt House and the Star Lounge are already thriving with a location connected to music, arts, parks, dining, entertainment, hospitals, and the community."*

*– Roger Hume, Hume Development, Inc.*



## 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](https://exploremidtown.org).

### ECONOMIC DEVELOPMENT

**Objective:** To support Midtown businesses in driving economic performance by creating a climate which removes obstacles and uplifts existing businesses, while attracting new, high-quality, sustained investment.

#### PROJECTS IN 2022

**Established Nighttime Economy Committee** – Midtown Association launched a new Nighttime Economy Committee. This group, comprised of Midtown's entertainment permit-holders and other nighttime businesses, will focus on identifying the priorities and opportunities to support and uplift the nightlife of the district.

**Appointment of Nighttime Economy Manager** – The new Office of the Nighttime Economy was introduced. This office is dedicated to addressing the needs specific to the city's nightlife and working alongside businesses to serve as a dedicated advocate for policies to help positively improve it.

**Permanent Al Fresco Program** – In June, City Council approved a permanent Al Fresco Dining Program. This program will allow businesses to add additional service space by working alongside the City to develop thoughtful patio spaces and provides visitors with a diverse array of outdoor dining options, bringing added vibrancy and activity to the district.

### INFILL DEVELOPMENT

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

#### PROJECTS IN 2022

**Midtown Development** – 761 housing units were brought into the entitlement process in Midtown. Key projects include:

- The Gateway at Q // 2123 Q St. // 246 units // Gateway Development Company
- K21 // 296 units // D&S Developments
- 24R Theatre // 47,000 sq. ft. // SKK Developments

**Electrification Ordinance** – The City of Sacramento passed their electrification ordinance for buildings three stories or less in 2023 and all new buildings by 2026. Midtown Association worked with partners to develop exemptions with the ordinance to support the use of gas appliances in commercial kitchens in restaurants.

**Winn Park Tenant Improvements** – The City of Sacramento completed cold shell improvements to the historic building at the center of Winn Park, which set the stage for tenant improvements and occupation of the building in 2023.



Hyatt House  
2719 K Street  
Hotel opened January 2023

## ACTIVE TRANSPORTATION & INFRASTRUCTURE

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

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### PROJECTS IN 2022

**Micromobility Ridership** – Midtown Association launched an effort to track shared scooter and bicycle rides at the 13 activity centers in Midtown. Over the year, Midtown had over 65,000 trips stopping at one of the 13 activity centers.

**StreetLight Data** – Midtown Association launched a new software called StreetLight Data, giving us the ability to track, analyze, and pull reports of pedestrian and cyclist traffic from predetermined geographic areas. Further, based on the data that is collected, we will be able to get a sense of the makeup of who is visiting the area.

**Sutter's Fort Lighting** – Midtown Association installed over 100 lights on the exterior of Sutter's Fort. The project was a combination of years of preparation with support coming from Sutter Health, Hume Development, State Parks, and SMUD.

## HARM & HOMELESSNESS REDUCTION

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

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### PROJECTS IN 2022

**Measure O** – In November, voters approved Measure O or the Emergency Shelter and Enforcement Act. This initiative requires the city to supply enough beds and spaces to accommodate at least 60% of the unsheltered population identified in the most recent Point-In-Time Count.

**Sidewalk Ordinance** – Last year, the City enacted an ordinance ensuring sidewalks remain usable and business entrances are not obstructed, meaning that at least four feet of space be provided in front of businesses and on the sidewalk.

**DCR Partnership** – A partnership was formed with the Department of Community Response to establish a Central City Outreach team. Since its inception, 20 individuals were sheltered starting in June.



*“The lighting installment at Winn Park exemplifies how modest and intentional investments into our community can make a significant impact when public-private partnerships are used. The installment, which was funded through ARPA, promotes a sense of safety and adds artistry and lighting to Midtown while also encouraging nearby visitors to enjoy the park.”*

*– Mayor Darrell Steinberg, City of Sacramento*

**Winn Park  
P Street & 28th Street  
Wednesdays at Winn lighting celebration**



# LIGHTING & ART

Since 2017, Midtown has worked to activate key activity centers and parks with the installation of murals, utility box wraps and dynamic LED lighting.



30

Block Faces



120+

Lit Trees



75.7K

LED Lights



13.5

Nearby  
Residents

## PARAGARY PATHWAY

Paragary Pathway aims to enhance 30 block faces through the installation of ambient LED lighting in trees located in the Midtown Sutter district along 28th and 29th Streets from J Street to O Street. Once installed, the project will create a welcoming pathway between the many restaurants, bars, cafes and nightlife venues. Additionally, it will provide added safety for staff of nearby employers, like Sutter Health. Installation is expected in 2023.

## MUIR PARK BASKETBALL COURT MURAL

In an ongoing effort to increase community engagement in Midtown's urban green spaces, Midtown Parks installed a basketball court mural at Muir Park with matching vinyl wrapped backboards, featuring complementary designs. This project not only enhances the aesthetic appeal of the park but also celebrates the diverse history and culture of the surrounding neighborhood, including its roots in the 1960s Chicano Arts Movement.



\$21.7K

Invested



3

Artists



2

Backboard  
Art Wraps

1

Basketball  
Court Mural

650

Feet of  
String Lights

330

LED Bulbs



\$5K

Invested



6

Trees

## WINN PARK LIGHTING

The installation of an ambient lighting project at Winn Park, funded through City ARPA funds, was completed in March. The project consists of more than 650 feet of market-style string lighting between six large trees. 330 LED light bulbs create a warm glow that both encourages additional activations in the park and increases safety for nearby residents and park visitors.

## SUTTER'S FORT LIGHTING

Installation of LED lighting at Sutter's Fort was adopted into Midtown Parks' 2020 strategic plan, serving over 7K nearby residents, the adjacent Sutter Health campus, and several development projects, including two hotels. The lighting installment took into special consideration the historic nature of the Fort and the intent to cause minimal impact by the project, both visually and structurally. The contractor selection and installation process took place throughout 2022, with the project being completed in November.



\$65K

Invested



1.1K

Linear Feet



109

Lights



7K

Nearby  
Residents

# SECOND SATURDAY

The revival of this beloved Sacramento tradition will return in 2023. Midtown will come alive every Second Saturday from May through October as thousands gather to explore Midtown's local galleries, family-friendly arts activities, live pop-up art and music, dining and drink specials, and exclusive after parties.



19

Galleries & Theaters



10K

Expected Monthly Attendees



5

Activity Zones



8

After Parties



6

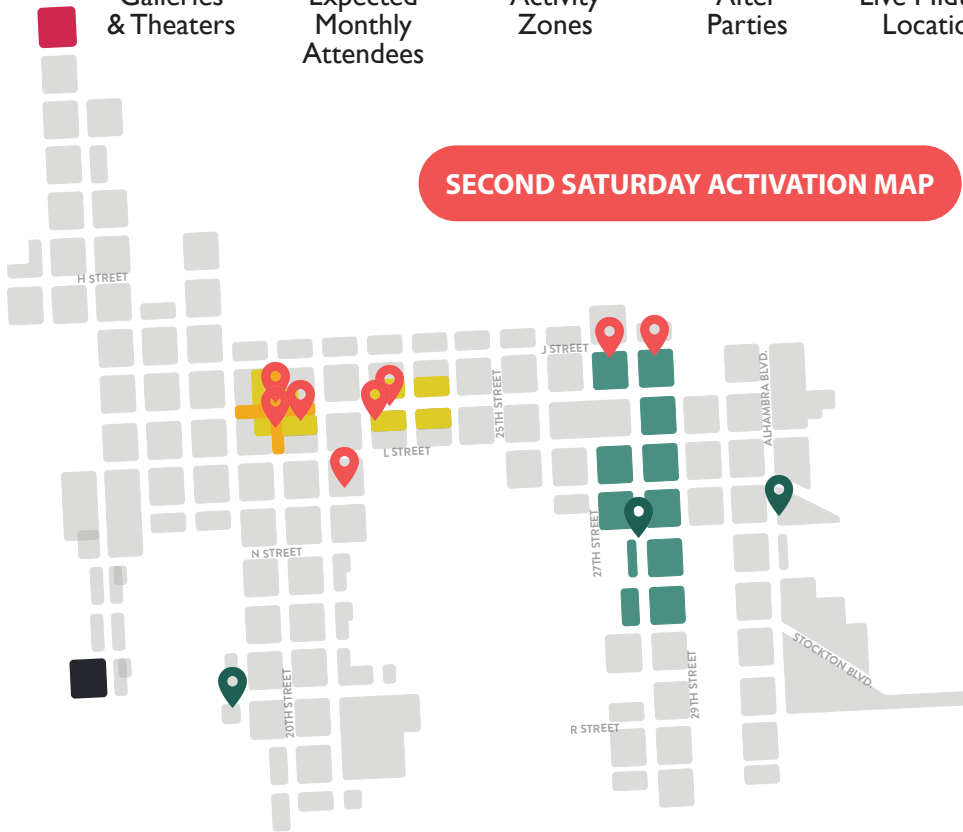
Live Midtown Locations



110+

Artists

## SECOND SATURDAY ACTIVATION MAP



- Muir Park
- Fremont Park
- Midtown Sutter
- Midtown Central
- Midtown Farmers Market
- 📍 After Parties
- 📍 Installations

*“Second Saturday is a family-friendly event that demonstrates and celebrates all the reasons why Midtown is now the cultural hub of Sacramento! Art, food, drink, music, tree canopies and dogs...it’s awesome! And it’s a wonderful way to discover why so many people fall in love with Midtown and why it’s the best live/work environment in Northern California.”*

- Ken Turton, Turton Commercial Real Estate





# SUNSHINE STATE OF MIND

Sunshine State of Mind  
28th & S Street  
Rachel Kerns



MIDTOWN, SACRAMENTO

**SECOND**   
**SATURDAY**  20  
23

# EVENT SUPPORT

Midtown Association produces events and programming year-round to foster vibrancy in the Midtown community. In addition to organizing a variety of annual events, Midtown Association supports the community and businesses with an event support program offering anything from equipment services to permitting expertise to social media promotion.



43

Events Supported



23.4K

Attendees



\$50K

Event Support Value Provided

CHECK OUT SOME OF THE EVENTS THAT MIDTOWN ASSOCIATION HELPED TO PRODUCE AND/OR SUPPORT IN 2022!



Muir Park Mural Press Event



Midtown Farmers Market



Midtown Mini Midtown Love



Biergarten's Oktoberfest



Midtown Halloween Festival & Pooch Parade



THIS 916 Block Parties



Farm to Fort



Truitt Bark Park Adoption Events



Nextdoor 100 Block Party



Banana Sundaes at Flamingo House



Wednesdays at Winn & Sippin' at Winn



# MIDTOWN MARKETS

## MIDTOWN FARMERS MARKET

The Midtown Farmers Market showcases local agriculture, prepared foods, and artisans and crafters. Anchored in the heart of Midtown, the market serves as a place where visitors can come together, shop, and enjoy the community.

## WEDNESDAYS AT WINN

Wednesdays at Winn is a community event held on Wednesday evenings at Winn Park from May to October. This dynamic park activation includes free live music, fun outdoor activities such as yoga and soccer, and a Sippin' at Winn wine garden.



86

2022  
Markets



90.7K

2022  
Attendees



3.1K

2022 EBT  
Transactions



130+

Vendors



*"I have been a vendor for three years and am always amazed how the Midtown Farmers Market started as tents in a parking lot and now, ten years later, is a thriving five blocks of produce, artistry, and food. To be a part of this market is not only important to the success of my business but also allows me to be part of a unique and supportive community."*

*- Silvia Rodriguez, Gondo Fusion*



Midtown Farmers Market  
20th Street  
Expanded to five blocks

# STREET FOOD SACRAMENTO

Street Food Sacramento is an innovative grant program launched by Midtown Association and its community partners in 2020, designed to celebrate Sacramento's diverse street food culture while also reducing entry barriers of historically underresourced populations to do business in Midtown.

Each grantee receives booth space and infrastructure at the Midtown Farmers Market for one year, marketing and social media support, event insurance support, and startup to purchase products. Participants also have access to technical assistance through the MetroBusiness Center, hosted by the Sacramento Metro Chamber of Commerce.

Joining the grantees from 2020 (Boone's Red Onions, Epicee, and La Minerva) and 2021 (Chido Restaurant & Bar, Mak & Grille, and Steady Smokin' BBQ), three new grantees were selected for the third cohort of Street Food Sacramento: Old Coyote, Real Mojo Foods, and Fork Fire Foods. We want to recognize our grant-making committee of Kyla Bryant with Sacramento Metro Chamber, Madeline Barbour with MetroBusiness Center, Chelsea Minor with Raley's, Partick Mulvaney with Mulvaney's B&L, Lisa Nava with Sacramento County Supervisor Phil Serna's office, and Cathy Rodriguez with Sacramento Hispanic Chamber of Commerce.



3

Program  
Years

43

Applicants



9

Grantees



\$101K

Grant Value  
Provided

538

Markets  
Attended

12

Media Stories  
Generated

## 2023 GRANTEEES

### > OLD COYOTE

Old Coyote is a Latin-fusion food pop-up that aims to create flavors and products that are relevant to the culture of Sacramento. Their menu is highlighted by their signature pupusas, which range in flavors from classic El Salvadorian style to renditions featuring flavors from other Latin, Indian, and Japanese flavor profiles.

### > FORK FIRE FOODS

Created by a husband-and-wife duo with a passion for infusing unique flavors into their foods, Fork Fire Foods produces small-batch, handmade marinades featuring top-quality organic ingredients from around the world. Fork Fire Foods marinades bring a delicious new dimension of flavor to your meal in an easy-to-use manner.

### > REAL MOJO FOODS

Growing up in the Midwest and developing a love for food preservation early on in life, Dennelyn ("Dee") created Real Mojo Foods which features small-batch, preservative-free pickles and sauces. Real Mojo Foods embodies both local produce and ingredients, but also a combination of classic yet diverse flavor profiles in their products, which are reflective of Dee's Midwest upbringing and AAPI culture.

*"Midtown's investment and commitment to diversity and inclusion in our community is exemplified in their Street Food Sacramento program. Being one of the grantees has allowed me to share my products with the public and gain a new customer base at the Midtown Farmers Market. The program has given me the resources to better grow my business."*

– Céline Callejon, Épicee



Lavender Heights  
20th and K Streets  
Rainbow Crosswalk



## DEI EFFORTS

In Midtown, we believe Midtown Love is a verb. Midtown Love means being in action to actively celebrate, include, and proudly protect our fellow community members. Through this action, we continue to create Midtown as the center for culture, creativity and vibrancy.

### > LGBT COMMUNITY CENTER FUNDRAISER

Midtown Association coordinated with Midtown Central bars in Lavender Heights for a fundraiser which donated \$1 from every drink to the Sacramento LGBT Community Center. The campaign raised more than \$11K in two days.

### > MUIR PARK BASKETBALL COURT MURAL

Midtown Parks installed a basketball court mural at Muir Park, designed by Manuel Fernando Rios and his team of artists, that celebrates the diverse history and culture of the surrounding neighborhood, including its roots in the 1960s Chicano Arts Movement.

### > CULTURAL COMPETENCY

In partnership with Level Up NorCal, Midtown Association hosted a second year of diversity, equity and inclusion (DEI) trainings. As part of an ongoing series, this year focused on "Cultural Competency" to help further and nurture an inclusive environment. The free inclusivity training took place in-person and brought in nearly 30 attendees from the business community.

### > LOVE IS IN OUR ROOTS ART WRAPS

Vinyl art wraps were installed on three City-owned utility boxes located at intersections along 21st Street at J, K, and L Streets. They feature designs of a rainbow of vegetables with the messaging "Love is in Our Roots."

# 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. Our vision is for the open spaces of Sacramento's central city to build economic and social value in the neighborhoods they serve. Below are a few highlights from this past year.

## > PARKS PROGRAMMING

The annual Halloween Festival & Pooch Parade at Marshall Park had its biggest attendance ever with more than 135 dogs participating in the parade and over 350 human attendees.

Midtown Parks partnered with Runnin' for Rhett to activate Sutter's Fort with the first ever Farm to Fort event. More than 45 local bars and restaurants participated and more than 550 tickets were sold.

## > HEALTH AND WELLNESS IMPACT

Free health and wellness programming was offered May through September via Fresh Air: Fremont Park, Workout at Winn and Friday Flow at Sutter's Fort, which combined saw over 1.2K attendees.

## > INVESTING IN ART

Midtown Parks installed a basketball court mural at Muir Park with matching vinyl wrapped backboards, featuring designs that celebrate the diverse history and culture of the surrounding neighborhood, including its roots in the 1960s Chicano Arts Movement.

## > INSTALLING LIGHTING

Two lighting projects were installed at our Midtown Parks this year including ambient market string lights at Winn Park and exterior lighting around the walls of Sutter's Fort.

## > FUNDRAISING EFFORTS

Midtown Parks raised over \$10.7K from 150 donors in the region's Big Day of Giving, Giving Tuesday and end-of-year fundraising campaigns in 2022. Grants received will fund public space investments for vibrant gathering places and ongoing programming. The fourth annual Midtown Mini and Midtown Love event raised over \$98.6K toward parks programming, capital improvements, and support services.



6

Parks



\$109.3K

Funds Raised



1.2K

Health & Wellness  
Attendees

2

New Lighting  
Installments

1

New Mural

*"I love being an instructor for the health and wellness classes at Fresh Air: Fremont Park. It is a beautiful thing to connect with community and neighbors through wellness in an area surrounded by housing, coffee shops and restaurants. The Midtown Association offers these classes to our community for free, which offers accessibility to anyone seeking a healthier lifestyle."*

– Kirsten Johnson, Yoga Moves Us





*"To be able to see artwork that my team and I helped to create on a basketball court I used to play on feels surreal. The designs pay homage to the past, present and future of Chicano art and culture and incorporate local landmarks. I am very appreciative of the opportunity from Midtown Association in trusting my team's vision and supporting art that celebrates the culture of the surrounding neighborhood."*

*– Manuel Fernando Rios, Artist*

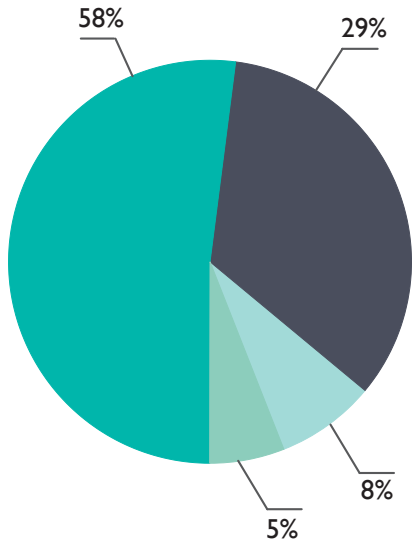


**Muir Park  
1515 C Street  
Basketball court mural installed in 2022**

# FINANCIALS

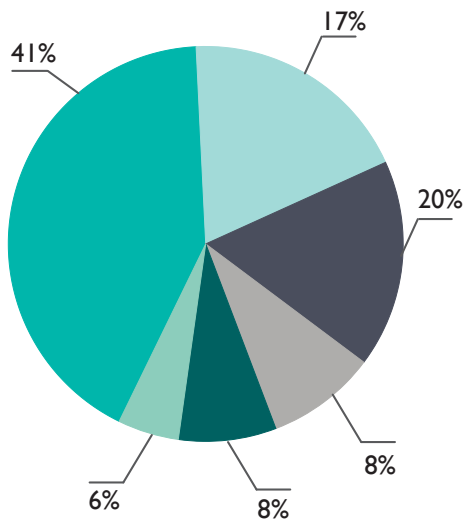
## 2023 BUDGET

### INCOME

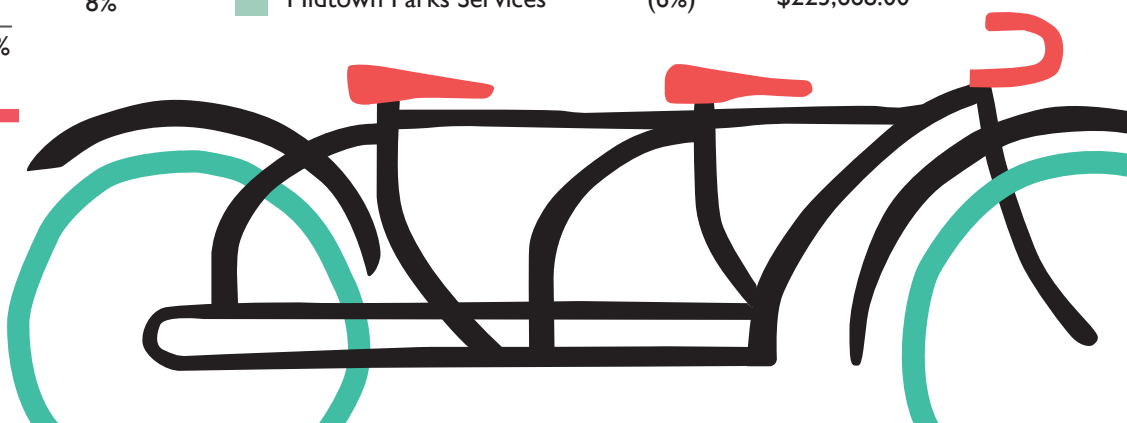


PBID	Midtown	(41%)	\$1,661,443.00
	Alhambra	(12%)	\$499,739.00
	16M	(5%)	\$186,993.00
Events & Grants		(29%)	\$1,198,114.00
BID	Midtown Central	(2%)	\$96,000.00
	Midtown Sutter	(6%)	\$231,000.00
Midtown Parks		(5%)	\$219,750.00

### EXPENSES



Safety, Maintenance & Streetscape Services	(41%)	\$1,658,896.00
Advocacy & Communications	(17%)	\$695,072.00
Placemaking & Capital Improvements	(20%)	\$787,926.00
BID Services	(8%)	\$330,384.00
District Administration	(8%)	\$318,343.00
Midtown Parks Services	(6%)	\$223,668.00





# SPONSORS & SUPPORTERS

Thank you to our sponsors and supporters who are committed to our mission of making Midtown the center for culture, creativity and vibrancy in Sacramento's urban core.

## \$100,000 AND ABOVE

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WEAVE

Scan to support Midtown Parks programming



# MEDIA & SOCIAL MEDIA

The Midtown Association's level of influence is measured in part by an ever-increasing amount of media coverage and growing social media reach for the organization and the district. Please view a recap of Midtown Association's media and social media coverage in 2022 below.

## MEDIA



888

Stories Generated



5.9K

Mentions of Midtown



113.6M

Nielsen Audience Views

## SOCIAL MEDIA



84.1K

Instagram Followers



27K

Facebook Followers



16.8K

Twitter Followers



## FEATURED PHOTOS

- Midtown Farmers Market
- Petal It Forward
- Midtown Pride Flag
- Midtown Spirits
- Chalk It Up
- Wednesdays at Winn
- Biergarten's Oktoberfest
- Vegan Chef Challenge
- Midtown Sushi



*"Midtown Association's promotional campaigns attract visitors to #ShopSmall and #SupportLocal. By participating in the 12 Days of Midtown holiday campaign, our business received added media coverage, social media exposure, a website feature, and more through Midtown Association's channels."*

*- Phil Horn, Burger Patch*

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## PHOTO CREDIT:

Page 6: Nextdoor, Page 16: Rachel Kerns

California Bear Mural  
1413 21st Street  
Artist: Raphael Delgado



Zelda's

Jalapeños

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MIDTOWN ASSOCIATION