# MIDTOWN DISTRICT DASHBOARD

January 1, 2017 - March 31, 2023

## New Developments

### TOTAL

New Residential Projects

**3,433 UNITS**

35% TO GOAL

New Commercial Projects

**558,922 SQ. FEET**

5% TO GOAL

- City Review
- Approved
- Under Construction
- Completed

## Clean & Safe

### YEAR TO DATE

| | | |
|---|---|---|
| 2,865 | Safety Patrol Hours | 11K GOAL |
| 2,845 | Proactive Maintenance Hours | 13K GOAL |

### DISTRICT TO DATE

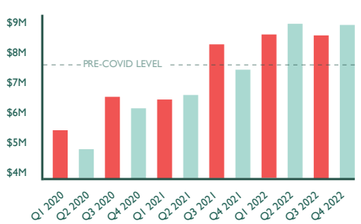
Homeless Housed & Support Connections
**620**

Police Patrol Hours
**3,064**
GOAL: 3,500

| | | | |
|---|---|---|---|
| 41 Bait Bike Arrests | 7,795 Biohazards | 272 Notice of Trespass | 21,619 Dispatch Calls |
| 206.08 Tons of Litter | 30,014 Graffiti / Sticker Removal | 51 Active Safety Lights | 7,084 Pressure Washing Hours |

## Economic Impact & Communications

### DISTRICT-WIDE SALES TAX



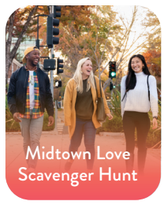

### BID PERFORMANCE

MIDTOWN SUTTER
**$478.7K**

MIDTOWN CENTRAL
**$362.2K**

### DISTRICT SPOTLIGHTS

Dine Downtown Campaign


Midtown Love Scavenger Hunt

Midtown Farmers Market 10 Year Anniversary

Black History Month

### MEDIA & SOCIAL MEDIA

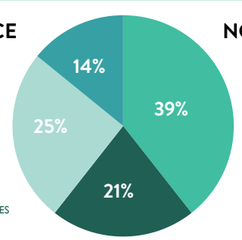
**909** Stories Generated

**6,198** Mentions of Midtown

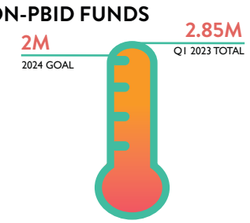
**127.9K** Social Media Followers

## Financial Compliance

### PBID COMPLIANCE



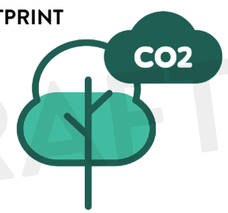

### NON-PBID FUNDS




## Social Responsibility

### CARBON FOOTPRINT

**50%**
OF 75 TREE GOAL

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### DIVERSITY, EQUITY, & INCLUSION

- Street Food Sacramento year three (three new vendors)
- Black History Month social media campaign and PR stories
- Office mural installation of our "Midtown Love" definition

## District Activations

### FARMERS MARKETS

**396** Markets
**411,950** Attendees
**9,652** EBT Transactions

### EVENT SUPPORT

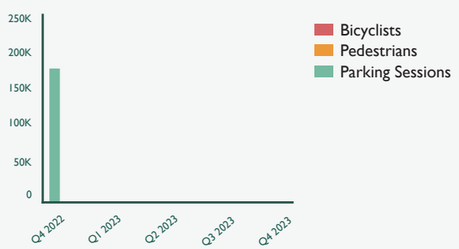
**260** Events
**271,499** Attendees
**$178,186** Value

### AMENITIES

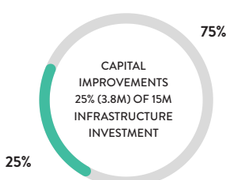
### MICROMOBILITY

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

### VISITS




### CAPITAL IMPROVEMENTS




**TOTAL INVESTED**

- SUTTER TRAFFIC SAFETY PROJECT
- BOLLARDS
- FREMONT PARK ELECTRICAL UPGRADES
- EV CHARGING STATION
- WINN PARK LIGHTING
- LAVENDER HEIGHTS BANNERS
- MUIR PARK BASKETBALL COURT MURAL
- SUTTER'S FORT LIGHTING

**= $3.89M**