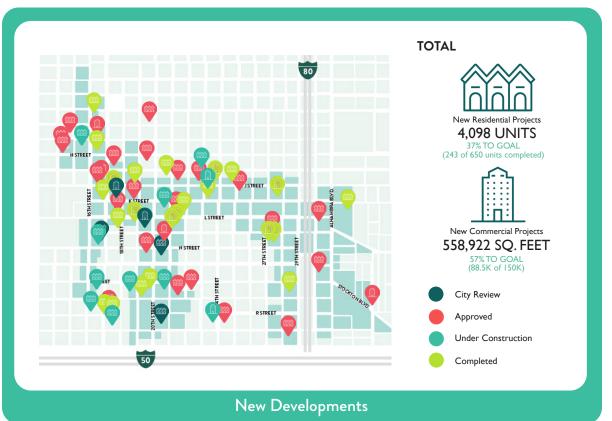
MIDTOWN DISTRICT DASHBOARD

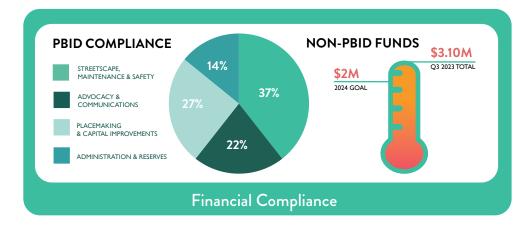
January 1, 2017 - December 31, 2023 (for Strategic Plan through December 31, 2024)







Economic Impact & Communications





EVENT SUPPORT FARMERS MARKETS 454 Markets 298 Events **605,171** Attendees **319,124** Attendees **12,420** EBT Transactions **\$278,086** Value **MICROMOBILITY AMENITIES** RIDES ENDING PERCENTAGE OBTAINED Alhambra District Midtown Central (20/K) Sutter's Fort Fremont Park Midtown Central (24/K) The Cannery & 29/R Governor's Mansion Muir Park Truitt Bark Park Handle District Winn Park Midtown Sutter Marshall Park **VISITS** Parking Sessions 450K 300K 0,2023 02,2023 03,2023 04,2023 **CAPITAL IMPROVEMENTS TOTAL INVESTED** SUTTER TRAFFIC SAFETY PROJECT **BOLLARDS** FREMONT PARK ELECTRICAL UPGRADES WINN PARK LIGHTING LAVENDER HEIGHTS BANNERS 72% (\$10.8M) OF \$15M MUIR PARK BASKETBALL COURT MURAL INFRASTRUCTURE SUTTER'S FORT LIGHTING INVESTMENT ALHAMBRA BIKE RACKS 28% WAYFINDING ALHAMBRA PLANTERS = \$10.8M

District Activations