

# MIDTOWN REPORT

JANUARY 1, 2017 - DECEMBER 31, 2021



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) | 916-442-1500



MIDTOWN FARMERS MARKET  
20TH STREET  
EXPANDED TO FIVE BLOCKS



## MIDTOWN FARMERS MARKET

Operated by the Midtown Association, the Midtown Farmers Market showcases local agriculture, prepared foods, and artisans and crafters while providing an opportunity for Midtown residents and business owners to discover regionally grown foods. Anchored in the heart of Midtown, the market serves as a place where Sacramentans can come together, shop, and enjoy the community.



“The Midtown Farmers Market is the ultimate Sacramento Farm-to-Fork experience that continues to expand and grow! Going to the market on Saturdays has now become a weekly ritual for many Sacramento residents.”

– Nikky Mohanna, 19





## TABLE OF CONTENTS

- 03 STAKEHOLDER LETTER
- 05 MAP OF MIDTOWN
- 07 MIDTOWN BY THE NUMBERS
- 09 ELEVATING MIDTOWN
  - 11 LIGHTING & ART
  - 13 PARAGARY PATHWAY
  - 15 STREET FOOD SACRAMENTO & DEI
  - 17 MIDTOWN PARKS
- 20 FINANCIALS & DONATIONS
- 21 MEDIA & SOCIAL MEDIA
- 22 DIRECTORS & STAFF

# TO OUR VALUED STAKEHOLDERS:

We are pleased to share the activities of the Midtown Association from January 1, 2017, through December 31, 2021. This is year five of the Property Business Improvement District's (PBID) expanded ten-year term that includes zones in both Midtown and the Alhambra Corridor, now serving 883 parcels spanning 112 city blocks with an organizational budget of \$4.1M. This is the third 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.

The theme for 2021 was a focus on economic recovery and striving for safe city streets. Midtown Association focused on implementing a variety of programs to provide immediate support to the community, including maintaining the al fresco dining program, advocacy programs for businesses, enhanced safety services, and dynamic marketing programs to position Midtown as desirable for investors and visitors.

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

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% in Midtown and Alhambra and by 4% in the 16M District, which they've elected to continue in 2022. 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 2022 and beyond, please view this Midtown Report. Our full management plan may be viewed online by visiting [exploremidtown.org](http://exploremidtown.org).

Thank you for your continued commitment and support!



**WENDY SAUNDERS**



**EMILY BAIME MICHAELS**

**Wendy Saunders**  
Chair  
Capitol Area Development Authority

**Emily Baime Michaels**  
Executive Director  
Midtown Association





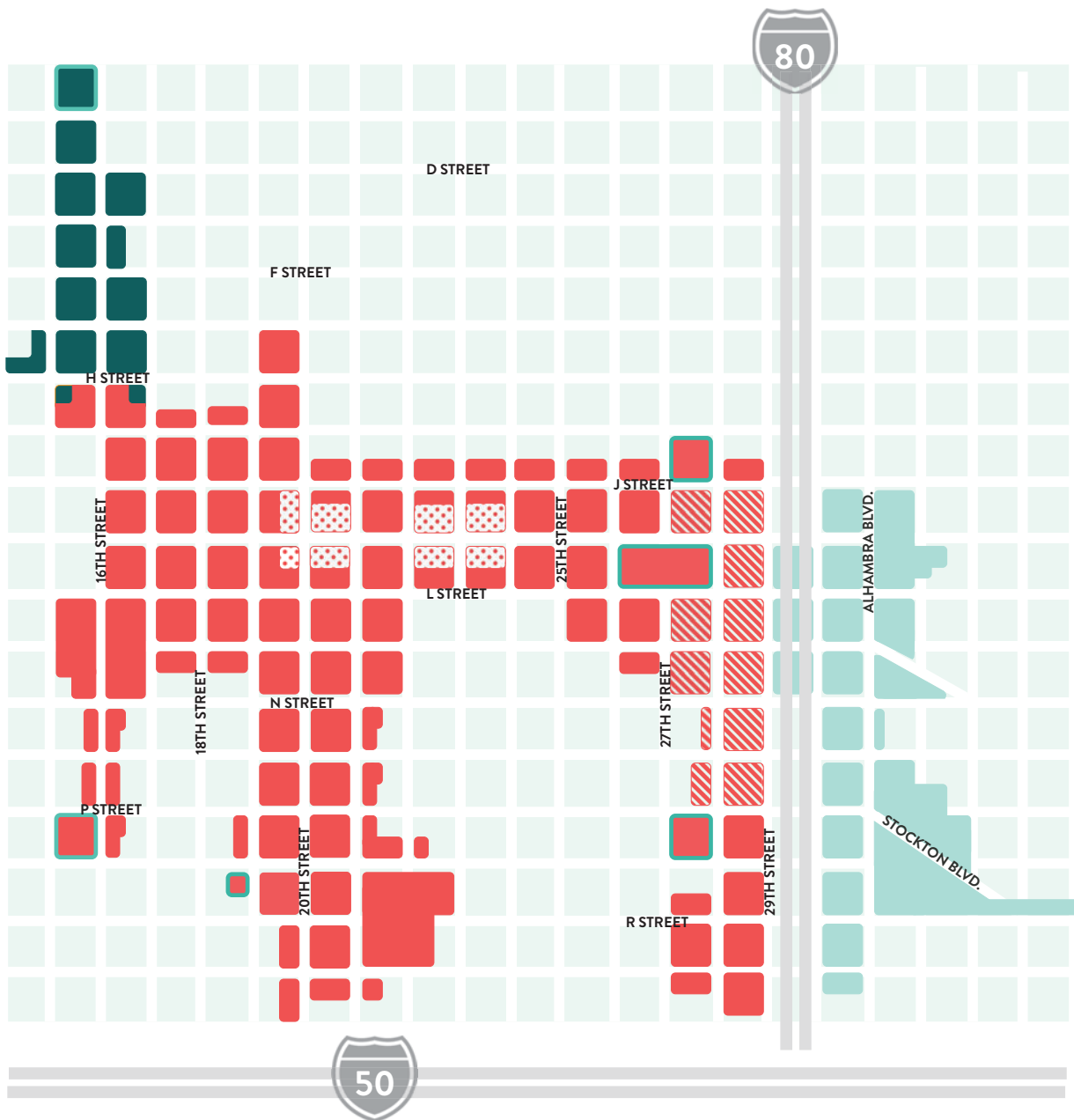
**CLEAN & SAFE TEAM MEMBER**  
**21ST & N STREET**  
**POWER WASHING AVAILABLE FOR 100+ BLOCKS DAILY**

“The Midtown Association Clean & Safe crew has become essential to ensuring that we continue to provide a safe, friendly and clean environment for everyone who lives, works or visits Midtown. At SMUD, we are enthusiastic to see the investment Midtown Association is making in reducing the carbon footprint of the Clean & Safe program with EVs, electric generators and tree planting to begin offsetting remaining emissions.”

– Laura Lewis, SMUD



# MAP OF MIDTOWN



- MIDTOWN ZONE
- ALHAMBRA ZONE
- 16M ZONE

- MIDTOWN PARKS
- FREMONT PARK
- MARSHALL PARK
- MUIR PARK
- SUTTER'S FORT
- TRUITT BARK PARK
- WINN PARK

- MIDTOWN CENTRAL
- AZUL
- BURGER PATCH
- CANTINA ALLEY
- DER BIERGARTEN
- THE FLAMINGO HOUSE
- THE GOLDEN BEAR
- GOOD NEWS WINE
- KIN THAI STREET EATERY
- LOWBRAU
- MANGO'S

- THE SUTTER DISTRICT
- BARWEST
- BLUE CUE
- CAFE BERNARDO
- CENTRO COCINA
- HARLOW'S
- INK EATS & DRINKS
- PARAGARY'S
- THE RED RABBIT
- TEA BAR & FUSION CAFE



HARLOW'S  
2708 J STREET  
WIDE OPEN WALLS MURAL INSTALLATION



“2021 was an important year in Midtown, as we began to turn the corner back to normalcy again after the pandemic. To see the successful return of in-person events was encouraging. It will be critical for Sacramento to continue to support our locally owned and operated music venues in 2022 and beyond so we can continue with our goal to make Midtown the center of vibrancy in Sacramento.”

– Jim Cornett, Harlow's

# MIDTOWN BY THE NUMBERS

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

## CLEAN & SAFE

January 1, 2017 - December 31, 2021



## EVENTS & ATTENDANCE

January 1, 2017 - December 31, 2021

### EVENT SUPPORT



### FARMERS MARKETS



## MIDTOWN AT A GLANCE

### BLOCKS



112

### RESIDENTS



22K+

### EMPLOYEES



25K+

### BUSINESSES



2,231

### PARCELS



883

## MIDTOWN DEMOGRAPHICS

### HIGH SCHOOL DIPLOMA



94%

### HIGHER DEGREE



63%

### AVERAGE HOUSEHOLD INCOME



\$59K

### UNEMPLOYMENT RATE



5.6%

### AVERAGE AGE



35.9





"Midtown is one of the strongest markets in the region and has shown an incredible economic strength during challenging times. In the past five years, 52 projects including two major hotels have come online."

— Sotiris Kolokotronis, SKK Development

CONSTRUCTION OF HYATT HOUSE  
2719 K STREET  
OPENING TO THE PUBLIC FALL 2022



135.2  
Tons of Litter



20,772  
Graffiti/  
Sticker  
Removal



39  
Bait Bike  
Arrests



4,659  
Pressure  
Washing  
Hours

## NEW DEVELOPMENTS

January 1, 2017 - December 31, 2021

52  
TOTAL  
PROJECTS



- 6 UNDER CITY REVIEW
- 17 APPROVED
- 10 UNDER CONSTRUCTION
- 19 COMPLETED



NON-RESIDENTIAL

513,922

SQ. FEET



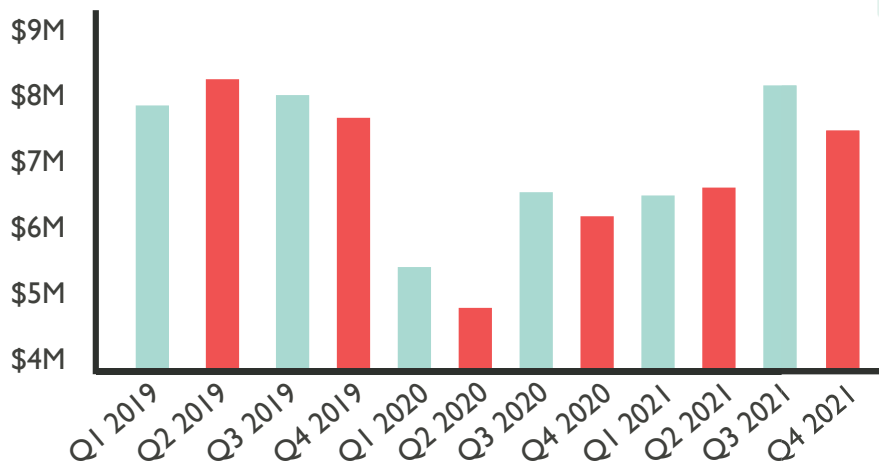
RESIDENTIAL

2,672

UNITS

## SALES TAX GENERATED

January 1, 2019 - December 31, 2021



**DID YOU KNOW?**  
IN Q3 2021, MIDTOWN SALES TAX RETURNED TO PRE-COVID PERFORMANCE AND CONTINUES TO RISE.

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

## INFILL DEVELOPMENT

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

## PROJECTS IN 2021

- **Midtown Development** – In 2021, 535 housing units were brought into the entitlement process in Midtown. Key projects include:
  - 16th and R Mixed Use // 1619 R Street // 110 units // 16R Associates
  - Holiday Inn Hotel Conversion // 728 16th Street // 128 units // Harc Holdings
  - 16th & J Mixed Use // 1617 J Street // 200 units // SKK Developments
- **Housing Element Update** – The City of Sacramento went through a significant update to the Housing Element of the City's General Plan. The updated plan outlined goals to facilitate the construction of 45 thousand new housing units by 2029 including the production of 16 thousand affordable housing units. The plan also includes implementation programs to meet the overall goal including establishing new funding sources, developing permit-ready ADU plans, and further reducing parking minimums.
- **Quimby Fee Reduction** – Midtown Association worked with the City of Sacramento related to a drastic fee increase to development that would have resulted in an over 600% per-unit increase. The fee was delayed to allow a fairer proposal to be suggested that meets the growing park demand, while not overburdening the cost of development.

## INFRASTRUCTURE

**Objective:** To attract and invest in infrastructure projects that enhance lighting efforts, amplify public spaces, and beautify landscaping that provides the community with amenities.

## PROJECTS IN 2021

- **24K Bollard Installation** – Midtown Association added the installation of 14 bollards on K Street between 23rd and 24th Streets to support the growing event programming on this dynamic block of the Midtown Central restaurant district.
- **Winn Park Building Renovation** – The City of Sacramento took significant steps to complete the cold shell improvements to the historic building in the center of Winn Park. The project once finished will be occupied by the Latino Center for Arts and Culture after tenant improvements are complete.
- **EV Charging Station** – The City completed the construction of two Midtown on-street EV charging stations in 2021. The two projects feature three chargers with vinyl wraps featuring designs from two local artists.



"I love that traveling around the grid is so accessible! I enjoy riding my bike through Midtown or using a scooter to get from place to place on the weekend when I don't want to worry about parking."

- Jameson Parker, Director of Advocacy, Midtown Association



## REDUCING HOMELESSNESS

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

## TRANSPORTATION & MOBILITY

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

### PROJECTS IN 2021

- **X Street Navigation Shelter** – The City of Sacramento launched the 100-bed shelter at the intersection of Alhambra Blvd and X Street in 2021. Launched in September, in the first three months of operation the shelter hosted 202 guests.
- **Comprehensive Siting Plan** – In 2021, the City of Sacramento adopted a homeless comprehensive siting plan, which outlined 20 different sites that could provide space for various types of shelters. The plan continues to be evaluated as City staff work through a list of five high priority sites in the City.
- **Department of Community Response Outreach** – The City of Sacramento continued to grow the outreach services offered by the Department of Community Response with the addition of 17 new positions focused on district-based wrap around outreach for individuals experiencing homelessness. The City took steps to dedicate resources to building out multidisciplinary teams that are composed of clinicians, social workers, and field staff to create a wraparound approach to supporting individuals experiencing homelessness in a meaningful, consistent manner.

### PROJECTS IN 2021

- **Temporary Wayfinding Campaign** – Midtown Association launched a temporary wayfinding campaign connecting 13 activity centers in Midtown through directional signage and chalk stencils. The pilot program helped inform a broader city effort to update wayfinding guidelines that can be used for permanent wayfinding campaigns in the future.
- **Relaunch of Regular Parking Operation** – The City took steps to bring back normal parking operation including monitoring and enforcing on-street meters. The City relaxed all parking enforcement through the pandemic only citing vehicles for ignoring critical regulations like parking in a no parking zone for emergency services.
- **Stockton Blvd Complete Street** – The City of Sacramento adopted the Stockton Blvd Complete Street plan in 2021. The plan, which extends from Alhambra Blvd down to 47th Ave outlines improvements to one of Sacramento's most traveled commercial corridors with buffered bicycle lanes, a section of bus rapid transit, and vehicle lane reductions.

# LIGHTING INVESTMENTS & ART IN UNEXPECTED PLACES

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

## ARTISTIC UTILITY BOX WRAP

- **COMPLETED:** In 2021, Midtown worked on three different art wrap projects with local artists including at Fremont Park, Winn Park and 21st Street. Fremont Park includes designs from Melissa Uroff on eight separate electrical pedestals. Winn Park includes designs from Brandon Gastinell on two traffic signal boxes. 21st Street includes three different farmers market themed designs by Jodie Miller between J and L Streets on traffic signal boxes.



3  
Artists



3  
Activation  
Centers



13  
Utility  
Boxes

## SUTTER'S FORT LIGHTING

- **COMPLETED:** In 2020, Midtown embarked on developing a lighting program that will wash the exterior walls of the fort with soft, warm lighting. In 2021, Midtown was successful in engaging State Parks to develop engineering that will be used for the installation of the lighting that will be hung from the top of the wall.
- **NEXT STEPS:** In 2022, State Parks will select a contractor to install the 100+ lights along the exterior of the fort by the end of summer 2022.



105  
Lights



\$65K  
Infrastructure  
Investment



1K  
Wall  
Coverage  
Footage

## 29R LED LIGHTING

- **COMPLETED:** In the summer of 2021, Midtown installed six custom fabricated LED light panels designed by local artist Chris Biddle at the SacRT 29th St Light Rail station. The custom panels hang like banners from six light poles between 29th and 30th Streets on R Street. The custom programmed light show serves as a gateway connecting the Alhambra Corridor to Midtown.



6  
LED  
Panels



\$25K  
Infrastructure  
Investment



13  
Daily  
Trains



"Sutter's Fort has always strived to give educational experiences that bring history to life for our visitors. However, the way we tell that story is important. We have been working on fundamental changes that will allow us to share a more inclusive and historically accurate history with the thousands of school children and visitors that annually tour the National Historic Landmark in the heart of Midtown Sacramento."

– John Fraser, State Parks





"As part of the continuing 'Art in Unexpected Places' initiative, the Midtown Association has led, curated, and funded artistry on 21 trash receptacles, 13 utility boxes, and six dumpsters that have also spurred other fun artistry to pop-up and beautify the district. I am honored that I was chosen as one of the artists to participate to bring art in unexpected places at Fremont Park."

– Melissa Uroff, Artist



FREMONT PARK ART WRAP  
16TH STREET & P STREET  
ARTIST: MELISSA UROFF

# PARAGARY PATHWAY

Paragary Pathway, inspired by and to honor the legacy and lasting influence of Randy Paragary, aims to enhance 30 block faces through the installation of ambient LED lighting in trees located in the Sutter District, along 28th and 29th Streets from J Street to O Street. Commemorative plaques will be placed along 28th Street near Paragary's, Fort Sutter Hotel and Centro Cocina Mexicana as bookends of the project area.

## > LIGHTING APPLICATION METHOD

A traditional trunk wrap will be utilized for the majority of the trees in the project area. With a dense concentration of bulbs, the lighting will be programmed to remain static. The lights will start approximately 8-10 feet above the ground as to deter vandalism or unintentional interference with the lights. Additionally, the extensive palm tree canopy in the project area will have a lighting application method that mimics those in front of the Fort Sutter Hotel. A ring will be attached from approximately 8-10 feet up the tree trunk and will offer uplighting into the palm leaves.

## > MAINTENANCE

Finally, an annual ongoing maintenance plan of at least five years will be developed by Midtown Association, Sutter District and funding partners to ensure longevity of the lighting, with repairs being made as needed.

## LIGHTING STATS



30  
Block  
Faces



120+  
Trees  
Lit



75.7K  
LED  
Lights



\$350K  
Funds  
Raised



13.5K  
Area  
Residents

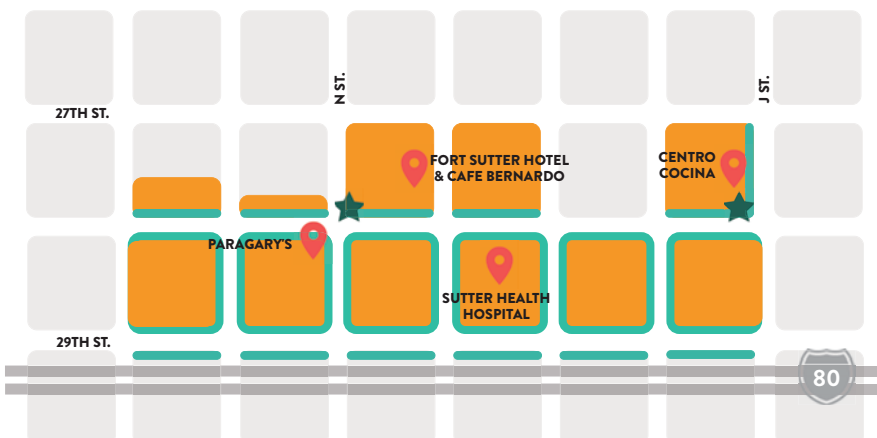


40K+  
Daily  
Vehicles



415  
Area Hotel  
Rooms

## LIGHTING LOCATIONS



### KEY

-  TREE LIGHTING
-  THE SUTTER DISTRICT
-  COMMEMORATIVE PLAQUES



PARAGARY'S MIDTOWN  
1401 28TH STREET  
RENDERING OF UPCOMING PARAGARY PATHWAY



“Our family is honored that so many of Randy’s colleagues and friends have come together and contributed to make the installation of the Paragary Pathway possible. Randy walked up and down 28th Street for 30 years from Paragary’s Restaurant at 28th and N to Centro Cocina Mexicana at 28th and J. Lighting this pathway signifies his contributions and innovations not only to the Sacramento food scene but also to the development of 28th Street with the building of the Fort Sutter Hotel. We hope by lighting up this neighborhood in memory of Randy that it will inspire future generations of chefs and entrepreneurs to pursue their dreams and advance our city one small block at a time.”

– Stacy Paragary, Paragary Restaurant Group

# 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 will also have access to technical assistance through the MetroBusiness Center, hosted by the Sacramento Metro Chamber of Commerce.

Joining the 2020 grantees (Boone's, Red Onions, Epicee, and La Minerva), three new grantees were selected for the second cohort of Street Food Sacramento: Chido Restaurant & Bar, Mak & Grille and Steady Smokin' BBQ. We want to recognize our grant making committee of Kyla Bryant with Sacramento Metro Chamber, Patrick Harbison with Patrick Harbison Public Relations, Chelsea Minor with Raley's, Partick Mulvaney with Mulvaney's B&L, Lisa Nava with Sacramento County Supervisor Phil Serna's office, Cathy Rodriguez with Sacramento Hispanic Chamber of Commerce and Cathy Vue with Sacramento Region Community Foundation.



2

Program  
Years

25

Applicants



6

Grantees



\$67.4K

Grant Value  
Provided

468

Markets  
Attended

12

Stories  
Generated

## > MAK & GRILLE

The Mak family started a small batch hot sauce business before the COVID-19 pandemic propelled their business into the rising street food scene in Sacramento. Brothers Hong, Minh & Brian work alongside family to offer Asian fusion food derived from Southeast Asian flavors, with inspiration from Vietnamese and Chinese traditional cooking.

## > STEADY SMOKIN' BBQ

At 10 years old, Geronimo ventured into barbecuing by learning from the many excellent cooks in his family. As he got older, he watched popular BBQ TV shows and contests, which inspired him to make his own sauces and ribs, slowly perfecting the recipes over time. Steady Smokin' BBQ features classic barbeque cuisine along with several dishes with a Mexican influence. Geronimo hopes to follow his dream of having a brick and mortar, in memory of his grandfather and father.

## > CHIDO RESTAURANT & BAR

Growing up in Mexico, Fernando developed a passion for seafood as he worked with his dad preparing fish and seafood for the markets. Chido Restaurant & Bar features traditional seafood dishes from Southern Mexico, such as tacos gobernador, Campechana with shrimp and octopus, and tacos de pescado.



"Being one of the grantees for the Street Food Sacramento program gave me invaluable resources to make my dream a reality. My dream is to bring the flavors of Mexico to Sacramento and to find our culinary culture."

- Carla Vazquez, La Minerva, 2020 - 21 Grantee





OUTSIDE THE LGBT CENTER  
1015 20TH STREET  
CLEAN & SAFE SERVICE TRUCKS WRAPPED  
WITH MIDTOWN LOVE PRIDE IMAGERY



“The ‘PRIDE, Pronouns & Progress’ gender inclusion training was made available to Midtown and Central City businesses for free. Trainings like these ensure we continue to cultivate an inclusive environment in Midtown where everyone feels welcome, safe, and protected.”

– Beth Hasset, WEAVE

## DEI EFFORTS

At Midtown Association, we believe it is a moral and business imperative to amplify voices: to cultivate diversity, equity, and inclusion throughout our organization and our industry by consciously sharing faces of all gender, racial, ethnic and other identities as they explore Midtown. Here are some of the different ways we're spreading Midtown Love throughout the grid.

### > PRIDE, PRONOUNS, & PROGRESS

In partnership with WEAVE, the Sacramento LGBT Community Center, Sacramento Rainbow Chamber of Commerce, FACES Nightclub, and Outword Magazine, the Midtown Association provided Pride, Pronouns & Progress: Gender Inclusion Training to businesses in Midtown and the Central City. Three trainings were hosted with over 30 attendees combined. Diversity in the workplace, including gender identity, expression, and orientation, has been proven to boost the bottom line and protect the mental health of business owners, employees, and patrons alike.

### > PRIDE TRUCKS

Two Clean & Safe service trucks were wrapped with Midtown Love Pride imagery. These trucks are seen on a daily basis throughout Midtown, spreading a positive message of inclusion and support for our LGBTQIA+ community.

### > PRIDE BANNERS

A collection of 37 "Midtown Pride" banners, sponsored by Western Health Advantage, were installed along J Street between 20th and 27th Streets from mid-May through mid-July for Pride Month.

### > MIDTOWN LOVE PRIDE FLAGS

Midtown Association designed and sold limited edition "Midtown Love" Pride flags, raising over \$1,000 during Pride Month, with 100% of the proceeds going to support the Sacramento LGBT Community Center.

WINN PARK  
P STREET & 28TH STREET  
SIPPIN' AT WINN WINE GARDEN

## MIDTOWN PARKS


Incredible cities boast incredible 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 was established to support the well-being of the community by supporting and creating centrally-located public spaces that provide opportunities for recreation, leisure and to build relationships among neighbors. Our vision is for the open spaces of Sacramento's central city to build economic and social value in the neighborhoods they serve.



"It has been amazing to watch our six Midtown Parks activate our community by offering opportunities for recreation, social interaction and active lifestyles. Our parks have grown to become areas where residents can connect and build relationships with their neighbors while enjoying a healthy and active lifestyle."

- Keri Thomas, Sutter Health





“Fresh Air: Fremont Park highlights two important things in our Midtown community: health and wellness! The summertime series allows our community to participate in outside events like workout classes and outdoor co-working to encourage an active and mindful lifestyle. The addition of art in our parks is also a lovely backdrop to our gatherings.”

– Lynda Benvenuti Taylor, LBT Investments



## ACCOMPLISHMENTS

### > EXPANDING NUMBER OF PARKS

Muir Park was added to our service area via Midtown Association's 16th Street Expansion in January.

### > RETURN OF PARKS PROGRAMMING

The annual Pooch Parade at Marshall Park returned after a one-year reprieve due to the pandemic. The event saw over 80 participants in the parade/contest and over 300 attendees.

Presented by Sutter District and Sutter Health, Movies at the Fort returned to the historic walls of Sutter's Fort, welcoming nearly 500 attendees.

### > HEALTH AND WELLNESS IMPACTS

Free health and wellness programming was offered May through September—Fresh Air: Fremont Park, Workout at Winn and Fall Friday Flow at Sutter's Fort—which combined saw over 1,400 attendees.

### > INVESTING IN ART

Two art wrap projects at Winn Park and Fremont Park were installed, featuring artists Brandon Gastinell and Melissa Uroff. Two utility boxes and eight electrical pedestals now display vibrant art.

### > FUNDRAISING EFFORTS

Midtown Parks raised over \$6,000 from 35 donors in the region's annual Big Day of Giving fundraiser. Funds supported art wraps at Fremont Park.

The third annual Midtown Mini took place raising over \$80,000 which will go towards parks programming and capital improvements in Midtown's parks in 2022.



“The installation of our 'Love, No Exceptions, No Exclusions' banners in the Lavender Heights district demonstrated in a beautiful way Midtown's support of the LGBTQIA+ community. Now when anyone walks along those streets they know that they are celebrated, included and proudly affirmed in our community.”

- David Heitstuman, Sacramento LGBT Center



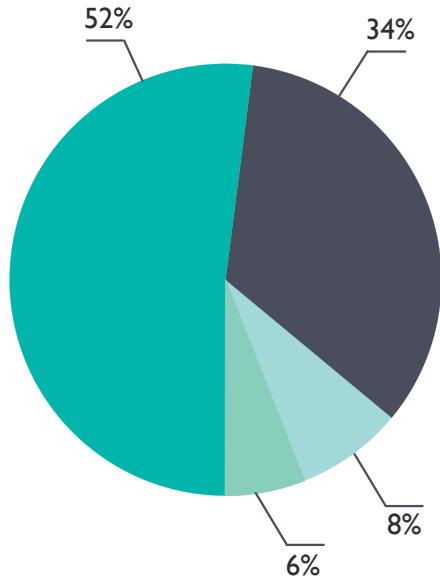
LAVENDER HEIGHTS BANNERS  
20TH STREET  
BETWEEN J & K STREETS



# FINANCIALS & DONATIONS

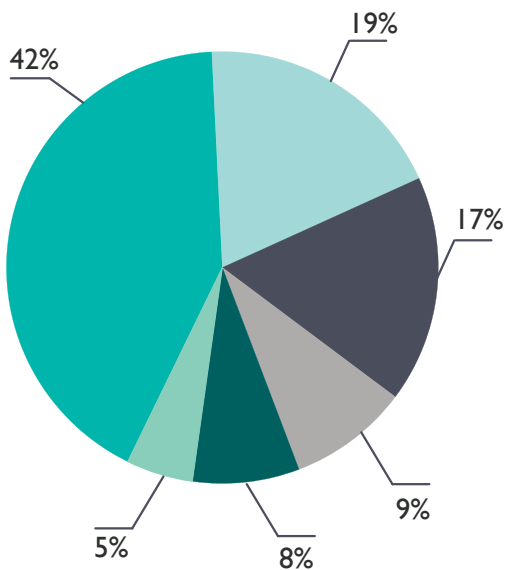
## 2022 BUDGET

### INCOME



|                 |                 |       |                |
|-----------------|-----------------|-------|----------------|
| PBID            | Midtown         | (35%) | \$1,408,695.00 |
|                 | Alhambra        | (13%) | \$553,352.00   |
|                 | 16 M            | (4%)  | \$179,801.00   |
| Events & Grants |                 | (34%) | \$1,416,500.00 |
| BID             | Midtown Central | (6%)  | \$270,000.00   |
|                 | Sutter District | (2%)  | \$96,000.00    |
| Midtown Parks   |                 | (6%)  | \$249,000.00   |

### EXPENSES



|  |       |                |
|--|-------|----------------|
| Safety, Maintenance & Streetscape Services | (42%) | \$1,709,528.00 |
| Advocacy & Communications                  | (19%) | \$773,000.00   |
| Placemaking & Capital Improvements         | (17%) | \$686,415.00   |
| BID Services                               | (9%)  | \$382,000.00   |
| District Administration                    | (8%)  | \$308,561.00   |
| Midtown Parks Services                     | (5%)  | \$201,000.00   |

SCAN TO SUPPORT MIDTOWN PARKS PROGRAMMING



# @EXPLOREMIDTOWN

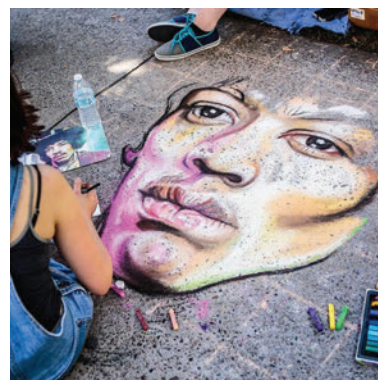
The Midtown Association's level of influence is measured by increasing the amount of media coverage for Midtown and the organization. Please view a recap of Midtown Association's social media and media coverage in 2021 below.



Flamingo House Banana Sundae Event  
2315 K Street



Dog at Fieldworks Patio  
1805 Capitol Ave



Chalk Art & Music Festival  
Fremont Park



Outside Pieces Pizza  
1309 21st Street



BOBER Tea Flower Wall  
1801 L Street



Bambi: Vegan Taco Restaurant & Bar  
1725 I Street



Utility Box Art Wrap  
Located at Winn Park



Friends Walking in Midtown  
Capitol Avenue



Midtown Farmers Market  
20th Street

## FOLLOWERS

INSTAGRAM  
72K

FACEBOOK  
24K

TWITTER  
16.7K

## MEDIA

JAN 1, 2017 - DEC 31, 2021

STORIES  
GENERATED  
775

MENTIONS OF  
MIDTOWN  
3,677

JAN 1, 2020 - DEC 31, 2021

NIelsen  
AUDIENCE VIEWS  
78,513,474

AD VALUE  
\$5,497,474



# DIRECTORS & STAFF

## EXECUTIVE COMMITTEE:

Wendy Saunders, Chair | Capitol Area Development Authority  
 Mike Testa, Vice Chair | Visit Sacramento  
 Beth Hassett, Past Chair | WEAVE, Inc.  
 Ken Turton, Treasurer | Turton Commercial Real Estate  
 Larry Watson, Secretary | HCMW Joint Venture

Kimio Bazett, Midtown Central BID Chair | The Golden Bear  
 Marisa Kolokotronis, I6M Chair | SKK Developments  
 Lynda Benvenuti | LBT Investments LLC  
 John Hodgson | The Hodgson Company

## BOARD OF DIRECTORS:

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

Nikky Mohanna | Mohanna Development  
 John Pappas | Pappas Investments  
 Scott Rasmussen | Ravel Rasmussen  
 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 | SAFE Credit Union

## STAFF:

Emily Baime Michaels | Executive Director  
 Jameson Parker | Director of Advocacy and Capital Improvements  
 Leili Khalessi | Director of Communications and Events  
 Amy Eubank | Associate Director of Placemaking and Capital Improvements  
 Krystine Taylor | Associate Director of Events and Sponsorships  
 Anna Burke | Communications Manager  
 Adam Coen | Business Operations Manager  
 Paul Dugan | Events Manager  
 Ivan Espinoza | Foreman  
 Lisa Nottingham | Farmers Market Manager  
 Jodie Miller | Graphic Designer  
 Luis Villa | Clean & Safe Manager

Cody Ochoa | Senior Coordinator, Placemaking & Mobility  
 Joel De Santiago | Assistant Foreman  
 Haizen Poole | Administrative Coordinator  
 Jazzy Swink | Communications Coordinator  
 Jeffrey Schuhaet | Senior Safety Lead  
 Michael Proctor | Senior Maintenance Lead  
 Willie Saicheur | Events Lead  
 Karina Raymundo | Safety Lead  
 Armando Rodriguez | Safety Lead  
 James Thurman | Safety Lead  
 Jose Munguia | Maintenance Assistant  
 Saul Palacios | Maintenance Assistant

## PHOTO CREDIT:

Front cover, pages 4, 16: Lisa Nottingham, Inside cover, pages 12, 17, 18, 19, 22: Jazzy Swink,  
 Page 6: Harlow's, Page 8: Hyatt House Hotel, Page 10: Fort Sutter Hotel, Page 12 Headshot  
 of Melissa: Ryan Angel

WINN PARK  
 P STREET & 28TH STREET  
 WEDNESDAYS AT WINN



MURAL AT 17 CENTRAL  
1026 17TH STREET  
ARTIST: VALERIY KAGOUNKIN



**MIDTOWN**  
ASSOCIATION

**EXPLOREMIDTOWN.ORG**  
916-442-1500  
1401 21ST STREET  
SACRAMENTO, CA 95811