

MIDTOWN REPORT

JANUARY 1, 2017 - DECEMBER 31, 2023

Midtown Second Saturday
Lena Mac Painting Mural at 2772 N Street

EXPLOREMIDTOWN.ORG
INFO@EXPLOREMIDTOWN.ORG
@EXPLOREMIDTOWN
916-442-1500

ARSHALL PARK

ARSHALL PARK

HANDLE DISTRICT

ITT BARK PARK

ITT BARK PARK

SUTTER'S FORT

MIDTOWN SUTTER

Midtown Wayfinding Posts
SAFE Credit Union Convention Center Hub
1401 K Street

MIDTOWN WAYFINDING

In collaboration with SAFE Credit Union and Sacramento Area Council of Governments (SACOG) Midtown Association unveiled an innovative wayfinding navigation system in October 2023. This system aims to showcase Midtown's walkability and accessibility while offering valuable suggestions on places to explore, including cafes, dining, parks, entertainment, and information on convenient parking and public transit options. Consisting of 71 navigation posts strategically placed throughout the district, the system seamlessly connects 15 key destinations and points of interest within Midtown. Each post features a QR code that directs users to an interactive



LEARN MORE

MUIR PARK

100T PARK

H & R STREETS

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TO OUR VALUED STAKEHOLDERS,

With this annual report, Midtown Association is celebrating 39 years of elevating Midtown as the center for culture, creativity and vibrancy in Sacramento's urban core. Conceptualized in 1985 through a collaboration of businesses and property owners who wished to better the community, Midtown Association has been critical in the development of the Central City as a destination of choice for people to live, work and play.

Midtown Association continued this development in 2023 through further investment and collaboration across the district. Our commitment to the safety of our district included increased security patrols and renewed collaboration with both the Sacramento Police Department and the City's new Homeless Incident Management Team. We created dynamic public spaces with the installation of a new wayfinding program, protected bicycle lanes and the Alhambra landscaping plan. And to accomplish our goal of connecting our community, we brought 220+ farmers, crafters and artisans and 170,000+ annual visitors to the Midtown Farmers Market. The promotion of our district and its offerings garnered 350,000+ website views, 8.2M social media impressions and \$8M worth of publicity value.

While 2023 was filled with many wins, the most notable achievement was our reinvestment in the cherished tradition of Second Saturday. Our goal for Second Saturday was to show proof of concept that demonstrated Midtown's unique value as an arts and cultural center by creating a fun, inclusive and safe environment for our entire community. From May to October of 2023, we delivered six incredible events that offered 237 attractions and 70 theater and gallery events to 11,500+ monthly visitors, with zero public safety incidents. With even bigger plans in 2024, we plan to welcome at least 12,500 monthly visitors.

Our aspirational goals for 2024 also include broader economic development initiatives. First, we will aim to expand the scope of the Downtown Entertainment Zone to open opportunities for Midtown's businesses to take advantage of special city support and funding. Second, we will work with city leadership to push for a comprehensive housing policy package that spurs investment by incentivizing an array of new residential developments. Lastly, we will work to formalize a new framework that incentivizes new business development by leveraging future property tax contributions into real-time investment capital.

In line with their annual practice, the Midtown Association Board of Directors has exercised their adherence to the Property Business Improvement District management plans and has increased the annual special assessment by 3% in Midtown and Alhambra Districts and by 4% in the 16M District. Midtown Association strives to provide the same level and quality of service while continually innovating our management practices for increased impact on behalf of our stakeholders.

2024 is set to be an incredible year as we work together in both the public space and behind the scenes to uplift our district. 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
23rd Street and Capitol Avenue

CREATING VIBRANCY

The mission of Midtown Association is to make Midtown the center for culture, creativity and vibrancy in Sacramento's urban core. Our mission unfolds through a rich tapestry of services, events and initiatives designed to foster a welcoming environment in Midtown, centering around three pivotal categories:

CLEAN AND SAFE

Midtown Association's Clean and Safe program aims to create a clean, safe and welcoming community through Clean and Safe services, such as:

- Property checks
- Homeless outreach services
- Graffiti abatement
- Biohazard removal
- Litter removal
- Gutter and storm drain cleaning
- Power washing

PLACEMAKING AND CAPITAL IMPROVEMENTS

Midtown Association's Placemaking and Capital Improvement program aims to attract investments and activate the district through temporary public space improvements and permanent infrastructure such as:

- Art and lighting Installments
- Bike lanes
- Bollards
- Electrical upgrades

COMMUNICATIONS, EVENTS AND ADVOCACY

Midtown Association aims to increase economic performance and level of influence by providing services such as:

- Business marketing support
- Event and permitting assistance
- Advocating on behalf of businesses for policies related to infill development, infrastructure, capital improvements and active transportation



"Welcoming urban environments are defined by their ability to create lively public spaces and there are no better examples of this than Second Saturday and the Midtown Farmers Market. Supporting these events aligns with our vision to contribute to spaces where residents and visitors alike can come together, celebrate diversity and experience the true essence of a thriving city."

- Ryan Loofbourrow, Sutter Health, Valley Area

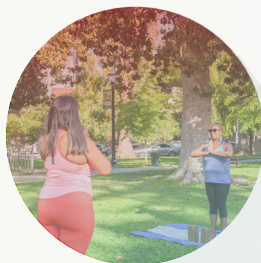
The background is a collage of three images. The top image shows a 'Welcome to MIDTOWN Farmers Market SACRAMENTO' sign with smaller signs for 'Midtown Farmers Market', 'Sutter Health', 'flowers', and 'KALE'. The middle image shows a person in a grey jacket and beanie using a high-pressure water hose to clean a sidewalk. The bottom image shows a multi-story apartment building with a sign that says 'APARTMENTS NOW LEASING'.

OUR MISSION IS TO
MAKE MIDTOWN THE
CENTER FOR
CULTURE, CREATIVITY
& VIBRANCY
IN SACRAMENTO'S
URBAN CORE.

MAP OF MIDTOWN



Midtown Farmers
Market



Fresh Air:
Midtown Parks



Midtown Second
Saturday



Hops & Hounds
Brewfest



Midtown Mini
Midtown Love



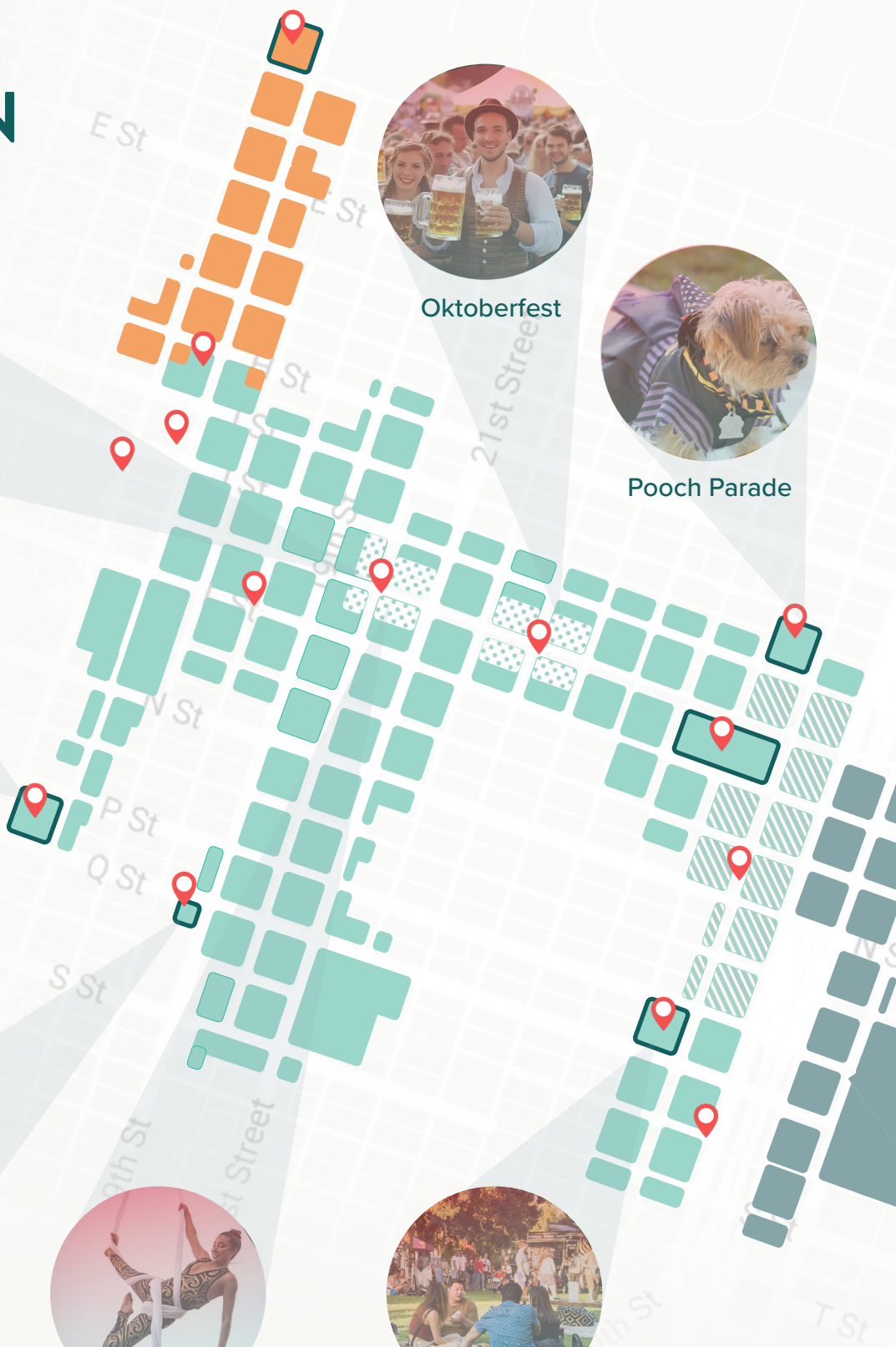
Oktoberfest



Pooch Parade



Wednesdays at Winn



MIDTOWN AT A GLANCE

Midtown's landscape is characterized by a harmonious blend of mixed-use residential spaces, diverse retail offerings, a nationally recognized urban tree canopy, and enticing Michelin-recognized restaurants. This, combined with a thoughtfully curated sense of place in public spaces through arts, culture and events, has translated into the creation of a thriving and dynamic Central City.

With 15 unique and dynamic activation centers, marked by red pins in the map, visitors can navigate our city with ease using our newly installed wayfinding navigation posts, strategically placed amidst the vibrant tapestry of businesses, parks and events in Midtown. This map highlights key events and activities spearheaded by Midtown Association in 2023.

BUSINESSES



112
Blocks



883
Parcels



19
Galleries &
Theaters



2.2K
Businesses



161
Bars &
Restaurants

BIKING AND WALKING

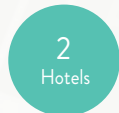


Midtown biking score



Midtown walking score

HOTELS



3.6%
Vacancy
Rate

RESIDENT PROFILE

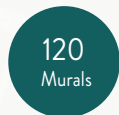
21K
Residents



25.5K
Employees



ART



100+
Local
Artists



34.6
Average
Age



\$62K
Average
Household
Income



68%
Higher
Degree



94%
High School
Diploma

MAP KEY

Midtown Zone

Midtown Sutter

Barwest
Blue Cue
Cafe Bernardo
Centro Cocina
Harlow's
Ink Eats & Drinks
The Lock & Key Tapas + Bar
Octopus Baja
Paragary's
Tea Bar & Fusion Cafe

Alhambra Zone

Midtown Central

Azul
Burger Patch
Cantina Alley
Der Biergarten
The Flamingo House
The Golden Bear
Kin Thai Street Eatery
LowBrau
Mango's
Mother
Pizzasaurus Rex
Roscoe's

16M Zone

Midtown Parks

Fremont Park
Marshall Park
Muir Park
Sutter's Fort
Truitt Bark Park
Winn Park

Wayfinding Activity Centers

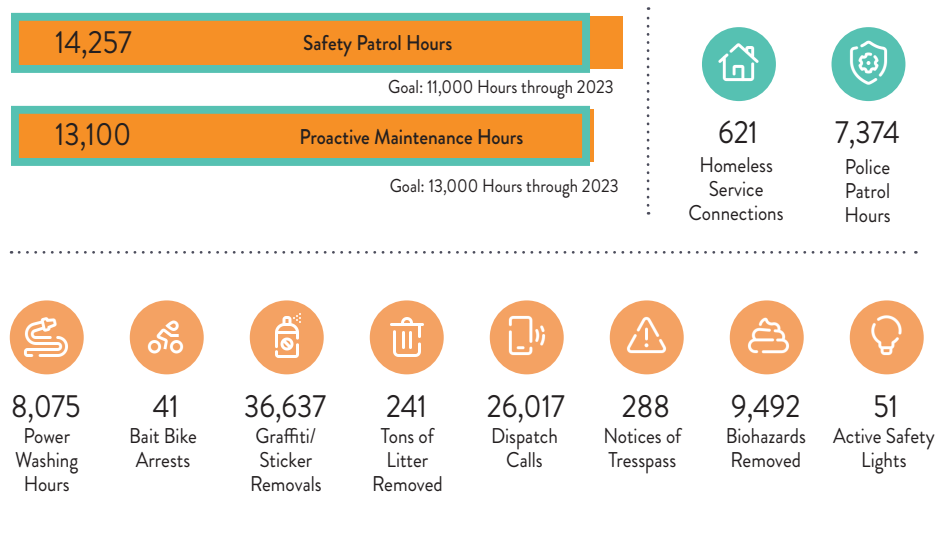
Alhambra District
Governor's Mansion
Fremont Park
Handle District
Lavender Heights at Midtown Central
Marshall Park
Midtown Sutter
Muir Park
Sutter's Fort
29th & R Streets
Truitt Bark Park
Winn Park
Golden Hub at Midtown Central
SAFE Credit Union Convention Center
Sacramento Memorial Auditorium

FOCUSING ON CLEAN AND SAFE

Midtown Association's Clean and Safe program services 104 blocks in Midtown. The goal of the program is to increase safety, decrease homelessness and build pride. Safety services include outreach to those experiencing homelessness, assistance with unwanted loitering and proactive district patrols. Maintenance services include graffiti abatement, litter removal and power washing.

CLEAN AND SAFE SERVICES

January 1, 2017- December 31, 2023



HARM AND HOMELESSNESS REDUCTION

Through special projects in 2023, Midtown Association addressed homelessness in Midtown.

PROJECTS IN 2023

> **Collaborative Partnership with DCR:** In a close collaboration with the City's Department of Community Response, Midtown Association guided unhoused community members towards services or shelters while ensuring compliance. Regular meetings maintained a proactive approach, reviewing key locations and fostering seamless communication.

> **Sac PD Overtime Foot Patrol:** Midtown Association sustained its collaborative efforts with the Sacramento Police Department, deploying overtime foot patrols in the Central City to target areas where businesses were impacted by crime.

> **Nighttime and Daytime Security:** In partnership with Sacramento County, Midtown Association provided daily security patrols to monitor and address issues in the neighborhood. Prioritizing problem areas, submitting 311 reports and promptly addressing safety concerns, the program staffed four dedicated security guards, enhancing visibility and safety district-wide.

Clean and Safe Team Member, Armando Rodriguez
Lavender Heights (20th and K Streets)
Midtown Central



"Midtown Association's Clean and Safe program is an essential driver in enhancing the public safety and overall experience for everyone in Midtown. I value the collaborative effort with the Midtown Association to create a secure and inviting atmosphere in Sacramento. Together, we take pride in contributing to a city that prioritizes safety, making Midtown a place where all feel welcome."

- John Pappas, Pappas Investments

DYNAMIC PUBLIC SPACES

Midtown Association's Placemaking and Capital Improvements Program enhances public spaces with temporary additions like art installations and lighting, alongside permanent infrastructure such as bike lanes, bollards, landscaping and electrical upgrades. These initiatives aim to attract investments and activate the district's vibrancy.

WAYFINDING

In October 2023, Midtown Association, SAFE Credit Union, and SACOG launched a permanent wayfinding system in Midtown Sacramento. Color-coded steel posts at 15 key activity centers provide real-time walking and biking distances. An interactive website, linked to the posts via QR codes, previews what users can find at each center.



MIDTOWN SUTTER MURAL

In June, Midtown Association installed a large-scale mural at 2730 N Street. Artist Lena McCarthy created the dynamic artwork, which has successfully mitigated an ongoing graffiti issue on the site.

ACTIVE TRANSPORTATION AND INFRASTRUCTURE

Through these additional special projects in 2023, Midtown Association embraced installations and infrastructure that encourages active and public transportation.

PROJECTS IN 2023

> **Central City Mobility Plan:** The City of Sacramento completed its Midtown Mobility Plan, adding protected bike lanes and reducing traffic lanes. The Midtown Association collaborated with the city and stakeholders to understand the project, plan for traffic impacts and support businesses.

> **Alhambra Landscaping Plan:** Midtown Association completed the installation of the Alhambra Plan in 2023. This project aims to encourage pedestrian use along the Alhambra Corridor, by bringing new public art and landscaping along key thoroughfares.

- \$72.6K invested in installation
- \$5K invested in maintenance
- Two murals
- 26 planters
- 28 bike racks
- Eight art-wrapped utility boxes

> **Placer AI:** Midtown Association launched new technology that captures real-time data for pedestrians and bicyclists to measure the impact of installations and activations.

Alhambra Landscaping
Alhambra Boulevard
Art-wrapped Utility Box and Planter



"SMUD is proud to have been a funding partner in the Alhambra Landscaping Plan. Witnessing the transformation of the aging Alhambra corridor into an inviting pedestrian thoroughfare, adorned with art-wrapped utility boxes, iconic new murals, lush planters and new bike racks, is a testament to the power of community-driven initiatives."

- Laura Lewis, SMUD

DEVELOPING MIDTOWN

NEW DEVELOPMENTS

January 1, 2017 - December 31, 2023




NON-RESIDENTIAL
648,239
SQ. FEET



RESIDENTIAL
4,643
UNITS

INFILL DEVELOPMENT

Through special projects in 2023, Midtown Association encouraged and advocated for responsible, diverse and high-quality infill development.

PROJECTS IN 2023

> **Midtown Development:** Midtown saw project entitlement for 783 new residential units. Key projects include:

- 22J Apartments at 2130 J Street was entitled by Stonebridge Properties and features 91 Units
- Sacramento Bee Apartments at 2100 Q Street was entitled by Shopoff Realty Investments and features 538 Units
- The Grace at 620 I 5th Street was entitled by Urban Capital and features 41 Units

> **Department of Utilities Development Impact Fees:** Sacramento proposed major hikes in Department of Utilities development impact fees. Midtown Association spearheaded talks with industry stakeholders and City leaders, securing crucial adjustments and a phased approach to lessen the impact on housing feasibility.

> **Missing Middle Housing Opportunities:** The City progressed its plan to expand Missing Middle Housing Opportunities in Sacramento. Using Midtown as a model, the City adopted a new zoning policy permitting fourplexes in residential areas citywide. This aims to provide more workforce housing for middle-income earners and families, while boosting urban density.



"I am excited to witness firsthand the flourishing recent developments in Midtown and the region's continued growth. These transformative changes not only enhance our vibrant community but also contribute to the dynamic and welcoming atmosphere that makes Midtown a truly special place to live. I appreciate Midtown Association's ongoing commitment to supporting public policy that is pro-infill development, allowing the development community to answer our region's housing needs with market-driven solutions."

- Nikky Mohanna, Mohanna Development

The Mansion Apartments
1517 H Street



DEVELOPING MIDTOWN

ECONOMIC DEVELOPMENT

Through special projects in 2023, Midtown Association supported businesses in driving economic performance by creating a climate which removes obstacles and uplifts existing businesses, while attracting new, high-quality, sustained investment.



“The continued collaboration of the Midtown Nighttime Economy Committee brings together a group of forward-thinking business leaders tackling the shared challenges that affect our city’s nightlife. The diverse array of locally owned venues gives Midtown its unique character and this committee is a key platform to support these businesses and ensure they continue to thrive.”

- Tina Lee-Vogt, Nighttime Economy Manager, City of Sacramento

PROJECTS IN 2023

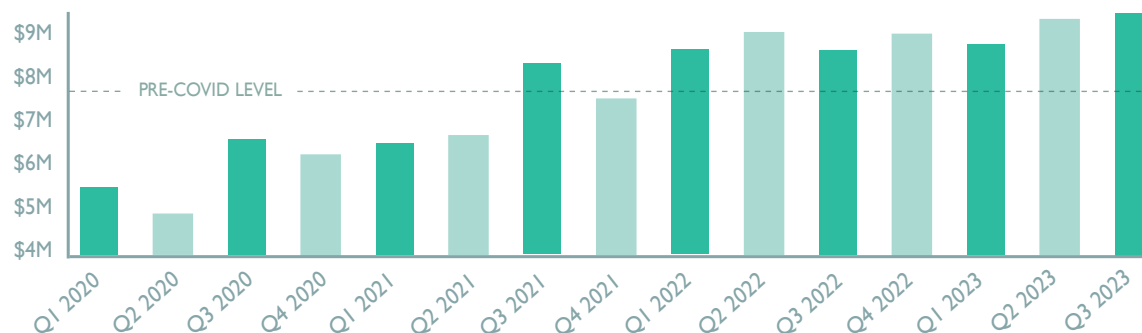
> **Business Operations Tax Modernization:** The City proposed raising its Business Operations Tax for the first time in nearly 30 years. Despite its significance as a revenue source, this comes at a challenging time for small businesses. Collaborating closely with our business community partners, we secured concessions to alleviate its potential impact if voters would have approved this increase in 2024.

> **Sociable City Assessment:** The City of Sacramento Office of the Nighttime Economy partnered with the Responsible Hospitality Institute to conduct a Sociable City Assessment on the City’s social economy’s strengths, challenges and opportunities for improvement.

> **Midtown Economic Development Objectives:** Midtown Association set out to implement a new pillar to its advocacy platform in order to better capture the work that impacts the Midtown business community. After working closely with stakeholders and leadership, MA developed three primary objectives for economic development efforts. In 2024, those are:

- Expanding the boundaries of the Central City Entertainment Zone
- Developing an infill affordable housing incentive package to spur new housing development
- Implementing a Sales Tax Increment Financing and Rebate Loan Program to support new mixed-use and commercial projects

DISTRICT-WIDE SALES TAX





Rooftop Yoga
19J Apartments
1827 J Street



CONNECTING COMMUNITIES

Midtown Association supports local businesses by offering marketing, event assistance and advocating for policies regarding development, infrastructure and transportation with the goals of boosting economic performance and enhancing Midtown's influence.

MIDTOWN SECOND SATURDAY

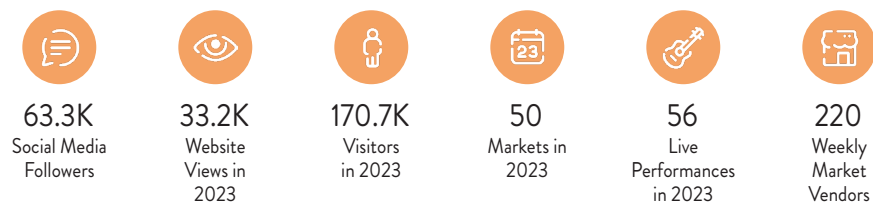
In 2023, Midtown Association revitalized the beloved Sacramento tradition Second Saturday to uplift local artists, galleries and theaters. Second Saturday's purpose is to celebrate and sustain Midtown's vibrant artistic spirit and local arts community.

By focusing on Midtown's parks and key activity centers such as 16th Street, Midtown Central and Midtown Sutter, the event was elevated to be a day-long, district-wide celebration, captivating diverse audiences from the morning farmers market to the late-night after-parties, bringing in over 11.5K visitors each month.

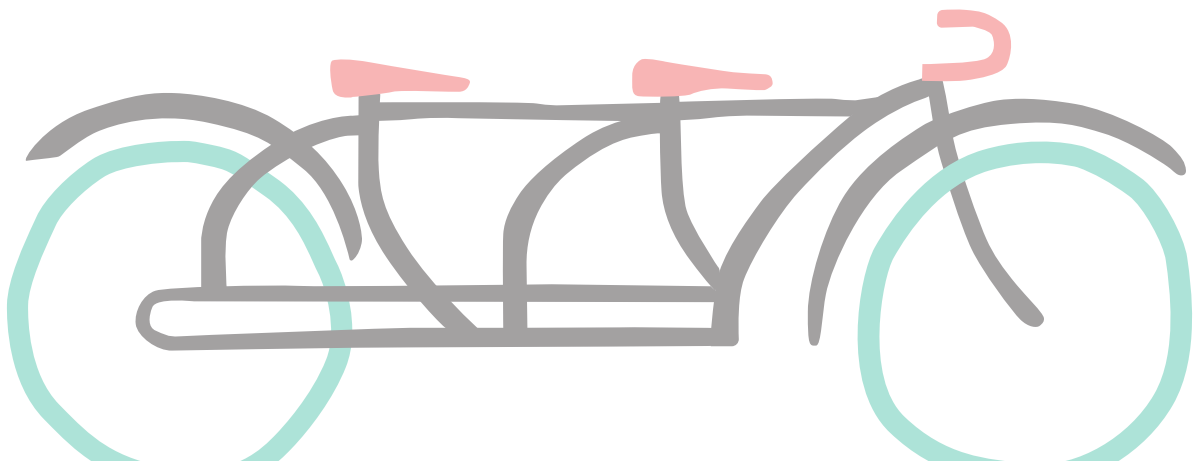


MIDTOWN FARMERS MARKET

The Midtown Farmers Market stands as a vibrant hub rooted in the heart of Midtown. Recognized as one of the top three farmers markets in California, the Midtown Farmers Market prides itself on showcasing local agriculture, prepared foods and handmade goods from artisans and crafters. More than just a market, it serves as a gathering place where visitors can come together to shop, eat and connect with the community.



> **Street Food Sacramento:** This initiative is designed to celebrate and amplify Sacramento's rich and varied street food culture while actively working to reduce entry barriers for historically underrepresented populations. Currently, the market has eight Street Food Sacramento grant recipients at the market.



Midtown Second Saturday
Block Party at 20th and K Streets



"Second Saturday is an awesome network of creative spaces allowing artists to connect with patrons, collaborators and community. The opportunity for artists to consistently exhibit their work is key to their visibility and ultimately their success in the local art scene. As an artist here in Sacramento, Second Saturday is a valuable resource and opportunity to regularly support my peers."

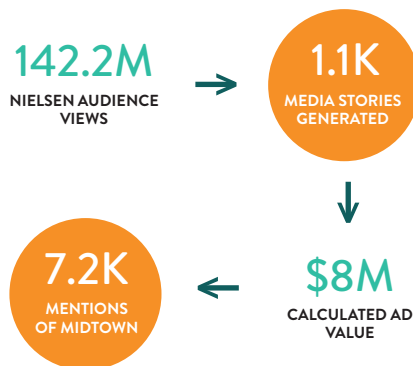
- Jaya King, Second Saturday Featured Artist

CONNECTING COMMUNITIES

DIGITAL FOOTPRINT

Midtown Association enhances visibility through marketing and promotions by spotlighting programs, events, Midtown businesses and opportunities for visitors. Beyond this, Midtown Association serves as a reliable conduit to keep stakeholders informed on breaking news, development plans and public policy matters, positioning Midtown as a desirable place to live, work and visit.

MEDIA REACH



SOCIAL MEDIA AND ONLINE REACH

@EXPLOREMIDTOWN

Instagram	39.9K followers
Facebook	14.4K followers
Twitter (X)	18K followers
LinkedIn	1.1K followers


6.5K
MONTHLY
NEWSLETTER
RECIPIENTS


21K
MONTHLY
WEBSITE
VIEWS

DIVERSITY, EQUITY AND INCLUSION

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 make Midtown a welcoming place for all.

> **Pride, Pronouns and Progress Training:** In collaboration with WEAVE, Midtown Association launched the third annual diversity, equity and inclusion (DEI) trainings, centering on “Pride, Pronouns & Progress” to actively foster an inclusive environment.

> **Black History Month:** Midtown Association spotlighted Black-owned businesses through a dynamic campaign on social media, eblasts, blogs and PR initiatives. Black-owned artists, vendors and micro-businesses were also highlighted at the Midtown Farmers Market.

> **Sutter's Fort Lighting Commemoration:** In collaboration with California State Parks, Midtown Association illuminated the exterior walls of Sutter's Fort State Historic Park with colors reflective of cultural and inclusive occasions, such as Pride Weekend and Juneteenth.

> **Environmental Sustainability:** Midtown Association's efforts span various initiatives, ranging from waste diversion efforts at the Farmers Market to transitioning our maintenance fleet to electric vehicles—currently with three in operation—and surpassing our goal of planting 75 trees, thus effectively offsetting gas emissions.



Midtown Farmers Market
1050 20th Street



ACTIVATING GREEN SPACES

Midtown Parks is Midtown Association's 501(c)(3) arm, which aims to increase health and community engagement by investing in Midtown's six parks: Fremont Park, Marshall Park, Muir Park, Sutter's Fort, Truitt Bark Park and Winn Park.

PARKS PROGRAMMING

Midtown Parks' vision continues to focus on cultivating economic and social value within Sacramento's Central City through its green spaces and, as a result, enriching the neighborhoods they serve. Below are a few highlights from Midtown Parks in 2023:

- > **Halloween Festival and Pooch Parade:** The 2023 Midtown Halloween Festival and Pooch Parade had its most successful showing to date at Marshall Park, attracting over 250 costumed pooches and 700 attendees.
- > **Midtown Second Saturday:** Second Saturday Programming expanded out to our parks with the Fremont Park Festival, Muir Park Festival and Hops and Hounds Brewfest bringing nearly 5K people to our parks.
- > **Health and Wellness Programming:** Free health and wellness programming was offered May through September via Fresh Air: Fremont Park and Workout at Winn, which saw over 9.6K attendees combined.

FUNDRAISING EFFORTS

Midtown Parks raised money through fundraising campaigns, including Big Day of Giving, GivingTuesday, end-of-year fundraising and the fifth annual Midtown Mini Midtown Love event. Funds raised support parks programming, art and capital improvements in our parks.

FUNDRAISING CAMPAIGNS

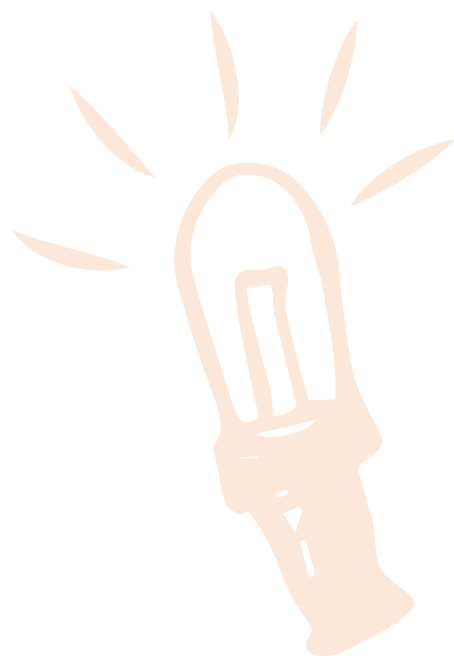


MIDTOWN MINI MIDTOWN LOVE



LIGHTING AND ART

In an effort to enliven and bring more vibrancy, Midtown Association and Midtown Parks invested in eye-catching and vibrant artwork for Truitt Bark Park. This initiative included refreshing the iconic BARK letters with a design by artist Uli Smith and the installation of a large-scale mural by muralist John Horton. These art installations enhance the overall experience of the popular dog park, which sees hundreds of visits from dogs and their owners each week.





“Midtown’s parks are such a vital element of our community, and it brings so much joy to see our community come together in these spaces. Having free health and wellness activities available nearby at Fremont Park has been such a positive opportunity for people who want to enjoy some fresh air, while they focus on their health and wellbeing.”

- Sara Lebastchi, D&S Development



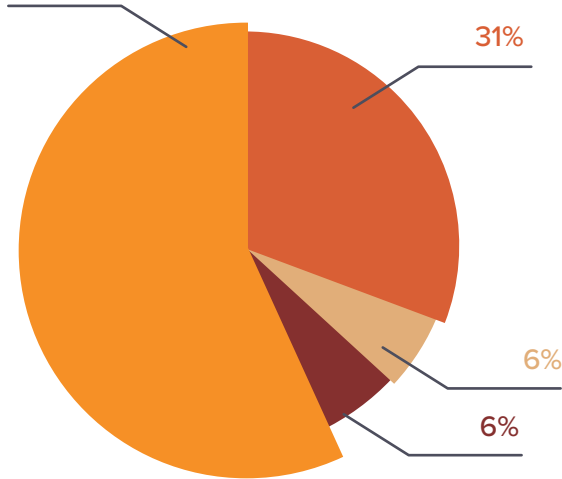
BARK Letters
Painted by Uli Smith
Truitt Bark Park
1818 Q Street



Midtown Mini Midtown Love
20th and K Streets

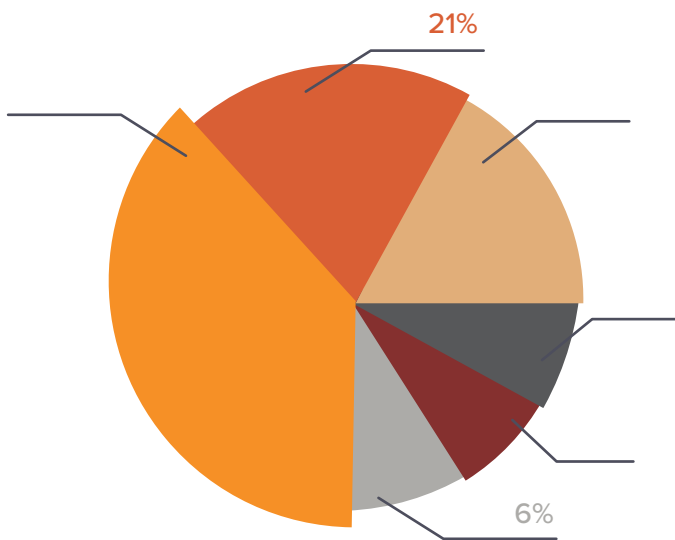
FINANCIALS

2024 BUDGET



INCOME

PBID	Midtown	(41%)	\$1,733,521.00
	Alhambra	(11%)	\$476,999.00
	16M	(5%)	\$194,493.00
Events and Grants		(31%)	\$1,279,645.00
BID	Midtown Central	(2%)	\$72,000.00
	Midtown Sutter	(4%)	\$186,000.00
Midtown Parks		(6%)	\$238,200.00



EXPENSES

Safety, Maintenance and Streetscape Services	(40%)	\$1,589,433.00
Advocacy and Communications	(21%)	\$814,425.00
Placemaking and Capital Improvements	(18%)	\$729,890.00
BID Services	(7%)	\$257,332.00
District Administration	(8%)	\$316,721.00
Midtown Parks Services	(6%)	\$239,673.00



SPONSORS AND SUPPORTERS

THANK YOU

To our wonderful sponsors and partners* that make our free programming and events possible for the Midtown community. Learn more about becoming a sponsor by visiting exploremidtown.org/ma-partners.



*Sponsorship levels over \$7,500

LEADERSHIP

EXECUTIVE COMMITTEE:

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 Laura Lewis, Secretary | SMUD
 Ken Turton, Treasurer | Turton Commercial Real Estate
 Beth Hassett, Past Chair | WEAVE, Inc.

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 John Hodgson | The Hodgson Company
 John Pappas | Pappas Investments

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 Vince Marchese | Associate Director of Communications
 Amanda Sawasy | Associate Director of Events and Markets
 Ismael Lepe Jones | Senior Manager of Events and Markets
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 Jodie Miller | Creative Manager
 Cody Ochoa | Placemaking and Mobility Manager

Jess Dressel | Administration and Operations Manager
 Ivan Espinoza | Clean and Safe Foreman
 Joel De Santiago | Clean and Safe Assistant Foreman
 Katey Purcell | Administrative Coordinator
 Karina Raymundo | Farmers Market and Events Coordinator
 Michael Proctor | Senior Maintenance Lead
 Armando Rodriguez | Safety Lead
 Mohammad Rohid Wahid | Safety Lead
 Saul Palacios | Maintenance Assistant
 Brandon Stebbins | Maintenance Assistant

COMPANY VALUES: INTEGRITY, RESPONSIVENESS, CELEBRATING GROWTH, COLLABORATION, RESILIENCY AND RESOURCEFULNESS, EFFICIENCY AND TRANSPARENCY THROUGH TECHNOLOGY

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MIDTOWN
ASSOCIATION