

# MIDTOWN REPORT

JANUARY 1, 2017 – JUNE 30, 2018

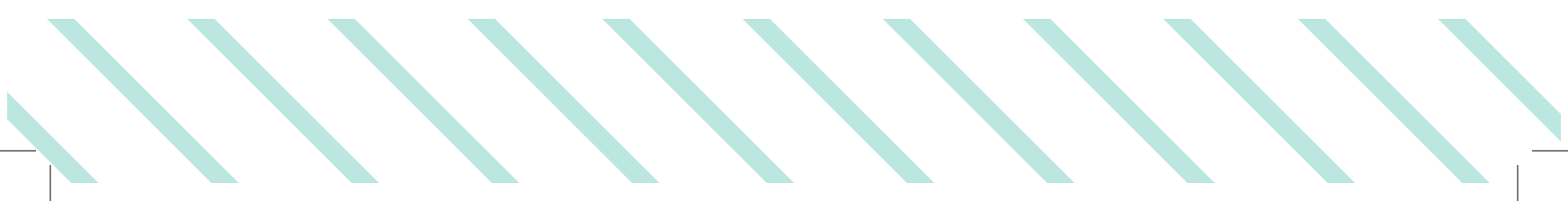
Midtown Love  
Midtown Association  
Annual Gala  
Faces

EXPLOREMIDTOWN.ORG | INFO@EXPLOREMIDTOWN.ORG | (916) 442-1500



## EASE INTO MIDTOWN

Midtown Association is developing the “Ease into Midtown” public campaign to help get people to and around Midtown. Additionally, Midtown Association continues to simplify the parking process, increase the use of alternative transportation such as bike share and public transit, and support infrastructure investments including bike valets and parking protected bike lanes.





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# TO OUR VALUED STAKEHOLDERS:

We are pleased to share the activities of the Midtown Association from January 1, 2017 through June 30, 2018. This is the second year of the PBID's expanded ten-year term, as the Midtown Association boundaries now include zones in both Midtown and the Alhambra Corridor. We now serve 1,254 parcels throughout 92 city blocks with a budget of over \$2M.

The Midtown Association's Strategic Plan remains focused on the items most important to you, including:

- Reducing homelessness and providing clean and safe services
- Attracting investments in infrastructure including lighting and landscaping
- Creating a unique sense of place
- Making parking and transportation easier for visitors, residents and employees
- Supporting responsible infill development projects
- Making Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core

Since the inception of the PBID, the Midtown Association Board has exercised its authority to increase the annual assessment by 3%, which they've elected to continue in 2019. Midtown Association strives to provide the same level and quality of service while looking for efficiencies to make our services go further.

To learn more about the Midtown Association and our focus for 2018, please review this Midtown Report. Our full management plan and our four-year strategic plan may be viewed online by visiting [exploremidtown.org](http://exploremidtown.org) under the Midtown Association tab.

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

Third Thursday at 24th & K  
Midtown Made  
Midtown Central



“24th and K street is quickly becoming one of the most vibrant intersections in the Central City. With a great diversity of bars and restaurants paired with events by the Midtown Association, the pedestrian and bike traffic in the area has increased by more than 20% in the last twelve months.”

– Ken Turton, Turton Commercial Real Estate

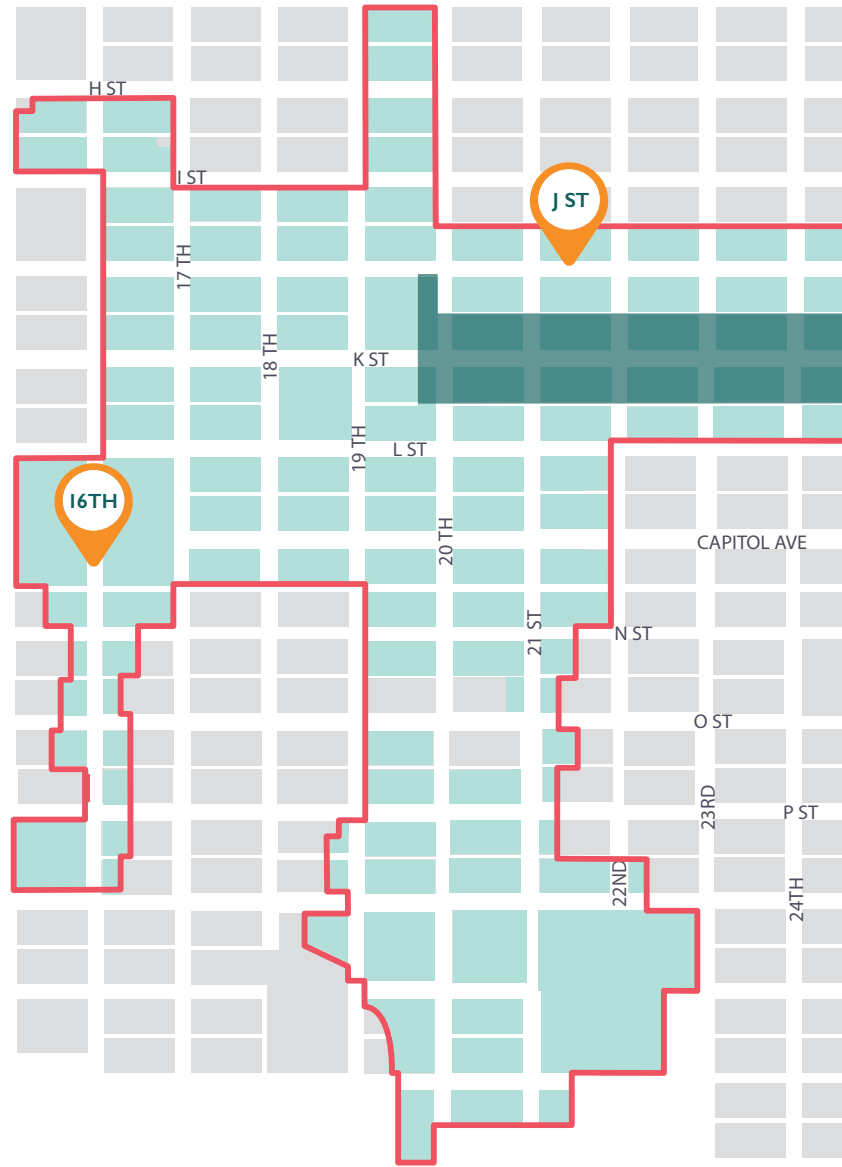
# PBID BOUNDARIES



THIRD THURSDAY  
AT 24TH & K: MIDTOWN MADE  
**MIDTOWN CENTRAL**  
4 EVENTS | 3,000 ATTENDEES



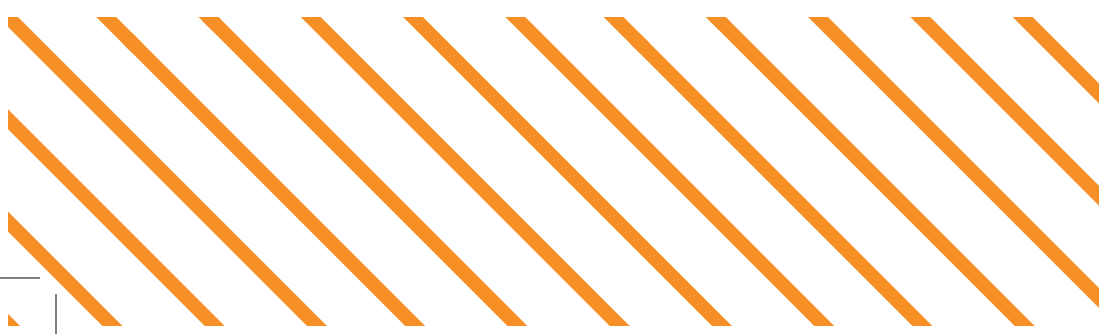
THE PRESS GROUNDBREAKING  
**MIDTOWN ZONE**  
LARGEST HOUSING DEVELOPMENT IN  
THE CENTRAL CITY | GENERATED 20 MEDIA STORIES



- MIDTOWN ZONE
- ALHAMBRA ZONE
- THE SUTTER DISTRICT
- MIDTOWN CENTRAL

## MIDTOWN CENTRAL

- AZUL
- CANTINA ALLEY
- DER BIERGARTEN
- THE FLAMINGO HOUSE
- THE GOLDEN BEAR





ALHAMBRA BRAND LAUNCH  
**ALHAMBRA ZONE**  
 UNIFIED MESSAGING INCLUDING  
 MURAL, WAYFINDING  
 SIGNAGE, & SOCIAL MEDIA



ALHAMBRA BLVD.



SACRATOMATO  
**THE SUTTER DISTRICT**  
 CELEBRATING THE 5TH ANNUAL  
 SACRATOMATO WEEK

**CENTRAL VENUES**

- LOWBRAU
- MANGO'S
- PIZZERIA URBANO
- SKOOL
- TRES HERMANAS

**SUTTER DISTRICT VENUES**

- BARWEST
- BIBA
- BLUE CUE
- CENTRO COCINA
- HARLOW'S
- INK
- PARAGARY'S
- THE RED RABBIT

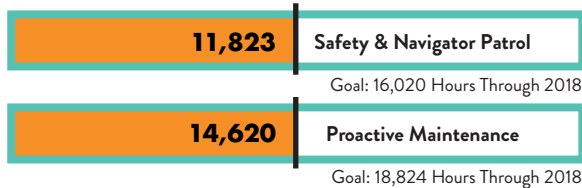


# MIDTOWN BY THE NUMBERS

Below are specific categories the Midtown Association is focused on and tracking per the strategic plan. For more information on the strategic plan, please visit [exploremidtown.org](http://exploremidtown.org).

## CLEAN & SAFE SERVICES

Jan 1, 2017 - June 30, 2018



Homeless Housed:  
**29** people



Police Patrol:  
**884** hours



**9**  
Bait Bike Arrests



**1,374**  
Biohazards



**97**  
Notice of Trespass



**3,209**  
Dispatch Calls



**258,105**  
Pieces of Litter



**9,245**  
Graffiti / Sticker Removal



**44**  
Active Safety Lights



**1,061**  
Pressure Washing Hours

## NEW DEVELOPMENTS

As of June 30, 2018



**7** UNDER CITY REVIEW

**10** APPROVED

**12** UNDER CONSTRUCTION



NON-RESIDENTIAL  
**282,862**  
SQ. FEET



RESIDENTIAL  
**1,522**

## EVENTS & ATTENDANCE

Jan 1, 2017 - June 30, 2018

### EVENT SUPPORT



### MIDTOWN FARMERS MARKET

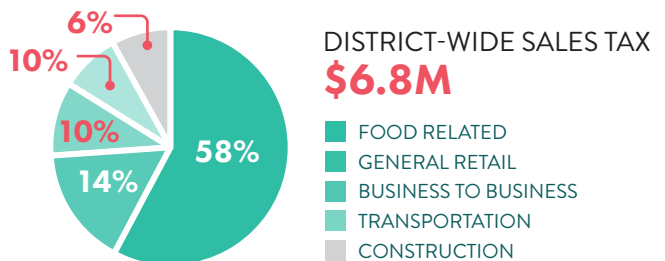


## BICYCLE & PEDESTRIAN ACTIVITY

24th and K streets



## Q4 2017 ECONOMIC IMPACT





“The services the Midtown Association provides through the Clean & Safe program are crucial to the vitality of Midtown. Knowing they have my back in making Midtown a welcoming place to visit, work and live allows me to focus on attracting exciting investment to our area of the Central City. “

– Mike Heller, Heller Pacific/Loftworks



Clean & Safe Team  
Midtown Association

# ELEVATING MIDTOWN

These are the major categories, objectives, and projects the Midtown Association (MA) 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 2018

- **Specific Plan Passage** – Streamlined development process through Central City Specific Plan.
- **Development Support** – Almost 1,500 units in the entitlement process, approved or under construction in Midtown.
- **Rent Control** – Working with partners to come up with tenant protection that won't stifle future development.

## INFRASTRUCTURE

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

## PROJECTS IN 2018

- **Stockton Blvd Funds** – Planning grant will reimagine the streetscape of one of Sacramento's most frequently traveled commercial corridors.
- **Street Signage Update** – Free up to 1,200 hours of parking monthly by limiting parking restrictions to hours of services provided.
- **Temporary Wayfinding** – Developed temporary wayfinding program on Alhambra Blvd to highlight key businesses and amenities along the corridor in an effort to spur additional investment.



## REDUCING HOMELESSNESS

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

## PLACEMAKING

**Objective:** To activate the district by increasing the number of pedestrians and cyclists in parks and at natural activity centers.

## TRANSPORTATION

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

## PROJECTS IN 2018

- **Successful Linkages** – 126 individuals served through navigator outreach including housing 10 individuals.
- **Nonprofit Support** – Connected social service agencies to Midtown stakeholders through outreach meetings and support.
- **Safety Ambassadors** – On track to provide over 8,000 hours of safety ambassador services.

## PROJECTS IN 2018

- **Park Programming** – Recruit, support, and implement an array of events and programming in Midtown parks, including the annual Saber Battle, Summer Movie Series, and two free community yoga series.
- **Public Art** – Implement and support public art installations throughout Midtown, including the installation of murals on Alhambra Blvd and at the Truitt Bark Park, and support of the Wide Open Walls mural festival.
- **24th & K Activity Center** – Launch of Third Thursday at 24th & K: Midtown Made summer event series which attracted 3,000 attendees.

## PROJECTS IN 2018

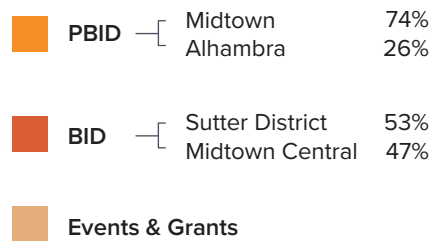
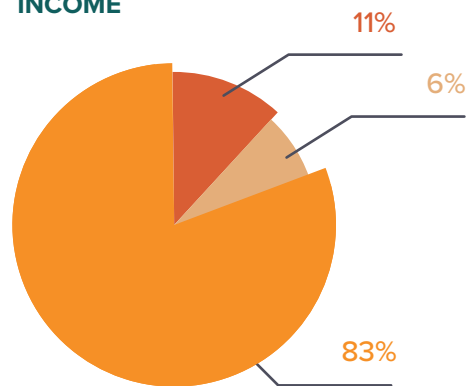
- **Bike Share** – Successful launch and scaling of a bike share system that will add 900 bicycles into the region with 15 hubs in the PBID.
- **J Street Construction** – Streetscape project on J Street in Midtown, which improves travel for all modes of transportation.
- **Midtown Train Station Funding** – Supported grant that will connect train service from the Central Valley to Midtown with an innovative station design, located between Q and R streets.



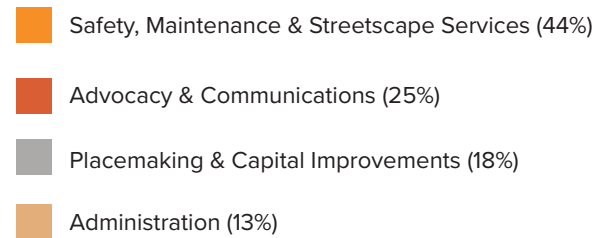
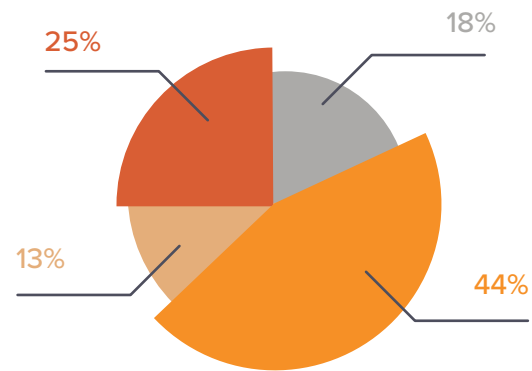
# FINANCIALS

## 2018 BUDGET

### INCOME



### EXPENSES




## 2017 AUDITED YEAR END FINANCIAL STATEMENT

### ASSETS

Cash & Cash Equivalent	\$568K
Other Assets	\$192K
<b>Total Assets</b>	<b>\$760K</b>

### LIABILITIES & NET ASSETS

Deferred Revenue	\$299K
Other Liabilities	\$105K
Total Current Liabilities	\$404K
Grants & Unrestricted Net Assets	\$356K
<b>Total Liabilities &amp; Net Assets</b>	<b>\$760K</b>

An aerial photograph of a city street intersection. In the upper left, a multi-story building is under construction, completely encased in metal scaffolding. A sign on the scaffolding reads "Q19". The building has a flat roof with various construction materials and equipment. To the right of the building, a street intersection is visible with traffic lights and crosswalks. In the foreground, a wide, paved area, likely a park or plaza, is shown. It features a large, mature tree in the center, several smaller trees, and a few people walking. The overall scene is bright and sunny, with shadows cast by the trees and buildings.

“Midtown is in the midst of experiencing a tremendous amount of growth. From mixed-use residential projects to the completion of the popular dog park, the Midtown Association and the support they provide have elevated and encouraged the development of projects in Midtown.”

– Sotiris Kolokotronis, SKK Developments

**Q19 and the  
Truitt Bark Park**  
Midtown Developments

# @EXPLOREMIDTOWN

The Midtown Association's level of influence is measured by increasing the amount of media coverage for the organization and for Midtown.

## FOLLOWERS:

Instagram: 10.8K (+4.4K)

Facebook: 9.6K (+2.1K)

Twitter: 14.9K (+2.3K)

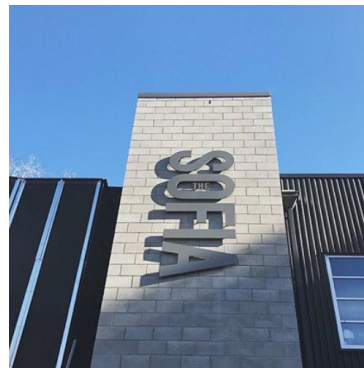
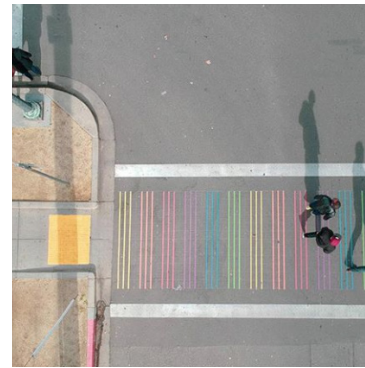
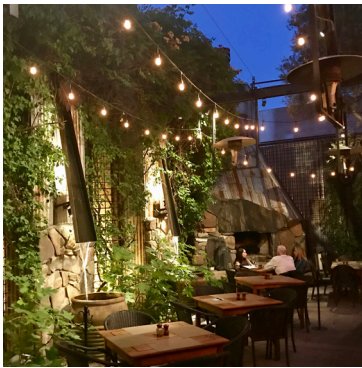
## MIDTOWN MEDIA MENTIONS:



183 Stories Generated



810 Mentions



# #EXPLOREMIDTOWN

# DIRECTORS & STAFF

## EXECUTIVE COMMITTEE:

**Wendy Saunders, Chair** | Capitol Area Development Authority

**Mike Testa, Vice Chair** | Visit Sacramento

**Beth Hassett, Past Chair** | WEAVE, Inc.

**Randy Paragary, CFO, SBIA Chair** | Paragary Restaurant Group

**Ken Turton, Treasurer** | Turton Commercial Real Estate

**Larry Watson, Secretary** | Banks & Watson Attorneys

**Kimio Bazett, Midtown Central BID Chair** | The Golden Bear; Kru

**John Hodgson** | The Hodgson Company

## BOARD OF DIRECTORS:

**Vice Mayor Steve Hansen** | City of Sacramento (Alternate Matthew Read)

**Supervisor Phil Serna** | County of Sacramento (Alternate Lisa Nava)

**Holly Harper** | Sutter Health Valley Area

**Matt Bellah** | California State Parks

**Sean Ruth** | Sacramento Bee

**Mike Heller** | Heller Pacific/Loftworks

**John Mikacich** | Limelight

**Mark Lonergan** | Sacramento Regional Transit

**Scott Rasmussen** | Ravel Rasmussen

**Bay Miry** | D&S Development

**Clay Nutting** | DBA Arts

**John Pappas** | Pappas Investments

**Jay Sales** | VSP – The Shop

**Ken Uribe** | Department of General Services

**Allison Yee-Garcia** | Sacramento Republic FC

**Laura Lewis** | SMUD

**Mike Wiley** | River City Food Bank

**Nikky Mohanna** | Mohanna Development

## STAFF:

**Emily Baime Michaels** | Executive Director

**Hannah Gugino** | Placemaking Manager

**John Adair** | BID Services & Communications Manager

**Jameson Parker** | Advocacy & Strategic Communications Manager

**Donald Cox** | Administrative Coordinator

**Jodie Miller** | Communications Coordinator

**Luis Villa** | Clean & Safe Manager

**Ivan Espinoza** | Maintenance & Safety Foreman

**Joel De Santiago** | Senior Maintenance Lead

**Jose Munguia** | Maintenance Assistant

**Jose Ledesma** | Safety Lead

**Shikika Anderson** | Safety Assistant

**Brandon Campos** | Safety Assistant

## CREDIT:

**Pilar Souder** | Pages 2 - 3

**The Grid Agency** | Pages 5, 6

**Kyle Monk** | Back Cover

**3 Fold Communications** | Report Design

## PARTNER OF THE YEAR :

### WOMEN IN PLACEMAKING COMMITTEE

Thank you to the Women in Placemaking Committee, which includes Nikky Mohanna, Meghan Phillips, Melissa Williams, Kimberly Garza, and Jessica Sorensen, for your efforts in planning a placemaking pop-up for the community to enjoy in 2019.



**MIDTOWN**  
ASSOCIATION

1401 21ST STREET, UNIT A  
SACRAMENTO, CA 95811

Wide Open Walls  
Artist Matt Adnate

