

MIDTOWN REPORT

JANUARY 1–JUNE 30, 2017





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TO OUR VALUED STAKEHOLDERS:

The purpose of this report is to share the activities of the Midtown Association from January 1–June 30, 2017. 2017 is the first year of the PBID's ten year term, as over the last two years the Midtown Association has gone through an extensive renewal and expansion process. Property owners who were within the boundaries of the district overwhelmingly supported the district by 80% and the expanded Midtown Association District includes two zones in Midtown and two zones in the Alhambra corridor. We now serve 1,254 parcels throughout 92 city blocks and the district budget has increased to more than \$1.5 M.

The Board of Directors and Staff of the Midtown Association remain focused on the Strategic Plan and the items most important to you, including:

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

To learn more about the Midtown Association and our focus for 2017, please review this Midtown Report. Our full Management Plan and our four year strategic plan may be viewed online by visiting exploremidtown.org and locating the Midtown Association tab.

Thank you for your continued commitment and support of the District!

Keri Thomas
Chair, Board of Directors
Regional Director
Community & Government Relations
Sutter Health

Emily Baime Michaels
Executive Director
Midtown Association



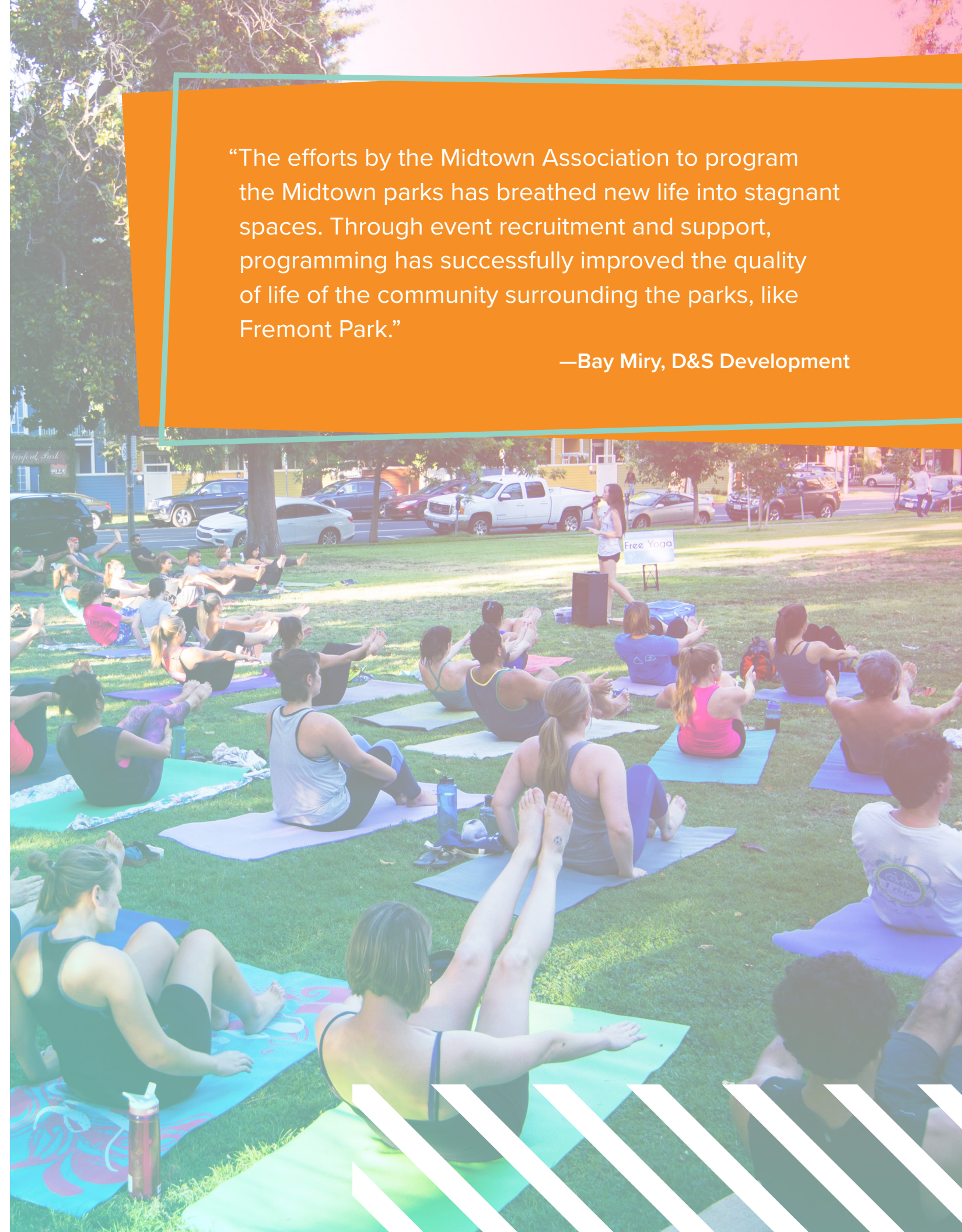
KERI THOMAS




EMILY BAIME MICHAELS

“The efforts by the Midtown Association to program the Midtown parks has breathed new life into stagnant spaces. Through event recruitment and support, programming has successfully improved the quality of life of the community surrounding the parks, like Fremont Park.”

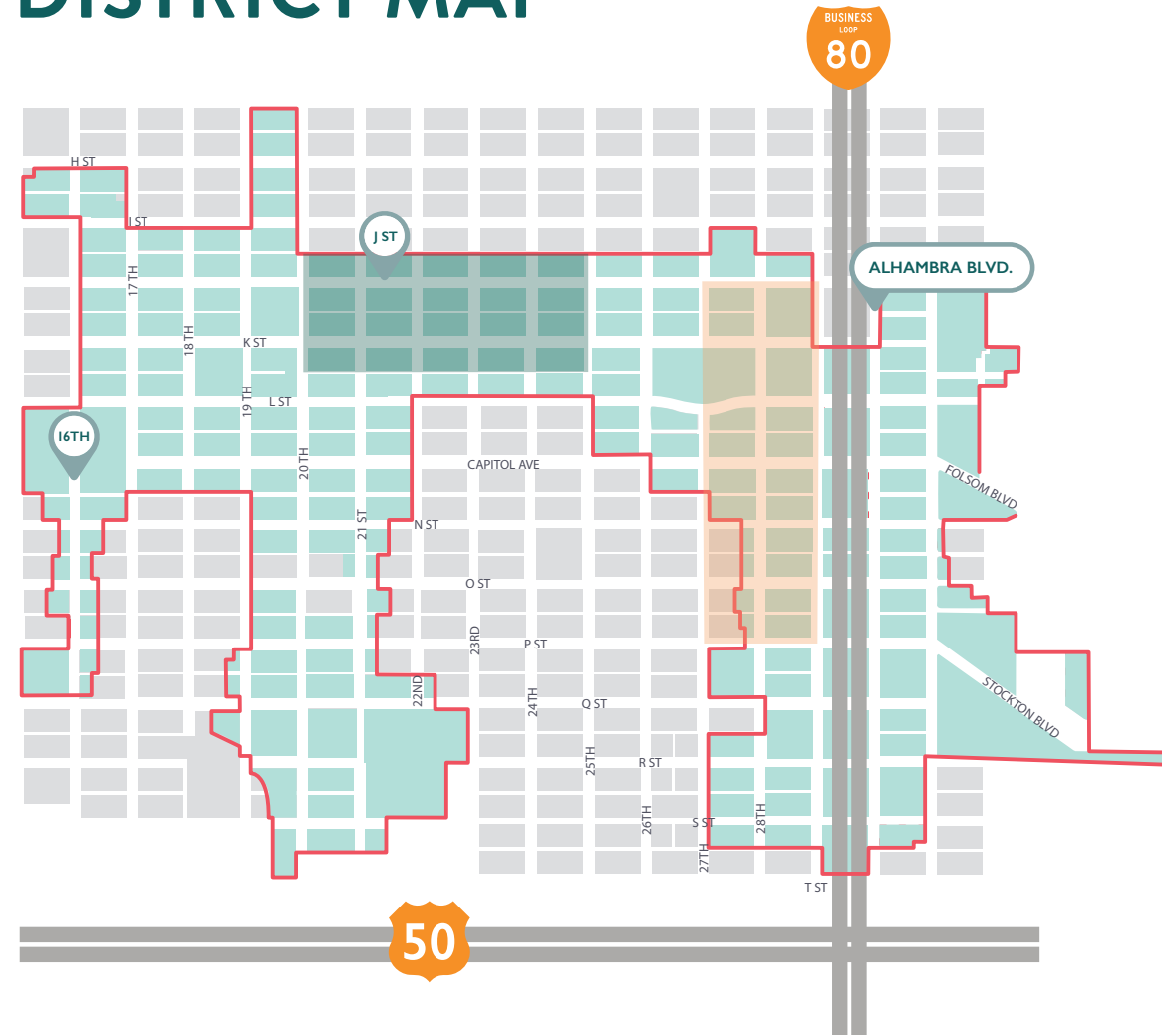
—Bay Miry, D&S Development



An aerial photograph of Sacramento's urban core, showing a mix of residential and commercial buildings, streets, and green spaces. The image is overlaid with a color gradient that transitions from a warm orange at the top to a cool teal at the bottom. The text is centered and written in a white, hand-drawn, brush-stroke style font.

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

DISTRICT MAP



- MIDTOWN DISTRICT (2012–2026)
- CENTRAL MIDTOWN RESTAURANT BUSINESS IMPROVEMENT DISTRICT (2017–2026)
- THE SUTTER DISTRICT (2017–2026)

SBIA VENUES

- BARWEST
- BIBA
- BLUE CUE
- CAFE BERNARDO

- CENTRO COCINA MEXICANA
- HARLOW'S
- INK
- MONKEY BAR

- PARAGARY'S
- THE RED RABBIT

CMRBID VENUES

- LOWBRAU
- MANGO'S
- PIZZERIA URBANO
- AZUL

- CANTINA ALLEY
- FLAMINGO HOUSE
- BIERGARTEN
- SKOOL

- GOLDEN BEAR
- TRES HERMANAS

I LOVE THAT
THE BEST
BARTENDERS
AROUND ARE MY
NEIGHBORS

I LOVE THAT
THE BEST
CHEFS
AROUND ARE MY
NEIGHBORS

I LOVE
BUMPING INTO
PEOPLE
I KNOW
EVERYDAY

I LOVE
LIVING IN
MIDTOWN
AND SO DOES
MY DOG

I LOVE THAT THE
NEIGHBORHOOD
COFFEE
SHOPS ARE AN
EXTENSION
OF MY OFFICE

I LOVE THAT
THE FARMERS
MARKET
IS MY GROCERY
STORE

I LOVE
LIVING IN
MIDTOWN
AND SO DOES
MY CAT

I LOVE BEING
SURROUNDED
BY THE
INNOVATION
AND CREATIVITY
IN MIDTOWN

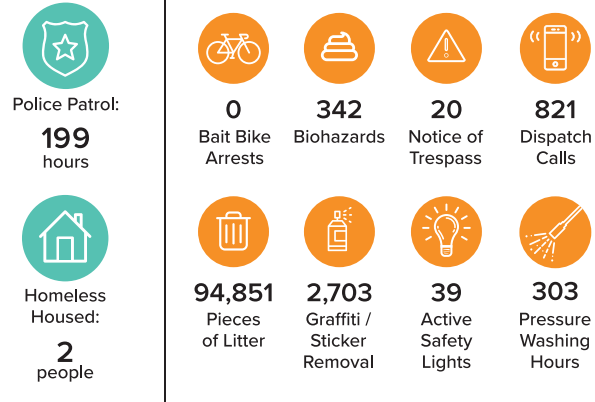
I LOVE
LIVING IN
MIDTOWN
AND SO DOES MY
BICYCLE

“We are impressed with your progress in Midtown and appreciate the work you do.”

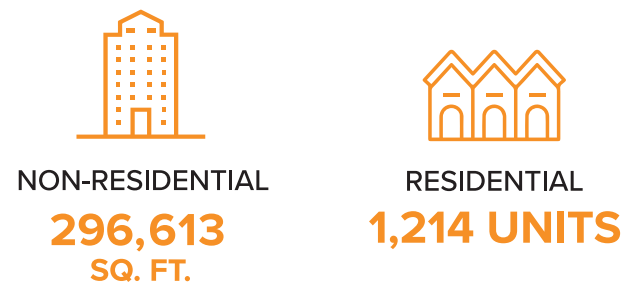
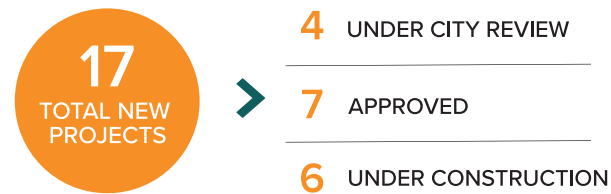
— Kost Family, 1630 J Street

MIDTOWN BY THE NUMBERS

CLEAN & SAFE SERVICES



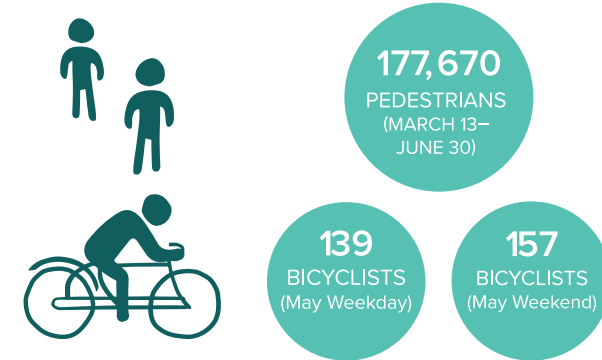
NEW DEVELOPMENTS



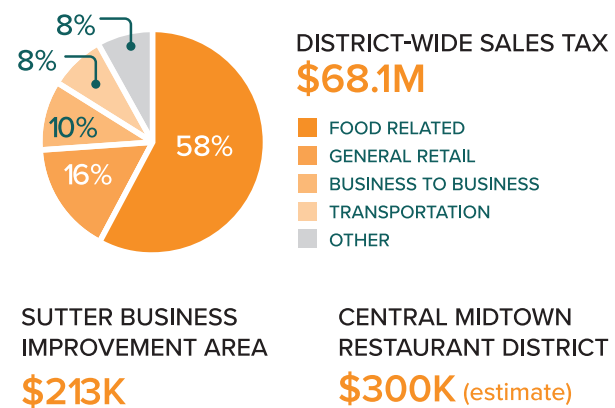
EVENTS & ATTENDANCE



BICYCLE & PEDESTRIAN ACTIVITY

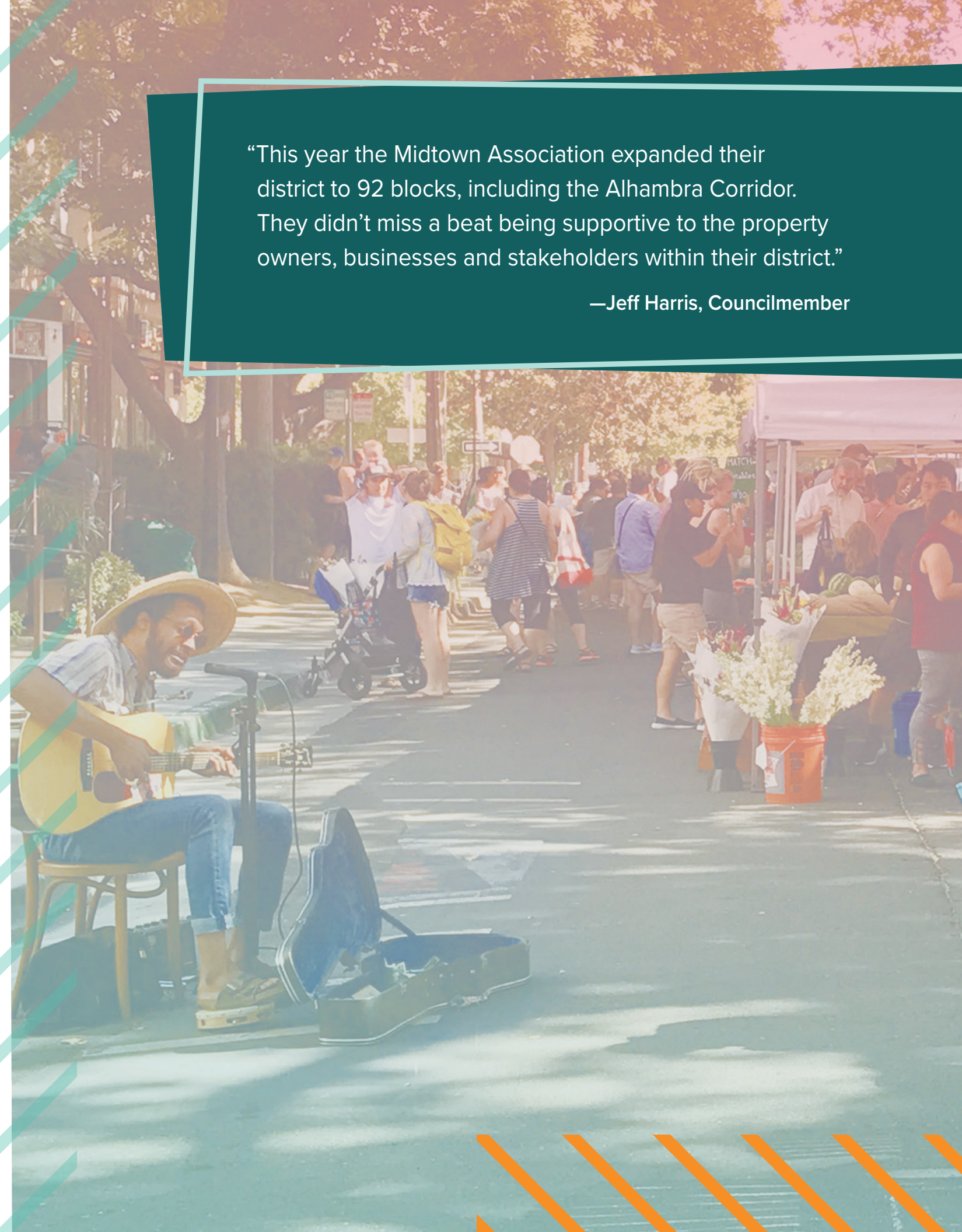


Q4 2016 ECONOMIC IMPACT



“This year the Midtown Association expanded their district to 92 blocks, including the Alhambra Corridor. They didn’t miss a beat being supportive to the property owners, businesses and stakeholders within their district.”

—Jeff Harris, Councilmember



ELEVATING MIDTOWN

These are the major categories, accomplishments, and future objectives the organization is focusing on per the strategic plan. To view the full strategic plan, please visit our website.

TRANSPORTATION

Inspire visitors, residents and employees to embrace and use alternative transportation methods to make Midtown a less car dependent community. In a grid with fully built out infrastructure there must be expanded transportation options offered to address the demand on the network by visitors, residents and employees.

ACCOMPLISHMENTS

- Midtown Association played a key role in the passage of the Community Facilities District which will help leverage \$75-\$100 million in Federal funding to build a 3.3 mile streetcar line spanning from Midtown to Downtown and West Sacramento.
- Partnering with various agencies Sacramento, saw the launch of Bike Share with a pilot phase in May of 2016. As part of the advocacy effort, the pilot phase has 150 bicycles in operation and four bicycle stations in Midtown.

FUTURE OBJECTIVES

- Develop a network of bike-friendly and pedestrian-friendly streets through Midtown and along the Alhambra Corridor.
- Advocate for a technology upgrades in East End Garage to make it an inviting garage for Midtown parking.

INFILL DEVELOPMENT

To promote the unique experience of urban living, the Midtown Association works with developers and local agencies to provide responsible infill development, which attracts commercial and retail tenants that improve the economic viability of the Central City.

ACCOMPLISHMENT

- 1,210 residential units in either the entitlement process, approved, or under construction in Midtown including 19J, Q19, 20PQR, 1717 S Street, and many more.

FUTURE OBJECTIVES

- Reduce barriers to developing through advocacy in the city's Downtown Specific Plan, which hopes to streamline the development process for Central City parcels.
- Continue focusing on increasing the supply of housing units to reduce the burden on the existing housing inventory.

REDUCING HOMELESSNESS

To provide a welcoming and inviting community, the Midtown Association looks to develop solutions which reduce graffiti and litter and address homelessness.

ACCOMPLISHMENTS

- Provided over 7,300 hours of proactive outreach and ambassador and navigator patrols.
- Partnered with local agencies to improve the public environment through updating the City Code to encourage positive behavior.

FUTURE OBJECTIVES

- Partner with agencies that look to address the root cause of homelessness by providing a "housing first" approach and wrap-around services included.

INFRASTRUCTURE

Attract and invest in infrastructure projects that enhance lighting efforts, beautify public spaces and landscaping, and provide significant community amenities.

ACCOMPLISHMENTS

- Completion of the Truitt Bark Park at 19th and Q streets.
- Encouraged and advocated for a Convention Center redesign that connects the Convention Center to Midtown seamlessly to spur circulation between Midtown and Downtown.

FUTURE OBJECTIVES

- Enhance wayfinding methods in Midtown to help visitors navigate the environment better.
- Develop a streetscape plan for Stockton Blvd near the commercial corridor of Alhambra Blvd.

PLACEMAKING

Activate the district through increasing the number of pedestrians and cyclists in parks and at natural activity centers.

ACCOMPLISHMENTS

- Implementation of technology to track bicycle and pedestrian activity the 24th & K intersection
- Relaunch of the Event Support Program, which provided support to 26 District events

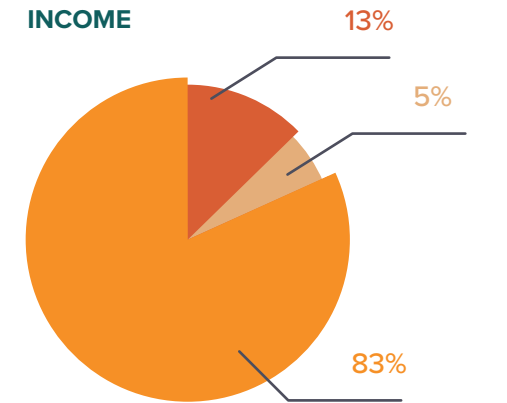
FUTURE OBJECTIVES

- Activate key activity centers through programming, "instagrammable" events and activities, and signature experiences.

FINANCIALS

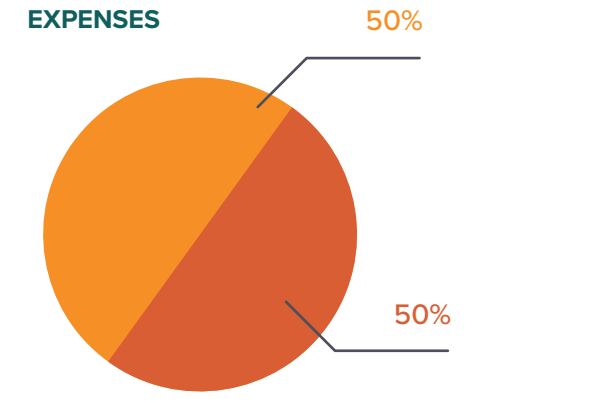
2017 BUDGET

INCOME



- BID**
SBIA – 7%
CMRBID – 6%
- Contract & Earned Income**
Midtown – 70%
Alhambra – 12%
- Events & Grants**

EXPENSES



- Transportation, Contract Expenses, Advocacy, Communication & District Administration**
- Safety, Maintenance & Streetscape Services**

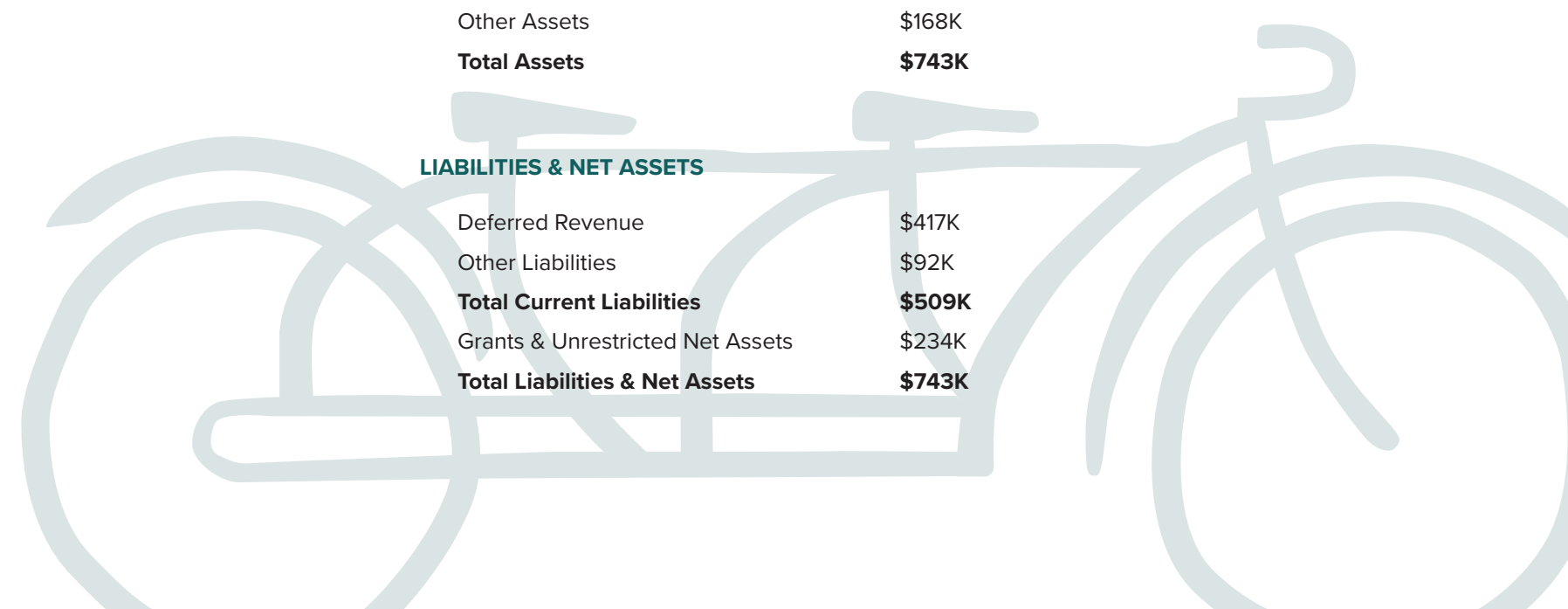
2016 AUDITED YEAR END FINANCIAL STATEMENT

ASSETS

Cash & Cash Equivalent	\$575K
Other Assets	\$168K
Total Assets	\$743K

LIABILITIES & NET ASSETS

Deferred Revenue	\$417K
Other Liabilities	\$92K
Total Current Liabilities	\$509K
Grants & Unrestricted Net Assets	\$234K
Total Liabilities & Net Assets	\$743K



@EXPLOREMIDTOWN

FOLLOWERS:

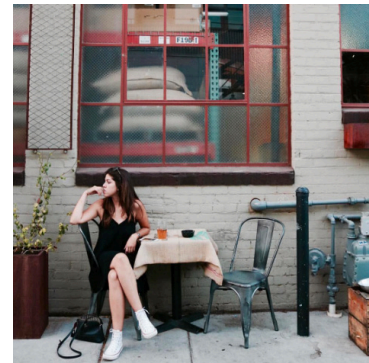
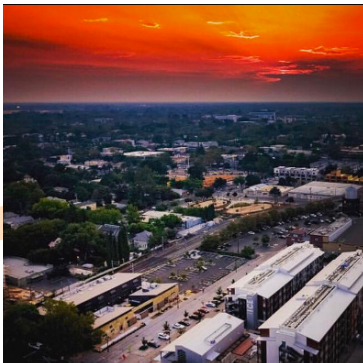
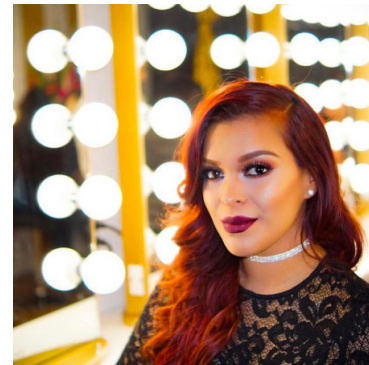
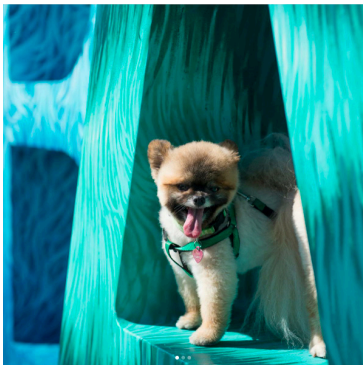
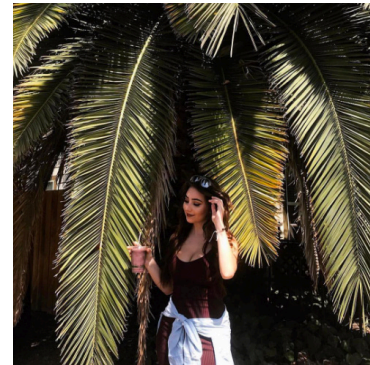
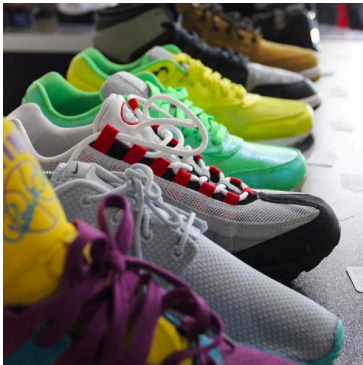
INSTAGRAM: 7.6K | FACEBOOK: 8.7K | TWITTER: 14K



77 Stories Generated



261 Mentions



#EXPLOREMIDTOWN

DIRECTORS & STAFF

EXECUTIVE COMMITTEE:

Keri Thomas, Chair | Sutter Health

Wendy Saunders, Vice Chair | Capitol Area Development Authority

Beth Hassett, Past Midtown Association President | WEAVE, Inc.

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

Ken Turton, Treasurer | Turton Commercial Real Estate

Larry Watson, Secretary | Banks & Watson Attorneys

Kimio Bazett, CMRBID Chair | The Golden Bear

John Hodgson, Member at Large | The Hodgson Company

Mike Testa | Visit Sacramento

BOARD OF DIRECTORS:

Councilmember Steve Hansen | City of Sacramento (Alternate Consuelo Hernandez)

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

Matt Bellah | California State Parks

Linda Brooks | Sacramento Bee

Mike Heller | Heller Pacific; Loftworks

John Mikacich | Limelight

Henry Li | Sacramento Regional Transit

Scott Rasmussen | Ravel Rasmussen

Bay Miry | D & S Development

Mike Murray | Union Pacific Railroad

Clay Nutting | DBA Arts

John Pappas | Pappas Investments

Jay Sales | VSP – The Shop

Melissa Williams | Tankhouse & Jungle Bird

Ken Uribe | Department of General Services

Allison Yee-Garcia | Sacramento Kings

STAFF:

Emily Baime Michaels | Executive Director

Hannah Gugino | Placemaking Manager

Jameson Parker | Advocacy & Strategic Communications Manager

John Adair | BID Services & Communications Manager

Luis Villa | Clean & Safe Manager

Darla Sawyer | Administrative Coordinator

Ivan Espinoza | Maintenance Foreman

Joel DeSantiago | Alhambra Lead

Miles Zollner | Safety Lead

Avery Holland | Safety Assistant

“Further densifying the urban core is important to the long term viability and success of Sacramento. The Midtown Association’s support system helps developers get projects across the finish line, and bring much needed residential units online.”

—Nikky Mohanna, Mohanna Development



MIDTOWN
ASSOCIATION

1401 21ST STREET UNIT A
SACRAMENTO, CA 95811

