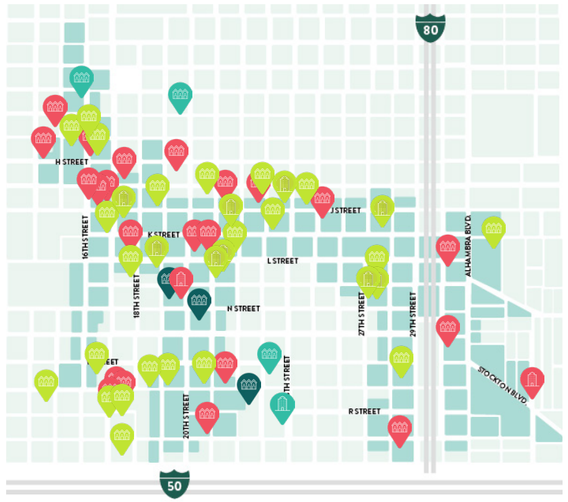
MIDTOWN DISTRICT DASHBOARD

January 1, 2017 - September 30, 2024 (for Strategic Plan through December 31, 2024)

New Developments



TOTAL

New Residential Projects
4,382 UNITS
90% TO GOAL
(585 of 650 units completed)

New Commercial Projects
730,939 SQ. FEET
80% TO GOAL
(119.6K of 150K)

- City Review
- Approved
- Under Construction
- Completed

Clean and Safe

YEAR TO DATE

9,889 Safety Patrol Hours — 11K GOAL — Q3 Goal: 8,250

10,072 Proactive Maintenance Hours — 13K GOAL — Q3 Goal: 9,750

DISTRICT TO DATE

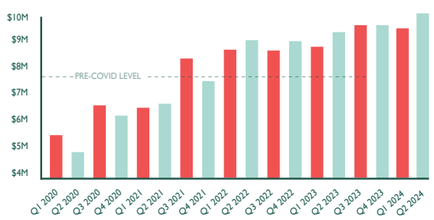
Homeless Housed & Support Connections
627

Police Patrol Hours
9,646

41 Bait Bike Arrests	11,113 Biohazards	300 Notices of Trespass	30,928 Dispatch Calls
271 Tons of Litter	39,668 Graffiti / Sticker Removals	51 Active Safety Lights	9,486 Pressure Washing Hours

Economic Impact and Communications

DISTRICT-WIDE SALES TAX

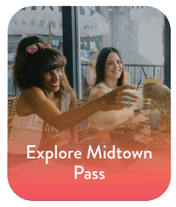


BID PERFORMANCE

MIDTOWN SUTTER
$198.7K

MIDTOWN CENTRAL
$108.3K

DISTRICT SPOTLIGHTS


Explore Midtown Pass

Street FC Mural and Soccer Court

Midtown Farmers Market #1 in CA

MEDIA AND SOCIAL MEDIA

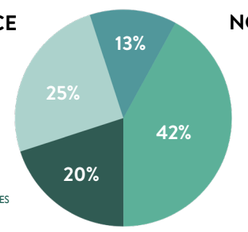
1,209 Stories Generated

8,054 Mentions of Midtown

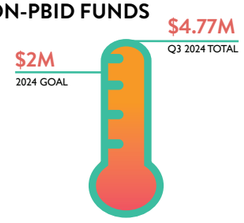
76.8K Social Media Followers

Financial Compliance

PBID COMPLIANCE



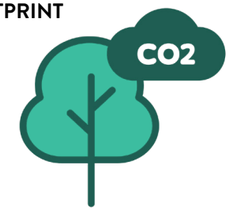
NON-PBID FUNDS



Social Responsibility

CARBON FOOTPRINT

272%
OF 75 TREE GOAL
204 TREES



DIVERSITY, EQUITY, INCLUSION, & SUSTAINABILITY

- Lighting Acknowledgments at Sutter's Fort
- Midtown Farmers Market Vendor Features
- Second Saturday Artist Feautures

District Activations

FARMERS MARKET

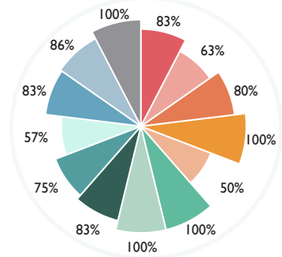
493 Markets
829,557 Attendees
14,624 EBT Transactions

EVENT SUPPORT

345 Events
502,946 Attendees
$365,429 Value

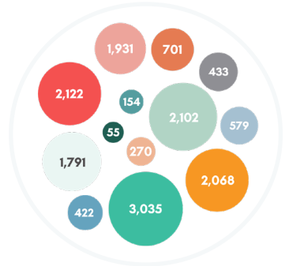
AMENITIES

PERCENTAGE OBTAINED



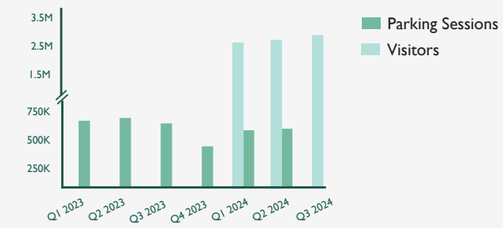
MICROMOBILITY

RIDES ENDING

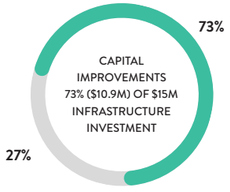


- Alhambra District
- Fremont Park
- Governor's Mansion
- Handle District
- Marshall Park
- Midtown Central (20/K)
- Midtown Central (24/K)
- Muir Park
- Midtown Sutter
- Sutter's Fort
- The Cannery & 29/R
- Truitt Bark Park
- Winn Park

VISITS



CAPITAL IMPROVEMENTS



TOTAL INVESTED

- SUTTER TRAFFIC SAFETY PROJECT
- BOLLARDS
- FREMONT PARK ELECTRICAL UPGRADES
- WINN PARK LIGHTING
- LAVENDER HEIGHTS BANNERS
- MUIR PARK BASKETBALL COURT MURAL
- SUTTER'S FORT LIGHTING
- ALHAMBRA BIKE RACKS
- WAYFINDING
- ALHAMBRA PLANTERS
- THE COURT AT 18L

= $10.9M