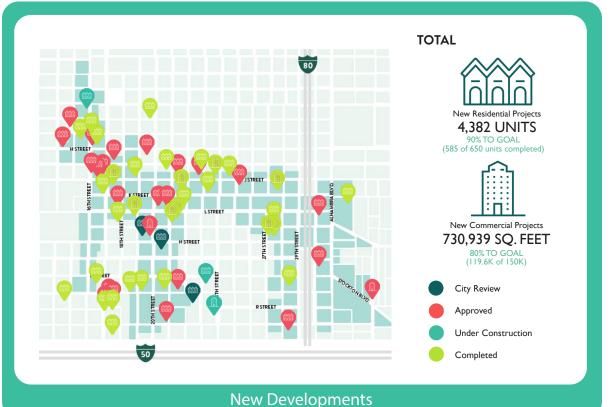
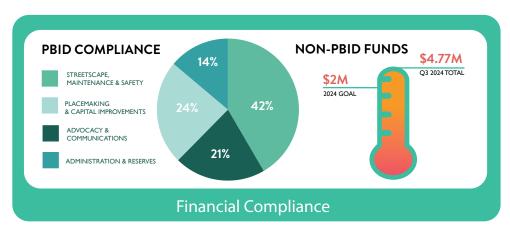
MIDTOWN DISTRICT DASHBOARD

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











EVENT SUPPORT FARMERS MARKET 505 Markets **351** Events **881,521** Attendees **511,546** Attendees **15,306** EBT Transactions **\$381,188** Value **MICROMOBILITY AMENITIES** PERCENTAGE OBTAINED RIDES ENDING 83% 100% Alhambra District Midtown Central (20/K) Sutter's Fort Fremont Park Midtown Central (24/K) The Cannery & 29/R Governor's Mansion Muir Park Truitt Bark Park Handle District Midtown Sutter Winn Park Marshall Park VISITS Parking Sessions 2.51 Visitors 750K Q1 2023 Q2 2023 Q3 2023 Q4 2023 Q1 2024 Q2 2024 Q3 2024 Q4 2024 **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 INFRASTRUCTURE ALHAMBRA BIKE RACKS INVESTMENT WAYFINDING 27% ALHAMBRA PLANTERS THE COURT AT 18L = \$10.9M

District Activations