

Midtown Second Saturday
TwoPoint4 Dance Theatre
The Mansion Apartments

MIDTOWN REPORT

JANUARY 1, 2017 - DECEMBER 31, 2024



EXPLOREMIDTOWN.ORG
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916-442-1500



Midtown Farmers Market
1050 20th Street

MIDTOWN FARMERS MARKET RANKED #1 IN CALIFORNIA

Sutter Health's Midtown Farmers Market presented by SMUD welcomes thousands of visitors every Saturday to discover fresh local food, support local entrepreneurs and artisans and experience the vibrant spirit of Midtown. With live music, entertainment and interactive activities, it's more than just a market, it's a celebration of community and culture. Ranked as the #1 Farmers Market in California and #3 in the U.S. in 2024 as part of the American Farmland Trust's Farmers Market Celebration, the Midtown Farmers Market aims to be rooted locally and renowned internationally.



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TO OUR VALUED STAKEHOLDERS,

For the past four decades, Midtown Association has shaped Sacramento's urban core, championing a district that is vibrant, welcoming and full of opportunity. As we present this annual report in recognition of our 40th year of service, we celebrate the achievements of our previous strategic plan while laying the foundation for the next chapter of growth and impact.

Through the commitment of our stakeholders, partners and dedicated team, we strengthened the Midtown experience in lasting, measurable ways during our 2017-2024 strategic plan term. Our Clean and Safe team now provides nearly 25K annual service hours, responding to 32.7K calls since 2017 and measuring a 24% decrease in homelessness in 2024. Transformational placemaking initiatives, such as the return of Second Saturday, the Alhambra landscaping plan, a new Midtown wayfinding program from SACOG and SAFE Credit Union, investment in our parks, and expanded road closure bollards, continue to make Midtown safer and more accessible. The Midtown Farmers Market, named the #1 market in California by the American Farmland Trust, now spans six blocks, supporting nearly 300 small businesses, attracting 150K visitors, and generating over \$2.2M in economic impact annually. Our advocacy and communications efforts supported your investments, drawing in almost 5K new residential units and over 600K additional square feet of commercial space, while securing \$8M in earned media value.

While this progress has positioned Midtown for success, the vision for the future is even more ambitious. Our board-driven 2025-2030 strategic plan focuses on the priorities that matter most. Cleanliness and safety efforts will expand through implementation of a monitored camera network, pop-up programming in hot spot areas to protect businesses from blight, and a district-wide "Clean, Safe, and Green" landscaping initiative. We will raise \$400K for parks and public spaces, secure \$4.5M in infrastructure funding and complete 24 capital improvement projects, including the Paragary Pathway and K Street Connectivity projects. District-wide activations will drive a 22% increase in visits to parks and activity centers, drawing increased economic prosperity for Midtown. Advocacy will focus on increasing sales tax and property values, streamlining mixed-use development, and adding another thousand residential units and 50K square feet of commercial space. Strengthened stakeholder engagement and storytelling will generate over 200 positive stories about Midtown annually and will support a successful renewal of the district for a 10-year term starting in 2027.

Midtown's success over the past 40 years was built on collaboration, and we are grateful to our partners, businesses, residents, and community members who make this district extraordinary. Thank you for being part of our journey. Together, we are shaping the future of Midtown.

Marisa Meredith
Board Chair
SKK Developments

Emily Baime Michaels
Executive Director
Midtown Association



MARISA MEREDITH

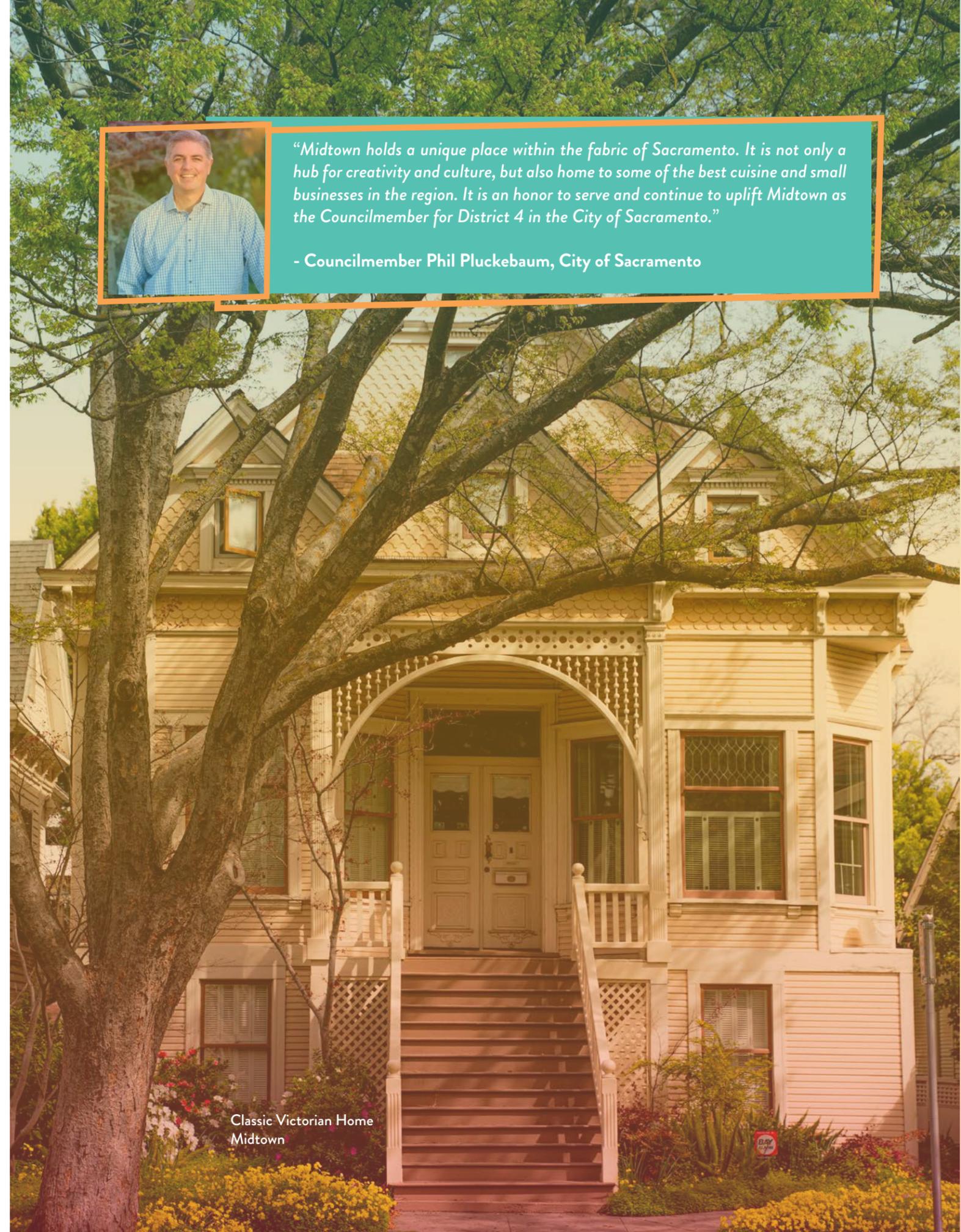


EMILY BAIME MICHAELS



"Midtown holds a unique place within the fabric of Sacramento. It is not only a hub for creativity and culture, but also home to some of the best cuisine and small businesses in the region. It is an honor to serve and continue to uplift Midtown as the Councilmember for District 4 in the City of Sacramento."

- Councilmember Phil Pluckebaum, City of Sacramento



Classic Victorian Home
Midtown

Midtown Farmers Market
1050 20th Street

2025 - 2030 STRATEGIC PLAN

Midtown's 2025-2030 Strategic Plan sets a bold vision for enhancing safety, placemaking, advocacy, communications, and continuing to build financial sustainability for our stakeholders and organization. Through strategic investments and measurable outcomes, this plan ensures Midtown continues to be a thriving, accessible and dynamic district.

CLEAN AND SAFE

INCREASE SAFETY

- **11.3K** annual preventative patrol hours and **24-hour** average response time
- Install cameras at **13** activity centers and at least **15** major properties that connect to camera monitoring system
- Introduce pop-up programming at hot spot sites to protect businesses from blight

BUILD PRIDE

- **13.3K** annual hours of proactive maintenance with a **24-hour** average response time
- Introduce Clean, Safe and Green catalog of landscaping and lighting improvements

PLACEMAKING AND CAPITAL IMPROVEMENTS

ATTRACT INVESTMENT

- Leverage **\$750K** annually to attract **\$4.5M** in infrastructure funding and raise **\$400K** for parks and public spaces

ACTIVATE THE DISTRICT

- Drive a **22%** rise in visitors to parks and activity centers, growing from **10.5M** in 2024 to **13.5M** by 2030
- Install **12** temporary large-scale public art experiences during Midtown Second Saturday season

REDUCE TRANSPORTATION BARRIERS

- Expand sustainable options by **20%** and boost positive perceptions of parking accessibility by **25%**

ADVOCACY, COMMUNICATIONS AND DISTRICT ADMINISTRATION

INCREASE ECONOMIC PERFORMANCE

- Add **50K** sq. ft. of commercial space and **1K** new residential units to increase sales tax revenue and property values
- Conduct **two** Visitor Perception Surveys to measure progress on the perception of cleanliness, safety, parking, and vibrancy

INCREASE LEVEL OF INFLUENCE

- Generate **200+** positive media stories annually
- Build a robust directory that enrolls at least **50%** of Midtown businesses into stakeholder communications

EXCELLENT WORKPLACE

- Create and maintain a high-performing workplace by investing in skill building and celebrations

REVENUE GENERATION

- Generate **\$2M** in sponsorships, **\$4.5M** in event revenue and **\$1.4M** in contract services



"A tremendous draw to locals and visitors alike, Midtown provides visitors with unparalleled convenience and hospitality. This synergy not only enhances the visitor experience, but also bolsters Midtown's reputation as a premier destination for both business and leisure travelers."

- Mike Testa, Visit Sacramento

MAP OF MIDTOWN



Midtown Farmers Market



Fresh Air: Midtown Parks



Fremont Frost Fest



Midtown Second Saturday



Midtown Mini Midtown Love



Winn-ter Wonderland Market



Der Biergarten's Oktoberfest



Pooch Parade



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, installed in collaboration with SAFE Credit Union and SACOG, and 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 2024.

BUSINESSES



BIKING AND WALKING



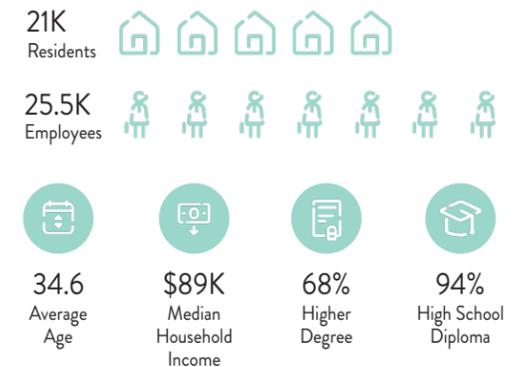
HOTELS



ART



RESIDENT PROFILE



MAP KEY

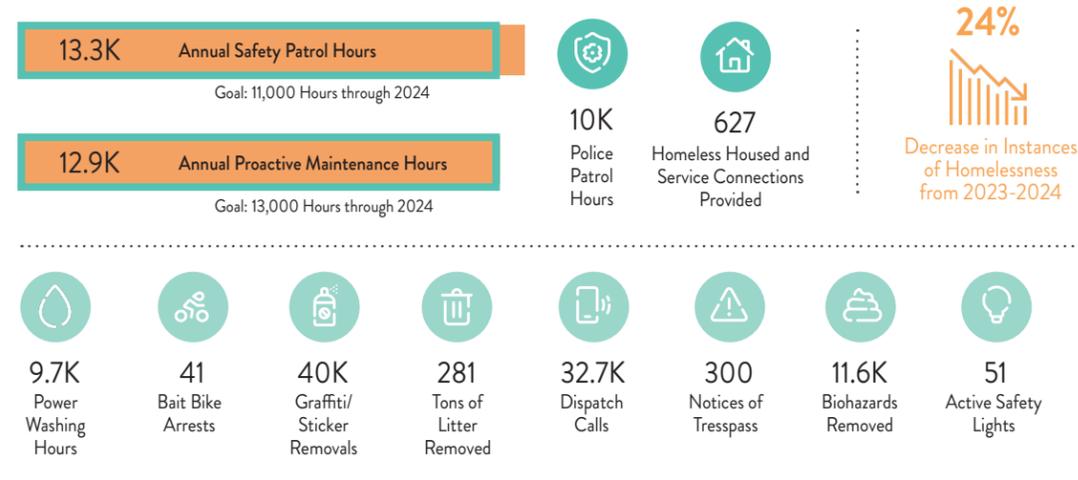
- | | | | |
|--|---|---|---|
| Midtown Zone | Alhambra Zone | 16M Zone | Wayfinding Activity Centers |
| Midtown Sutter
Barwest
Blue Cue
Cafe Bernardo
Centro Cocina Mexicana
Harlow's
The Lock & Key Tapas + Bar
Octopus Baja
Paragary's
Star Lounge
Tea Bar & Fusion Cafe | Midtown Central
Azul
Burger Patch
Cantina Alley
Der Biergarten
The Flamingo House
The Golden Bear
Kin Thai Street Eatery
LowBrau
Mango's
Mother
Omakase Por Favor
Pizzasaurus Rex
Roscoe's | Midtown Parks
Fremont Park
Marshall Park
Muir Park
Sutter's Fort
Truitt Bark Park
Winn Park | 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 |

CLEAN AND SAFE

The goal of the Clean and Safe 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, 2024



HARM AND HOMELESSNESS REDUCTION

Midtown Association's Clean and Safe team supports both housed and unhoused community members through outreach, de-escalation, and service connections. They respond daily to keep public spaces safe, work with social service providers to connect individuals to shelter and medical care, and advocate for systemic solutions with city and nonprofit partners. Continuously adapting to Midtown's needs, the team fosters a safer community for all. In 2024, special projects furthered efforts to address homelessness.

PROJECTS IN 2024

Partnership with Department of Community Response: In a close collaboration with the City's Department of Community Response, Midtown Association coordinated bi-weekly meetings to stay up-to-date with policy compliance policies, review key locations in the district and guide unhoused community members towards services, contributing to DCR's efforts across the city to make 1.2K+ placements into shelters.

WellSpace Health Referral Program: Clean and Safe actively partnered with WellSpace Health's Crisis Receiving for Behavioral Health program to continue offering support services to reduce the impacts of homelessness in Midtown. From September 2023 - September 2024, there was a 24% decrease in instances of homelessness in Midtown.

Sacramento PD Connect: In 2024, the Sacramento Police Department introduced Sacramento PD Connect, an integrated security camera network that enhances emergency preparedness by enabling police, fire, and public safety professionals to better assess and rapidly respond to criminal activity and emergency situations. The Clean and Safe team helped to educate and enroll businesses into the new connected network and in 2025, Midtown Association is covering the cost of one-year subscriptions to the program for 40 businesses.

Clean and Safe Team Member
16M District, Midtown



"As a business owner in Midtown, having a clean, safe, and welcoming environment for both our customers and employees is essential. Midtown Association's Clean and Safe team takes care of what's outside so we can focus on what's inside—running a successful business. The team's quick response and services make a real difference, from keeping our streets maintained to providing security and support when it's needed most to help people feel comfortable visiting Midtown."

- Kimio Bazett, The Golden Bear

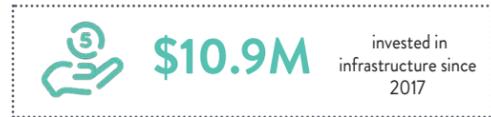
DYNAMIC PUBLIC SPACES

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.

Additionally, Midtown Association's 501(c)(3) arm, Midtown Parks, aims to increase health and community engagement by investing in Midtown's parks and public spaces.

SPECIAL PROJECTS

Past projects include installing all-weather umbrellas at Truitt Bark Park, over 20 trash can art wraps by local artists, a mural on Muir Park's basketball court, and the Alhambra Landscaping Plan with 26 planters, 28 bike racks, and two murals. Lighting projects feature the "Disco Tree" at 24th and K streets, 29R lighting at the SacRT Station, exterior lighting at Sutter's Fort, and string lighting at Winn Park.



COMPLETED IN 2024

Bollard Installation: Backed by funding from the American Rescue Plan Act (ARPA), Midtown Association installed 32 bollard receivers along 20th Street, enhancing a major activity center with 30+ nearby businesses and the Midtown Farmers Market. This project supported increased events, attendance and business visibility while improving safety and event logistics for Midtown's busiest district.

Paragary Pathway Progress: Midtown Association advanced the Paragary Pathway lighting project, honoring Randy Paragary's legacy along 28th and 29th streets by reviewing 90% draft plans with the City, coordinating electrical undergrounding revisions and submitting two SMUD applications to establish new services to provide power for the project, marking a first for organizations of this type.

The Court at 18L: Midtown Parks, in partnership with SKK Developments and Street FC, transformed a vacant lot at 1116 18th Street into "The Court at 18L," Midtown's first street soccer court, enhancing community engagement and accessible recreation.

ACTIVE TRANSPORTATION AND INFRASTRUCTURE

Through additional special projects in 2024, Midtown Association embraced installations and infrastructure that encourages active and public transportation.

Over the course of the strategic plan, Midtown Association supported numerous projects that enhanced active transportation such as the launch of micro-transit options, the "Ease into Midtown" communications campaign promoting active modes of transportation, and the completion of the Central City Mobility Project, which added protected bike lanes and reduced traffic lanes to improve safety in Midtown transit.

PROJECTS IN 2024

Placer AI : Midtown Association utilized new technology, Placer AI, to capture real-time accurate data for visitors to measure the impact of events, installations and other activations in Midtown.

Wayfinding: Midtown Association, in collaboration with SAFE Credit Union and SACOG, continued to maintain and promote the permanent wayfinding system installed in 2023 in Midtown. The system features color-coded steel posts at 15 activity centers, displaying real-time walking and biking distances. Each post also includes a QR code linking to an interactive website, allowing users to explore and preview the attractions and amenities at each activity center.

Planning for Midtown Mobility Project: Midtown Association completed the planning effort for the Midtown Mobility Project. This initiative focuses on adding mobility infrastructure at key activity centers throughout Midtown, aiming to encourage and support active and sustainable modes of transportation.



"Working with Midtown Parks, SKK Developments and Street FC to establish The Court at 18L as a designated community space has been a valuable opportunity to support a livable, vibrant Midtown. This space is more than a soccer court; it's a place where people of all ages can come together, connect, and enjoy meaningful activities that strengthen the neighborhood."

- Jackie Beecham, City of Sacramento Youth, Parks, & Community Enrichment



The Court at 18L
1116 18th Street

DEVELOPING MIDTOWN

ECONOMIC DEVELOPMENT

Through advocacy for economic development policies in 2024, 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 opportunities.

COMPLETED IN 2024

Limited Entertainment Permit: Midtown Association supported the adoption of the Limited Entertainment Permit, making it easier for small businesses to host live entertainment. By advocating for a more accessible process, Midtown's vibrant businesses can more easily activate their spaces and contribute to the arts and entertainment culture of the district.

Cannabis Social Consumption Permit: With the enactment of the Cannabis Social Consumption Pilot Program Ordinance, Midtown Association can now advocate for responsible consumption spaces that drive economic growth. By supporting well-regulated venues, Midtown can benefit from business diversity, attract more visitors and create new opportunities for local entrepreneurs.

SB969 Entertainment Zone Bill: The SB969 bill created Entertainment Zones that allow extended alcohol service hours in designated districts. By advocating for policies that strengthen the local economy and nightlife, Midtown Association helps ensure Midtown remains a leading entertainment destination while balancing public safety and neighborhood considerations.

INFILL DEVELOPMENT

Through special projects in 2024, Midtown Association encouraged and advocated for responsible, diverse and high-quality infill development.

COMPLETED IN 2024

Missing Middle Housing Ordinance: Midtown Association supported the adoption of Sacramento's Missing Middle Housing Ordinance, advocating for more diverse and attainable housing options. By engaging with city leaders and stakeholders, Midtown helped advance policies allowing multi-unit housing in single-family zones, promoting affordability, homeownership opportunities, and sustainable growth in alignment with the 2040 General Plan.

Notable New Developments:

- **The Jacquelyn:** Urban Elements Inc. developed this three-story mixed-use project at 1114 22nd Street as a member-driven social space honoring artist Jacquelyn Anderson, featuring dining areas, a private gallery, and a penthouse apartment.
- **Mod at Midtown:** Located at 728 16th Street, MOD at Midtown was an adaptive reuse project to convert a former hotel into a complex complete with modern studio, one, and two-bedroom apartments with amenities like in-unit washers and dryers.
- **Studio30:** This development from Urban Capital provided 30 new affordable housing units, including studios and one-bedroom lofts, to join 16th Street's expanding residential neighborhood.

NEW DEVELOPMENTS

January 1, 2017 - December 31, 2024



- 7 UNDER CITY REVIEW
- 31 APPROVED
- 8 UNDER CONSTRUCTION
- 30 COMPLETED



NON-RESIDENTIAL
730,939
SQ. FEET



RESIDENTIAL
4,382
UNITS

Studio30 Residences
500 16th Street

"Studio30 exemplifies the kind of smart, infill development that strengthens Midtown, adding much-needed middle income housing for everyday Sacramentans and enhancing the walkable, vibrant character of our neighborhoods. Midtown Association's advocacy, support, and investments have been instrumental in bringing this project to life and their ongoing services help ensure a safe and welcoming environment for our residents."

- John Vignocchi, Urban Capital



CONNECTING COMMUNITIES

DIVERSITY, EQUITY, INCLUSION, AND SUSTAINABILITY (DEIS)

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.

COMPLETED IN 2024

Pride, Pronouns, and Progress Training: In collaboration with WEAVE, Midtown Association launched the fourth annual diversity, equity and inclusion (DEI) training, centering on “Pride, Pronouns and Progress” to actively educate participating businesses and community leaders about gender identities and gender rights in the workplace.

DEIS Awareness Months: Midtown Association celebrated DEIS Awareness Months such as Black History Month, Women’s History Month and LGBTQ+ Pride Month through social media, newsletters, blogs, and PR campaigns. These initiatives highlighted local businesses owned by individuals from these communities, promoting diverse voices in Midtown.

Sustainability at the Midtown Farmers Market: The Midtown Farmers Market prioritized sustainability, scoring vendors’ practices (avg. 4/5) and diverting 500+ lbs. of organic waste weekly with compost bins. A partnership with SABA Bike Valet further promoted eco-friendly travel.

SPECIAL EVENTS AND CAMPAIGNS

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.

COMPLETED IN 2024

Midtown Passports: Midtown Association introduced two new passport programs to promote local businesses and boost sales. The Explore Midtown Pass, a gamified location-based digital app, encouraged visitors to explore participating businesses and enjoy exclusive specials. The Made in Midtown Trail invited holiday shoppers to support local retailers, earning stamps with each purchase.

Midtown Second Saturday: Midtown Second Saturday returned, celebrating local artists, performers, galleries, and theaters in the months of May-October. Continuing as a district-wide event across Midtown’s parks and key hubs, it has become an all-day experience, drawing nearly 70K visitors in 2024 to enjoy all-day gallery showcases, curated art walk routes and pop-up programming.

Midtown Farmers Market: Since its humble beginnings in 2012, the Midtown Farmers Market has expanded to six city blocks, hosting nearly 300 vendors and drawing 150K visitors annually. This growth has fueled a \$2.2 million economic impact, solidifying the market as a vibrant hub for local farmers, artisans and small businesses.

DIGITAL REACH

January 1 - December 31, 2024



6.7M
Social Media Impressions



159.5K
Social Media Followers



9.1K
Newsletter Recipients



233K
Website Views

MEDIA REACH

January 1 - December 31, 2024



1.7K
Mentions of Midtown



232
Stories Generated



33M
Nielsen Audience Views



\$8M
Calculated Ad Value

EVENT SUPPORT

January 1, 2017 - December 31, 2024

351
Events

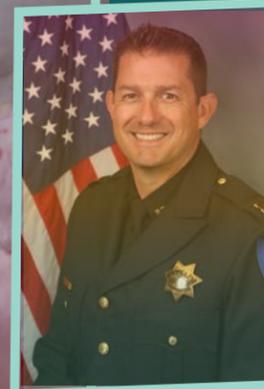


512K
Event Attendees



\$381K
Event Support Value

Midtown Second Saturday
Block Party
20th and K streets



"Midtown Second Saturday has consistently provided a safe and welcoming environment for residents and visitors, with no public safety incidents reported during its programming. Events like these bring people into shared spaces for positive activities, increasing foot traffic and fostering a sense of community pride. When organizations like Midtown Association invest in the arts and activate public areas, they create an environment that encourages productive activity while discouraging crime and blight."

- Captain Bryce Heinlein, Sacramento Police Department

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. By enhancing local neighborhoods and attracting foot traffic, these parks contribute to residents' well-being, boost business vitality, and provide spaces where people can connect and engage.

Learn more about Midtown Parks in the 2024-2025 Impact and Vision Report here: EXPLOREMIDTOWN.ORG/MPREPORTS

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 2024:

COMPLETED IN 2024

Fresh Air: Midtown Parks: Fresh Air: Midtown Parks offered free health and wellness activities from May to September, featuring classes like Strength & Mobility Training, Zumba, Yoga and Kickball. With a comprehensive schedule spanning five parks and classes every weekday, the program saw its highest attendance to date, engaging 3.6K participants.

Midtown Halloween Festival and Pooch Parade: The 2024 Midtown Halloween Festival and Pooch Parade at Marshall Park attracted over 600 attendees and 290 costumed dogs. The event featured activities like a bounce house, pumpkin patch, festive photo opportunities, and a dog parade creating a family-friendly bridge between Midtown Sutter businesses and the surrounding neighborhood.

Winter Markets: In 2024, the Midtown Farmers Market managed two night-time holiday markets: Fremont Frost Fest at Fremont Park and Winn-ter Wonderland at Winn Park. The events featured holiday music and entertainment, arts and crafts and 76 local vendors, attracting over 2.6K attendees.

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 TOTALS



IMPACT

Midtown Parks creates measurable impacts at its parks, underscoring the role that these spaces serve as invaluable community assets that support residents, visitors and nearby businesses alike.

IMPACT METRICS



"Outdoor spaces are vital to the health and happiness of our families and communities. In dynamic neighborhoods like Midtown, they provide places for children to play, families to bond and neighbors to come together. These parks are the heart of our communities and I'm proud to support efforts that prioritize access to these essential spaces, ensuring they remain a cornerstone of family life in our district."

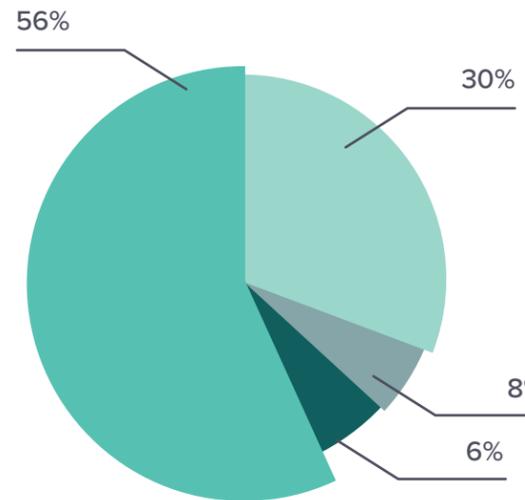
- Angelique Ashby, California State Senator, District 8



Midtown Halloween Festival and Pooch Parade
Marshall Park

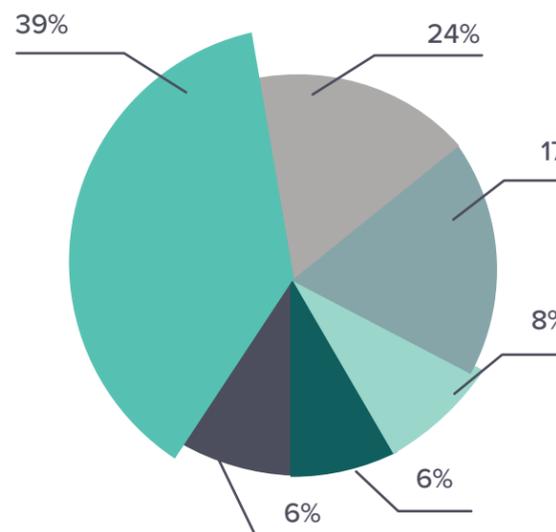
FINANCIALS

2025 BUDGET



INCOME

PBID	Midtown	(39%)	\$1,733,315.00
	Alhambra	(12%)	\$515,841.00
	16M	(5%)	\$214,435.00
Events and Grants		(30%)	\$1,338,200.00
BID	Midtown Central	(2%)	\$ 94,000.00
	Midtown Sutter	(6%)	\$ 249,000.00
Midtown Parks		(6%)	\$ 264,350.00



EXPENSES

Safety, Maintenance and Streetscape Services	(39%)	\$1,661,068.00
Placemaking and Capital Improvements	(24%)	\$1,044,969.00
Advocacy and Communications	(17%)	\$746,898.00
BID Services	(8%)	\$333,950.00
District Administration	(6%)	\$246,633.00
Midtown Parks Services	(6%)	\$260,722.00



“Strategic investments in Midtown’s six parks, including Sutter’s Fort State Historic Park, are creating vibrant, accessible environments for residents and visitors alike. Partnering with Midtown Association preserves and revitalizes these cherished green spaces and historical sites while strengthening community ties and promoting a more engaging and connected experience. We are proud to support this vision of enrichment in Sacramento through thoughtful stewardship and dynamic programming.”

– John Fraser, California State Parks

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.



LEADERSHIP

EXECUTIVE COMMITTEE

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 Mike Testa, Vice Chair | Visit Sacramento
 Laura Lewis, Secretary | SMUD
 Ken Turton, Treasurer | Turton Commercial Real Estate

Beth Hassett, Past Chair | WEAVE, Inc.
 John Hodgson | The Hodgson Company
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 Steve Johns | Sutter Health
 Sara Lebastchi | D&S Development
 Doug McCarley | Department of General Services
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STAFF

Emily Baime Michaels | Executive Director
 Jameson Parker | Deputy Director
 Amy Eubank | Associate Director of Operations and Placemaking
 Vince Marchese | Associate Director of Communications
 Amanda Sawasy | Associate Director of Events and Markets
 Ismael Lepe Jones | Senior Manager of Events and Markets
 Luis Villa | Senior Manager of Clean and Safe
 Anna Burke | Communications Manager
 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
 Armando Rodriguez | Senior Safety Lead
 Saul Palacios | Maintenance Assistant
 Will Buford | Safety Lead
 Mario Becerril | Safety Lead
 Brandon Stebbins | Maintenance Lead
 Marvon Brown | Maintenance Lead
 Diana Jimenez | Maintenance Lead
 Angelo Fernandez | Maintenance Lead

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

1401 21ST STREET, UNIT A
SACRAMENTO, CA 95811
INFO@EXPLOREMIDTOWN.ORG
916-442-1500



Midtown Second Saturday Live Performance
Midtown Farmers Market