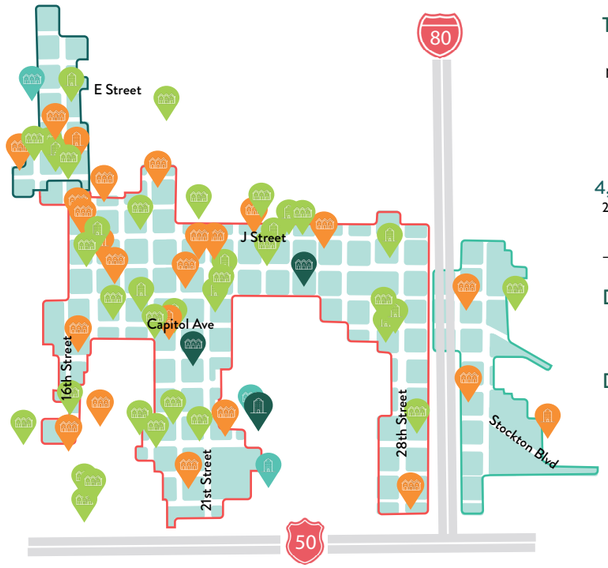
MIDTOWN DISTRICT DASHBOARD

January 1, 2017 - March 30, 2025 (for Strategic Plan through December 31, 2029)



TOTAL

New Residential Projects

4,382 UNITS

2025-2030 Goal: 1K Units

New Commercial Projects

730,939 SQ. FEET

2025-2030 Goal: 50K Sq. ft.

DISTRICT

- Midtown
- Alhambra
- 16M

DEVELOPMENTS

- City Review
- Approved
- Under Construction
- Completed

New Developments

YEAR TO DATE

2,330	Safety Patrol Hours (Q1 Goal: 2,825)	Goal: 11.3K
2,638	Proactive Maintenance Hours (Q1 Goal: 3,325)	Goal: 13.3K

DISTRICT TO DATE

Average Response Time (Hours): **5.5**

Police Patrol Hours: **508**

- **2** Cameras Added
- **307** Biohazards Cleaned
- **5** Notices of Trespass
- **1,709** Dispatch Calls
- **5** Tons of Litter Removed
- **693** Graffiti / Sticker Removals
- **70** Active Safety Lights
- **255** Pressure Washing Hours

Clean and Safe

EVENT SUPPORT

359 Events > **512.7K** Event Attendees > **$385.8K** Event Support Value

MIDTOWN FARMERS MARKET

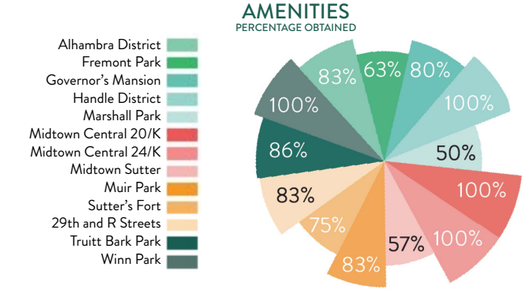
518 Markets > **839.5K** Market Attendees > **16.2K** EBT Transactions > **45K** Vendor Stalls

2025 Weekly Average: **201**

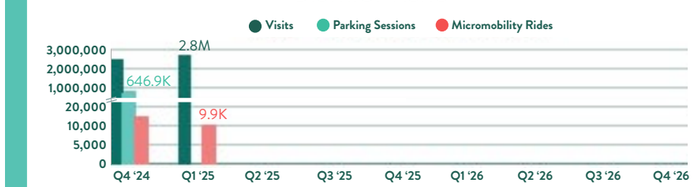
$13.3M	Farmers Market Economic Impact	Goal: $26M

AMENITIES

PERCENTAGE OBTAINED

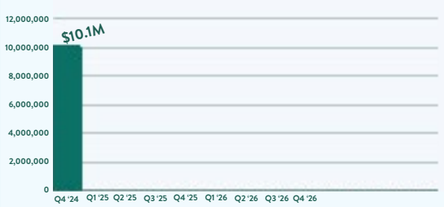


DISTRICT VISITS



District Activations

DISTRICT-WIDE SALES TAX



BID PERFORMANCE

MIDTOWN SUTTER **$165.7K**

MIDTOWN CENTRAL **$168.2K**

Economic Impact

- **'40 Years of Roar': Sacramento Kings celebrated on Midtown street banners** *KCRA 3*
- **Anticipation builds for new music venue in Midtown Sacramento** *KCRA 3*
- **Midtown Farmers Market Expands to Six City Blocks!** *Good Day Sacramento*

MEDIA COVERAGE

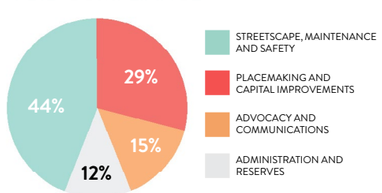
Q1 2025

Scan the QR code to view recent media highlights.

- **1,391** Positive Stories Generated
- **9,613** Mentions of Midtown
- **1,722,403** Year to Date Digital Impressions
- **243** Businesses Enrolled in Communications

Communications

PBID COMPLIANCE



NON-PBID FUNDS

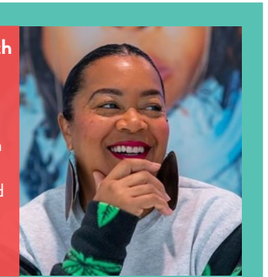
$5.3M

Goal: $9.8M

Financial Compliance

Black History Month Promotions

Special highlights for 12 Black-owned businesses in Midtown including social media posts, newsletters, and a blog garnered 37.2K digital impressions in February.



Social Responsibility

INFRASTRUCTURE

$12M	Total Invested	Goal: $15.4M

PARKS AND PUBLIC SPACES

$336K	Total Raised	Goal: $650K

TOTAL INVESTED

RECENT PROJECTS

- MULVANEY'S B&L PATIO IMPROVEMENTS
- WINN PARK BUILDING IMPROVEMENTS
- J STREET BANNERS
- THE COURT AT 18L
- ALHAMBRA LANDSCAPING
- BOLLARD INSTALLATION

= $12M

Capital Improvements