



What is a Restaurant District?

The Central Midtown Restaurant Business Improvement District (CMRBID), also known as Midtown Central, is a special assessment district that funds services to support and promote restaurants.

Established in 2017 and renewed in 2022 by the Sacramento City Council, the CMRBID operates under California's Business Improvement Area Law to deliver targeted programs that increase restaurant food sales, enhance safety, and improve customer engagement for participating restaurants.

Who Manages the District?

The CMRBID is managed by Midtown Association, a nonprofit organization contracted by the City of Sacramento to oversee district operations whose mission is to make Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core. Midtown Association focuses on economic development, public space management, events, and advocacy to support Midtown businesses, residents, and visitors.

How the District Works

Who's Included?

Restaurants within the boundaries of Jazz Alley to the north, 24th Street to the east, Kayak Alley to the south, and the Union Pacific Railroad to the west.

How Is the Assessment Applied?

Restaurants pay a 1.5% assessment on gross food sales (excluding alcohol, catering, and retail items). This charge appears directly on the customer's receipt.

What Does the District Fund?

Funds are invested in programs that enhance restaurant visibility, safety, and foot traffic throughout the district.

These efforts include improvements like lighting, landscaping, and power washing entertainment areas. Signature events and programs include, Oktoberfest, Cinco de Mayo, and new district branding and banners. Additionally, funds support communications campaigns like the Explore Midtown Pass, district light pole banners, and Midtown Second Saturday programming. Investments also extend to public art initiatives and advocacy on local policy issues.



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