



## What is a Restaurant District?

The Sutter Business Improvement Area (SBIA), also known as Midtown Sutter, is a special assessment district that funds services to support and promote restaurants.

Established in 2008 by the Sacramento City Council, the SBIA operates under California's Business Improvement Area Law to deliver targeted programs that enhance safety, visibility, and customer engagement for participating restaurants.

---

## Who Manages the District?

The SBIA 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 27th-29th Streets and J-P Streets.

### 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 on 28th Street, private event security, and signature events such as the Midtown Halloween Festival & Pooch Parade. Additionally, funds support communications campaigns like the Explore Midtown Pass, district light pole banners, Midtown Second Saturday programming, and The Sunday Following brunch promotion. Investments also extend to public art initiatives and advocacy on local policy issues.



Scan or visit online to learn  
more about current projects.  
[exploremidtown.org](https://exploremidtown.org)

(916) 442 - 1500

