

## **12 Days of Midtown Recap, 2017**

The 2017 celebration highlighted 34 different businesses over the first 12 days of December. Daily events and businesses were promoted via social media, mainly on Facebook, Twitter, and Instagram.

“Annually December 1-12 Midtown kicks-off the holiday season with events and specials that are sure to fill you with holiday cheer! Explore Midtown and make your annual holiday stops in the [Handle District](#) by savoring [Ginger Elizabeth](#) macarons, taste delicious hot toddys and spiked eggnogs in the [Midtown Central District](#) at [Golden Bear](#), and dance-the-night-away with holiday entertainment in the [Sutter District](#) at [Harlow’s](#) with the Santa Rhumba Extravagaza.”

Participating venues and/or events included:

Ginger Elizabeth Chocolates  
Revolution Wines  
The Sacramento Gay Men’s Chorus  
Harlow’s  
Sacramento Foods Co-op  
Relles Florist  
Art of Toys  
B Street Theatre  
Golden Bear  
Der Biergarten  
Capital Stage  
Sacramento Ballet  
TRUE – WEAVE  
Handle District  
Sutter’s Fort  
Identity Coffee  
MARRS building  
Birkenstocks  
First Annual Jingle Bell Walk  
Nekter  
Midtown Association Sock Drive & Food Drive  
PeraDice  
Old Soul  
Federalist  
Salon 2512  
Art Beast



LowBrau  
Badlands  
Shop Cuffs  
Hacker Lab  
Big Brother Comics  
Painted Cork  
Paragary's  
CLARA  
Red Rabbit

### **Media Opportunities**

The Midtown Association was available to introduce the 12 Days of Midtown to each station, and then additional segments were arranged directly between T-Rock Communications and representatives from each participating business. In 2017 MA did not participate in any of the live tv hits. However, there were a handful, including The Red Rabbit Miracle Bar, the SGMC, etc.

Below are some of the media for 12 Days of Midtown:

- 1) Explore Midtown Website
  - a. The website had a feature with the most up to date of any events
  - b. <http://exploremidtown.org/12-days-of-midtown/>
- 2) Sactown Magazine has an article in late November on their website  
<http://www.sactownmag.com/Blog/2017/12-Days-of-Midtown/>
- 3) Sacramento Bee  
<http://www.sacbee.com/entertainment/arts-culture/article185698513.html>
- 4) Sacramento Press  
<https://sacramento.press.com/2017/11/29/a-dozen-ways-to-celebrate-12-days-of-midtown/>
- 5) ABC 10  
<http://eastsacramento.abc10.com/news/shopping-services/721561-12-days-midtown-december-highlights-festive-fun-ways-celebrate-season>
- 6) Downtown Grid had a website link to the event
  - a. <https://sacramento.downtowngrid.com/listings/12-days-of-midtown>Village Life had a link to the overall event  
a. <http://www.villagelife.com/entertainment/12-days-of-midtown-celebrates-the-season/>



## 2018 Opportunities

While 34 businesses were great to highlight, much participation was received via the MA two newsletters that outreached to business for Small Business Saturday and 12 Days of Midtown. I recommend continuing with that outreach again in 2018, and to continue with some of the consistent businesses that have participated in 2016 and 2017.

It will also be a good opportunity to further feature Midtown Central and SBIA businesses, as in 2017 there were three from MC (Biergarten, LowBrau, Golden Bear) and two from the SBIA (Paragary's, Red Rabbit, and Harlow's).

A goal is to have at least 50% of the restaurant districts participate, or we create programming specifically for them for the 12 Days.

