

## 12 DAYS OF MIDTOWN RECAP REPORT

Midtown Association highlighted and supported local businesses that featured holiday-themed events and specials during the first 12 days of December for the annual '12 Days of Midtown'. Additionally, MA participated in and scheduled numerous media opportunities, hosted a social media influencer happy hour, and also a special '12 Days of Midtown' Instagram takeover.

### PARTICIPATING BUSINESSES

Below are the Midtown businesses that responded to email and newsletter outreach with their 12 Days of Midtown specials, which we promoted through newsletter, social media, and online listings.

True a WEAVEWorks Boutique  
The Waterboy  
Temple Coffee  
Sutter's Fort State Historic Park  
Ginger Elizabeth Chocolates  
The Painted Cork  
The Jungle Bird  
Tank House BBQ & Bar  
Pachamama Coffee  
Birkenstock Midtown  
Together Midtown  
Pomegranate Boutique

### PURPOSE

Hawks Public House  
Nekter Juice Bar  
Capital Stage  
Der Biergarten  
Sacramento Gay Men's Chorus  
Pizzeria Urbano  
Moppet Shoppe  
Relles Florist  
AR Workshop  
The Sofia at the B Street Theatre  
The Golden Bear  
Midtown Neighborhood Association

### WHAT WORKED

- Specific 12 days newsletter was distributed instead of a combined winter programming newsletter
- Promotion and outreach started two weeks earlier than it did in 2018
- 12 Days of Midtown Instagram takeover was an added layer of promotion with @guysonthegrid
  - Nekter
  - Midtown Love Mural



**MIDTOWN**  
ASSOCIATION

**THE CENTER FOR CULTURE, CREATIVITY  
& VIBRANCY IN SACRAMENTO'S URBAN CORE.**

- Red Rabbit Influencer Happy Hour
- Der Biergarten Dog ugly sweater contest
- Temple Coffee Holiday drinks
- Successful ‘Influencer Preview’ dinner at Red Rabbit’s Miracle Pop Up Bar with inclusion of Midtown Association Staff
- 9 Instagram posts about 12 Days of Midtown including a 12 Days weekend wrap up and the @Guysonthegrid Instagram takeover
- Media previews with Good Day Sacramento and FOX40 at different 12 Days of Midtown locations

#### WHAT NEEDS IMPROVEMENT FOR 2020

- Adjusting the budget for the happy hour, or extending it to two businesses
- A few of the news segments were canceled or changed last minute. Have better communication with businesses next time telling them to only confirm if they are 100% able to do the segment
- Good Day didn’t feature all 12 Days of Midtown like they did in 2018, a goal for 2020 would be to get the 12 features again
- Ensuring that UH coordinates a holiday activity at the market during the first 12 days so it can be included in promotion.

#### BUDGET

<b>Total Expenses</b>	<b>2018</b>	<b>2019</b>
Influencer Dinner .....	\$600.....	\$795
<b>Total.....</b>	<b>\$600.....</b>	<b>\$795</b>

#### INFLUENCER HAPPY HOUR

MA invited 20 Instagram Influencers to Red Rabbit’s Miracle Pop Up Bar. 11 were able to join us: @sacviews (2), @thekachetlife, @twohungrybroads (2), @sacfoodandbooze (2), @guysonthegrid, @ediblehours(2), @thejoynextdoor along with 6 staff members from the Midtown Association office. Each influencer was gifted a bottle of Midtown Love wine as well as Midtown Love stickers and Midtown Parks buttons – which were all items we already had in the MA office so there was no additional cost for these.

#### MEDIA

A sampling of media included:

- [TV Interview, Good Day Sacramento – Ginger Elizabeth](#)
- [TV Interview, Good Day Sacramento – TRUE a WEAVERworks Boutique](#)
- [12 Days of Midtown article feature in the Mountain Democrat](#)
- [TV Interview, Good Day Sacramento – Temple Coffee](#)
- [TV Interview, FOX40 – Der Biergarten](#)
- Social Media – Facebook, Instagram, Twitter (25+ posts from Explore Midtown and Midtown Farmers Market)
- Winter programming outreach newsletter 10/24/2019
- 12 Days of Midtown promotion newsletter 11/25/2019



- Explore Midtown website
- Digital Calendars
  - Downtown Grid
  -

### 12 Days of Midtown

Like Tweet Share



**This event has expired.**

When  
Tue, December 10 2019  
Where  
Various Midtown Locations  
Midtown

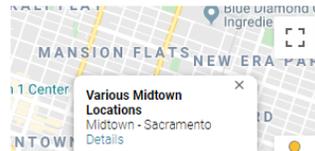


#### Description

- Visit Website

Annually **December 1-12** Midtown kicks-off the holiday season with events and specials that are sure to fill you with holiday cheer!

Midtown is both walkable and bike-friendly with



**⚠ Please note, this event has expired.**

Presented by Midtown Association at Midtown, Sacramento CA

Comment

DEC 01 - 12 2019



The Midtown Association is pleased to present the "12 Days of Midtown" where local businesses and organizations celebrate the season by offering holiday events, activities, and specials to encourage visitors to spend more time in Midtown.

For a detailed schedule of events, [click here](#).



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