

12 DAYS OF MIDTOWN RECAP REPORT

Midtown Association supported local businesses during '12 Days of Midtown', the holiday promotion held annually December 1 - 12. Support included promoting holiday specials through earned and paid media, digital support including e-newsletters, website additions and social media postings, hosting a 'Winter Wonderland' during the Saturday Midtown Farmers Market, and designing and installing festive holiday banners along J Street between 20th and 27th streets.

PARTICIPATING BUSINESSES

Over 30 small businesses were highlighted on the Midtown Association [website](#). During the '12 Days of Midtown' promotion, a State of California Regional Stay at Home Order closed many restaurants which resulted in promotions pivoting to "The Holidays are Merrier in Midtown," which highlighted food opportunities to-go, holiday dinners, e-gift cards, curbside pickup, and online orders.

SACTOWN MAGAZINE E-BLAST

On Friday, December 11, Sactown Magazine sent out an email blast on behalf of Midtown Association to promote Midtown business holiday offerings. The newsletter linked to the ['Holidays are Merrier in Midtown webpage](#). 3,385 people opened the e-blast.

Open rate	Click-to-open rate
18.1%	9.6%
3385 people opened	326 people clicked
Delivery rate	Bounce rate
100.0%	0.0%
18700 successful deliveries	2 hard bounces 6 soft bounces
654 total clicks across 2 trackable links	

GROCERY GIVEAWAY

Midtown Association gave away a \$100 gift card to the Sacramento Natural Foods Co-op for one lucky winner. Each person who entered the contest was required to submit an email with a screenshot of them following [@WednesdaysAtWinn](#) and [@ExploreMidtown](#) and tell me how they're getting creative for the holidays and how they would use the gift card. There were over 50 submissions for the gift card giveaway:

THE HOLIDAYS ARE MERRIER IN MIDTOWN
@EXPLOREMIDTOWN

Enjoy your Midtown favorites right from the comfort of your living room. Holiday foods from Maydoon, cocktails from The Golden Bear, vegan and vegetarian options from Good Vibes Vegan Cafe and more await!

TO GO & DELIVERY OPTIONS

Gift cards from Midtown businesses like Ginger Elizabeth Chocolates, Hawks Provisions, Paragary's, and more will fill anyone with holiday cheer!

PURCHASE NOW

CLICK HERE FOR A CHANCE TO WIN A \$100 GIFT CARD TO THE SACRAMENTO NATURAL FOODS CO-OP.

Park for free when you use a metered parking space in the central city after 4:30 pm on weekdays and all day on weekends through December 25th.



"This gift card would make my holidays merrier because I'm a teacher, and while I love shopping at the Co-op, it is usually a "treat" grocery run because it can be cost-prohibitive for me. One way I'm getting creative while staying safe and respectful of the stay-at-home orders is by making cookie care packages! I love to bake and the circumstances of this holiday season have inspired me to push my skills to the next level. I would love to use this gift card to purchase the supplies for my cookies to make them that much more special!" - Gift card winner Lindsey Bourgeois

12 DAYS OF MIDTOWN BANNERS

In November, Midtown Association designed and installed 37 banners along J Street between 20th and 27th streets to highlight Small Business Saturday and 12 Days of Midtown. These banners have an average of 13.3K vehicles that pass them daily.



WEBPAGE - 12 DAYS OF MIDTOWN

The 12 Days of Midtown webpage highlighted small business specials, transportation options, and the Midtown Farmers Market: Winter Wonderland.



12 Days of Midtown

Annually December 1-12 Midtown kicks-off the holiday season with events and specials that are sure to fill you with holiday cheer! Be sure to follow @ExploreMidtown on our Facebook, Instagram, and Twitter social media accounts for up-to-date specials and information!

Midtown Farmers Market – Winter Wonderland

Winter Wonderland is waiting for you at the Midtown Farmers Market on November 28th, December 5th, December 12th, and December 19th! Join us at the market for pictures with Matty the Giant Elf, a shoe donation drive with Fleet Feet Sacramento, holiday carolers, and shopping with over 10 holiday-themed vendors. Shop for s'mores, hot cocoa, ornament kits, expanded artisan and cottage food selection including jewelry, art, global goods, unique gifts, seasonal treats. After you finish your holiday shopping – our regular produce, flower, and hot food vendors will still be out there for you to enjoy.

VISIT THE MIDTOWN FARMERS MARKET PAGE

WEBPAGE - MERRIER IN MIDTOWN

The Holidays are Merrier in Midtown webpage highlighted small business specials including e-gift cards, to-go food, online shopping, delivery, and shipping options as well as the Midtown Farmers Market, Wednesdays at Winn Market, and transportation and parking options.



Our mission is to make Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core – and the holidays are no different. Wherever you're spending the holidays, Midtown has a little something for everyone to enjoy whether it's vegan eats, handmade gifts, virtual gift cards, or local holiday cocktails.

PARK FOR FREE THROUGH JANUARY!

The City of Sacramento again provides the annual free holiday parking program. [Click here.](#)

SHOP FOR ESSENTIAL PRODUCE AT MIDTOWN'S FARMERS MARKETS

5 Festive Holiday Happenings

The [B Street Theatre](#) presents the holiday classic 'Cricket on the Hearth' (Dec. 1 - 12)

Visit [Wild Heart Beauty](#) for their Wild Wonderland Market with local makers, live music, and more (Dec. 6)

Visit the [Midtown Farmers Market Winter Wonderland](#) for a holiday getaway (Dec. 5, 12, 19)

Participate in a Holiday Wood & Canvas Workshop with [AR Workshop](#) (Dec. 5)

Drop off gifts at [WEAVE's](#) Winter Wonderland holiday toy & gift drive (Dec. 1 - 12)

[View a full list of happenings here.](#)



Midtown Farmers Market: Winter Wonderland

As we continue through the holiday season, thank you for supporting Midtown's restaurants, retailers, and small businesses, the backbone of the community. You have the opportunity to spread holiday cheer by shopping local, engaging with small businesses on social media and writing positive reviews, and purchasing gift cards to use at a later time.

NEWSLETTERS

Midtown Association sent out newsletters on November 30, highlighting '12 Days of Midtown' festivities and on Friday, December 18, to highlight "The Holidays are Merrier in Midtown" specials. The two newsletters were sent to a combined 5,200 recipients.

MEDIA & SOCIAL MEDIA

'12 Days of Midtown' was highlighted in the television media with Good Day Sacramento and FOX40 segments that included WEAVE, Ink Eats & Drinks, Der Biergarten, AR Workshop Sacramento, Zocalo, Moppet Shoppe, and Bliss Marketplace. There were a total of 33 media mentions with a calculated ad value of \$30.7K

There were 6 posts on the @exploremidtown Instagram account highlighting '12 Days of Midtown' and "The Holidays are Merrier in Midtown" which totaled 1,864 likes and reached 57,271 people.

Click on the social media posts to view them live.



MIDTOWN FARMERS MARKET: WINTER WONDERLAND

On November 28th, December 5, December 12, and December 19 the Midtown Farmers Market hosted over 15 holiday-themed vendors during the Midtown Farmers Market: Winter Wonderland. In addition to holiday-themed vendors, visitors had the chance to meet Matty the Giant Elf, donate shoes to Fleet Feet Sacramento, learn more about the LGBT Center at their booth, enjoy hot cocoa, take photos with fake snow, and listen to live music from local musicians.

