

# THIRD THURSDAY AT 24TH & K RECAP REPORT



Midtown Association is a nonprofit 501c(6) organization whose mission is to make Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core.

## OBJECTIVE

Third Thursday at 24th & K is a special street activation hosted annually by Midtown Association. The community is invited for an evening of live music, food & drinks, and more to support the Midtown Central Restaurant District.

## OVERVIEW

Over 350 attendees came together at 24th & K in the Midtown Central Restaurant District for an evening of local artisan craft vendors, a pop-up bar by The Golden Bear, Midtown Der Biergarten's Photobooth Bus, live music performances by Rod Stinson and Jacob Swedlow, lawn games, and an outdoor roller rink with a DJ, lights, and disco ball.

## IMPACTFUL METRICS

10

Local Sponsors

5

Local Artisan Vendors

350

Attendees

6

Social Media Posts

20.5k

Engagements on Social Media

45

Social Media Mentions

\$16.1K

Media Ad Value

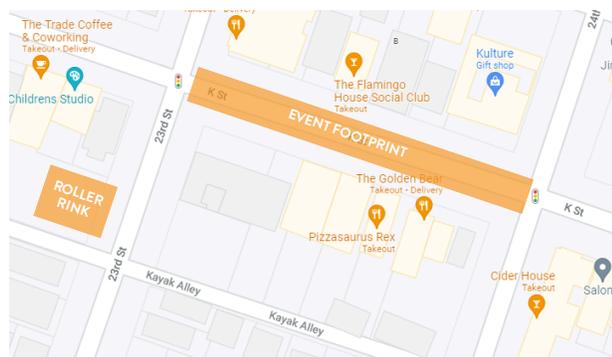
3

Media Mentions

3.7K

Newsletter Recipients

## LOCATION



## PHOTOS



Outdoor Roller Rink



Der Biergarten Photobooth Bus



Golden Bear Pop-up Bar



Live Music performed by Rod Stinson

## PARTNERS

AZUL MEXICAN FOOD & TEQUILA BAR | CANTINA ALLEY  
THE GOLDEN BEAR | THE FLAMINGO HOUSE  
LOWBRAU | MANGO'S | THOMAS ROTH  
TRES HERMANAS | WOMEN IN PLACEMAKING

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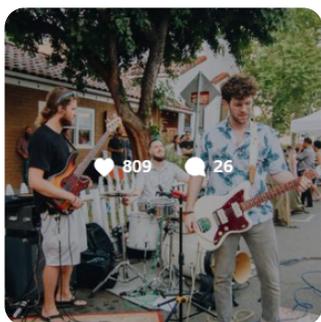


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## SOCIAL MEDIA

Click the thumbnails to view the posts.

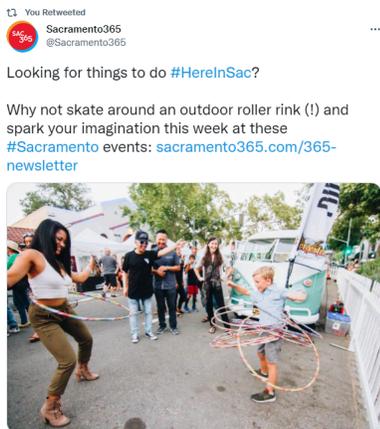
### Instagram



### Facebook



### Twitter



## MEDIA

- [MIDTOWN ASSOCIATION PRESENTS THIRD THURSDAY AT 24TH & K STREET - STUDIO40 LIVE](#)
- [OUTDOOR ROLLER RINK COMING TO MIDTOWN SACRAMENTO! - GOOD DAY SACRAMENTO](#)
- [MIDTOWN ASSOCIATION TO PRESENT "THIRD THURSDAY AT 24TH & K" STREET ACTIVATION ON 8/19 - SACRAMENTO PRESS](#)

## NEWSLETTERS

Click the thumbnails to view each newsletter.

### Hospitality & BID Newsletter



### Midtown Association Update Newsletter



### Second Saturday August Newsletter

