

EXPLORE MIDTOWN PASS FALL 2024 RECAP REPORT



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

OBJECTIVE

The Fall 2024 Explore Midtown Pass was a location-based, gamified digital passport program that ran from September through November. Designed to encourage community members and visitors to discover and support local Midtown businesses, the program utilized mobile check-ins and exclusive offers to engage participants. Users earned points by visiting participating businesses, checking in via the digital pass, and redeeming special offers. Points could be used to be entered into raffles for prizes from our Grand Prize sponsors. This program aimed to drive traffic to businesses, foster new connections, and showcase Midtown's vibrant dining, shopping, and entertainment scene.

OVERVIEW

The Fall 2024 Explore Midtown Pass was a success, engaging locals and visitors alike with its dynamic features. With over 2,400 downloads and 1,600 redemptions, the program sparked excitement and encouraged active participation. Participants checked in at businesses to earn points, redeem exclusive offers, and submit entries for raffles. More than 177 entries were received for various prizes from Grand Prize sponsors, highlighting strong community engagement. To ensure its success, we implemented a robust promotional strategy, including digital marketing, social media campaigns, and local partnerships with content creators, making it a standout initiative that supported Midtown businesses and brought the community together.

IMPACTFUL METRICS

2.4K

Pass Downloads

648

Product Redemptions

984

Pass Check-Ins

177

Prize Redemptions

24

Participating Businesses

7.8K

Landing Page Views

40

Social Media Posts

189K

Organic Social Media Impressions

11K

Social Media Engagements

176K

Paid Social Media Impressions

6

Influencer Partnerships

22K

Eblast Opens

PHOTOS OF PARTICIPATING RESTAURANTS



SPONSORS

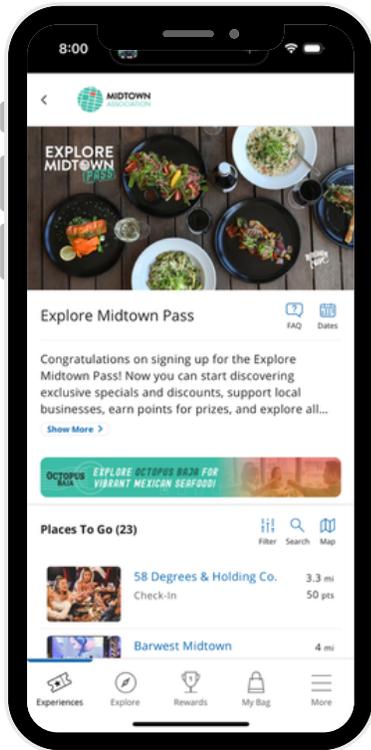
Thank you to our 2024 Explore Midtown Pass sponsors who help bring culture, creativity, and vibrancy to Midtown. View a full list of sponsors: exploremidtown.org/pass

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EXPLORE MIDTOWN PASS APP



WEBSITE PROMOTIONS

Click the thumbnails to view website and blog.

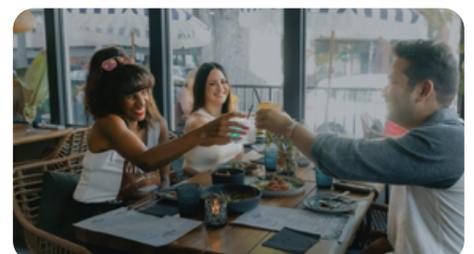


MEDIA

- [Sip, Savor & Save with Midtown Association's New "Explore Midtown Pass"](#)
- [Out & About: Explore Midtown \(Inside Publications\)](#)

NEWSLETTERS

Click the thumbnails to view newsletters.



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SOCIAL MEDIA PROMOTION

Click the thumbnails to view social media posts.

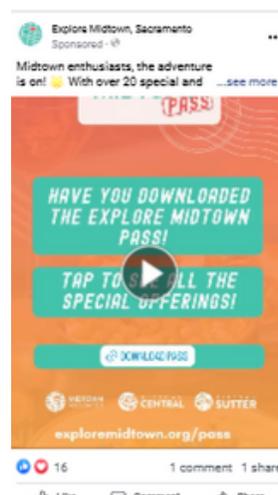


SPONSOR HIGHLIGHT REELS

Click the thumbnails to view social media reels for each of the Midtown Pass Sponsors.



SOCIAL MEDIA ADS



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