

ART IN UNEXPECTED PLACES: FREMONT PARK ELECTRICAL PEDESTAL WRAPS RECAP REPORT



Midtown Parks is a 501(c)(3) nonprofit organization whose mission is to increase health and community engagement by investing in Midtown parks.

OBJECTIVE

To beautify and activate Fremont Park with the addition of customized vinyl art wraps on eight electrical pedestals.

OVERVIEW

Midtown Parks wrapped eight electrical pedestals in John C. Fremont Park earlier this fall in an effort to beautify and activate parks within the district. The pedestals were recently added as part of electrical upgrades made to the park by the City of Sacramento. Midtown Parks worked with local artist Melissa Uroff, who employed her unique combination of photography and paint to create the dynamic artwork for these wraps, which features local mothers in the creative fields whose children play at Fremont Park.

IMPACTFUL METRICS

8 Electrical Pedestals	6 Female Creatives Featured	550+ Daily Park Visitors
2 Twitter Posts	10 Instagram Posts/Stories	11 Facebook Posts/Stories
1 Media Mentions	20K Social Media Views	54K Total Social Media Followers

PHOTOS



SOCIAL MEDIA



Art in Unexpected Places — Midtown Parks partnered with local artist Melissa Uroff to beautify the utility boxes at Fremont Park. Check out some of the photos of the wraps here and be sure to see them in person at 1515 Q Street!

MEDIA MENTION

- [MIDTOWN ASSOCIATION BEAUTIFIES SACRAMENTO WITH ART IN UNEXPECTED PLACES - FOX 40 WITH GARY GELFAND \(GARY ON THE GO\)](#)

ABOUT THE ARTIST

Click [here](#) to learn about featured local artist, Melissa Uroff

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ABOUT THE ARTIST

Melissa Uroff is a California-based artist & photographer. She creates art installations, works in printmaking, painting, drawing, electronic art, neon tube bending, collage, and assemblage.

