

MIDTOWN SECOND SATURDAY MAY 2024 RECAP REPORT



Second Saturday in Midtown is an all-day celebration of local artists, live music, family-friendly activities, nightlife and more.

EVENT OVERVIEW

May 11, 2024 marked the first month this year of Sutter Health's Midtown Second Saturday presented by Midtown Association, SKK Developments, Visit Sacramento, Five Star Bank, and the City of Sacramento. The monthly all-day arts celebration brings vibrant Second Saturday arts-related events and programming experiences throughout the entire district. In addition, we celebrated our annual fundraiser, the Midtown Mini Midtown Love at The Mansion Apartments, to help kick off the Second Saturday season with great excitement.

The success of Second Saturday and our annual Midtown Mini Midtown Love fundraiser can be seen through multiple key metrics highlighted in this recap and continued positive feedback from our stakeholders and community.

Second Saturday in May introduced our new Art Walk, brought a family-friendly festival to Muir Park and featured 30+ additional art experiences to over 14K estimated visitors. Event highlights in May included our annual Midtown Mini Midtown Love fundraiser which saw more than 300 invitees who enjoyed visual arts, a curated art gallery, our “adopt a duck” raffle, aerialist performances, and more. Through our tremendous sponsors and supporters, the event raised more than \$70K for Midtown’s parks and small business and arts communities.

PHOTOS



Art at Self Designs Art Gallery's Art Walk Stop.



Guests pose in front of the Second Saturday backdrop at Muir Park.



The Press at Midtown Quarter Apartments host the first stop of the Art Walk.



Guests look at the Midtown Mini Midtown Love Art Gallery.

SPONSORS

Thank you to our 2024 Midtown Second Saturday and Midtown Mini Midtown Love sponsors who help bring culture, creativity, and vibrancy to Midtown. View a full list of event sponsors at MidtownSecondSaturday.com and at ExploreMidtown.org/MidtownLove.



MIDTOWN
ASSOCIATION

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

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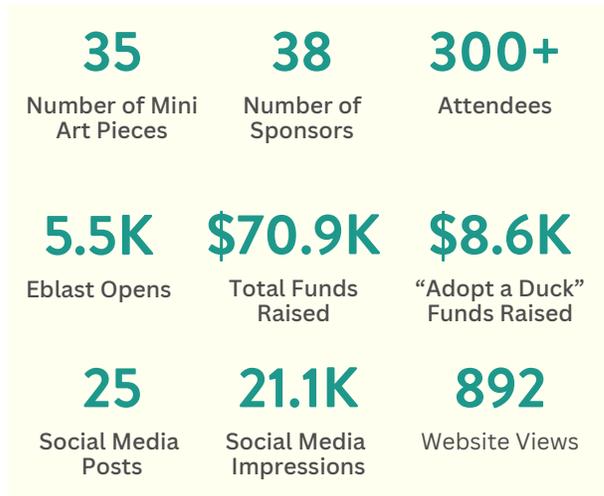
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IMPACTFUL METRICS

The below metrics are from May Midtown Second Saturday promotions.



The below metrics are from our 2024 Midtown Mini Midtown Love event.



MIDTOWN MINI MIDTOWN LOVE RECAP REEL

Videography services by [GreyDot Media](#)



MIDTOWN MINI MIDTOWN LOVE PHOTOS

To find more photos check out the [full Midtown Mini Midtown Love photo gallery!](#)



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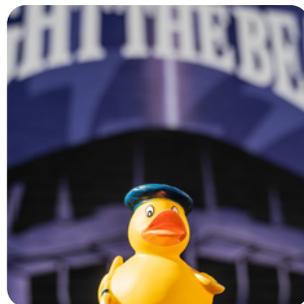
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SOCIAL MEDIA PROMOTION

Click the thumbnail to view examples of our social media posts.



MEDIA

- [Second Saturday 2024 Kicks Off in Midtown Sacramento May 11- KFBK](#)
- [Midtown Association Launches Another Exciting Season of Sutter Health's Midtown Second Saturday - Sac Press](#)
- [Midtown Farmers Market with Family Slime - Good Day Sac](#)
- [Midtown Second Saturday Features Energized Events - Mountain Democrat](#)

GOOGLE ADS

Sponsored
www.exploremidtown.org/secondsaturday
Vibrant Community Experience - 2nd Saturday Art Walk
Experience Sacramento's vibrant arts scene at Midtown Second Saturday. Enjoy a variety of activities for all ages and interests. Amenities: Free Art Walks, Art Experiences, Sacramento Art Experiences.
VIP Art Walk · Discover Hotels · Second Saturday Map

RADIO ADS

- [Click Here to Listen to our CapRadio Second Saturday Ad](#)



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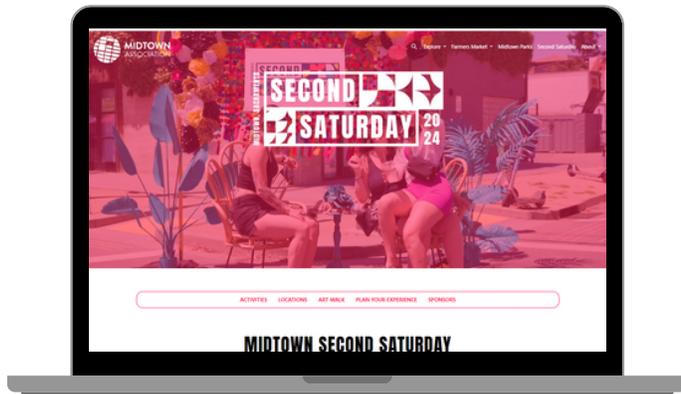
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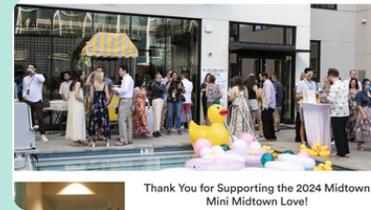
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WEBSITE PROMOTIONS

Click the thumbnails below and to the right to view the Second Saturday website, Second Saturday blogs and Midtown Mini Midtown Love website.



Midtown Mini Midtown Love Website



Thank You for Supporting the 2024 Midtown Mini Midtown Love!

Jaya King Artist Feature Blog

Exploring the Artistic Journey of Jaya King

April 30th, 2024



Midtown Second Saturday Blog

Midtown Second Saturday + Midtown Mini Midtown Love Return

April 3rd, 2024



NEWSLETTERS

Click the thumbnail to view sample newsletters promoting Second Saturday and the Midtown Mini Midtown Love Event and find screenshots of our Sactown Magazine Eblasts.



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