

# EXPLORE MIDTOWN PASS SPRING 2025 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 Spring 2025 Explore Midtown Pass was a digital passport program designed to boost economic activity for Midtown's small business community. Running from April to June, the gamified platform encouraged locals and visitors to explore Midtown by checking in at participating businesses, unlocking exclusive offers, and earning points toward raffle prizes. The goal: increase foot traffic, strengthen local business engagement, and drive measurable economic impact across the district.

## OVERVIEW

This initiative directly supported Midtown's economic development efforts, generating over 1.9K downloads and 1.8K redemptions or check-ins at more than 40 local businesses. Backed by a targeted digital campaign, the program drove visibility and customer flow to small businesses, complementing the 51% quarter-over-quarter increase in districtwide visitors (3.5M in Q2 2025). With over 170 prize entries and sustained community participation, the Explore Midtown Pass proved to be an effective tool for enhancing business exposure and increasing neighborhood vibrancy.

## IMPACTFUL METRICS



## DIGITAL PROMOTIONS

View a sampling of promotion below by clicking on each.

### Social Media

- [Instagram Launch](#)
- [Business Highlight](#)
- [Business Highlight Reel](#)

### E-Newsletters

- [April Happenings Newsletter](#)
- [Explore Midtown Pass Newsletter](#)
- [Midtown Second Saturday Newsletter](#)

### Landing Pages

- [Explore Midtown Pass Blog](#)
- [Pass Landing Page](#)

### Media

- [Explore Midtown: Tapa the World](#)

## DIGITAL PASS INTERFACE

