

# SECOND SATURDAY SEPTEMBER 2023 RECAP REPORT



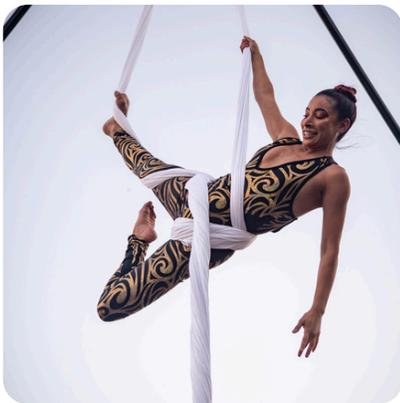
Second Saturday in Midtown is an all-day celebration of local artists, live music, family-friendly activities, nightlife and more.

## EVENT OVERVIEW

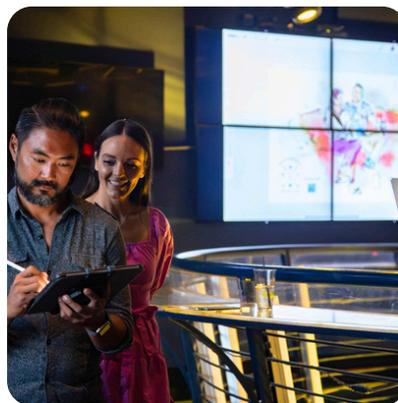
September 9, 2023 marked the fifth month of Sutter Health's Midtown Second Saturday presented by Midtown Association, SKK Developments, Visit Sacramento, Turton Commercial, and the City of Sacramento. The monthly all-day arts celebration has been a resounding success each month with re-energized Second Saturday arts-related events and programming experiences throughout the district.

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

Second Saturday from May through September has featured 220 art experiences with over 55K estimated visitors. Event highlights in September included our annual Midtown Mini Midtown Love fundraiser which saw more than 300 invitees who enjoyed live art, culinary experiences, our online auction and raffle, aerialist performances, and more! Our Midtown Mini Midtown Love event raised more than \$75K, thanks to you and our supporters.



Aerialist performs at the Midtown Mini Midtown Love.



Artist Edi Hsu draws live portraits of guests.



Guests enjoy mini golf at the Midtown Mini Midtown Love.

## SPONSORS

Thank you to our 2023 Second Saturday and Midtown Mini and Midtown Love sponsors who help bring culture, creativity, and vibrancy to Midtown. View a full list of event sponsors: [MidtownSecondSaturday.com](https://MidtownSecondSaturday.com) and at [ExploreMidtown.org/MidtownLove](https://ExploreMidtown.org/MidtownLove).



**MIDTOWN**  
ASSOCIATION

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

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## IMPACTFUL METRICS

The below metrics are cumulative from Second Saturday events May 13 - September 9.

The below metrics are from our 2023 Midtown Mini Midtown Love Fundraiser.

<b>55K+</b> Visitors	<b>220</b> Total Events & Attractions	<b>59</b> Gallery & Theatre Events	<b>8</b> Monthly After Parties
<b>24</b> Multifamily Property Events	<b>53</b> Business Participation Events	<b>150+</b> Artists Engaged	<b>4.3/5</b> Sponsor Satisfaction Survey Rating
<b>64</b> Media Story Count	<b>845K</b> Social Media Impressions	<b>16.2K</b> Social Media Engagements	<b>519</b> Number of Social Posts
<b>\$193K</b> Calculated Publicity Value	<b>40.5K</b> Website Views	<b>1</b> Total Public Safety Incidents (compared to avg. of 3 per non-Second Saturday)	

<b>25</b> Number of Golf Holes	<b>33</b> Number of Sponsors
<b>300+</b> Attendees	<b>55</b> In Kind Donors
<b>5</b> Live Art Performances	<b>\$75K+</b> Funds Raised

## PHOTOS

Check out our [Midtown Mini Midtown Love album](#) to find more photos.



Poet Query Clownz writes personal poems for guests.



Maren Conrad live paints her iconic koi fish mural.



Sonseeahray Tonsall holding our Second Saturday artist poster.



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## SOCIAL MEDIA PROMOTION

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



## SOCIAL MEDIA REELS



## MEDIA

- [Midtown Association to Present the 2023 Midtown Mini Midtown Love Celebration](#) - Sacramento Press
- [Second Saturday](#) - Fox40/Studio 40 Live



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## WEBSITE PROMOTIONS

Click the thumbnails to view Midtown Second Saturday website and blog and Midtown Mini Midtown Love website.



## NEWSLETTER

Click the thumbnail to view newsletter.



## PRINT ADVERTISEMENTS

The print advertisement features the Sutter Health logo at the top left, followed by the Second Saturday logo. To the right, it says "PRESENTED BY" and lists "MIDTOWN SACRAMENTO" and "TURTON SACRAMENTO". The dates "MAY 13 - OCTOBER 14" and the phrase "EXPERIENCE THE ARTS ALL DAY" are prominently displayed. Below this is a QR code and a paragraph of text: "Second Saturday is back! Explore Second Saturday in Midtown from May through October to discover local galleries, family-friendly art activities, live pop-up art and music, dining and drink specials, and designated after parties." At the bottom, the website "MidtownSecondSaturday.com" is listed, along with a row of four small images showing various art and music activities.



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