

8.25.21



MOVIES AT THE FORT 2021 RECAP REPORT

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

OBJECTIVE

Movies at the Fort returned for the third year on the outside walls of Sutter's Fort for three free movie showings to support the Sutter District, Sutter's Fort, and Midtown Parks.

OVERVIEW

Movies at the Fort had a successful return season with over 450 attendees across three family-friendly movie showings: Captain Marvel, A Beautiful Day in the Neighborhood, and Disney Pixar's Up. Guests enjoyed complimentary popcorn and beer was also available for purchase at each showing. Emcee's hosted movie trivia questions and Sutter District gift cards were given away. These free outdoor movie nights attracted media coverage from ABC10, FOX40, Sacramento Magazine, and more.

IMPACTFUL METRICS

3

Movie Showings

460

Total Attendees

15

Trivia Gift Card Giveaways

13

Social Media Posts

858

Total Link Clicks

7.2K

Total Post Engagements

38.5K

Total Social Media Reach

9

Media Mentions

3.7K

Newsletter Recipients

PARTNERS



PHOTOS

Photos courtesy of Francisco Chavira



Outside the fort at 26th & L Street



Complimentary Popcorn sponsored by FunFlix



Local beer provided by Bella Bash



Movie time on the wall of Sutter's Fort

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SOCIAL MEDIA

Social Media

Instagram



Facebook

Explore Midtown, Sacramento
August 11

Don't forget to RSVP for your FREE spot at this Saturday's Movies at the Fort! We'll be hosting a special showing of Disney Pixar's UP on the outside walls of Sutter's Fort State Historic Park beginning at 8:45 pm. Beer will be available for purchase, feel free to bring your own blankets and chairs - see you there!

<https://www.eventbrite.com/e/movies-at-the-fort-disney-pixa>

Twitter

exploremidtown
@Exploremidtown

Did you reserve your spot for Movies at the Fort on August 14th yet? Come out to Sutter's Fort for a special showing of Disney Pixar's UP. Click below to reserve your spot! All seating opens at 7 pm, movie begins at 8:45 pm! [eventbrite.com/e/movies-at-th...](https://www.eventbrite.com/e/movies-at-th...)

Friends of Sutter's Fort and 2 others
1:23 PM · Aug 4, 2021 · Twitter Web App

Click the thumbnails to view the posts.

Newsletters

Click the thumbnails to view each newsletter.



Hospitality & BID Newsletter



Second Saturday Newsletter

MEDIA & MENTIONS

- [SACRAMENTO365 – MOVIES AT THE FORT](#)
- [FRIENDS OF SUTTER'S FORT – MOVIES AT THE FORT 2021](#)
- [SUMMER FUN: MOVIES AT THE FORT – SACRAMENTO MAGAZINE](#)
- [MIDTOWN'S SUTTER DISTRICT TO PRESENT THREE OUTDOOR "MOVIES AT THE FORT" THIS SUMMER – THE SACRAMENTO PRESS](#)
- [YOUR 2021 GUIDE TO OUTDOOR MOVIE SCREENINGS IN THE SACRAMENTO REGION – SACTOWN MAGAZINE](#)
- [MOVIES AT THE FORT – ABC10](#)
- [MOVIES AT THE FORT – STUDIO 40 LIVE](#)
- [MOVIES AT THE FORT – GOOD DAY SACRAMENTO](#)

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