

PRIDE DIVERSITY & INCLUSION CAMPAIGN RECAP

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

Midtown Association aims to promote and spread diversity and inclusion in Midtown during PRIDE month.

OVERVIEW

Midtown Association (MA) in partnership with WEAVE presented "PRIDE, Pronouns & Progress: Gender Inclusion Training," a free workshop for interested Central City businesses. This training is the third year of annual diversity training that Midtown Association has hosted. In addition to our annual diversity training, Midtown Association implemented a multi-faceted communications campaign that highlighted LGBTQIA+ owned and friendly businesses and vendors in Midtown. The campaign included social media posts, a dedicated blog post, e-blasts, media segments and a print editorial piece in Outword Magazine on the timeline of LGBTQIA+ history in Midtown.

Midtown Association also celebrated PRIDE month with lighting and banner installations. MA in partnership with Sutter Health and California State Parks illuminated the exterior walls of Sutter's Fort with rainbow lighting during Sacramento Pride weekend. Midtown Association also installed 37 Midtown PRIDE banners along J Street, sponsored by Western Health Advantage.

IMPACTFUL METRICS

PHOTOS

15

DEI Training Attendees

4.3/5

DEI Training Satisfaction Rating

15+

Businesses Highlighted

37

Number of Banners

18

Social Media Posts & Stories

25.1K

Social Media Impressions

465

Social Media Engagements

109

Blog Pageviews

4

Media Stories

9.1K

Newsletter Recipients



Midtown Love Flag



Midtown PRIDE Banners



The Depot



Sutter's Fort PRIDE Lights



Midtown Farmers Market LGBTQ Vendor



Lavender Heights Banners

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SOCIAL MEDIA, DIGITAL & PRINT PROMOTION

Click the posts below to view them live.

Social Media



Blog Post



Newsletter

RSVP TODAY!
 PRIDE, Pronouns, & Progress
 Free Gender Inclusion Training

Outward Midtown LGBTQIA+ Timeline

DIVERSITY & INCLUSION TRAINING POSITIVE FEEDBACK

- "I appreciate the powerful presentation skills and ability to engage the group."
- "My company has employees that are trans and many customers that are in the LGBTQ+ community and it was good to learn about their perspective on gender and pronouns and why it is important."
- "The 'best practices' portion was very helpful! Real world application is everything."

MEDIA SEGMENTS

- [Midtown Association Launches Third Year of DEI Training \(Sac Press\)](#)
- [Exterior Walls of Sutter's Fort to Celebrate Pride Weekend then Juneteenth Later in the Month \(Sac Press\)](#)
- [Midtown Farmers Market with Chubby Cupboard \(FOX40\)](#)
- [LGBTQIA+ History in Midtown Sacramento \(Outward Magazine, page 40-41, 48\)](#)