

MIDTOWN MINI RECAP REPORT



The inaugural Midtown Mini was held on September 21st from 4-7pm, included 25 mini golf holes, each hosted at excellent Midtown locations with food, drinks, music, hospitality and themes. All attendees were encouraged to compete at mini golf, to vote on the best themed mini golf holes, to dress in their “best” golf attire which included clashing plaid or stacks of golf sweaters, and were automatically entered to win a private suite for sixteen people at an upcoming Sacramento Kings game. Each attendee received one opportunity to participate in the 'Hole in One' golf hole which was a challenging putt with an opportunity to win a day-trip on a private jet!

All of the proceeds benefited Midtown Parks, a 501(c)(3) organization that is increasing health and community engagement by investing in Midtown Parks.



PRESENTED BY

LEXE Sacramento 3fold

Midtown MINI

SEPTEMBER 21, 2019 4 - 7 PM

THANK YOU TO THE 2019 MIDTOWN MINI SPONSORS

TURTON COMMERCIAL REAL ESTATE BC A 30 go GOLDEN PACIFIC BANK B & M TRICORP GROUP LOWBRAU

AFC360 MORTGAGE CENTER | AIM CONSULTING
AMERICAN RIVER BANK | ARCHITECTS LOCAL | BETH HASSETT
BROWN CONSTRUCTION | BROWN STEVENS ELMORE & SPARRE
THE BURGER PATCH | THE CABIN | CADA | CANTINA ALLEY
CAPITOL ELEVATOR CO., INC | CELEBRATION'S! PARTY RENTALS & TENTS
CITY OF SACRAMENTO, ECONOMIC DEVELOPMENT | CYCLEBAR
DEACON CONSTRUCTION | DGA | DOWNTOWN SACRAMENTO PARTNERSHIP
D&S DEVELOPMENT | EMILY & DARIN MICHAELS | FACES NIGHTCLUB
F&M BANK | HERMOCILLO-AZEVEDO STRATEGIC COMMUNICATIONS
HELLER PACIFIC | HONEY | KP PUBLIC AFFAIRS | KULTURE | LOVE LAUNDRY
MASON SMITH SUCCESS STRATEGIES | MANGO'S | MARKET 5-ONE-5
MIDTOWN MODERN DENTAL | MIKE'S CAMERA | MMS STRATEGIES | OBO
PAPPAS INVESTMENTS | PARISI INSURANCE
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SACRAMENTO REGIONAL TRANSIT | SACRAMENTO REPUBLIC FC
SKK DEVELOPMENTS | SMUD | SNAHC | STONEBRIDGE PROPERTIES
SUPERVISOR PHIL SERNA | SUROWIAK ROOFING
SUTTER HEALTH | TEICHERT | TOWNSEND, CALKIN, TAPIO
TRI COUNTIES BANK | UNION PACIFIC | UNSEEN HEROES | WEWORK
WELLS FARGO | WHISLER BOOKKEEPING | ZOCALO

Event date and time:

- 9/21/19, 4-7pm

Location:

- 20th Street between J and K streets, including 3fold, Faces, Mango's, and WEAVE

Media:

- Fox 40 covered the event in advance with and in-studio appearance

Emcee:

- Scott Moak was the main event emcee and Pedro Rivera finished up the event

Event Speakers:

- Emily Baime Michaels, Midtown Association
- Beth Hassett, WEAVE
- Darrell Steinberg, Mayor of Sacramento

Attendance:

- 300

Sponsors:

- 50+ including title sponsors, Golf Hole Sponsors, Foursome Sponsors, Booth Sponsors, and Food Sponsors

Onsite activations:

- 5 sponsor tents, mini golf course, massages area, misting station, SPCA pet adoptions, food and drinks available throughout, step and repeat photo opportunities, West Elm furniture lounge, Hole in One, stage with live music by The New Crowns and City of Trees Brass Band

Budget:

- | | |
|-----------------------------------|----------|
| • Income | \$57,735 |
| • Expenses | \$21,593 |
| • Amount Raised for Midtown Parks | \$36,141 |

What worked well:

- Trade in sponsorship for event signage
- Alcohol provided by three different vendors for no cost (Tito's Vodka, Lodi Wines, and Lost Coast Brew Company)
- West Elm provided the lounge furniture for no cost
- BCA Architects provided the grand prize for no cost
- Sutter Health provided the suite prize for no cost

Future considerations for 2020:

- Providing a longer set-up time for the event
- Additional volunteers and staffing
- Adjusting the golf course route
- Moving the stage and the Hole in One hole to maximize the crowd
- More communication in advance about the schedule to attendees



*Midtown
Parks*

WHERE YOUR MIDTOWN MINI DONATION IS GOING

Midtown Parks' mission is to increase health and community engagement by investing in Midtown Parks. Your sponsorship for the Midtown Mini will help fund some amazing activations coming to our parks.

- October 2019 - Shade structures at the Truitt Bark Park
- Fall 2019 - The installation of WIFI and mobile furniture at Fremont Park
- 2020 - Installation of ambient lighting at Sutter's Fort State Historic Park
- 2021 - Development of the historic Winn Park building
- 2021 - Farmers Market at Winn Park
- The continuation of programs like free outdoor yoga, pilates, cycling, movie nights, community events, and bootcamp classes at all Midtown parks.



HOW TO DONATE

GIFTS TO SHARE

Head over to giftstoshareinc.org/donate/

Click "Make a Donation"

Select Midtown Association Midtown Parks (MAMP) from the drop down list

Add your amount and make your donation!

VENMO

Head over to the Venmo App

Click the create a payment button 

Type in @MidtownParks as the username for payment

Add your amount and make your donation!

