

SECOND SATURDAY 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

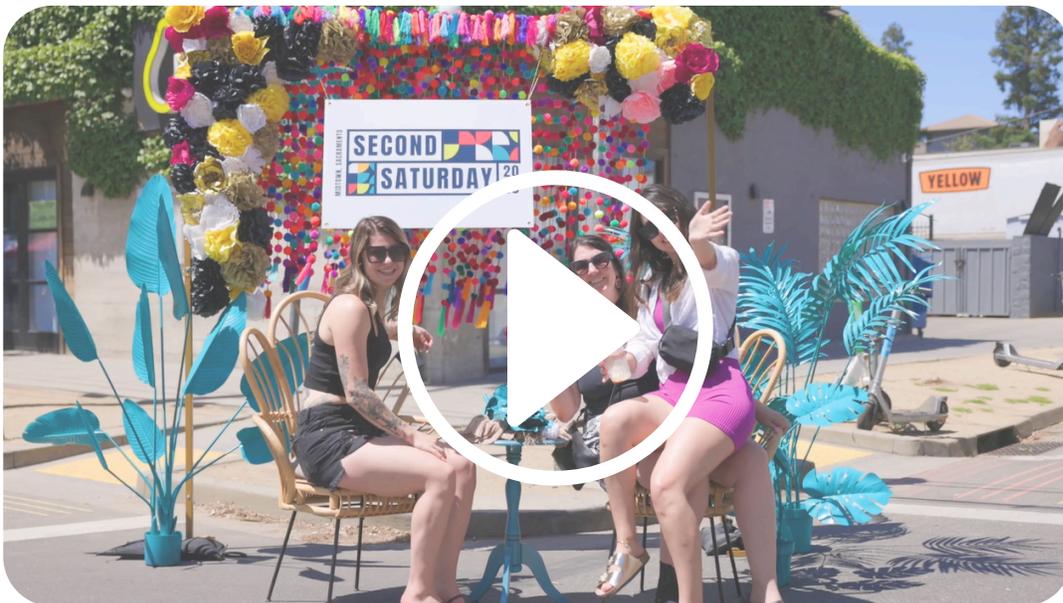
October 14, 2023 marked the sixth and final month this year of Sutter Health's Midtown Second Saturday presented by Midtown Association, SKK Developments, Visit Sacramento, Turton Commercial, and the City of Sacramento. The monthly all-day arts celebration has been a resounding success each month with 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 October has featured over 200 art experiences with over 70K estimated visitors. Event highlights in October included the Sutter Health Fall Festival, the first ever Hops & Hounds Brewfest at Truitt Bark Park, and an outdoor Back to the Future movie showing at Fremont Park.

SPONSORS

Thank you to our 2023 Second Saturday sponsors who help bring culture, creativity, and vibrancy to Midtown. View a full list of event sponsors: MidtownSecondSaturday.com



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 May 13 - October 14.

70K+

Visitors

237

Total Events
& Attractions

70

Gallery &
Theatre Events

150+

Artists
Engaged

63

After Parties

60

Business
Participation
Events

28

Multifamily
Property
Events

564

Number of
Social Posts

884K

Social Media
Impressions

25.4K

Social Media
Engagements

4.3/5

Sponsor
Satisfaction
Survey Rating

0

Public Safety
Issues

79

Media Story
Count

\$237K

Calculated
Publicity Value

38.5K

Website
Views

PHOTOS

Check out our [Second Saturday webpage](#) to find more photos.



Guests enjoy the Hops & Hounds Brewfest.



Visitors dress up for the Back to the Future Movie Night at Fremont Park.



Archival Gallery hosts their monthly Second Saturday art show.



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SOCIAL MEDIA PROMOTION

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



SOCIAL MEDIA REELS



MEDIA

- [Second Saturday with FOX40](#)
- [Major Celebrations and Events in Midtown on Second Saturday with KFBK](#)
- [Midtown Gears Up for Second Saturday Spectacle](#)
- [Truitt Bark Park on Second Saturday](#)



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WEBSITE PROMOTIONS

Click the thumbnails to view website and blog.



FEATURED ARTICLE

Click the thumbnail to read Sac Bee Real Estate's article on Second Saturday.

COMMUNITY PROFILE

Second Saturday is first in the hearts of many Midtown Sacramento residents and business owners

BY MARK BILLINGSLEY

Second Saturday may come just once a month during the spring and summer, but the positive vibes that flow through Midtown Sacramento after each of the community events last throughout the year.

The last Second Saturday of 2023 in Midtown is Oct. 14 and the expanded and re-energized event is led by the Midtown Association. It's not a neighborhood association and residents don't pay monthly or annual dues. According to its website,

FAST FACTS

Where: Less than a mile from state Capitol

Size: approx. 1 square mile

Population: approx. 10,000

Government: City Council/Mayor/City Manager

County: Sacramento

that is felt all throughout the district, from morning to night, each month on "Second Saturday," said Midtown Association Executive Director Emily Balme Michaels. "We're thrilled the community is embrac-



NEWSLETTER

Click the thumbnail to view newsletter.



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