

## THANKFUL FROM HOME REPORT

Midtown Association sent a newsletter on Wednesday, November 11 to highlight our amazing local businesses and ways for the community to celebrate Thanksgiving at home, support small businesses, and give back this holiday season. Specifically, we highlighted your Thanksgiving food options.

### Newsletter

2.6K recipients

[Click here to view](#)

### Social Media

#### Facebook



Explore Midtown, Sacramento

Published by John Adair · November 11 at 7:39 PM ·

With the Thanksgiving holiday only fifteen days away, we are reflecting with gratitude on the support our community has shown Midtown's small businesses over this very challenging year. We are thankful for you, Sacramento, and ask that you continue to show your Midtown Love during the upcoming holiday season.

<https://mailchi.mp/.../community-update-day-of-action...>

#exploremidtown #midtownsac



387 people reached

3 engagements

#### Twitter



exploremidtown

@ExploreMidtown

Thankful From Home

[mailchi.mp/exploremidtown...](mailto:mailchi.mp/exploremidtown...)



1,202 people reached

33 engagements

#### Instagram Stories



November 11 7:45 PM



*With the Thanksgiving holiday only fifteen days away, we are reflecting with gratitude on the support our community has shown Midtown's small businesses over this very challenging year.*

4 total stories

3,816 total views

34 engagements



**MIDTOWN**  
ASSOCIATION

# THANKFUL FROM HOME REPORT

Midtown Association sent a newsletter on Wednesday, November 11 to highlight our amazing local businesses and ways for the community to celebrate Thanksgiving at home, support small businesses, and give back this holiday season. We also highlighted the Run to Feed the Hungry!

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## Media

Media mention in the Sac Bee, Nov 13.

[Click here to view](#)

### COVID-19 SPREADS IN GATHERINGS, RESTAURANTS TAKE A HIT

While January and February's murky weather keeps people from dining out in normal years, office parties and holiday get-togethers in November and December typically help restaurants accumulate the money to make it through those skim months, said Emily Baime Michaels, Midtown Association executive director.

The pandemic eliminated those celebrations and that source of income, but restaurants such as [Hawks Public House](#), [Zocalo](#) and [Good Vibes Vegan Cafe & Herbs](#) have tried to adapt with family-sized Thanksgiving meal kits. Most of the bundles have enough food for two, four or six people as to not promote large gatherings.

### Instagram Stories



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