

WAYFINDING INSTALLATION RECAP REPORT

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.

OVERVIEW

In October 2023, Midtown Association, along with partners SAFE Credit Union and SACOG, introduced a permanent wayfinding system in Midtown Sacramento. This system comprises color-coded steel posts placed at our 15 key activity centers, including a hub at the SAFE Credit Union Convention Center, offering users real-time walking and biking distances to key activity centers. An interactive website, connected to the wayfinding posts via QR codes, gives users a glimpse of what they'll find at each activity center.

The week of the installation our communications team bolstered the project with tactics including PR/media, social media, an interactive website and more.

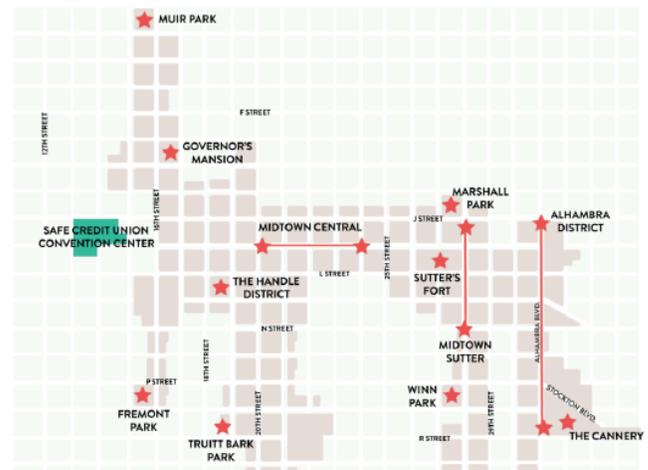
OBJECTIVE

The installation of the wayfinding posts encourages active modes of transportation, such as walking, biking or scootering. In addition, the new wayfinding posts installed at each activity center help users confidently navigate our district and discover key Midtown activity centers. Our strategic partnership with SAFE Credit Union will also help us to connect convention center users to Midtown and share the many amenities found at key points of interest. In addition, our partnership helped connect SAFE Credit Union with our Midtown property owners who were seeking a financial partner they could connect their residents to.

Wayfinding Hub at SAFE Credit Union Center



Activity Center Map



IMPACTFUL METRICS

71 Wayfinding Posts	15 Activity Centers	906 Website Visits	96 QR Codes Scanned	41.8K Social Media Impressions	1.2K Social Media Engagements	24 Property Owner Intro Emails
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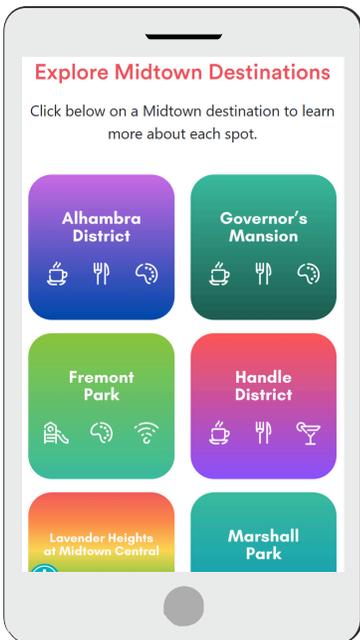


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PROMOTION

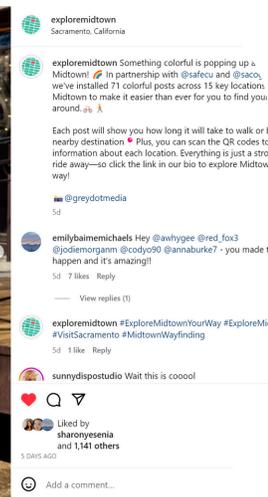
Website

Click the phone to view the website.



Social Media Announcement

Click the post to view the post live.



Community Quotes

Media

Click the post to read the news article.

COMMUNITY VOICE
Midtown Association Debuts New Wayfinding System Highlighted by 71 Posts that Link to 15 Destination Centers

Traci Rockefeller Cusack 3 Min Read



“Color pop, love it!!!”

These are great!!!

“I think these turned out amazing - nice job”

“This is awesome!”

“Loving this! 🌞”

“Wait this is coool”

“Beautiful! Love the new midtown wayfinding!”

“Love this!”

“What a fun idea!! Makes it very helpful when folks want to walk to sac comedy spot”

“Thank you 🌞”

“Love these! 🌈🌈”