

# EXPLORE MIDTOWN LOVE – FOLLOW THE WAYS 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.

## OBJECTIVE

To connect and highlight eleven areas including Fremont Park, Memorial Auditorium, the Handle District, 20th & K, 24th & K, Marshall Park, Sutter's Fort, the Sutter District (28th and N), Winn Park, the Co-op and Truitt Bark Park.

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## OVERVIEW

Explore Midtown Love - Follow the Ways is a temporary wayfinding campaign created by Midtown Association that is geared toward pedestrians and cyclists. It connects and highlights amenities in the community through directional signage on light posts on specific routes, as well as stencil chalk art along sidewalks. For the launch, free flowers were provided at the activation points as well as other giveaways along the routes.

## IMPACTFUL METRICS

|                               |                                  |   |
|-------------------------------|----------------------------------|---|
| <b>60</b><br>Wayfinding Signs | <b>70</b><br>Blocks Covered      | <b>213</b><br>Midtown Love Stamps       |
| <b>6</b><br>Chalk Art Pieces  | <b>20</b><br>Gift Card Giveaways | <b>780K</b><br>Social Media Impressions |
| <b>489</b><br>Webpage Views   | <b>344K</b><br>Media Views       | <b>\$22.4K</b><br>Calculated Ad Value   |

## PHOTOS

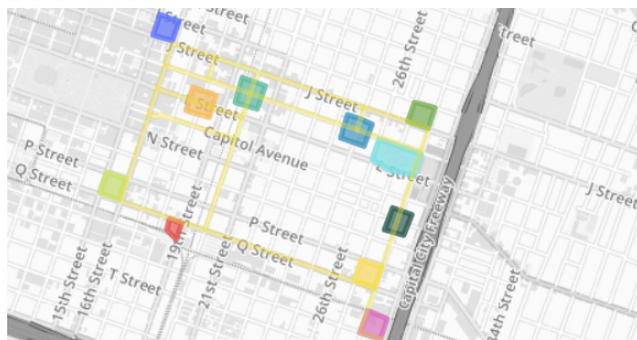


Wayfinding signage posted at 60 different locations.



Delgreta Brown making her chalk art at the MARRS building.

## LOCATION



Complimentary flower stands located in 11 activity centers.



One of the 213 Midtown Love stamps located throughout the district.

# ART IN UNEXPECTED PLACES - UTILITY BOX ART WRAPS AT WINN PARK RECAP REPORT

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## OBJECTIVE

In an effort to continually beautify and enhance the district by presenting 'art in unexpected places,' the Midtown Association worked with the City of Sacramento Public Works department and local digital visual artist Brandon Gastinell to wrap two, six foot tall utility boxes in Winn Park.

## OVERVIEW

On Wednesday, June 2, a contractor successfully wrapped the two utility boxes located at the corner of 28th and P streets and 28th and Q streets. Midtown Association earned coverage from three media outlets during the installation: FOX 40, Good Day Sacramento, and ABC 10. Earned media coverage was also in print with Sacramento Press.

## IMPACTFUL METRICS

|  |   |                                  |
|--|---|----------------------------------|
| <b>2</b><br>Utility Boxes Wrapped      | <b>4</b><br>Media Outlets Onsite              | <b>8</b><br>New Images Installed |
| <b>22K</b><br>Social Media Impressions | <b>\$12K</b><br>Estimated Calculated Ad Value |                                  |

## PHOTOS



Artwork at 28th and P Street



Artist Brandon Gastinell

## LOCATION



## MEDIA



Live segment on Good Day Sacramento. Click the image to view



Live segment on FOX 40 news. Click the image to view

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## PROMOTION

Click the posts below to view them live.

### Social Media

#### Instagram



#### Facebook

**Explore Midtown, Sacramento**  
about 3 weeks ago

In a move designed to encourage the community to safely enjoy the beautiful outdoors and #ExploreMidtown on foot, via scooters and/or on bikes, we are launching a new wayfinding initiative titled 'Explore Midtown Love - Follow the Ways.' The program will launch tomorrow, March 12 (weather permitting) and include temporary directional signage with QR codes for more information to guide you between eleven activity centers in the district.

Along the way, you will notice eye-catching Midtown Love wayfinding messages sprayed in chalk on the sidewalk to help you get to the next location. If you're lucky, you might even be gifted with complimentary flowers from the Midtown Farmers Market Sacramento during your journey.

Visit <http://exploremidtown.org/midtown-wayfinding/>

#### Instagram



#### Facebook

**Explore Midtown, Sacramento**  
about 2 weeks ago

The 'Explore Midtown Love - Follow the Ways' program is launching now! Explore Midtown by following the signs and the turquoise 'Midtown Love' stamps along the sidewalks to visit key activation areas of Midtown. Complimentary flowers and gift cards to local businesses can be found along the way, so get out there and have fun!

You'll also notice some amazing chalk art when you're out exploring by talented [Chalk It Up](#) artists such as Gregory Berger, Delgreta Brown, Jennifer McKernon, Amanda Maurer, Rodrigo Olivia, and Amie Angela Tokuhama-Chapman Chow.

### Media

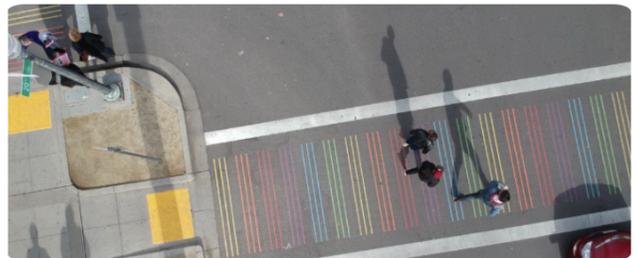
- [GOOD DAY SACRAMENTO - LEASH & COLLAR](#)
- [THE SACRAMENTO PRESS - MIDTOWN ASSOCIATION LAUNCHES NEW WAYFINDING INITIATIVE](#)

### Newsletter

#### MA Update | March 22

**Explore Midtown - Follow the Ways**  
Last week, Midtown Association launched a temporary wayfinding program, Explore Midtown Love - Follow the Ways, connecting eleven key destinations in Midtown. [Read More](#)

#### MA Update | March 5



**Midtown Temporary Wayfinding**  
On Friday, March 12th, the Midtown Association is anticipating launching a temporary wayfinding campaign by connecting eleven Midtown locations including Fremont Park, Memorial Auditorium, the Handle District, 20th & K Street, 24th & K Street, Marshall Park, Sutter's Fort, the Sutter District (28th and N), Winn Park, the Sacramento Natural Foods Co-op and Truitt Bark Park. [Read More](#)

### Website

[Click here](#) to view the Explore Midtown Love, Follow the Ways webpage.