

WINTER PROGRAMMING 2022 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

Understanding that 67 cents of every dollar spent in a small business stays in the local businesses/economy, and that 78% of small business owners said their holiday sales would likely determine whether they can stay afloat in 2022, Midtown Association aims to capture local spending in our Midtown retailers, restaurants and bars.

OVERVIEW

Midtown Association (MA) recently supported over 80 district businesses during Small Business Saturday (11/26/22) and 12 Days of Midtown (12/1/22-12/12/22) which generated 16 media stories and over 8.5K social media impressions. Visitors were also reminded to shop small through 37 Shop Small banners installed along J Street. In addition to promoting business specials, MA hosted the Midtown Farmers Market: Winter Wonderland where visitors could participate in holiday activations such as snow, holiday music, hot cocoa, ornament making, arts and crafts, as well as photo ops with Matty the Giant Elf and the market holiday tree. Communication strategies included earned media, organic and paid social media, eblasts, dedicated blog posts, printed brochures and even holiday banners.

IMPACTFUL METRICS

80+

Participating
Businesses

37

Holiday
Banners

38

Social Media
Posts

8.5K

Social Media
Engagements

209K

Social Media
Impressions

4.3K

Newsletter
Recipients

8.8K

Eblast Opens

16

Media
Stories

200

Printed
Brochures

1.7K

Webpage
Views

PHOTOS



Midtown Farmers
Market Tree



Pup Crawl in Midtown



Sippin' Santa at
Jungle Bird



Shop Small Totes

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WEBPAGE

Click the thumbnail to view Midtown Association's winter programming blogs.



NEWSLETTER

Click the thumbnail to view the newsletter.



MEDIA



- [SHOP SMALL THIS HOLIDAY | ABC 10](#)
- [REFILL MADNESS | GOOD DAY SACRAMENTO](#)
- [HOLIDAY TABLE ARRANGEMENTS | KMAX](#)
- [CELEBRATE THE HOLIDAYS IN MIDTOWN | VISIT SACRAMENTO BLOG](#)
- [DEALS ON SMALL BUSINESS SATURDAY | SAC BEE](#)
- [SMALL BUSINESS SATURDAY: MEET THE BUSINESSES | SAC BEE](#)
- [10 WEEKEND EVENTS IN NORTHERN CALI | ABC 10](#)
- [MIDTOWN FARMERS MARKET | GOOD DAY SACRAMENTO](#)
- [SACRAMENTO BUSINESSES GRATEFUL FOR SMALL BUSINESS SATURDAY SUPPORT | KCRA](#)
- [LEASH & COLLAR | GOOD DAY SACRAMENTO](#)
- [HOLIDAY FUN | SACRAMENTO MAGAZINE](#)
- [12 DAYS OF MIDTOWN | KFBK](#)
- [JUNGLE BIRD | FOX40](#)
- [GOLDEN BEAR | FOX40](#)
- [BURGER PATCH | FOX40](#)
- [MIDTOWN FARMERS MARKET CHRISTMAS EVE | FOX40](#)

SACTOWN E-BLAST

Click the thumbnail to view the e-blast.



PRINTED BROCHURE

More than 200 brochures were printed and distributed at the Midtown Farmers Market, highlighting 30 #SBS deals.



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SOCIAL MEDIA

Click the thumbnails to view these posts on social media. Note, that these are only 15 of 38 posts that were posted on social media to promote holiday programming at the Midtown Farmers Market, 12 Days of Midtown and Small Biz Saturday.



Small Biz Saturday



Holiday Rides at Midtown Locations



Burger Patch Holiday Menu



Midtown Farmers Market



Red Rabbit Miracle Bar



Holiday Gift Drive



B Street Presents 'Tis the Season



Ink Eats & Drinks Holiday Drinks



Matty the Giant Elf



Golden Bear Hot Toddy Competition



Sippin' Santa at Jungle Bird



Holiday Bar Crawls in Midtown



Capital Stage's Christmas at Pemberley



Holiday Shopping in Midtown



Holidays at the Farmers Market