

# WINTER PROGRAMMING 2023 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

Midtown Association aims to capture local spending in our Midtown retailers, restaurants, and bars, recognizing that 67 cents of every dollar spent in a small business stays in the local economy. Additionally, 78% of small business owners have emphasized that their holiday sales will likely determine their ability to stay afloat.

## OVERVIEW

In 2023, Midtown Association (MA) actively supported over 80 district businesses during Small Business Saturday (11/25/23) and the 12 Days of Midtown (12/1/23-12/12/23). This initiative resulted in 12 media stories and over 211.1K social media impressions. To encourage shopping small, 37 Shop Small banners were installed along J Street. Beyond promoting business specials, MA organized the Midtown Farmers Market: Winter Wonderland, offering holiday activations such as snow, festive music, holiday sweater contest, arts and crafts, as well as photo opportunities with Matty the Giant Elf and the market holiday tree. Communication strategies encompassed earned media, organic and paid social media, eblasts, dedicated blog posts, and festive holiday banners.

## IMPACTFUL METRICS

80+

Participating  
Businesses

37

Holiday  
Banners

60

Social Media  
Posts

7.9K

Social Media  
Engagements

211.1K

Social Media  
Impressions

8.8K

Newsletter  
Recipients

5.5K

Website  
Views

12

Media  
Stories

## PHOTOS



Midtown Farmers  
Market Tree



Festive Decor at Midtown  
Spirits



Holiday Sweater Contest



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.



## SACTOWN E-BLAST

### EXPLORE MIDTOWN, FIND FESTIVE FUN!

Stay local this holiday season for unique experiences you can't find anywhere else.

- Live Entertainment**
  - Theater performances
  - Live music
  - Drag shows
- Nightlife**
  - Holiday-themed drinks
  - Festive competitions
  - Holiday bar crawls
- Local Specials**
  - Holiday markets
  - Small business discounts
  - Holiday-themed menus

[Start Exploring!](#)

## MEDIA

Click the links to check out some of our media segments.

- [SHOP SMALL BANNERS](#) | [CBS NEWS](#)
- [PAWS & THE PALETTE](#) SBS | [GOOD DAY SACRAMENTO](#)
- [HOLIDAY WREATH MAKING DEMO AT THE MARKET](#) | [KMAX](#)
- [12 DAYS OF MIDTOWN](#) | [SACRAMENTO PRESS](#)
- [KULTURE POSADA EVENT](#) | [CBS NEWS](#)
- [MIDTOWN SPIRITS](#) | [STUDIO 40 LIVE](#)
- [B STREET THEATRE PRESENTS SNOW FEVER](#) | [STUDIO 40 LIVE](#)
- [GOLDEN BEAR HOT TODDY COMPETITION](#) | [STUDIO 40 LIVE](#)
- [JUNGLE BIRD SIPPIN' SANTA](#) | [GOOD DAY SACRAMENTO](#)

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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 Drinks at Paragary's



Holiday Crafts at Acheson Wine



Midtown Farmers Market



Holiday Shopping at Kulture



Sippin' Santa at Jungle Bird



B Street Presents Snow Fever



Kupros Warm Holiday Drinks



Holiday Treats at Rick's Dessert Diner



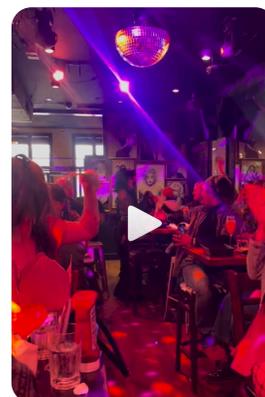
Golden Bear Hot Toddy Competition



Dinner at Star Lounge



Holiday Round Up Post



Roscoe's Drag Queen Brunch



Midtown Spirits Winter Wonderland



Holidays at the Farmers Market