

MIDTOWN PARKS

IMPACT AND VISION REPORT

2025-2026



Midtown Parks, the 501(c)(3) arm of Midtown Association, aims to increase health and community engagement by investing in Midtown's parks.

FRESH AIR: MIDTOWN PARKS

Fresh Air: Midtown Parks offers free weekly health and fitness classes from May to September, including Zumba, Yoga, and Strength Training across five parks in Midtown. Attracting thousands of participants each year, these classes are open to all ages and fitness levels to promote an active and mindful lifestyle for the entire community.



**KIRSTEN
JOHNSON**

President,
Yoga Moves Us

"I love being an instructor for Fresh Air: Midtown Parks. It has been beautiful to connect with the community and neighbors through wellness in nature. Midtown Parks offers these classes for free, providing accessibility to anyone seeking a healthier lifestyle or seeking connection in the Midtown community."

MIDTOWN'S PARKS ARE THE HEART OF OUR COMMUNITY



**MARISA
MEREDITH**



**EMILY BAIME
MICHAELS**

Parks offer more than just a place to unwind—they foster connection, inspire creativity, and promote health. Through the work of Midtown Parks, our neighborhood's public spaces have become dynamic destinations that bring people together, enhancing both individual well-being and the collective spirit of Midtown.

The rapid growth and evolving needs of Midtown make the role of Midtown Parks more important than ever. As the city becomes more densely populated, public spaces are vital in providing urban residents with areas to relax, connect, and recharge. Without dedicated attention, our parks risk being underutilized or neglected, limiting their potential to serve as the vibrant, welcoming places our community deserves. Midtown Parks exists to ensure these spaces not only meet the needs of today but also continue to grow and adapt alongside our community's growth.

As you explore this report, you will see how Midtown Parks has evolved, the impact we are making, and the exciting developments on the horizon. Your support is vital to continuing this momentum and ensuring our parks remain thriving, inclusive spaces for all. By investing in Midtown Parks, you're helping shape a healthier, more vibrant community for generations to come.

Marisa Meredith
Senior Vice President,
SKK Developments
Board Chair

Emily Baime Michaels
Executive Director
Midtown Association



WHY MIDTOWN PARKS?

MISSION

Midtown Parks, the 501(c)(3) arm of Midtown Association, aims to increase health and community engagement by investing in Midtown's parks and public spaces.

VISION

Parks and open spaces encourage active lifestyles and promote social interaction, which are essential components of enhancing physical and mental health. Midtown Parks aims to transform Midtown's open spaces into dynamic destinations that attract diverse community members and enhance community value. We believe investments that create incredible and active parks in Midtown improve our community's health and quality of life.

WHAT INSPIRES OUR PARKS

Incredible cities boast incredible parks. These parks are massive in scale, like Golden Gate Park in San Francisco, or small pockets of aspirational green space, like the High Line in New York City. These parks quickly become the backyards, gyms, cafes, playgrounds, and community gathering spaces of urban dwellers.



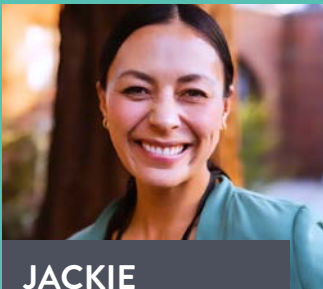
KERI THOMAS

VP of External Affairs,
Sutter Health Valley
Area

"Healthy and active parks reduce stress, improve mental health, and increase activity. Having six healthy parks in our urban core increases the quality of life for our residents and employees tremendously. After seeing the catalytic effect that Brooklyn Bridge Park has had on its surrounding neighborhoods in New York, I am confident that Midtown Parks can create a network of inclusive public spaces that benefit our community."

THE COURT AT 18L

In 2024, Midtown Parks, in collaboration with SKK Developments and Street FC, set out to elevate community engagement and recreational opportunities by transforming a vacant lot into “The Court at 18L,” a vibrant street soccer court. While outside of its six parks, this initiative supported Midtown Parks’ commitment to cultivating an inviting atmosphere that promotes healthy interaction and camaraderie through the joy of sport by turning a once empty lot into a lively community amenity.



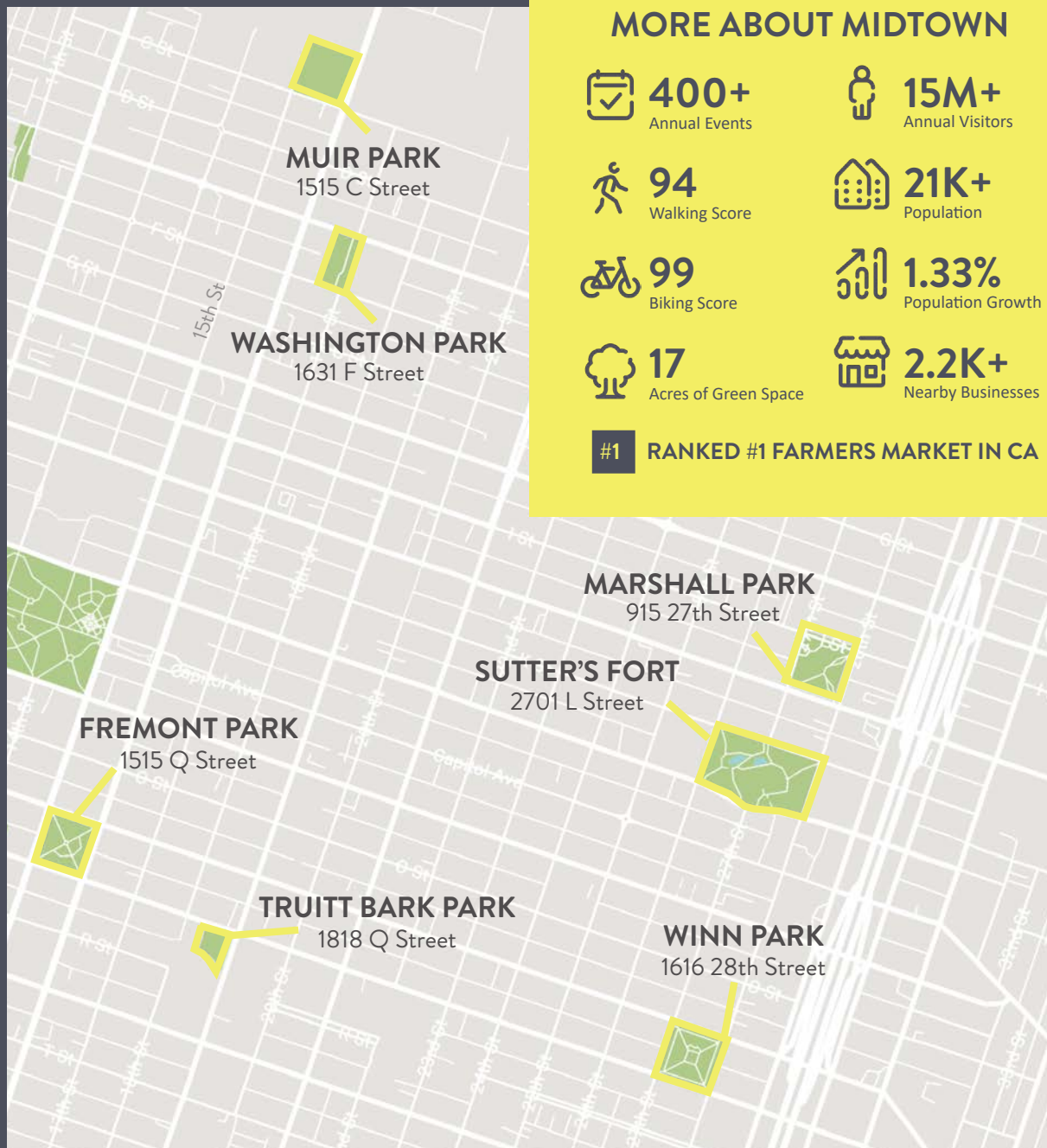
JACKIE BEECHAM

Director,
Sacramento Youth,
Parks, & Community
Enrichment

“Working with Midtown Parks, SKK Developments and Street FC to establish The Court at 18L as a designated community space has been a valuable opportunity to support a livable, vibrant Midtown. This space is more than a soccer court; it’s a place where people of all ages can come together, connect, and enjoy meaningful activities that strengthen the neighborhood.”

THE AREA WE SERVE

Midtown Parks' centrally-located parks provide a welcome escape from urban life, offering recreation that improves mental and physical well-being. Enhanced facilities and programming can yield even greater benefits to our residents and visitors. Analysis of economic impacts of similar organizations has demonstrated the ability to increase housing supply, raise property values in the nearby vicinity, and attract investment to the central city.





FREMONT PARK

Home to everything from concerts, chalk festivals, artisan markets and chess matches, Fremont Park is surrounded by restaurants, coffee shops and high-density housing creating a lively urban oasis in Midtown.



MARSHALL PARK

Located near Midtown Sutter's dining and nightlife and the home of the Hart Senior Center, Marshall Park caters to young adults, seniors, families, and the broader community alike. The 2.5-acre green space offers a cool escape with ample shade from trees, hosts fitness classes, and is home to our annual community favorite event: The Midtown Halloween Festival and Pooch Parade.



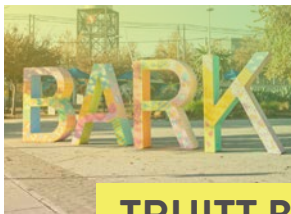
MUIR PARK

Conveniently located near Washington Elementary School and 16th Street's dining and shopping, Muir Park is a 2.5-acre park in Midtown with a variety of amenities including a playground, a vibrant mural-adorned basketball court, soccer field, picnic tables and more. The park also hosts fitness classes and Midtown Second Saturday events.



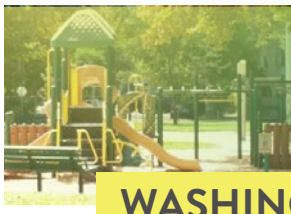
SUTTER'S FORT

As the only state park on the list and with a perimeter covering six block faces, Sutter's Fort is the largest park in the Midtown Parks service area. Sutter's Fort includes the fort itself, the California State Indian Museum, decomposed granite walking paths, and six acres of open green space.



TRUITT BARK PARK

Midtown's dedicated dog park, Truitt Bark Park, features separate fenced-in parks for both small and large dogs and is busy with four-legged visitors from sunrise to sunset. It is marked by an iconic sculpture spelling out the letters "BARK" and a mural of local dogs.



WASHINGTON PARK

Adjacent to Washington Elementary School, Washington Park is a 1.56-acre neighborhood park featuring an adventure play area, shaded picnic space, and shade structure, making it an ideal spot for families and nearby residents to relax, play, and gather.



WINN PARK

Conveniently located near housing, a Light Rail station and the Sacramento Natural Foods Co-op grocery store, Winn Park is a picturesque park in Midtown famous for its iconic trees. Recently installed ambient string lights connect six of the major trees in the park. The park is a popular spot for picnics and outdoor gatherings and hosts events like markets, fitness classes, and cultural festivals.

OUR IMPACT

Midtown Parks is dedicated to creating vibrant public spaces that bring meaningful, and tangible, benefits to surrounding communities. By enhancing local neighborhoods and attracting foot traffic, these parks contribute to residents' well-being, boost business vitality, and provide spaces where people can connect and engage. This section highlights the measurable impacts of these efforts, underscoring the role of Midtown's parks as invaluable community assets that support both people and businesses.



10%

Annual Increase in
Property Value within
600 ft. of Parks



285K+

Annual Park Visitors



4.2

Average Google
Review Rating



620+

Events Hosted Since
2019



300K+

Annual Social Media
Impressions

#10 RANKED #10 US CITY FOR DOG PARKS

#30 RANKED #30 US CITY FOR PARKS

*Sources: National Recreation and Park
Association, Placer AI, Trust for Public Land*



**CAPTAIN BRYCE
HEINLEIN**

Captain,
Sacramento Police
Department

"Community programs hosted by Midtown Parks have a measurable impact on neighborhood safety. By drawing residents and visitors into shared spaces for positive activities, these events help deter crime and foster an environment where people look out for each other. Midtown's active parks and public spaces contribute to a safer, more connected community for everyone."

MUIR PARK BASKETBALL COURT MURAL

In an ongoing effort to activate the underutilized space at Muir Park and celebrate the diverse history and culture of the surrounding neighborhood, Midtown Parks installed a basketball court mural with matching vinyl wrapped backboards, featuring complementary designs inspired by the 1960s Chicano Arts Movement. The backboard designs paid homage to the past, present and future of Chicano art and culture and incorporated local landmarks.



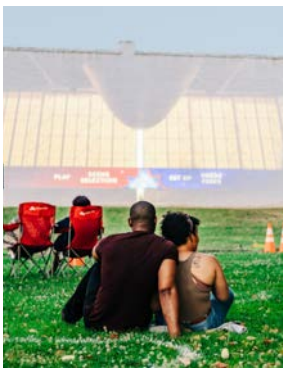
**MANUEL
FERNANDO
RIOS**

Mural Artist

"To be able to see artwork that my team and I helped to create on a basketball court I used to play on feels surreal. The designs pay homage to the past, present and future of Chicano art and culture and incorporate local landmarks. I am very appreciative of the opportunity from Midtown Association in trusting my team's vision and supporting art that celebrates the culture of the surrounding neighborhood."

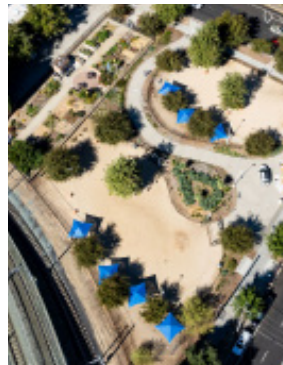
WHAT WE'VE ACCOMPLISHED

Since 2019, Midtown Parks has been dedicated to enriching the community by transforming local green spaces into vibrant, engaging hubs. Through innovative programming, strategic partnerships, and a commitment to advocacy on behalf of Midtown's public spaces, Midtown Parks has worked tirelessly to foster a sense of community and enhance the quality of life for residents and visitors alike.



SUTTER'S FORT MOVIE NIGHT

From 2019-2021, free outdoor movie nights at Sutter's Fort, hosted by Midtown Parks, averaged 100 attendees per night and continued during the pandemic with socially distanced seating.



SHADE STRUCTURES

In 2019, in collaboration with Capitol Area Development Authority (CADA), Sutter Health, and the City of Sacramento, Midtown Parks installed seven all-weather umbrellas at Truitt Bark Park, offering year-round protection for visitors and their dogs.

2019



HALLOWEEN FESTIVAL & POOCH PARADE

First launched over a decade ago, Midtown's Halloween Festival & Pooch Parade now draws 250 costumed dogs and 700 attendees to Marshall Park for a family-friendly parade of pups in Halloween costumes.



FRESH AIR: MIDTOWN PARKS

Launched in 2019, Fresh Air: Midtown Parks offers free wellness activities like yoga and Pilates across five Midtown parks, attracting nearly 10K participants each season from May to September.

"Parks in District 4, especially in vibrant areas like Midtown, are essential to the quality of life, connection, and character of our community. They are more than open spaces—they're gathering places where neighbors connect, cultures thrive, and visitors experience the best of Sacramento. I'm excited to support the future of Midtown Parks as it continues to strengthen our district and enrich the lives of those who live, work, and visit here."



**PHIL
PLUCKEBAUM**

District 4
Councilmember, City
of Sacramento



WEDNESDAYS AT WINN

Launched in 2020, Wednesdays at Winn Night Market ran year-round for three years, featuring 20 vendors and attracting 500 weekly attendees to Winn Park, sponsored by Midtown Parks.



UTILITY ART BOX WRAPS

In 2021, Midtown Parks collaborated on art wraps for electrical boxes at Fremont and Winn Parks, featuring designs by local artists Melissa Uroff and Brandon Gastinell.

2021

2020

FREE WIFI

Through advocacy efforts with elected officials, Wi-Fi was installed at Fremont and Truitt Bark Parks from 2019-2020, as part of Sacramento's public-private partnership with Verizon, enhancing digital access and community engagement.

5K CHALLENGE

The Midtown Parks 5K Challenge, introduced in 2020, encouraged outdoor activity during the pandemic with a route through Midtown parks and exercise stations.



LIGHT POLE BANNERS

Through the installation of light pole banners at Winn Park in 2020 and Fremont Park in 2022, a new tool for sharing information, such as free fitness class scheduling, was made available to the community.

WHAT WE'VE ACCOMPLISHED

SUTTER'S FORT AND WINN PARK LIGHTING

In 2022, Midtown Parks, California State Parks, Sutter Health, SMUD, and Hume Developments installed 109 lights around Sutter's Fort and added 650 feet of string lighting at Winn Park, enhancing safety and ambiance funded by City ARPA funds.



WAYFINDING POSTS

In 2023, with support from the Sacramento Area Council of Governments (SACOG) and SAFE Credit Union, 24 wayfinding posts were installed across all six parks. Each post included a QR code linking to an interactive website of walking/biking distances between Midtown landmarks.

2023

2022



MUIR PARK ART

In 2022, Midtown Parks, with support from Sutter Health and the Sacramento Region Community Foundation, installed a vibrant mural and vinyl-wrapped backboards at Muir Park's basketball court honoring the Royal Chicano Air Force art collective's cultural influence.

WINN PARK HISTORIC BUILDING RENNOVATION

Midtown Parks supported city efforts to upgrade the historic structure at Winn Park to house a future cultural center that complements and activates the park space for DEI initiatives.



UPDATED TRUITT BARK PARK ART

In 2023, with support from CADA and Sutter Health, the Truitt Bark Park “BARK” letters were refreshed by Uli Smith and a new mural was installed by John Horton featuring eight local dogs.

FREMONT PARK BATHROOMS

Supported the installation of a new bathroom building at Fremont Park

TRUITT BARK PARK COFFEE CART

In October 2024, Late Mouse Coffee was brought in to activate Truitt Bark Park on peak weekend hours with a small coffee service cart to encourage longer-lasting visits.



URBAN DREAMS ART EXPERIENCE

Installed 12-foot tall “Flaming Horse” sculpture at Fremont Park for 40 days

2025

2024



MIDTOWN SECOND SATURDAY

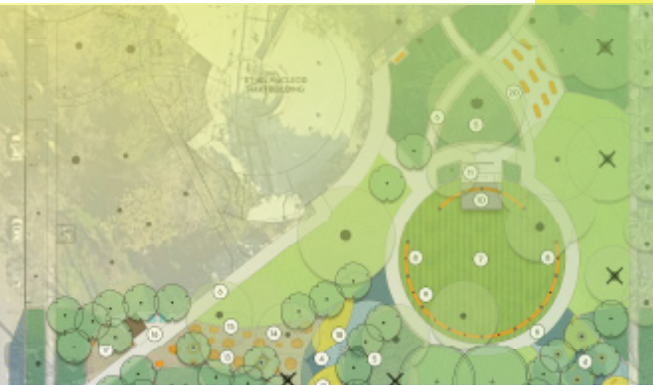
Starting in 2023, Midtown Parks hosted art and community events at Fremont, Muir, and Truitt Bark Parks during Midtown Second Saturday presented by Sutter Health, featuring live music, food trucks, and family-friendly activities, attracting nearly 5K attendees from May to October.

THE COURT AT 18L

Through collaboration with SKK Developments and Street FC, Midtown Parks helped designate an empty lot as a public park for construction of Midtown’s first and only street soccer court in September 2024.

WHAT'S NEXT

As we look ahead, Midtown Parks remains committed to reimagining public spaces that reflect the vibrant spirit of our community. Building on our past successes, we will introduce expanded amenities, inclusive programming, and sustainable enhancements that deepen connections among residents and visitors.



MARSHALL PARK PLAN

With input from area stakeholders, Midtown Parks created a plan to revamp Marshall Park with a list of priority items to be installed in the coming years. When completed, the park will feature landscape improvements, ambient lighting, public art, electrical upgrades and an outdoor stage. Additionally, street furnishings and mobility infrastructure such as benches, bike racks and designated micromobility parking may be added in a second phase of the plan.



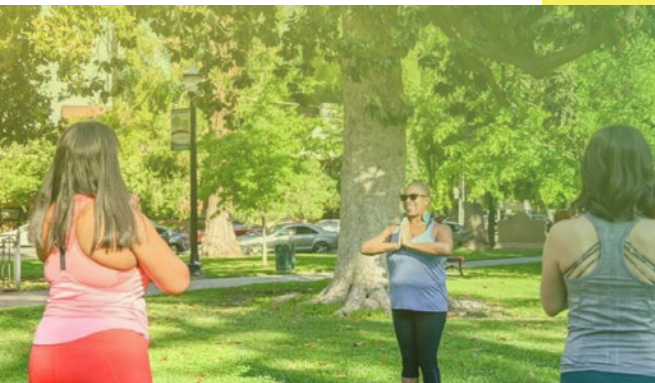
FRIENDS OF SUTTER'S FORT PARTNERSHIP

The Friends of Sutter's Fort 501(c)(3) aims to preserve historic structures, provide educational experiences for 50K students annually, and fund restoration, staffing, and community events to enhance Sutter's Fort. Through a continued partnership with California State Parks, Midtown Parks will support Friends of Sutter's Fort's mission through collaboration of operations and activities.



FREMONT PARK BLOOM

In partnership with CADA, the Fremont Park Bloom project aims to introduce a vibrant seasonal illuminated poppy sculptures throughout the park to draw in visitors. Local design firm Atlas Lab has been recruited to undertake the design piece of the project which is aimed at building upon Fremont Park's success by bringing the park to life with a stunning bloom each spring, starting in 2026.



ACTIVATING WASHINGTON PARK

Starting in 2026, Washington Park near the 16th Street corridor will fall under the Midtown Parks umbrella and begin receiving investments such as landscaping and infrastructure improvements, as well as expanded programming through Fresh Air: Midtown Parks.



SUTTER'S FORT LIGHTING PHASE 2

After a successful collaboration with California State Parks, Sutter Health, SMUD, and Hume Development to install lighting around the exterior perimeter of Sutter's Fort, a second phase of investment would bring additional lighting to the park's walkways and on-site museum, currently known as The State Indian Museum. This lighting would further increase the safety and ambiance of the historic park and allow for increased opportunities for nighttime programming.



PARAGARY PATHWAY

Paragary Pathway, honoring the legacy and lasting influence of renowned restauranter Randy Paragary, aims to enhance 30 block faces through the installation of ambient LED lighting in trees located along 28th and 29th Streets from J Street to O Street. This public lighting investment will create vibrancy and increase safety throughout Midtown, including near Marshall Park.



**ANGELIQUE
ASHBY**

California State
Senator, District 8

"Outdoor spaces are vital to the health and happiness of our families and communities. In dynamic neighborhoods like Midtown, they provide places for children to play, families to bond and neighbors to come together. These parks are the heart of our communities and I'm proud to support efforts that prioritize access to these essential spaces, ensuring they remain a cornerstone of family life in our district."

HOW TO SUPPORT

Interested in supporting Midtown Parks' vision for the future? There are various opportunities for you or your organization to support our mission of increasing health and community engagement in our parks and public spaces. Every contribution you make helps fund free park programs, enhancements to park facilities, art installations, and ensures that our parks remain clean and safe for all to enjoy.



BIG DAY OF GIVING AND GIVING TUESDAY

Midtown Parks is proud to participate in two annual 24-hour virtual fundraising events for nonprofits. The first, Big Day of Giving, occurs each May and involves over 600 Sacramento region nonprofits, collectively raising \$12M+ in unrestricted funds. The second, GivingTuesday, follows Black Friday, Small Business Saturday, and Cyber Monday, as part of a global campaign encouraging financial support for nonprofits during their end-of-year campaigns.



DONATE DIRECTLY

Midtown Parks welcomes donations of any size and frequency through our donation and membership programs. Even a modest contribution of \$5 can positively impact our parks. When you donate \$50 or more, you'll provide a community member with free access to fitness classes throughout the entire season. Your generosity makes a real difference.



BECOME A SPONSOR AND ADOPT-A-DUCK

Midtown Parks' signature fundraising event presented by SKK Developments, Midtown Love, supports both Midtown's parks and arts communities. Guests and sponsors of the one-of-a-kind networking event will indulge in elevated Midtown culinary experiences, enjoy live entertainment and have a chance to bid on original art or enter a raffle through an "Adopt-a-Duck" program to win coveted Midtown items and experiences.



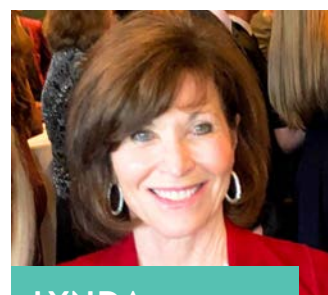
BUY MIDTOWN PARKS MERCHANDISE

Show your support in a fashionable way with Midtown-themed tote bags, t-shirts, and pet accessories. Each purchase supports Midtown Parks and its free community programming.

LEARN MORE



"Fresh Air: Midtown Parks highlights two important things in our Midtown community: health and wellness! The summertime series allows our community to participate in outside events like workout classes and outdoor co-working to encourage an active and mindful lifestyle. The addition of art in our parks is also a lovely backdrop to our gatherings."



**LYNDA
BENVENUTI
TAYLOR**

LBT Investments

LEADERSHIP AND KEY SUPPORTERS

BOARD OF DIRECTORS

Marisa Meredith, Mike Testa, Beth Hassett, Ken Turton, Laura Lewis, John Hodgson,
Lynda Benvenuti Taylor, John Pappas, Danielle Foster, Steve Johns, Blair Braud, Jackie Beecham,
John Fraser

SPONSORS AND DONORS

Pinnacle Partners

Sutter Health Valley Area, CADA, SKK Developments, Sotiris Kolokotronis, Paragary Restaurant Group, Ravel Rasmussen, Elk Grove Subaru, Lynda Benvenuti Taylor, LBT Investments, Bardis & Miry Developments, Jennifer L. Kaye Hope Fund, Demmon Partners, SMUD, Burger Patch, Pappas Investments, Sacramento Natural Foods Co-op, The Numbers Crunch LLC, Sacramento Regional Transit, Mohanna Development, City of Sacramento, Visit Sacramento, AIM Consulting, Parisi Insurance Agency

Community Cultivators

Marq Truscott, Taylor-Meyer Family Foundation, George Grinzewitsch, Mr. and Mrs. McClain, Old Soul, St. Anton Multifamily Inc., John and Sandra Ryan, 3 Fold Communications

Neighborhood Nurturers

Louise Mehler, Alyssa Gomez, Emily Baime Michaels, Brian Killeen, Visit Sacramento, Ann Bailey, Friends of Brooks Truitt, Kronick Moskovitz Tiedemann & Girard, Midtown Animal Hospital, William Poppen, Nikky Mohanna, Marisa Meredith, Cynthia Edwards, Mark Enes, Julia Kelly, Donna Lucas, Emilio Mitidieri, Francesca Pardini, Grateful Dog, Lucy Eidam Crocker, Hot Italian, Turton Commercial Real Estate, Michael and Laura Quigley, Catherine Reeves, Carol Weickowski Dreyer, Ali Youseffi Tricorp Group

"Travelers are drawn to open spaces in cities because they offer a resident's experience, rather than a stereotypical tourist attraction. There are cities across the world recognized for their amazing parks, and creating these draws in Sacramento allows our residents and businesses to directly benefit from the impacts of the billion-dollar park tourism industry"



**MIKE
TESTA**

President & CEO,
Visit Sacramento

FINANCIALS

2026 ANNUAL OPERATING BUDGET

INCOME

Deferred Revenue	\$	194,000.00
Contributions	\$	13,700.00
Sponsorships	\$	125,000.00
Events	\$	16,300.00
Friends of Sutter's Fort	\$	92,741.00
TOTAL INCOME	\$	441,741.00

EXPENSES

Lighting and Prevention	\$	169,000.00
Placemaking	\$	65,000.00
Events	\$	99,062.00
Cost of Goods Sold	\$	39,585.00
Communications	\$	49,242.96
Administration	\$	18,409.00
TOTAL EXPENSES	\$	440,298.96
NET INCOME	\$	1,442.04

INCOME DETAIL

The largest portion of Midtown Parks' 2026 income will come by way of deferred revenue from private contributions made for the Paragary Pathway lighting installation. Midtown Parks' annual fundraising event, Midtown Love, is supported through sponsorships and event revenue from ticket sales and raffle entries. Additional contributions come primarily through fundraising campaigns such as Big Day of Giving and GivingTuesday. In 2026, income from Friends of Sutter's Fort will come by way of charged administration fees and income from operations of on-site store at Sutter's Fort.

EXPENSE DETAIL

Placemaking expenses are related to delivering key activations such as Fresh Air: Midtown Parks, capital improvements such as infrastructure investments and pilot projects such as the Fremont Bloom. Communications expenses include promotions and public relations, staffing and website maintenance and hosting. Cost of Goods Sold are tied to the operations of the on-site store at Sutter's Fort.

STATEMENT OF FINANCIAL POSITION

A three percent reserve goal is recommended.

CAPITAL PURCHASES

Equipment for parks programming may be purchased as needed.

"Our family is honored that so many of Randy's colleagues and friends have come together and contributed to make the installation of the Paragary Pathway possible. Randy walked up and down 28th Street for 30 years from Paragary's Restaurant at 28th and N to Centro Cocina Mexicana at 28th and J. We hope by lighting up this neighborhood in memory of Randy that it will inspire future generations of chefs and entrepreneurs to pursue their dreams and advance our city one small block at a time."



STACY PARAGARY
Owner, Paragary
Restaurant Group



MIDTOWN
ASSOCIATION

*Midtown
Parks*



MIDTOWN PARKS

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