

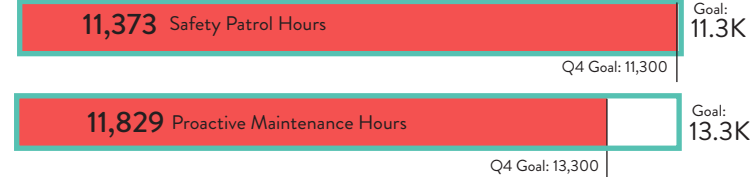
MIDTOWN DISTRICT DASHBOARD

January 1, 2017 - December 31, 2025 (for Strategic Plan through December 31, 2029)

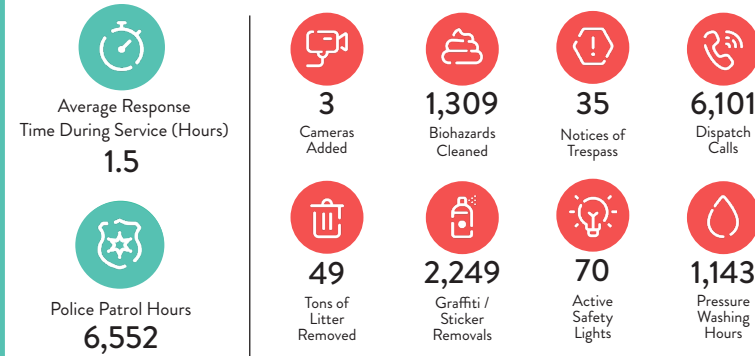


New Developments

YEAR TO DATE



DISTRICT TO DATE



Clean and Safe

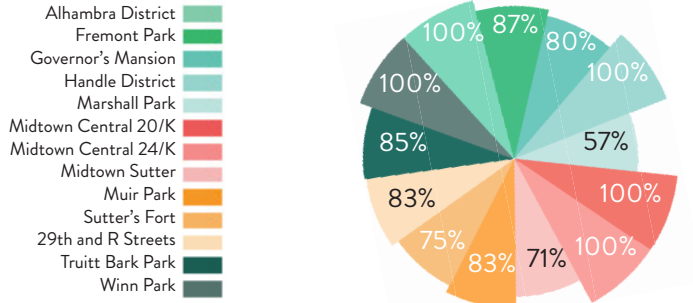
EVENT SUPPORT



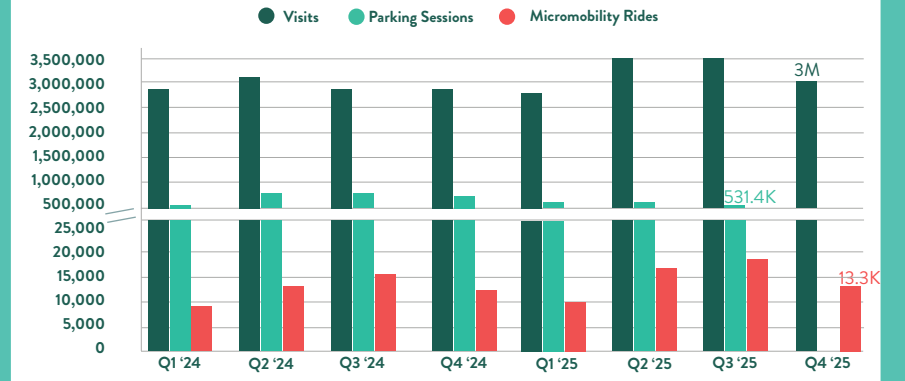
MIDTOWN FARMERS MARKET



AMENITIES

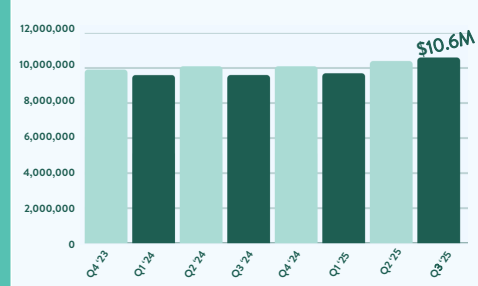


DISTRICT VISITS

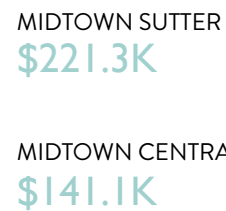


District Activations

DISTRICT-WIDE SALES TAX



BID PERFORMANCE



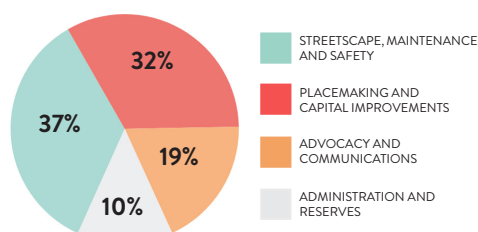
Economic Impact

MEDIA COVERAGE

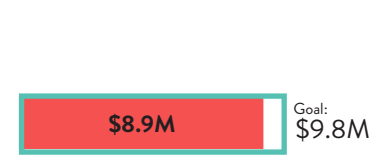


Communications

PBID COMPLIANCE



NON-PBID FUNDS



Financial Compliance

Sacramento LGBT Center Forum

In collaboration with the Sacramento LGBT Center, Sacramento PD, and Councilmember Pluckebaum, Midtown Association helped facilitate a forum discussion about LGBTQ+ safety in Lavender Heights.



Social Responsibility

INFRASTRUCTURE



PARKS AND PUBLIC SPACES



TOTAL INVESTED

RECENT PROJECTS

- FREMONT BLOOM PROJECT PLANNING
- WINN PARK BUILDING IMPROVEMENTS
- J STREET BANNERS
- THE COURT AT 18L
- ALHAMBRA LANDSCAPING
- BOLLARD INSTALLATION
- FREMONT PARK BATHROOMS

= \$12.6M

Capital Improvements