

# MIDTOWN ASSOCIATION



## 40 years creating a lasting impact

For four decades, Midtown Association has been the heartbeat of Sacramento's urban core, where property owners, businesses, artists, and neighbors come together to transform vision into reality. Together, we have built safer, cleaner streets, fostered thriving community events, and cultivated a vibrant network of businesses and property owners—redefining what's possible when a community invests in itself.

### Since 2017...



This is the power of partnership. This is the impact of reinvestment.  
*And we're just getting started.*

As Midtown prepares to expand its boundaries and renew its commitment for the next decade, your investment in the Midtown Property-Based Improvement District (PBID) drives a proven system that multiplies resources, amplifies voices, and delivers results that matter for property owners, tenants, residents, and the region.



# BOARD

## Leaders of Midtown

**Marisa Meredith**  
SKK Developments

**Mike Testa**  
Visit Sacramento

**Laura Lewis**  
SMUD

**Ken Turton**  
Turton Commercial  
Real Estate

**Beth Hassett**  
WEAVE, Inc.

**John Hodgson**  
The Hodgson  
Company

**Steve Johns**  
Sutter Health Valley  
Area

**John Pappas**  
Pappas Investments

**Councilmember Phil  
Pluckebaum**  
City of Sacramento

**Kimio Bazett**  
The Golden Bear

**Jim Cornett**  
Harlow's Nightclub

**Daniel Covrig**  
Fulcrum Property

**John Fraser**  
California State Parks

**David Heitstuman**  
Sacramento LGBT  
Community Center

**Mike Heller**  
Heller Pacific

**Lisa Hinz**  
Sacramento Regional  
Transit

**Sara Lebastchi**  
D&S Development

**Doug McCarley**  
Department of  
General Services

**Leyne Milstein**  
City of Sacramento

**John Mikacich**  
Limelight Bar &  
Cardroom

**Nikky Mohanna**  
Mohanna  
Development

**Stacy Paragary**  
Paragary Restaurant  
Group

**Scott Rasmussen**  
Ravel Rasmussen

**Randy Sater**  
StoneBridge  
Properties

**Supervisor Phil Serna**  
County of Sacramento

**Allison Yee-Garcia**  
SAFE Credit Union

**Peggy Ygbuhay**  
Union Pacific

# SERVICES

## Secure your property for the next 10 years

Support renewal to ensure Midtown continues to receive enhanced cleaning, safety, advocacy, and activation services.

Renewal protects the services that keep Midtown vibrant, safe, and welcoming. Without renewal, these critical services disappear in 2027.

*Midtown Association's services can save you **thousands** on monthly maintenance, cleaning, security, and promotional costs*

Service	Typical Cost per shift/per removal	Covered by Midtown Association
Sacramento Police Department	\$920	✓
Security Guard	\$316	✓
Camera Monitoring	\$286	✓
Social Worker	\$300	✓
Graffiti Removal	\$100	✓
Monthly PR Services	\$7,000	✓

# SUCCESSSES

January 1, 2017 - December 31, 2025

Midtown Association enhances maintenance, safety, placemaking, advocacy, and promotional efforts throughout more than 120 blocks in the Central City of Sacramento. A few of our many accomplishments can be seen below.

Our Clean and Safe team resolves 89% of service calls on the first few visits, keeping your property and streets cared for.

## Clean and Safe (53% of budget allocation)



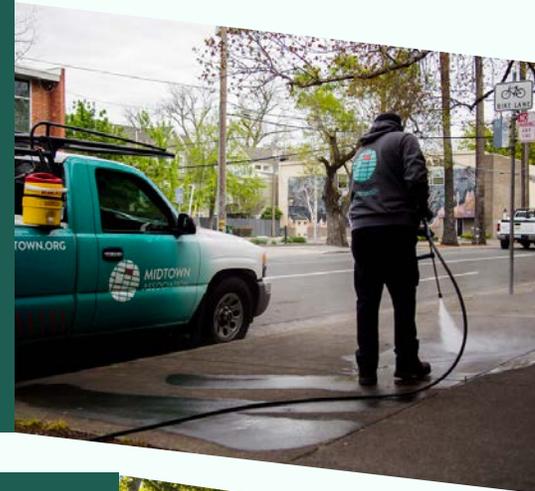
**40.5K** Safety call responses



**24%** Decrease in homelessness since 2023



**335** Tons of litter removed



## Placemaking and Capital Improvements (17% of budget allocation)



**\$18.7M** In economic impact delivered by the Midtown Farmers Market



**191.2K** Midtown Second Saturday attendees



**\$400.8K** In event support provided



## Advocacy, Communications, and Business Support (25% of budget allocation)



**160K+** Social media followers



**10.8K** Media mentions



**86** New developments in Midtown



# WHAT'S NEXT

The Midtown PBID is up for renewal (2027–2036). We are exploring boundary expansions along R Street, Alhambra Blvd, and nearby blocks, bringing new properties into this proven system of services and advocacy.

**Midtown Association's work will expand in the next term to:**

 7-Day Maintenance	 AI Enhanced Security	 Increased Development
 Expanded Events	 Hot Spot Advocacy and Placemaking	 2K+ Annual Positive PR Stories
 Two Visitor Perception Surveys	 1M+ Impression Live Midtown Campaign	 Increased investment in Midtowns parks
 Vibrant Street Enhancements		

# ASSESSMENT STRUCTURE

Assessments are based on parcel use, zoning, and size. Rates have historically increased by 3% annually, however, starting in 2028, rates will be aligned with CPI and may increase up to 6% annually to match service demand.

- **Parcel Type:** Set by the County
- **Parcel Rate:** Per sq. ft. of lot
- **Building Assessment:** Based on building density

## Assessment Structure (2027)

Parcel Type	Parcel Assessment Rate	Building Assessment Rate
Standard	\$0.23/sqft/yr	\$0.05/sqft/yr
Publicly-owned	\$0.19/sqft/yr	\$0.05/sqft/yr
Healthcare/Church	\$0.14/sqft/yr	\$0.05/sqft/yr

*There has been a 220% increase in demand for services in Midtown since 2017.*

# SECURITY CAMERA IMPLEMENTATION



## Background

Launch of a security camera network in Midtown that will serve as a proactive and reactive security system for managing nuisance activities in public areas not on the interior of businesses or buildings.

## Timeline



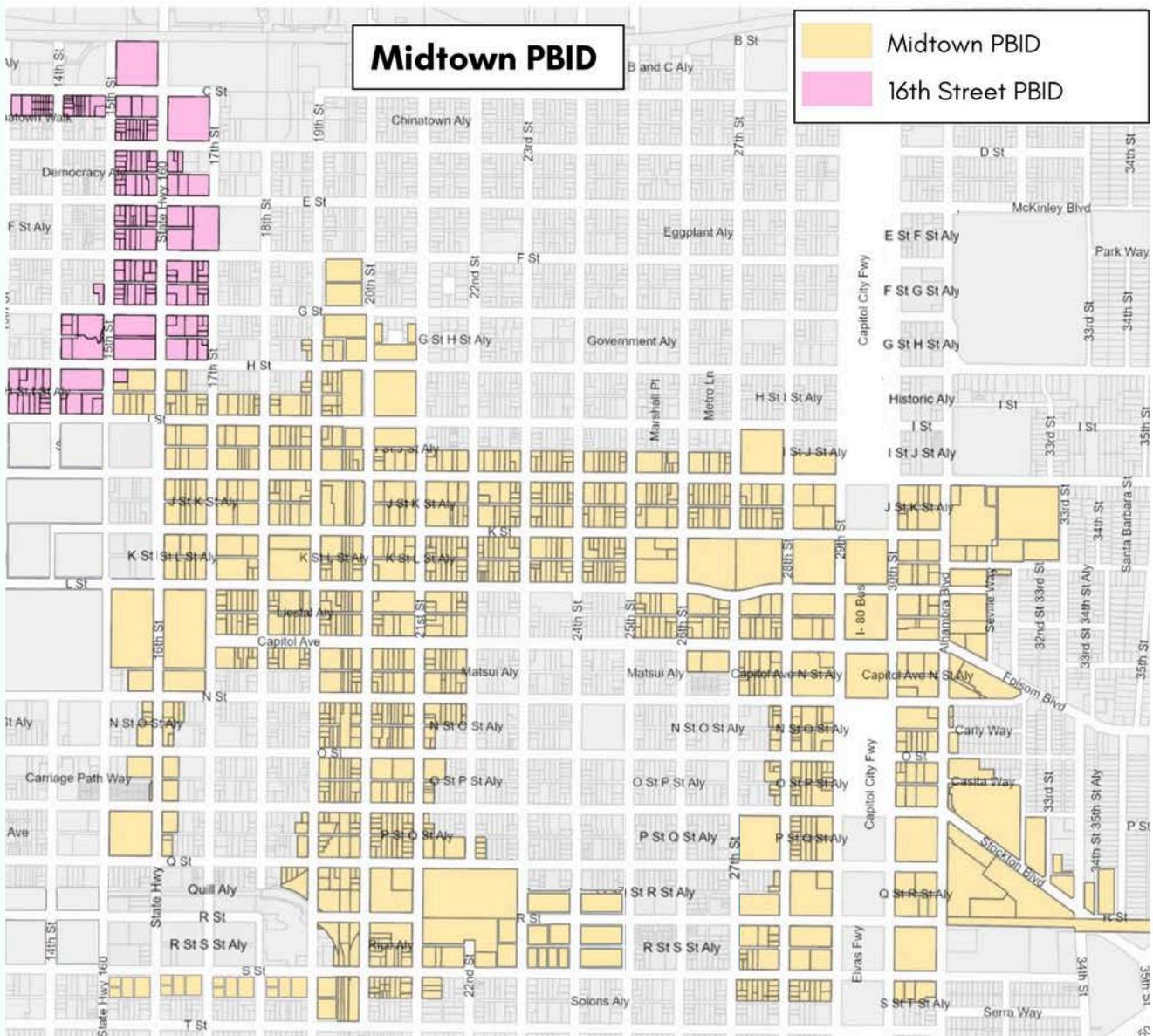
## Responsibilities

Midtown Association	Property Owner	Shared
<p><b>Installation</b></p> <ul style="list-style-type: none"><li>Recommend sites for camera placement</li><li>Provide vendor for installation</li></ul> <p><b>Camera and Alarm Monitoring</b></p> <ul style="list-style-type: none"><li>AI monitoring through camera subscription<ul style="list-style-type: none"><li>24/7/365 monitoring – 5K alarm dispatches on a monthly basis costs \$23,039/year</li></ul></li></ul> <p><b>Response</b></p> <ul style="list-style-type: none"><li>Non-Emergency - MA staff or contracted security for calls for service<ul style="list-style-type: none"><li>Any alarms that submit dispatch that are non-emergency/non-criminal activity<ul style="list-style-type: none"><li>Loitering, camping, panhandling, etc.</li></ul></li><li>Emergency – SAC PD<ul style="list-style-type: none"><li>Any alarms that submit dispatch for criminal activity</li><li>Vandalism, property damage, illicit drug use, drug sale, etc.</li></ul></li></ul></li></ul> <p><b>Contracting</b></p> <ul style="list-style-type: none"><li>Security Camera monitoring subscription</li></ul>	<p><b>Installation</b></p> <ul style="list-style-type: none"><li>Purchase of cameras</li><li>Access to electrical system for camera installation</li></ul> <p><b>Recording/Reporting Parameters</b></p> <ul style="list-style-type: none"><li>Required to keep 30 days of footage</li><li>Required to share footage with SacPD upon request</li></ul> <p><b>Camera and Alarm Monitoring</b></p> <ul style="list-style-type: none"><li>Connection to FUSUS – SacPD operator for real time crime center monitoring</li><li>Building Improvements – After 20 dispatches within a two week period for same issue, property owner must make building modification or be responsible for additional dispatches.</li></ul> <p><b>Response</b></p> <ul style="list-style-type: none"><li>Property damage repair outside of graffiti removal or sticker removal</li></ul> <p><b>Contracting</b></p> <ul style="list-style-type: none"><li>Purchase agreement for cameras</li></ul>	<p><b>Installation</b></p> <ul style="list-style-type: none"><li>Site Walk of building for camera installation</li></ul> <p><b>Recording/Reporting Parameters</b></p> <ul style="list-style-type: none"><li>Access to live feed of camera monitoring</li><li>Determine geofencing areas at building entrances, alcoves, alleyways, or sidewalks that are set to send alert and dispatch to security for loitering occurs for longer than 10 minutes</li></ul>



# MAP OF MIDTOWN

*Proposed boundaries*



## COMMITTEES

*Quarterly committees meet to discuss neighborhood needs and are open to all. For details, email [info@exploremidtown.org](mailto:info@exploremidtown.org).*

- Midtown Parks
- Midtown Sutter
- Midtown Central
- Midtown
- Alhambra
- 16M
- Nighttime Economy



# RENEWAL TIMELINE

**DEC 1, 2025**

Petition process opens

**FEB 24, 2026**

Deadline to submit petitions totaling over 50% to City

**MAR 2026**

Notice of Public Hearing mailed

**APR 2026**

City Council Public Hearing and ballots mailed

**MAY 2026**

Ballot results announced

**JAN 1, 2027**

New District collects assessments based on property type and square footage, with up to 6% annual increases.

# YOUR ROLE IN RENEWAL

PBID membership delivers higher care, boosting property value, tenant satisfaction, and customer experience. This is a **RARE** chance to bring proven Midtown services to your corridor for the next 10 years.

## *Sign petitions and ballots*

Expansion requires property owners support by signing a petition (Nov-Feb) and ballot (Apr-May).

## *Join us at an open house*

To sign your documents or we can come to you to collect!

## *Learn more about our work*

Visit [exploremidtown.org/IMPACT](https://exploremidtown.org/IMPACT)





# TESTIMONIALS

**Hear from Midtown's change-makers**



**Sotiris Kolokotronis**

SKK Developments

*"Midtown is in the midst of experiencing a tremendous amount of growth. From mixed-use residential projects to the completion of the popular dog park, the Midtown Association and the support they provide have elevated and encouraged the development of projects in Midtown."*



**Councilmember Phil Pluckebaum**

District 4, City of Sacramento

*"Small businesses are the backbone of our local economy, and nowhere is that more visible than in Midtown. From the weekly Midtown Farmers Market to our incredible restaurants and storefronts, these businesses drive both community pride and economic growth. Midtown Association's commitment to supporting their success reflects the resilience and creativity that make Midtown thrive."*



**Senator Angelique Ashby**

District 8, State of California

*"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."*



**Assemblymember Maggie Krell**

District 6, State of California

*"With our District Offices in Midtown, we've seen firsthand how vital Clean and Safe services are to the community. The reliable presence and quick response bring peace of mind, creating an atmosphere where residents, visitors, and local businesses can safely enjoy all that Midtown has to offer."*



**Mike Heller**

Heller Pacific

*"The vital services the Midtown Association provides through their Clean & Safe program are crucial to the vitality of Midtown. Their work continues to make Midtown an attractive place to visit, work and live."*