



MIDTOWN REPORT

JANUARY 1, 2017 - DECEMBER 31, 2025

ExploreMidtown.org
info@exploremidtown.org
@ExploreMidtown
916-442-1500

Urban Dreams Art Experience
"Reaching Through" by Jessica Levine
MARRS Building, 1050 20th Street



40 Visionaries banner
on J Street



“Supporting the 40 Visionaries of Midtown campaign was an opportunity to celebrate the people who have shaped Midtown into the vibrant, creative district it is today. This initiative not only honored the changemakers who have driven Midtown’s evolution over the past 40 years, but also reinforced the importance of continuing to invest in the ideas and individuals that define its future.”

- Ken Turton, Turton Commercial Real Estate

40 VISIONARIES OF MIDTOWN

The 40Visionaries of Midtown campaign celebrated Midtown Association’s 40th anniversary by honoring the individuals and organizations whose ideas and leadership shaped the district’s evolution. The initiative recognized developers, leaders, entrepreneurs, and community advocates who helped revitalize buildings, champion the arts, and create spaces where community thrives. As part of the celebration, commemorative banners featuring honorees were installed along J Street, highlighting both individual contributions and key partnerships. Supported by Turton Commercial Real Estate, the campaign paid tribute to Midtown’s legacy of innovation while inspiring continued investment in its future.



See the 40 Visionaries
of Midtown list here

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TO OUR VALUED STAKEHOLDERS,

This annual report marks the beginning of a new chapter for Midtown.

With 40 years of service behind us, the vision for the next 10-year term of the Midtown Property and Business Improvement District (PBID) from 2027-2036 is set. The next decade will bring a focus on district-wide security cameras and 24/7 services, a commitment to business-friendly processes, major placemaking investments in parks and public spaces, and an aim to earn international recognition for the Sutter Health Midtown Farmers Market.

Across every program area, your continued investment is delivering results that reflect the growth of the organization and core services.

Midtown's Clean and Safe team logged 23.2K safety and maintenance hours, responding to 6.1K dispatch calls within an average of 1.5 hours during service hours, contributing to further reductions in overall crime and instances of homelessness. As we prepare for the next 10-year PBID term, plans are advancing to install security cameras with 24-hour AI monitoring and expand maintenance and security services to seven days per week, strengthening the district experience for every block.

Placemaking and district activations continued to energize Midtown's public spaces. Sutter Health's Midtown Second Saturday brought a 14% increase in visitors over a typical Saturday with zero public safety incidents for the third consecutive year. The *Urban Dreams Art Experience* invested \$129K into 16 large-scale installations, generating more than 1.2M digital impressions and 58 unique media stories covering the project. *Fresh Air: Midtown Parks* delivered 119 free wellness classes to five parks, while Sutter Health's Midtown Farmers Market generated \$6.9M in economic impact and earned the distinction of #1 farmers market in California and #3 in the US for the second consecutive year as part of the American Farmland Trust's annual "America's Farmers Market Celebration".

Our advocacy efforts also led to meaningful development and policy wins including the adoption of the 20th and K Street Entertainment Zone and implementation of a promoter incentive program for Memorial Auditorium. With a commitment to streamlining infill development, Channel 24 were able to open their doors and add to Midtown's growing economy.

Midtown's success is the direct result of your partnership. As we look forward to renewal and the continued implementation of our Strategic Plan, we are grateful for your trust, collaboration and investment. Together, we are ensuring that Midtown remains safe, vibrant and economically strong for years to come.

Marisa Meredith
Board Chair
SKK Developments

Emily Baime Michaels
Executive Director
Midtown Association



MARISA MEREDITH



EMILY BAIME MICHAELS



Balance Coffee Shop
1004 24th Street

MIDTOWN FARMERS MARKET SUCCESS STORIES

With more than 5K weekly attendees, the Midtown Farmers Market has become an incubator for entrepreneurs in Sacramento. Balance Coffee Shop is one of nine businesses currently open with a brick and mortar location in Sacramento after starting as a vendor at the Midtown Farmers Market.



See the Full
List Here



"The Midtown Farmers Market is such a great success story. Just look at how many pop-up vendors have grown from operating a booth on Saturdays to full brick-and-mortar businesses in Sacramento. I heard there are at least 9 so far. That's a testament to how the Midtown Association supports entrepreneurs and works to grow our local economy."

— Councilmember Phil Pluckebaum, City of Sacramento, District 4

Victorian House
Midtown Neighborhood

2027 - 2036 MIDTOWN PBID TERM OVERVIEW

The Midtown PBID renewal for a new term from **2027–2036** builds on a decade of progress with an expanded vision for safety, maintenance, activation, advocacy, and investment in public spaces. Through enhanced services, measurable safety outcomes, and strategic partnerships, the renewed district will strengthen Midtown’s position as Sacramento’s cultural and creative epicenter while delivering increased value for property owners and businesses.

CLEAN AND SAFE

INCREASE SAFETY

- Introduce **24/7 AI-enhanced security cameras** to improve real-time monitoring and response
- Expand hotspot-focused advocacy to deploy placemaking and activation strategies, displacing unwanted activity
- Increase proactive outreach and coordination with public safety partners to support a safe, welcoming district

BUILD PRIDE

- Transition to **seven-day maintenance coverage** to improve consistency and response times
- Implement proactive beautification efforts to support business corridors and key activity centers

PLACEMAKING AND CAPITAL IMPROVEMENTS

ATTRACT INVESTMENT

- Support increased development activity and strategic infill
- Leverage PBID funds to catalyze additional investment in vibrant street enhancements including landscaping, lighting, murals, and capital improvements

ACTIVATE THE DISTRICT

- Expand district-wide programming including Second Saturday activations and targeted events at multifamily and commercial activity centers
- Increase investment in Midtown’s parks with enhanced programming, amenities, and community health initiatives

REDUCE TRANSPORTATION BARRIERS

- Expand pedestrian amenities including bike racks, lighting, and wayfinding to support walkability and multimodal access
- Increase utilization of existing parking and transit infrastructure through communications, mobility improvements, and transit station maintenance

ADVOCACY, COMMUNICATIONS AND DISTRICT ADMINISTRATION

INCREASE ECONOMIC PERFORMANCE

- Conduct **two** Visitor Perception Surveys to track progress on cleanliness, safety, vibrancy, and accessibility
- Strengthen advocacy efforts focused on infrastructure, safety, and business-friendly policies
- Coordinate district-wide campaigns to support business recruitment, retention, and growth

INCREASE LEVEL OF INFLUENCE

- Generate **2K+** annual positive PR stories highlighting Midtown businesses, events, and investments
- Grow Live Midtown marketing campaigns generating **1M+** annual impressions to promote district housing and amenities

EXCELLENT WORKPLACE

- Create and maintain a high-performing workplace by investing in skill building and celebrations

REVENUE GENERATION

- Leverage PBID investments and expand event-based revenue opportunities tied to district activations, parks, and placemaking initiatives



“The work that Midtown Association does to maintain the cleanliness of the neighborhood and to address issues before they arise is hugely helpful to us as a law enforcement agency. You can’t emphasize the value of relationships enough when it comes to providing shared public safety.”

- Chief Kathy Lester, Sacramento Police Department



Learn more about the renewal process and Midtown Association’s impact since 2017 on a dedicated Impact webpage

MAP OF MIDTOWN



Midtown Farmers Market



Fresh Air: Midtown Parks



Urban Dreams Art Experience



Midtown Second Saturday



Midtown Love



Der Biergarten's Oktoberfest



Pooch Parade

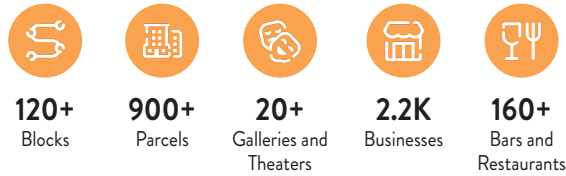


MIDTOWN AT A GLANCE

Midtown's landscape is characterized by a harmonious blend of mixed-use residential spaces, diverse retail offerings, a nationally recognized urban tree canopy, and enticing Michelin recognized restaurants. This, combined with a thoughtfully curated sense of place in public spaces through arts, culture and events, has translated into the creation of a thriving and dynamic Central City.

With 15 unique and dynamic activation centers, marked by red pins in the map, visitors can navigate our city with ease using our wayfinding navigation posts, installed in collaboration with SAFE Credit Union and SACOG, and strategically placed amidst the vibrant tapestry of businesses, parks and events in Midtown. This map highlights key events and activities spearheaded by Midtown Association in 2025.

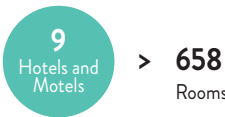
BUSINESSES



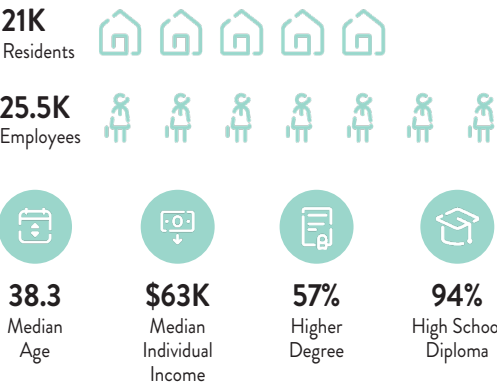
BIKING AND WALKING



HOTELS



RESIDENT PROFILE



ART



MAP KEY

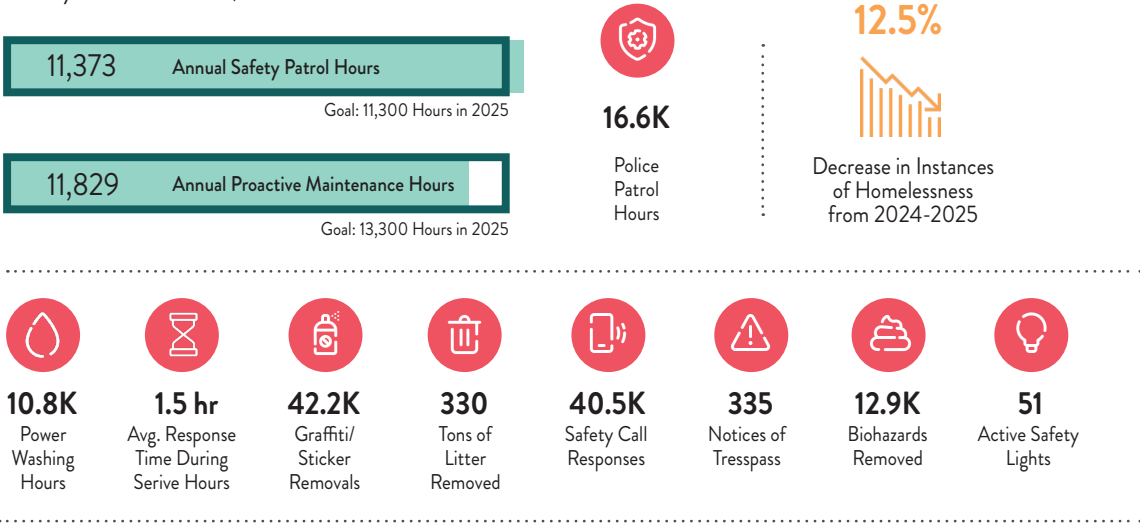


CLEAN AND SAFE

Midtown Association's Clean and Safe program services 104 blocks in Midtown. The goal of the Midtown program is to increase safety, decrease homelessness and build pride. Safety services include outreach to those experiencing homelessness, assistance with unwanted loitering and proactive district patrols. Maintenance services include graffiti abatement, litter removal and power washing.

CLEAN AND SAFE SERVICES

January 1 - December 31, 2025



HARM AND HOMELESSNESS REDUCTION

Midtown Association’s Clean and Safe team plays a critical role in maintaining safety through proactive patrols, direct intervention, and coordination with law enforcement. The team takes a zero-tolerance approach to trespassing, property crime, and behavior that impacts businesses, working alongside the Sacramento Police Department to quickly address issues. Staff engage individuals experiencing homelessness through outreach, de-escalation, and connection to services including transportation, shelter, medical care, and behavioral health services through WellSpace Health. In collaboration with the City’s Department of Community Response, the team identifies hot spot locations and responds to new encampment activity. Through strong partnerships with law enforcement and service providers, the Clean and Safe team balances accountability with compassion to keep Midtown safe, welcoming, and business-friendly.

ACCOMPLISHMENTS IN 2025

Reduction in Instances of Homelessness

Through partnership with local agencies and service providers, the Clean and Safe team’s outreach led to a **12.5%** decrease in visible homelessness from 2024—2025 according to a bi-monthly point-in-time count.

Increased Safety Service Hours and Contracted Police Patrol

In 2025, Midtown Association extended safety service hours until 6 p.m. each weekday and added increased police patrol. While there has been a service demand increase of over **200%** since 2017, response has contributed to a **17%** reduction in crime in that same span.

Diverting 311 Calls

Utilizing the City of Sacramento’s 311 report data and Clean and Safe data tracking, it was found that **10K+** homelessness-related 311 requests were diverted from the City’s Department of Community Response in 2025. The Clean and Safe team diverting these calls saves the City an estimated **\$1M+** per year.



"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."

- Assemblymember Maggy Krell, District 6, State of California

Clean and Safe Staff Member
Midtown Sutter District



Learn more about the Clean and Safe team’s impact in the video highlighting their services here:

DYNAMIC PUBLIC SPACES

Midtown Association's Placemaking and Capital Improvements Program enhances public spaces with temporary additions like art installations and lighting, alongside permanent infrastructure such as bike lanes, bollards, landscaping and electrical upgrades. Since 2017, more than **\$12.6M** has been invested in infrastructure through these enhancements.

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

PLACEMAKING AND CAPITAL IMPROVEMENTS

Past notable projects include the installation of all-weather umbrellas at Truitt Bark Park, various art installations such as trash can art wraps created by local artists, a mural on the basketball court at Muir Park, and the completion of the Alhambra Landscaping Plan. Lighting projects include the "Disco Tree" chandelier lights at 24th and K streets, the 29R Lighting Project at a SacRT light rail station, exterior lighting at Sutter's Fort, and ambient string lighting at Winn Park.

PROJECTS IN 2025

Urban Dreams Art Experience

The Urban Dreams Art Experience transformed Midtown into an open-air gallery with a **\$129K** investment into **16** large-scale installations placed throughout the district, drawing significant visitation and media coverage.

Fremont Park Bathroom Installation

Midtown Association advocated for the City's installation of upgraded permanent restrooms at Fremont Park, improving accessibility and usability for visitors and event programming, as well as additional on-site storage capacity.

RHI Sociable City Summit

Midtown Association leadership participated in the national RHI Sociable City Summit hosted in Sacramento, contributing to conversations on nightlife management, economic development, and the social economy.

ACTIVE TRANSPORTATION AND INFRASTRUCTURE

Through additional special projects in 2025, Midtown Association embraced installations and infrastructure that encourage active and public transportation.

Over the course of the current district term, Midtown Association supported numerous projects that enhanced active transportation such as the launch of micro-transit options, the "Ease into Midtown" communications campaign promoting active modes of transportation, and the completion of the Central City Mobility Project, which added protected bike lanes and reduced traffic lanes to improve safety in Midtown transit.

PROJECTS IN 2025

SVS Regional Bus Stop Improvements

Midtown Association engaged with City and regional partners on the SVS Bus Stop Consolidation Project, providing input to support a more efficient and accessible transit network. The project focused on consolidating stops, improving connectivity, and enhancing amenities while prioritizing pedestrian safety and business access.

NorCal GO Mobility Platform

Midtown Association participated in regional discussions on the NorCal GO platform, launched in February 2025, which supports access to multimodal transportation options. The platform connects users to carpool, transit, and other mobility choices while offering incentives to encourage mode shift. Participation informed opportunities to integrate the platform into future Midtown campaigns and broader mobility strategies.



Scan to see all of the pieces featured in the Urban Dreams Art Experience



Urban Dreams Art Experience
"Flaming Horse" by Seth Johnson
Fremont Park, 1515 Q Street



"During last year's Urban Dreams Art Experience, Midtown Association partnered with SKK Developments to place large-scale artworks across several multifamily properties. These installations brought new energy to the neighborhood, enhancing the experience for residents while drawing visitors into the area."

- Sotiris Kolokotronis, SKK Developments

DEVELOPING MIDTOWN

ECONOMIC DEVELOPMENT

Through advocacy of economic development policies in 2025, Midtown Association supported businesses in driving economic performance by creating a climate which removes obstacles and uplifts existing businesses while attracting new, high-quality, sustained investment opportunities.

COMPLETED IN 2025

Entertainment Zone at 20th and K Streets Midtown Association helped advance implementation of Sacramento’s first Entertainment Zone at 20th and K Streets, creating a framework for expanded outdoor activation, live entertainment, and flexible alcoholic beverage service. The Zone supports increased foot traffic, longer visitor dwell time, and new revenue opportunities for surrounding businesses.

Business Navigator Program Through coordination with City partners, Midtown businesses received direct assistance navigating permits, outdoor dining, entertainment licensing, and operational challenges, reducing barriers for expansion and supporting new and existing businesses.

Memorial Auditorium Incentive Program Midtown Association supported the City’s adoption of an incentive program to attract concerts and large-scale events to the Memorial Auditorium, increasing regional visitation and spillover spending. Using Placer.AI software, Midtown Association will be tracking traffic of pre- and post-show activity at nearby restaurants, bars, and retail, in an effort to strengthen Midtown’s nighttime economy.

INFILL DEVELOPMENT

In 2025, Midtown Association encouraged and advocated for responsible, diverse and high-quality infill development.

COMPLETED IN 2025

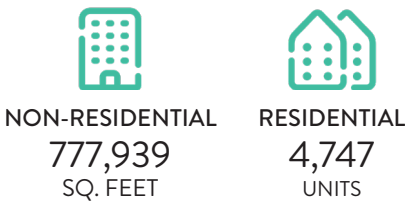
Streamline Sacramento Midtown Association supported Streamline Sacramento, a City initiative focused on improving permitting timelines and reducing barriers for businesses and development. Through stakeholder feedback and ongoing advocacy, Midtown helped identify challenges to improve consistency, timeliness, and certainty across the permitting process, contributing to business growth and investment in the district.

Channel 24 Supporting SKK Developments and Another Planet Entertainment, Midtown Association uplifted the opening of Channel 24, a new **42.7K** sqft live music venue with a capacity of about **2.2K** guests. Through coordination, advocacy, and ongoing partnership, Midtown helped integrate the venue into the district while supporting parking , community engagement, and increased foot traffic for surrounding businesses and the nighttime economy.

Developing 16th Street After successfully advocating against a previous short-term in-patient treatment center proposal for the former 42-room Travelodge at 623 16th Street due to community concerns, Midtown Association supported an acquisition by Bay Area Community Services Housing Corp to transition an underutilized hospitality site toward a community-serving transitional housing use that better supports neighborhood stability. Additionally, Urban Capital began construction in 2025 on The Grace, a new 45-unit residential complex at 15th and G streets. Serving households earning 60% to 120% of Area Median Income, The Grace expands Midtown’s mixed income housing options while supporting continued residential growth.

NEW DEVELOPMENTS

January 1, 2017 - December 31, 2025



“Opening Channel 24 in Midtown would not have been the same without Midtown Association’s support. Their partnership, advocacy, and shared vision for a vibrant, music-driven district helped us hit the ground running and feel truly embedded in the community from day one.”

- Jon Gunton, Channel 24



Channel 24
1800 24th Street

CONNECTING COMMUNITIES

DIVERSITY, EQUITY, INCLUSION, AND SUSTAINABILITY (DEIS)

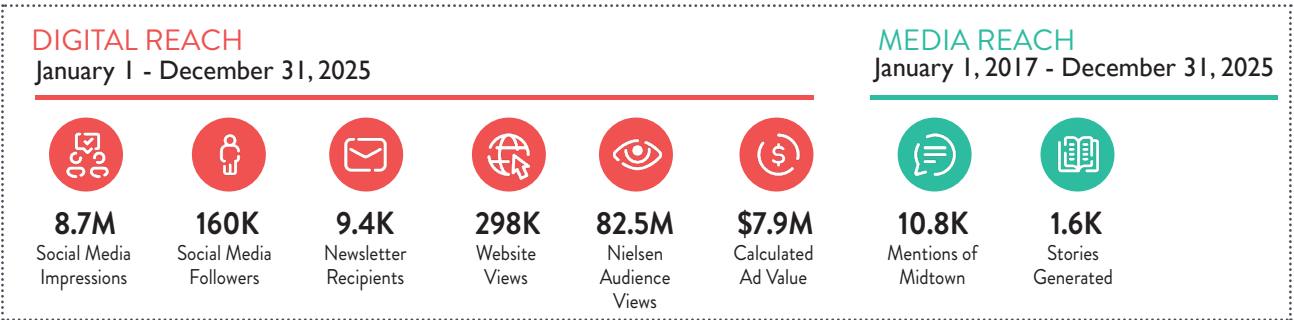
In Midtown, we believe Midtown Love is a verb. Midtown Love means being in action to actively celebrate, include and proudly protect our fellow community members. Through this action, we continue to make Midtown a welcoming place for all.

COMPLETED IN 2025

Internal DEIS Committee Midtown Association’s internal DEIS Committee guided inclusive practices across programming, partnerships, and communications, ensuring events and initiatives reflect the diversity of Midtown’s businesses, residents, and visitors.

LGBTQ+ Recognitions Midtown Association celebrated and elevated LGBTQ+ businesses, artists, and community leaders through Pride-themed programming, art walks, and district-wide recognitions that reinforced Midtown’s identity as a welcoming destination.

Implicit Bias Community Training Midtown Association hosted two implicit bias trainings, including one for staff and one for stakeholders and community members, promoting inclusivity, improved community interactions, and a more welcoming environment throughout the district.



SPECIAL EVENTS AND CAMPAIGNS

Midtown Association supports local businesses by offering marketing, event assistance and advocating for policies regarding development, infrastructure and transportation with the goals of boosting economic performance and enhancing Midtown’s influence.

COMPLETED IN 2025

Midtown Passport Programs Midtown Association launched three digital passport campaigns (Explore Midtown Pass, Urban Dreams Art Experience and Made in Midtown Trail) to incentivize exploration of local businesses, driving visits to restaurants, retailers, and cultural destinations. These interactive campaigns garnered **5.9K** pass downloads and check-ins.

Midtown Second Saturday Midtown Second Saturday continued to support Midtown’s identity as a regional destination for arts and culture with programming, bringing a **14%** increase in visitors to the district on Saturdays in the months of May-October. Since its launch in 2023, Midtown Second Saturday has produced **18** consecutive months of programming where **zero** public safety incidents were recorded.

Midtown Farmers Market Sutter Health’s Midtown Farmers Market remained one of the region’s largest weekly events, drawing **302.1K** visitors and generating **\$6.9M** in estimated economic impact in 2025. The market was named the #1 farmers market in California and #3 in the US for the second year in a row, as well as newly earning #1 in the Southwest region as part of the annual America’s Farmers Market Celebration.



Sutter Health's Midtown Farmers Market
1050 20th Street



“Sutter Health is proud to continue our title sponsorship of the Midtown Farmers Market, a program that has grown into one of the region’s most impactful community assets. The market not only expands access to fresh, healthy food, but also creates a vibrant space for connection, supporting local farmers, small businesses, and the overall well-being of the community. This work closely aligns with our mission to improve health outcomes and build stronger, more connected neighborhoods, and we’re excited to see its continued growth and impact in Midtown.” - Steve Johns, Sutter Health

Fresh Air: Midtown Parks
Meditation Class at Muir Park

ACTIVATING GREEN SPACES

Midtown Parks is Midtown Association's 501(c)(3) arm, which aims to increase health and community engagement by investing in Midtown's seven parks: Fremont Park, Marshall Park, Muir Park, Sutter's Fort, Truitt Bark Park, Washington Park, and Winn Park.

PARKS PROGRAMMING

Midtown Parks' vision continues to focus on cultivating economic and social value within Sacramento's Central City through its green spaces and, as a result, enriching the neighborhoods they serve. Below are a few highlights from Midtown Parks in 2025:

COMPLETED IN 2025

Fresh Air: Midtown Parks Fresh Air: Midtown Parks provided **119** free health and wellness classes across five parks, including yoga, dance, and mindfulness sessions. The annual initiative promotes community engagement, supports healthy lifestyles, and attracted **4.5K** visitors to Midtown's green spaces in 2025.

Support of Friends of Sutter's Fort Midtown Parks partnered with Friends of Sutter's Fort as it began its dissolution process to manage stewardship of this important historical space through organizational support, fundraising, communications, and programming support. Throughout 2025, Midtown Parks supported **23** events at the Fort and garnered nearly **230K** digital impressions.

Movie Night at Fremont Park In conjunction with Midtown Second Saturday in October, Midtown Parks partnered with CADA to provide a free showing of "The Princess Bride" at Fremont Park. The popular annual event brought **1.4K** visitors into Fremont Park throughout the course of the day.


\$424.1K

Raised for
Investments in Parks
and Public Spaces
Since 2017

FUNDRAISING EFFORTS

Midtown Parks was designed to reach funds not available to Midtown Association as a 501(c)(6) and raises funds through grants, Big Day of Giving, GivingTuesday, end-of-year fundraising, and the annual Midtown Love event. Funds raised support parks programming, art and capital improvements in our parks.

FUNDRAISING TOTALS

January 1 - December 31, 2025

Midtown Love

Giving Campaigns

119
Donors

\$19.7K
Raised

118
Donors

\$84.1K
Raised

IMPACT

Midtown Parks creates measurable impacts at its parks, underscoring the role that these spaces serve as invaluable community assets that support residents, visitors and nearby businesses alike.

IMPACT METRICS

January 1 - December 31, 2025



130+
Events
Hosted



531.5K
Park
Visitors



539.6K
Digital
Impressions



"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, Visit Sacramento

FINANCIALS

2026 BUDGET

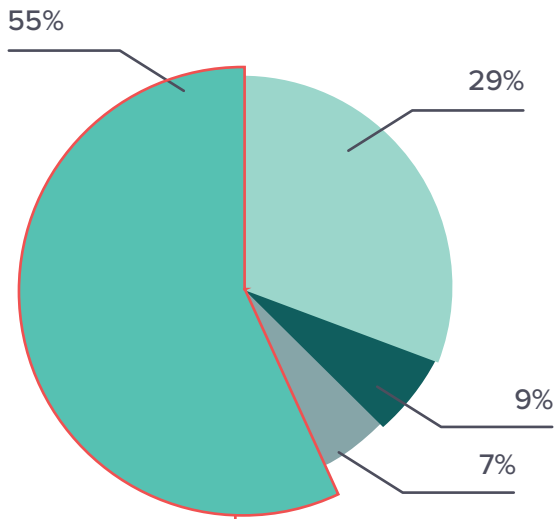
20 FINANCIALS



“As a curator working throughout Sacramento, I have collaborated with Midtown Association on multiple occasions through Second Saturday programming, where they have provided both financial support and promotional assistance for artist-led exhibitions that attract visitors to Sacramento. These efforts create meaningful opportunities for artists while bringing new audiences into evolving parts of the city.”

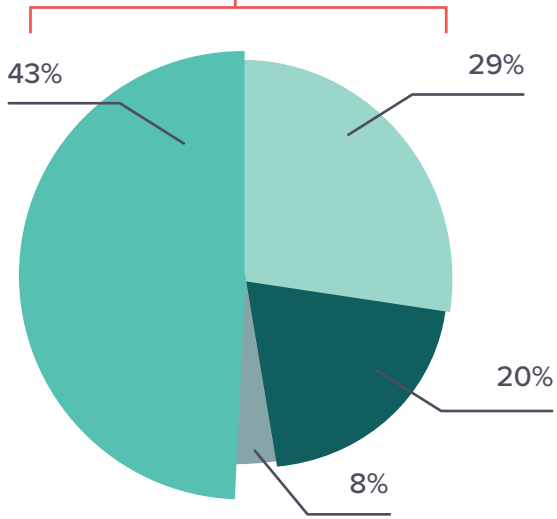
- Faith J. McKinnie, Black Artist Foundry

Midtown Love Art Exhibit
“Spray Cans” by Gale Hart



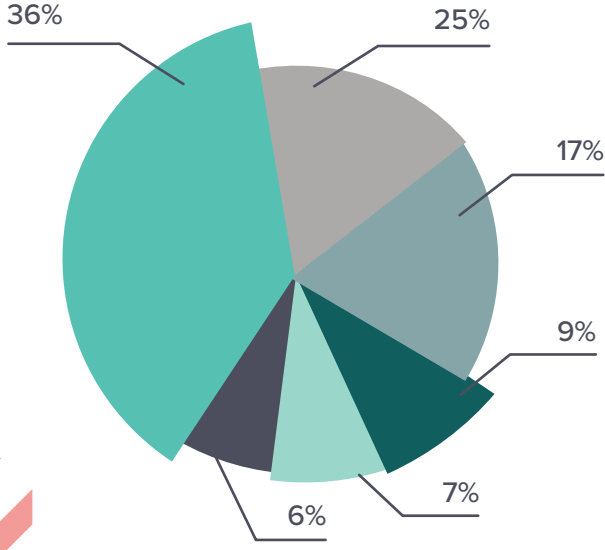
ORGANIZATIONAL INCOME

PBID	Midtown	(38%)	\$1,937,566
	Alhambra	(11%)	\$586,691
	I6M	(6%)	\$334,714
Events and Grants		(29%)	\$1,486,548
Midtown Parks		(9%)	\$441,741
BID	Midtown Sutter	(5%)	\$255,771
	Midtown Central	(2%)	\$120,000



PBID EXPENSES

Safety, Maintenance and Streetscape Services	(43%)
Placemaking and Capital Improvements	(29%)
Advocacy and Communications	(20%)
District Administration	(8%)



ORGANIZATIONAL EXPENSES

Safety, Maintenance and Streetscape Services	(36%)	\$1,838,000
Placemaking and Capital Improvements	(25%)	\$1,260,366
Advocacy and Communications	(17%)	\$882,260
Midtown Parks Services	(9%)	\$440,298
BID Services	(7%)	\$354,950
District Administration	(6%)	\$320,580

SPONSORS AND SUPPORTERS

THANK YOU

To our wonderful sponsors and partners* that make our free programming and events possible for the Midtown community. Learn more about becoming a sponsor by visiting exploremidtown.org/ma-partners.





























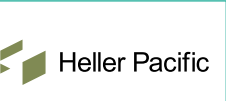








































*Sponsorship levels over \$5K in 2025.

LEADERSHIP

EXECUTIVE COMMITTEE

- Marisa Meredith, Chair | SKK Developments

Mike Testa, Vice Chair | Visit Sacramento

Laura Lewis, Secretary | SMUD

Ken Turton, Treasurer | Turton Commercial Real Estate
- Beth Hassett, Past Chair | WEAVE, Inc.

Steve Johns | Sutter Health

John Hodgson | The Hodgson Company

John Pappas | Pappas Investments

Councilmember Phil Pluckebaum | City of Sacramento

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Allison Yee-Garcia | SAFE Credit Union

Peggy Ygbuhay | Union Pacific

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Jameson Parker | Deputy Director

Vince Marchese | Associate Director of Communications

Amanda Sawasy | Associate Director of Events and Markets

Kelly Greenfield | Senior Manager of Communications

Ismael Lepe Jones | Senior Manager of Events and Markets

Luis Villa | Senior Manager of Clean and Safe

Jess Dressel | Administration and Operations Manager

Tawny Hendrix | Events and Activations Manager

Karina Raymundo | Advocacy and Stakeholder Affairs Manager

Bailey Wineland | Creative Manager
- Ivan Espinoza | Clean and Safe Foreman

Joel De Santiago | Clean and Safe Assistant Foreman

Katey Purcell | Administrative Coordinator

Armando Rodriguez | Senior Safety Lead

Will Buford | Safety Lead

Ezra Daniels | Maintenance Lead

Angelo Fernandez | Maintenance Lead

Eric Gonzalez | Safety Lead

Diana Jimenez | Maintenance Lead

Saul Palacios | Maintenance Lead

Brandon Stebbins | Maintenance Lead

COMPANY VALUES: INTEGRITY, RESPONSIVENESS, CELEBRATING GROWTH, COLLABORATION, RESILIENCY AND RESPONSIVENESS, EFFICIENCY AND TRANSPARENCY THROUGH TECHNOLOGY

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*Midtown Love 2025
The Mansion Apartments*