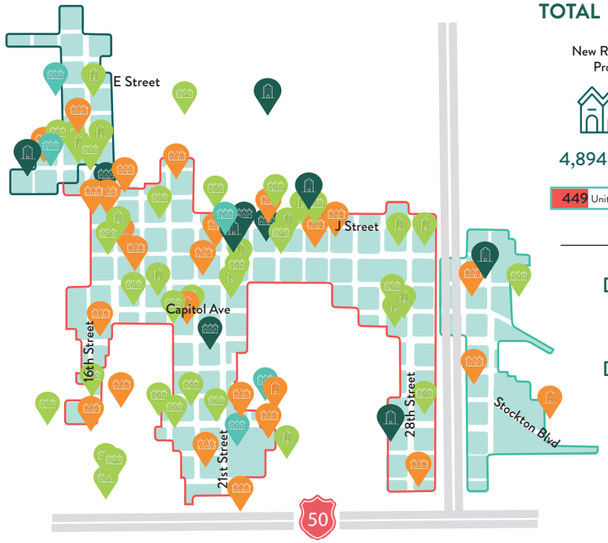
MIDTOWN DISTRICT DASHBOARD

January 1, 2017 - June 30, 2026 (for Strategic Plan through December 31, 2029)

New Developments



TOTAL

New Residential Projects

4,894 UNITS

449 Units — 2025-2030 Goal: 1K

New Commercial Projects

833,769 SQ. FEET

55.8K Sq. Feet — 2025-2030 Goal: 50K

DISTRICT

- Midtown
- Alhambra
- 16M

DEVELOPMENTS

- City Review
- Approved
- Under Construction
- Completed

Clean and Safe

YEAR TO DATE

7,137 Safety Patrol Hours — Goal: 11.3K

Q2 Goal: 5,600

6,936 Proactive Maintenance Hours — Goal: 13.3K

Q2 Goal: 6,650

DISTRICT TO DATE

Average Response Time During Service (Hours): 1.5

Police Patrol Hours: 7,771

3 Cameras Added	1,634 Biohazards Cleaned	46 Notices of Trespass	8,498 Dispatch Calls
79 Tons of Litter Removed	2,927 Graffiti / Sticker Removals	70 Active Safety Lights	1,720 Pressure Washing Hours

District Activations

EVENT SUPPORT

383 Events > 588.6K Event Attendees > $426.3K Event Support Value

MIDTOWN FARMERS MARKET

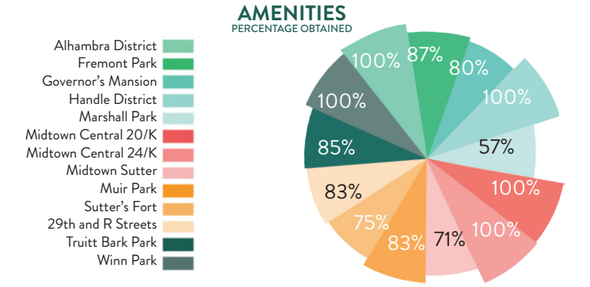
582 Markets > 1.12M Market Attendees > 20.8K EBT Transactions > 58.8K Vendor Stalls

2026 Weekly Average: **228**

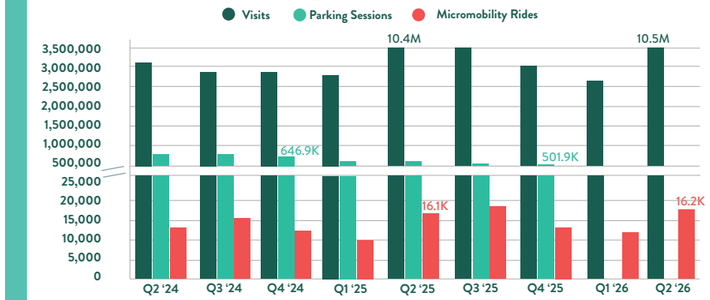
$20.9M Farmers Market Economic Impact — 2030 Goal: $26M

AMENITIES

PERCENTAGE OBTAINED

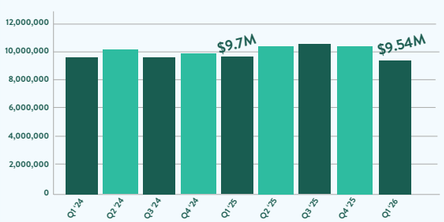


DISTRICT VISITS



Economic Impact

DISTRICT-WIDE SALES TAX



BID PERFORMANCE

MIDTOWN SUTTER $220K

MIDTOWN CENTRAL $172K

Communications

"Eye-Popping Poppy-Inspired art now On Display in Sacramento Park" | *KCRA*

"Midtown Association to install Pride banners along J Street" | *ABC 10*

"Outdoor Yoga and Mindfulness Events in Sacramento" | *ABC 10*

MEDIA COVERAGE

Q2 2026

Scan the QR code to view recent media highlights.

1,811 Positive Stories Generated

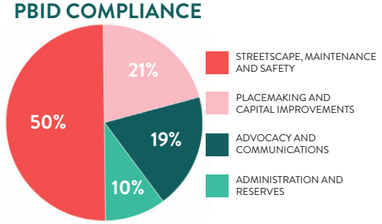
11,298 Mentions of Midtown

4,661,317 Year to Date Digital Impressions

366 Businesses Enrolled in Communications

Financial Compliance

PBID COMPLIANCE



NON-PBID FUNDS

$10.1M — Goal: $9.8M

Social Responsibility

Women In Placemaking

In Q2, a dedicated blog highlighted the Women in Placemaking group's foundation and vision, including bringing Fremont Park Bloom to life.

Capital Improvements

INFRASTRUCTURE

$12.6M Total Invested — 2030 Goal: $15.4M

PARKS AND PUBLIC SPACES

$722.1K Total Raised — 2030 Goal: $650K

TOTAL INVESTED

RECENT PROJECTS

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

= $12.6M