

HOLIDAY PROGRAMMING 2025 RECAP REPORT



Midtown Association is a nonprofit 501(c)(6) organization whose mission is to make Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core.

OVERVIEW

Midtown Association (MA) seeks opportunities to activate the district and keep the community and visitors engaged through strategic programming designed to continue uplifting Midtown as the center for culture, creativity and vibrancy in Sacramento's urban core. In 2025, MA supported **over 50 businesses** during the holiday season through event assistance, promotions, and inclusion in holiday campaigns, through varied communications channels including earned media, social media, eblasts, blog posts, posters, and more to drive engagement.

The holiday programming included the return of the beloved 12 Days in Midtown, a tradition that encourages visits to Midtown's small businesses, and the second annual Made in Midtown Shopping Trail, which promoted direct consumer spending at local restaurants, shops, and entertainment venues through an interactive digital passport program. Overall, holiday programming in 2025 generated **371.9K** social media impressions, **6.1K** website views, **35** earned media placements, and a publicity value of **\$441K**.

IMPACTFUL METRICS

The metrics below show the cumulative impact of 2025 holiday programming in the months of November-December.

50+

Businesses
Highlighted

421

Total Pass
Signups

11.6K

Total
Newsletter Opens

6.1K

Total
Website Views

371.9K

Total Social Media
Impressions

1.2M

Local Media
Viewership

35

Media Story
Count

\$441K

Calculated
Publicity Value

SOCIAL MEDIA

Click the thumbnails below to view top social media posts.



47.3K

Flash Giveaway to
Promote Check-Ins



44.1K

Made in Midtown
Shopping Trail



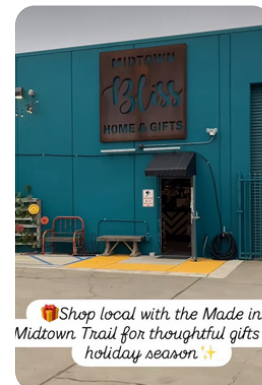
30.4K

Day 6: Midtown
Farmers Market



18.9K

12 Days of
Midtown



9.3K

Collab Reel with
Midtown Bliss

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NEWSLETTERS

Click the thumbnail to view the newsletter.



BLOG POSTS

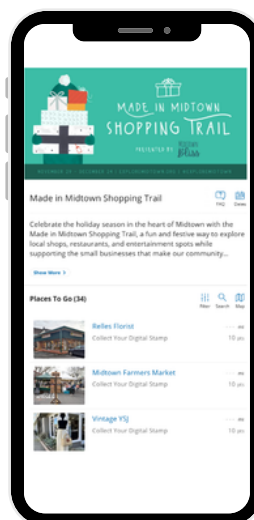
Click the thumbnail to view website.



6.1K
Website
Views

MADE IN MIDTOWN SHOPPING TRAIL DIGITAL PASSPORT

11.6K
Newsletter
Views



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MEDIA

Click the thumbnail to view TV broadcast media coverage.



35
Media
Stories

The Midtown Farmers Market Featured in Small Business Saturday Feature Segment (FOX40)



Why Shopping Small Matters: Midtown Gears Up for Small Business Saturday (ABC10)



\$441K
Publicity
Value

12 Days of Midtown feature segment at LowBrau (ABC10)



Holiday shopping at Midtown Bliss Home & Gifts (Good Day Sacramento)



1.2M
Local Media
Viewership

Feature segment from the Midtown Farmers Market about holiday activations (Good Day Sacramento)



58 Degrees & Holding Grower Champagne Tasting Event Preview (Good Day Sacramento)