

MIDTOWN SECOND SATURDAY 2025 RECAP REPORT



Midtown Second Saturday is an all-day celebration of local artists, culinary arts, live music, family-friendly activities, and more.

EVENT OVERVIEW

October 11 marked the sixth and final month of the 2025 Sutter Health Midtown Second Saturday season, presented by Midtown Association in partnership with Five Star Bank, Visit Sacramento, SKK Developments, and the City of Sacramento. In October, programming centered around a *Women in Art* themed Art Walk, free admission to Sutter's Fort, an art market at 20th & K Streets benefitting the Sacramento LGBT Center, and a movie night hosted by CADA at Fremont Park.

Overall, Midtown Second Saturday in 2025 generated more social media impressions, website views, earned media coverage, and publicity value than 2024. Through Placer.AI data, we were able to measure **53.2K** additional visitors that were in the district for Midtown Second Saturday programming, a **14%** increase over an average Saturday during that span. The highlight of the season, the *Urban Dreams Art Experience*, brought an investment of **\$129K** into **16** large-scale pieces of art that generated more than **30** unique media stories and **1.2M** digital impressions. Most importantly, the season concluded with a third straight year of programming where **zero** public safety incidents were recorded.

IMPACTFUL METRICS

The metrics below show the cumulative impact of Midtown Second Saturday 2025 in the months of May-October

53.2K

Additional
Visitors

14%

Visitor Increase
Over Average Saturday

77

Total Events
and Attractions

0

Public Safety
Issues

209

Artists
Engaged

1K

New Art Walk
Participants

25.2K

Total
Newsletter Opens

62K

Total
Website Views

774K

Organic Social
Media Impressions

701.9K

Paid Digital Media
Impressions

58

Media Story
Count

\$275.4K

Calculated
Publicity Value

2025 HIGHLIGHTS



Live performance at Midtown Love at The Mansion Apartments in May



Attendees viewing artwork at I Street Art Studio's Iconic Midtown Art Show in July



Art at Mulvaney's B&L as part of the *Urban Dreams Art Experience* August-September



Movie Night by CADA at Fremont Park as the closing signature event in October

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SOCIAL MEDIA POSTS

Click the thumbnails below to view top social media posts.



28.8K

Digital Impressions

WEBSITE LANDING PAGE

Click the thumbnail to view website.



33K

Website Views

ARTIST HIGHLIGHTS

Click the thumbnail to view 2025 season blogs.



64.7K

Digital Impressions



307.9K

Digital Impressions

URBAN DREAMS ART EXPERIENCE VIDEO

Click the thumbnail to view video.



50.4K

Digital Impressions



29K

Website Views

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MEDIA

Click the thumbnail to view media coverage.



The Midtown Farmers Market Kicks Off Second Saturday and Pride Weekend (Good Day Sacramento)

MAY-JUN

13

Media
Stories

\$11.7K

Publicity
Value



Midtown Second Saturday Art Walk in July (Good Day Sacramento)



New Art Around Midtown for the Urban Dreams Art Experience (ABC10)

JUL-AUG

40

Media
Stories

\$72.2K

Publicity
Value



Check Out a Local Artist's Unique Piece for Midtown's 'Urban Dreams' Project (Good Day Sacramento)



Midtown Second Saturday brings excitement to the Sacramento area throughout the weekend (KCRA3)

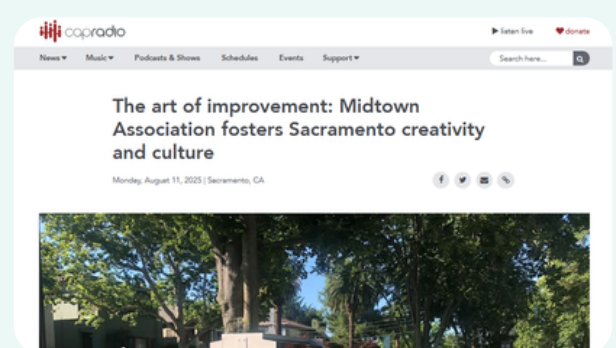
SEP-OCT

5

Media
Stories

\$7.9K

Publicity
Value



The art of improvement: Midtown Association fosters Sacramento creativity and culture (Capital Public Radio)