

FREMONT PARK BLOOM 2026 RECAP REPORT

Midtown
Parks



Fremont Park Bloom brought a vibrant outdoor art installation of 6-9-foot-tall, illuminated poppies, designed to activate shared spaces, support local artists, and bring the community together at Fremont Park.

OVERVIEW

Fremont Park Bloom was an immersive public art experience conceived by *Women in Placemaking*, an initiative started in 2017 to bring together women across communications, design, development, and public sector roles to shape placemaking in Midtown Sacramento. Following a lighting activation project at 24th and K Streets, a vision was created in 2023 around the idea of “Fremont Bloom,” a concept originally focused on bringing an annual floral bloom experience to Fremont Park. With an evolved approach and made possible through women-led leadership provided by Midtown Association and Midtown Parks, Kaiser Permanente, CADA, Atlas Lab, the City of Sacramento, Brown Construction, LBT Investments, and sculptural artist Gina Rossi, *Fremont Park Bloom* came to life for its inaugural year from **May 7-June 17, 2026**.

With an **\$89.2K** investment and **18** hosted events including Midtown Love, two Midtown Second Saturday events, yoga, and weekly picnics, **58.5K** visitors experienced Fremont Park Bloom in its first year, representing a **72%** increase in visitation to the park during that same span in 2025. Of those visitors, **43.7K** came from outside the district, generating an estimated **\$1.68M** in local economic impact based on the average visitor spend of **\$38.46** according to the 2024 Arts & Economic Prosperity Study in Sacramento County. Overall, visitors stayed at the park for an average of **79** minutes, a **49%** increase from 2025. Additionally, programming concluded with **zero** public safety incidents. Promotional efforts for the project generated **500K+** organic digital impressions and **26** earned media stories with a publicity value of **\$108.8K**.

IMPACTFUL METRICS

The metrics below show the cumulative impact of Fremont Park Bloom from May 7 - June 17, 2026.

58.5K

Total
Visitors

72%

Visitor Increase
Over 2025

18

Total Events
Hosted

0

Public Safety Issues
During Programming

43.7K

Total Visitors from
Outside District

\$1.68M

Estimated Local
Economic Impact

500K+

Organic Digital
Media Impressions

\$89.2K

Invested Into
Project

79

Average Stay Time in
Minutes

49%

Average Stay Time
Increase Over 2025

26

Media Story
Count

\$108.8K

Calculated
Publicity Value

INSTALLATION HIGHLIGHTS



The sculptures were conceived by Atlas Lab and fabricated by local sculpturalist Gina Rossi



Sculptures were illuminated throughout the night, increasing vibrancy and safety of the park



Sacramento PD provided a 24/7 security camera trailer and supplemental officers for events



Chairs, planters, and signage created passive programming that created a daily third space

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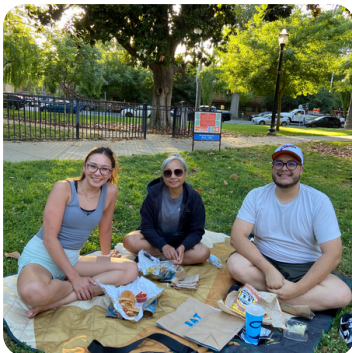
COMMUNITY IMPACT

Fremont Park Bloom demonstrated how public art and placemaking can contribute to healthier, more connected communities by transforming an everyday neighborhood park into a welcoming destination for recreation, creativity, and social interaction. By removing barriers to participation through free programming and open public access, the installation created opportunities for people of all ages and backgrounds to engage with one another in meaningful ways.

The combination of immersive public art, wellness programming, and community events encouraged residents and visitors alike to spend time outdoors, explore Midtown on foot, and experience Fremont Park in new ways. Activities such as yoga, community picnics, and arts programming reinforced the important role that parks play in supporting physical activity, reducing stress, and fostering social connection, all of which contribute to overall community wellbeing.

The project also highlighted the value of cross-sector collaboration in creating healthier public spaces. Through the leadership and partnership of organizations spanning healthcare, housing, local government, law enforcement, design, and the arts, *Fremont Park Bloom* demonstrated how collective investment can produce outcomes that extend well beyond a single installation.

2026 PROGRAMMING HIGHLIGHTS



Weekly Wednesday Picnic
Poppies Series with live music
and family friendly activities



Fresh Air: Midtown Parks
weekly yoga classes with
Yoga Moves Us



May Midtown Second Saturday
Art Market x Silent Disco with
H.E.R.E. Sacramento



Twilight Yoga and Sound Bath
Meditation (second class
added due to popular demand)

Leading yoga classes amongst the poppies at Fremont Park created such a special energy. It brought more people to the park than usual for these classes and we were able to connect with experienced yogis and beginners alike. Having 250 people come out for the first Twilight Yoga and Sound Bath Meditation class felt like a powerful reminder of the importance of connecting with community through both movement and stillness.

IVETTE CASTELLANOS, YOGA MOVES US

350

Picnic
Attendees

1.1K

Yoga Class
Attendees

3.8K

Second Saturday
Event Attendees



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FREMONT PARK BLOOM VIDEO

Click the thumbnail below to view the full video.



DIGITAL PROMOTIONS

Click the thumbnail to view website



500K

Organic Digital
Media Impressions

SOCIAL MEDIA POSTS

Click the thumbnails below to view top social media posts



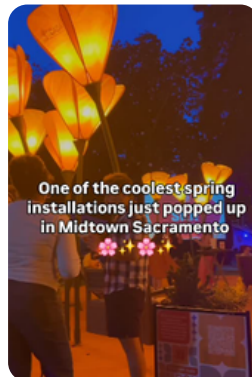
72.7K

June Silent Disco
with H.E.R.E.
Impressions



65.3K

May Second
Saturday Event
Impressions



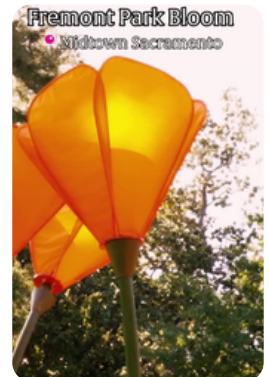
65.1K

Be Local Sacramento
Collaborative Reel
Impressions



54.7K

Weekly Poppies
Picnic Series
Impressions



31.6K

Visit Sacramento
Collaborative Reel
Impressions

USER GENERATED CONTENT

Click the screenshot to view examples of visitor's posts



43.7K

Total Visitors from
Outside District

\$1.68M

Estimated Local
Economic Impact

The *Bloom* installation not only was impactful to us as a business, but also to our community. It created this sense of calm and beauty that really impacted me, as well as my team members. We had many guests come in that told us they were coming in because they wanted to grab a cup and just go sit in the park and read. It really was a gathering spot that brought so many together.

DONOVAN ALBERT, ANCHOR & TREE COFFEE

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MEDIA

Click the thumbnail to view media coverage



Eye-popping poppy-inspired art now
on display in Sacramento park
(KRCA)

26
Media
Stories



Fremont Park in Sacramento is in
Full Bloom this Summer
(Good Day Sacramento)



Fremont Park Bloom
(Good Day Sacramento)

\$108.8K
Publicity
Value



Stylistics Car Show for
Midtown Second Saturday
(Good Day Sacramento)



Week in Photos: Spring bloom
(The Sacramento Bee)

18
Events
Promoted



Free yoga in Midtown returns,
this year among giant poppies
(Capital Public Radio)