

MIDTOWN LOVE 2026 RECAP REPORT



EVENT OVERVIEW

May 7, 2026, marked the annual Midtown Love fundraiser, a signature event celebrating and supporting Midtown's parks, arts and creative community with live performances and exceptional food and drinks from Midtown favorites. This year's event honored 40 Artists of Midtown, highlighting the exceptional and inspiring artists who make Midtown vibrant and included recognition of Sacramento Valley Spark as Artist of the Year and Tricorp Group as Partner of the Year. Set against the backdrop of *Fremont Park Bloom*, this year's Midtown Love event offered a firsthand look how funding directly supports placemaking projects that positively activate public spaces.

Thanks to the generosity of sponsors, guests, and donors, **\$79.3K** was raised to support Midtown Second Saturday programming, Midtown Association's small business services, and investments in parks and public spaces through the Midtown Parks 501(c)(3).

IMPACTFUL METRICS

500+

Attendees

\$79.3K

Total Funds Raised

\$9.9K

Ticket and Raffle Funds Raised

50+

Artists Engaged

43

Number of Sponsors

6.6K

Web Impressions

5

Media Stories

51.8K

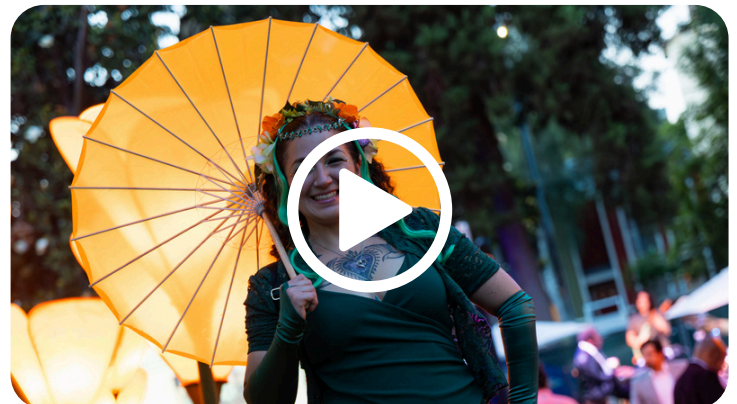
Earned Media Impressions

31.6K

Social Media Impressions

VIDEO RECAP

Click the thumbnail below to view a recap video by **GreyDot Marketing**



PHOTOS

To find more photos, check out the [full Midtown Love photo gallery here!](#)



Guests enjoyed a first look at the brand-new *Fremont Park Bloom* public art installation



The interactive Bloom Bar provided an opportunity for guests to make donations while creating their own bouquets



The evening celebrated the unveiling of the 40 Artists of Midtown with new banners on display



Dinner was served from a Midtown-based restaurant and Midtown Farmers Market vendor, Maria's Paella

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MIDTOWN
ASSOCIATION

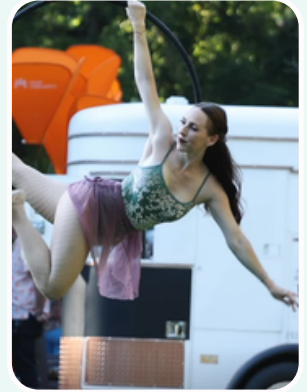


SOCIAL MEDIA POSTS

Click the thumbnails below to view top social media posts.



31.6K
Social Media
Impressions



DIGITAL PROMOTIONS

Click the thumbnail to view the newsletter and website.



Midtown Love Newsletter Inclusion

6.6K
Web
Impressions



Dedicated Midtown Love Webpage

MEDIA SEGMENTS

Click the thumbnails to view media stories mentioning Midtown Love.



Local News That Matters: Midtown Love
Celebration (FOX40)

51.8K
Earned Media
Impressions



Week in Photos: A curated selection of moments
this week (Sacramento Bee)