

URBAN DREAMS ART EXPERIENCE 2025 RECAP REPORT



The *Urban Dreams Art Experience* brought 16 large-scale, immersive art installations to Midtown Sacramento as part of Midtown Second Saturday from August 9 - September 14, 2025.

OVERVIEW

Since 2023, Midtown Association has uplifted the Sacramento tradition of Second Saturday in the months of May-October through investments in promotions, programming and artist stipends. Committed to supporting a thriving arts scene in Sacramento, Midtown Association has continued to include art beyond the galleries to highlight local musical, performance, and culinary artists, and more. Inspired by cities like San Francisco, Los Angeles, and Boston, Midtown Association looked to bring a new element to Second Saturday in 2025 with installations of large-scale sculptures from local artists that would stay up for more than 30 days, across two Second Saturdays. Through a regional call to artists, an artist selection committee selected **16** pieces of work from **12** artists based on their artistic merit, creativity, community engagement, and social impact with a preference given to artwork that reflects Sacramento's diverse communities.

In conjunction with Sutter Health's Midtown Second Saturday, The *Urban Dreams Art Experience* was presented by the offices of Mayor Kevin McCarty and Supervisor Phil Serna as a collaboration between Midtown Association, Visit Sacramento and Sacramento Valley Spark. Through an investment of **\$129K**, the placement of this art was a resounding success, generating more than **30** unique media stories and **1.2M** digital impressions, including **1.5K** check-ins from an interactive location-based app.

IMPACTFUL METRICS

The metrics below show the impact of the *Urban Dreams Art Experience* in the months of August-September.

28.6K

Additional Visitors
During Installation

\$50.6K

Calculated
Publicity Value

32

Media
Stories

1.5K

Digital Passport
App Check-ins

525.5K

Social Media
Impressions

644.4K

Digital Ad
Impressions

11.2K

Newsletter
Opens

29K

Website
Views

RECAP VIDEO

Click the thumbnail to view video.



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**URBAN
DREAMS**
ART EXPERIENCE

MEDIA COVERAGE

Click the thumbnails to view top media segments



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



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



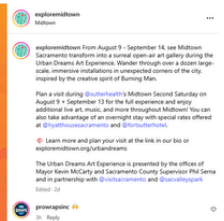
Check this out! New art throughout Midtown Sacramento (ABC10)

SOCIAL MEDIA POSTS

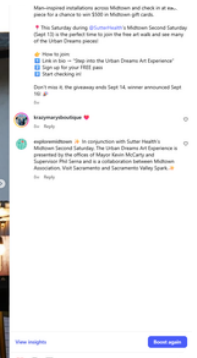
Click the thumbnails below to view top social media posts.



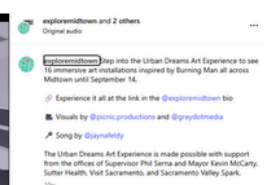
307.9K
Impressions



93.1K
Impressions



67.6K
Impressions



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"DENDRO" at The Press at Midtown Quarter sponsored by Oakmont Properties



"RatchetFish" at The Golden Bear sponsored by The Golden Bear and Der Biergarten



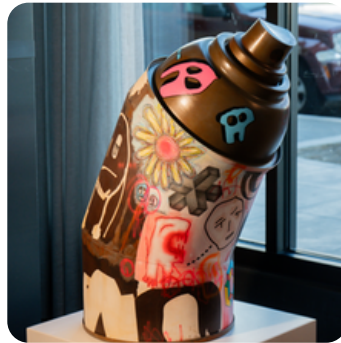
"Reaching Through" at the MARRS building sponsored by Heller Pacific and Fulcrum Properties



"Metal Blossom" at 16 Powerhouse sponsored by Demmon Partners



"Steady Wandering" at Hyatt House sponsored by Hyatt House and Visit Sacramento



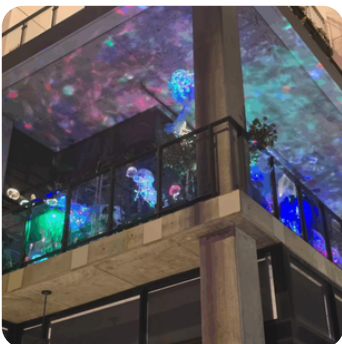
"Shorty" at Fort Sutter Hotel sponsored by Fort Sutter Hotel and Visit Sacramento



"Internal Exposure" at 1720 L Street sponsored by The Handle District and Priority Parking



"Face Value" at Channel 24 sponsored by Another Planet Entertainment



"AguaGlow" at 19J Apartments sponsored by Mohanna Development



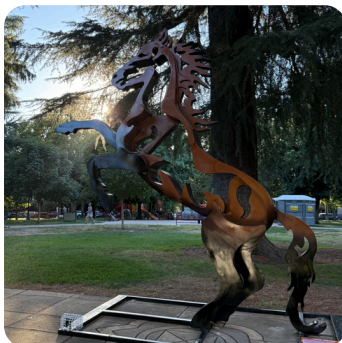
"The Mare'lot" at The Mansion Apartments sponsored by SKK Developments



"Life Labyrinth" at 1801L Apartments sponsored by SKK Developments



"Angelic Wings" at First United Methodist Church sponsored by StoneBridge Properties



"Flaming Horse" at Fremont Park sponsored by CADA



"Mechateuthis" at Mulvaney's B&L sponsored by The Handle District



"Clawfoot Creature" at Eleanor H16 sponsored by MG Properties



"Sprout" at 17Central Apartments sponsored by D&S Development