

WINTER PROGRAMMING 2024 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.

OBJECTIVE

Midtown Association aims to boost local spending through campaigns and events that spotlight local retailers, entrepreneurs, restaurants, and bars. Sixty-seven cents of every dollar spent in a small business stays in the local economy. Additionally, 78% of small business owners have emphasized that their holiday sales will likely determine their ability to stay afloat.

OVERVIEW

In 2024, Midtown Association (MA) supported over 50 businesses during the holiday season through event assistance, promotions, and inclusion in holiday campaigns, utilizing earned media, social media, eblasts, blog posts, posters, and more to drive engagement. A highlight was the Made in Midtown Shopping Trail, a passport program encouraging visits to Midtown retail shops, which attracted over 200 participants. The annual 12 Days of Midtown campaign highlighted 12 additional local Midtown businesses and their holiday activations for the first 12 days of December. Overall, MA generated 84 media stories, achieved over 390K social media impressions, and introduced two new holiday markets, Winn-ter Wonderland and Fremont Frost Fest, featuring local vendors, festive music, arts and crafts, and photos with Santa.

IMPACTFUL METRICS

50+

Total
Businesses
Highlighted

200+

Trail
Participants

213K

Organic
Social Media
Impressions

177K

Paid Social
Media
Impressions

9.1K

Social Media
Engagements

17.2K

Newsletter
Opens

6K

Website
Views

84

Media
Stories

\$604K

Publicity
Value

2.6M

Local Media
Viewership

PHOTOS



Winn-ter Wonderland
Market



The Golden Bear
Hot Toddy Competition



Made in Midtown
Trail Grand Prize



Alaro Craft Brewery's
Ugly Sweater Contest

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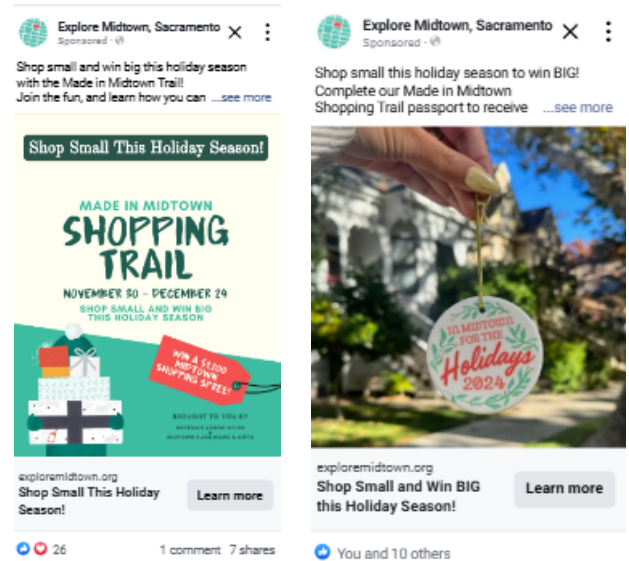


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MADE IN MIDTOWN TRAIL PASSPORT



MADE IN MIDTOWN SOCIAL MEDIA ADS



SOCIAL MEDIA

Click the thumbnails to view social media posts.



Made in Midtown Shopping Trail



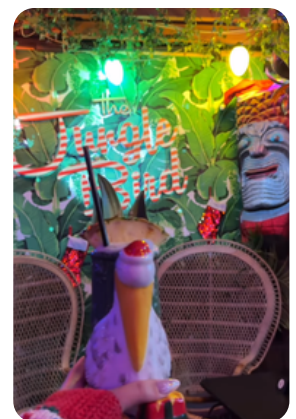
Partnership Reel with Maddy Edmunds



Holiday Grinch Pop-Up Bar at Jet's



12 Days of Midtown Activities



Jungle Bird's Sippin' Santa

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WEBPAGE

Click the thumbnail to view Midtown Association's winter programming blogs.



NEWSLETTER

Click the thumbnail to view newsletters.



MEDIA

Click the links to check out various media segments.

- [MADE IN MIDTOWN SHOPPING TRAIL | KMAX/ GOOD DAY SACRAMENTO](#)
- [SMALL BUSINESS SATURDAY| KCRA](#)
- [SUTTER'S FORT STORE | KMAX/ GOOD DAY SACRAMENTO](#)
- [JET'S AMERICAN BAR + GRILL GRINCH POP-UP | FOX40/STUDIO40 LIVE](#)
- [SACRAMENTO MIDTOWN NEIGHBORHOOD HELPS SHOPS FIGHT INFLATION| KCRA](#)

- [GET IN THE HOLIDAY SPIRIT THIS DECEMBER | SAC NEWS & REVIEW](#)
- [DOUBLE THE FESTIVE FUN WITH TWO HOLIDAY MARKETS | SACRAMENTO PRESS](#)
- [12 DAYS OF MIDTOWN - FROST FEST | FOX40/STUDIO40 LIVE](#)
- [12 DAYS OF MIDTOWN: THE CABIN | FOX40/STUDIO40 LIVE](#)
- [SADE GETS A TASTE OF 12 DAYS OF MIDTOWN WITH A HOT TODDY/ GOOD DAY SACRAMENTO](#)