



**midtown**

**MANAGEMENT  
DISTRICT**

COMMITTEE UPDATES: November 2025



**midtown**  
HOUSTON

# REPORTS

Public Safety – Core Service

Services & Maintenance –Core Service

Economic Development – Core Service

Marketing

Urban Planning

Parking Benefit District

Cultural Arts & Entertainment

Finance & Budget

Executive





## PUBLIC SAFETY



## DIRECTED ENFORCEMENT INITIATIVE

<b>HPD South Central - Directed Enforcement Initiative</b>
<b>July 20, 2025 - September 20, 2025</b>
Total Reports: 33
Total Suspects Placed in Jail: 22
Total Traffic Stops: 181
Total Moving Citations (Traffic): 18
Total Non-Moving Citations: 278
Total Parking Citations: 18
Felony and Misdemeanor charges: 12
Felony/Misdemeanor Warrants: 8
City Warrants: 87





## MIDTOWN HOUSTON CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)



# CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP) SEPTMEBER STATS

## Chronic Consumer Assistance Program (CCAP)-Midtown

Reporting Month: September 2025

<div>   <div>Mental Health &amp; Homeless Outreach Program Summary</div> </div>													
Contacts	1-Jul	1-Aug	1-Sep	1-Oct	1-Nov	1-Dec	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	YTD
Unique Individuals Contacted	170	169	156										495
Total Engagement Contacts	184	246	231										661
Veteran Contacts	0	4	2										6
Hot Spot Contacts													
>1: Lord of the Streets	50	86	96										232
>2: 2111 Fannin (Sunaco Station)	25	11	9										45
>3: 4800 Block of Fannin (Veteran Homes)	5	0	1										6
>4: 2300 Main Street	20	0	0										20
>5: Trinity Episcopal Church	50	40	32										122
>6: Pierce Elevated	0	0	2										2
>7: 402 Gray Street (CVS)	5	4	5										14
>8: Ensemble Theatre	0	3	0										3
Hot Spot TOTALS	155	147	145										444
Additional Metrics													
Arrests	0	0	0										0
Business Engagements	0	2	7										9
Emergency Detention Orders (EDO)	1	0	1										2
Homeless Outreach Team: ID Cards Provided	0	2	1										3
SEARCH referrals	0	24	1										25
Transitioned from Street	1	3	1										5
Mental Health & Support Services-HC	21	99	80										200



# MIDTOWN TARGETED CLEAN UP INITIATIVE

BEFORE



AFTER





# **PUBLIC SAFETY**

## **PUBLIC SAFETY COMMITTEE**

**NOVEMBER 18, 2025**

**11:30 A.M.**



# SERVICES + MAINTENANCE





# FIELD SERVICE + MAINTENANCE TEAM

## MONTHLY METRICS



**123** Miles ROW Mowed



**253** Bags of Trash Removed

2,900 - Sept 2025



**12,650** LBS of Trash Removed

145,000- Sept 2025



**294** Bags of Leaves Removed

4,309- Sept 2025





# BALDWIN PARK MAINTENANCE

- **Irrigation Repairs – Minor irrigation repairs completed; system is operating properly**
- **Playground Mulch Refresh - Refresh completed on September 2025**
- **Walking Trail Decomposed Granite Refresh included refresh, regrade, perimeter grass and cleanup**



**midtown**  
HOUSTON

SERVICES + MAINTENANCE COMMITTEE





Gravel spillover #5



Gravel spillover #1





## GLOVER PARK MAINTENANCE

- **Irrigation Repairs –** Minor irrigation repairs scheduled; system is operating properly. COH reconnect water meter.
- **Park Lighting Project-** Lighting proposal approved to install pedestrian light fixtures; option for concrete light fixtures installed





# GRAFFITI ABATEMENT

 **83 Monthly ROW Abatements**

 **471 YTD ROW Abatements**

before

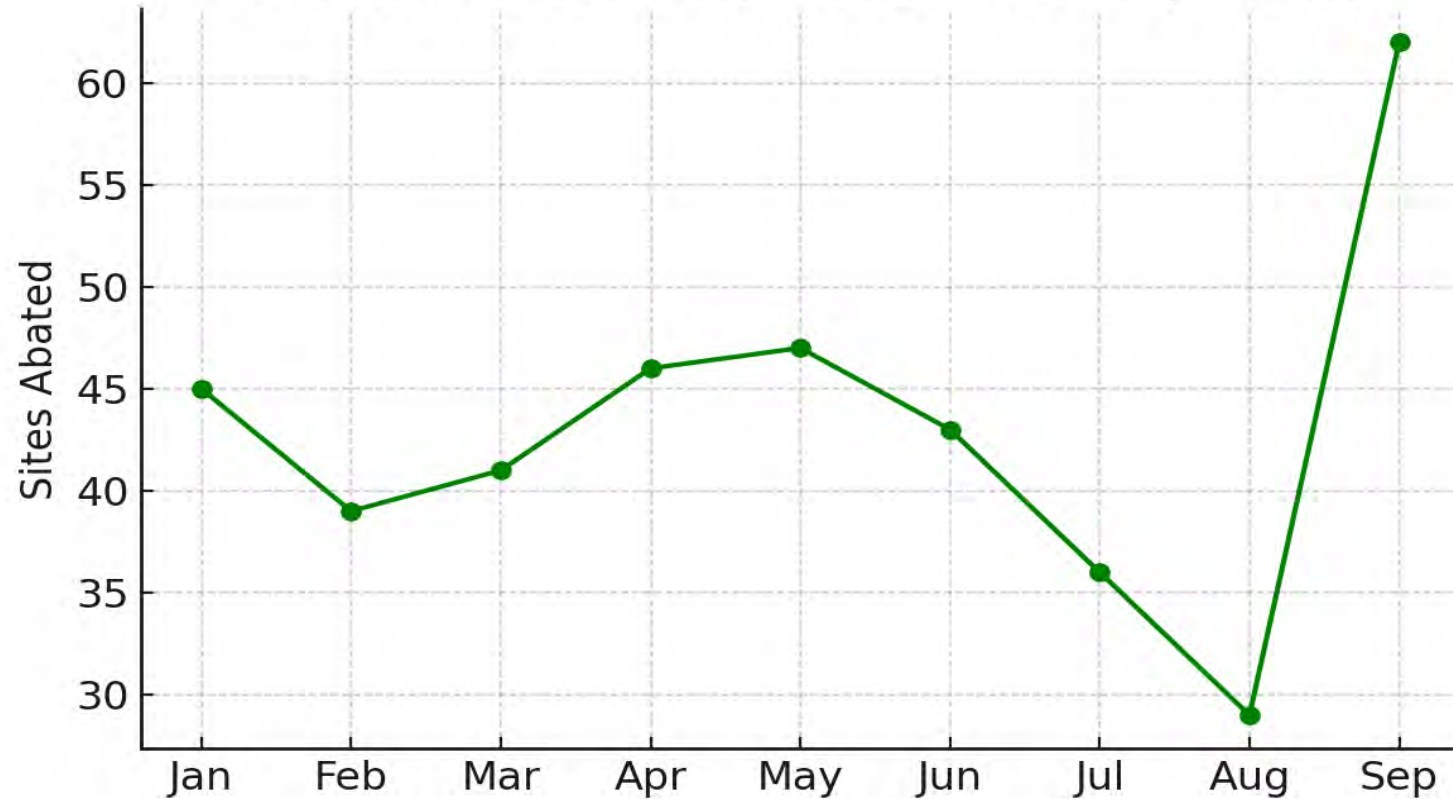
900 Webster

after

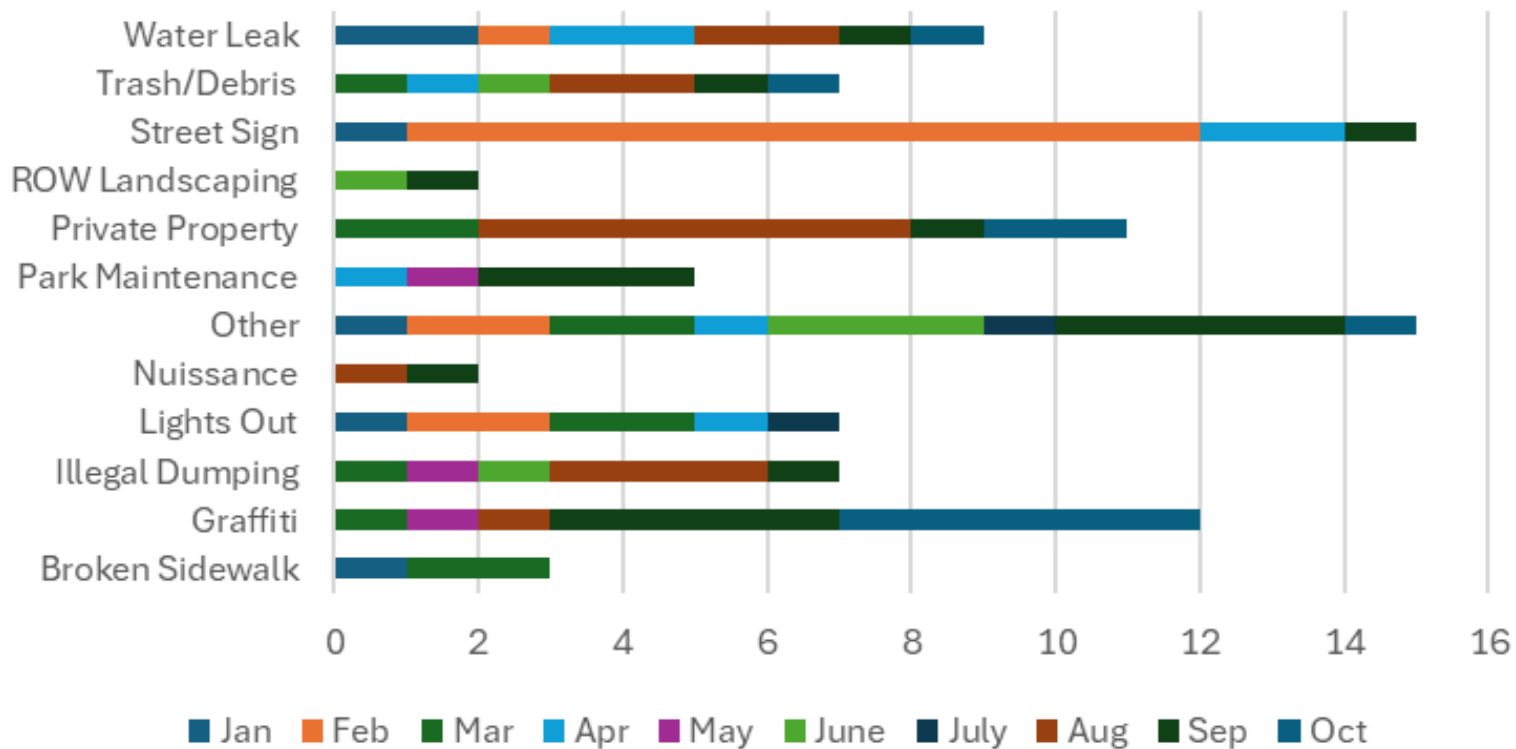
6952



## Graffiti Abatement - 2025 Monthly Trend

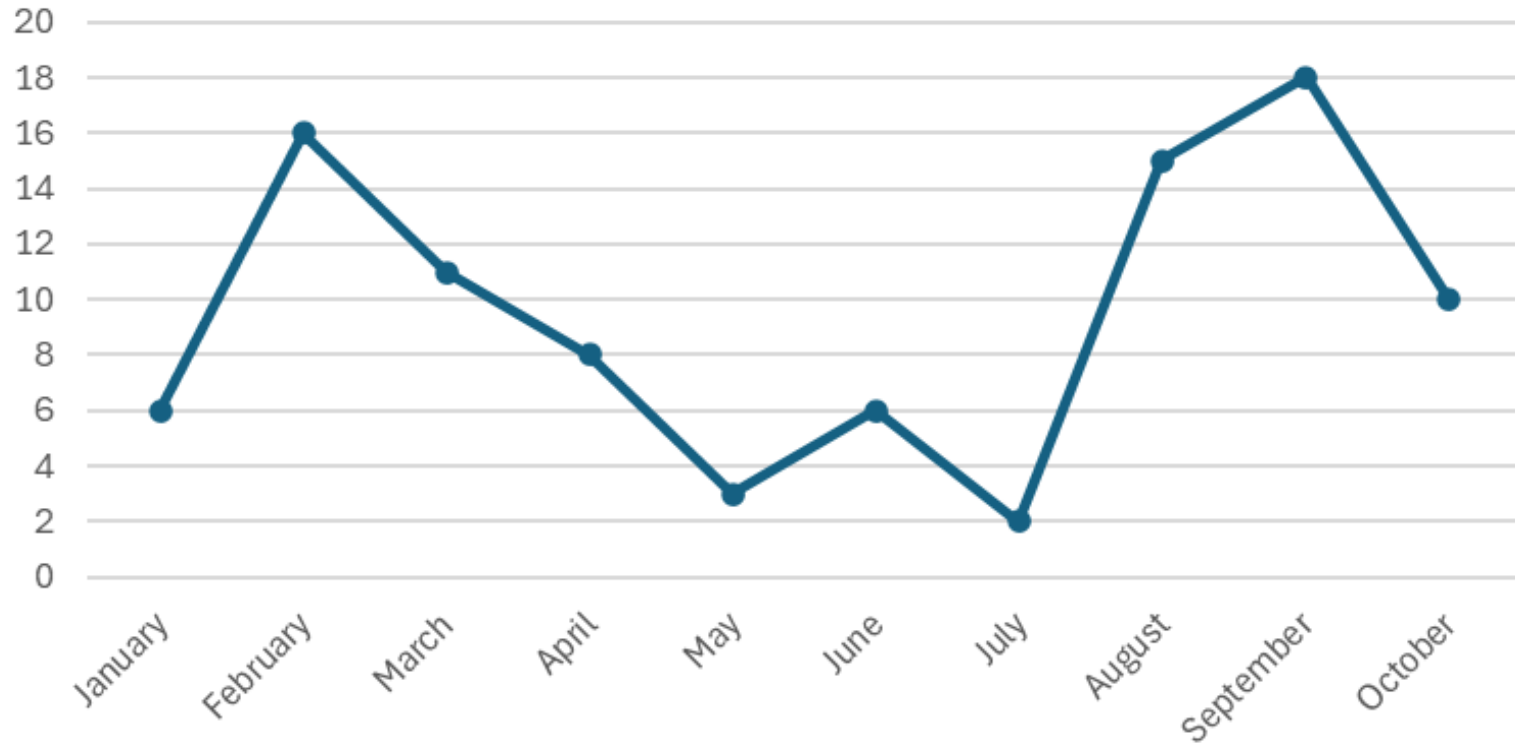


## SeeClickFix Ticket Type Counts





## SeeClickFix Tickets



# TRI-PARTY AGREEMENT/ DISTRICT MAINTENANCE RFP

## TRI-PARTY AGREEMENT

- Termination of the services and maintenance agreement between MRA, MPC, and MMD
- Agreement extended through December 31, 2025, and will dissolve one new districtwide maintenance contracts begin on January 1, 2026

## DISTRICT MAINTENANCE RFP

- LMC is recommended vendor





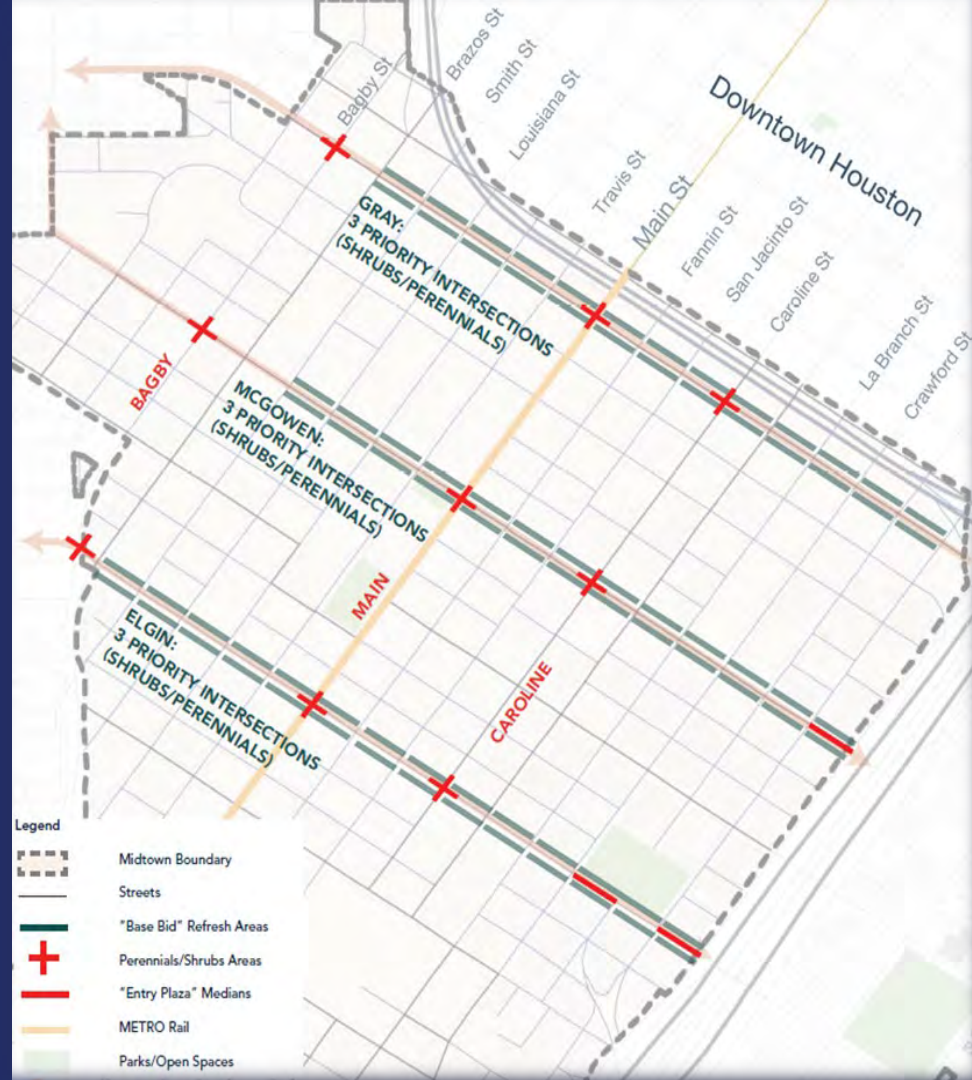
# CITY OF HOUSTON MAINTENANCE AGREEMENT

- The City of Houston requested clarifying language for the agreement
- Language applies only to existing bikeways, not future ones
- Covers bike lanes, pedestrian safety improvements, and Brazos Bridge landscaping
- Revised documentation submitted and is awaiting feedback



# MIDTOWN STREETSCAPE REFRESH

- New tree grates installed
- 3 blocks pending water meter replacements
- Project expected to reach substantial completion by the end of November



# SERVICES + MAINTENANCES

## PROJECT TRACKING SYSTEM

- Midtown staff are conducting research and assessment
- Formatting data of Services and Maintenance and Urban Planning will be conducted in Q1 of FY2026
- Implementation of data on the Midtown website is expected in Q1 or Q2 of FY2026

## KEY PERFORMANCE INDICATORS/ METRICS

- Midtown staff will work collaboratively with the Super Neighborhood
- Metrics expected to be implemented in Q1 of FY2026







## SERVICES + MAINTENANCE

### SERVICES + MAINTENANCE COMMITTEE

NOVEMBER 17, 2025

4:00 P.M.



# ECONOMIC DEVELOPMENT



# CAMERA GRANT PROGRAM

- Program online application reviewed by legal counsel, staff and committee
- Applications expected to be available for public by early November 2025
  - Applicants may submit forms electronically or in person (no mailed applications)
  - Each submission will receive a confirmation stamp/date when dropped off
  - Instructions, criteria, and submission details will be posted on the Midtown website
  - Links to HPD trespass affidavit forms and the Midtown boundary map will be included
  - Criteria will included:
    - Demonstrated need
    - Lighting conditions and environmental safety
    - Active trespass affidavit on file with HPD
    - Business location within Midtown boundaries
- Committee will review and score applications; final selections will be approved collectively
- Funding allocated from the Parking Benefit District Advisory Committee in October 2025





## KEY PERFORMANCE INDICATORS/ METRICS

- **The Committee will begin defining KPIs for FY2026 projects**
- **Proposed initial KPIs:**
  - **Business Engagement**
  - **Budget Utilization**
  - **Program Impact Reporting**
  - **District Economic Growth**
  - **Onboarding of a Community Engagement Liaison**
- **Midtown staff and Committee will work collaboratively with the Super Neighborhood**
- **Metrics expected to be implemented in Q1 or Q2 of FY2026**



# ECONOMIC DEVELOPMENT

## ECONOMIC DEVELOPMENT COMMITTEE

NOVEMBER 12, 2025

10:00 A.M.





# MARKETING





# SOCIAL MEDIA + MEDIA HIGHLIGHTS

Midtown gained **1,042 new followers** in September, a 13.5% increase from August, sustaining strong growth across digital platforms.

Social media delivered **619,258 profile impressions** (up 5.7%) and **81,304 post impressions** (up 10.4%), with **77 comments** (+63.8%), **1,028 likes** (+2.2%), and **140 shares** (down 50%), signaling a pivot toward conversation-driven content.

Midtown ran **10 ads total**, spotlighting **Hispanic Heritage Month**, **local events**, and **community programming**—reaching **more than 224,000** people.

The Midtown newsletter reached **13,014** residents, achieving a **45.4%** open rate and **1%** click-through rate—well above industry benchmarks.

Midtown also earned **12 media mentions** in September, with a combined reach of **20.6 million**, amplifying visibility across press and digital channels.





# TOP PRESS MENTIONS

**Total press placements in September: 12**

- **Total media reach:** 20,247,640

- **Top placements:**

- 1.KPRC – *HueMan:Shelter* feature
- 2.CW39 – *HueMan:Shelter* coverage
- 3.KPRC – *Axelrad Cameras* story

# DIGITAL OUTCOMES



## Midtown Social Media Platforms

- **1,047 new followers** (+13.5 from August)
- **619,258 profile impressions** (+5.7%)
- **81,304 post impressions** (+10.4%)
- **140 post shares** (-50%)
- **77 comments** (+63.8%)
- **1,028 likes** (+2.2%)

# MIDTOWN E-NEWS



## Midtown E-News Outcomes

- Reached **13,014 residents**
- **45.5% open rate** (growth from August)
- **1% click through rate ( consistent with industry benchmarks)**
- Top clicks focused on events and community links, showing strong continued interest in local updates and cultural programming heading into fall.



# MIDTOWN DIGITAL ADS



## Advertising Outcomes – August

- **10 total ads** ran: **9** for Midtown Parks Conservancy (MPC) and **1** for Midtown Management District (MMD) , **reaching over 224,176 people**
- **Top performers included:**
  - National Night Out
  - Pop Up on the Plaza
  - Movie Night



# HUEMAN:SHELTER DIGITAL OUTCOMES

## HueMan:Shelter Digital Outcomes

- **Instagram:** 18,441 views | 5,581 reach | 438 shares | 229 followers
- **Facebook:** 3,512 views | 1,205 reach | 172 shares | 115 followers
- Instagram reach increased **90%**, and views rose **45%**.


# HUEMAN:SHELTER E-NEWS



## HueMan:Shelter E-News

- Reached **~63 recipients**
- **46.6% open rate** (well above industry average)
- **5.2% click-through rate**
- Strong engagement within 24 hours of delivery, driven by ribbon cutting and media coverage
- Demonstrates continued community interest and momentum for ongoing outreach





#midtownHOU

**MARKETING**

**MARKETING COMMITTEE**

**NOVEMBER 18, 2025**

**3:00 P.M.**

# URBAN PLANNING



# URBAN PLANNING

## **SIDEWALK REPAIR + REPLACEMENT**

- **Bid opened October 2**
- **Contractor recommendation - October 2025**
- **8 bids received**
- **Roma Concrete & Construction recommended at \$53,415 (under budget)**

## **PEDESTRIAN LIGHTING ASSESSMENT**

- **MRA Board to review agreement at upcoming meeting**



# PEDESTRIAN LIGHTING ASSESSMENT

WE ARE HERE



Phase 1: Existing Conditions Assessment, Community Night Walk, Nighttime Vulnerability Assessment, Estimated Cost

Phase 2: Stakeholder Engagement, Development of Master Plan

Phase 3: Final Implementation, Construction Documentation



# MIDTOWN BANNER INSTALLATION

**Purpose:** Enhance Midtown's visual identity and community engagement by installing hanging banners on designated streetlight poles that showcase talented local artists and celebrate Midtown's culture.

**Key Objectives:**

- Beautify the District and strengthen community pride
- Promote local events, cultural heritage, and artistic expression
- Increase foot traffic and create a vibrant, welcoming streetscape

**Project Funding:** \$90,000

Urban Planning \$60,000 + Cultural Arts & Entertainment \$10,000  
+ Marketing \$10,000 + Economic Development \$10,000



## MIDTOWN BANNER INSTALLATION

WE ARE HERE



### PHASE 1

#### DISTRICT POLE ASSESSMENT

Identify eligible poles  
and obtain necessary  
approvals

Target completion: end  
of FY2025



### PHASE 2

#### BANNER PRODUCTION & INSTALLATION

Implement new banner  
designs curated by  
Cultural Arts +  
Entertainment  
Committee

Target installation: Q1  
2026



### PHASE 3

#### CONTINUED INSTALLATION

Implement additional  
banners within other  
areas of the District

Target installation: Q3 +  
Q4 2026

# URBAN PLANNING

## KPI METRICS

- **Midtown will work collaboratively with the Super Neighborhood**
- **Metrics which inform the indicators are tied budget line items**







## URBAN PLANNING

### URBAN PLANNING COMMITTEE

NOVEMBER 17, 2025

4:00 P.M.

A photograph of a city street in Midtown Houston. In the foreground, a large, light-colored concrete wall or planter has the word "midtown" carved into it in a stylized, lowercase font. The wall is situated on a sidewalk paved with red bricks. In the background, a street with several parked cars (a red car, a blue car, a silver car, and a dark car) and lush green trees is visible. A green banner with white text is overlaid on the upper right portion of the image.

## PARKING BENEFIT DISTRICT

## CAMERA GRANT PROGRAM

- Program developed in partnership with LotWitness and Sentriforce to enhance public safety
- \$45,000 total funding allocated for 10 cameras (five per vendor) over a 12 -month pilot
- Participation requires adequate lighting, clear landscaping, and a law enforcement trespass affidavit
- Legal review to finalize grant standards completed
- Economic Development Committee administers
- Performance updates will be provided







## KEY PERFORMANCE INDICATORS

- Committee reviewed a draft KPI tracking template
- Template includes: project category, description, approval date, total funds allocated, funds spent/earmarked, and project status
- Committee agreed to identify sources such as HPD reports and Midtown field data to support tracking
- The FY2026 KPI framework will be finalized in Q1 2026



## PARKING BENEFIT DISTRICT

PARKING BENEFIT DISTRICT  
ADVISORY COMMITTEE

JANUARY 8, 2026

3:00 P.M.



# CULTURAL ARTS + ENTERTAINMENT







HUEMAN: SHELTER RIBBON CUTTING





HUEMAN:SHELTER RIBBON CUTTING





HUEMAN:SHELTER FINAL URBAN PATHS 713 WALK













Peer and Recovery  
Resources, Inc.

COMMUNITY  
DEVELOPMENT  
HOPE

UpRise





METRO

82



BUS STOP 1504C

METRO



home



ASHI  
RICS

METRO









HUEMAN:SHELTER DAY



## Sounds of Midtown: A Jazzy Midtown Christmas

December 12, 2025

*"A Jazzy Midtown Christmas"*

5 p.m. - 10 p.m.





## OTHER PROJECT UPDATES

### 2025 MidtownHOU Micro Grant

We have 3 upcoming awardees performances:

- **Loop 38 | The Sun, the Moon, and the Singing Tree**
  - November 8, 4PM @ Midtown Park
  - November 15, 2025
- **Mvskoke Music | Good Medicine Indigenous Music Festival**
  - November 15, 2025 @ Trinity Episcopal Midtown
- **Art by Audri | Hues of Harmony**
  - December 6, 2026 @ Sesh 6-9PM
- **Houston Endowment Grant**
  - Attended HouArts Arts Forum October 14<sup>th</sup>
  - Will be attending evaluation workshops on how each district's data can be useful for additional funding opportunities.





# Midtown Sign Wrap





## CULTURAL ARTS + ENTERTAINMENT

## CULTURAL ARTS + ENTERTAINMENT COMMITTEE

**NOVEMBER 18, 2025**

**3:00 P.M.**

# FINANCE + BUDGET

The FY 2026 budget is nearly completed.

There is a new legislative requirement that is part of the agenda process.

A vote to approve the FY 2026 Budget will take place at the December Board.







## **FINANCE + BUDGET**

### **FINANCE + BUDGET COMMITTEE**

**NOVEMBER 18, 2025**

**1:00 P.M.**

An aerial photograph of Midtown Houston, showing a mix of modern high-rise buildings and older, lower-rise structures. The skyline is visible in the background under a cloudy sky. The foreground shows various urban buildings, parking lots, and green spaces. A dark blue diagonal banner covers the right side of the image, containing white text.

## EXECUTIVE

**All Matters Discussed  
At The Executive  
Committee Meeting  
Were Addressed In The  
Various Committee  
Activity Reports**





**Midtown Management District Board of Directors Meeting**  
**December 3, 2025, at 11:00 a.m.**  
**410 Pierce Street (at Brazos) 1<sup>st</sup> Floor**  
**Houston, Texas 77002**