



midtown

MANAGEMENT
DISTRICT

COMMITTEE UPDATES: *January 2026*



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



CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)

Contacts	1-Oct	YTD
Unique Individuals Contacted	192	687
Total Engagement Contacts	298	959
Veteran Contacts	1	7
Hot Spot Contacts		
>1: Lord of the Streets	108	340
>2: 2111 Fannin (Sunaco Station)	26	71
>3: 4800 Block of Fannin (Veteran Homes)	0	6
>4: 2300 Main Street	0	20
>5: Trinity Episcopal Church	22	144
>6: Pierce Elevated	15	17
>7: 402 Gray Street (CVS)	9	23
>8: Ensemble Theatre	1	4
Hot Spot TOTALS	181	625
Additional Metrics		
Arrests	0	0
Business Engagements	15	24
Emergency Detention Orders (EDO)	0	2
Homeless Outreach Team: ID Cards Provided	2	5
SEARCH referrals	25	50
Transitioned from Street	2	7
Mental Health & Support Services-HC	117	317

CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)

Contacts	1-Nov	YTD
Unique Individuals Contacted	215	902
Total Engagement Contacts	305	1,264
Veteran Contacts	2	9
Hot Spot Contacts		
>1: Lord of the Streets	115	455
>2: 2111 Fannin (Sunaco Station)	36	107
>3: 4800 Block of Fannin (Veteran Homes)	2	8
>4: 2300 Main Street	2	22
>5: Trinity Episcopal Church	24	168
>6: Pierce Elevated	0	17
>7: 402 Gray Street (CVS)	0	23
>8: Ensemble Theatre	23	27
Hot Spot TOTALS	202	827
Additional Metrics		
Arrests	0	0
Business Engagements	20	44
Emergency Detention Orders (EDO)	0	2
Homeless Outreach Team: ID Cards Provided	1	6
SEARCH referrals	15	65
Transitioned from Street	6	13
Mental Health & Support Services-HC	103	420

COFFEE WITH A VET



HPD South Central Stats

South Central Division - 10H40 (Midtown)			
September vs October 2025			
		2025	
		September	October
Non-Violent	Auto Theft	2	5
	BMV/TMV	60	72
	Burglary Building	1	2
	Burglary Habitation	2	3
	Fraud	3	3
	Theft	42	24
	TOTAL - NON-VIOLENT	110	109
Violent	Aggravated Assault	7	10
	Human Trafficking	0	0
	Kidnapping	0	0
	Murder	0	0
	Robbery	5	4
	Sexual Assault	1	1
	TOTAL - VIOLENT	13	15

HPD South Central Stats

South Central Division - 10H40 (Midtown)			
October vs November 2025			
		2025	
		October	November
Non-Violent	Auto Theft	5	5
	BMV/TMV	72	66
	Burglary Building	2	3
	Burglary Habitation	3	1
	Fraud	3	5
	Theft	24	29
	TOTAL - NON-VIOLENT	109	109
Violent	Aggravated Assault	10	7
	Human Trafficking	0	0
	Kidnapping	0	0
	Murder	0	0
	Robbery	4	6
	Sexual Assault	1	0
TOTAL - VIOLENT	15	13	

HPD Central Stats

Central Division – 1A20's Beat (Midtown)			
October 1 -31, 2024 / 2025 Comparison			
		October	
		2024	2025
Non-Violent	Auto Theft	6	7
	BMV/TMV	29	23
	Burglary Building	5	2
	Burglary Habitation	1	1
	Theft	17	21
TOTAL - NON-VIOLENT		58	54
Violent	Aggravated Assault	10	7
	Murder	0	0
	Aggravated Robbery	2	1
	Sexual Assault	1	0
	Narcotics	0	1
TOTAL - VIOLENT		9	9

MIDTOWN TARGETED CLEAN UP INITIATIVE



PUBLIC SAFETY

PUBLIC SAFETY COMMITTEE

JANUARY 20, 2026

11:30 A.M.



SERVICES + MAINTENANCE



FIELD SERVICE + MAINTENANCE TEAM

MONTHLY METRICS- OCTOBER



107 Miles ROW Mowed

1,875 To-Date



197 Bags of Trash Removed

3,425 To-Date



9,850 LBS of Trash Removed

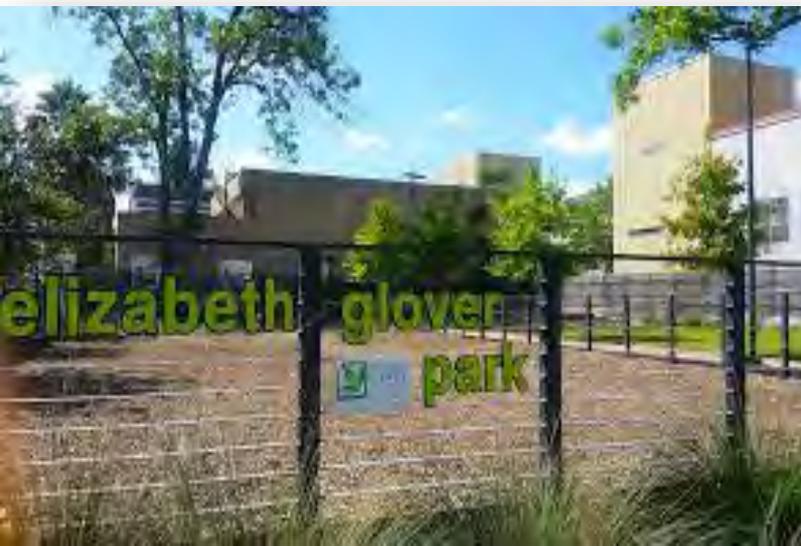
171,250 To-Date



565 Bags of Leaves Removed

5,472 To-Date





GLOVER PARK & BALDWIN PARK MAINTENANCE

Baldwin Park

- **No irrigation repairs scheduled; system is operating properly**



Glover Park

- **No irrigation repairs scheduled; system is operating properly**

GRAFFITI ABATEMENT

before



2100 Bagby

after



before

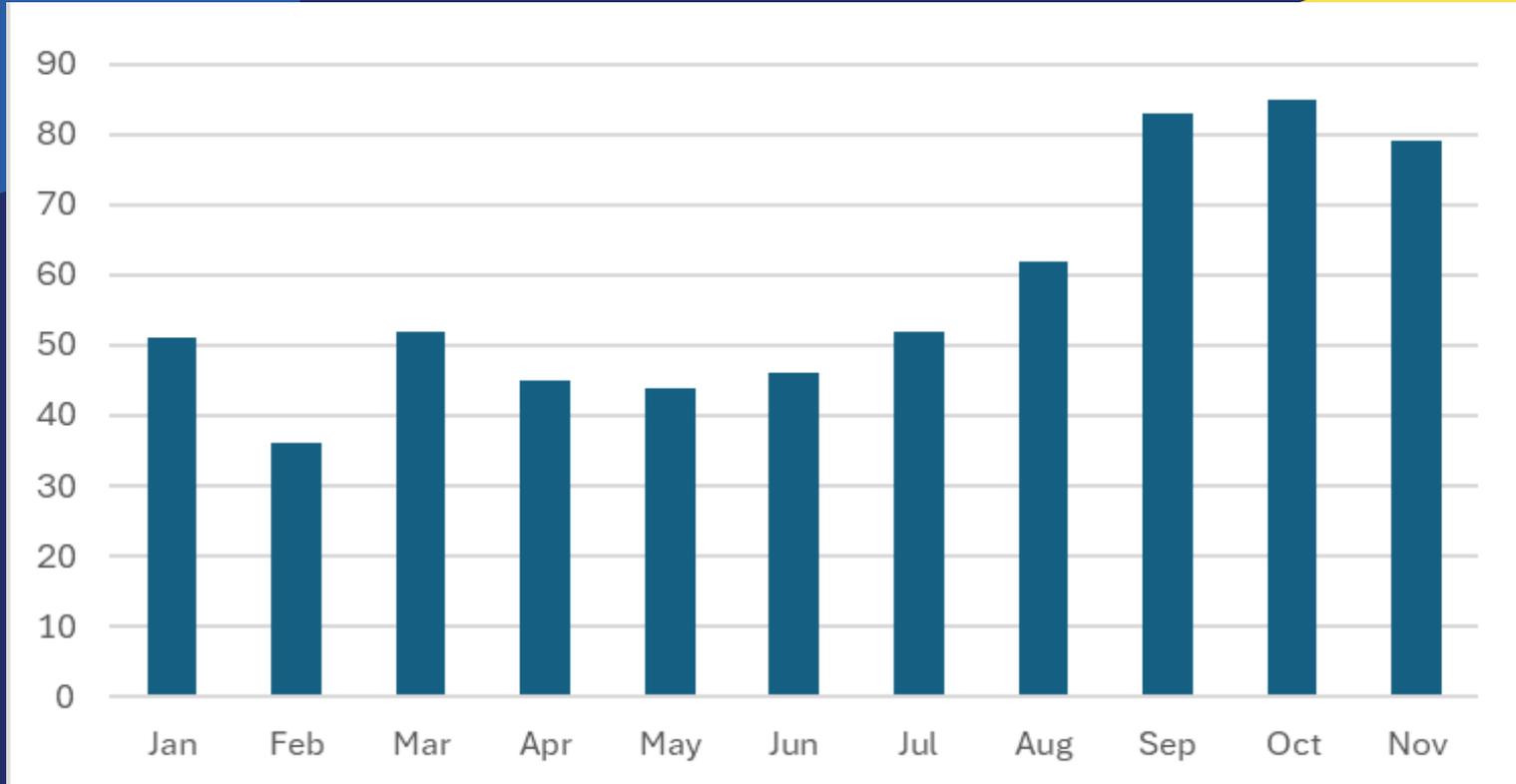


2800 Bagby

after



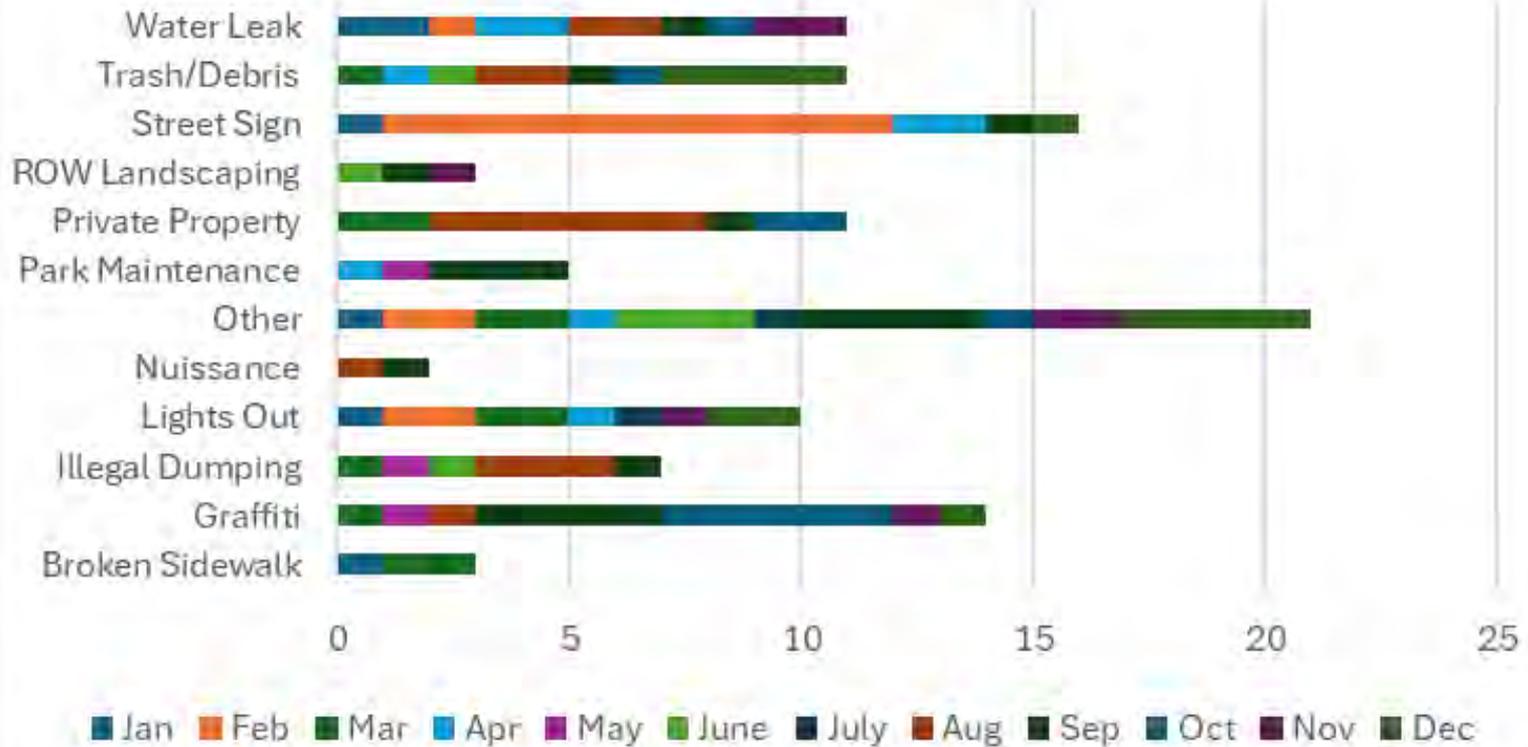
GRAFFITI ABATEMENT 2025 MONTHLY TREND



SeeClickFix Tickets



SeeClickFix Ticket Type Counts



TRI-PARTY AGREEMENT/ CITY OF HOUSTON MAINTENANCE AGREEMENT

TRI-PARTY AGREEMENT

- **New MRA-MMD agreement will be needed for ongoing operations; framework discussions already underway**

CITY OF HOUSTON MAINTENANCE AGREEMENT

- **City Council has approved the amendment to the maintenance agreement**
- **Amendment includes maintenance of pavement markings and lane delineators in existing bicycle lanes**

MIDTOWN STREETSCAPE REFRESH

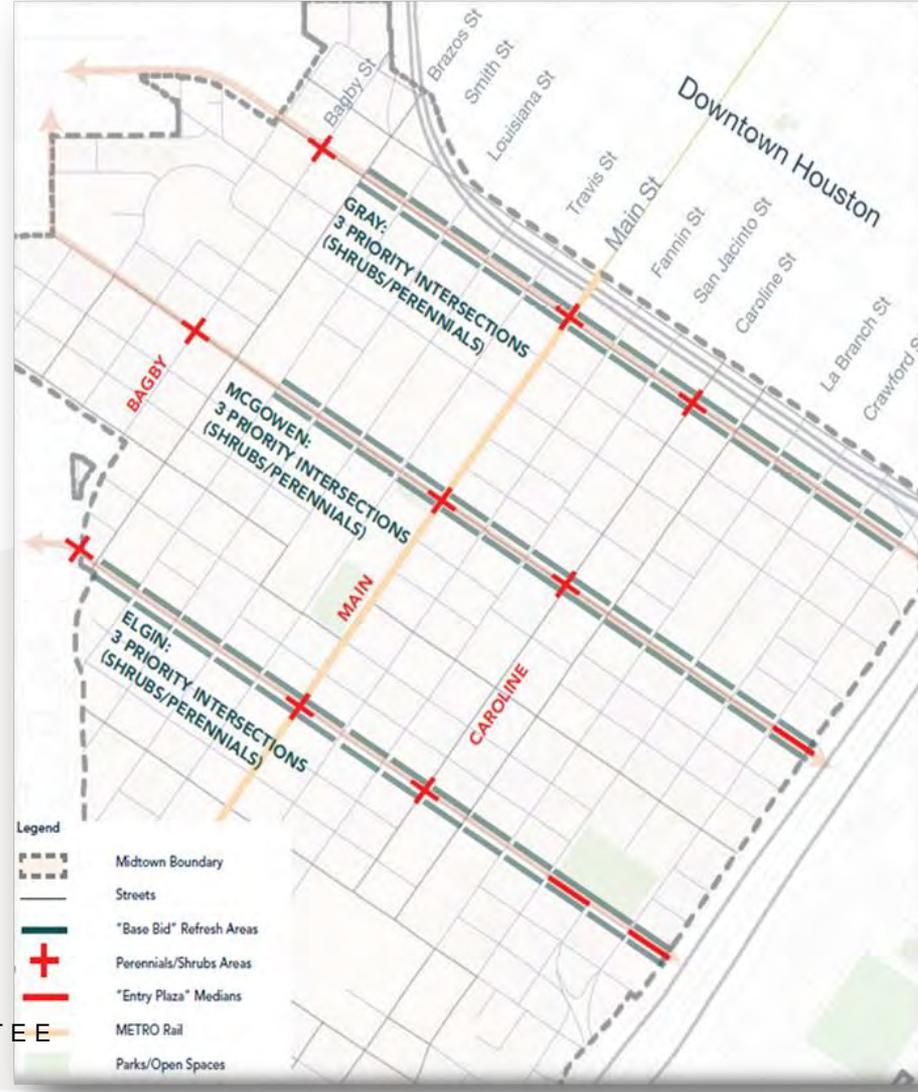
CHANGE ORDERS

Change order #1 – Deduct

- Removal of Gray Street Improvements
- Deduct amount: \$267,062.68
- New contract total \$736,092.04 (down \$1,003,155.15)

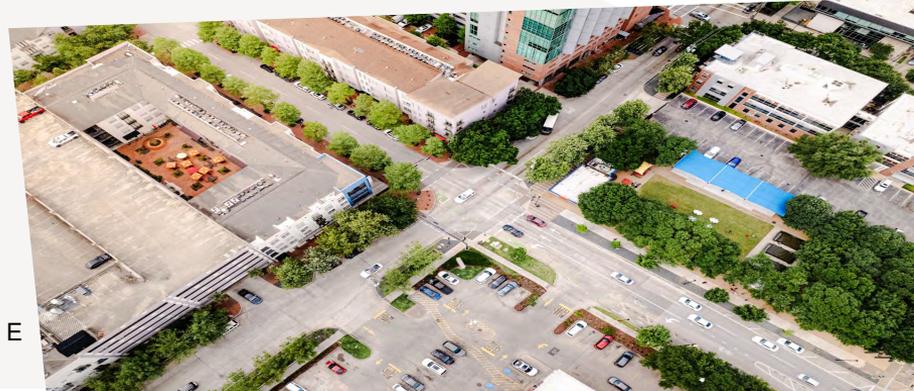
Change order #2 – Net Zero

- Uses deduct + contingency (\$92k) to address field-verified repairs
- Additional tree gate repairs
- Replacement of irrigation infrastructure
- Additional panels repairs
- Revised ground cover quantities
- Planting of 1,065 gallons of crate myrtles along Elgin
- Larger paver repair areas
- \$44k of contingency used: less than \$48k remains



PROJECT TRACKING SYSTEM

- Midtown staff are working with contractor to restructure the online project information
- Significant detail and backend work is required and will take time
- A simple interim one-page pdf highlighting the major accomplishments of the Services and Maintenance projects will be added to the Midtown website if the full web updates extend past January 1





SERVICES + MAINTENANCE

SERVICES + MAINTENANCE COMMITTEE

JANUARY 26, 2026

4:00 P.M.

ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT

CAMERA GRANT PROGRAM

- *Businesses can on the Midtown website <https://midtownhouston.com/camera-grant-program/>*
- *Deadline to apply December 12, 2025*
- *5 applications received and are under review*
- *Expected installation is Q1 or Q2 of FY2026*
- *Midtown branded magnets for the cameras are being reviewed*
- *Approved applications anticipated by end of December*

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT
COMMITTEE

JANUARY 21, 2025

10:00 A.M.



midtownHOU

MARKETING



SOCIAL MEDIA + MEDIA HIGHLIGHTS



- Midtown gained **852 new followers in November (+20.3%)**, continuing strong digital momentum and generating **453,456 profile impressions**.

- Total post impressions reached 107,800**, with engagement increasing significantly month-over-month: **likes rose to 1,215 (+54.2%)**, **comments to 89 (+58.9%)**, and **shares surged to 608 (+212%)**, indicating highly shareable and resonant content.

- Instagram led platform performance with 591 new followers**, while **Facebook added 261 followers** and contributed the majority of profile impressions (**339,325**).

- A total of **48 posts** supported consistent visibility across platforms throughout the month.

- Midtown ran **nine digital ad campaigns**, reaching more than **251,205 people**.

- November earned **10 media placements**, generating an estimated **6.83 million in media reach**.

- The Midtown e-newsletter reached **12,998 subscribers**, achieving a **30.5% open rate (above industry average)** and a **0.67% click-through rate**, maintaining strong audience engagement despite typical seasonal slowdowns.

TOP PRESS MENTIONS

Total press placements in November: 10

•**Total media reach: 6,833,008**

•**Top placements:**

•Fox 26 – Retro Spec Coffee

•Houstonia Magazine – HueMan: Shelter

•Houston Chronicle – Top 10 Restaurants

Houstonia.

**Hue:Man Shelter Project Brings
Color—and Hard Truths—to
Midtown's S**

DIGITAL OUTCOMES



Midtown Social Media Platforms (November)

- 852 new followers (+20.3% from October)
- 107,800 post impressions (+2.4% from October)
- 453,456 profile impressions (-27.2% from October)
- 1,215 likes (+54.2% from October)
- 89 comments (+58.9% from October)
- 608 shares (+212% from October)

MIDTOWN E-NEWS



Midtown E-News Outcomes (November)

- Reached **nearly 13,000 subscribers**
- **1,300+ opens**, reflecting continued resident interest
- **85 link clicks**, indicating active engagement with content
- Top-performing content highlighted **local shopping, community resources, and HueMan:Shelter**
- The e-newsletter remains a consistent channel for keeping the Midtown community informed during the busy holiday season

MIDTOWN DIGITAL ADS



Advertising Outcomes – November

- 9 total ads ran
- Reached over 251,205 people

Top-performing campaigns included:

- COB
- Movie Night
- Pop-Up on the Plaza (PUOTP)

SOCIAL MEDIA + MEDIA HIGHLIGHTS

•HueMan:Shelter continued to build strong digital momentum in November, driven by heightened visibility around project milestones and community events. Facebook performance surged with **nearly 29,000 views, 767 link clicks, and 224 new followers**, while Instagram generated **more than 19,000 views** alongside notable increases in engagement and profile activity.

•Together, these results demonstrate that in-person activations successfully translated into sustained online awareness and audience growth for the public art initiative.

•The dedicated HueMan:Shelter e-newsletter performed exceptionally well, achieving a **45.7% open rate** and an **11.4% click-through rate**—both well above industry benchmarks—highlighting strong subscriber interest and action.

•Overall, HueMan:Shelter's November performance underscores continued relevance, expanding visibility, and deepening community connection as the initiative advances its public programming and storytelling efforts.

HUEMAN:SHELTER DIGITAL OUTCOMES



- **HueMan:Shelter Digital Outcomes – November**
- **~48,000 total views (Facebook + Instagram)**
- **767 link clicks**
- **224 new followers gained**
- **Strong increases in engagement and profile activity** driven by project milestones and in-person activations

HUEMAN:SHELTER E-NEWS



HueMan:Shelter E-News – November

- **45.7% open rate** (well above industry benchmarks)
- **11.4% click-through rate** (significantly exceeding typical email performance)
- Strong engagement with **project stories, upcoming events, and artist features**
- Indicates a **highly engaged and invested subscriber base**
- Continues to be an effective tool for deepening connection and awareness around the HueMan:Shelter public art initiative.



MARKETING

MARKETING COMMITTEE

January 20, 2026

3:00 P.M.

URBAN PLANNING



URBAN PLANNING

SIDEWALK MAINTENANCE PROGRAM

- **Roma Concrete awarded construction contract for Phase 1 of project**
- **Construction kickoff meeting in mid-late January**
- **Construction Phase Services proposals**
- Construction Management and Inspection – IDS Engineering Group
- Construction Administration – Gauge Engineering/HR Green

PEDESTRIAN LIGHTING ASSESSMENT

- **Project Kickoff meeting scheduled for mid-late January**
- **Existing lighting assessment to begin in February**
- **Stakeholder nighttime walk to be held in March**



PEDESTRIAN LIGHTING ASSESSMENT

Contract with ARUP expected to start in January 2026 after MRA Board meeting.

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

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/Q2 2026

CURRENT STATUS:

- *Midtown staff are collecting proposals for Phase 1 (District Pole Assessment)*
- *Design development to begin following pole verification and vendor selection*



URBAN PLANNING

**URBAN PLANNING
COMMITTEE**

JANUARY 26, 2026

4:00 P.M.

PARKING BENEFIT DISTRICT

midtown



PARKING BENEFIT DISTRICT

PARKING BENEFIT DISTRICT ADVISORY COMMITTEE

JANUARY 8, 2026

3:00 P.M.

CULTURAL ARTS + ENTERTAINMENT



Sounds of Midtown: A Jazzy Holiday Under the Stars

Executive Event Snapshot | December 12, 2025 | Bagby Park Overview

- Free, outdoor holiday jazz concert presented by Midtown Management District
- Designed to activate Bagby Park, support local artists, and increase evening foot traffic

Programming

- Curated jazz lineup + continuous DJ support
- Featured local performers; professionally managed run of show
- Family-friendly, evening cultural activation

Attendance & Audience Impact

- Peak Day: Friday – 897 visits (Placer.ai)
- Peak Hours: 6:00–9:00 PM
- Avg. Dwell Time: 73 minutes
- Audience: Early–mid 30s, diverse, 1–2 person households

Outcomes

- Strong park activation with sustained evening attendance
- Paid opportunities for Houston-based musicians
- Reinforced Sounds of Midtown as a scalable cultural series

Key Takeaways

- Jazz programming aligns strongly with Bagby Park demographics
- DJ-supported transitions increased retention and energy
- Looking at 2026 opportunities





Artist Opportunities Landing Page

New Artist Opportunity Hub Launched

- Centralized landing page for all current and upcoming Midtown artist opportunities
- Improves transparency, accessibility, and consistency in artist engagement
- Streamlines outreach and reduces ad-hoc inquiries
- Supports long-term cultural planning and equitable

accessmidtownhouston.com/artist-opportunities

Upcoming Opportunities



Midtown Wayfinding Art Project

More information Coming Soon!

APPLICATION RELEASE
2/2/2026

APPLICATION DEADLINE
3/1/2026

ANNOUNCEMENT
3/14/2026



100 Years of Jazz Sign Wrap

More information Coming Soon!

APPLICATION RELEASE
2/5/2026

APPLICATION DEADLINE
3/1/2026

ANNOUNCEMENT
3/16/2026



Artist in Residency #1

More information Coming Soon!

APPLICATION RELEASE
2/2/2026

APPLICATION DEADLINE
3/15/2026

ANNOUNCEMENT
3/30/2026



AAPI Heritage Month Sign Wrap

More information Coming Soon!

Open Opportunities



2026 MidtownHOU Micro Arts Grant Cycle 1

Project Description: “Art That Works” encourages artists to imagine creative, functional enhancements to public spaces—artworks that residents and visitors can use, experience, and enjoy daily. Projects must be *beautiful, inventive, community-centered, and genuinely useful*. Projects should be small to medium in scale and appropriate to the available funding for Cycle 1. Applicants are encouraged to propose creative, human-scale functional art elements rather than large infrastructure or capital projects.

APPLICATION RELEASE
1/5/2026

APPLICATION DEADLINE
2/1/2026

ANNOUNCEMENT
2/16/2026

APPLICATION COMING SOON



Rodeo 2026 Sign Wrap

Project Description: This will be a large scale temporary public art display created on a 3M vinyl face wrap on the iconic Midtown sign in Bagby Park, in Midtown Houston.

Location: The iconic Midtown Sign located on the stage at 415 Gray Street in Bagby

APPLICATION RELEASE
1/5/2026

APPLICATION DEADLINE
2/1/2026

ANNOUNCEMENT
2/15/2026

[LEARN MORE + APPLY](#)

HueMan: Shelter Update

- All major public art installations completed and activated across Midtown corridors
- Project continues to receive strong community engagement and positive public response

Community & Workforce Impact

- 24 Career & Recovery Resources participants completed workforce training through an employment-first model
- 100% of participants increased job readiness; nearly one-third achieved housing stabilization
- Participants gained transferable skills across art production, project management, and creative industries

Public Perception & District Activation

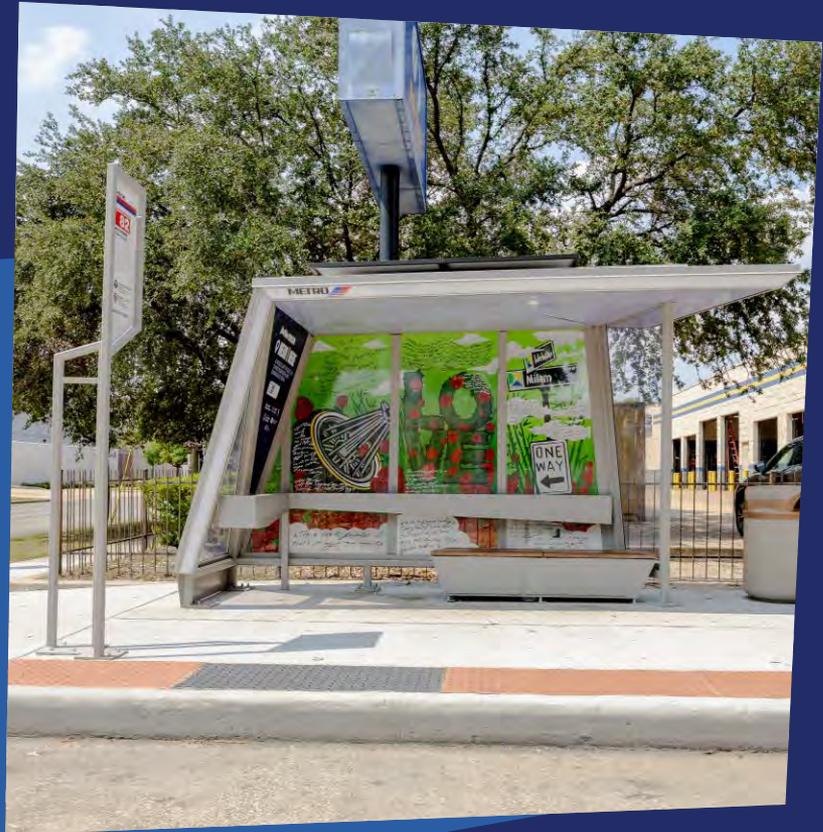
- Significant increase in positive public perception related to homelessness and community inclusion
- 88% of respondents noted Midtown felt more vibrant due to the artwork
- Increased interest in visiting Midtown following project exposure

Programming & Engagement

- Community engagement activities, tours, and events continued through late 2025
- Documentary film and storytelling components launched to extend project reach beyond physical installations

2026 Focus & Next Steps

- Transitioning HueMan:Shelter from implementation to legacy and evaluation phase
- Final reporting and knowledge-sharing with national partners





**CULTURAL ARTS +
ENTERTAINMENT**

**CULTURAL ARTS +
ENTERTAINMENT COMMITTEE**

January 20, 2026

3:00 P.M.

FINANCE + BUDGET

Fiscal Year 2026 Budget

*Information about the
Assessment Payor Impact
Statement*





FINANCE + BUDGET

FINANCE + BUDGET COMMITTEE

NO January Meeting

February 24, 2026

1:00 P.M.



EXECUTIVE

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



**Midtown Management District Board of Directors Meeting
Annual Meeting
February 4, 2026, at 5:00 p.m.
410 Pierce Street (at Brazos) 1st Floor
Houston, Texas 77002**