



midtown MANAGEMENT DISTRICT

ANNUAL MEETING: February 2026



midtown
HOUSTON

URBAN PLANNING 2026

SIDEWALK MAINTENANCE PROGRAM

- **Construction kickoff meeting in February**
- **Construction Phase Services contracts**
- **Construction Materials Testing – HVJ Associates, Inc.**

2025 ACCOMPLISHMENTS

Public Safety – Core Service

Services & Maintenance – Core Service

Economic Development – Core Service

Marketing

Urban Planning

Parking Benefit District

Cultural Arts & Entertainment

LOOKING FORWARD INTO 2026!



PUBLIC SAFETY 2025 MAJOR PROJECTS



HARRIS COUNTY CONSTABLE PRECINCT 7

HARRIS COUNTY CONSTABLE PRECINCT SEVEN

Patrol Activity Types	2024	2025	Year-End Comparison Percentage
Dispatch Calls	622	1,273	+104.70%
Suspicious Person/Vehicle	975	1,181	+21.10%
Burglary of Residence or Vehicles	33	43	+30.30%
Thefts	75	141	+88.00%
Major & Minor Crash	67	82	+22.40%
Mental Cases-Emergency Detention	22	87	+295.50%
Criminal Arrests	41	97	+136.60%
Traffic Enforcement	175	1,216	+594.90%

S.E.A.L. SECURITY SOLUTIONS

S.E.A.L Security Solutions LLC

Category	2024	2025	Year-End Comparison Percentage
Calls for Service	2,691	3,289	+22.2%
Incidents & Constituent Contacts	4,090	5,358	+31.0%

MIDTOWN SEARCH HOMELESS OUTREACH

SEARCH HOMELESS OUTREACH

Category	2024	2025	Year-End Comparison Percentage
Coordinated Entry Assessments	743	633	-14.80%
Individuals Housed	91	135	+48.35%
Individuals added to HMIS System	435	595	+36.78%
Individuals Enrolled Midtown Outreach	79	52	-34.18%

HOUSTON CHRONICLE

“Crime counts in the Midtown neighborhood have dropped consistently since 2019. Though there have been some ups and downs year to year, Midtown crime in 2024 was down 23% since 2019, in spite of seeing a slight uptick from 2023 to 2024. That’s despite Midtown’s population increasing 40% in about the same timeframe”.

Source:

<https://www.houstonchronicle.com/news/houston-texas/article/midtown-houston-crime-down-21018392.php>

PUBLIC SAFETY

PUBLIC SAFETY COMMITTEE

February 17, 2026

11:30 A.M.



SERVICES + MAINTENANCE 2025 MAJOR PROJECTS



FIELD SERVICE + MAINTENANCE TEAM

ANNUAL METRICS - 2025



1,994 Miles ROW Mowed - 2025

Equivalent: Houston to Boston



3,665 Bags of Trash Removed - 2025



183,250 LBS of Trash Removed - 2025

Equivalent: 18.5 elephants



6,129 Bags of Leaves Removed - 2025





GLOVER PARK & BALDWIN PARK MAINTENANCE

Baldwin Park Major Projects

- Pedestrian lighting replacement project
- Decomposed granite trail refresh
- Playground mulch refresh

Glover Park Major Project

- Park lighting project
- Stage refresh
- Dog park granite refresh



SeeClickFix

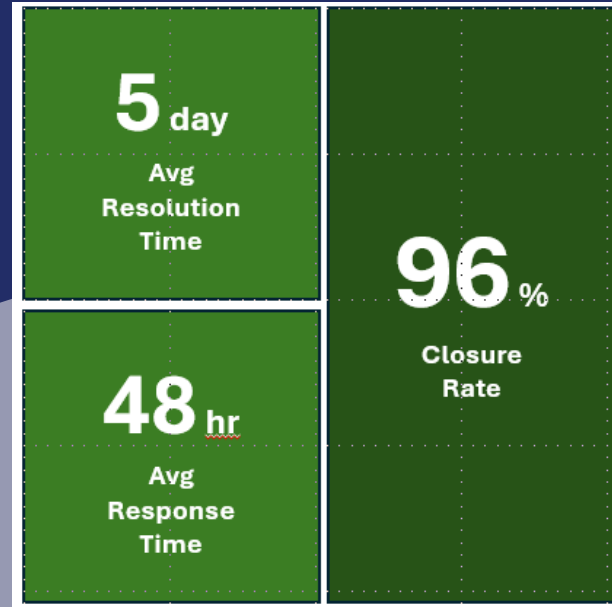
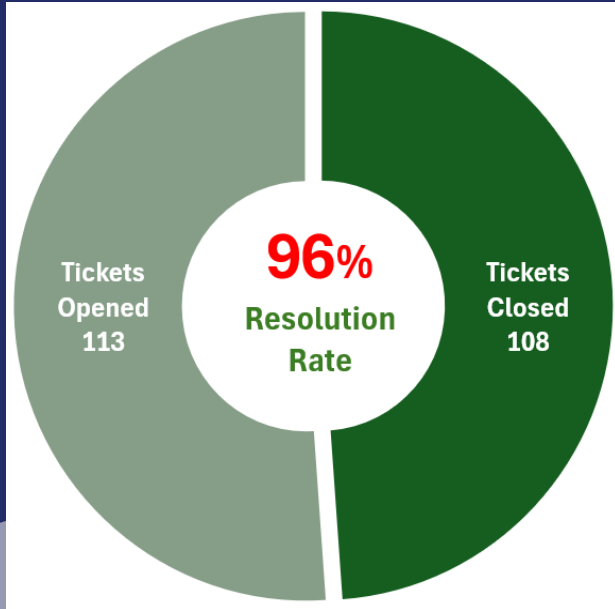
- 113 reports were made in 2025
- 107 of closed reports for 2025

Top 3 request reported are:

- Other, street signs, and trash debris removal

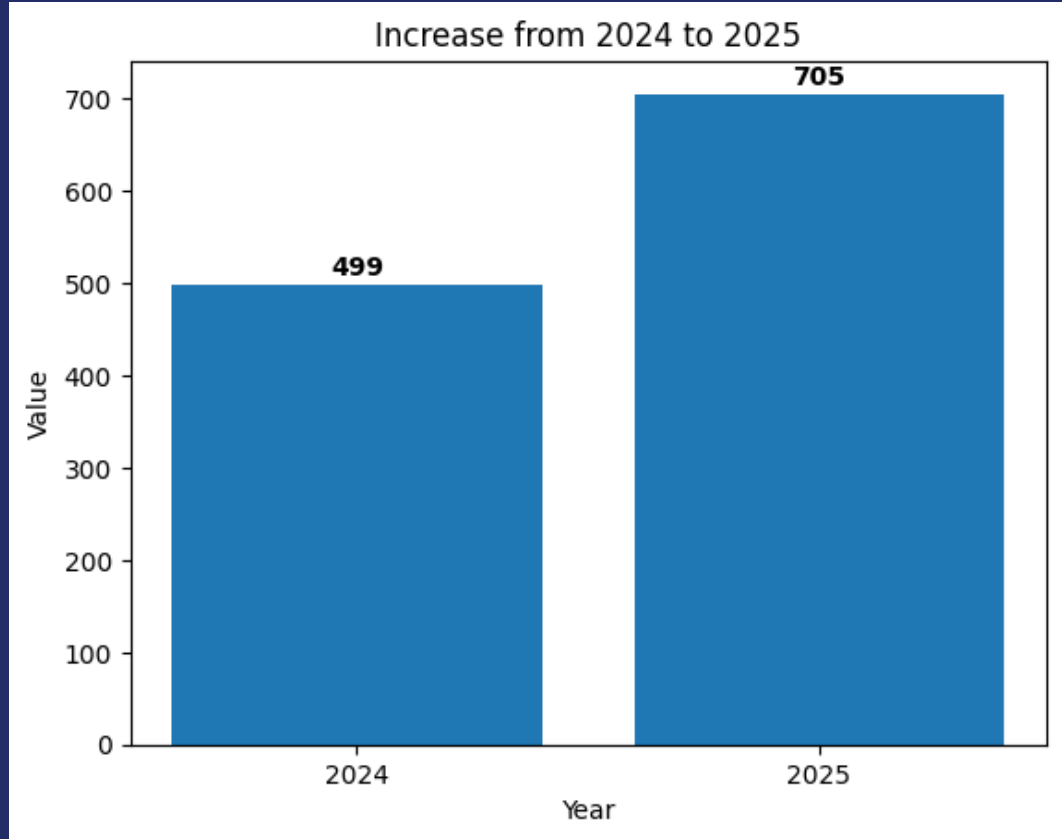
Services and Maintenance replaced 144
Midtown branded street signs in 2025

SeeClickFix



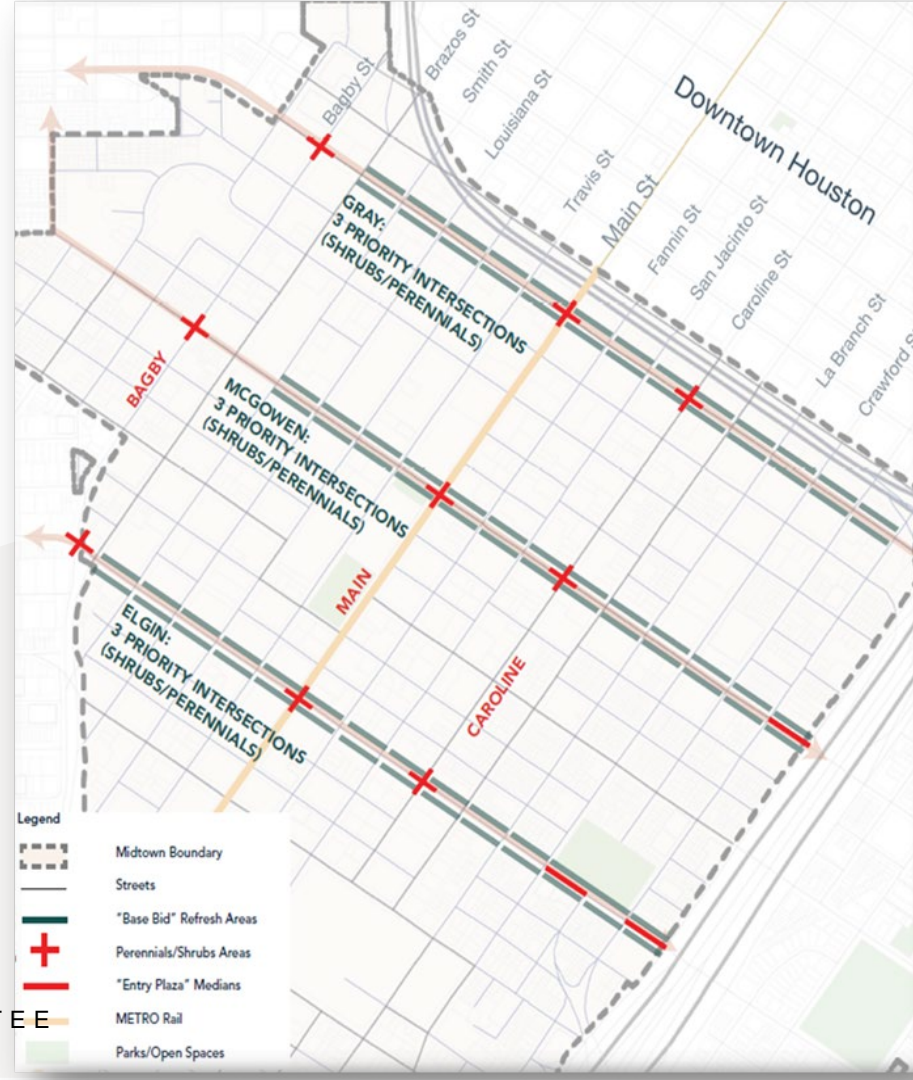
Graffiti Abatement

- **705 total graffiti abatements for 2025**
- **499 total graffiti abatements for 2024**
- **43.3% increase from 2024 to 2025**



MIDTOWN STREETSCAPE REFRESH

- Elgin Street and McGowen Street
- Landscape replacements
- Tree installations (10)
- Irrigation repairs
- Tree grates - repair (110) / replacements (8)
- Trash receptacles – 8 new installations
- Paver repair/replacements





SERVICES + MAINTENANCE

SERVICES + MAINTENANCE COMMITTEE

February 23, 2026

4:00 P.M.

ECONOMIC DEVELOPMENT 2025 MAJOR PROJECTS



CAMERA GRANT PROGRAM

- Businesses can apply on the Midtown website
- Round 1 Completed Camera Grant Program Awardees are:
 - Sunoco
 - Axelrad Beer Garden
 - Seung Jin LLC
 - Trinity Episcopal Church
 - Museum Plaza Building
- Round Two application deadline is April 17, 2026

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT COMMITTEE

February 18, 2026

10:00 A.M.

In-Person Meeting Only

Club Studio

3201 Louisiana Street

Houston, Texas 77006



midtownHOU



MARKETING 2025 MAJOR PROJECTS



MARKETING

- *As requested by our community we completed a new Midtown website along with upgrades*
 - *To support our businesses and non-profit organizations we created a Business and Community Event calendar*
 - *To support annual planning, we created a Cultural Arts Opportunity page*

MARKETING 2025 MAJOR PROJECTS



In 2025, Midtown was able to strengthen our brand and expand outreach through several key marketing and communications initiatives.

- Launched the **new Midtown website**, improving user experience and modernizing Midtown's digital presence.
- Transitioned Midtown's **e-news platform to Mailchimp** and began planning and gathering data for **segmented, targeted e-news** audiences: Residents, Families With Children, Young Professionals, and Spanish Speakers.
- Printed and distributed the **2025 Midtown Buzz** and **Cultural Arts Guide** to support district-wide awareness and engagement.
- **Translated the Midtown website into Spanish** to expand accessibility and better serve Midtown's diverse community.
- Developed a new **Midtown Brand Guide** to ensure consistent visuals, messaging, and brand standards across all platforms and materials.

SOCIAL MEDIA + MEDIA HIGHLIGHTS



- **Social media continues to be an invaluable resource for outreach** to the public and to Midtown residents and businesses regardless of age or background.

- In 2025, the District strengthened its digital presence across **all social channels**, publishing **1,959 posts** and generating **1,071,854 impressions (+155.8%** from 2024).

- Engagement also increased significantly, with **post shares up 91.3%** (2,684) and **likes/reactions up 77.2%** (12,123), reflecting strong audience interest and content performance.

Midtown E-News Followers

E-News Data	2024	2025	% Change 2024-2025
Subscribers	9,133	13,318	45.82%

E-newsletters remained a key channel for direct communication, with subscriber growth from 9,133 in 2024 to 13,318 in 2025 (a 45.8% increase).

Social Media- Followers (Yearly Comparison)

Platform	2024	2025	24-25% Change
Instagram	15,594	18,380	+17.9%
Facebook	25,592	26,875	+8.7%

Social Media- All Social Channels (Total) (2024 vs 2025)

Metric	2024	2025	Year End Comparison
Total Post		1,959	
Impressions	419,186	1,071,854	+155.8%
Post Shares	1,403	2,684	+91.3%
Post Likes/ Reactions	6,843	12,123	+77.2%
Followers	45,409	66,699	+46.9%



MARKETING

MARKETING COMMITTEE

February 17, 2026

3:00 P.M.

URBAN PLANNING 2025 MAJOR PROJECTS





midtown
HOUSTON

STAKEHOLDER NIGHTTIME WALK

TUESDAY FEBRUARY 24

6:00 - 9:00 PM

midtownhouston.com/events





URBAN PLANNING

URBAN PLANNING COMMITTEE

February 23, 2026

4:00 P.M.

PARKING BENEFIT DISTRICT 2025 MAJOR PROJECTS



HPD Central and South Central Initiatives:

- **Bike Patrol**
- **Loud Noise**
- **Traffic, Parking Management**
- **Vagrancy, Loud Noise, and Property Crimes**



PARKING BENEFIT DISTRICT

PARKING BENEFIT DISTRICT ADVISORY COMMITTEE

March 12, 2026

3:00 P.M.



**CULTURAL ARTS + ENTERTAINMENT
2025 MAJOR PROJECTS**

HueMan:Shelter 2025 MILESTONES

- 7 public art installations completed and activated across Midtown corridors

Community & Workforce Impact

- 24 CRR 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

2026 Focus & Next Steps

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



Artist Opportunities Landing Page

Upcoming Opportunities

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



Midtown Wayfinding Art Project

More information Coming Soon!

APPLICATION RELEASE	APPLICATION DEADLINE	ANNOUNCEMENT
2/2/2026	3/1/2026	3/14/2026



100 Years of Jazz Sign Wrap

More information Coming Soon!

APPLICATION RELEASE	APPLICATION DEADLINE	ANNOUNCEMENT
2/5/2026	3/1/2026	3/16/2026



Artist in Residency #1

More information Coming Soon!

APPLICATION RELEASE	APPLICATION DEADLINE	ANNOUNCEMENT
2/2/2026	3/15/2026	3/30/2026



AAPI Heritage Month Sign Wrap

More information Coming Soon!



CULTURAL ARTS + ENTERTAINMENT

CULTURAL ARTS + ENTERTAINMENT COMMITTEE

February 17, 2026

3:00 P.M.

AVERAGE VALUE AND ASSESSMENT

For FY 2025	Value	Assessment	Year End Comparison
Multi-family	\$12,662,054	\$147,953	-.02%%
Commercial	\$2,127,870	\$2,513	+3.3%%
Single Family/Homestead	\$310,229	\$366	-1.9%%
* Data provided by Equi-Tax Inc. Value set by HCAD			



FINANCE + BUDGET

FINANCE + BUDGET COMMITTEE

February 24, 2026

1:00 P.M.

LOOKING FORWARD TO 2026



FIFA World Cup 2026

- All committees will participate in FIFA opportunities
- Economic Development – working with business owners
- Service + Maintenance – repairs and landscaping ahead of the games
- Urban Planning – The METRO Red Line is the Green Corridor for sustainability
- Marketing – Midtown will be promoted as a destination
- Cultural Arts



**Midtown Management District Board of Directors Meeting
March 4, 2026, at 11:00 a.m.
410 Pierce Street (at Brazos) 1st Floor
Houston, Texas 77002**