



midtown

**MANAGEMENT
DISTRICT**

COMMITTEE UPDATES: March 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

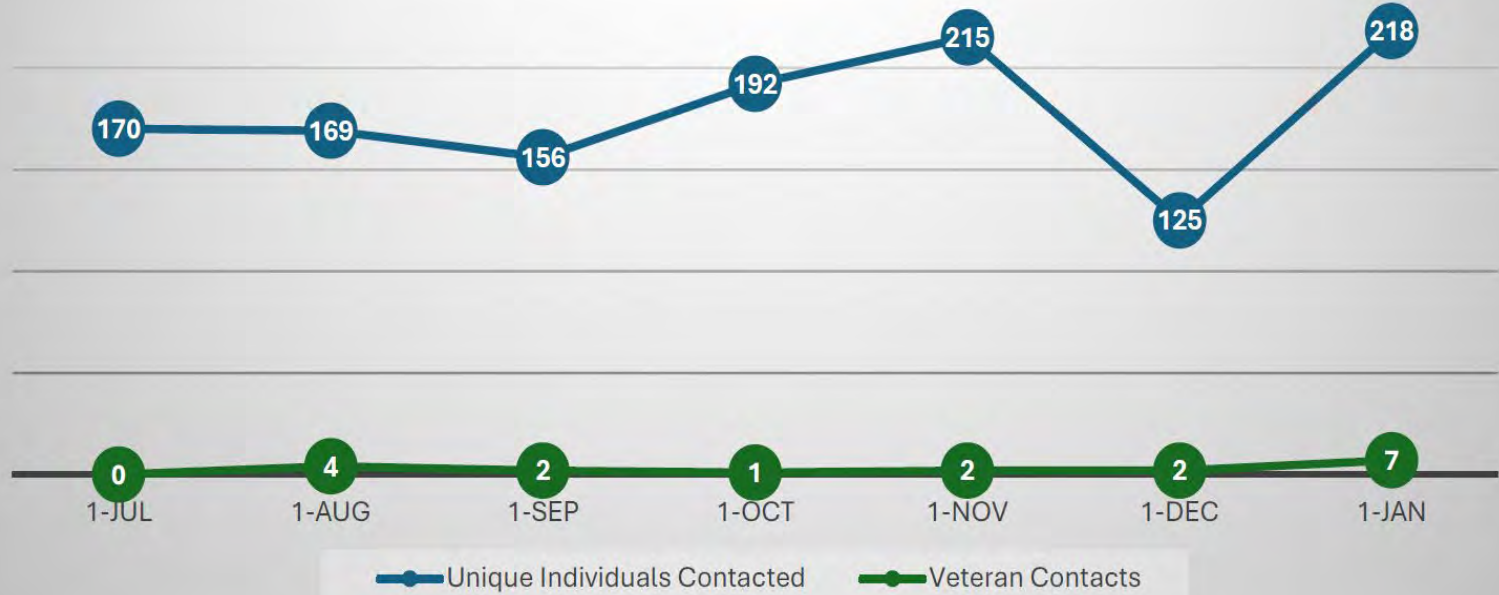


PUBLIC SAFETY



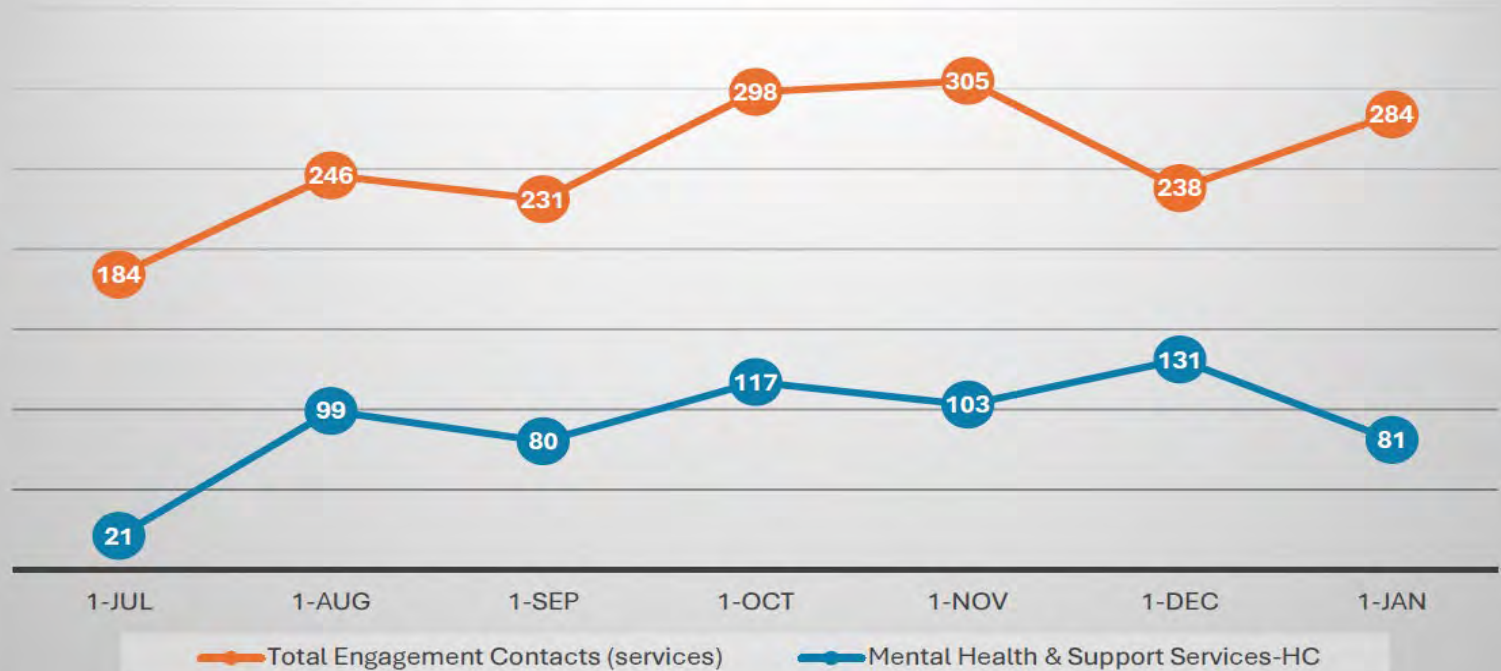
CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)

CCAP People Served- Jul25-Jan26



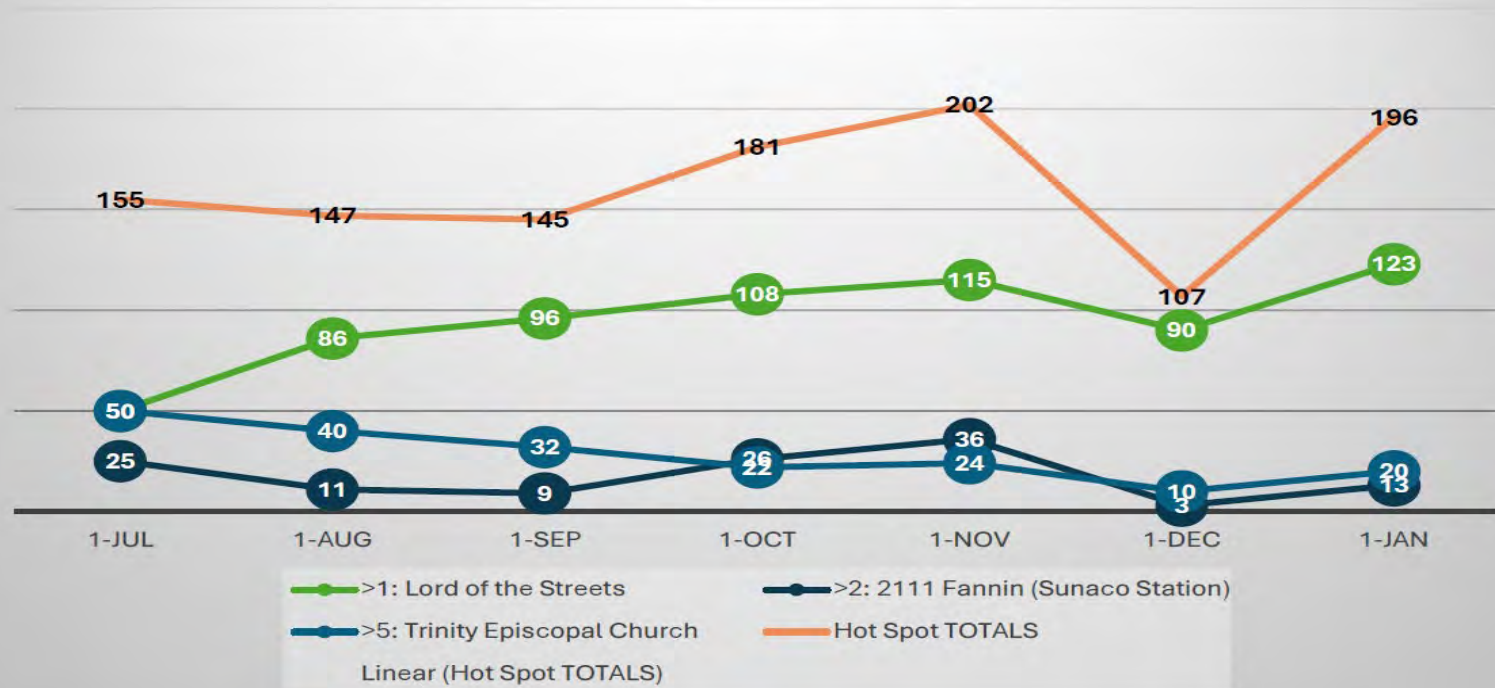
CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)

CCAP Services- Jul25-Jan26



CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)

CCAP Hot Spots- Jul25-Jan26



CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)

CCAP Business Contacts - Jul25-Jan26



CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)

CCAP Additional Metrics- Jul25-Jan26



HPD South Central Stats

South Central Division - 10H40 (Midtown)			
December 2025 vs January 2026			
		December	January
Non-Violent	Auto Theft	5	2
	BMV/TMV	65	54
	Burglary Building	4	5
	Burglary Habitation	3	2
	Fraud	5	5
	Theft	24	23
	TOTAL - NON-VIOLENT		106
Violent	Aggravated Assault	3	7
	Human Trafficking	0	0
	Kidnapping	0	0
	Murder	0	1
	Robbery	0	4
	Sexual Assault	0	1
	TOTAL - VIOLENT		3

HPD Central Stats

Central Division – 1A20's Beat (Midtown)			
January 1 -31, 2025 / 2026 Comparison			
		January	
		2025	2026
Non-Violent	Auto Theft	8	4
	BMV/TMV	40	32
	Burglary Building	1	2
	Burglary Habitation	1	0
	Theft	19	14
TOTAL - NON-VIOLENT		58	54
Violent	Aggravated Assault	2	1
	Murder	0	0
	Aggravated Robbery	2	0
	Aggravated Assault	2	1
	Narcotics	1	2
TOTAL - VIOLENT		74	55

Safer Together: 1st Community Public Safety Workshop

SAFER TOGETHER 1st Community Public Safety Workshop

Informative session led by **Amber Honsinger** M.S., LPC
Program Director from Harris Center for Mental Health

Topic: Chronic Consumer Assistance Program (CCAP) + Mental Health Awareness

THURSDAY MARCH 26
410 Pierce St | 5:00 - 6:00 PM

SCAN TO RSVP



MIDTOWN TARGETED CLEAN UP INITIATIVE



BEFORE

Location: Fannin Street

AFTER

MIDTOWN TARGETED CLEAN UP INITIATIVE



PUBLIC SAFETY

PUBLIC SAFETY COMMITTEE

MARCH 17, 2026

11:30 A.M.



SERVICES + MAINTENANCE



FIELD SERVICE + MAINTENANCE TEAM

Field Services Monthly Progression

Overall contract: 75%

Parks: 80%

Quadrants: 79%

Streets: 80%

Portals: 69%



SERVICES + MAINTENANCE

Maintenance & Operations Updates

LMC Brand & Visibility

- Midtown branded vehicle decals provided to LMC trucks
- Coordination underway for co-branded LMC/Midtown Staff shirts

Irrigation repairs

Bagby, McGowan, Elgin – \$9,951.30

Caroline, Entry Portals, Holman, Main – \$11,878.52

Baldwin & Glover Parks – \$5,972.80

Total approx. \$27,800 (January–February baseline repairs).





GLOVER PARK & BALDWIN PARK MAINTENANCE

March 2026 scheduled improvements:

Baldwin Park

- **Aeration recently completed**
- **Turf fertilization and deep root tree fertilization**
- **Bed and playground mulching**
- **Seasonal color installation**
- **Gravel refresh**

Glover Park

- **Aeration scheduled to be completed by February**
- **Turf and tree fertilization**
- **Mulching and seasonal color installation**
- **Dog park and dog run gravel refresh**



Entry Portal- Elgin & SH 288 Coordination

- **Coordination underway with TXDOT regarding waterline construction near the Midtown entry portal**
- **25% of the portal area will be impacted**
- **Irrigation system will be capped in affected areas**

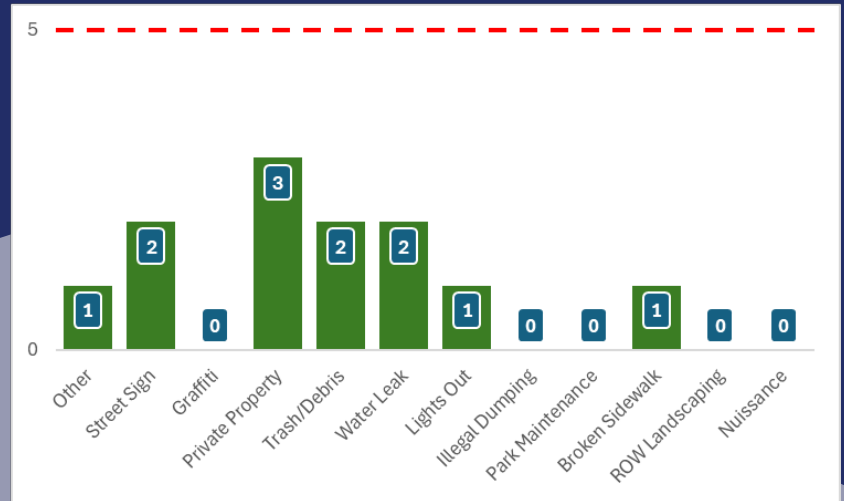
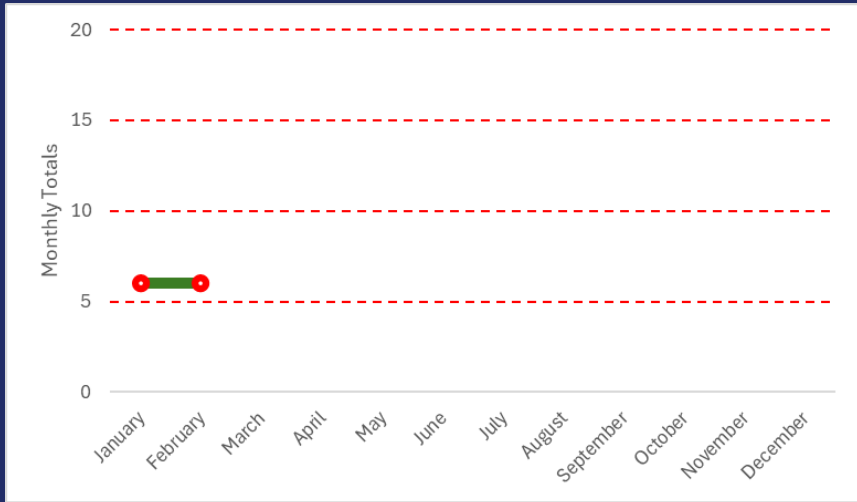


TRASH BIN INVENTORY & MAINTENANCE

REPLACEMENTS

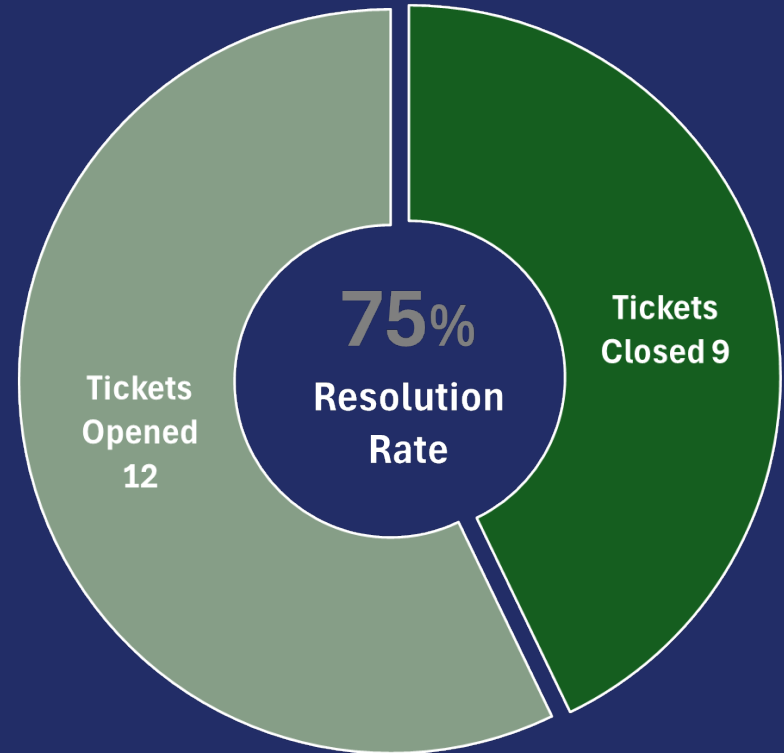
- 5 bins replaced throughout District
- Proposal to purchase six-bin inventory \$12,452 (including shipping)
- District-wide refurbishing and repainting ongoing

SeeClickFix





SeeClickFix



Graffiti Abatement

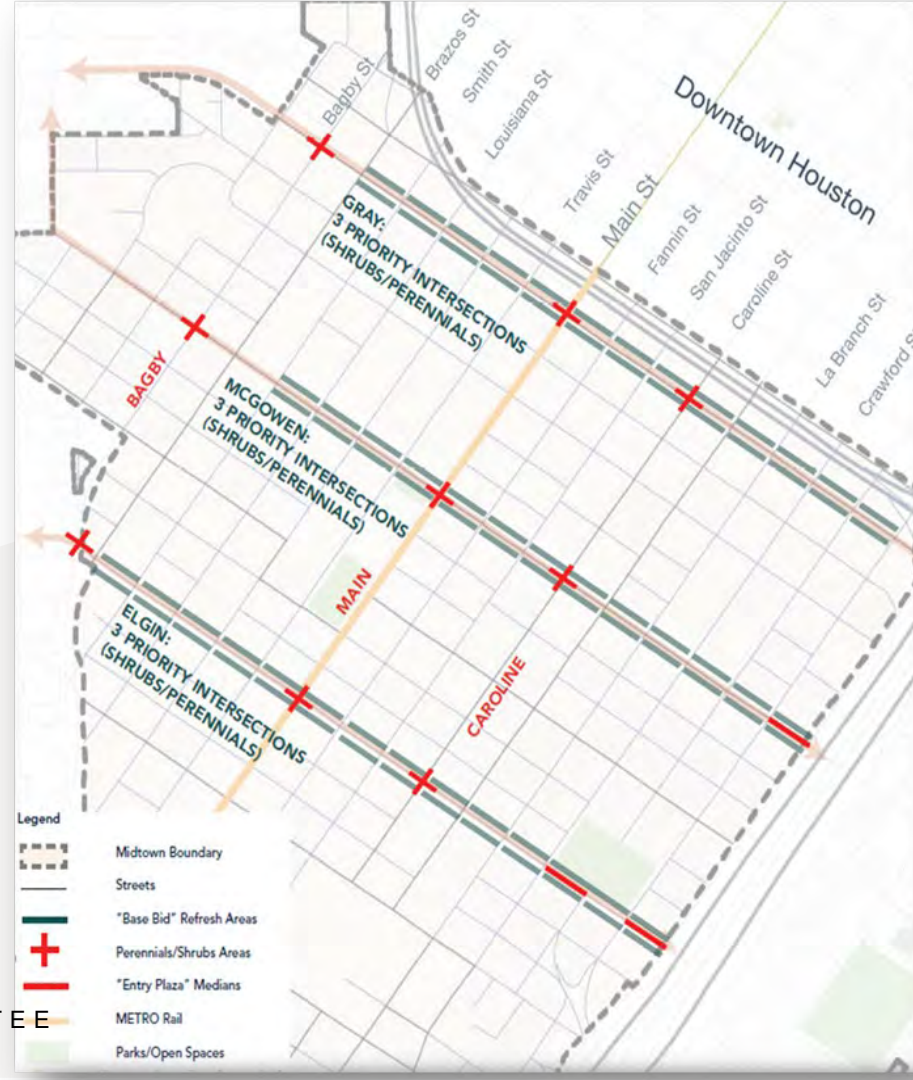


42
Total
Graffiti
Abatements



MIDTOWN STREETScape REFRESH

- A walkthrough was conducted with Midtown staff, Landscape Art, and LMC.
- The Midtown Streetscape Refresh Project has reached final completion and was formally handed over from the construction contractor to the Management District's maintenance operations staff and LMC contracted maintenance crews.





SERVICES + MAINTENANCE

SERVICES + MAINTENANCE COMMITTEE

March 16, 2026

4:00 P.M.

ECONOMIC DEVELOPMENT





ECONOMIC DEVELOPMENT

FIFA WORLD CUP

Committee discussed pop ups or events along the METRO rail line

Committee discussed grants to enhance storefronts for event

CAMERA GRANT PROGRAM

- Cycle 2: applications opened February 23, 2026
- Application deadline is April 17, 2026
- Site visits will begin on May 1, 2026
- Next awardees will be granted by June 12, 2026

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT COMMITTEE

March 18, 2026

10:00 A.M.

In-Person Meeting Only

Sesh Coworking

2808 Caroline Street

Houston, Texas 77004



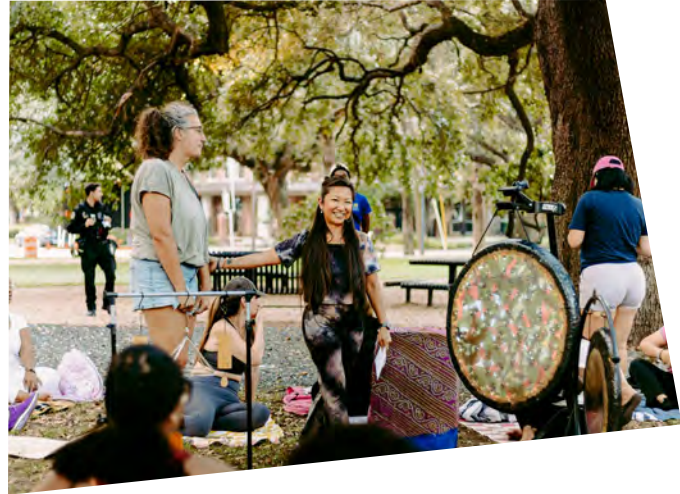
midtownHOU

MARKETING



SOCIAL MEDIA + MEDIA HIGHLIGHTS

- **Midtown gained 635 new followers in January (down 46.8% from December)**, with lower growth tied to fewer paid campaigns supporting events and programs.
- **Profile impressions reached 181,190 (down 51.9% from December)**, reflecting a lighter paid media footprint during the month.
- **Post impressions totaled 64,294 (down 42.5% from December)**, also impacted by reduced ad support.
- **Despite lower overall reach, post shares increased to 468 (up 43.1% from December)**, signaling content that remained highly shareable and resonant.
- **Midtown earned 5 media placements in January, generating an estimated 5,262,608 in media reach.**



TOP PRESS MENTIONS

- **Total press placements in January: 5**
- **Total media reach: 5,262,608**
- **Top placements:**
- **Houston Chronicle** – Rice becomes Houston’s Host City Supporter for the World Cup
- **Houston Chronicle** – Houston vs. Austin: which city works better for Gen Z
- **CultureMap** – Veteran Houston chef takes over at Midtown brunch destination



DIGITAL OUTCOMES

Midtown Social Media Platforms (January)

635 new followers (**-46.8% from December**)

64,294 post impressions (**-42.5% from December**)

181,190 profile impressions (**-51.9% from December**)

701 likes (**-31.3% from December**)

33 comments

468 shares (**+43.1% from December**)

Lower reach and impression totals in January are attributed to fewer ads running for events and programs.



MIDTOWN E-NEWS

January 2026 NEWSLETTER

Midtown E-News Outcomes (January)

Reached **12,472 subscribers**

Achieved a **23.2% open rate (above the 20% industry average)**

Recorded a **1.2% click-through rate**, reflecting active engagement with content

Highlighted key district updates, new opportunities, and ways for audiences to stay connected

The e-newsletter continues to be a strong channel for direct communication and community engagement across Midtown



MIDTOWN DIGITAL ADS

Advertising Outcomes – January

- 2 total ads ran
- Reached 251,205 people

Top-performing campaigns included:

- Zumba
- Office Space Ad

HUEMAN:SHELTER REPORT



- In January, HueMan:Shelter maintained steady momentum across both social media and email. Facebook remained the strongest driver of visibility with **58.4K** views, **28.4K** viewers, and nearly **1.8K** link clicks, while Instagram generated **3.9K** views and **166** interactions.

- The January newsletter reached **146** subscribers and earned a **27.5%** open rate, with readers clicking most into installation pages, the interactive map, and the public art survey. Featured content included Home is Horizon and a Coalition for the Homeless site visit.

- Overall, January communications continued building awareness, encouraging public engagement, and driving traffic to HueMan:Shelter's website and project resources.

HUEMAN:SHELTER DIGITAL OUTCOMES



•HueMan:Shelter Digital Outcomes

•62,341 total views

•31,065 total reach

•419 engagements

•1,048 total follows

•Strong audience growth and engagement across platforms, reflecting continued interest in the project and its related content

HUEMAN:SHELTER E-NEWS



HueMan:Shelter E-News Outcomes

Reached **146 subscribers**

Achieved a **27.5% open rate** (above the **20% industry average**)

Recorded a **2.8% click-through rate** (above the **2% industry average**)

Reflects strong engagement with project updates and related content

Continues to be an effective channel for building awareness and connection around the HueMan:Shelter public art initiative



MARKETING

MARKETING COMMITTEE

March 17, 2026

3:00 P.M.

CULTURAL ARTS + ENTERTAINMENT



CURRENT OPEN OPPORTUNITIES



AAPI Heritage Month Sign Wrap

APPLICATION RELEASE
3/2/2026

APPLICATION DEADLINE
4/14/2026

ANNOUNCEMENT
4/27/2026

[LEARN MORE + APPLY](#)



100 Years of Music Icons

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 at Bagby Park, 415 Gray Street, Houston, TX 77006.

APPLICATION RELEASE
2/9/2026

APPLICATION DEADLINE
3/10/2026

ANNOUNCEMENT
3/16/2026

[LEARN MORE + APPLY](#)



Artist in Residency #1

APPLICATION RELEASE
2/2/2026

APPLICATION DEADLINE
3/15/2026

ANNOUNCEMENT
3/30/2026

[LEARN MORE + APPLY](#)

2026 Micro Arts Grant

While the applicant pool was smaller, there are strong alignment benefits:

- Majority of proposed projects align with **Midtown's 2026 FIFA activations**, creating opportunities for cross-promotion and expanded visibility.
- With fewer awarded projects, we may have greater flexibility to:
- Increase individual award amounts, if appropriate
- Support scope expansion
- Integrate projects more intentionally into FIFA-related programming

This could allow for deeper investment per project rather than broader distribution.

Next Steps

- Individual alignment meetings will be held this week and next week to:
- Confirm scope
- Align deliverables with FIFA activations (where applicable)
- Clarify marketing and documentation requirements
- Assess capacity and production timelines

Official announcement of grant awardees will be made the week of March 9th



CULTURAL ARTS & ENTERTAINMENT







midtown
HOUSTON

SOUNDS OF MIDTOWN:

BOOTS ON BAGBY

MARCH 21 | 5-9 PM
BAGBY PARK

415 GRAY ST, HOUSTON, TX 77002



HUEMAN:SHELTER

- Timeline alignment with project film storytellers
- Once timeline is confirmed we will confirm the venue with the new date

Direct Targeted Community Engagement

- March 12** – Presentation @ Houston West U Rotary Club
- March 29** – HueMan:Shelter x Soleites: Urban Paths Walk



HOUSTON ENDOWMENT, INC.

Houston Cultural Arts District – Collaborative Work

- Phase 1: Brand Agency drafting branding for the entire Houston Arts Sector
- HATCH Creative Strategies**
 - Surveyed the Arts Organizations within the district*
 - Midtown Cultural Arts District Admin Survey*
- ICYMI:** Greater Houston Artist Survey – Open until March 31

Individual District Update

- Met with Long last week, and he expressed strong support for the MidtownHOU Micro Arts Grant Program. He specifically noted that the program positions Midtown as a direct funding conduit, ensuring resources flow efficiently and intentionally to working artists.
- Next grant cycle application Midtown will focus on: Micro Arts Grants, Artist in Residency Program, Community Co-Creation Labs, Temporary Flexible Art Installations, Big Joy Infrastructure.





CULTURAL ARTS + ENTERTAINMENT

CULTURAL ARTS + ENTERTAINMENT COMMITTEE

March 17, 2026

3:00 P.M.

URBAN PLANNING





SIDEWALK MAINTENANCE + REPAIR

- A construction kickoff meeting was held with Design Team, contractors, and Midtown staff
- The contractor is currently awaiting issuance of the required City permit prior to mobilization
- Construction anticipated March 2026

Next steps:

- *Finalize permit approval*
- *Confirm replacement sidewalk segments*
- *Begin construction mobilization*
- *Continue coordination between Midtown staff and project teams throughout implementation*

DARK BLOCK OPPORTUNITIES

- Installation of 52 streetlights by CenterPoint is underway
- Decorative streetlights to be installed along Caroline, Crawford, Elgin, Tuam, Anita, and Rosalie Streets

PEDESTRIAN LIGHTING ASSESSMENT

- Existing lighting assessment began in February
- Stakeholder nighttime walk to was held February 24, 2026
- 20 attendees



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

- **Formal bid invitation- January 23, 2026**
- **Pre-proposal meeting – February 3, 2026**
- **Proposals received and bid opening - February 13, 2026**
- **Selection committee meeting met on February 17, 2026 and February 20, 2026 to review, discuss, and evaluate vendor proposals**
- **Committee recommends LoneStar Flags & Flagpoles**
- **Total banner budget available: \$90,000 (multi-committee allocation)**

Lone Star Flags & Flag Poles, Inc.



Houston Library



Houston Ballet



Texas Avenue, Downtown Houston
Opening of 2023 Astros Baseball Season

Lone Star Flags & Flag Poles, Inc.



City of Stafford



Downtown Houston



Downtown Fort Worth



Ft. Bend ISD



URBAN PLANNING

URBAN PLANNING COMMITTEE

March 16, 2026

4:00 P.M.

PARKING BENEFIT DISTRICT

midtown



PARKING BENEFIT DISTRICT

PARKING BENEFIT DISTRICT ADVISORY COMMITTEE

March 12, 2026

3:00 P.M.

FINANCE + BUDGET

Committee reviewed and discussed unaudited 2026 Financials compared to Budget

The budget for the Midtown Banner Installation Project \$90,000 was approved by the Board of Directors as part of the annual budget process. Finance committee alerted





FINANCE + BUDGET

FINANCE + BUDGET COMMITTEE

NO March Meeting

April 28, 2026

1:00 P.M.

FIFA WORLD CUP 2026



FIFA

Public Safety – Additional targeted cleanups partnered with Services & Maintenance Committee. Safety Workshop #2!

Services and Maintenance – Installation of seasonal planting and additional landscaping in public right-of-ways and parks

Economic Development - Pop-up activations and events along the METRO Rail corridor to attract visitors. Discussing storefront enhancement grants to improve business presentation and visitor experience.

Urban Planning – Installation of the Midtown Banners are anticipated by June 1st.

Marketing – Brochure, Interactive Map, Events Calendar, FIFA Campaign Videos for Businesses.

Cultural Arts and Entertainment – Micro Grant and Student Projects are coming to Midtown! Sign Wrap



EXECUTIVE

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



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