



midtown MANAGEMENT
DISTRICT

COMMITTEE UPDATES: April 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

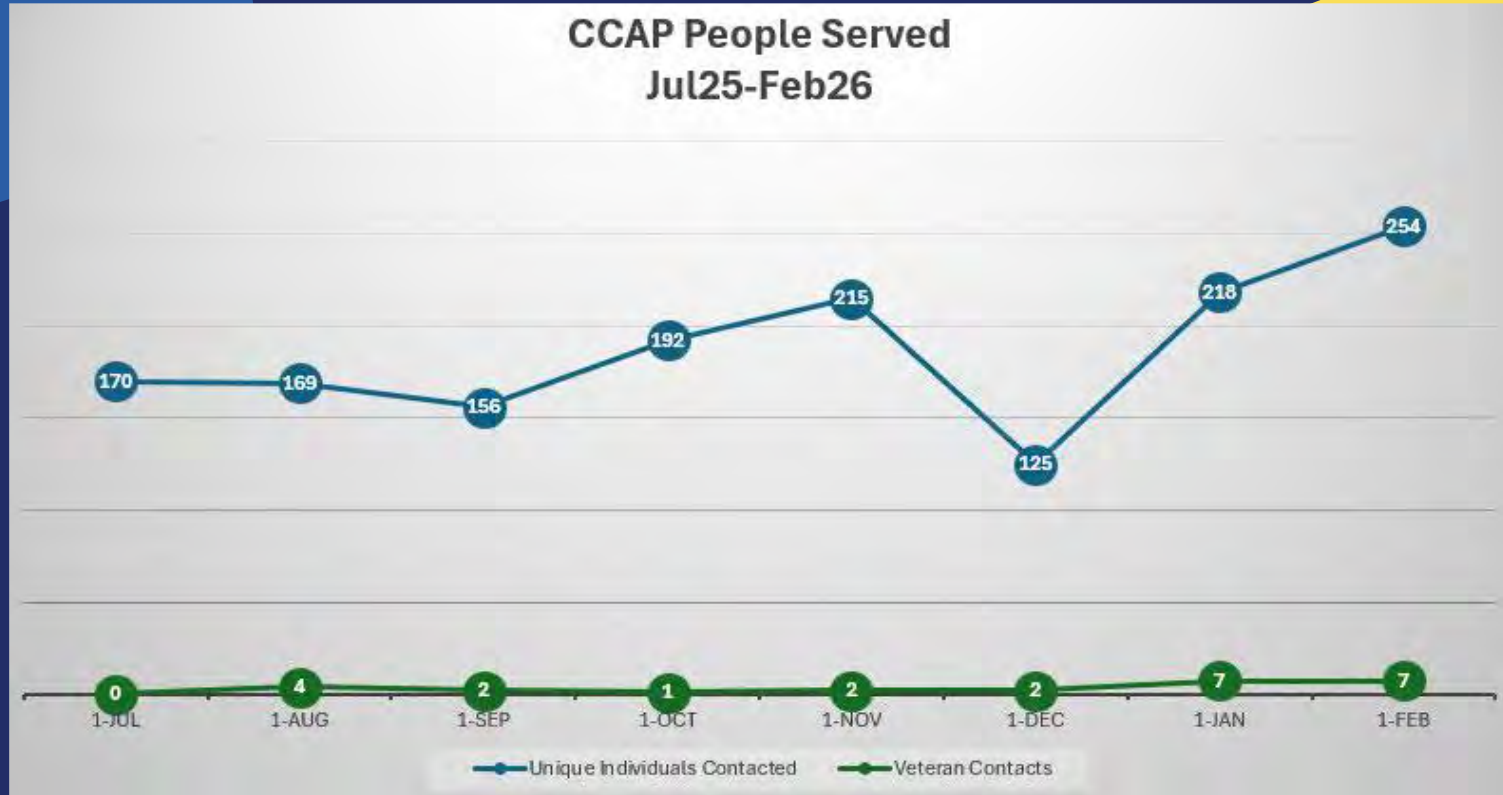
Executive



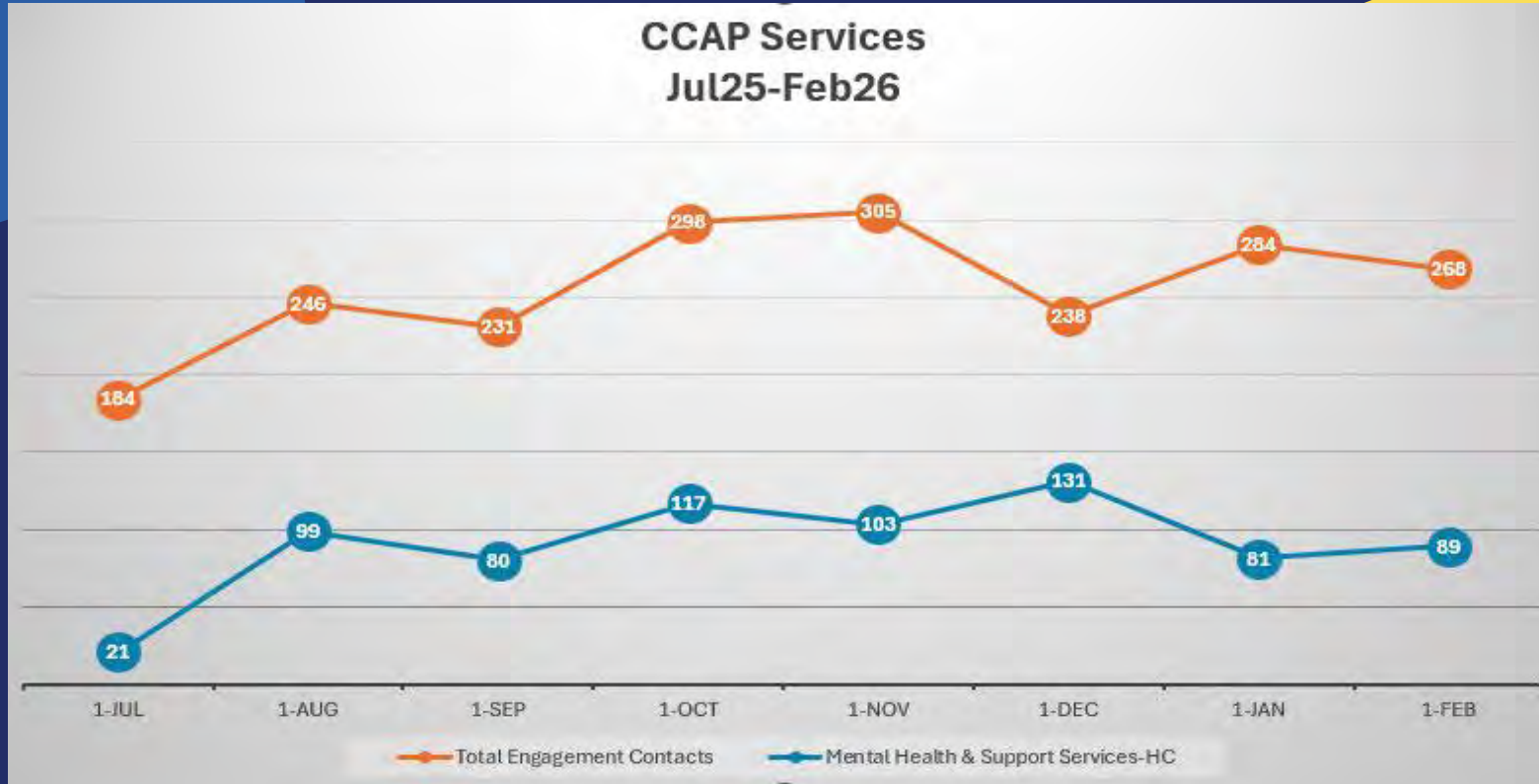
PUBLIC SAFETY



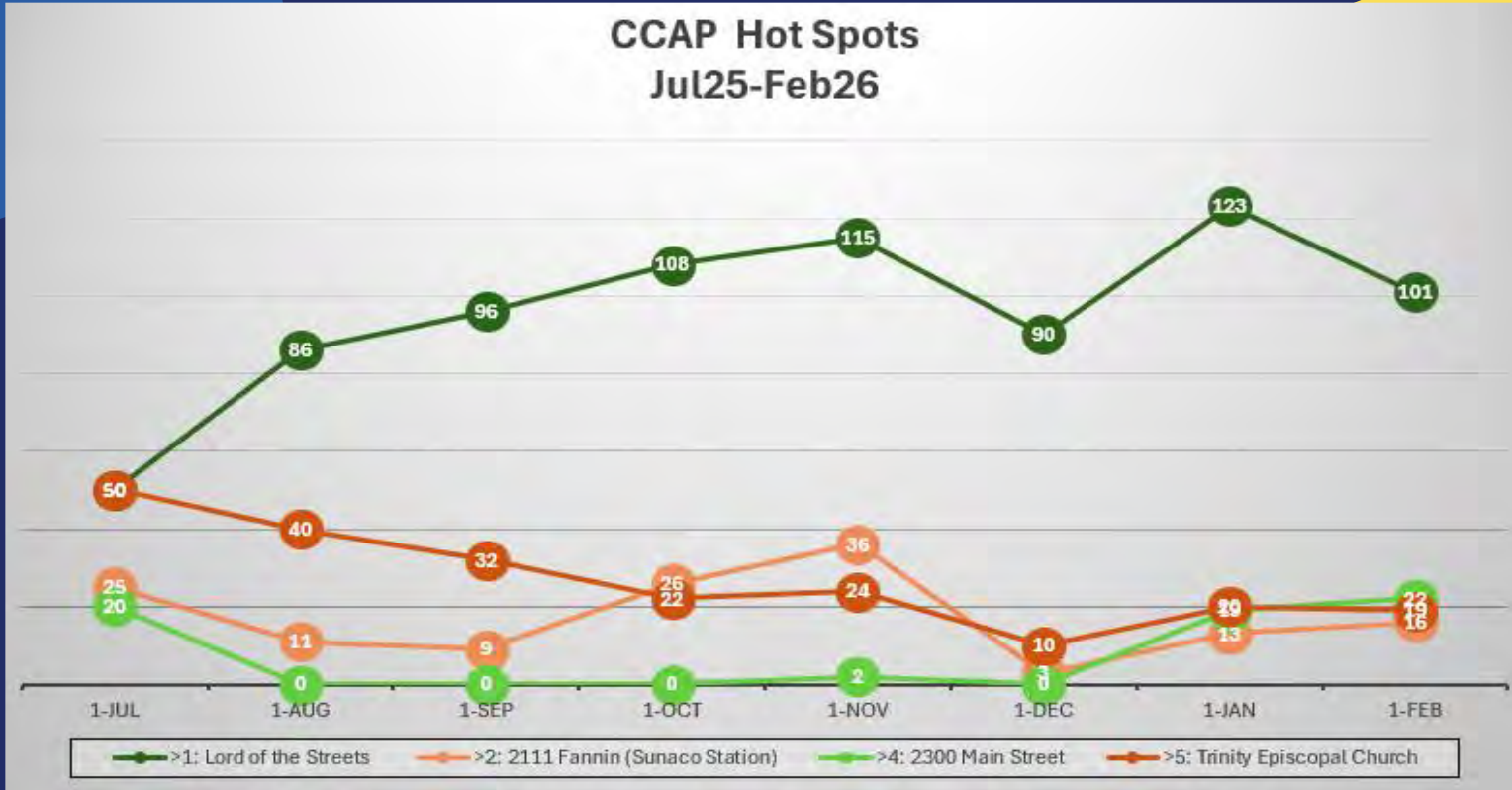
CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)



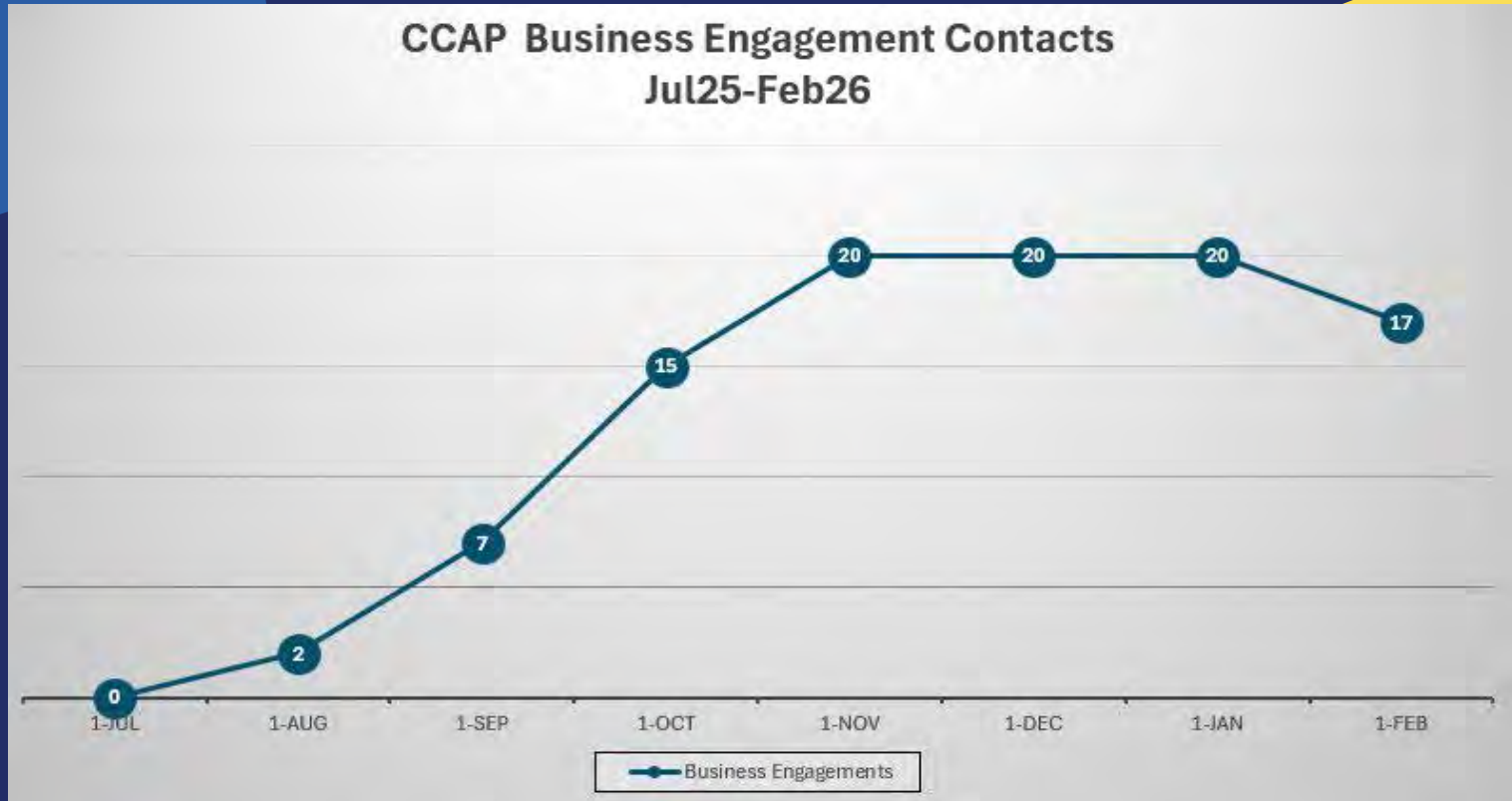
CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)



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CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)

CCAP Additional Metrics Jul25-Feb26



Safer Together: 2nd Community Public Safety Workshop

SAFER TOGETHER 2nd Community Public Safety Workshop

An informative session led by **Sgt. Jason Cisneros** focusing on Human Trafficking and General Safety in Crowded Areas

THURSDAY JUNE 25

410 Pierce St | 5:00 - 6:00 PM

SCAN TO RSVP



midtown
HOUSTON



MARCH ON CRIME INITIATIVE



Date: Monday, March 9, 2026

Location: Midtown Houston District

Purpose: Providing additional on-the-ground support to help address public safety needs across the district and strengthen responsiveness where it matters most.

- One-on-one interaction between police and Midtown stakeholders
- Provides holistic public safety and crime prevention techniques

Partners: Houston Police Department South Central Differential Response Team (DRT)

MARCH ON CRIME INITIATIVE



HPD SOUTH CENTRAL STATS

South Central Division - 10H40 (Midtown)			
January vs February 2026			
		January	February
Non-Violent	Auto Theft	2	10
	BMV/TMV	54	73
	Burglary Building	5	8
	Burglary Habitation	2	3
	Fraud	5	1
	Theft	23	16
TOTAL - NON-VIOLENT		91	111
Violent	Aggravated Assault	7	5
	Human Trafficking	0	0
	Kidnapping	0	0
	Murder	1	0
	Robbery	4	6
	Sexual Assault	1	0
TOTAL - VIOLENT		13	11

HPD CENTRAL STATS

Central Division – 1A20's Beat (Midtown)			
February 1 -28, 2025 / 2026 Comparison			
		February	
		2025	2026
Non-Violent	Auto Theft	8	1
	BMV/TMV	33	26
	Burglary Building	1	1
	Burglary Habitation	0	1
	Theft	18	28
TOTAL - NON-VIOLENT		58	54
Violent	Aggravated Assault	4	3
	Murder	1	0
	Aggravated Robbery	1	0
	Sex Assault	0	2
	Narcotics	0	1
TOTAL - VIOLENT		66	63

BLUE & YOU COMMUNITY BIKE RIDE

Saturday, April 25
10:00 AM – 2:00 PM

Meet-Up

Midtown Park
9:30 AM meet-up
10 AM Ride starts

What to Bring

Bring your own
bike, that's it!



Ride with local law
enforcement through
the district for a chance
to really tap in with
the community.



MIDTOWN TARGETED CLEAN UP INITIATIVE



PUBLIC SAFETY

PUBLIC SAFETY COMMITTEE

April 21, 2026

11:30 A.M.

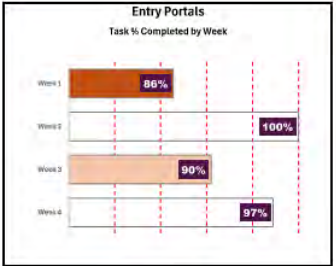
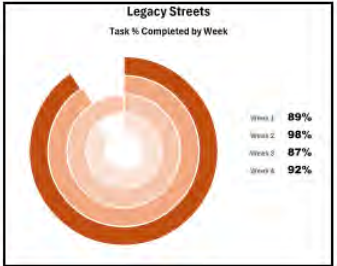


SERVICES + MAINTENANCE

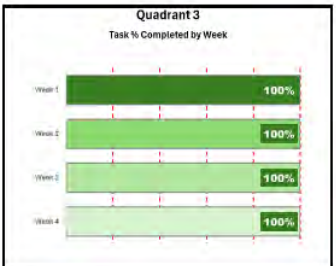
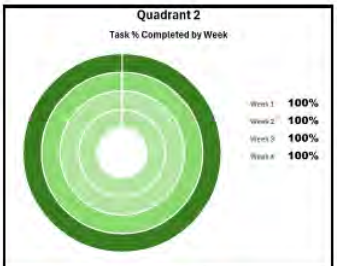
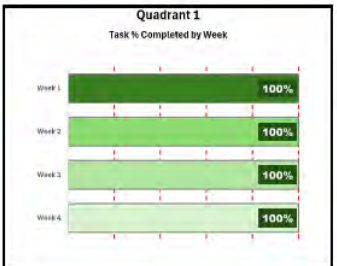
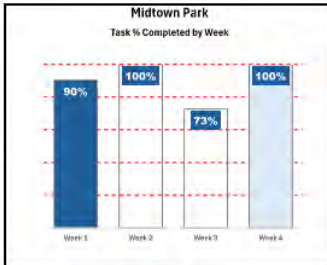
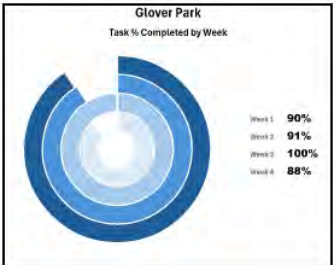
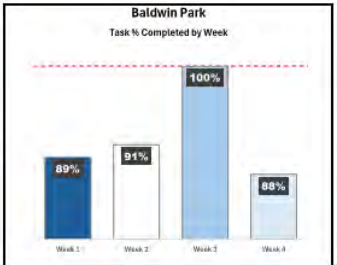
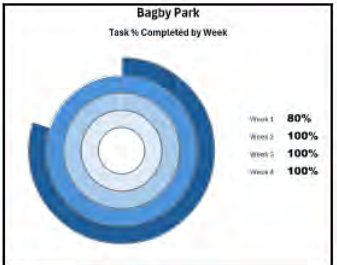


March 2026 - Task Summary

Monthly Overall Averages - By Task



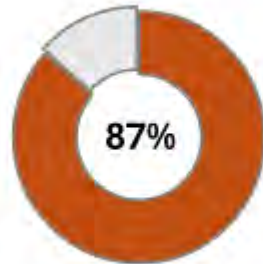
- ### Areas of Concern
- Based on Low Task % Complete
- Bed Detailing
 - Mulching
 - Pruning
 - Growing Season
 - Rain Garden
 - Dog Runs



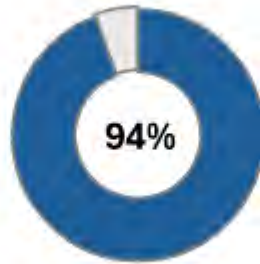
SERVICES + MAINTENANCE



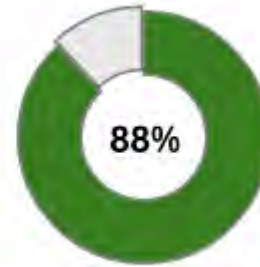
Contract



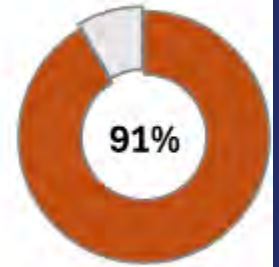
Week #1



Week #2



Week #3



Week #4

SERVICES + MAINTENANCE





GLOVER PARK & BALDWIN PARK MAINTENANCE

Upcoming work (next 2 weeks)

Baldwin Park

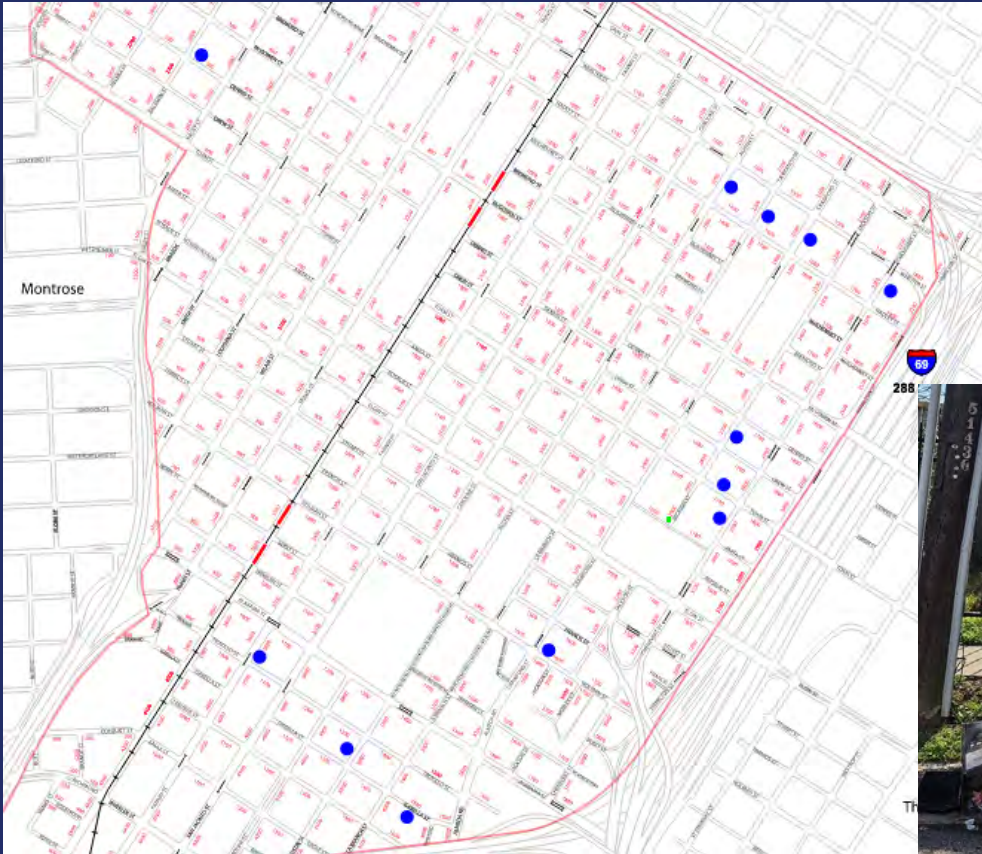
- **Seasonal planting (completed)**
- **Bed and playground mulching**
- **Gravel refresh (completed)**
- **No irrigation issues**

Glover Park

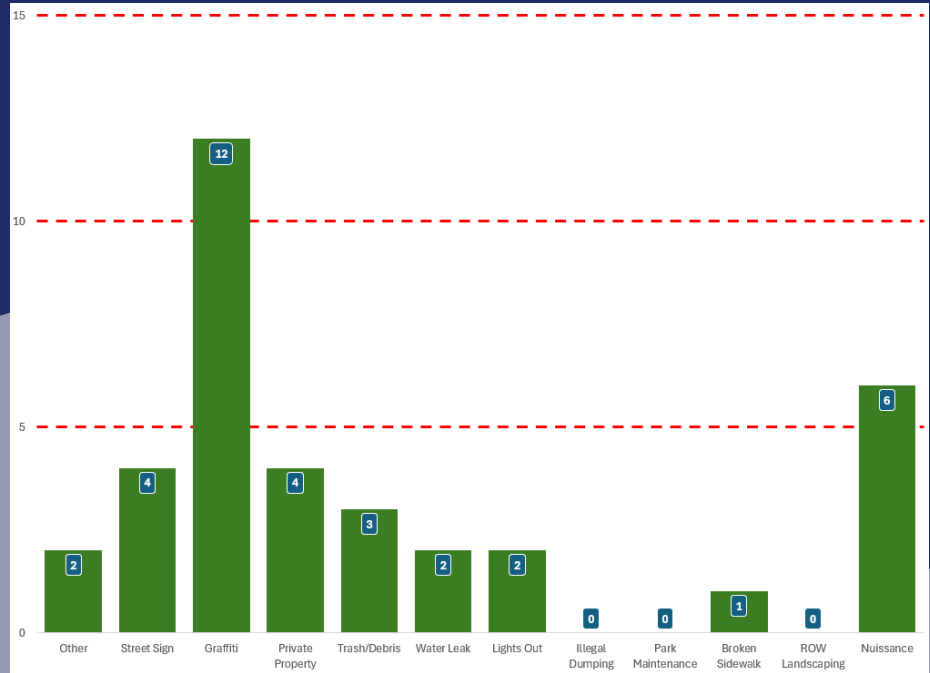
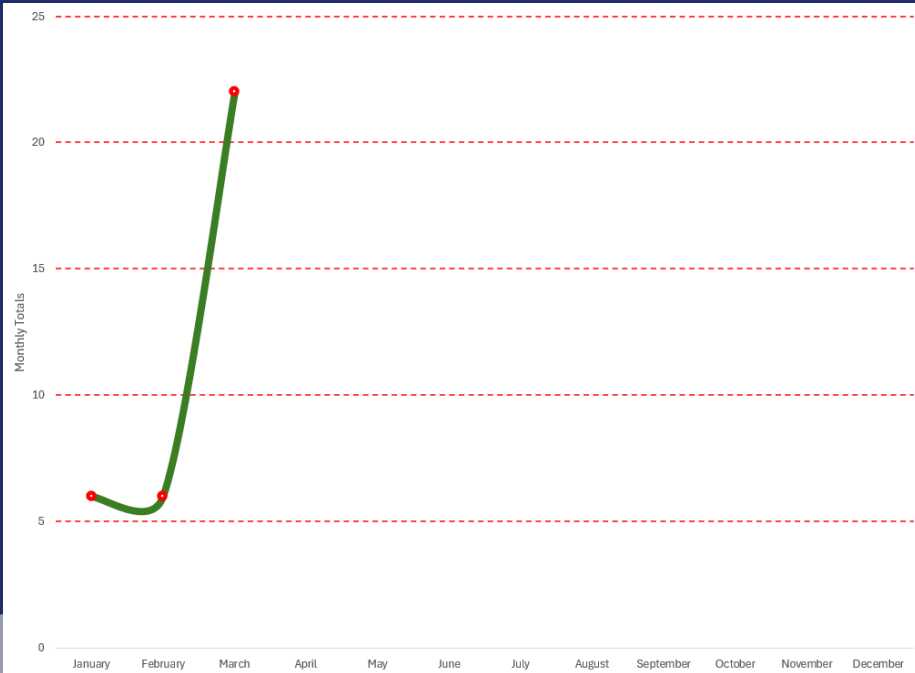
- **Seasonal planting (completed)**
- **Dog park and dog run gravel refresh (completed)**
- **No irrigation issues**

ILLEGAL DUMPING COLLECTION

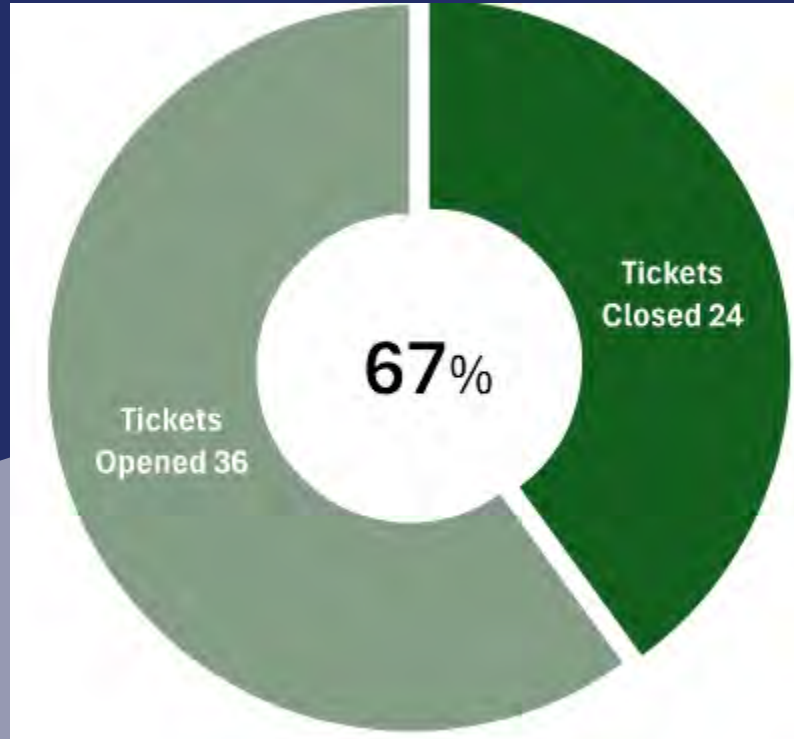
- 12 Locations Total March 2026



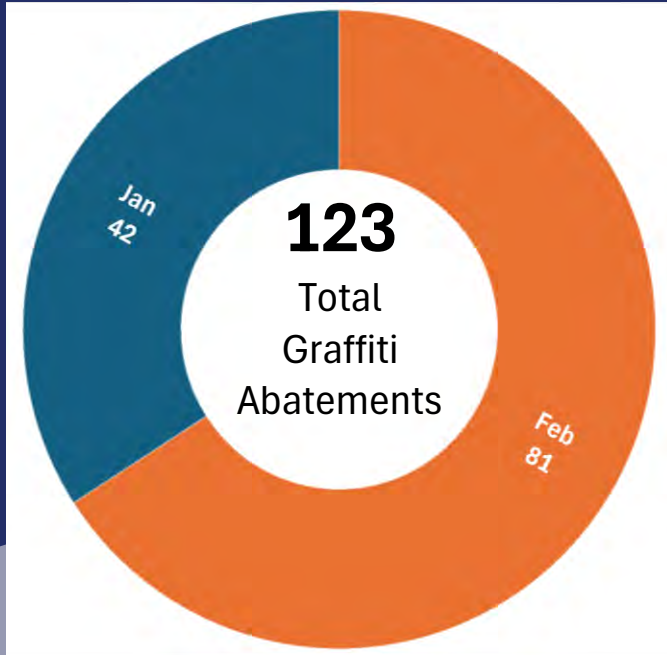
SeeClickFix



SeeClickFix



Graffiti Abatement



LANDSCAPE REFRESH PROJECTS

Main Street: (funded by MRA)

- **SMC demolition Main Street at Anita**
- **Continuing south**

Bagby Street: (funded by MRA)

- **Mobilization/walkthrough completed**
- **Landscape Art to begin demolition on Bagby Street**
- **Landscape Art demolition on Brazos and Gray as part of Bagby Park refresh**





SERVICES + MAINTENANCE

SERVICES + MAINTENANCE COMMITTEE

April 20, 2026

4:00 P.M.

ECONOMIC DEVELOPMENT





midtown
HOUSTON

MIDTOWN MANAGEMENT DISTRICT

CAMERA GRANT PROGRAM

CYCLE 2

CAMERA GRANT PROGRAM

- *Businesses currently participating identified*
- *Cycle 2 closes April 17, 2026*
- *Final deadline June 12, 2026*
- *Supports public safety through surveillance improvements*



Midtown Improvement Grant Program

- **Upcoming grant program (pre-FIFA launch)**
- **Eligible Improvements:**
 - Landscaping enhancements
 - Power washing
 - Facade Improvement
- **FIFA Activation Ideas:**
 - Cooling stations
 - Public-facing activations

**ECONOMIC
DEVELOPMENT**

**ECONOMIC DEVELOPMENT
COMMITTEE**

April 15, 2026

11:00 A.M.

In-Person Meeting Only

The Breakfast Klub

3711 Travis Street

Houston, Texas 77002



MARKETING



TOP PRESS MENTIONS

- Total press placements in February: 16
- Total media reach: 381,129,159
- Top press mentions included:
 - Houston Chronicle** – “Bring Your Own Vinyl nights offer Houstonians the chance to be a DJ”
 - Houston Chronicle** – “Koe Wetzel is taking the party from Midtown to NRG and back”
 - KHOU-TV** – “Inside the multi-million dollar remodel of the Buffalo Soldiers National Museum in Midtown”



SOCIAL MEDIA + MEDIA HIGHLIGHTS



- Midtown gained **1,472 new followers (up 132%** from 635), signaling strong audience growth across platforms.
- Page & profile impressions reached 355,230 (up 96.1%** from 181,190), reflecting a major increase in overall visibility.
- Post impressions totaled 142,365 (up 120%** from 64,625), driven by stronger reach and more consistent content output.
- Engagement rose sharply: **likes increased to 3,085 (up 337%** from 706), **shares grew to 967 (up 107%** from 468), and **comments climbed to 95 (up 188%** from 33), indicating highly resonant, shareable content.
- Midtown published **219 total posts (up 23.7%** from 177), supporting increased frequency and sustained visibility.
- Instagram led performance with **1,335 new followers (up 115%)**, **230,055 profile impressions (up 72.8%)**, and **101,356 post impressions (up 92.7%)**.
- Facebook posted significant engagement gains, including **156 new followers (up 346%)**, **125,175 profile impressions (up 161%)**, and **38,981 post impressions (up 264%)**, with **shares up to 223 (up 1,000%)** and **comments up to 23 (up 1,100%)**.

DIGITAL OUTCOMES (IG & FB)

Midtown Social Media Platforms (February vs. January)

Instagram

- **Growth:** +1,335 follows (+115%)
- **Visibility:** 101,356 post impressions (+92.7%) | 230,055 profile impressions (+72.8%)
- **Engagement:** 2,313 likes (+259%) | 69 comments (+123%) | 743 shares (+66.6%)

Facebook

- **Growth:** +156 follows (+346%)
- **Visibility:** 38,981 post impressions (+264%) | 125,175 profile impressions (+161%)
- **Engagement:** 591 likes (+479%) | 23 comments (+1.1K%) | 223 shares (+1K%)



february 2026 NEWSLETTER

MIDTOWN E-NEWS

Midtown E-News Outcomes (February)

- Highlighted **Black History Month**, local business spotlights, and key district updates—continuing to build awareness around community programs and initiatives.
- Featured timely district content including **Camera Grant Cycle 2**, the **Roadway Rehabilitation & Sidewalk Improvement Project**, the return of **parks programming**, **Sounds of Midtown**, and Midtown's **FIFA district marketing efforts**.
- A total of **12,366 emails were sent**.
- Achieved a **23.8% open rate** (above the **20% industry average**).
- Recorded a **0.85% click-through rate**, reflecting steady engagement with newsletter content.
- The e-newsletter continues to be a strong tool for keeping the Midtown community informed and connected to what's happening across the district.

MIDTOWN DIGITAL ADS

**PARKS
PROGRAMMING
RETURNS!**



Public Parks Programming

Views: 25,632 Reach: 15,4898

Link Clicks: 461 Cost: \$106.33

Advertising Outcomes – February

- 3 total ads ran

- Reached **35,488** people

- Top-performing campaigns included:**

1. Zumba
2. Office Space Ad
3. Parks Programming Returns

HUEMAN:SHELTER REPORT



• *In February, HueMan:Shelter maintained strong visibility across both social media and email, continuing to build awareness of the public art installations throughout Midtown. Social media remained the primary driver of reach, while the newsletter supported deeper, more intentional engagement.*

• *Facebook led performance with high views, reach, and link clicks, while Instagram showed steady engagement and a notable increase in users taking action. Together, these platforms successfully drove traffic to installation pages, the interactive map, and other project resources.*

• *The February newsletter reinforced key messaging and guided readers further into the project experience through installation content and the public art survey. Overall, communications continue to balance awareness and action, strengthening connection to the project's purpose and impact*

HUEMAN:SHELTER DIGITAL OUTCOMES



•HueMan:Shelter Digital Outcomes

•39,608 total views

•24,958 total reach

•1,735 total engagements

•1,021 total follows

•Strong cross-platform performance, led by **Facebook** (35.4K views, 20.6K reach, and **1.1K+ link clicks**) driving traffic to project pages. **Instagram** supported continued engagement (4.2K views, 4.3K reach) and saw a major lift in link clicks (**+478%**), signaling growing interest in taking action beyond viewing content.

HUEMAN:SHELTER E-NEWS



HueMan:Shelter E-News Outcomes (February)

- Reached **143 recipients**
- Achieved a **26.1% open rate** (above the **20% industry average**)
- Recorded a **5.6% click-through rate** (above the **2% industry average**)
- Readers primarily clicked through to **installation pages** and the **public art survey**, reflecting strong interest in exploring the artwork and participating in the project experience
- Continues to be an effective channel for building awareness and connection around the HueMan:Shelter public art initiative



MARKETING

MARKETING COMMITTEE

April 21, 2026

3:00 P.M.

URBAN PLANNING





SIDEWALK MAINTENANCE + REPAIR

Estimated timeline: less than 60 days

Next steps:

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

PEDESTRIAN LIGHTING ASSESSMENT

- *Data analysis underway*

Next steps:

- *Nighttime Vulnerability Assessment existing conditions report*
- *Lighting sample demonstrations*

Final phase:

- *District-wide lighting recommendations*



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

Original vendor unable to fulfill scope of work due to:

- **Pricing based on full installation (not phased approach)**
- **Inability to accommodate FIFA-related scope**

Next qualified vendor selected

- **Agreed to meet full scope requirements**
- **Ready to begin immediately**

Committee Direction

- **Approved moving to next qualified bidder**
- **No re-bid required**



URBAN PLANNING

URBAN PLANNING COMMITTEE

April 20, 2026

4:00 P.M.



*PARKING BENEFIT
DISTRICT*

PARKING BENEFIT DISTRICT

Camera Grant Program

- *Cycle 2 opened (February 23-April 17)*
- *Awards will be announced June 12*
- *3 site visits have been completed*

Crime Reduction Initiative

- *331 citizen contacts*
- *23 offense reports; 137 warrants executed*
- *Focus: trespassing and property crime*

Noise Reduction Initiative

- *9 offense reports*
- *114 citations issued*
- *42 warnings*
- *3 arrests*
- *Focus: nightlife compliance*



PARKING BENEFIT DISTRICT

PARKING BENEFIT DISTRICT ADVISORY COMMITTEE

June 11, 2026

3:00 P.M.

CULTURAL ARTS + ENTERTAINMENT



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** – Boys & Girls Club of Grater Houston
- **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

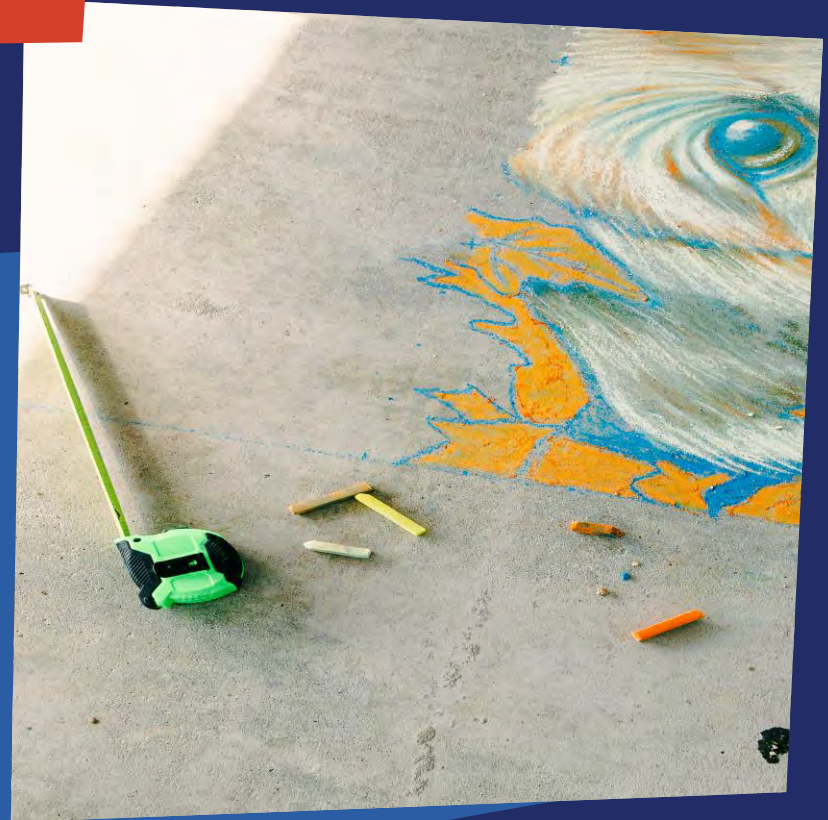
- Phase 1: Drafting a list of potential stakeholders

HATCH Creative Strategies

- Evaluation of the following programs:
Sounds of Midtown Events and
MidtownHOU Micro Arts Grants

Individual District Update

- Completed: 2026-2028 Grant application
- Completed: 2024-2026 Grant Report



2026 MidtownHOU Micro Arts Grants

Cycle 1 Overview

- Awardees reflect the diversity, creativity, and cultural vibrancy of Midtown Houston
- Projects span interactive public art, visual storytelling, and movement-based experiences
- Focus on activating public spaces and enhancing everyday user experience in the district
- Aligns with Midtown's strategy to integrate arts as a tool for placemaking and community connection



2026 MidtownHOU Micro Arts Grants

Cycle 1 Individual Artist Awardees

- Selected artists represent a range of distinct and innovative creative practices
- Projects are designed to activate key public spaces throughout Midtown
- Work will foster community engagement, dialogue, and cultural expression
- Supports Midtown's goal of deepening connection between residents, visitors, and the built environment



Angel Albarran – Signs of Play



Alexandre Serty – GUM+



Brandon Jerrod – I Am / We



"Kid Styles" Murray – Muralist

2026 MidtownHOU Micro Arts Grants

Cycle 1 Organization Awardee HOUSTON MET DANCE

- Supports arts organizations that expand access to creative and cultural experiences
- Encourages public participation through meaningful, place-based engagement
- Strengthens Midtown's role as an inclusive and accessible arts district
- Advances community connection through locally rooted programming

CULTURAL ARTS & ENTERTAINMENT









Additional Updates

Artist in Residency Program

- Application has closed and wrapping up selection phase

Cultural Arts Mixers

- Potential partnership with The Ion to host

FIFA Activations – Green Corridor Student Art Projects

- Working with FIFA hosting committee to finalize logistics



100 Years of Music Icons – Alexandre Serty



- CULTURAL ARTS & ENTERTAINMENT

CURRENT OPEN OPPORTUNITIES



Design for Midtown Outdoor Art Gallery Banner Program

APPLICATION RELEASE

3/23/2026

APPLICATION DEADLINE

4/22/2026

ANNOUNCEMENT

TBD

APPLICATION COMING SOON



AAPI Heritage Month Sign Wrap

APPLICATION RELEASE

3/2/2026

APPLICATION DEADLINE

4/14/2026

ANNOUNCEMENT

4/27/2026

[LEARN MORE + APPLY](#)

CULTURAL ARTS + ENTERTAINMENT

CULTURAL ARTS + ENTERTAINMENT COMMITTEE

April 21, 2026

3:00 P.M.

Houston MET Dance

4916 Main Street, #100





FINANCE + BUDGET

FINANCE + BUDGET COMMITTEE

April 28, 2026

1:00 P.M.



FIFA WORLD CUP 2026

***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 rights-of-way and parks; refresh of 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
May 6, 2026, at 5:00 p.m.
410 Pierce Street (at Brazos) 1st Floor
Houston, Texas 77002**