



midtown

MANAGEMENT
DISTRICT

COMMITTEE UPDATES: May 2026



midtown
HOUSTON

REPORTS

Finance & Budget

Public Safety – Core Service

Services & Maintenance – Core Service

Economic Development – Core Service

Marketing

Urban Planning

Parking Benefit District

Cultural Arts & Entertainment

Executive





FINANCE + BUDGET

FINANCE + BUDGET COMMITTEE

NO May Meeting

Next Meeting:

June 23, 2026

1:00 P.M.



FIFA WORLD CUP 2026

Public Safety – Additional targeted cleanups. 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 Midtown Banners 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!

FIFA WORLD CUP 2026

Park Programming & Events

FIESTA AT THE PARK –(MUSIC SERIES) @ MIDTOWN PARK

Every Thursday : June 4th, 11th, 18th, 25th, July 2nd

Times: 5pm-10pm

- Live music series sponsored by Puro Tejano 106.1 FM
- Featuring Texas' Best artists and bands in TEJANO, TEX-MEX COUNTRY, CUMBIA, REGATTON, BACHATA, n more.
- World Cup inspired Food & beverage, soccer related activities, lawn games, beer garden n local vendors

Park Programming & Events

FOOD TRUCK FRIDAYS @ MIDTOWN PLAZA

Every Friday : June 5th, 12th, 19th, 26th, July 3rd

Times: 12:30 PM -6:30 PM

- Weekly food truck series at Plaza (McGowen & Main)
- Featuring local trucks and cuisines from all over the world
- World Cup inspired Food & beverages

Park Programming & Events

SUPER SOCCER SUNDAY FEST @ MIDTOWN PLAZA

Sunday June 14th

Times: 12:00 PM – 9:00 PM

- FREE All-Day Family Friendly Community Festival sponsored by RADIO ONE : 97.9 The Box & 93Q Country
- Featuring local DJ's, dance performances, acoustic musicians, live performance by Houston's favorite tribute band THE SLAGS, chalk art artists, food trucks, Kid Zone, soccer activations, local vendor market, car show, beer garden, and we will be showing the WC games on a big screen + much more !



FIFA WORLD CUP 2026

Park Programming & Events

TEACH YOU TUESDAY @ BAGBY PARK- WC Edition

June 2nd

Times: 5pm-8PM

- World Cup inspired DIY crafts and activations + DJ

Park Programming & Events

CHILDREN'S STORYTIME – World Cup Edition

Saturday June 13th

Times: 11:00AM – 1:00PM

- Join us for a fun filled story reading and performance by special guest Mr. Pete's Playhouse and enjoy the BIG soccer inflatables on the lawn.

Park Programming & Events - OTHER

YAPPY HOUR – “World Pup Edition”

Friday June 26th

Times: 5:00 PM - 7:00 PM

HIIT & YOGA CLASSES @ Bagby Park – Soccer Workout

Saturday June 13th & 27th 9:30 AM – 11:30 AM

SOUND BATH MEDITATION– World Cup & World Peace Edition @ Baldwin Park

Wednesday June 10th 6:00 PM -7:00 PM



MidMain - Three Saturdays — Three Distinct Experiences 3500 to 3800 Main Street

SAT. JUNE 13

ART WALK + OPENING NIGHT + MURAL UNVEILING

4:00 PM – 9:00 PM

- Gallery opening reception & Film Installation debut
- Mural unveiling in Art Garden + Winnie's debut
- Live art demos in Breezeway & Art Garden
- Live music, DJ performances, poetry buskers
- Food & beverage activations throughout Mid Main
- Film projections & digital installations at dusk

SAT. JUNE 20

VENDOR MARKET + LIVE MUSIC

2:00 PM – 6:00 PM

- Gallery open house
- Vendor Market in Art Garden
- Live music on 6 different stages
- DJ performances & beverage activations
- Film projections and digital installations at dusk

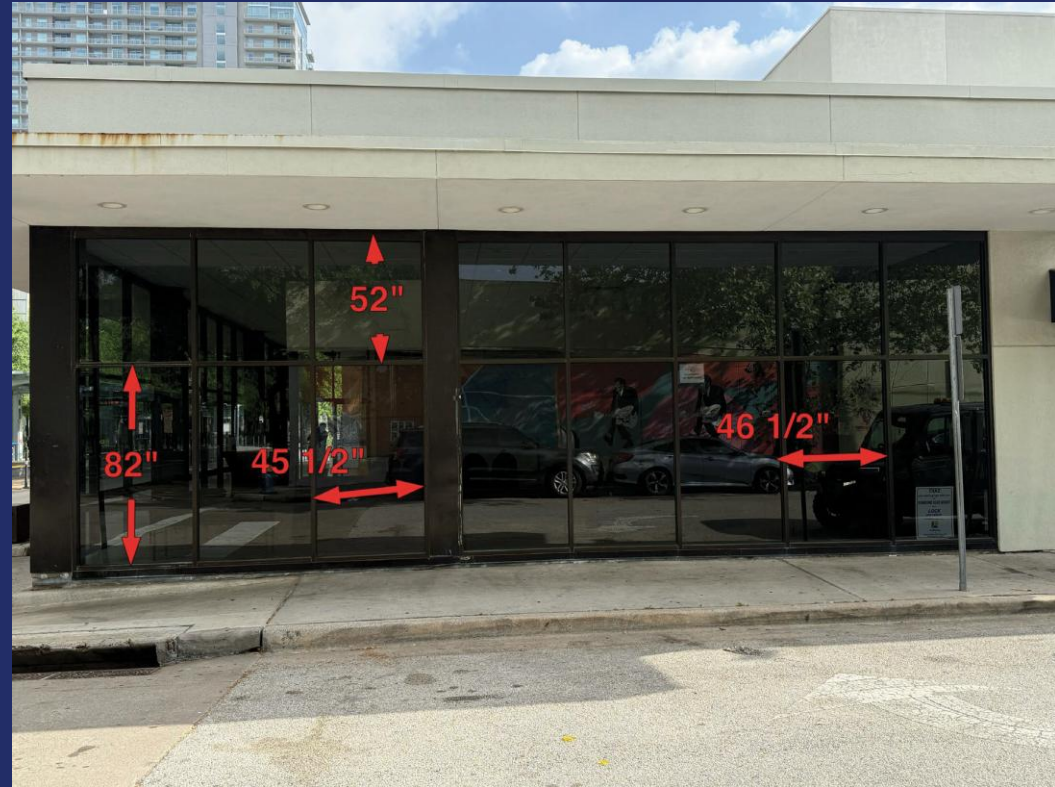
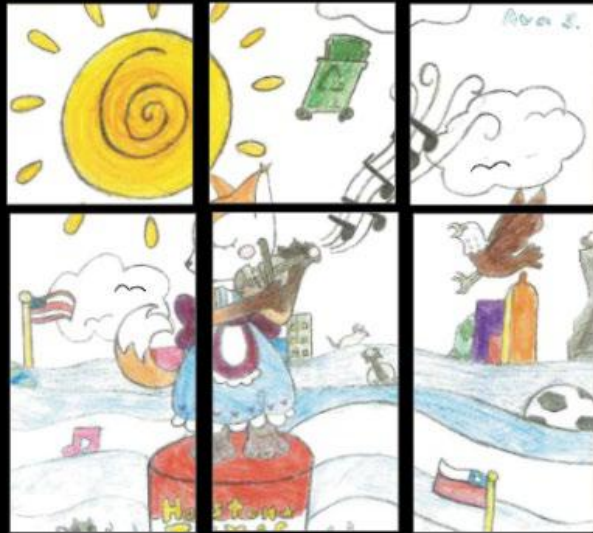
SAT. JUNE 27

ART CAR SHOWCASE + CLOSING CELEBRATION

2:00 PM – 6:00 PM

- Houston iconic art car exhibition
- Gallery open house & closing celebration
- Live music & family-friendly programming
- Beverages in Breezeway, Art Garden & Winbern St.
- Celebrating Houston's creative identity globally

FIFA WORLD CUP 2026



PUBLIC SAFETY



CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)



CHRONIC CONSUMER ASSISTANCE PROGRAM: MIDTOWN (CCAP - MIDTOWN)

Contacts	1-Mar	YTD
Unique Individuals Contacted	226	1725
Total Engagement Contacts	320	2,374
Veteran Contacts	6	31
Hot Spot Contacts		
>1: Lord of the Streets	130	899
>2: 2111 Fannin (Sunaco Station)	32	171
>3: 4800 Block of Fannin (Veteran Homes)	0	23
>4: 2300 Main Street	24	87
>5: Trinity Episcopal Church	28	245
>6: Pierce Elevated	0	23
>7: 402 Gray Street (CVS)	0	26
>8: Ensemble Theatre	0	28
Hot Spot TOTALS	214	1602
Additional Metrics		
Arrests	0	0
Business Engagements	20	121
Emergency Detention Orders (EDO)	1	4
Homeless Outreach Team ID Cards Provided	11	31
SEARCH referrals	14	115
Transitioned from Street	5	22
Mental Health & Support Services-HG	100	821

HPD SOUTH CENTRAL STATS

South Central Division - 10H40 (Midtown)			
February vs March 2026			
		February	March
Non-Violent	Auto Theft	10	16
	BMV/TMV	73	75
	Burglary Building	8	4
	Burglary Habitation	3	4
	Fraud	1	4
	Theft	16	21
	TOTAL - NON-VIOLENT		111
Violent	Aggravated Assault	5	12
	Human Trafficking	0	0
	Kidnapping	0	0
	Murder	0	0
	Robbery	6	2
	Sexual Assault	0	2
	TOTAL - VIOLENT		11

HPD CENTRAL STATS

Central Division – 1A20's Beat (Midtown)			
March 1 -31, 2025 / 2026 Comparison			
		February	
		2025	2026
Non-Violent	Auto Theft	6	2
	BMV/TMV	27	26
	Burglary Building	3	1
	Burglary Habitation	0	0
	Theft	13	20
TOTAL - NON-VIOLENT		49	49
Violent	Aggravated Assault	2	2
	Murder	0	0
	Aggravated Robbery	2	2
	Sex Assault	0	1
	Narcotics	2	0
TOTAL - VIOLENT		6	5

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 TARGETED CLEAN UP INITIATIVE



PUBLIC SAFETY

PUBLIC SAFETY COMMITTEE

May 19, 2026

11:30 A.M.



SERVICES + MAINTENANCE





GLOVER PARK & BALDWIN PARK MAINTENANCE

Baldwin Park

- **Power Washing Completed**
- **Light assessment - May 2026**
- **No major irrigation issues**

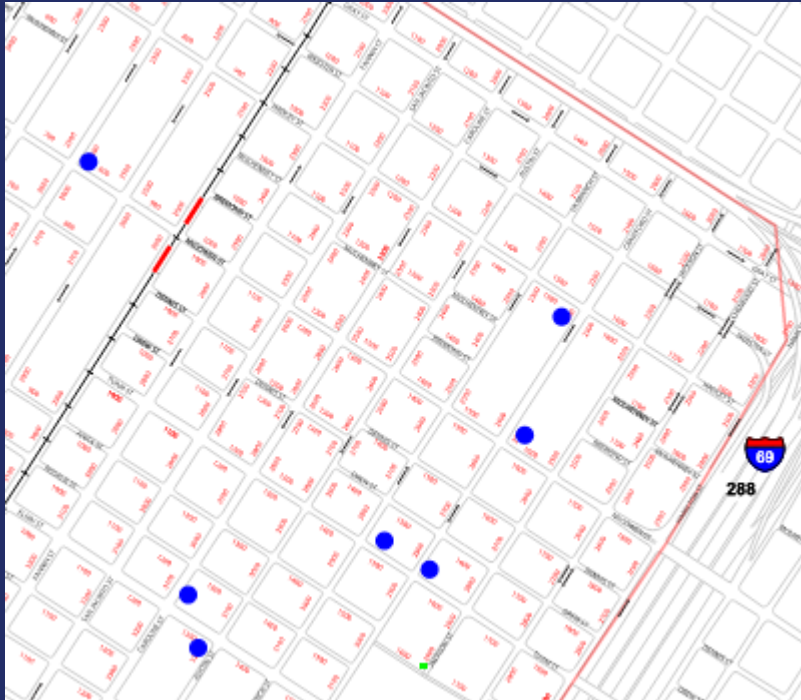
Glover Park

- **Power Washing Completed**
- **Light assessment – May 2026**
- **No major irrigation issues**

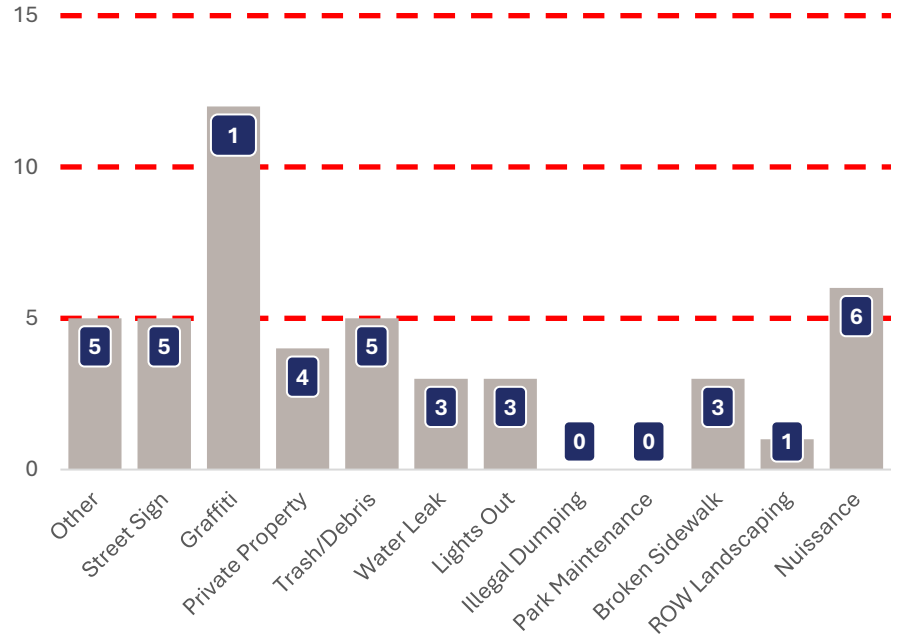
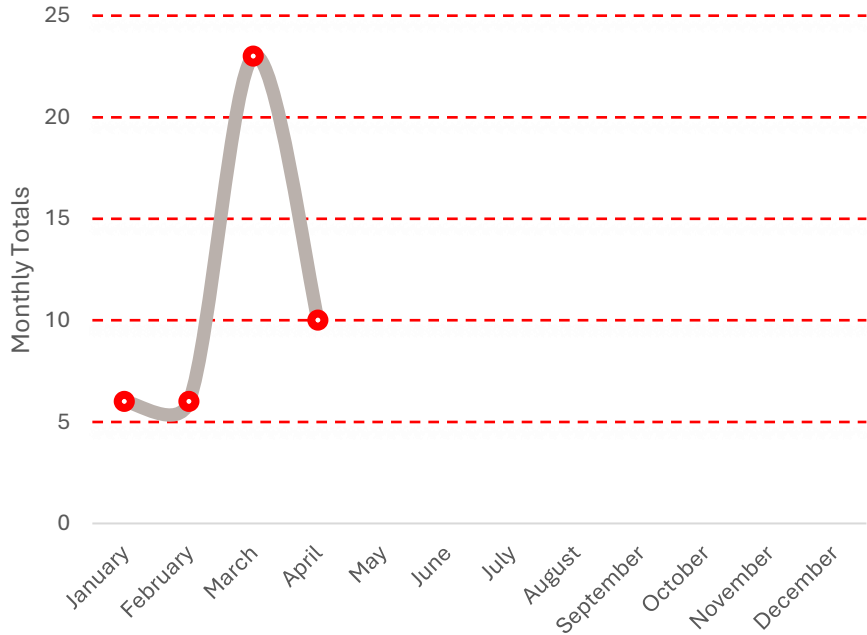


ILLEGAL DUMPING COLLECTION

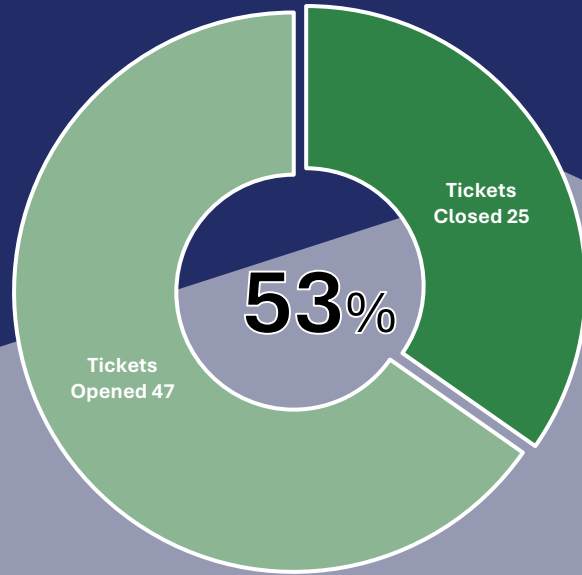
- 7 Locations Total April 2026



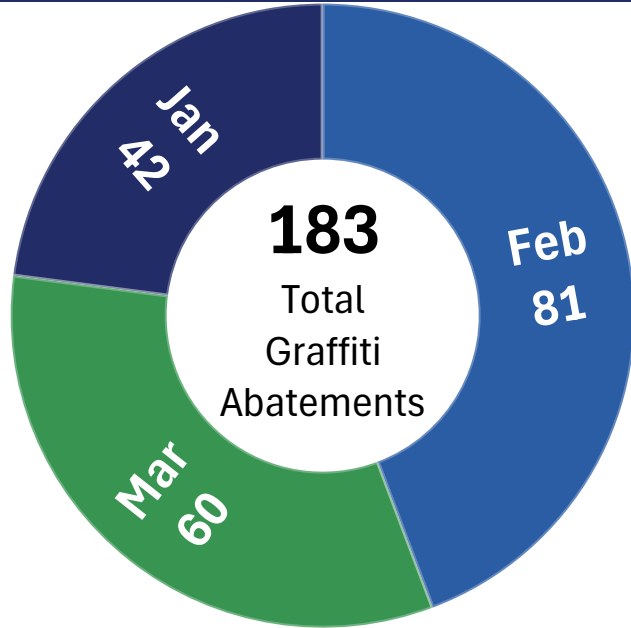
SeeClickFix



SeeClickFix



Graffiti Abatement



LANDSCAPE REFRESH PROJECTS

Main Street: (funded by MRA)

- **SMC demolition Pierce to Wheeler**
- **Planting May 2026**

Bagby Street: (funded by MRA)

- **Demolition of planting complete**
- **Demolition of hardscape materials to begin**
- **Planting May 2026**



Maintenance Team *PROJECTS*

Bagby Park/Glover Park



Trash Can Refresh

Bagby Park/Glover Park



Misc. Power Wash and Refresh



SERVICES + MAINTENANCE

SERVICES + MAINTENANCE COMMITTEE

May 18, 2026

4:00 P.M.

ECONOMIC DEVELOPMENT



MIDTOWN CAMERA GRANT PROGRAM



- *4 businesses currently participating identified*
- *Cycle 2 closed April 17, 2026*
- *Final deadline June 12, 2026*
- *Supports public safety through surveillance improvements*
- *Applications available at midtownhouston.com/camera-grant-program*



MIDTOWN FAÇADE IMPROVEMENT GRANT PROGRAM

- *NOW OPEN 50/50 matching reimbursement grant designed to support commercial property and business owners in Midtown by funding exterior improvements that enhance the public right of way and contribute to district revitalization*
- *Grant amount up to \$5,000 per project*
- *Total funding amount \$25,000*
- *Application period: April 17- May 17, 2026*
- *Project completion goal: June 14, 2026*
- *Project must be visible to the public and may include:*
 - **Façade renovations**
 - **Awnings/canopies**
 - **Exterior painting**
 - **Landscaping**
 - **Power washing**
 - **Additional exterior lighting**

MIDTOWN COMMUNITY GRANT PROGRAM

- *Provides direct funding to small businesses to create public, family-friendly events and activations that attract visitors and enhances the Midtown experience during the summer season*
- *Grant amount: \$1,500 per award*
- *Total grants available: 10*
- *Application opens: May 1, 2026*
- *Application closes: May 15, 2026 (by noon)*
- *Project Timeline: June 1 –July 31, 2026*



**ECONOMIC
DEVELOPMENT**

**ECONOMIC DEVELOPMENT
COMMITTEE**

May 20, 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 March: 16 (organic + earned)

•Total media reach: 405,067,775

•Top press mentions included:

1.Houston Chronicle – “Houston Latino Film Festival at Match”

2.Houston Chronicle – “Late August brings Afro-Mexican flavors to Midtown”

3.Houston Chronicle – “Green Corridor plans featuring Midtown”



SOCIAL MEDIA + MEDIA HIGHLIGHTS



- Midtown published **344 total posts** in March (up **57.1%** from 219), including collaboration posts, supporting consistent visibility across platforms.
- Page & profile impressions reached **433,660** (up **22.1%** from 355,230), reflecting increased overall visibility month-over-month.
- Post impressions totaled **138,869** (down **5.1%** from 146,321), indicating reach remained relatively steady compared to February.
- Audience growth softened, with **993 new followers** (down **33.4%** from 1,491), following February's unusually high performance.
- Engagement declined month-over-month: likes decreased to **1,424** (down **54.1%** from 3,100) and shares fell to **327** (down **66.4%** from 973), reflecting a shift toward higher-volume, more informational content that was viewed more than shared.
- Comments increased to **115** (up **19.8%** from 96), signaling continued audience conversation and interest even as share activity declined.

DIGITAL OUTCOMES (IG & FB)

Midtown Social Media Platforms (March vs. February)

Instagram

Growth: 768 new followers (-42.5%)

Visibility: 111,888 post impressions (+7.1%) | 215,753 profile impressions (-6.2%)

Engagement: 1,089 likes (-53.1%) | 104 comments (+48.6%) | 295 shares (-60.6%)

Instagram visibility held steady and comments increased, but likes/shares declined, suggesting March content was more informational and less share-driven than February.

Facebook

Growth: 225 new followers (+44.2%)

Visibility: 24,814 post impressions (-37.4%) | 217,907 profile impressions (+74.1%)

Engagement: 151 likes (-74.5%) | 5 comments (-78.3%) | 28 shares (-87.4%)

Facebook page traffic increased significantly, but post reach and engagement dropped, indicating more people were visiting the page while fewer individual posts were being distributed and shared in-feed.



march 2026 NEWSLETTER

MIDTOWN E-NEWS

Midtown E-News Outcomes (March)

Highlighted key arts, district, and community updates, continuing to keep residents, businesses, and stakeholders connected to what's happening across Midtown.

Featured timely content including:

- The midtownHOU Arts Micro Grant Cycle 1 awardees, Green Corridor planning updates, The Greater Houston Artist Survey, A full preview of April parks programming, Public safety updates, Marketing opportunities for Midtown businesses and A “what’s next” look at upcoming district initiatives.

Midtown e-News:

Emails Sent: 12,325

Open Rate: 17.5% (below industry average)

CTR: 0.78%

The eNews remained a consistent channel for sharing district information and driving awareness of programs, opportunities, and upcoming events.



MIDTOWN DIGITAL ADS



Advertising Outcomes – March

10 total ads ran

Generated **214,950 views** and reached **111,429 people**

Drove **5,442 link clicks**

Total spend: **\$800**

Top-performing campaigns included:

- 1. Boots on Bagby**
- 2. Safer Together Workshop #2**
- 3. Movie Night**



HUEMAN:SHELTER REPORT

- *In March, HueMan:Shelter saw strong social media performance across both platforms, with Facebook generating **36.8K views**, reaching **22.6K users**, and driving **976 link clicks**.*
- *Instagram experienced significant growth, producing **25.5K views**, **8.3K reach**, and over **1,200 interactions**, alongside **421 link clicks** and increased profile activity.*
- *Overall, social media continues to be a key driver of visibility and website traffic, with notable growth in audience engagement and action.*

HUEMAN:SHELTER DIGITAL OUTCOMES



•HueMan:Shelter Digital Outcomes – March

•**62,258 total views** (*Facebook: 36.7K | Instagram: 25.4K*)

•**30,900 total reach** (*Facebook: 22.6K | Instagram: 8.2K*)

•**1,200+ Instagram interactions**

•Strong cross-platform performance, led by Facebook driving visibility and website traffic, while Instagram showed notable growth in engagement and click activity—signaling increased audience action beyond viewing content.

HUEMAN:SHELTER E-NEWS



HueMan:Shelter E-News Outcomes (March)

Reached **240** subscribers

Achieved a **16.1%** open rate (*below the 20% industry average*)

Recorded a **1.7%** click-through rate (*slightly below the 2% industry average*)

Readers primarily clicked through to **installation pages and project resources**, reflecting continued interest in exploring the artwork and engaging with project information



MARKETING

MARKETING COMMITTEE

May 19, 2026

3:00 P.M.

In-Person Meeting Only

Houston MET Dance

4916 Main Street, #100

Houston, Texas 77002

URBAN PLANNING

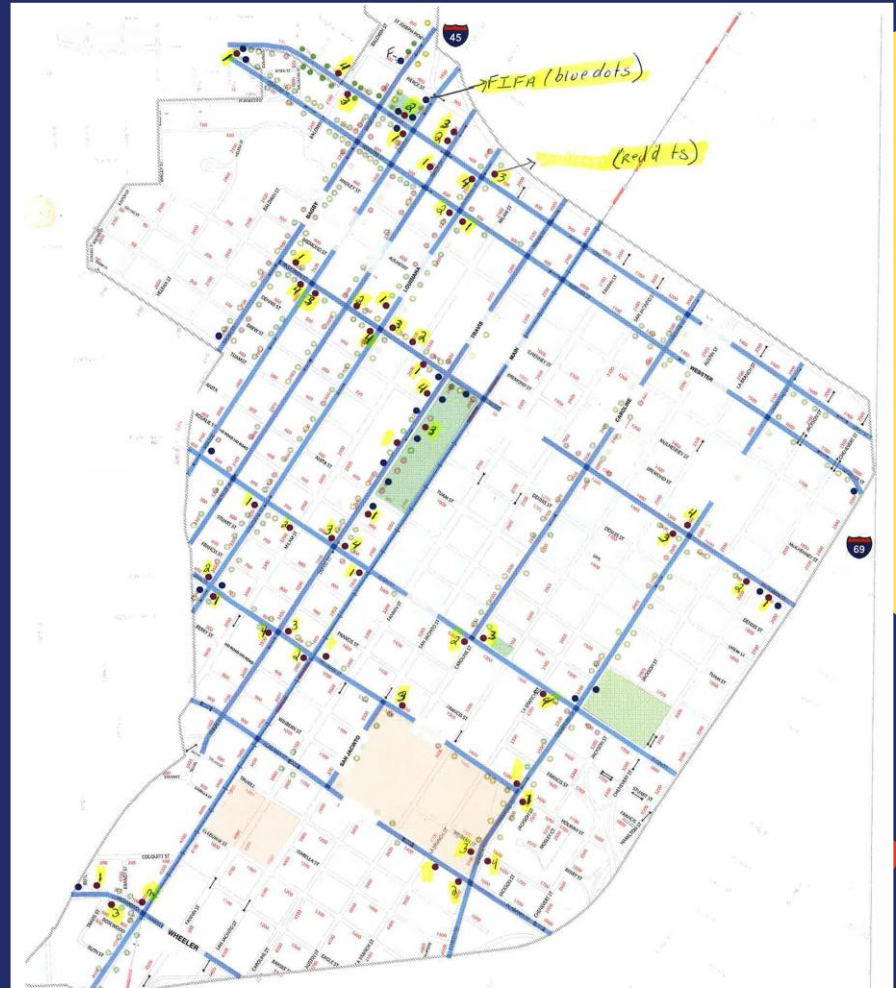


MIDTOWN BANNER INSTALLATION

Locations of the banners to be installed are finalized

Production of the banners anticipated in May 2026

Installation of FIFA and Midtown banners are anticipated by the first week of June 2026



MIDTOWN BANNER INSTALLATION



MIDTOWN BANNER INSTALLATION

**WE
ARE**



HOUSTON



**FIFA FAN
FEST
IVAL** 2026

**JUNE 11 - JULY 19
EAST DOWNTOWN**



URBAN PLANNING

URBAN PLANNING COMMITTEE

May 18, 2026

4:00 P.M.

PARKING BENEFIT DISTRICT



*PARKING BENEFIT
DISTRICT*

**PARKING BENEFIT DISTRICT
ADVISORY COMMITTEE**

June 11, 2026

3:00 P.M.

CULTURAL ARTS + ENTERTAINMENT



HUEMAN:SHELTER

Film will be complete by end of
May 2026

We will then provide the film to
the "Film Doctor" to begin
working on the film festival
strategy

Direct Targeted Community Engagement

May 7th - South Main
Alliance Bus Tour

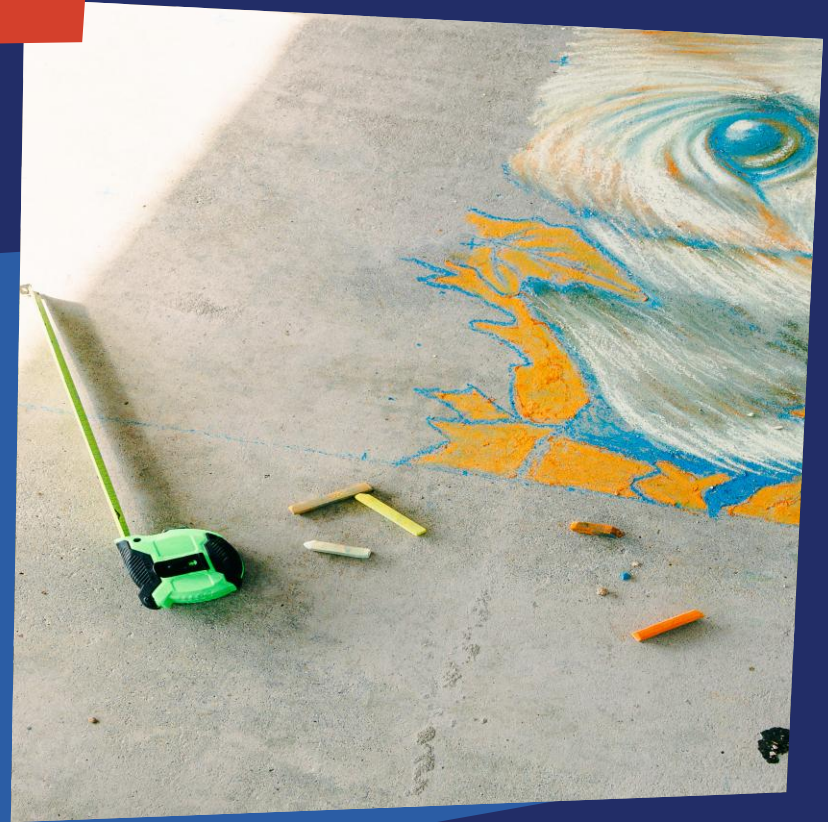
May 31st - HueMan:Shelter x
Urban Paths Walk



HOUSTON ENDOWMENT, INC.

Houston Cultural Arts District – Collaborative Work

- Working with the Theatre District on a Houston Cultural Arts District landing page.
- The landing will highlight all the events happening throughout all SEVEN cultural arts districts during FIFA.





Midtown Artist in Residency



- Midtown Houston's first-ever Artist in Residence Program, launching April–July 2026
- Selected artist: **DUAL STREETS**, a Houston native active since 2005
- Artist receives a dedicated workspace, \$20,000 stipend, and promotional support
- Program is public-facing by design — residents engage with the work as it's created.



Residency Project & What's Next

- DUAL's project, Urban Wild: Hidden Nature of Midtown, embeds animals and botanical forms into abstract compositions inspired by the neighborhood
- Deliverables include a painting series, an augmented reality mural, a public exhibition, and a printed Field Guide
- Community engagement through live painting sessions and workshops
- **Cycle 2 applications open July 7**

Additional Updates

Cultural Arts Mixers

- Partnering with Mid Main to host during their June 27th Event.

FIFA Activations

Green Corridor Student Art Projects

- Working with FIFA hosting committee to finalize logistics

Temporary Art Installation

- Temporary Art Installation at Midtown Park Plaza
- Collaboration between LeMonde Studio x Midtown

Cultural Arts Bus Tour

- June 14 @ 3PM | Registration link will be public this week on the Midtown Houston website

Main Street Blight Mitigation Project

- Alexandre Serty will install two murals along Main Street.

Sounds of Midtown: Roots to Rhythm

- June 12th @ 5 PM – 10 PM



100 Years of Music Icons – Alexandre Serty



OPEN OPPORTUNITIES



2026 MidtownHOU Micro Arts Grant Cycle 2

APPLICATION RELEASE

5/4/2026

APPLICATION DEADLINE

5/31/2026

ANNOUNCEMENT

6/15/2026

[LEARN MORE + APPLY](#)



Summer Sign Wrap

APPLICATION RELEASE

4/8/2026

APPLICATION DEADLINE

5/18/2026

ANNOUNCEMENT

5/20/2026

[LEARN MORE + APPLY](#)

CULTURAL ARTS + ENTERTAINMENT

CULTURAL ARTS + ENTERTAINMENT COMMITTEE

May 19, 2026

3:00 P.M.

In-Person Meeting Only

**Houston MET Dance
4916 Main Street, #100
Houston, Texas 77002**





EXECUTIVE

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



**Midtown Management District Board of Directors Meeting
June 3, 2026, at 11:00 a.m.
410 Pierce Street (at Brazos) 1st Floor
Houston, Texas 77002**