



midtown MANAGEMENT
DISTRICT

COMMITTEE UPDATES: June 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**

June 23, 2026

1:00 P.M.



FIFA WORLD CUP 2026

<https://youtu.be/kWowLz4Y9vY>

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 – Push Card, Landing Page, 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

4:00 PM – 9:00 PM

ART WALK + OPENING NIGHT + MURAL UNVEILING

- 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

2:00 PM – 6:00 PM

VENDOR MARKET + LIVE MUSIC

- 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

2:00 PM – 6:00 PM

ART CAR SHOWCASE + CLOSING CELEBRATION

- 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

PUBLIC SAFETY



CHRONIC CONSUMER ASSISTANCE PROGRAM (CCAP)

- *237 unique individuals, resulting in 320 engagement interactions.*
- *Hot spots remained a critical component of engagement, with 204 contacts. Highest at Lord of the Streets, with 181 contacts.*
- *20 business engagements to strengthen community partnerships and support for unhoused individuals.*
- *12 SEARCH referrals.*
- *Year-to-date, CCAP has completed 2,673 engagement interactions.*
- *CCAP has assisted 26 individuals in transitioning from the street to housing or care.*

HPD SOUTH CENTRAL STATS

Central Division – 1A20's Beat (Midtown)			
April 1 -30, 2025 / 2026 Comparison			
		April	
		2025	2026
Non-Violent	Auto Theft	5	2
	BMV/TMV	42	48
	Burglary Building	1	1
	Burglary Habitation	0	1
	Theft	13	33
TOTAL - NON-VIOLENT		61	85
Violent	Aggravated Assault	1	2
	Murder	0	0
	Aggravated Robbery	0	3
	Sex Assault	2	0
	Narcotics	2	1
TOTAL - VIOLENT		5	6

HPD CENTRAL STATS

South Central Division - 10H40 (Midtown)			
March vs April 2026			
Non-Violent		March	April
	Auto Theft	16	3
	BMV/TMV	75	63
	Burglary Building	4	8
	Burglary Habitation	4	4
	Fraud	4	4
	Theft	21	12
	TOTAL - NON-VIOLENT	124	94
Violent			
	Aggravated Assault	12	10
	Human Trafficking	0	0
	Kidnapping	0	0
	Murder	0	0
	Robbery	2	9
	Sexual Assault	2	0
TOTAL - VIOLENT	16	19	

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



MIDTOWN TARGETED CLEAN UP INITIATIVE



PUBLIC SAFETY

PUBLIC SAFETY COMMITTEE

June 16, 2026

11:30 A.M.



SERVICES + MAINTENANCE





GLOVER PARK & BALDWIN PARK MAINTENANCE

Baldwin Park

- **No major irrigation issues**

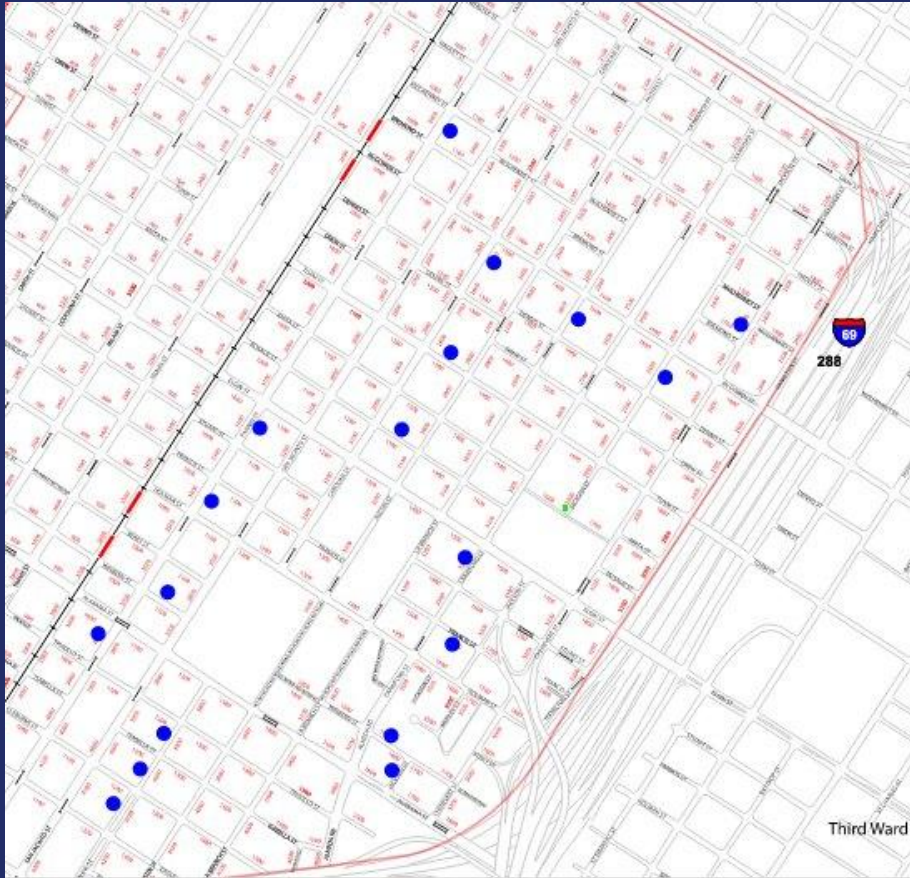
Glover Park

- **No major irrigation issues**

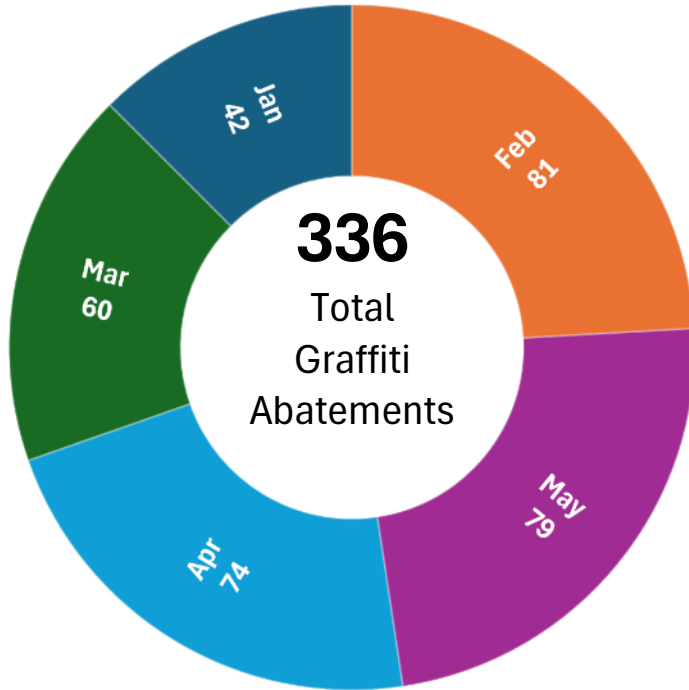


ILLEGAL DUMPING COLLECTION

- 20 Locations Total June 2026



Graffiti Abatement



400 McGowen



2600 Bagby



2500 La Branch

Before

7614



After



Before

7615



2500 La Branch

After



LANDSCAPE REFRESH PROJECTS

Main Street: (funded by MRA)

- Planting south of Holman

Bagby Street: (funded by MRA)

- Demolition
- Planting completed June 2026

Midtown Streetscape Project



- *Project along Elgin and McGowen has been substantially completed with significant upgrade from pre-construction conditions*
- *Originally approved by the Board as special project to refresh streetscape elements along the corridors*
- *Initial detailed field assessment of landscape and hardscape conditions*
- *Each block of the corridors assessed to identify damaged or missing landscaping and hardscape elements including pavers, tree grates, trash receptacles, and street tiles*
- *Landscape areas including planting beds, ground cover, irrigation, and trees were replaced and/or repaired*
- *Project closeout after final invoices from design team and contractor*



*SERVICES +
MAINTENANCE*

**SERVICES + MAINTENANCE
COMMITTEE**

June 15, 2026

4:00 P.M.

ECONOMIC DEVELOPMENT





MIDTOWN FAÇADE IMPROVEMENT GRANT PROGRAM

- *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*
- *The Breakfast Klub – painting the building*
- *3700 Main Street – façade refurbish – Tacos a Go Go, Continental Club, and Big Top Lounge*
- *3622 Main Street – façade refurbish – Winnie’s, Big Kat’s Barber Shop, My Flaming Heart and Double Trouble Coffee & Cocktails*

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**
 - Steven Westbrook Training – Pilates with a Purpose
 - Massage Heights – Make Music Day
 - Female Founders & Friends – Sports Meetup
 - The Ensemble Theatre – Two Public Youth Performance
 - The Happy Sisters – Cooling Station
 - Mid Main Lofts – Arts and Music Initiative



A photograph of a park area with trees and a fountain. The trees have green and yellow leaves, suggesting autumn. In the foreground, there is a multi-tiered fountain with water cascading down. In the background, there are more trees and a building with a mural. A sign in the background says "midtown park".

MIDTOWN MARKETING GRANT

Social Media Marketing Grant Program (June–July 2026)

Paid advertising support designed to help eligible Midtown businesses increase visibility and drive engagement during the June–July tournament season

Grant amount: up to \$500 in paid advertising support per business

Total awards: 12 grant awardees

Total program value: \$6,000 (500 x 12)

Awardees:

Un Caffe

Houston Center for Contemporary Craft

Oporto Fooding House & Wine

Muse Chiropractic

Axelrad Beer Garden

Alley Kat Bar & Lounge

Massage Heights Midtown

Winnie's

Latina Leadership Podcast

Mid Main Houston

The Ensemble Theatre

Shabach Enterprise / Fade to Black

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT COMMITTEE

June 17, 2026

10:00 A.M.

This is a virtual meeting



MARKETING



Midtown Marketing & Comms Overview



- In April, Midtown Houston maintained steady communications momentum while shifting into a lower-volume month on social.
- We earned **18 press placements** totaling an estimated **12.4M media reach**, and digital performance remained efficient—overall impressions dipped with fewer posts, but **shares increased**, showing more content that audiences wanted to share.
- The April e-news delivered improved engagement month-over-month, and **10 paid ads** helped sustain visibility and traffic, led by the Office Space, Yappy Hour, and Family Capoeira campaigns.

TOP PRESS MENTIONS

1. Total press placements in April: **18 (organic + earned)**
2. Total media reach: **12,431,993**

Top press mentions included:

1. **Houston Chronicle** – “Top 25 Restaurants in Houston for Spring 2026”
2. **Houston Chronicle** – “Midtown is city’s fastest growing neighborhood, one of its most diverse”
3. **CultureMap** – “Here are the top 14 things to do in Houston this weekend”



SOCIAL MEDIA + MEDIA HIGHLIGHTS



- April had **lower content volume** (223 posts vs. 339 in March), which naturally reduced how often Midtown appeared in feeds.
- As a result, **overall visibility dipped** (profile impressions **-14%**; post impressions **-12.2%**).
- Engagement stayed relatively steady** despite the reach drop (likes **-1%**; comments **-5.5%**) and **follower growth held flat (-0.3%)**.
- Shares increased +32.2%**, indicating April content was more “pass-along” and resonated more strongly.
- Even with lower totals, **performance per post improved**—each post generated **more impressions and more shares on average**, meaning the content mix was more efficient month-over-month.

DIGITAL OUTCOMES (IG & FB)

Midtown Social Media Platforms (April vs. March)

- **Facebook:** April trended lower overall on Facebook, with declines in visibility and follower growth compared to March, but a clear increase in conversation (comments).
- **Instagram:** Instagram continued to be the primary driver in April, with audience growth and profile visibility increasing, and share activity rising month-over-month.



MIDTOWN E-NEWS



Earth Month + Park Week: Explore Midtown Outdoors

APRIL 28, 2026

Earth Month is a moment to appreciate what keeps Midtown feeling connected: our neighborhoods, green spaces, and...

Midtown e-News Outcomes (April)

Focused on **Earth Month/Park Week** and key district updates (parking, public safety, arts/culture, business resources, and upcoming events).

Midtown e-News:

- Emails Sent: **12,291**
- Open Rate: **19.6%** (*up 2.1 pts from 17.5% = +12%*)
- CTR: **0.92%** (*up 0.15 pts from 0.77% = +19.5%*)

MIDTOWN DIGITAL ADS

Advertising Outcomes – April

10 total ads ran

Generated **169,461 views** and reached **109,476 people**

Drove **5,121 link clicks**

Top-performing campaigns included:

1. Office Space Ad
2. Yappy Hour Ad
3. Family Capoeira Ad





HUEMAN:SHELTER REPORT

HueMan:Shelter maintained strong visibility across social and email in April, with platforms continuing to drive awareness and traffic to project resources.

- **Instagram** led performance, showing the strongest momentum through higher reach/views and strong link-click activity to project pages.
- **Facebook** continued to support broad awareness and steady traffic, helping keep the project visible to a wide audience even as some metrics softened month-over-month.
- The **April newsletter** performed strongly with a high open rate and continued click activity to artist, installation, and project pages.
- Overall, social media drove top-level awareness while email supported deeper engagement with *HueMan:Shelter's* storytelling and installations.

HUEMAN:SHELTER DIGITAL OUTCOMES



- **HueMan:Shelter Digital Outcomes – April**
- **58,800+ total views** (*Facebook: 31.7K | Instagram: 27.1K*)
- **15.6K Instagram reach**
- **800+ Instagram interactions**
- Strong cross-platform visibility, with Instagram leading engagement and audience interaction, while Facebook contributed substantial views and continued driving traffic to project resources—reinforcing social as an effective tool for awareness and connection to the artwork and its stories.

HUEMAN:SHELTER E-NEWS



HueMan:Shelter E-News Outcomes (April)

Reached **237** recipients

Achieved a **32.5%** open rate (*above the 20% industry average*)

Recorded **39 total clicks** to artist, installation, and project pages

Reader activity showed continued interest in exploring the artwork and staying connected to *HueMan:Shelter's* presence throughout Midtown



MARKETING

MARKETING COMMITTEE

June 16, 2026

3:00 P.M.

URBAN PLANNING





SIDEWALK ASSESSMENT + REPAIR

- *Special project has reached substantial completion*
- *Contractor addressing urban forestry recommendations for trees impacted by new sidewalk installations*
- *Staff anticipates official closeout within the next 30 to 45 days*



PEDESTRIAN LIGHTING ASSESSMENT

- *ARUP presented findings from its pedestrian lighting assessment and community stakeholder walk*
- *Two types of assessments conducted:*
 - *Quantitative assessment to measure light levels throughout Midtown*
 - *Qualitative assessment to evaluate lighting experience, visibility, and perception of safety*
- *The next step is to develop a lighting master plan that identifies where and how conditions can be improved*
- *After the draft master plan is prepared, additional stakeholder engagement will occur*
- *Final steps will include phasing recommendations and cost estimates for implementation*
- *ARUP expects to share the existing conditions report soon with a draft master plan anticipated in two months*

MIDTOWN BANNER INSTALLATION



- **78 Banner Installations** were completed at the end of May 2026
- *25 banners are FIFA-related*



URBAN PLANNING

URBAN PLANNING

COMMITTEE

June 15, 2026

4:00 P.M.

CULTURAL ARTS + ENTERTAINMENT



Grant Updates

BLOOMBERG PHILANTHROPIES PUBLIC ART CHALLENGE

HueMan:Shelter Updates:

- **May 31st:** Final Urban Paths Walk Recap
- **June 15th :** Focus Group Teaser Screenings
- **June 30th :** Grant cycle ends
- **July 31st:** Final Grant Report Due
- **Award Update:** Bronze Telly Award

Second half of 2026 will be focused on film festival roll out.

HOUSTON ENDOWMENT, INC.

7 Houston Cultural Districts:

- Focus/Goal: Champion and Celebrate the cultural arts in Houston
- Current Project: Establishing unified branding for the entire arts sector for Greater Houston
- Hatch Creative Strategy: Evaluation data for MidtownHOU Micro Arts Grants and Sounds of Midtown: Mini Concert Series



2026 Cultural Arts Programs / Events Update

2026 MidtownHOU Micro-Arts Grants:

- **Cycle 1: 80% of grantees** have completed their projects (Deadline: July 5th) – **3 public art projects** installed (Midtown Plaza, Midtown Park – Reliant Dog Park, various locations within the district), **1 public dance performance**
- **Cycle 2:** Closes June 7th with **informational session June 3rd 5:30 PM**

Sounds of Midtown: Roots to Rhythm:

- June 12th 5 PM – 10 PM
- **Location:** Bagby Park
- Aaron Paige, Black Angel Collective, Phoenix Rising, Fresh Oranges, HTX Garage, DJ Truestory, EJ the DJ

Artist in Residency Program:

- **June 9th 9 AM–11 AM:** Dual Streets: Coffee & Donuts + Studio Meet & Greet
- Begin working on **residency art projects**

Cultural Arts Mixers:

- **Date & Time:** June 27th 2 PM – 6 PM
- **Partnership:** Mid Main
- Will feature our 1st Midtown Houston Artist in Residency Dual Streets

Additional Updates

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 –**The Bloom**
- Collaboration between LeMonde Studio x Midtown

Cultural Arts Bus Tour

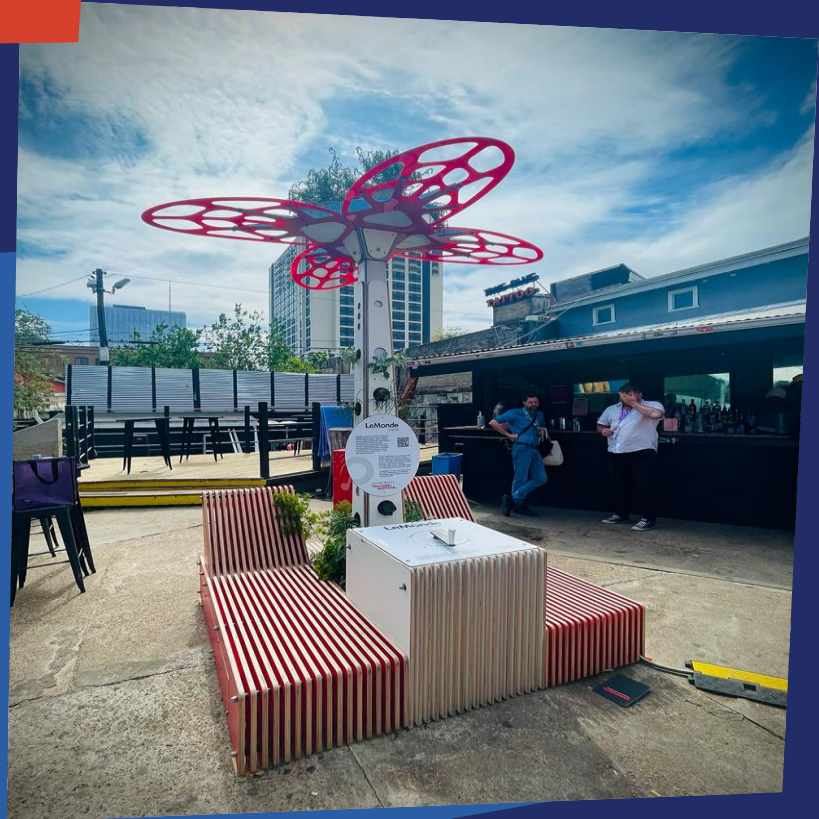
- June 14 @ 4PM | Registration link will be public this week on the Midtown Houston website

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



Midtown Vibe – by Alfiia Khusainova



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](#)

CULTURAL ARTS + ENTERTAINMENT

CULTURAL ARTS + ENTERTAINMENT COMMITTEE

June 16, 2026

3:00 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
July 1, 2026, at 11:00 a.m.
410 Pierce Street (at Brazos) 1st Floor
Houston, Texas 77002**