



midtown MANAGEMENT DISTRICT

COMMITTEE REPORTS: AUGUST 2025



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

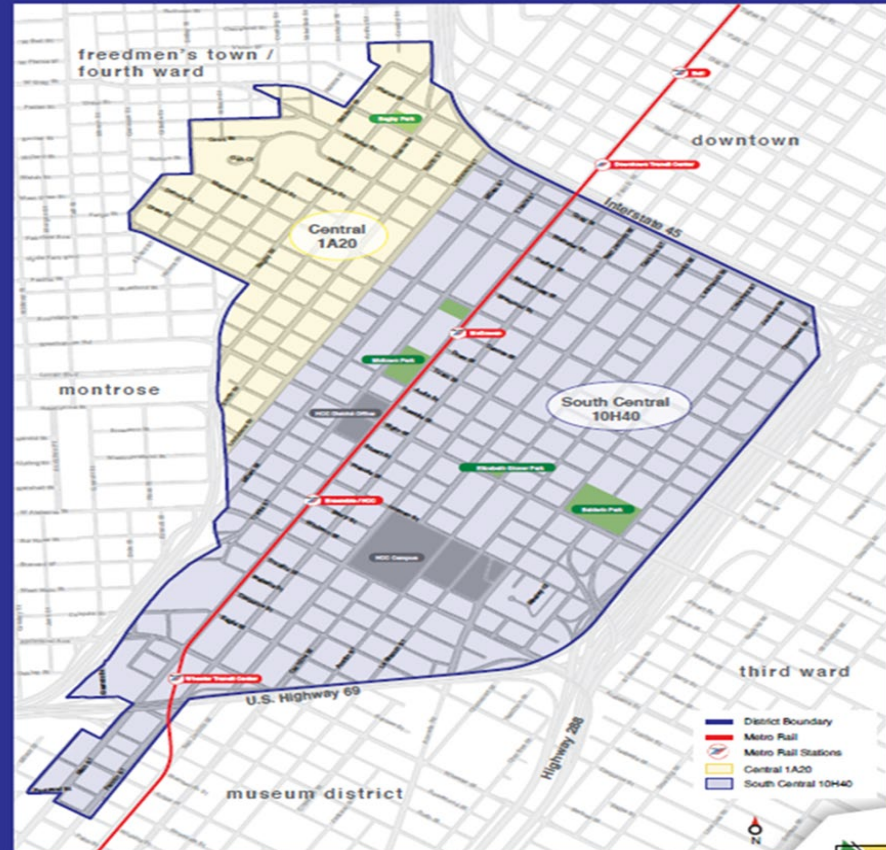
Executive



PUBLIC SAFETY

MAYOR'S DECOMMISSIONING EFFORTS

- Dates: Outreach begins Monday, July 14–Thursday, July 18, 2024
- Location Focus: North end of Midtown – from Pierce Elevated to McGowen, and from Chenevert to Louisiana.
- Primary Targets: Encampments along Gray Street and the large encampment at 2111 Fannin (Sunoco).



MIDTOWN MANAGEMENT DISTRICT
PUBLIC SAFETY MAP

PUBLIC SAFETY

SEAL SECURITY EXTRA PATROLS

- Location: Fannin to Baldwin and
Pierce to Alabama
- Timeline: July 28th until August
28th 10 AM until 10 PM.



UPCOMING HPD SOUTH CENTRAL DIRECTIVE ENFORCEMENT INITIATIVES

HPD CENTRAL DIVISION INITIATIVES

- Vagrant, Noise, and Property Crime Reduction
- Traffic and Parking Management
- Loud Noise Reduction Enforcement

HPD SOUTH CENTRAL DIVISION INITIATIVES

- Enhance Traffic Enforcement, Parking, and Loud Noise
- Bicycle Patrol



MIDTOWN TARGETED CLEAN UP INITIATIVE



Fannin @ Francis



PUBLIC SAFETY

PUBLIC SAFETY COMMITTEE

September 15, 2025

11:30 A.M.

SERVICES + MAINTENANCE



FIELD SERVICE TEAM + MAINTENANCE MONTHLY UPDATE



125
Miles **ROW** Mowed



287
Bags of Trash
Removed



14,625
LBS of Trash
Removed



325
Bags of Leaves
Removed



PARK MAINTENANCE

BALDWIN PARK

- No irrigation repairs scheduled
- As of today, the system is operating properly

GLOVER PARK

- No irrigation repairs scheduled
- As of today, the system is operating properly

PARK LIGHTING PROJECT AT GLOVER PARK

- Lighting proposal approved
- Long lead time on fixtures and awaiting final decision on concrete fixture



PARK MAINTENANCE

Glover Park Lighting Project

- Progress delayed as the manufacturer work to identify a compatible replacement for obsolete fixtures
- Retrofitting options are being considered to stay within budget

Trash Bins Replacement and Maintenance

- Two deteriorated metal trash bins at Baldwin Park have been replaced using spares from storage
- Additional replacements are planned, with efforts underway to identify more cost -effective vendors
- Trash bins are inspected and maintained monthly

Midtown Management District

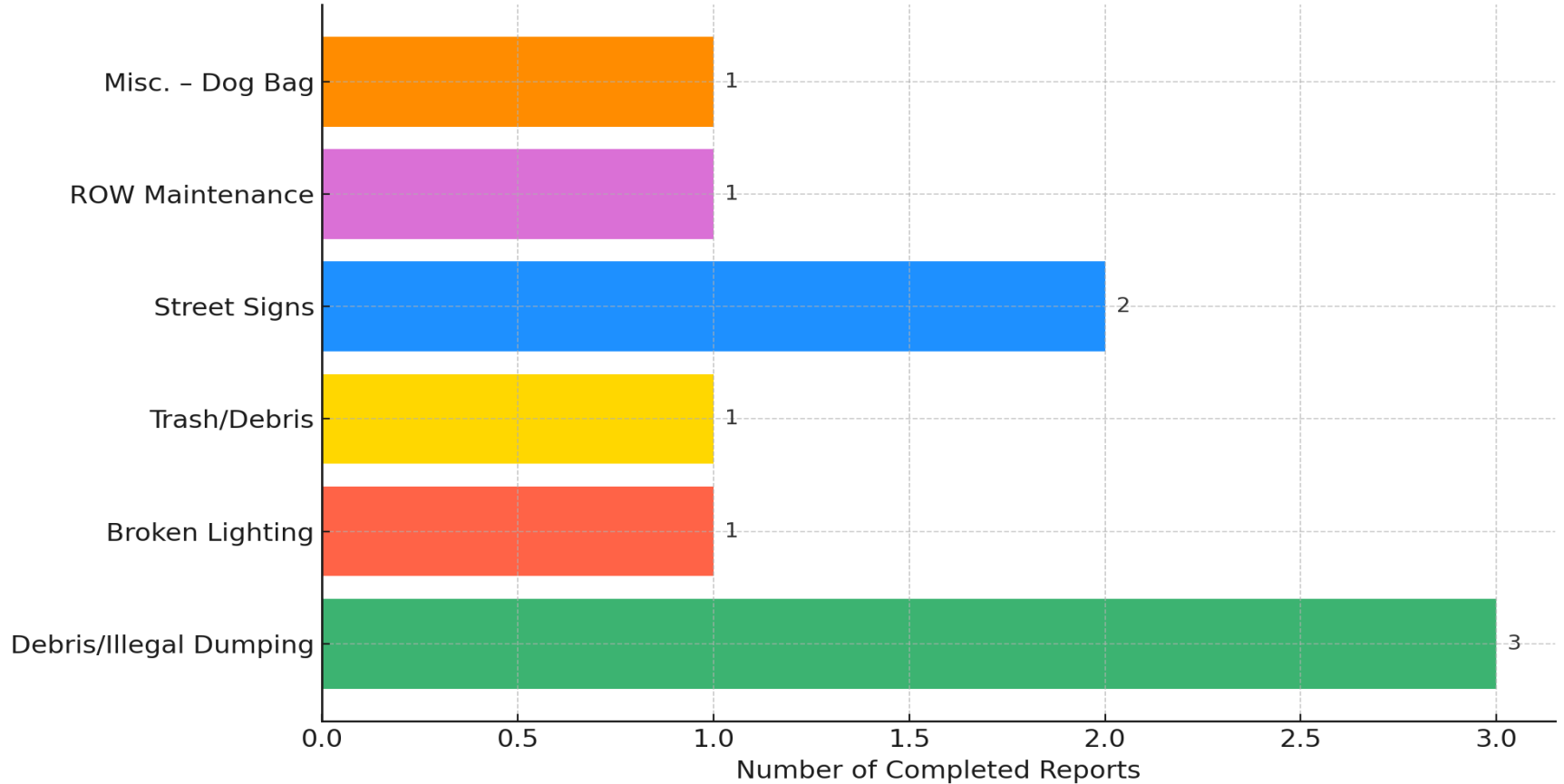
Monthly Graffiti Abatement Reports 2025

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Abated													
Business Property	0	0	2	0	0	0							2
Public Property	51	36	50	45	44	46							272
Trash Dumpsters	0	0	0	0	0	0							0
Total:	51	36	52	45	44	46							274

Graffiti Abatement Reports Totals 2008 - 2025

	2008-2018	2019	2020	2021	2022	2023	2024	2025								Totals
Abated																
Business Property	15	2	6	0	2	0	0	2								27
Public Property	3479	615	540	497	474	472	499	272								6,848
Trash Dumpsters	5	0	2	2	3	0	0	0								12
Total:	3499	617	548	499	479	472	499	274								6,887

Completed See-Click-Fix Issues by Category - June 2025 (Midtown)



SERVICES + MAINTENANCE

SIDEWALK REPAIR & REPLACEMENT

- Efforts continue to repair sidewalk segments under 20 feet
- Midtown staff waiting for the updated cost estimates for the project

DARK BLOCK OPPORTUNITIES

- CenterPoint Energy's revised 52 -light plan was approved by the City of Houston
- Installation date pending receipt of material



CITY OF HOUSTON AGREEMENT TRI – PARTY AGREEMENT

CITY OF HOUSTON MAINTENANCE AGREEMENT

- Agreement amendment remains under review by the COH for preparation to submit for City Council approval

MIDTOWN TRI-PARTY AGREEMENT

- Formal approval has been obtained from all three entities; documentation has been executed.
- Termination will be finalized once MMD procures all necessary maintenance contracts currently covered under the agreement.
- The procurement process is expected to be completed by the end of 2025 once the maintenance contract with SMC Landscaping for the public right -of-way expires.

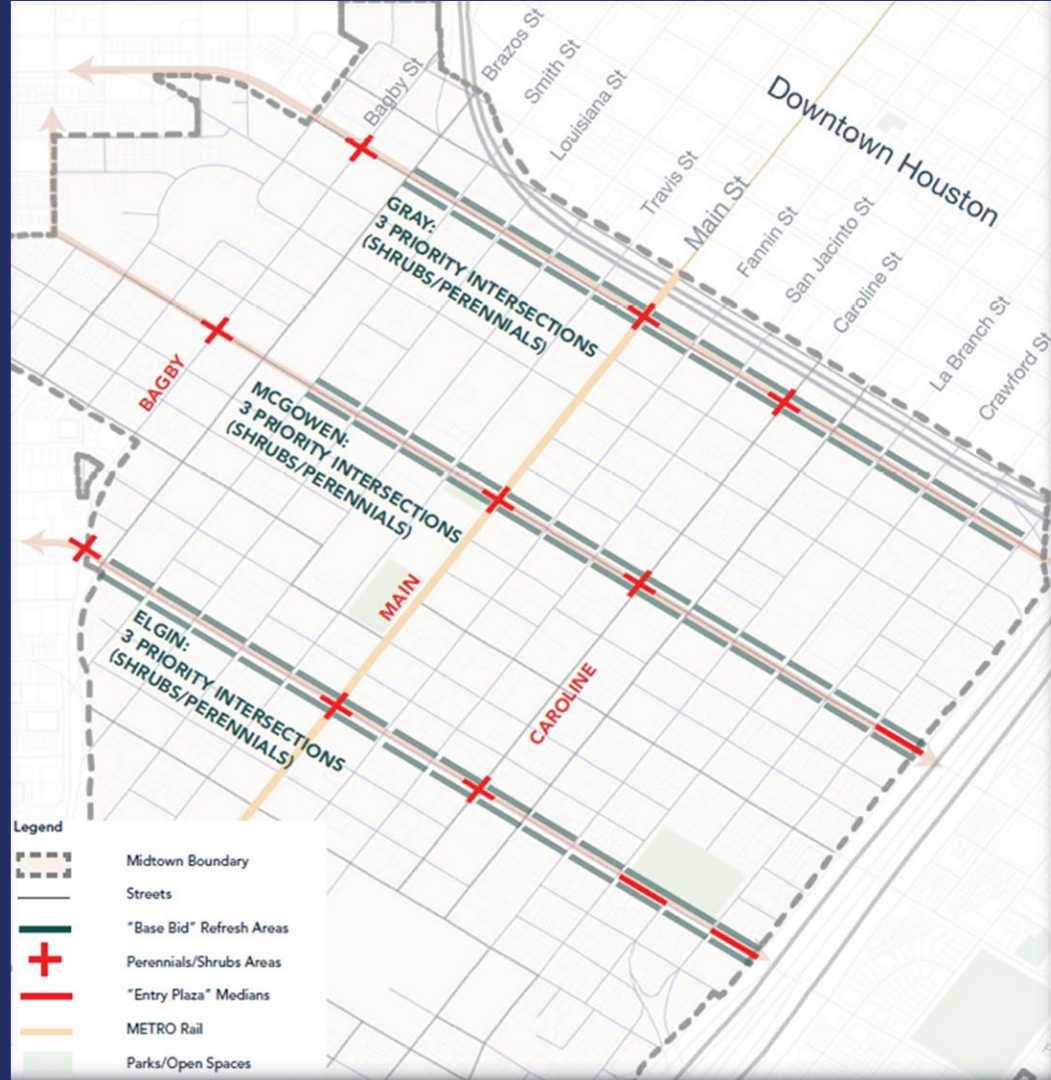


MIDTOWN STREETSCAPE REFRESH

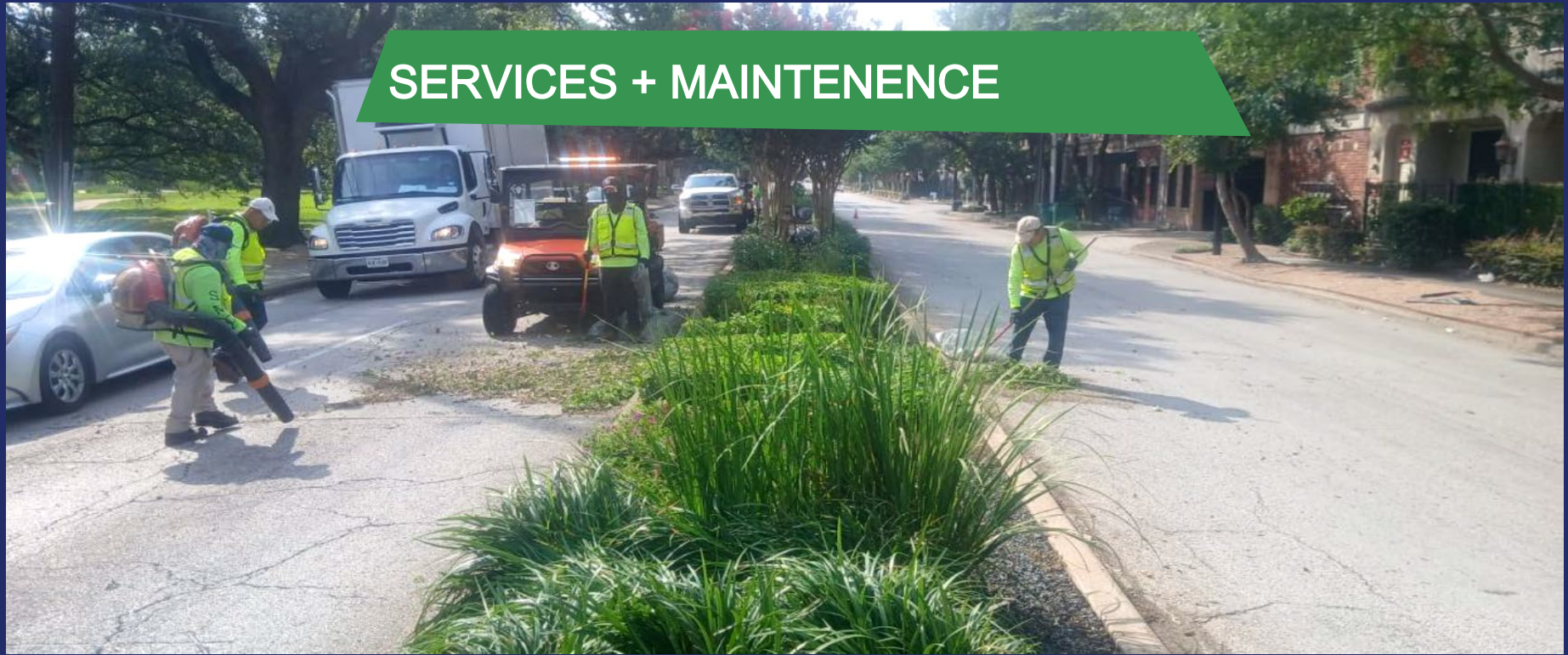
Construction began in June 2025

Installation of landscaping and pavers underway on
Elgin Street and McGowen Street

Gray Street scope of work has been removed due to
upcoming METRO project on Gray Street



SERVICES + MAINTENANCE



SERVICES + MAINTENANCE COMMITTEE

August 18, 2025

4:00 P.M.

ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT

MIDTOWN CAMERA GRANT PROGRAM

- Proposal to install security cameras on private properties with district funding for initial 6 months
- Property owners can continue service afterward
- Contract negotiations in progress
- Updates will be presented at the next committee meeting

ECONOMIC DEVELOPMENT

MIDTOWN BUSINESS DATABASE PROJECT

- Committee and Midtown staff are looking to implementing a centralized Customer Relation Management (CRM) or Business Directory Platform to aid in updating the Midtown Business Directory
- Results will be provided at the next committee meeting
- Next steps:
 - Data collection determination
 - Creating a plan for database maintenance



ECONOMIC DEVELOPMENT

POTENTIAL FUTURE PROJECTS:

- Vacant Storefront Activation
 - Activation of temporary art or pop-up events for vacant storefronts in Midtown
- Business Partnership for FIFA World Cup 2026 Planning
 - Cross-district collaboration with METRO, South Main Alliance, the Museum District, 3rd Ward District to coordinate FIFA-related activations in Midtown
 - Midtown businesses serving as a hospitality and viewing hub for FIFA
 - Providing local business support during the month-long event



ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT COMMITTEE

August 20, 2025

10:00 AM

Location: Axelrad Beer Garden

1517 Alabama Street

Houston, Texas 77004

** In Person Meeting Only**



MARKETING



MARKETING

MIDTOWN BUZZ & CULTURAL ARTS GUIDE

- Midtown Buzz and the Cultural Arts Guide prints were distributed in July 2025. Remaining prints will be distributed by the end of August 2025
- Efforts on underway to improve tracking and explore direct mailing options to property owners



MIDTOWN BANNER INSTALLATION PROJECT

- **GOAL:** To enhance Midtown's visual identity, promote local culture and support economic vitality through district -wide installation of branded of professionally designed hanging banners on the district streetlight poles
- **STRATEGIC OBJECTIVES:**
 - Visual Enhancement
 - Community Engagement
 - Economic Boost
 - Marketing Integration
 - Urban Planning & Maintenance
- **IMPACT:** Beautification, increased visibility for Midtown initiatives, and support of the services provided under the Midtown Management District Service & Improvement Plan through Marketing, Cultural Art & Entertainment, Economic Development and Urban Planning

MIDTOWN BANNER INSTALLATION PROJECT

- NEXT STEPS:
 - Conduct site identification assessment
 - Present proposal of the project and scope of work to Midtown committees
 - Finalize banner designs
 - Confirm installation locations and quantities
 - Install banners
- Necessary approval to conduct the banner installation project was obtained from CenterPoint Energy and the City of Houston
- Midtown staff and committees will provide updates regularly of the status of the project
- Public announcement of the banners installed in the district will be provided once the project is completed

DIGITAL OUTCOMES JUNE OVERVIEW



In June, Midtown's social media presence continued to grow steadily, with most of the momentum coming from Instagram, which remains our most engaged platform.

- Audiences connected most with the *"Meet the Artist"* video celebrating the **Pride sign -wrap** on Instagram. On Facebook, the *Pop-Up on the Plaza* post captured strong engagement and community interest.
- This month's performance reflects consistent content output and growing community enthusiasm for public art, local events, and neighborhood storytelling.
- Instagram continues to lead the way in driving awareness and engagement across all channels.

JUNE SOCIAL MEDIA HIGHLIGHTS



Total Performance Across Instagram, Facebook, and Twitter:

Likes: 1,059 - Likes show how many people enjoyed or appreciated the post by clicking the like button.

Comments: 44 - *Comments* reflect how many people took the time to leave a response or feedback on a post. This indicates deeper engagement.

Shares: 182 - *Shares* represent how many times people re-posted or shared the content to their own networks. This helps spread the message beyond just Midtown's followers.

New Followers: 566 - The number of new people who chose to follow Midtown's social accounts and want to see future content.

Impressions: 102,338 - *Impressions* are the number of times posts were seen in people's feeds — whether they clicked or not. A single user can account for multiple impressions.

Total Posts: 65

JUNE E-NEWS

Our June Midtown eNews saw strong engagement, with over **52% of recipients opening the email** — well above industry norms. Utilizing our resend strategy, we reached **5,581 total opens** and drew **150 clicks** from interested readers. The high open rate shows our content and subject line are resonating, and we now have a solid base to build even more engagement moving forward.



HueMan:Shelter DIGITAL OUTCOMES

HueMan:Shelter's June social media content reached nearly **6,000 views** and drove strong visibility across platforms. We welcomed **51 new followers** and saw **143 shares/interactions**, with Instagram leading the way in engagement.

The story is spreading — and the community is growing, one meaningful connection at a time.

HueMan:Shelter E-NEWS

Our July newsletter, “A New Window to Home,” reached a **35.6% open rate** and an impressive **11.9% click rate** — triple the nonprofit average. Top links included artist features and upcoming event info, showing strong community interest in the stories behind the art.



MARKETING

MARKETING COMMITTEE MEETING

August 19, 2025

3:00 P.M.



URBAN PLANNING

An aerial photograph of a city street intersection. The street has multiple lanes with white lane markings and arrows. There are green medians and sidewalks. In the background, there are trees and some construction equipment, including a yellow excavator and a blue truck. The image is partially obscured by a dark blue diagonal shape on the right side of the slide.

URBAN PLANNING

GRAY STREET BIKEWAY ENHANCEMENTS

- Project on hold by the City of Houston until further notice

PEDESTRIAN LIGHTING ASSESSMENT

- Phase 1 to begin soon
- Total project involves 3 phases with implementation anticipated to extend in 2026

PEDESTRIAN LIGHTING ASSESSMENT

Proposed partnership with Public Safety Committee, Parking Benefits District, and Midtown Redevelopment Authority (MRA)



URBAN PLANNING

URBAN PLANNING COMMITTEE MEETING

AUGUST 18, 2025

4:00 P.M.





PARKING BENEFIT DISTRICT

PARKING BENEFIT DISTRICT ADVISORY COMMITTEE

September 11, 2025

3:00 P.M.

Location: Midtown Management District Office

3rd Floor Conference Room

410 Pierce Street

Houston, Texas 77002

In Person Meeting Only

PARKING BENEFIT DISTRICT



CULTURAL ARTS + ENTERTAINMENT

HUEMAN: SHELTER BLOOMBERG PUBLIC ART CHALLENGE PROJECT

MAJOR COMMUNITY EVENTS:

- 713 Urban Paths Walk – September 20
- HueMan:Shelter Day – November 1
- Documentary Teaser & Artist Talk – January 24
- ***Ribbon cutting ceremony anticipated for late summer (pending Mayor's office confirmation)***

Large Scale Mural (Career and Recovery Resources)

- Reginald mural project at Career and Recovery Resources underway with community painting sessions (Tuesday – Thursday, 10AM – 3PM)

Underpass Locations (I-45/Milam & Milam/Alabama-Spur 527)

- Design proposals have been approved by TXDOT
- Installations have begun and scheduled to be complete by 1st week of August

Bus Shelters (Milam & Webster, Tuam, Elgin)

- Installation of artwork schedule for August 13

HueMan:Shelter Project Progress Photos



Sherman Finch's team and Career and Recovery Resources Uprise Enterprise team working on priming their columns at Milam and Pierce Elevated/I-45



Marlon Hall speaking with one of his Career and Recovery Resources Uprise Enterprise co-hort members about the plan for the columns at Spur 527



Reginald Adam's team working at Career and Recovery Resources and painting on polytab - Mural Cloth is non-woven fabric that is primed with 2 coats of the highest quality interior / exterior primer. It can be worked on with almost any paint and media. Your mural can be painted on cloth inside and adhered to a wall using acrylic gel medium.

2025 MidtownHOU Arts Micro Grant

\$30,000 awarded across ten projects. Continues to support small-scale public art initiatives in Midtown.

Grant Awardee Updates

Artis, Artista Elisabet, installed her trash can art project at Midtown Park on Saturday, July 19, 2025

Community Feedback on installation:

The community's response to the project was overwhelmingly positive. Several attendees expressed appreciation for the creative use of recycled materials and the cultural symbolism embedded in the design. One resident shared, "It's inspiring to see art that not only beautifies the neighborhood but also carries a strong environmental message." Others noted that the installation sparked meaningful conversations about sustainability and identity within the community. In addition to in-person feedback, I also received supportive emails and phone calls. They truly loved the story I read because each side had its own distinct voice. I can't wait to create more trash cans to help beautify our city through my "TRASH CAN- YOU CAN- WE CAN" initiative. - Artista Elisabet

- 3 projects are scheduled to be completed by end of September.
 - Jasmine Williams (Omnes Purple – Dance Performance) – August 30th
 - Brian Menifee (Stretch & Release – Community Yoga Session) – September 27th



CULTURAL ARTS + ENTERTAINMENT

HOUSTON ENDOWMENT GRANT

7 Cultural Districts Collaborative

Midtown participated in the July planning session with representatives from all 7 designated Cultural Districts.

Preliminary frameworks were discussed for a shared event between the 7 Cultural Districts and HHA for Fall 2025.

Midtown is working with HATCH Strategies on evaluation surveys for the non-profit cultural arts organization that are located within the district.

HouArts in Action!

7 PT roles have been created to establish HouARTS as its own entity.

Administrative

Meeting scheduled with Houston Endowment to discuss the support of the arts in Midtown and Cultural Arts budget decrease.



MIDTOWN SIGN WRAP

HISPANIC HERITAGE MONTH

- Sign wrap anticipated to be installed and on view at Bagby Park September 2 - October 17
- Wrap will feature theme honoring Hispanic Heritage Month
- The call to artists was distributed in July 2025



CULTURAL ARTS + ENTERTAINMENT



CULTURAL ARTS + ENTERTAINMENT COMMITTEE MEETING

August 19, 2025

3:00 P.M.

FINANCE + BUDGET



FINANCE + BUDGET

- Committee is moving forward into budget season and starting discussions at the committee level regarding potential projects for consideration in FY 2026
- All projects must be informed by the Service and Improvement Plan
- Midtown staff and committee are reviewing metrics to confirm that the alignment of current projects are viable and sustainable





FINANCE + BUDGET

FINANCE + BUDGET COMMITTEE MEETING

August 26, 2025

1:00 P.M.

EXECUTIVE





EXECUTIVE

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



Midtown Management District

Board of Directors Meeting

September 3, 2025, at 5:00 p.m.

410 Pierce Street (at Brazos) 1st Floor

Houston, Texas 77002