



midtown MANAGEMENT DISTRICT

COMMITTEE UPDATES: SEPTEMBER 2025



midtown
HOUSTON

REPORTS

Public Safety

Services + Maintenance

Economic Development

Marketing

Urban Planning

Parking Benefit District

Cultural Arts & Entertainment

Finance & Budget

Executive





National Night Out

Bagby Park, 415 Gray St., Houston, TX 77002

Tuesday, October 7 | 5:30–7:00 PM

Meet your neighbors, Midtown board members and staff, law enforcement officers, elected officials and more. Enjoy food, fun, and giveaways.

Amanda Sapp | Mistress of Ceremony

VP of Media for Bread of Life & General Manager for Amazing 102.5 FM



midtownhouston.com | @midtownHOU



Coffee with a Cop

District 7 501 Pierce St, Houston, TX 77002



October 8th, 2025 | 7:30AM – 10:00AM

Get to know your neighbors and law enforcement officers that patrol Midtown Houston over coffee + pastries.

SCAN QR CODE TO RSVP

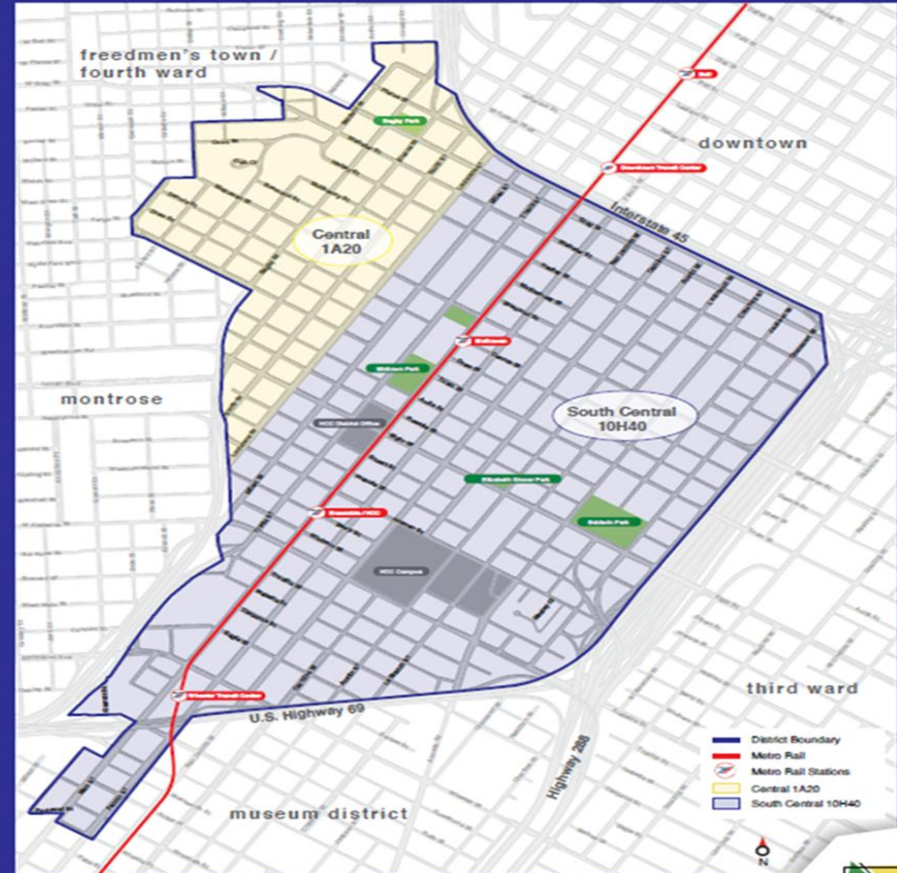
midtownhouston.com | @midtownHOU

Mental Health & Homeless Outreach Program Summary

Contacts	1-Jul	1-Aug	1-Sep	1-Oct	1-Nov	1-Dec	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	YTD
Unique Individuals Contacted	170												170
Total Engagement Contacts	184												184
Veteran Contacts	0												0
Hot Spot Contacts													
>1: Lord of the Streets	50												50
>2: 2111 Fannin (Sunaco Station)	25												25
>3: 4800 Block of Fannin (Veteran Homes)	5												5
>4: 2300 Main Street	20												20
>5: Trinity Episcopal Church	50												50
>6: Pierce Elevated	0												0
>7: 402 Gray Street (CVS)	5												5
>8: Ensemble Theatre	0												0
Hot Spot TOTALS	155												155
Additional Metrics													
Arrests	0												0
Business Engagements	0												0
EDO	1												1
HOT IDs	0												0
SEARCH referrals	0												0
Transitioned from Street	1												1
Mental Health & Support Services-HC	21												21

PUBLIC SAFETY

- Public Safety conducted a Business Outreach Surveys with CCAP
 - August 12th
 - August 21st
 - August 27th
- The goal is to build relationships, raise awareness, and collect feedback that will guide our efforts moving forward.
- We engaged with various businesses.
- There will be a six-month follow-up with each business to evaluate the impact of CCAP and assess how the program has contributed to positive changes within the Midtown area.



MIDTOWN MANAGEMENT DISTRICT
PUBLIC SAFETY MAP

MIDTOWN TARGETED CLEAN UP INITIATIVE



BEFORE



AFTER



PUBLIC SAFETY

PUBLIC SAFETY COMMITTEE

SEPTEMBER 16, 2025

11:30 A.M.

SERVICES + MAINTENANCE



FIELD SERVICE TEAM + MAINTENANCE MONTHLY UPDATE

MONTHLY METRICS



127
Miles ROW Mowed



269
Bags of Trash
Removed



13,450
LBS of Trash
Removed



197
Bags of Leaves
Removed



PARK MAINTENANCE

BALDWIN PARK

- No irrigation repairs scheduled
- As of today, the system is operating properly
- Trash can liners ordered; installation expected soon

GLOVER PARK

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

GLOVER PARK LIGHTING PROJECT

- Lighting fixture project still unresolved with manufacturer
- Redesign options being explored by Hewitt Electric

TREE REMOVAL

- Removal of tree identified as dead is pending by the City of Houston

GRAFFITI ABATEMENT

- East End District explained waiver process for private property abatement:
 - Waivers allow access for current and future graffiti removal
 - Some property owners approve immediately, some delay, others refuse
- MMD generally covers cost within contract hours unless special equipment (boom lifts, traffic control, officer presence) is needed
- Committee agreed to pilot graffiti abatement on private properties visible to the public
- Plan:
 - Issue Good Neighbor Letters to select property owners,
 - Then MMD Staff will coordinate with East End for waivers
- East End keeps a database of signed/denied waivers for tracking



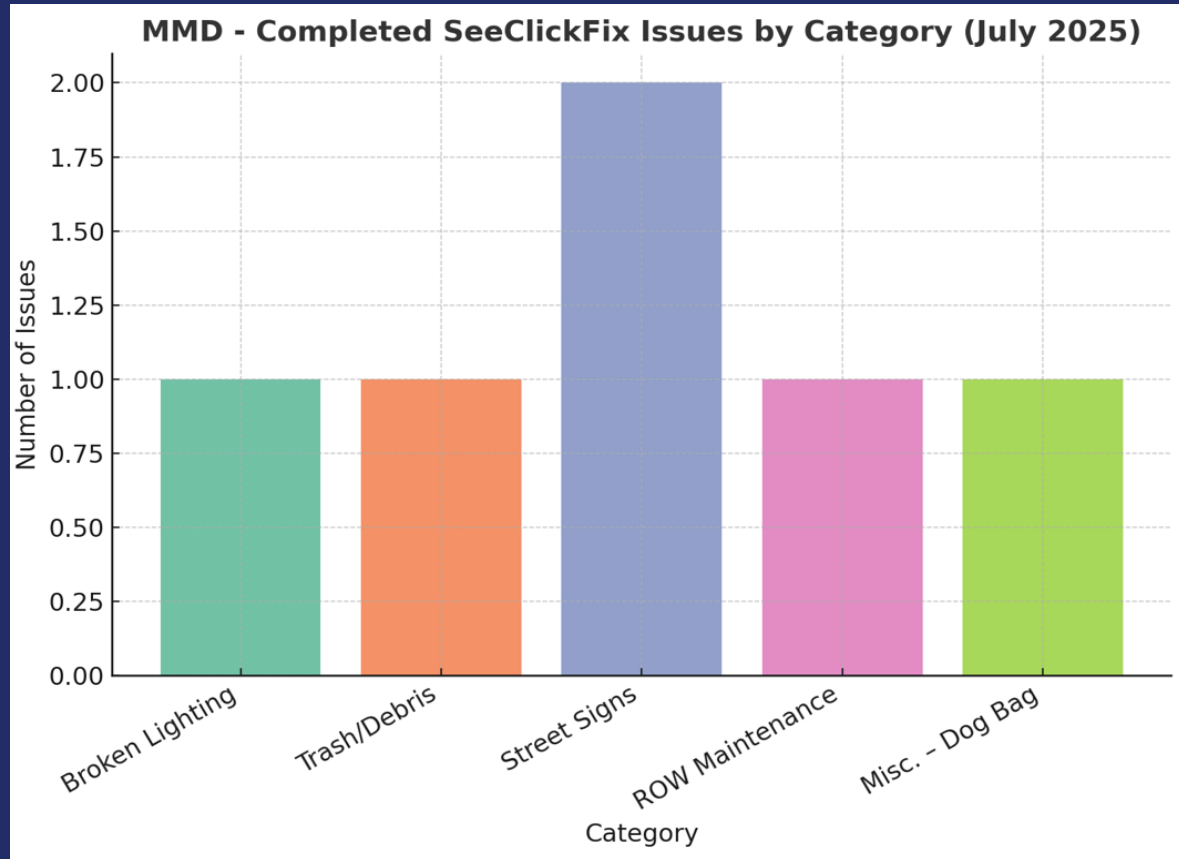
Midtown Management District

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	0	0					2
Public Property	51	36	50	45	44	46	52	62					386
Trash Dumpsters	0	0	0	0	0	0	0	0					0
Total:	51	36	52	45	44	46	52	62					388

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	386								6,962
Trash Dumpsters	5	0	2	2	3	0	0	0								12
Total:	3499	617	548	499	479	472	499	388								7,001



SEE-CLICK-FIX Reports

- 1 new request in July (illegal dumping/debris) –resolved same day
- 11 total reports for 2025: 3 closed, 3 acknowledged, 5 in progress

SERVICES + MAINTENANCE

SIDEWALK REPAIR & REPLACEMENT

- Initial phase will cover 30 sidewalk segments under 20 feet (at east side Midtown)
Locations:
 - 2900-3100 Austin Street
 - 1300-1500 Anita Street
 - 1300-1400 Rosaline Street
- Procurement begins September 2025; construction targeted for Q4 2025
- Public outreach/PR planned (website, social media, Super Neighborhood notifications)

DARK BLOCK OPPORTUNITIES

- CenterPoint Energy's revised 52-light plan was approved by the City of Houston
- CenterPoint has confirmed payment and material order
- Installation expected in 6 months due to lead times



CITY OF HOUSTON AGREEMENT TRI – PARTY AGREEMENT

CITY OF HOUSTON MAINTENANCE AGREEMENT

- Agreement still pending execution by the City of Houston

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



TRI-PARTY AGREEMENT

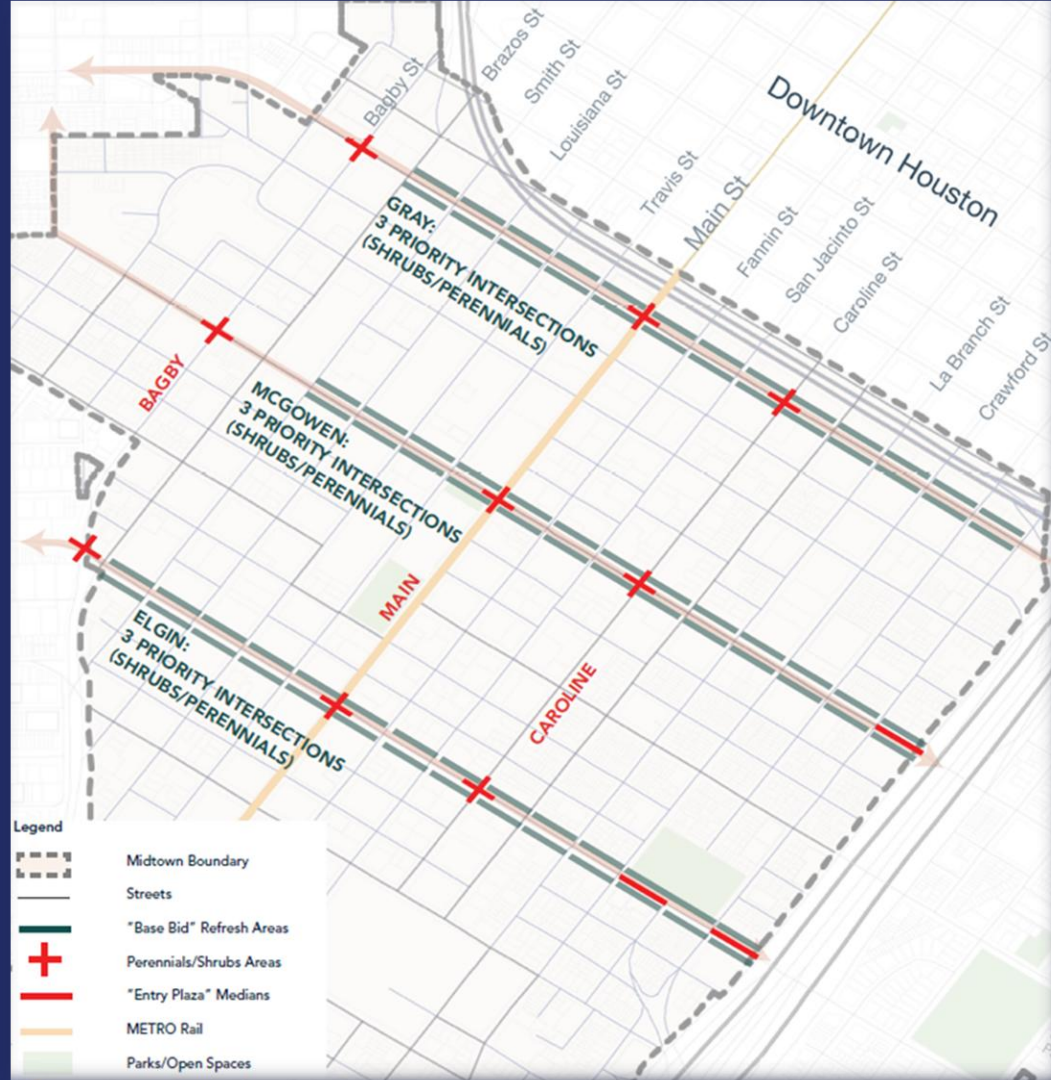
SERVICES AND MAINTENANCE RFP

- New RFP issued for the district-wide landscaping & maintenance (including Baldwin Park, Glove Park, right-of-way, and portals)
- Consultant assisted in updating the scope of work
- Bids are due September 12, 2025
- Results will inform the FY 2026 budget
- Goal: Selection of contractor or service start January 1, 2026



MIDTOWN STREETSCAPE REFRESH

- Contractor progressing with paving repairs, tree grates, and landscape at intersections
- Some delays due to water meter replacements needed for irrigation
- Current work is concentrated along Elgin Street
- New groundcover plantings are underway at the I-45 portal area
- Completion of the work is expected by August 2025





SERVICES + MAINTENANCE

SERVICES + MAINTENANCE COMMITTEE

SEPTEMBER 15, 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
- Vendor will provide presentation at the next committee meeting
- Committee will decide to select vendor for installation/maintenance services of the cameras



ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT COMMITTEE

September 17, 2025

10:00 A.M.

Location: Sneaks Coffee + Lounge

3030 Travis Street

Houston, Texas 77006

In Person Meeting Only

MARKETING



MARKETING

MIDTOWN BANNER INSTALLATION PROJECT

- Locations of the banner installation were identified and approved by the City of Houston
- Project cost (installation and equipment) are being finalized.
- Banners will include Midtown branding and feature local artist designs
- Possible partnership with Fresh Arts or integration with the Art Residency Program
- Goal: Installation by end of 2025 or early 2026
- Share funding across multiple committees (Marketing, Cultural Arts, Urban Planning, Economic Development)



MARKETING

PRINTED PUBLICATIONS

- Discussion on digital transition for publications
- Proposal to reduce print runs (Buzz & Cultural Arts Guide)
- Consideration of moving publications to interactive digital formats on Midtown website with clickable links, videos, and QR codes
- Suggestion to keep small print runs (1,000-2,000 copies) for stakeholders and cultural arts partners

Midtown Houston July Report

Overview:

In July, Midtown's social media channels maintained strong momentum. We gained **346 new followers** across Instagram, Facebook, and Twitter—although a decrease from last month's 566.

The **top performing content** this month included **business spotlights** and the **CW39 public safety interview** highlight, both of which sparked increased interaction across platforms. Comments **rose to up 59.1%** from June—while shares increased, marking a **39.2% increase**. These spikes point to deeper audience engagement with community-centered content.

Overall, Midtown's platforms delivered **315,379 impressions—up 36.7%** from last month, demonstrating strong reach and visibility. While likes dipped to **845 (down 19.4%)**, the rise in shares and comments indicates that more users are engaging in meaningful ways.

Instagram continued to lead in impressions and reach, while Facebook generated strong comment activity. Beyond social media, Midtown garnered **6 media placements**, reaching over **9 million people**—the top placements were FOX 26, ABC 13, and KHOU 11.



Top Press Mentions

Top Press Mentions

6

Total Number of
Placements + Mentions

9,253,923

Total Media Reach



Houston Midtown lounge focuses on older crowd |
Bayou City Buzz

Towering mural reflects Earth and Big Dreams

LOCAL 10

Wednesday, July 30, 2025



Digital Outcomes

Likes	Comments	Shares	New Followers	Impressions
845▼	70▲	251 ▲	346▼	315,379▲



Digital Outcomes Cont.

Digital Outcomes Per Platform

	Instagram	Facebook	Twitter
Likes	682▼	152▼	11▲
Comments	53▲	11▲	6▲
Shares	232▲	15▼	5▲
New Followers	282▼	51▼	13▲
Impressions	101,106▼	214,273▼	1,176▼
Total Post	51▲	17▲	9▲



July Newsletter



July Newsletter with fresh new look

JULY Newsletter

We successfully transitioned to Mailchimp. The introduction of a fresh visual format with concise content was designed to drive traffic to social media and the website when readers want to learn more. While the open rate initially dipped due to the platform switch, **the click rate doubled**, indicating stronger engagement from those who opened the email.

13,500

Emails Sent

31.3%

Open Rate

2.2%

Click-Through Rate

HueMan:Shelter July Report

Overview of Activities

- Sent out our first *HueMan:Shelter* newsletter, establishing a new monthly rhythm of storytelling and updates.
- Filmed first “Meet the Artist” interviews, capturing authentic, digestible videos for upcoming website artist pages.
- Completed content development and coordination for wayfinding signage across installations.
- Published and scheduled June social media calendar, including poetry series, project education, and partner support posts.
- Continued planning for the September Ribbon Cutting event—collaborating with partners on invites, signage, and content assets.
- Implemented website updates to improve clarity and prepare for new landing pages.

Digital Outcomes

In June, HueMan:Shelter saw steady growth across Instagram and Facebook, with over 7,000 organic views and a 24% increase in content interactions. Reels featuring mural progress, artist voices, and community participation drove the highest engagement. The poetry series and artists spotlights helped build consistent visibility and audience interest.

	Instagram	Facebook
Views	7,176	1030
Reach	1,915	233
Shares	152	106
Total Follows	181	104



HueMan:Shelter Newsletter



JULY Newsletter

Subheading

The July newsletter introduced HueMan:Shelter's monthly storytelling series with an impressive 47.5% open rate and 11.9% click-through rate. Featuring artist Melissa Aytenfisu, event announcements, and a partner spotlight, the email generated strong engagement and helped establish a regular rhythm for community updates.

66

Emails Sent

47.5%

Open Rate

11.9%

Click-Through Rate



MARKETING

MARKETING COMMITTEE MEETING

SEPTEMBER 16, 2025

3:00 P.M.

URBAN PLANNING



URBAN PLANNING

GRAY STREET BIKEWAY ENHANCEMENTS

- Midtown has paused related projects until the City's scope is finalized

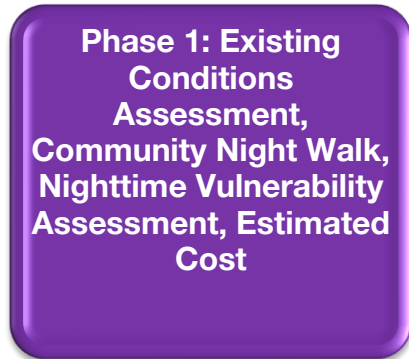
PEDESTRIAN LIGHTING ASSESSMENT

- \$170,000 planning study proposed (3 phases: nighttime assessment, stakeholder engagement, master planning)
- 50/50 cost share between MMD & MRA; \$30,000 already budgeted
- Builds on Dark Block Initiative (2018) with 100+ streetlights installed
- Focus: pedestrian-level lighting on sidewalks and pathways (not roadway)
- Planning only – data collection & master planning, no construction yet



PEDESTRIAN LIGHTING ASSESSMENT

WE ARE HERE





URBAN PLANNING

URBAN PLANNING COMMITTEE

SEPTEMBER 15, 2025

4:00 P.M.



PARKING BENEFIT DISTRICT

PARKING BENEFIT ADVISORY COMMITTEE

SEPTEMBER 11, 2025

3:00 P.M.

Midtown Management District

3rd Floor Conference Room

410 Pierce Street

Houston, Texas 77002

*** In Person Meeting Only***

CULTURAL ARTS + ENTERTAINMENT



HUEMAN: SHELTER PROJECT

PROJECT UPDATE:

- Murals nearing completion; final installation at Career & Recovery Resources (September 2025)

UPCOMING EVENTS:

- Ribbon cutting is September 18, 2025 (invite-only)
- National Night Out participation in October 2025
- HueMan:Shelter Day: November 1, 2025 at Bagby Park
- Documentary teaser and Artist Talk at MATCH: January 24, 2026

INTERVIEWS AND MEDIA PARTNERSHIPS:

- TXDOT feature on Marlon's mural
- CityCast partnership (podcast, newsletter ads, matched marketing funds)
- KHOU11 Interview Coverage
- Channel 2 segment (September 22, 2025) featuring pre-recorded artist interviews and live studio segment



KHOU11 Interview Coverage





HOUSTON ENDOWMENT GRANT

- Additional \$200,000 awarded (second installment)
- Since 2018, microgrants have supported 38 artists/organizations
- In a span of 10 years, \$2.3M was received for cultural arts thru the Texas Commission on the Arts
- Endowment emphasized the need for Board budget buy-in to match external funding
- Matching requirement: Midtown must maintain/restore its Cultural Arts budget to secure continued grants

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



A person wearing a blue shirt, black pants, and a black cap is kneeling on a concrete sidewalk, painting a large, colorful rooster with chalk. A large, open black case filled with many colorful chalks is on the ground next to them. A small book or card with a rooster illustration is also on the ground.

CULTURAL ARTS + ENTERTAINMENT

**CULTURAL ARTS + ENTERTAINMENT
COMMITTEE**

SEPTEMBER 16, 2025

3:00 P.M.

FINANCE + BUDGET

*** BUDGET ONLY COMMITTEE ***

SEPTEMBER 18, 2025

1:00 P.M.





FINANCE + BUDGET

FINANCE + BUDGET COMMITTEE

SEPTEMBER 23, 2025

1:00 P.M.

An aerial photograph of Midtown Houston, showing a dense urban landscape with various buildings, including residential high-rises and commercial structures, interspersed with greenery and parking lots. The sky is overcast with soft clouds.

EXECUTIVE

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



Midtown Management District Board of Directors Meeting
October 1, 2025, at 11:00 a.m.
410 Pierce Street (at Brazos) 1st Floor
Houston, Texas 77002