



In 2008, Downtown Sacramento generated approximately \$3.3 million in annual retail sales tax revenue. Food products accounted for roughly 35% of the market total. Making up 31%* of total retail stores, Downtown's dining scene is growing in both volume and reputation becoming a regional dining. In 2009 Downtown experienced an 86,054 sq ft increase in retail space with the completion of four highly-anticipated development projects including the Bank of the West Tower and the Firestone building, 14th & R, and Raley's Landing Complex

*2Q-08-2Q-09

Downtown Retail Facts*

Total Merchants	456
Retail Inventory (sf)	5,258,352
Total Occupancy	97%
Average lease rate (per sf / nnn)	\$1.55

*CoStar, 95814 zip code, 2Q 2009

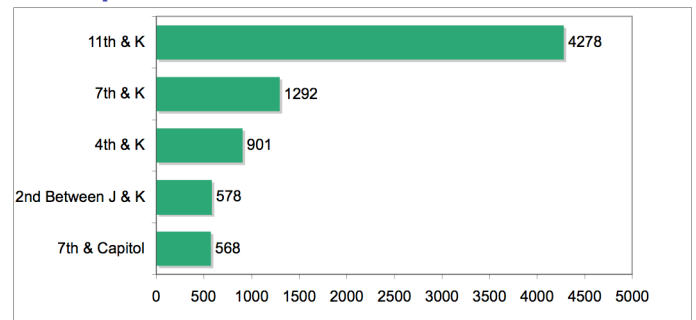
Top 10 Retail Stores by Type

Type	Quantity	% of Total
Dining	161	31%
Apparel	46	9%
Baking ATM	30	6%
Bars + Nightclubs	28	5%
Specialty Retail	28	5%
Beauty Services	21	4%
Jewelry & Accessories	19	4%
Theaters	18	4%
Museums	15	3%
Accommodations	13	3%

Under Construction

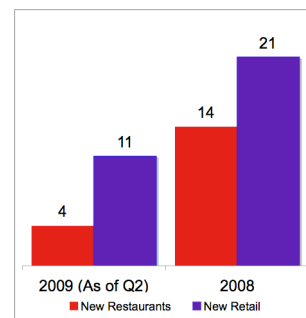
Project Name	Est. Completion	Sq Ft
Ebner and Empire Hotel Building	TBD	5,000
K St. Entertainment Project	2010	12,900
Railyards	2022	1,370,000
TOTAL		1,387,900

Top 5 Pedestrian Locations[†]



†DSP Weekday Pedestrian Survey, Aug 11-12 2009, 12 – 1pm.

New Downtown Businesses



Proposed Construction

Project Name	Sq Ft
Docks Project	43,300
Westfield Downtown Plaza	110,000
Sac. Intermodal Transportation Facility	30,000
East End Gateway 4	TBA
Metropolitan	13,000
Township 9	145,524
Marshall Hotel	10,325
Crystal Ice Building	77,000
Greyhound Bus Station	TBA
8 th & K Hotel Project	3,000
10 th & K Hotel Project	TBA
Total	432,149