

2019

DOWNTOWN SACRAMENTO PARTNERSHIP 2019 ANNUAL REPORT



WELCOME *downtown.*

Twenty five years ago, Downtown Sacramento Partnership was formed under the direction of downtown property owners to champion the heart of our city and region. Today, our flagship programs provide a wide range of supplemental services to support a safe, clean and walkable environment, which attracts investment and fosters our regional identity.

Over the past four years, Golden 1 Center has played an instrumental role in encouraging an unprecedented level of investment and development in the surrounding area. Downtown is experiencing growth in both the number of residents and businesses, a strong hotel market with steady occupancy, and a competitive office market with vacancy rates at all-time lows. The swelling demand for urban living, working, and entertainment is undeniable – and growing!

In 2019, we celebrated the announcement that Sacramento is now a Major League Soccer city with a new stadium in The Railyards, the groundbreaking of an expanded and transformed convention center and performing arts district and iconic destination plans to activate our historic waterfront. It's fundamentally a new era for Sacramento and from driving tax revenue and business activity to spurring smart development and innovative workplaces, downtown Sacramento is leveraging investment for profound lasting benefits for the entire region.

Though there is much to celebrate, there are still opportunities and challenges that lie ahead. The next phase of downtown development is critical to our vision of an urban core that is not only safe and clean, but also vibrant, well connected, thriving, and a better place to live for all.



We know our work is far from over. With support and partnership from investors, advocates and stakeholders just like you, we are setting the stage for downtown to be the most compelling place to live, work, play and visit.

Michael T. Ault
EXECUTIVE DIRECTOR

#SACCOLADES

#1 BEST WAGE GROWTH
– *CommercialCafe*

#3 BEST U.S. CITY FOR WORKING WOMEN
– *MagnifyMoney*

#3 CITY WITH AMAZING PUBLIC ART
– *Livability*

#7 U.S. CITY WHERE EMPLOYEES ARE HAPPIEST
– *Kununu*

#11 BEST AREA IN THE COUNTRY FOR START-UP COMPANIES
– *CommercialCafe*

#13 MOST CULTURALLY DIVERSE CITY
– *WalletHub*

MANAGING THE PUBLIC ENVIRONMENT

The Public Space Services team works seven days a week to make downtown neighborhoods some of the cleanest and safest in the region.



POSITIONING *downtown*

Downtown Sacramento Partnership prioritizes policy initiatives to encourage residential development in the Central City, activate the Old Sacramento Waterfront and address the growing challenges of maintaining public space. Some of our 2019 accomplishments:

ECONOMIC ASSISTANCE

- Assisted 2,500+ new multi-family units in reaching application within the Central City.
- Ensured funding for Downtown Ombudsman position within the city's economic development department.
- Supported city efforts to streamline permitting and application process while advocating for development of additional housing stock, including affordable housing grants.

ENVIRONMENTAL IMPROVEMENTS

- Connected 129 people experiencing homelessness with permanent housing and services.
- Coordinated adoption of a Good Neighbor policy for Capitol Park Shelter, including mitigation efforts and enhanced safety protocols around the facility.
- Enhanced public space, transit stops and urban parks within downtown by supporting a baseline of conduct to keep the area accessible for everyone.

STRATEGIC DEVELOPMENT

- Contributed to a feasible waterfront development plan, with up to \$47M budgeted, for the Old Sacramento Waterfront.
- Participated in Next City Vanguard Conference "Big Idea Challenge" to initiate early project design for the Old Sacramento Waterfront I Street Gateway project.
- Produced a catalogue of downtown vacant properties.

downtown AT-A-GLANCE

66 BLOCKS



7.1M SF OF LAND



25.3M SF OF BUILDING SPACE



192 PROPERTY OWNERS



539 PARCELS



433 RETAIL BUSINESSES



5K TOTAL BUSINESSES

YEAR IN REVIEW *downtown*



OUR DIGITAL REACH



15 SOCIAL MEDIA CHANNELS



336.5K SOCIAL MEDIA FOLLOWERS



3 WEBSITES



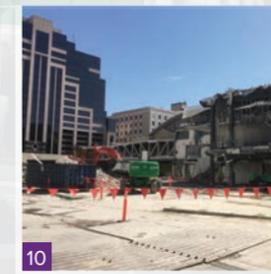
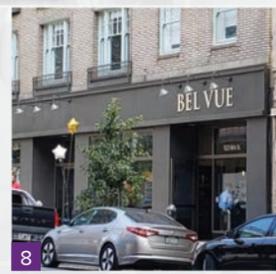
1.7M WEBPAGE VIEWS



5 NEWSLETTERS



15.6K NEWSLETTER SUBSCRIBERS



- 1.) 150th anniversary of the Transcontinental Railroad completion
- 2.) Pollstar names Golden 1 Center "Top Performing Arena in the U.S."
- 3.) Concerts in the Park artist SHAED lands No. 1 spot on Billboard charts
- 4.) Major League Soccer awards expansion team to Sacramento
- 5.) Renovated Memorial Auditorium reopens
- 6.) Saint Rose of Lima Park renamed to Ali Youssefi Square
- 7.) Record-breaking Downtown Sacramento Ice Rink attendance
- 8.) Renovated Bel Vue Apartments completed
- 9.) Frank Fat's and Mother earn Michelin Bib Gourmands
- 10.) Sacramento Convention Center expansion begins

OUR SIGNATURE EVENTS



Dine Downtown



St. Patrick's Day Parade



Farmers' Markets



Concerts in the Park



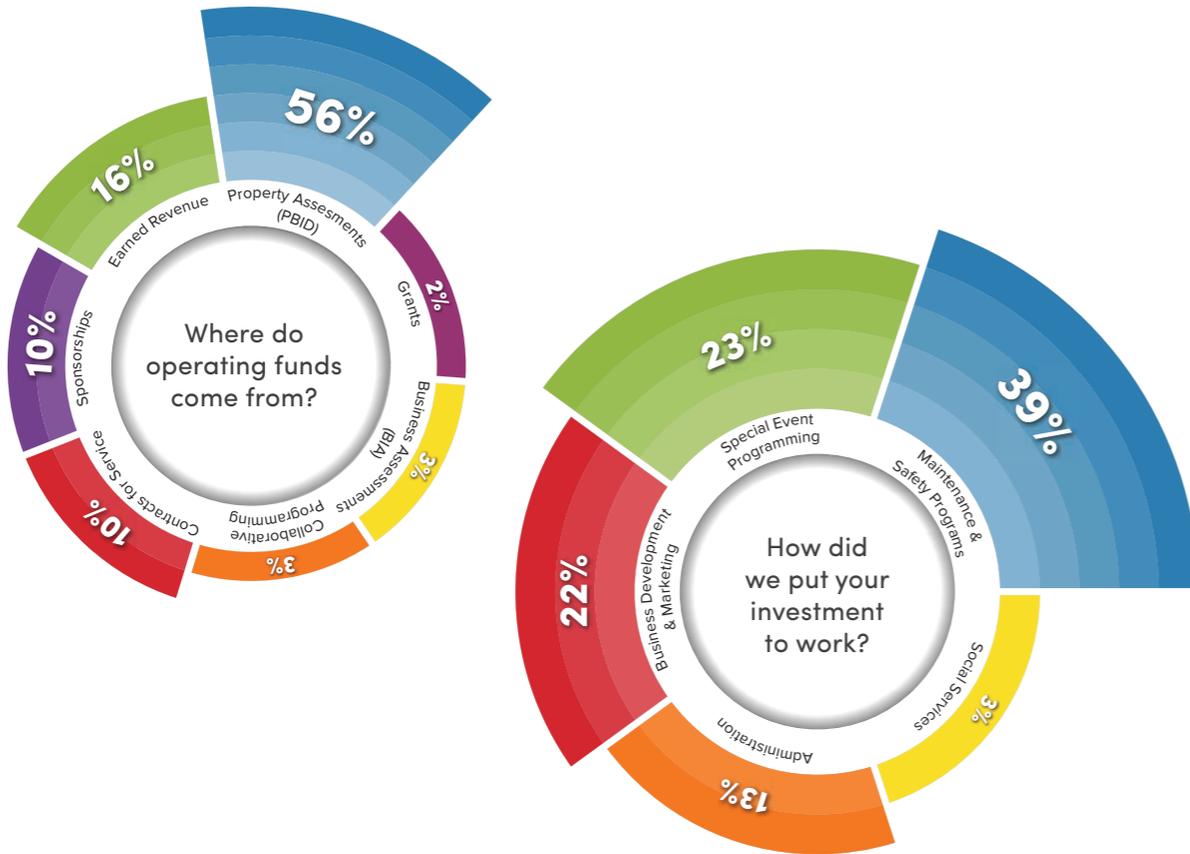
Downtown Ice Rink



Theatre of Lights

FINANCING *downtown*

Downtown Sacramento Partnership manages a budget of \$5.9 million and receives the majority of its operating budget from property assessments.



FOSTERING *downtown*

The non-profit 501(c)(3) Downtown Sacramento Foundation (DSF) supports programs that complement Downtown Sacramento Partnership priorities to improve the economic, physical, cultural and social environment that fosters civic pride.

2019 DOWNTOWN SACRAMENTO FOUNDATION OFFICERS

CHAIR Joe Coomes, <i>BBK Law</i>	DIRECTOR Erika Bjork, <i>Matters of Import, LLC</i>
SECRETARY Denton Kelley, <i>LDK Ventures, LLC</i>	DIRECTOR Lloyd Harvego, <i>Harvego Enterprises</i>
TREASURER Paul Faries, <i>JMA Ventures</i>	DIRECTOR Shirley Kwan Smith, <i>SKS Communications</i>



Wrapping its seventh year of competition, *Calling All Dreamers* helped another class of entrepreneurs to realize their dream of opening a business in downtown Sacramento. Finalists received business coaching and the winner, Nash & Proper, won a start-up package valued at more than \$100,000 with the resources and tools needed to open their storefront in downtown.

AT-A-GLANCE

7	25	100+
COMPETITION WINNERS	NEW BUSINESSES	JOBS CREATED

ASSETS

CURRENT ASSETS

Cash and Equivalents	\$1,239,325
Accounts Receivables	\$440,584
Related Party Receivables	\$13,330
Prepaid Expenses	\$162,912
Other Current Assets	\$218,795
Total Current Assets	\$2,074,946
Property and Equipment, Net	\$455,612
Other Assets	\$2,500
Total Assets	\$2,533,058

CURRENT LIABILITIES

Accounts Payable	\$214,333
Accrued Expenses	\$522,646
Other Liabilities	\$34,020
Deferred Revenue	\$100,446
Capital Leases	\$3,914
Total Liabilities	\$875,359

NET ASSETS

Unrestricted	\$714,104
Restricted	\$418,774
Temporarily Restricted	\$450,590
Total Net Assets	\$1,583,468
Total Liabilities & Net Assets	\$2,533,058

Audited financial statement, Brown, Fink, Boyce & Astle, LLP, 2018.

Printed December 2019. Information in this report was based on the best available data at the time of printing. The data presented in this report is derived from many sources including CoStar, Motionloft, WalkScore.com, City of Sacramento, reports by the media and information collected directly from organizations, where available. Visit DowntownSac.org for more publications from Downtown Sacramento Partnership.

PHOTO CREDITS

Jeff Hook	Sarah Maren	Frankie Wenson
Nicholas Wray	Jaafar Mirlohi	Visit Sacramento
The Grid Agency	Alina Tyulyu	Aaron Gugino
		Kelly B. Huston



BOARD OF DIRECTORS

Downtown Sacramento Partnership is a property-based improvement district (PBID) dedicated to building value in Sacramento's urban core. Downtown Partnership promotes public/private partnerships to diversify the local economy and enhance the downtown experience.

2019 DOWNTOWN PARTNERSHIP OFFICERS

CHAIR

Robert C. Cook Jr., *Cook Endeavors*

VICE CHAIR

Randy Koss, *Fulcrum Property*

SECRETARY

Denton Kelley, *LDK Ventures, LLC*

TREASURER

Sandy Sharon, *Kaiser Permanente*

PAST CHAIR

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PUBLIC SECTOR REPRESENTATIVE

Howard Chan, *City of Sacramento*

OFFICER

Janie Ison, *Steamers*

EXECUTIVE DIRECTOR

Michael T. Ault, *Downtown Sacramento Partnership*

AT LARGE DIRECTORS

Douglas Aguiar, *Golden 1 Credit Union*

Amanda Blackwood, *Sacramento Metro Chamber*

Kipp Blewett, *Rubicon Partners*

Nico Coulouras, *Hines*

Chris Delfino, *Delfino Madden O'Malley Coyle & Koewler LLP*

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Michael Heller, *Heller Pacific Inc.*

John H. Hodgson, *The Hodgson Company*

Daniel Kim, *State of California*

Capt. Norm Leong, *Sacramento Police Department*

Richard Lewis, *Broadway Sacramento*

Henry Li, *Sacramento Regional Transit*

Doria Licausi, *Macy's at Downtown Commons*

Frankie McDermott, *SMUD*

Bay Miry, *Miry Development*

Moe Mohanna, *Western Management*

John Rinehart, *Sacramento Kings*

Wendy Saunders, *CADA*

Supervisor Phil Serna, *County of Sacramento*

Mayor Darrell Steinberg, *City of Sacramento*

Michael Testa, *Visit Sacramento*

Angelo G. Tsakopoulos, *Tsakopoulos Investments*

Stan Van Vleck, *Downey Brand*

Scott Vandenberg, *Hyatt Regency*

2019 ACCOLADES

Influential Organization of the Year

Public Relations Society of America, Sacramento Chapter

Business Partner of the Year

City of Sacramento Police Department

Best Sacramento Website

GoDowntownSac.com

Sacramento News & Review

Best Place to Take Out-of-Town Guests

[Old Sacramento Waterfront](http://OldSacramentoWaterfront)

Sacramento News & Review





DOWNTOWN TOWN

2019 NOTABLE PROPERTY SALES

926 J Street
\$53.2M
173,469 SF

1201 J Street
\$7.74M
50,000 SF

300 Capitol Mall
\$127M
385,844 SF

830 K Street
\$5.5M
62,991 SF

400 Capitol Mall
\$198M
140,908 SF



MOVING *downtown*

By day, downtown is the region's largest employment center with unmatched amenities. By night, it's a vibrant entertainment district.

RETAILERS *downtown*

RETAIL MARKET For a complete listing, visit: GoDowntownSac.com/downtowndirectory

32%

Food & Drink 

25%

Services 

19%

Retailers 

13%

Bars & Entertainment 

7%

Beauty, Health, Fitness 

4%

Hospitality 

88%

BUSINESS OWNERS ARE POSITIVE ABOUT DOING BUSINESS DOWNTOWN

2.64M
SF TOTAL
RETAIL SPACE

7.4%
RETAIL
VACANCY

LIVING *downtown*

TOTAL RENTAL UNITS
5,977



RENTAL OCCUPANCY
96.5%



TOTAL UNITS PLANNED
21,939

DEMOGRAPHICS *downtown*

CURRENT POPULATION

1-MILE **24.2K**
3-MILE **153.7K**

HOUSEHOLDS



1-MILE **13.9K**
3-MILE **69.2K**

AVERAGE HOUSEHOLD INCOME

1-MILE **\$62.7K**
3-MILE **\$81.3K**

AVERAGE AGE



1-MILE **40 YR**
3-MILE **38 YR**

BACHELOR'S DEGREE OR HIGHER

1-MILE **6.9K**
3-MILE **39.8K**

EMPLOYEES



1-MILE **96.9K**
3-MILE **179.7K**

2.9%
UNEMPLOYMENT

OFFICE MARKET *downtown*

Home to more than one-third of the region's Class A office space, downtown is Sacramento's premier urban corporate campus.

20.91M

SF TOTAL OFFICE SPACE

7.2%

VACANCY RATE

\$2.67

RENTAL RATE PER SF

	Class A	Class B	Class C
Office Inventory (SF)	9,175,773	6,018,319	5,711,962
Vacancy Rate	4.2%	13.6%	5.2%
Rental Rate per (SF)	\$3.24	\$2.55	\$1.90

Source: CoStar

WORKING *downtown*



80% OF WORKERS TRAVEL LESS THAN 30 MINUTES TO WORK

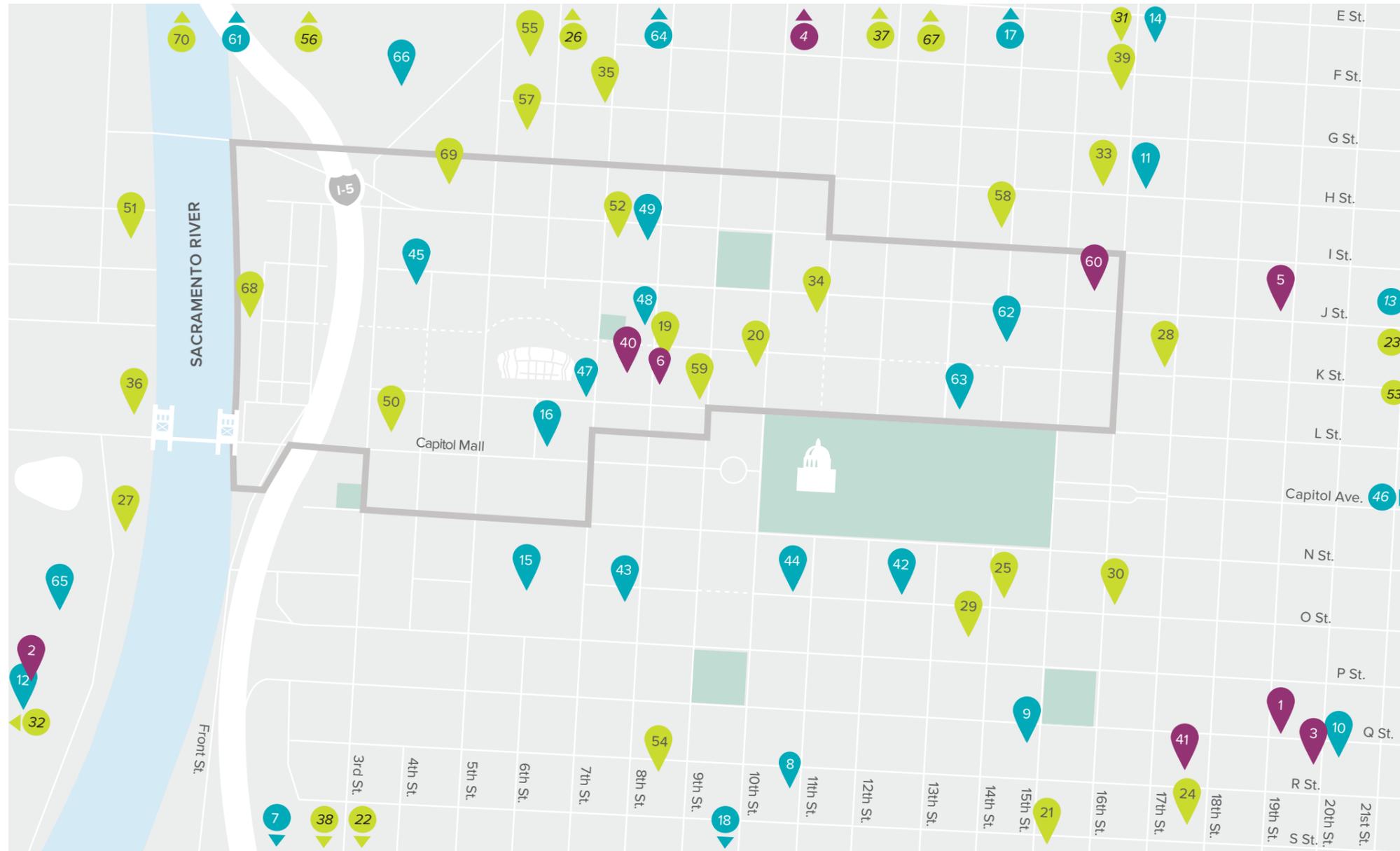


4.9K
EMPLOYERS

DOWNTOWN SACRAMENTO DEVELOPMENT MAP

HOUSING

- 1) Q19 - 19th & Q Sts.** Mixed-use project with 68 units and 2,000 SF retail space.
- 2) 980 Central - 980 & 974 Central St.** Multi-family project with 55 units.
- 3) 20 PQR - 20th St. between P & R Sts.** 32 for-sale single family units.
- 4) The Creamery - 1013 D St.** 122 for-sale single family units.
- 5) 19J - 19th & J Sts.** Mixed-use project with 173 standard and micro units and 6,600 SF retail.
- 6) Bel Vue Apartments - 809 L St.** 22 affordable units with ground-floor retail. *Part of the 800 K/L St. mixed-use project.*
- 7) The Mill at Broadway - 3rd-5th Sts. & Broadway.** 1,000 for-sale single family units planned, more than 270 units completed.
- 8) The Carlaw - 1024 R St.** Mixed-use project with 26 units and 16,000 SF commercial space.
- 9) 1430 Q - 1430 Q St.** Mixed-use project with 75 units and 9,000 SF retail space.
- 10) The Press - 21st & Q Sts.** Mixed-use project with 277 units and 8,000 SF retail space.
- 11) H16 - 16th & H Sts.** 75 multi-family units with 5 live-work units.
- 12) The Foundry - North of Mill St.** 69 multi-family units with 19 for-sale condos.
- 13) The Didion - 2417 J St.** Mixed-use project with 12 multi-family units and 4,000 SF retail space.
- 14) The Eleanor - 16th & E Sts.** 95 multi-family units.
- 15) Sacramento Commons (Phase 1) - 5th-7th Sts. between N & P Sts.** Mixed-use project with 436 units and 2,090 SF retail space. Future phases to add 1,252 units and 300 hotel rooms.
- 16) 601 Cap Mall - 601 Capitol Mall.** Mixed-use project with 162 units and 7,000 SF commercial space.
- 17) Icon @ 14C - 1330 C St.** 21 single family units.
- 18) 10U - 2030 10th St.** Mixed-use project with 21 units and 3,000 SF retail space.
- 19) 800 K/L St. - 800 K St.** Mixed-use project with 150 units and 20,000 SF retail space.
- 20) 10K - 10th & K Sts.** Mixed-use project with 186 units, 205 hotel rooms and 7,400 SF retail space.
- 21) 1500 S - 1500-1522 S St.** Mixed-use project with 76 units and 13,000 SF commercial space.
- 22) 3rd & Broadway - 401 Broadway.** 59 multi-family units.
- 23) Yamanee - 2500 J St.** Mixed-use project with 134 units and 14,000 SF commercial space.
- 24) 1717 S Street - 1717 S St.** Mixed-use project with 159 mixed-income units and 11,400 SF retail space.
- 25) Site 21 - 14th & N Sts.** 87 units with 2,990 SF retail space.



◆ COMPLETED
 ◆ UNDER CONSTRUCTION
 ◆ PROPOSED
 — PBID BOUNDARY

- 26) Revolve - Railyards Blvd. & 7th St.** Mixed-use project with 303 mixed-income units and 3,800 SF retail space.
- 27) West - S.E. corner of Riverfront St. & Ballpark Ave.** Mixed-use project with 273 units and 16,000 SF retail space.
- 28) 17 Central - 1631 K St.** Mixed-use project with 111 units and 1,608 SF retail space.
- 29) Courtyard - 1316 O St.** 40 multi-family units.
- 30) East End 5/6/7 - 16th St. between N & O Sts.** 150 multi-family units.
- 31) 16th & E - 16th & E Sts.** 16 multi-family units.
- 32) Phase 5 - N.E. corner of Mill & 5th Sts.** 64 multi-family units.

- 33) The Bernice - 700 16th St.** Mixed-use project with 186 units and 3,010 SF retail space.
- 34) Anthem Cathedral Square - 1030 J St.** Mixed-use project with 153 units and 10,890 SF retail space.
- 35) 700 G Street Apartments - 700 G St.** 150 multi-family units.
- 36) River One - W. Sacramento between Ziggurat & Tower Bridge.** Mixed-use project with 57 units and 193 hotel rooms.
- 37) 12E - 424 12th St.** 21 for-sale single family units.
- 38) S3 Apartments - 1900 3rd St.** Mixed-use project with 190 units and 2,300 SF retail space.
- 39) Lavender Courtyard - 16th & F Sts.** LGBTQ-friendly senior housing project with 53 units.

RETAIL | OFFICE

- 40) The Hardin (retail) - 700 K St.** 250,000 SF mixed-use project with 137 mixed-income housing units and 17 retailers.
- 41) Ice Blocks (retail/office) - R St. between 16th & 18th Sts.** Mixed-use project with housing, 55,000 SF retail space and 106,000 SF office space.
- 42) O Street Office Building - 1215 O St.** 370,000 SF new state office building.
- 43) State Natural Resources Building - 7th & 8th Sts. between O & P Sts.** 838,000 SF new state office building.
- 44) Capitol Annex Swing Space - 10th & O Sts.** 472,000 SF state office building with 1,200 SF retail space.
- 45) The Exchange Hotel - 1006 4th St.** Conversion of office into 100 room Curio Collection by Hilton hotel with 4,000 SF retail space.
- 46) Paragary Hotel - 28th & Capitol Ave.** 105 room Hilton Tapestry hotel.
- 47) Hyatt Centric - 1122 7th St.** Mixed-use project with 170 hotel rooms and 6,546 SF retail space.
- 48) 731 K Street Renovation - 7th & K Sts.** Renovation of 15,000 SF office with 7,654 SF retail.
- 49) 730 I Renovation - 730 I St.** Renovation of 70,000 SF mid-century era office building to include retail.
- 50) Tower 301 - 301 Capitol Mall.** Mixed-use project with 791,647 SF office space, 24,653 SF retail and 100 residential units.
- 51) CalSTRS Expansion - 100 Waterfront Place.** Expansion of CalSTRS headquarters with 265,000 SF office space.
- 52) 7+I Hotel - 7th & I Sts.** 179 room AC Marriott hotel with ground-floor retail.

- 53) Hyatt House Midtown - 2719 K St.** Conversion of historic Eastern Star Building to 129 room hotel.
- 54) R Street Garage - R St. between 8th & 9th Sts.** Parking garage with 12,000 SF retail.
- 55) The Foundry - East of the Central Shops between 5th & 6th Sts.** Two 6-story buildings with 261,000 SF office space and 51,750 SF retail space.
- 56) Kaiser Permanente Medical Center - N.W. corner of The Railyards.** 1,200,000 SF hospital and medical campus.
- 57) Sacramento County Courthouse - 6th & G Sts.** 540,000 SF facility with 53 courtrooms.
- 58) 14i Hotel - 826 14th St.** 16,590 SF hotel with 19 rooms.
- 59) Canopy by Hilton - 831 L St.** 275 room hotel with 50 luxury apartments.

ARTS & CULTURE

- 60) Memorial Auditorium - 1515 J St.** Modernization of 149,000 SF auditorium.
- 61) Powerhouse Science Center - 400 Jibboom St.** 50,000 SF science, space, and technology museum near Old Sacramento Waterfront.
- 62) SAFE Credit Union Convention Center - 1400 J St.** Expansion to 338,000 SF with increased exhibit, ballroom and meeting space.
- 63) SAFE Credit Union Performing Arts Center - 1301 L St.** Transformation of 115,000 SF theater.
- 64) MLS Soccer Stadium - The Railyards, east of 7th St.** 375,000 SF outdoor, multi-use MLS soccer stadium with seating for approximately 22,000.

LARGE-SCALE PROJECTS

- 65) The Bridge District - West Sacramento.** 188-acre mixed-use project with 4,000 residential units and 5,000,000 SF commercial space.
- 66) The Railyards - 5th & I Sts.** 244-acre mixed-use project with up to 6,000 residential units, 1,000 hotel rooms, 1,000,000 SF retail space and 5,000,000 SF office space.
- 67) Mirasol Village - 12th St. & Richards Blvd.** 22-acre mixed-use project with 3,487 mixed-income residential units, new lightrail station and job training center.
- 68) Old Sacramento Waterfront Redesign - Front St.** Plans to activate waterfront include new iconic destination features.
- 69) Sacramento Valley Station Phase III - 4th & I Sts.** Expansion of the 68,000 SF train station with relocation of the current light rail station.
- 70) I Street Bridge - 4th & I Sts.** Replacement of current bridge to connect pedestrians and vehicles to The Railyards and West Sacramento from downtown Sacramento.