

# Golden 1 Center Impacts

February 2024

The Golden 1 Center has been crucial in bringing visitors to downtown Sacramento and driving developments around the Entertainment District, fueling Sacramento's economy and quality of life. This report was compiled and produced by Downtown Sacramento Partnership and includes data from within the Property-Based Improvement District (PBID) and the central city.

## Visitation Impacts

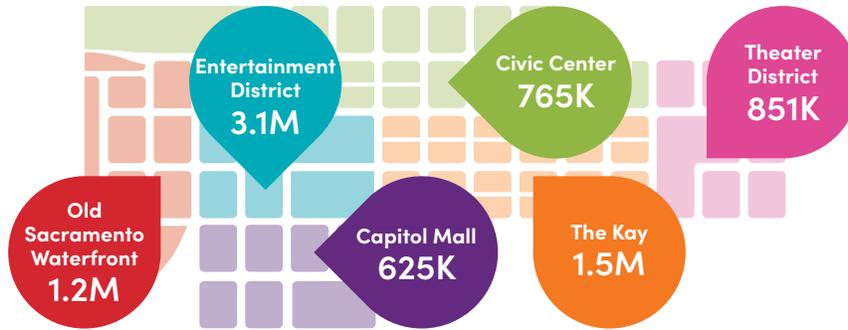
**187** average minutes per visit spent in Entertainment District in 2023.

**131** average minutes per visit spent in the rest of the PBID in 2023.

Visitation in the Entertainment District has seen **over 18% growth** in the last 12 months.

This is **double** what the rest of the downtown PBID has seen.

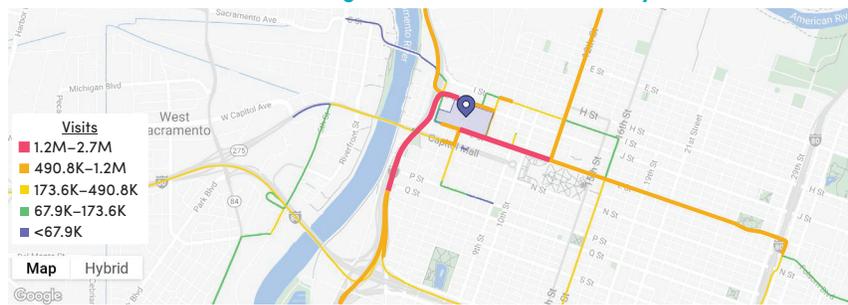
## Average Visits by District on Event Days in 2023



Golden 1 Center events drive pedestrian traffic in the district **up by an average of 200%** from a typical day.

## Visitor Routes to Entertainment District

The arena drives traffic from visitors outside of downtown who do not normally visit. **49% of Golden 1 Center visitors originate from over 40 miles away.**



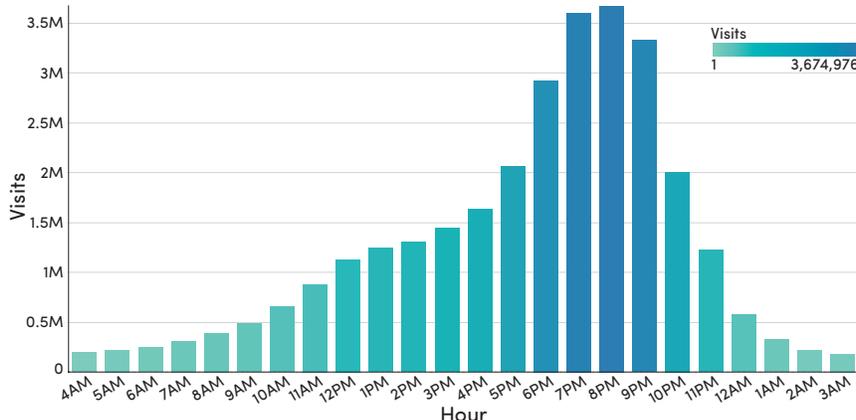
## Out of Town Visits

**72%** hotel occupancy  
Source: City of Sacramento

**12.9M** overnight stays in Sacramento market the last 12 months.

## Hourly Visits by Visitors\* to Entertainment District in 2023

\*Excludes visits by residents and employees.



While the number of daytime visits remains below pre-pandemic levels, there is strong activity during the evening and weekends.

Data sourced from Placer.ai unless otherwise stated.

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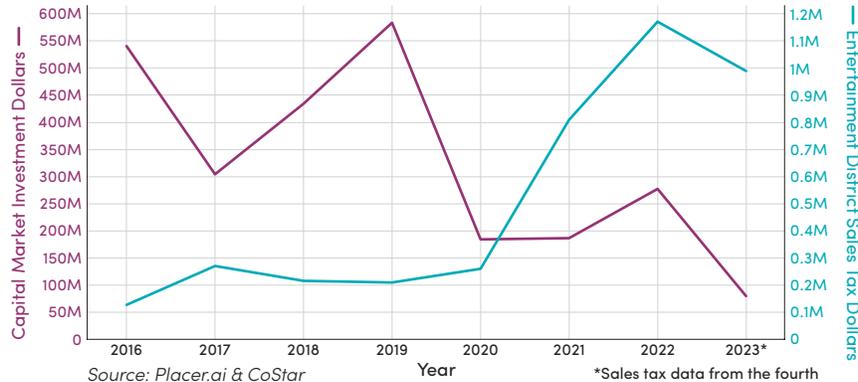
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# Economic Impacts

## Capital Market Investment Compared to Entertainment District Sales Tax Revenue

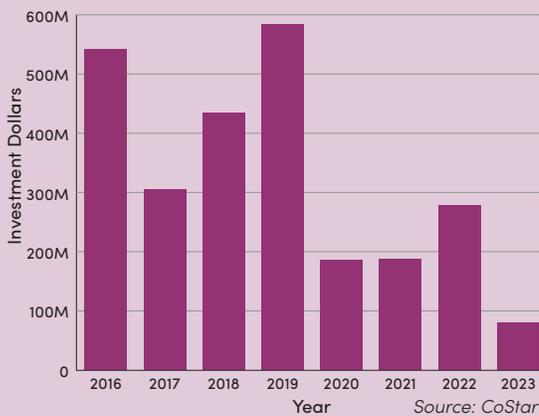
Central city investment has helped spur increases in sales tax revenue to the general fund.

Since 2016, there has been an estimated investment of **over \$7B** in the central city.



## Capital Market Investment

Central city investment since 2016:



## Assessment Value Change from 2016 to 2022

Investment in entertainment has generated value to the area:

	Entertainment District	Whole PBID
2016 Assessment Value	\$287,242.3	\$2,819,731.3
2022 Assessment Value	\$415,595.57	\$3,633,988.92
Percent Change	+45%	+29%

The Entertainment District's **assessment value increased 16% more** than the whole PBID's assessment value increased.

Source: CA State Assessor

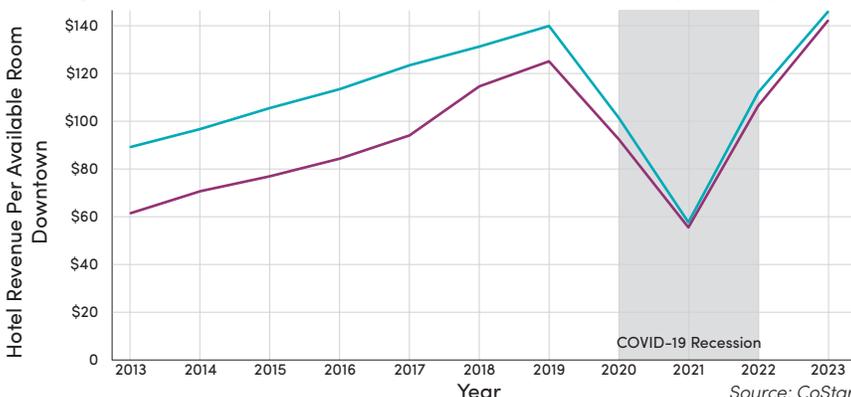
## Downtown Development Projects Since 2016

Inventory of central city development by project status:

Source: Downtown Sacramento Partnership

	Completed Construction	Under Construction	Proposed	Total Developments
Residential Units	3,324	1,176	2,533	7,033
Hotel Rooms	355	179	1,670	2,204
Office Square Feet	1,730,930	1,250,000	261,000	3,241,930
Retail Square Feet	392,026	0	20,000	412,026

## Average Downtown Hotel Revenue Per Available Room (RevPAR) by Year



The Golden 1 Center has helped increase hotel revenue in the downtown market. The Entertainment District closely matches the PBID RevPAR in recent years because of events like concerts, basketball games, and more, increasing visitor interest in the district.

— Whole PBID  
— Entertainment District



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