



Golden 1 Center Impact Continues to Fuel Downtown Momentum

As the Sacramento Kings kick off their fourth season at Golden 1 Center, a new snapshot compiled by the Downtown Sacramento Partnership shows continued investment and interest in the area surrounding the world-class facility. Now the center of nearly \$4 billion in investment, new projects around the Golden 1 Center in Downtown, Midtown and West Sacramento are growing the region's urban core and fueling its economy and quality of life.

Since May 2014, nearby property sales have totaled nearly \$1.8 billion. Golden 1 Center has been a key part of revitalization efforts with 61 properties and nearly 8 million square feet of space changing hands.

- Since the opening of Golden 1 Center in 2016, 35 properties totaling more than \$1.2 billion and nearly 5 million square feet of commercial space have sold.
 - In the last 12 months, 13 properties totaling more than \$450 million have sold. A \$55 million increase year over year.
- Today, there are 24 new development projects currently under construction and another 76 projects proposed.
 - Compared to this time last year, the number of projects planned has jumped 38 percent.

Downtown's residential population is also growing, seeing a 13 percent overall increase since the opening of Golden 1 Center in 2016.

- Since the opening of Golden 1 Center, 1,150 new residential units have been created – 494 in the last 12 months.
- Today, there are 1,892 units under construction.

As excitement and interest for proximity to Golden 1 Center increasingly grows, downtown Sacramento also continues to grow as the employment hub for the region.

- In the last 12 months, 42 new ground floor retail businesses opened in downtown*.
 - 13 opened in Downtown Commons (DOCO) bringing the total number of DOCO restaurants/bars/eateries/shops/businesses and pop-up kiosk vendors to 35.
- In the year ahead, another 23 new ground floor retail businesses are expected to open.

Downtown office vacancy rates have dropped to a 5-year low at just 7.3 percent, demonstrating strong demand by employers and employees looking to be near Golden 1 Center.

Downtown pedestrian traffic at 7th & K streets increases by 32 percent on event days at Golden 1 Center.

- Since the opening of Golden 1 Center in 2016, pedestrian traffic has increased by 47 percent in downtown*.
- In the last year, Golden 1 Center welcomed over 1.7 million guests to more than 150 ticketed events, in addition to hundreds of community and private events.
- The increasing foot traffic near Golden 1 Center, with nearby hubs of activity like DOCO's recent Block Party and the Downtown Sacramento Ice Rink at 7th and K Streets, are economic drivers.

Golden 1 Center is one of a number of factors contributing to the increasing growth, vibrancy and opportunity of downtown.

- Golden 1 Center is ranked #9 in the United States and #18 worldwide in ticket sales by Pollstar – consistently selling out a wide variety of events.
- In March 2019, Michelin announced the first regional guide of the United States at the Golden 1 Center, the MICHELIN Guide California 2019. Golden 1 Center provided a perfect stage, sourcing 90 percent of its food and beverage from farmers, breweries and wineries within 150 miles.

Sacramento continues to top the nation's "best of" lists. Golden 1 Center is just one of a number of factors contributing to the increasing growth, vibrancy and opportunity of downtown Sacramento. Highlighted by the wide variety of "SACCOLADES" picked up over recent years, the region's blossoming quality of life and growing culture have made it a destination for visitors and long-time Sacramentans alike.

- #1 Top Destination for People Moving from San Francisco (*Redfin*)
- #1 Largest percentage gain in population of top 10 California Cities (*CA Dept. of Finance*)
- #3 City Where Millennials are Moving (*Smart Asset*)
- #7 U.S. City Where Employees are Happiest (*Kununu*)
- #11 Best Area in the Country for Start Up Companies (*Commercial Cafe*)
- #13 Most Culturally Diverse City in the U.S. (*WalletHub*)
- One of North America's Best Emerging Destinations (*Lonely Planet*)

For more information about downtown investment activity, visit DowntownSac.org.

*Downtown is defined by Downtown Sacramento Partnership boundaries.
Data Sources: Downtown Sacramento Partnership, CoStar, MotionLoft, PollStar, Sacramento Kings