Thriving Downtown

Q4 2021

Ideally situated along the Sacramento River and mere steps from California's State Capitol, major commuting corridors and transit connections, downtown Sacramento is Northern California's hub for culture, entertainment, employment and innovation. The epicenter of Sacramento's growing list of accolades, there's no better place to turn dreams into reality than downtown Sacramento.

Downtown Demographics

Sacramento is renowned for having a great quality of life, low cost of living, and diversity.

	1-mile	3-mile	10-mile
Current population	22,721	147,067	905,674
2026 Population Projection	23,770	152,410	937,472
Average Age	40	38	37
Average Household Size	2	2	3
Bachelor's Degree or Higher	8,109	42,393	175,682
Households	12,872	65,384	337,431

Source: CoStar Properties

Downtown Rising

Bringing together the dynamism of the business world with the excitement of a growing urban neighborhood, downtown Sacramento is quickly becoming the city's most desirable place to visit and live.

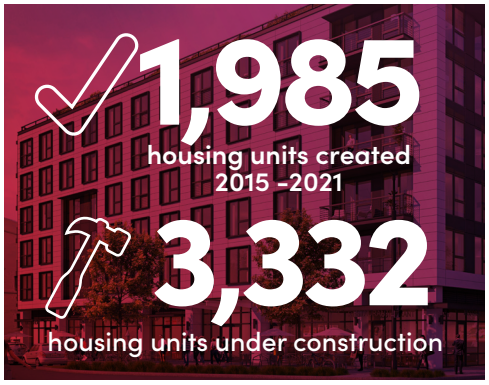
Downtown hotel occupancy has averaged 78% since 2015.

Source: City of Sacramento

625 hotel rooms created 2015 - 2021

307 hotel rooms under construction

Downtown Housing Initiative
The Downtown Housing Initiative aims to increase downtown housing by 10,000 units by 2025.



Working Downtown

Downtown Sacramento is home to an urban campus where energy and work collide.

91K daytime employee population

5K employers

$79K Average Household Income

80% of workers travel <30 minutes to work

Source: CoStar Properties, ESRI

Downtown Office Market

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

	Total Office Space	Class A	Class B	Class C
Office Inventory (sq. ft.)	21,976,908	10,428,271	5,796,306	5,752,331
Vacancy Rate	8.2%	7%	13.6%	5%
Rental Rate per (sq. ft.)	$2.89	$3.30	$2.80	$2.31

Source: CoStar Properties

downtown SACRAMENTO PARTNERSHIP

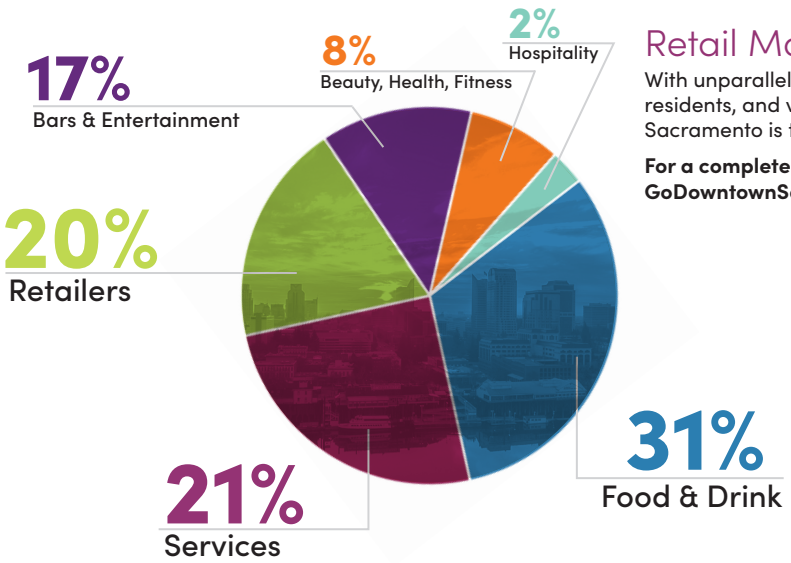
DowntownSac.org/DoBusiness
916-442-8575
DSP@downtownsac.org

Updated January 2022

Retail Market

With unparalleled access to employees, residents, and visitors, downtown Sacramento is the ideal location for retail.

For a complete listing, visit GoDowntownSac.com/explore



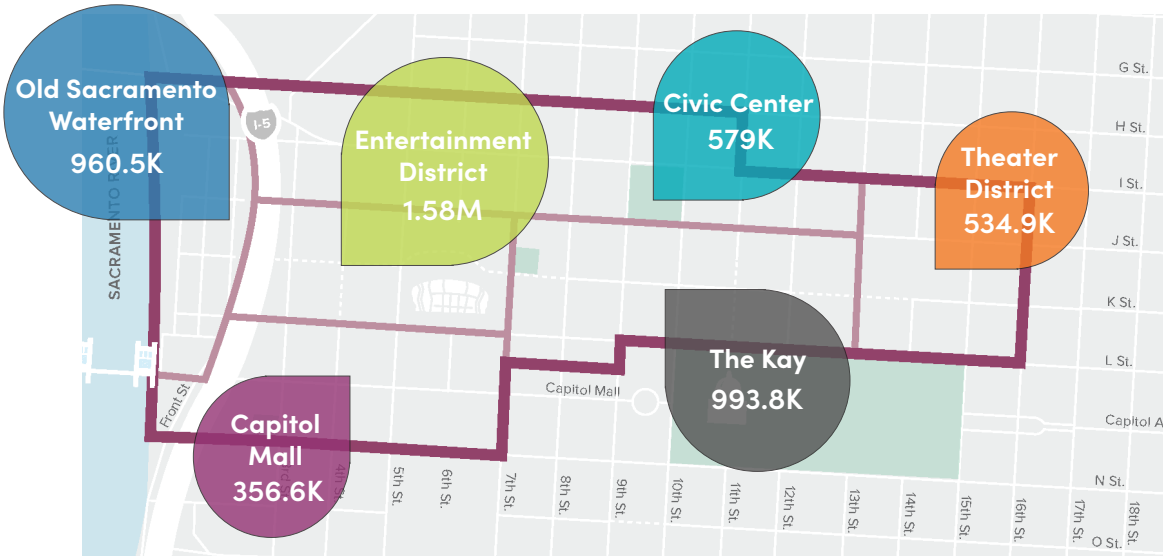
Top 5 #SacColades

- #1 Top Growing Housing Market Expected in 2021 *Realtor.com*
- #1 Large Metro Area with Increase in Construction Employment *CoStar*
- #4 Best Place to Live in California *U.S. News*
- #6 City in the U.S. with the Happiest Workers *Lensa*
- #11 Most Future-Focused Cities in America *FinanceBuzz*

New Businesses Created

Every year, new businesses are laying down roots in downtown Sacramento.

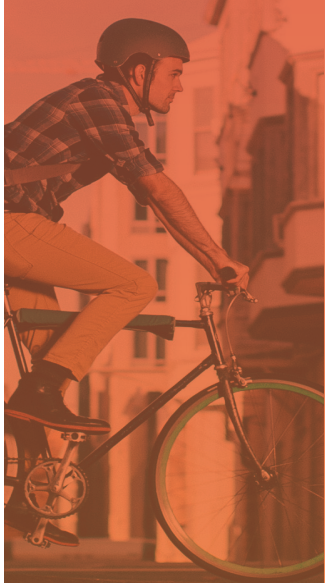
Downtown Visitors in Q4



Source: Placer.ai

We're here for you.

- Our team has the know-how to get things done. We monitor the pulse of downtown to help you understand the market.
- We're on-call to help you make it easier to open your doors downtown.
- Our marketing and promotional partnerships help your business thrive.



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