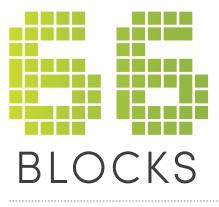


As a private, not-for-profit organization, Downtown Sacramento Partnership is dedicated to building value in Sacramento's urban core. Since 1995, Downtown Partnership has served as the collective voice for property owners, businesses, employees and residents located within the 66-block **Property-Based Improvement** District (PBID) it manages.

#### **TABLE OF CONTENTS**

CAPITOL MALL

Understanding downtown Positioning downtown Elevating downtown Developing downtown Supporting downtown Financing downtown Governing downtown



SQUARE FEET OF BUILDING SPACE



**TOTAL BUSINESSES** 

**BUSINESSES** 

**HOTEL ROOMS** 

ACRES OF **PARKS** 



# downtown SACRAMENTO

980 9th Street, Suite 200 Sacramento, CA 95814

DowntownSac.org
GoDowntownSac.com

#### WE ARE COMMITTED AS EVER TO ADVANCING THE FULL RANGE OF DOWNTOWN'S POTENTIAL

We continued to navigate uneven terrain through 2021, challenging us once more to rethink priorities and foster new opportunities. Despite the stress test we've faced these past two years, 2021 was an opportunity for Downtown Partnership to embrace our new reality to rebuild systems and strategies in ways that make us stronger, smarter, more resilient, innovative and more inclusive than we were before.

The importance of an active and vibrant urban center is as undeniable as ever. The issues we have faced over the past three decades have been surpassed by tremendous accomplishments and we will face the current crisis with the same resolve. This past year, we've seen notable increases in the number of residents and exciting new housing developments. Our hotel market is bouncing back after months of stagnation and office trends remain competitive with cutting-edge industries seeking downtown's amenities and destination.

The newly renovated SAFE Credit Union Convention Center and Performing Arts Center welcomed guests back to show-stopping performances and dynamic conventions. The Golden 1 Center, which has attracted nearly \$6.7 billion in investments and projects to Sacramento's urban core and more than 5.7 million guests to hundreds of ticketed events, celebrated five years in 2021. And, downtown welcomed the opening of two impressive hotels: The Hyatt Centric nestled within the historic Marshall Hotel and The Exchange Hotel which brought to life the iconic California Fruit Building adding vibrant re-use to our urban fabric. Downtown is energized in ways not experienced since pre-pandemic.

As we celebrate these exciting achievements, we continue to identify new ways to build value downtown through investment and business recruitment, new marketing initiatives, activating public spaces and enhancing our innovation and cultural environment.

Looking to the horizon—we see remarkable potential for downtown and the region, but we must work in coordination with public and private partners toward a focused vision. We have already proven that we can change our trajectory when we leverage our assets, create a people-centered, equitable and coordinated approach, foster home-grown innovators and nurture our community. Together, we must harness the opportunities from crisis to build a stronger, more dynamic and resilient downtown.

Michael T. Ault
Executive Director

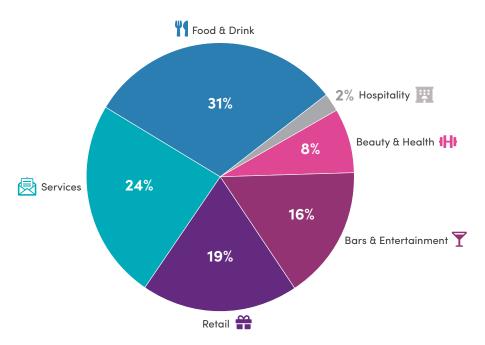
## **UNDERSTANDING**

Downtown Partnership provides hyper-local data, information, analysis and insights that support our mission to build value downtown. With this information, businesses and property owners continue to choose downtown for their development activities. The housing, office and retail markets downtown continue to grow, and the district welcomed a total of 9.9 million visitors in 2021.

#### **RETAIL MARKET**

Percentage of businesses in each category shown below.

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





2 SF TOTAL RETAIL SPACE

7.0%

#### **CONSTRUCTION COMPLETED**



SAFE Credit Union Convention Center



SAFE Credit Union Performing Arts Center



The Exchange Hotel



**Hyatt Centric** 

"We appreciate everything you do for the district. You truly are our advocate."

Delta Mello CEO, Sacramento History Museum **DEMOGRAPHICS** 

1-MILE RADIUS

**CURRENT POPULATION** 

22.7K

HOUSEHOLDS

A

12.9K

AVERAGE HOUSEHOLD INCOME

\$78.7K

AVERAGE AGE

ŧ

40YR

BACHELOR'S DEGREE OR HIGHER

8.1K

**EMPLOYEES** 



91.1K

#### **HOUSING**

96.1%

RENTAL OCCUPANCY



\$562

COMPLETED UNITS

6,144 ORENT

TOTAL RENTAL UNITS

73,332

16,422

TOTAL UNITS PLANNED

#1 CITY IN THE USA WITH THE HOTTEST HOUSING MARKET

REALTOR.COM

#### **OFFICE MARKET**

#6 CITY IN THE USA WITH THE HAPPIEST WORKERS

LENSA

7.2% VACANCY RATE

21.1M

	Class A	Class B	Class C
Office Inventory SF	9,579,114	5,796,369	5,752,331
Vacancy Rate	6.1%	12.3%	4.9%
Rental Rate SF	\$3.28	\$2.80	\$2.29

Source: CoStar

## POSITIONING

To help guide our community beyond the pandemic, Downtown Partnership engaged stakeholders, residents and elected leaders in a discussion about the future of downtown Sacramento. While the impacts have been substantial, the energy created and nurtured over the past decade in downtown has provided us a foundation for recovery. The resulting Strategic Action Plan outlines a thoughtful and coordinated effort to move downtown Sacramento forward.

Launched in 2021, we dived into implementing our five-year Strategic Action Plan, which identifies four key areas of focus:



#### STAY SAFE AND WELCOMING

Ensure that downtown is clean, safe and welcoming for everyone.

- Secured new resources for maintenance and public space management through American Rescue Plan Act funding to nurture a more **RESILIENT** downtown.
- Prioritized public safety and services including the return of an interim bail schedule, adoption of Laura's Law and implementation of regular Sacramento Police foot patrols throughout Old Sacramento Waterfront and the J-K-L corridor.
- Launched Sacramento for Solutions, coalescing regional business support for the Mayor's Comprehensive Siting Plan to Addressing Homelessness, advocating for necessary wrap-around services for the unhoused and enforcement mechanisms to ensure community VIBRANCY for all.



#### ENHANCE THE PUBLIC REALM

Create elements and activities that surprise and delight so every downtown sidewalk, public space and park is attractive and fun.

- Enriched downtown and Old Sacramento Waterfront's environments with Al Fresco dining, Downtown Dollars and the return of winter programming.
- Coordinated mechanisms for management of shared rideables to enhance transportation solutions, pedestrian safety and walkability.
- Implemented usage guidelines for the public docks in Old Sacramento Waterfront.
- Advocated for additional Code Enforcement coverage during evening and weekend hours to protect a WELCOMING business environment.

Downtown's future trajectory, momentum and aspirations embrace these principles.

## WELCOMING

Downtown is a safe and clean entertainment, employment and dining destination for everyone.

## **VIBRANT**

Downtown is an active street-level experience, unmatched in the region.

## INNOVATIVE

Downtown is a creative center, open to new ideas, uses, users and approaches.

### RESILIENT

Downtown deploys the tools needed to remain flexible, healthy and thriving.

## **INCLUSIVE**

Downtown welcomes people, businesses and activities that celebrate our city's diversity, cultures and history.



#### SUPPORT ECONOMIC GROWTH

Strengthen downtown's economic and market position as an office, creative, dining and entertainment hub and desirable residential neighborhood.

- Influenced regulatory public programs and ordinance discussions around development fees, housing programs and all-electric conversions.
- Advocated for INNOVATIVE policies to streamline ministerial processes and increase housing production of all types as part of the city's adopted 2021-2029 Housing Element.



#### **EXPAND AUDIENCES AND ORGANIZATIONAL IMPACT**

Promote marketing collaborations to expand the Partnership's capacity and audiences so it can respond to new challenges and opportunities.

- Highlighted initiative for the Central City to be united under one district for the 2021 redistricting to protect the continued pulse of the heart of Sacramento.
- Implemented "We Are Downtown, Together" recovery campaign as an **INCLUSIVE** effort to celebrate our diversity, history and perseverance.

## **ELEVATING**

Downtown Partnership annually produces events and programming to foster an active community downtown while supporting venues and local businesses. This year, we found innovative ways to hold fun events including outside, socially distanced movie screenings, Dine Downtown takeout meals and reimagined the St. Patrick's Day Parade into a local scavenger hunt.

#### WATERFRONT WHEEL



October 2020 - October 2021

#### **MOVIES UNDER THE STARS**



October - November 2020

#### **HOLIDAY DECORATIONS**



**SOCIAL MEDIA IMPRESSIONS** December 2020

#### **DINE DOWNTOWN**



**MEALS SOLD** 

January 2021

#### **HEART ARCH**



ST. PATRICK'S DAY HUNT



**PARTICIPANTS** March 2021

#### **DOWNTOWN LIVE**



DAYS OF MUSIC June 2021 - July 2021

#### **FARMERS' MARKETS**



June 2021 - September 2021



















Downtown Partnership leverages communication programs and marketing initiatives to boost excitement about downtown and keep stakeholders informed of breaking news, development plans, public policy matters and important events, ultimately increasing the district's value.

IN 2021,

## OUR 3 WEBSITES, 5 NEWSLETTERS AND 16 SOCIAL MEDIA CHANNELS REACHED 35 MILL ON DIGITAL WISITORS

361K FOLLOWERS

#### **SOCIAL MEDIA**

- @DowntownSac
- @OldSacramento or @OldSac
- @CIPSacramento
- @DowntownIceRink
- @TheTheatreOfLights

1.2M

#### **WEBPAGES**

DowntownSac.org GoDowntownSac.com OldSacramento.com 20.3% OPEN RATE

#### **NEWSLETTERS**

350 newsletters emailed to 14K recipients

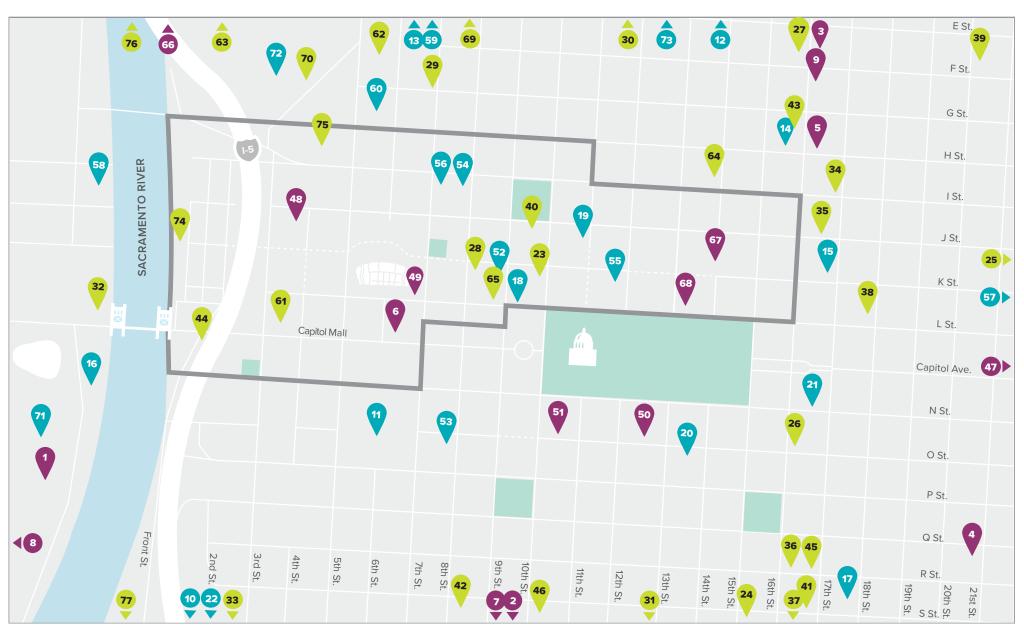


#### **REIMAGINING DOWNTOWN**

15 Reimagine Activation grants were given to businesses seeking to safely activate spaces, hiring local artists and organizations to increase the quality of downtown life and experiences.

## **DEVELOPING**

Downtown Sacramento is constantly growing. Development projects totaling more than \$3.7B are currently underway. For a complete list, visit DowntownSac.org/developments.







#### HOUSING

- 1) The Block 965 Bridge St. Mixed-use project with 52 units and 2,200 SF retail space.
- 2) The Southsider 2030 10th St. Mixed-use project with 21 units and 3,000 SF retail space.
- 3) The Eleanor 501 16th St. 95 multi-family units.
- 4) The Press 1714 21st St. Mixed-use project with 277 units and 8,000 SF retail space.
- 5) H16 731 16th St. 75 units with 5 live-work units.
- 6) The Frederic 601 Capitol Mall Mixed-use project with 162 units and 7.000 SF retail space.
- 7) 9B 9th St. & Broadway 17 single family homes.
- 8) Edge 490 Mill St. 64 multi-family units.
- 9) Lavender Courtyard S.E. Corner of 16th & F Sts. LGBTQ-friendly senior housing project with 53 units.
- 10) The Mill at Broadway 3rd-5th Sts. & Broadway 1.000 for-sale single family units planned, more than 200 units completed.
- 11) 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.
- 12) Icon @ 14C 1330 C St. 21 single family units.
- 13) The A.J. 703 N. 7th St. Mixed-use project with 345 mixed-income units and 5,000 SF retail space.
- 14) The Mansion 700 16th St. Mixed-use project with 186 units and 3.010 SF retail space.
- 15) 17 Central 1631 K St. Mixed-use project with 111 units and 1.608 SF retail space.
- 16) West 805 Riverfront St. Mixed-use project with 273 units and 16,000 SF retail space.
- 17) 1717 S Street 1717 S St. Mixed-use project with 159 mixed-income units and 11,400 SF retail space.
- 18) Capitol Park Hotel 1125 9th St. Conversion of SRO to permanent supportive housing with 134 units.
- 19) Anthem Cathedral Square 1030 J St. Mixed-use project with 153 units and 10.890 SF retail space.
- 20) Sonrisa 1322 O St. Mixed-use affordable project with 58 units and 1,300 SF retail space.
- 21) Jefferson Block 1619 N St. Adaptive reuse and new residential project with 102 multi-family units and 7 townhomes.

- 22) Maven on Broadway 2570 3rd St. 444 multi-family
- 23) 10K 930 K St. Mixed-use project with 186 units, 205 hotel rooms and 7,400 SF retail space.
- 24) 1500 S 1500-1522 S St. Mixed-use project with 76 units and 13,000 SF retail space.
- 25) Yamanee 2500 J St. Mixed-use project with 134 units and 14,000 SF retail space.
- 26) East End 5/6/7 16th St. between N & O Sts. 150 multi-family units.
- 27) 16E 16th & E Sts. 16 multi-family units.
- 28) 800 K/L St. 800 K St. Mixed-use project with 150 mixed-income units and 20,000 SF retail space.
- 29) 700 G Street Apartments 700 G St. 150 multi-family
- 30) 12E 424 12th St. 21 single family units.
- 31) Albright Village 1234 U St. 14 single family units.
- 32) River One W. Sacramento between Ziggurat & Tower Bridge Mixed-use project with 57 for-sale units and 193 hotel rooms.
- 33) 3S Apartments- 1900 3rd St. Mixed-use project with 190 units and 2,300 SF retail space.
- 34) Cascade 1701 | St. Mixed-use project with 206 units 54) 730 | Renovation 730 | St. Renovation of 70,000 and 3,050 SF retail space.
- 35) 17th & J Apartments 1617 J St. Mixed-use project with 74 units and 3,700 SF retail space.
- 36) 1619 R Street Apartments 1619 R St. Mixed-use project with 104 units and 4,240 SF retail space.
- 37) 925 16th Street Apartments 925 16th St. Mixed-use project with 73 units and 3,120 SF retail space.
- 38) 1116 18th Street Apartments 1116 18th St. Mixed-use project with 25 units and 2,825 SF retail space.
- 39) Cassadyne Apartments 20th St. between E & F Sts. office space. 50 multi-family units.
- 40) 918 J Lofts 918 J St. Conversion of commercial to 10 1.25M SF state office building. multi-family units and 2,241 SF of retail space.
- 41) 1629 S 1629 S St. Mixed-use project with 47 multifamily units and 2,567 SF of retail space.
- 42) The Kind Project 1901 8th St. Mixed-use project with 72 multi-family units and 2,053 SF of retail space.
- 43) Holiday Inn Express Redevelopment 728 16th St. 129 multi-family units.

- 44) Lot X 201 N St. Mixed-use project with 232 multifamily units, 14,610 SF retail space and 83,000 SF office The Railyards 1.2 M SF hospital and medical campus.
- 45) Ice Box 1701 R St. Mixed-use project with 65 multifamily units and 1,065 SF retail space.
- 46) The Ironside 1008 S St. 23 multi-family units.
- 63) Kaiser Permanente Medical Center N.W. corner of
- 64) 4i Hotel 826 14th St. 16,590 SF hotel with 19 rooms.
- 65) Canopy by Hilton 831 L St. 275 room hotel with 50 luxury apartments.

#### RETAIL | OFFICE | HOTEL

- 47) Fort Sutter Hotel 1308 28th St. 105 room Tapistry by Hilton hotel with retail.
- 48) The Exchange Hotel 1006 4th St. Conversion of office into 100 room Curio Collection by Hilton hotel with 67) SAFE Credit Union Convention Center 1400 J 4,000 SF retail space.
- 49) Hyatt Centric 1122 7th St. 170 hotel rooms and 6,546 SF retail space.
- 50) Clifford L. Allenby Building 1215 O St. 370,000 SF state office building.
- 51) Capitol Annex Swing Space 10th & O Sts. 472,000 SF state office building with 1,200 SF retail space.
- 52) 830 K Street Renovation 830 K St. Renovation of 55,784 SF building to include facade, rooftop and tenant entertainment venue. improvements.
- 53) State Natural Resources Building 7th & 8th Sts. between O & P Sts. 838,000 SF state office building.
- SF mid-century era office building to include retail space.
- 55) 1130 K Street Renovation 1130 K St. Renovation and addition of two new floors totaling 42,000 SF.
- 56) 7+I Hotel 7th & I Sts. 179 room AC Mariott hotel with ground-floor retail space.
- 57) Hyatt House Midtown 2719 K St. Conversion of historic Eastern Star Building to 128 room hotel.
- 58) CalSTRS Expansion 100 Waterfront Place. Expansion of CalSTRS headquarters with 265,000 SF
- 59) Richards Blvd. Office Complex 651 Bannon St.
- 60) Sacramento County Courthouse 6th & G Sts. 540,000 SF facility with 53 courtrooms.
- 61) Tower 301 301 Capitol Mall Mixed-use project with 791,647 SF office space, 24,653 SF retail and 100 residential units.
- 62) 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.

#### **ARTS & CULTURE**

- 66) SMUD Museum of Science and Curiosity (MOSAC) 400 Jibboom St. 50,000 SF science, space, and technology museum near Old Sacramento Waterfront.
- St. Expansion to 338,000 SF with increased exhibit, ballroom and meeting space.
- 68) SAFE Credit Union Performing Arts Center 1301 L St. Transformation of 115,000 SF theater.
- 69) MLS Soccer Stadium The Railyards, East of 7th St. 375,000 SF outdoor, multi-use MLS soccer stadium with seating for approximately 22,000.
- 70) The Central Shops The Railyards, North of Sacramento Valley Station 5 acre mixed-use public

#### LARGE-SCALE PROJECTS

- 71) The Bridge District West Sacramento 188-acre mixed-use project with 4,000 residential units and 5M SF commercial space.
- 72) The Railyards 5th & I Sts. 244-acre mixed-use project with up to 6,000 residential units, 1,000 hotel rooms, 1M SF retail space and 5M SF office space.
- 73) 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.
- 74) Old Sacramento Waterfront Activation Front St. Plans to activate waterfront include leasing the North and South public markets with 10,000 SF retail space and additional iconic destination features.
- 75) Sacramento Valley Station Phase III 4th & I Sts. Expansion of the 68,000 SF train station with relocation of the current light rail station.
- 76) I Street Bridge- 4th & I Sts. Replacement of current bridge to connect pedestrians and vehicles to The Railyards and West Sacramento from downtown Sacramento.
- 77) Marina Vista/W. Broadway Master Plan Sacramento River, Hwy 50, Muir Way, 5th St. 20-year plan to develop the 292-acre West Broadway area to increase housing, livability and mobility. 10

## SUPPORTING

The Field & Maintenance Services teams work daily to keep downtown's neighborhoods clean. Downtown Guides act as goodwill ambassadors, providing people with directions and assistance, while also deterring dangerous behavior. The Maintenance team tirelessly cleans and maintains the public realm, removing litter, clearing fallen debris, pressure washing sidewalks and removing graffiti.

"No doubt you've
seen those yellowjacketed men and women
walking around all of
downtown Sacramento. They
are the Downtown Guides, and
they sometimes have a pretty
tough job. We heavily rely on the
Downtown Guides for help.
They are our angels!"

Capital Books

47,840 D

blocks power washed

3,700

**10,996**DIRECTIONS GIVEN



1,291
ABATEMENT CALLS



40,410
MILES WALKED

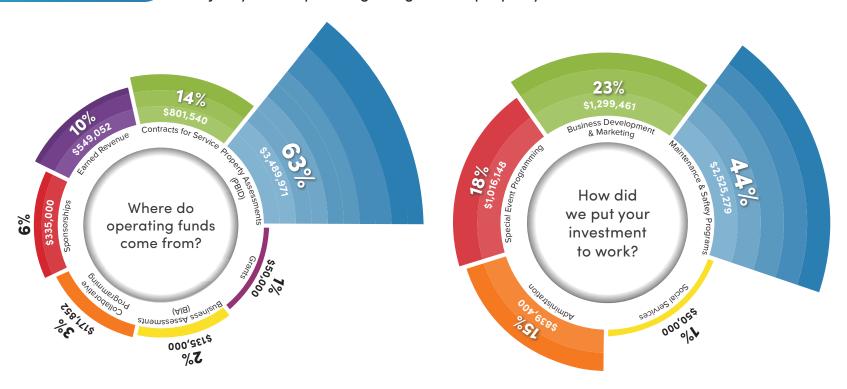






## **FINANCING**

Downtown Sacramento Partnership manages a budget of \$5.3 million and receives the majority of its operating budget from property assessments.



•	W-		

CURRENT ASSETS CURRENT LIABILITIES			
Cash and Equivalents	\$2,175,756	Accounts Payable	\$215,197
Accounts Receivables	\$459,108	Accrued Expenses	\$682,381
Related Party Receivables	\$721	Other Liabilities	\$23,461
Prepaid Expenses	\$104,468	Deferred Revenue	\$9,069
Other Current Assets	\$328,003	Capital Leases	\$2,135
Total Current Assets	\$3,068,056	Total Liabilities	\$932,243
Property and Equipment, Net	\$403,928		
Other Assets	\$2,500	NET ASSETS	
Total Assets	\$3,474,484	Unrestricted	\$994,817
		Restricted	\$472,895
		Temporarily Restricted	\$998,158
		Total Net Assets	\$2,466,870
		<b>Total Liabilities &amp; Net Assets</b>	\$3,474,484

Audited financial statement, Brown, Fink, Boyce & Astle, LLP, 2021.

#### **PHOTO CREDITS**

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@anhbangphoto pgs. 11 & 12

Printed February 2022. 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, Placer.ai, City of Sacramento, reports by the media and information collected directly from organizations, where available.

Visit DowntownSac.org for more of our publications and reports.

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@DowntownSac

Share the love! #SacLoveNotes



DOWNTOWN SACRAMENTO PARTNERSHIP











