



2020

ANNUAL REPORT

We are
Open!



WE'RE
OPEN!

WE'RE IN THIS
TOGETHER



#SupportLocal



downtown
SACRAMENTO
PARTNERSHIP

OUR OPTIMISM FOR A BRIGHTER FUTURE CONTINUES TO DRIVE ALL THAT WE DO.

The opening months of 2020 promised another milestone year for Downtown Sacramento. With over **\$3.7 billion** in active development, including the Convention Center expansion and Community Center Theatre transformation, several new hotels and residential projects under construction, the start of development in The Railyards and the much-anticipated planned investments at our historic waterfront, momentum was growing not just for Downtown, but also our region.

The sudden and unexpected arrival of the COVID-19 pandemic threatened this progress—and really all that we’ve accomplished over the past two decades—creating challenges for Downtown’s businesses, workforce, property owners, residents and visitors, unlike anything we’ve seen. The pandemic effectively closed all but essential businesses, emptied office buildings and left normally bustling streets vacant.

After an unforgettable year with some of the most challenging times our country and city has faced, it is uplifting to think about how our community has come together to support each other. When social justice protests spread across the globe, including in Sacramento, thousands marched against racism in Downtown and we recommitted our organization to prioritizing actions that embrace diversity and inclusion and ensuring economic opportunity for all.

Plans are underway for the return of office workers, visitors, theatergoers and everyone who contributes to the heartbeat of our urban core. While no one knows exactly what shape this return will take, or how long it will take, we remain committed to keeping our momentum going.

Communities are defined by their downtowns. We must take every opportunity to get back on track and restart the economic engine that generates the revenues that provide necessary public services for everyone in our region. As much as 2020 will always be a year defined by the pandemic and demand for meaningful change, I believe 2021 can be synonymous with recovery and moving our community forward together.

Our community is determined, resilient, and committed. Downtown Sacramento Partnership will continue to embody and enhance these values in our efforts to foster a healthier, safer, and more prosperous Downtown for all. We are grateful to have a hard-working team and Board of Directors that is committed to the work we do. We are also grateful to our city’s leaders, elected officials, and first responders for their endless dedication.

Many of you have reached out personally to communicate your support for Downtown, our organization and our team. I thank you for that and I look forward to working with you to continue to make great progress again.

We are Downtown. Together.



Michael T. Ault
EXECUTIVE DIRECTOR



TABLE OF CONTENTS

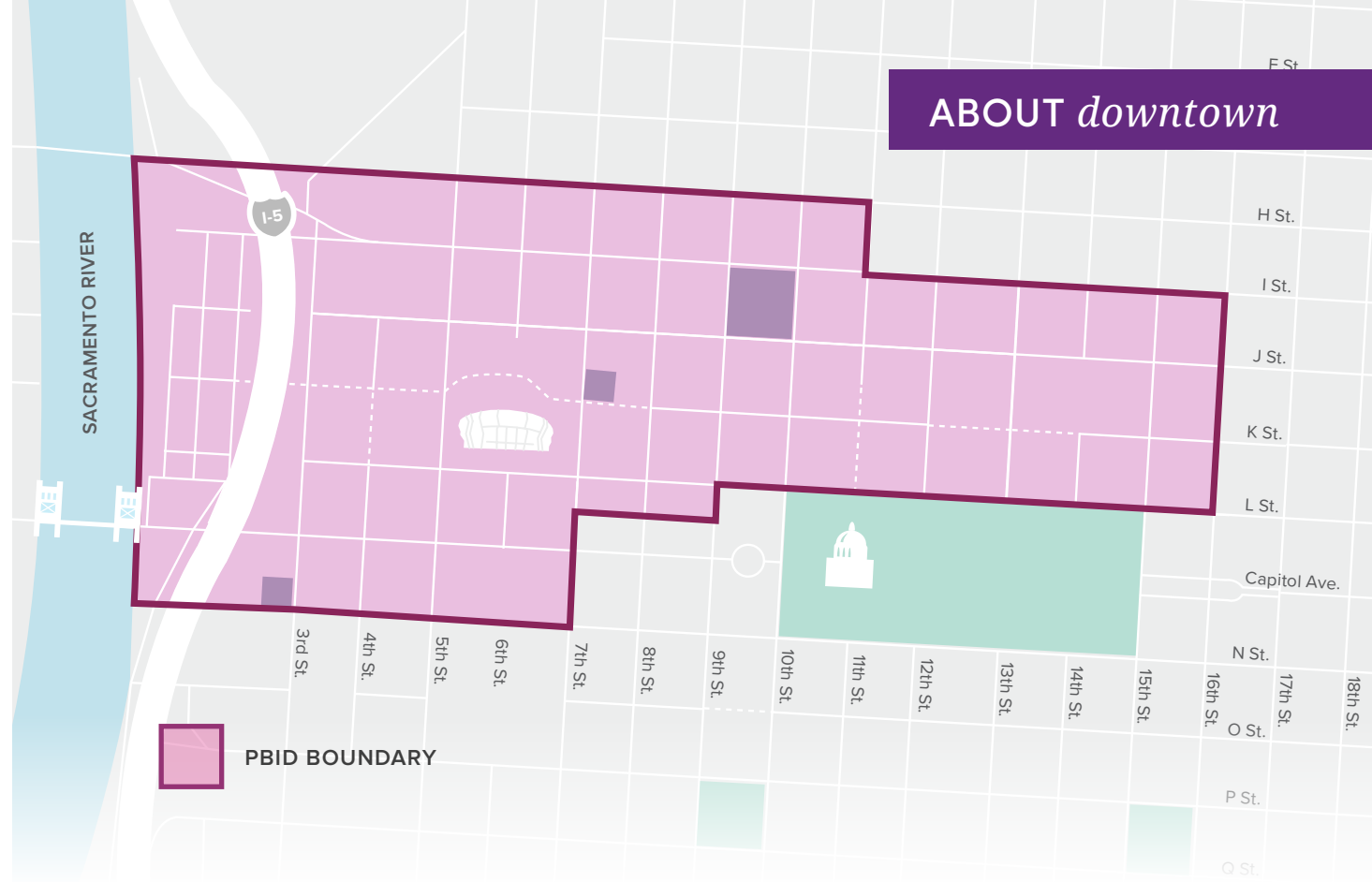
ABOUT <i>downtown</i>	3
POSITIONING <i>downtown</i>	5
THRIVING <i>downtown</i>	6
PROMOTING <i>downtown</i>	8
ACTIVATING <i>downtown</i>	10
DEVELOPING <i>downtown</i>	12
MANAGING <i>downtown</i>	14
RESTORING <i>downtown</i>	16
RECOVERING <i>downtown</i>	18
REOPENING <i>downtown</i>	20
FINANCING <i>downtown</i>	22
GOVERNING <i>downtown</i>	23




downtown SACRAMENTO

PARTNERSHIP

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.



ABOUT *downtown*



BLOCKS



25.3M

SQUARE FEET OF BUILDING SPACE

7.4M



SQUARE FEET OF LAND

196



PROPERTY OWNERS



508

PARCELS

5K

TOTAL BUSINESSES



406

RETAIL BUSINESSES



2.3K

HOTEL ROOMS

7



ACRES OF URBAN PARKS

SACCOLADES

Downtown Sacramento is positioning the region as a hub for investment, activity and excitement, earning national SAC-accolades.



TEN CITIES TO WATCH IN 2020
Worth.com



BEST PLACE TO LIVE IN CALIFORNIA
U.S. News



**FRONT STREET, OLD SACRAMENTO WATERFRONT:
ONE OF THE MOST CHARMING STREETS IN AMERICA**
TravelTrivia.com



GREENEST CITY IN AMERICA
WalletHub



NET INFLOW OF RESIDENTS
Redfin



BEST PLACE TO WORK IN TECH
Commercial Café



CITY IN THE U.S. WITH THE HOTTEST HOUSING MARKET
Realtor.com



**CITY IN THE U.S. WITH OPTIMISTIC SMALL
BUSINESS SENTIMENT FOR 2021**
SmartAsset.com



COUNTY WITH HIGHEST POPULATION GROWTH
California Department of Finance



BEST FOODIE CITY IN AMERICA
WalletHub



NET MILLENNIAL MIGRATION IN THE U.S.
SmartAsset.com



BEST CITY IN THE U.S. FOR DOGS
HonestPaws.com



MOST RACIALLY AND ETHNICALLY DIVERSE CITY IN THE U.S.
U.S. News



BEST CITY IN THE U.S. FOR AN ACTIVE LIFESTYLE
WalletHub



Downtown Partnership has a unique perspective and understanding of the challenges and opportunities of urban place management. A key component of positioning Downtown is educating policymakers—at all levels—on initiatives, policies and programs that keep Sacramento’s urban core a competitive place to live, work, visit and invest.

IN 2020, DOWNTOWN PARTNERSHIP PRIORITIZED:

- ✓ Measures to ensure the health and safety of employees and customers.
- ✓ Streamlined regulations for outdoor “Al Fresco” operations, in restaurants.
- ✓ Additional public safety and sanitation resources.
- ✓ CARES Act investments in small business financial relief and shelter for the homeless.
- ✓ Residential development projects, including ministerial approval of affordable projects.
- ✓ Neighborhood protections and operational protocols for temporary shelters.
- ✓ Establishment of the Office of Community Response, mental illness and substance abuse interventions and treatment.

“It’s so obvious the Downtown Partnership is having this spectacular effect. You can see the care of the downtown area. It’s phenomenal what you’ve done to this community.”

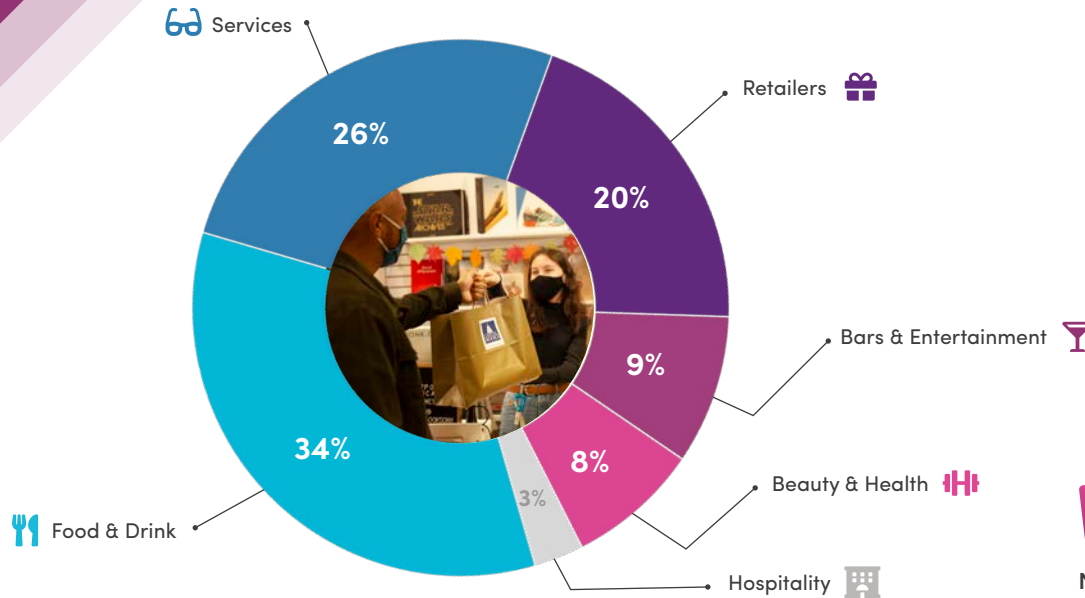
Dr. Drew Pinsky
Keynote Speaker,
State of Downtown 2020

THRIVING DOWNTOWN

Downtown Partnership provides hyper-local data, information, analysis and insights that support the mission of **Building Value Downtown**. While the COVID-19 pandemic created uncertainty, our continued support of development activity fueled interest in Sacramento's urban core.

RETAIL MARKET

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



"It's been such a great experience being part of this community, we are so glad we chose Old Sacramento Waterfront as our business home when we did."

Chelsea Evans
Owner, Capture Create Studios & Warehouse Creative

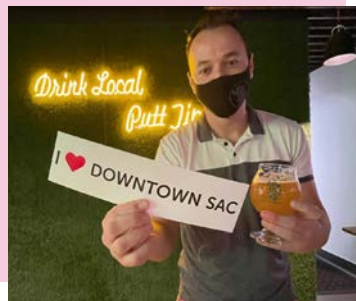
31
NEW BUSINESSES

2.8M
SF TOTAL
RETAIL SPACE

7.5%
RETAIL
VACANCY



Koja Kitchen, October 2019



Flatstick Pub, November 2019



Beach Hut Deli, June 2020



Nash & Proper, September 2020



Flip Flop Shop, September 2020

DEMOGRAPHICS

CURRENT POPULATION

1-MILE **21.9K**
3-MILE **145.2K**

HOUSEHOLDS



1-MILE **10.8K**
3-MILE **58.1K**

AVERAGE HOUSEHOLD INCOME

1-MILE **\$72.5K**
3-MILE **\$88.5K**

AVERAGE AGE



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

BACHELOR'S DEGREE OR HIGHER

1-MILE **6.7K**
3-MILE **36.7K**

EMPLOYEES



1-MILE **91.3K**
3-MILE **176K**

NOTABLE PROPERTY SALES



980 9th Street
\$165.5M
489,171 SF



630 K Street
\$28.1M
87,140 SF



660 J Street
\$20.2M
127,000 SF

HOUSING

93.9%

RENTAL OCCUPANCY



573

COMPLETED UNITS

6,022



TOTAL RENTAL UNITS

2,788

UNITS UNDER CONSTRUCTION

17,255



TOTAL UNITS PLANNED

OFFICE MARKET

6.4%

VACANCY RATE

20.8M

SF TOTAL OFFICE SPACE

	Class A	Class B	Class C
Office Inventory SF	9,226,570	5,737,199	5,817,456
Vacancy Rate	3.6%	11.9%	5.3%
Rental Rate per SF	\$3.31	\$2.75	\$2.22

Source: CoStar

PROMOTING DOWNTOWN

Downtown Partnership leverages communications programs and marketing initiatives to promote Downtown and ultimately, increase its value.

1.1M

VIEWS

WEBPAGES

DowntownSac.org
GoDowntownSac.com
OldSacramento.com

23.7%

OPEN RATE

NEWSLETTERS

400 newsletters sent to
14.5K recipients

352.1K

FOLLOWERS

SOCIAL MEDIA

@DowntownSac
@OldSacramento + @OldSac
@CIPsacramento
@DowntownIceRink
@TheTheatreOfLights

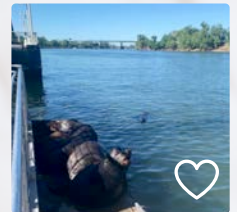
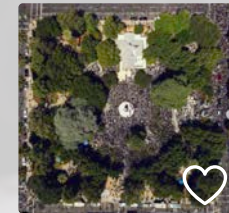


44.7M

SOCIAL MEDIA IMPRESSIONS

73%

INCREASE FROM 2019



Our 3 websites, 5 e-newsletters and 16
social media channels reached more than

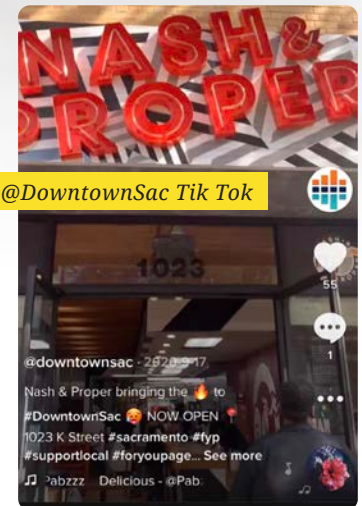
50 MILLION

DIGITAL VISITORS IN 2020



*"Thank you SO
much for including us in
this wonderful post. Your
support over this past year
has truly meant the world."*

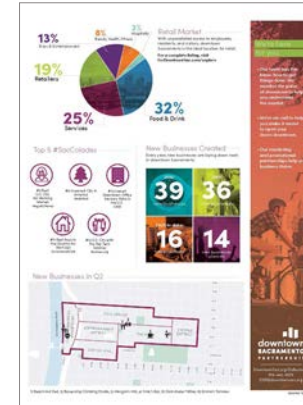
Paula Thompson
Owner, SMIC's



Downtown Partnership keeps stakeholders informed of breaking news, development plans, public policy matters, and events using traditional and earned media, special programs, and more.



Launched text alerts for business news updates



We publish quarterly market reports, special publications and produce the annual State of Downtown program to build strategic business relationships, facilitate awareness about Downtown, and expand the economic engine of our region.

421
STORIES

EARNED MEDIA



SIGN UP FOR EMAIL UPDATES AT
DOWNTOWNSAC.ORG

"A lot of people have come in since the airing of the clip and I also got online sales. Wow, what a difference this has made. Thank you for thinking of us. Most certainly appreciated."

Linnet Ndanyi Winbush
Owner, LiBush International Connection Africa



ACTIVATING DOWNTOWN

Downtown Partnership annually produces events and programming to attract visitors to support local businesses. Prior to the COVID-19 pandemic, our events were breaking attendance records and creating an active urban center.

293.1K

PASSERBYS

\$550K

RESTAURANT
SALES



154K+

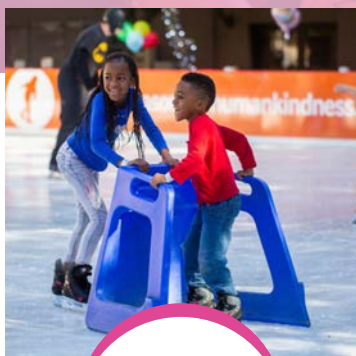
EVENT ATTENDEES



156+

EVENT DAYS

DOWNTOWN ICE RINK



44,250

SKATERS

November 2019 - January 2020

THEATRE OF LIGHTS



91,638

ATTENDEES

November - December 2019

DINE DOWNTOWN



13.8K

MEALS SOLD

January 2020

STATE OF DOWNTOWN



912

ATTENDEES

January 2020

FARMERS' MARKETS



11

WEEKS

June - September 2020

REIMAGINING DOWNTOWN

With gatherings and events prohibited during the COVID-19 pandemic, Downtown Partnership reimagined its own programming to safely keep the community emotionally connected to Downtown while providing opportunities to support venues and businesses.



\$7.5K



REIMAGINE ACTIVATION
GRANTS DISTRIBUTED

15 Reimagine Activation grants were given to businesses seeking to safely activate spaces by hiring local artists and organizations in their endeavors to increase the quality of Downtown life and experiences.

565K VIRTUAL REACH

CONCERTS IN THE PARK & YOGA LIVE

online streaming platforms

LIVE MUSIC SERIES

Invested in shaded bistro tables that provided physically distant seating options for visitors to enjoy local musicians performing while supporting nearby restaurants at Ali Youssefi Square and the Old Sacramento Waterfront.



Waterfront Park

25

LOCAL
MUSICIANS

“Downtown Partnership worked with us every step of the way to help us get dining Al Fresco set up. From assisting with permitting and helping us navigate processes with the City, to letting us use certain equipment necessary to activate the space.”

Robbie Metcalf,
Manager, Tiger

“We are always looking for ways to drive traffic to the area and the live music was a great way to do that. This was especially vital over the last year when most businesses were operating outdoors due to the pandemic.”

Scott Meier,
General Manager, Rio City Café

Ali Youssefi Square



AL FRESCO PATIOS

Assisted **32** businesses with obtaining **44.7K** square feet of extended patio space from the City of Sacramento.

SUPPORTING THE ARTS COMMUNITY

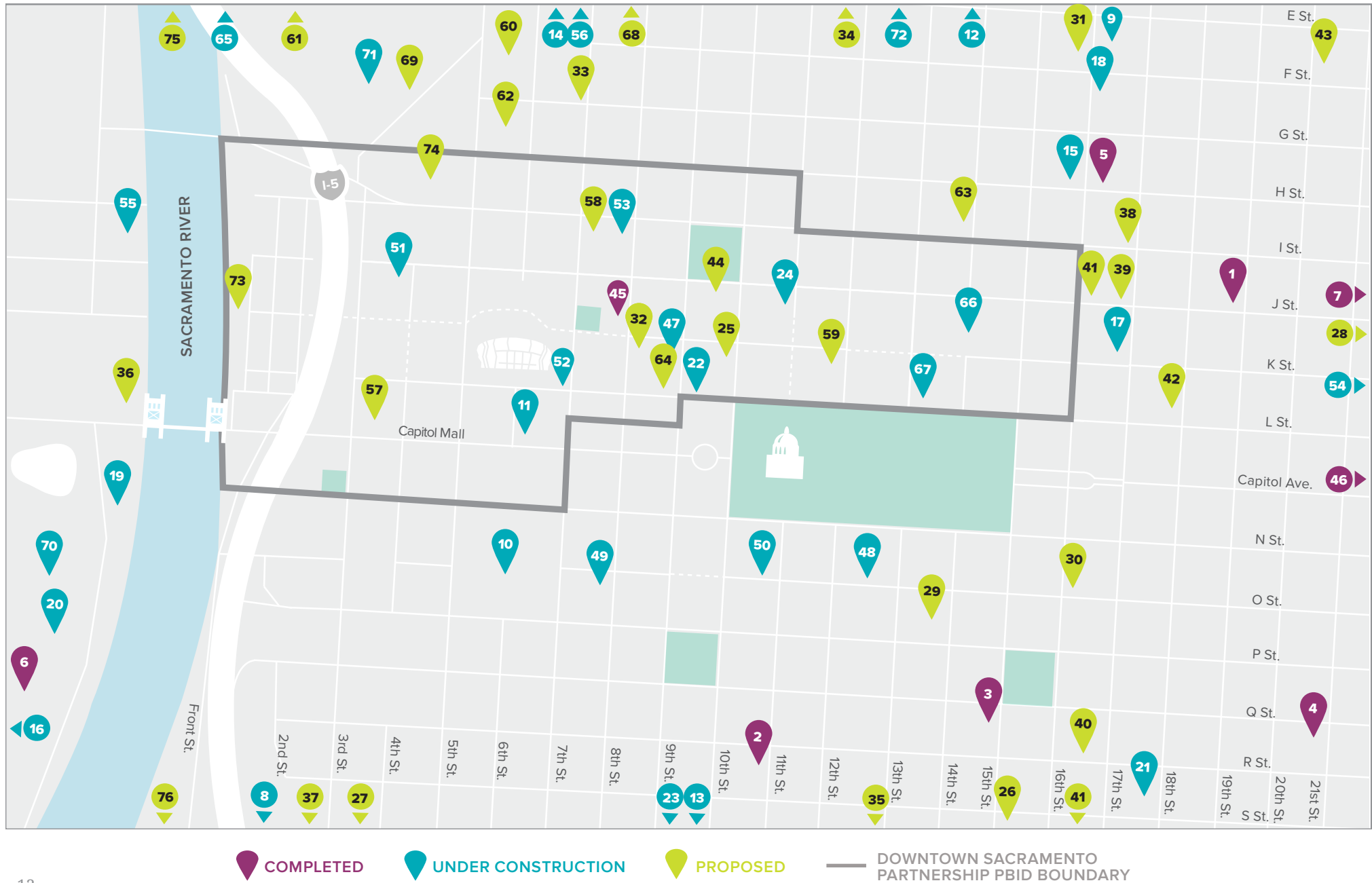
Partnered with Sacramento Black Artists Fund and other local artists to create eye-catching art to beautify Downtown, including **3** temporary murals, provided support to Wide Open Walls, curated downloadable Downtown coloring pages, and supported Chalk it Up arts festival.



DEVELOPING DOWNTOWN

Downtown Sacramento is constantly evolving. Downtown development projects totaling more than **\$3.7B** are currently underway.

For a complete list, visit DowntownSac.org/developments.



HOUSING

1) 19J - 1827 J St. Mixed-use project with 173 standard and micro units and 6,600 SF retail space.

2) The Carlaw - 1024 R St. Mixed-use project with 26 units and 16,000 SF retail space.

3) 1430 Q - 1430 Q St. Mixed-use project with 75 units and 9,000 SF retail space.

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 Foundry/R6 Homes - 998 Riverfront St. 69 units with 19 condos.

7) The Didion - 2417 J St. Mixed-use project with 12 units and 4,000 SF retail space.

8) The Mill at Broadway - 3rd–5th Sts. & Broadway. 1,000 for-sale single family units planned, more than 200 units completed.

9) The Eleanor - 501 16th St. 95 multi-family units.

10) 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.

11) The Frederic - 601 Capitol Mall. Mixed-use project with 162 units and 7,000 SF retail space.

12) Icon @ 14C - 1330 C St. 21 single family units.

13) 10U - 2030 10th St. Mixed-use project with 21 units and 3,000 SF retail space.

14) The A.J. - 703 N. 7th St. Mixed-use project with 345 mixed-income units and 5,000 SF retail space.

15) The Mansion - 700 16th St. Mixed-use project with 186 units and 3,010 SF retail space.

16) Edge - 490 Mill St. 64 multi-family units.

17) 17 Central - 1631 K St. Mixed-use project with 111 units and 1,608 SF retail space.

18) Lavender Courtyard - S.E. Corner of 16th & F Sts. LGBTQ-friendly senior housing project with 53 units.

19) West - 805 Riverfront St. Mixed-use project with 273 units and 16,000 SF retail space.

20) The Block - 965 Bridge St. Mixed-use project with 52 units and 2,200 SF retail space.

21) 1717 S Street - 1717 S St. Mixed-use project with 159 mixed-income units and 11,400 SF retail space.

22) Capitol Park Hotel - 1125 9th St. Conversion of SRO to permanent supportive housing with 134 units.

23) 9B - 9th St. & Broadway. 17 single family homes.

24) Anthem Cathedral Square - 1030 J St. Mixed-use project with 153 units and 10,890 SF retail space.

25) Sonrisa - O St. between 13th & 14th Sts. Mixed-use affordable project with 58 units and 1,300 SF retail space.

26) 10K - 930 K St. Mixed-use project with 186 units, 205 hotel rooms and 7,400 SF retail space.

27) 1500 S - 1500-1522 S St. Mixed-use project with 76 units and 13,000 SF retail space.

28) 3rd & Broadway - 401 Broadway. 59 multi-family units.

29) Yamanee - 2500 J St. Mixed-use project with 134 units and 14,000 SF retail space.

30) Courtyard - 1316 O St. 40 multi-family units.

31) East End 5/6/7 - 16th St. between N & O Sts. 150 multi-family units.

32) 16E - 16th & E Sts. 16 multi-family units.

33) 800 K/L St. - 800 K St. Mixed-use project with 150 mixed-income units and 20,000 SF retail space.

34) 700 G Street Apartments - 700 G St. 150 multi-family units.

35) 12E - 424 12th St. 21 single family units.

36) Albright Village - 1234 U St. 14 single family units.

37) River One - W. Sacramento between Ziggurat & Tower Bridge. Mixed-use project with 57 for-sale units and 193 hotel rooms.

38) 3S Apartments- 1900 3rd St. Mixed-use project with 190 units and 2,300 SF retail space.

39) Cascade - 1701 I St. Mixed-use project with 206 units and 3,050 SF retail space.

40) 17th & J Apartments - 1617 J St. Mixed-use project with 74 units and 3,700 SF retail space.

41) 1619 R Street Apartments - 1619 R St. Mixed-use project with 104 units and 4,240 SF retail space.

42) 925 16th Street Apartments - 925 16th St. Mixed-use project with 73 units and 3,120 SF retail space.

43) 1116 18th Street Apartments - 1116 18th St. Mixed-use project with 25 units and 2,825 SF retail space.

44) Cassidyne Apartments - 20th St. between E & F Sts. 50 multi-family units.

45) 918 J Lofts - 918 J St. Conversion of commercial to 10 multi-family units and 2,241 SF of retail space.

RETAIL | OFFICE | HOTEL

46) Cambria Headquarters - 731 K St. Renovation of 15,000 SF office with 7,654 SF retail.

47) Fort Sutter Hotel - 1308 28th St. 105 room Tapistry by Hilton hotel with retail.

48) 830 K Street Renovation - 830 K St. Renovation of 55,784 SF building to include facade, rooftop and tenant improvements.

49) Clifford L. Allenby Building - 1215 O St. 370,000 SF state office building.

50) State Natural Resources Building - 7th & 8th Sts. between O & P Sts. 838,000 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) The Exchange Hotel - 1006 4th St. Conversion of office into 100 room Curio Collection by Hilton hotel with 4,000 SF retail space.

53) Hyatt Centric - 1122 7th St. 170 hotel rooms and 6,546 SF retail space.

54) 730 I Renovation - 730 I St. Renovation of 70,000 SF mid-century era office building to include retail space.

55) Hyatt House Midtown - 2719 K St. Conversion of historic Eastern Star Building to 128 room hotel.

56) CalSTRS Expansion - 100 Waterfront Place. Expansion of CalSTRS headquarters with 265,000 SF office space.

57) Richards Blvd. Office Complex - 651 Bannan St. 1.25M SF state office building.

58) Sacramento County Courthouse - 6th & G Sts. 540,000 SF facility with 53 courtrooms.

59) Tower 301 - 301 Capitol Mall. Mixed-use project with 791,647 SF office space, 24,653 SF retail and 100 residential units.

60) 7+I Hotel - 7th & I Sts. 179 room AC Marriott hotel with ground-floor retail space.

61) 1130 K Street Renovation - 1130 K St. Renovation and addition of two new floors totaling 42,000 SF.

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.

63) Kaiser Permanente Medical Center - N.W. corner of The Railyards. 1.2M SF hospital and medical campus.

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.

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.

67) SAFE Credit Union Convention Center - 1400 J 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 entertainment venue.

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.

MANAGING DOWNTOWN

The Field & Maintenance Services team works seven days a week to keep Downtown's neighborhoods looking their best. In 2020, the COVID-19 pandemic proved that keeping Downtown clean and safe is **essential**. Downtown Guides transitioned to support our Maintenance teams to disinfect SacRT stations, street crossings and high touch areas to help minimize the spread of the virus. They also continued to clean and maintain the public realm, removing litter, clearing fallen debris, pressure washing sidewalks and removing graffiti.

16,900 
HOURS WORKED

 20,436
BLOCKS POWER WASHED

2,815 
PIECES OF GRAFFITI REMOVED



35,472
MERCHANT ASSISTS



1,354
ABATEMENT CALLS



1
MILLION
POUNDS
OF DEBRIS
REMOVED

21,216

MILES WALKED





"We truly appreciate your team's work on behalf of Downtown and our guests. They have assisted us on so many occasions and we are very grateful for all they do to support a clean and safe area."

Scott VandenBerg
General Manager, Hyatt Regency

"Nothing says 'We love you' like a downtown worker spraying our outside door handle with disinfectant. You guys rock."

Heidi Rojek
Owner, Capital Books



RESTORING DOWNTOWN

While the COVID-19 pandemic effectively closed all non-essential businesses, emptied office buildings and halted travel and leisure customers, Downtown learned to survive- restaurants relied on takeout, delivery and outdoor dining; retailers enhanced their online shopping options; museums and entertainment venues pivoted to virtual programming; offices encouraged remote workers to continue to support local, and Downtown Partnership developed new partnerships and programs to restore commerce.

TRACKED OPEN BUSINESSES

daily updated online listings



33

OUTDOOR SPACE HEATERS

supported free distribution

300+

distributed

FREE "OPEN" SIGNS



16.4K+

FREE PPE

distributed personal protective equipment to 95 businesses

4

VIRTUAL WORKSHOPS

for 100+ businesses & property owners

150+

distributed

FREE SAFETY SIGNS



14+

CURBSIDE PICK-UP PARKING

*Negotiated temporary
zones in front of
Downtown businesses*

CONNECTED BUSINESSES TO PRO BONO ADVERTISING OPPORTUNITIES



DOWNTOWN SACRAMENTO FOUNDATION SUPPORTED **69** BUSINESSES WITH GRANTS

Funds helped to provide safe and welcoming activities and experiences for residents, visitors, and businesses to increase the quality of Downtown life.

"We are incredibly grateful for the Downtown Sacramento Foundation and their partners for their continued guidance, and support as we navigate the launch of our startup during these uncertain times. This grant brings us one big step closer to our grand opening. We are so blessed to be a part of the Calling All Dreamers family!"

Gabriel Berzamina
Owner, Neo Escape Rooms

\$20K

4

**SUPPORTING
OUR DREAMERS
GRANTS**

Given to support the ongoing operations of previous winners of Calling All Dreamers small business retail competition with support of Kaiser Permanente & SMUD.

\$100K

26

**FORK 2 FARM
RELIEF +
RESTOCKING
GRANTS**

Given to Central City restaurants and food-related retailers to cover the expense of restocking from local small farms with support from Bank of America & Visit Sacramento.

RECOVERING DOWNTOWN

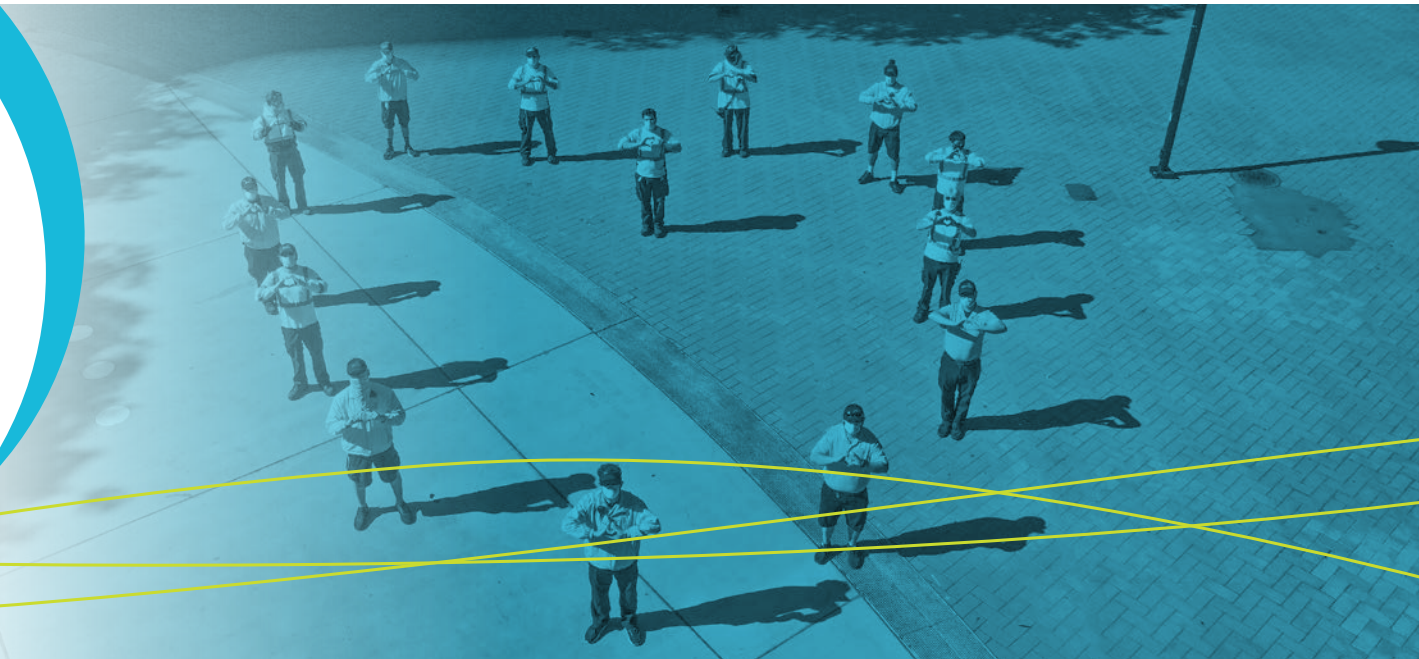
Downtown Sacramento was severely impacted by the unimaginable challenges posed by the COVID-19 pandemic and civil unrest.

DOWNTOWN PARTNERSHIP STEPPED UP IN NEW AND DIFFERENT WAYS.

- ✓ We launched an online resource hub for property managers and businesses to access information about keeping employees and customers healthy and safe, financial relief, and more.
- ✓ We created micro-grants to encourage businesses and local organizations to activate their blocks.
- ✓ We created a page on our website listing Downtown businesses operating through the pandemic, which we continue to update daily.
- ✓ We partnered with the City of Sacramento to provide infrastructure and guidance to create “Al Fresco” dining opportunities.
- ✓ We deployed personnel and grant funds to restore damaged businesses following civil unrest.
- ✓ We incentivised businesses to create new outdoor programming, murals and placemaking initiatives.
- ✓ We launched a multi-faceted marketing and advertising campaign to promote Downtown Sacramento.

“This financial assistance is going to help us afford new protective equipment to keep our employees and customers safe and market our new business. This grant gives us confidence knowing that we have so much support already.”

Cecil Rhodes II
Owner, Nash & Proper





“Thank you to the Downtown Sacramento Partnership for spearheading this Storefront Recovery Grant program, collecting donations, and managing its dispersal. I have been so impressed with the tireless efforts by the Partnership in support of small businesses. You’ve made our issues a big deal and I appreciate that.”

Sarah Swanson, O.D.
Eyes On J Optometry

STOREFRONT SECURITY GRANTS

30 grants were issued to damaged Downtown businesses to cover the cost of insurance deductibles or storefront repair.


DISTRIBUTED

\$31,962 

EIDL DECLARATION

Successfully worked with the City and County of Sacramento to apply for Economic Injury Disaster Loan (EIDL) to access SBA lending.

↓
plus received **\$16.2K+** in community donations

 hundreds volunteered for community clean-up

“We received the grant check in the mail yesterday, the Capital Agenda family and I greatly appreciate the help during these trying times. Thank you!”

Trent Sharp
Owner, Capitol Agenda

REOPENING DOWNTOWN

In response to the COVID-19 pandemic, Downtown Partnership rolled out a new, multi-phased marketing campaign, titled ***We are Downtown. Together.*** Tapping into a deep sense of pride for Downtown Sacramento, the new campaign was designed to restore consumer confidence by reinforcing the perception that Downtown is a safe place to work and visit. The campaign featured a variety of new programs from the “Keep COVID In Check” pledge to activations and displays, advertising and signage support, and more.



The ***Keep COVID in Check*** pledge was developed to highlight Downtown businesses that prioritize the health and safety of employees and customers. The visual cue and supporting materials were distributed to 300+ businesses to help them to communicate their commitment to keeping Downtown healthy and safe.



We launched a new online COVID-19 business resource hub, updated daily, to support access to financial resources, state and local guidelines and creative tips to support marketing and e-commerce.

*“As always, thanks
for keeping us updated
with your emails.”*

Melinda Cassity
Director, Harvego Enterprises, LLC

PAID CAMPAIGN

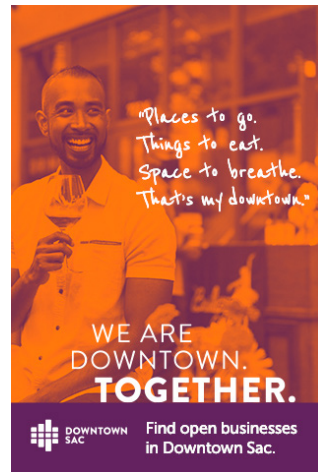
The ***We are Downtown. Together.*** campaign was featured in a variety of new programs, activations and displays, designed to drive activations throughout the district, advertising and signage support.



5.1M TOTAL IMPRESSIONS

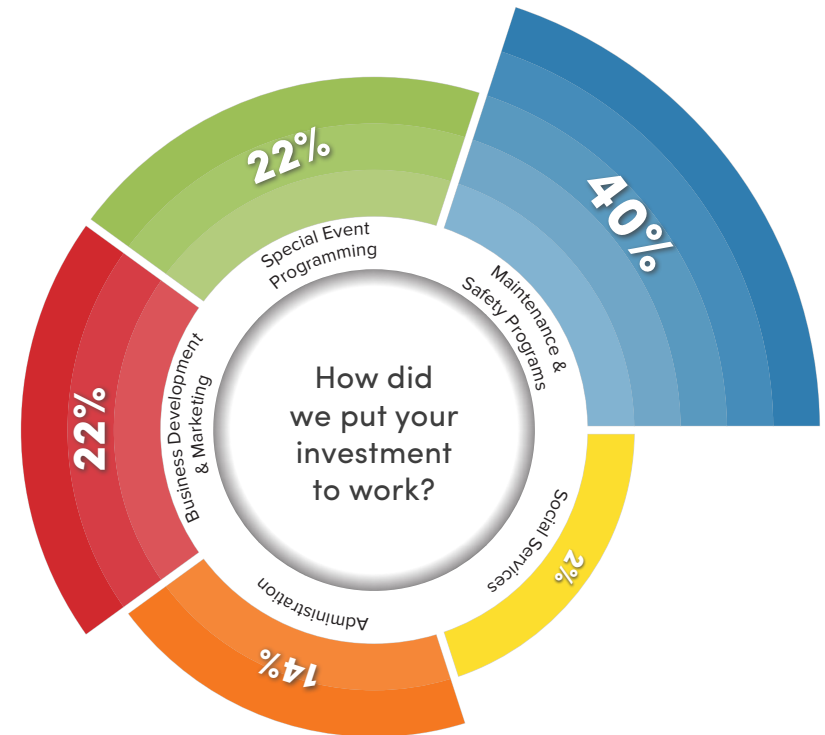
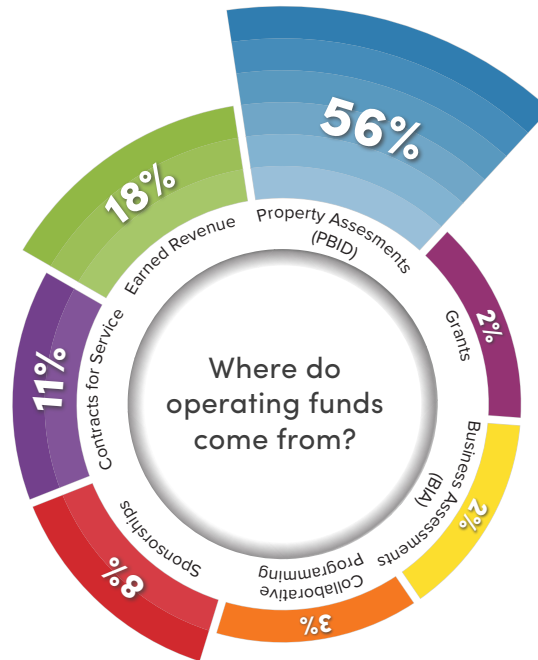
373 STREAMING AUDIO ADS

248 RADIO & TV PROMOS



FINANCING DOWNTOWN

Downtown Sacramento Partnership manages a budget of \$6.1 million and receives the majority of its operating budget from property assessments.



ASSETS

CURRENT ASSETS

Cash and Equivalents	\$2,036,568
Accounts Receivables	\$361,314
Related Party Receivables	\$8,664
Prepaid Expenses	\$188,045
Other Current Assets	\$278,331
Total Current Assets	\$2,872,922
Property and Equipment, Net	\$402,994
Other Assets	\$2,500
Total Assets	\$3,278,416

CURRENT LIABILITIES

Accounts Payable	\$277,976
Accrued Expenses	\$574,412
Other Liabilities	\$27,561
Deferred Revenue	\$191,754
Capital Leases	\$3,914
Total Liabilities	\$1,075,617

NET ASSETS

Unrestricted	\$1,070,688
Restricted	\$346,152
Temporarily Restricted	\$708,971
Total Net Assets	\$2,125,811
Total Liabilities & Net Assets	\$3,278,416

PHOTO CREDITS

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DOWNTOWN SACRAMENTO PARTNERSHIP



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