

WELCOME DOWNTOWN.

2017 was a transformative year for downtown Sacramento that was, in many ways, two decades in the making.



The heart of downtown has awoken and is quickly becoming an economic and entertainment hub for Northern California. In just one year, Golden 1 Center rapidly changed the landscape of downtown Sacramento. This is now a place where people are surrounded by the walkable amenities and unique experiences that employees, residents and visitors crave.

Interest in downtown investment opportunities has grown significantly, with today's downtown properties accounting for nearly half of the city's property and hotel tax revenue. Downtown also continues to employ a growing share of the region's workforce, boasting a stable office market with shrinking vacancy rates.

Interesting and engaging spaces are bringing employees out of their offices and into the streets. New retail and restaurant offerings are making national headlines, and Sacramento continues to top "best of" lists across the country, adding **35** new *Saccolades* to the growing list. Our events attracted record-breaking attendance, and we initiated a purposeful and strategic approach to placemaking with support of public art and lighting improvements.

Managing an active urban space can be both rewarding and challenging. In 2017, we continued to focus our efforts on keeping downtown safe and clean with Downtown Guides assisting more than **82,000** employees, residents, visitors and businesses. We connected **1,032** individuals experiencing homelessness with community service programs and placed **74** into permanent housing.

Downtown Partnership is constantly looking for new ways to build value downtown, from supporting investment and business recruitment to developing new marketing initiatives, activating public spaces and improving the environment. We invite you to partner with us in 2018.

Michael T. Ault
EXECUTIVE DIRECTOR

#SACCOLADES

CALIFORNIA'S NEWEST REAL ESTATE HOT SPOT

– Wall Street Journal



CALIFORNIA'S FASTEST-GROWING BIG CITY

– Forbes



#1 | GAME-CHANGING PLACE TO LIVE

– Sunset Magazine



#2 | METRO FOR BAY AREA RESIDENT INFLOW

– Redfin



#5 | BEST U.S. CITY FOR JOB-SEEKERS

– Indeed



#9 | NATIONWIDE FOR MILLENNIAL POPULATION GROWTH

– CBRE



#15 | BEST FOODIE CITY IN AMERICA

– Wallethub

POSITIONING DOWNTOWN

In 2017, Downtown Sacramento Partnership focused education and advocacy efforts on stimulating downtown's commercial, cultural and civic activities to grow Sacramento's economy and quality of life.

ENHANCED MOBILITY

- Secured passage of the Downtown Riverfront Streetcar Community Facilities District.
- Supported the launch of 3 downtown bike share stations.

RETAIL RECRUITMENT

- Influenced new developments to focus on residential-serving retail recruitment.
- Our Calling All Dreamers competition opened 6 new businesses, adding 6,500 sq. ft. of retail space and 26 full- and part-time jobs.

STRATEGIC DEVELOPMENT

- Advocated for improvements to the Front Street Embarcadero renovation project.
- Convened local and state agencies to work together to develop the riverfront.

ECONOMIC AMENITIES

- Provided business-centric perspective in Sacramento Convention Center Complex expansion efforts.
- Advocated for approval of the Marshall/Hyatt Centric Hotel.

RESIDENTIAL GROWTH

- Supported a streamlined development process at local and state levels.
- Advocated for approval of 800 K/L, Bel-Vue Apartments and 19J projects.

ENVIRONMENTAL IMPROVEMENTS

- Advocated for a housing first approach that included reallocation of housing vouchers to the homeless and supported whole person care.
- Improved public safety, nighttime security and public spaces.

MANAGING THE PUBLIC ENVIRONMENT

The Public Space Services team works seven days a week to make downtown neighborhoods some of the cleanest and safest in the region.

MAINTENANCE SERVICES



DOWNTOWN GUIDES



DOWNTOWN COMMUNITY PROSECUTOR PROGRAM

44 individuals placed in drug, alcohol and/or mental health treatment programs in lieu of jail.

DOWNTOWN

THRIVING DOWNTOWN

A hotbed for business activity and an attraction for residents and visitors, downtown Sacramento is fueling the region's growing success.

EMPLOYERS CHOOSING DOWNTOWN

S&W Seed Co.	106 K Street
Tri Counties Bank	801 K Street
Rhombus Systems	660 J Street
Clayco	520 Capitol Mall
Marquee Media	555 Capitol Mall

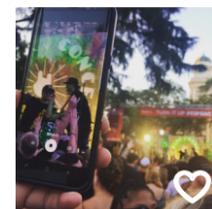
17M sq. ft. OFFICE SPACE
8.3% TOTAL VACANCY
 8-year low

15% average increase in foot traffic downtown



285K+ social media followers across

16 channels



26% ↑
 @DOWNTOWNSAC channels

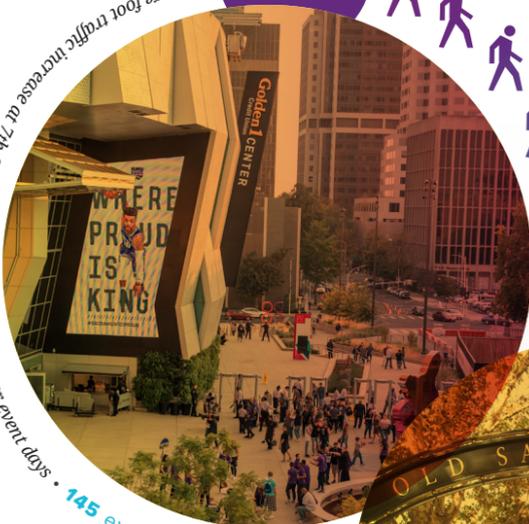


20% ↑
 @OLDSACRAMENTO channels

RETAILERS CHOOSING DOWNTOWN

25 new businesses opened	16 directly recruited/assisted
145.3K sq. ft. available retail space	6.4% retail vacancy

average foot traffic increase at 7th & K streets on Golden 1 Center event days • **145** events in 2017



BUSIEST LOCATION
10th & K streets

BUSIEST DAY
Saturday



DowntownSac.org
 GoDowntownSac.com
 OldSacramento.com

1.8M
 total page views

5
 eNewsletters



30%
 subscriber growth

SECURED COVERAGE IN

483

media segments or stories



RECORD-BREAKING ATTENDANCE
 CONCERTS IN THE PARK

76,477 +16%

+100

PROVIDED EVENTS SUPPORT

INVESTORS CHOOSING DOWNTOWN

Sacramento Valley Station Renovation



\$36.5M project cost | 68K sq. ft.

Kimpton Sawyer Hotel Opening



\$190.3M project cost | 381K sq. ft.

Front Street Embarcadero Renovation



\$7.7M project cost | 71K sq. ft.

SOLD

730 I Street
 \$6 million
 72,000 sq. ft.

SOLD

910 2nd Street
 \$13 million
 10,666 sq. ft.

SOLD

980 9th Street
 \$97.5 million
 463,556 sq. ft.

SOLD

1303 J Street
 \$15 million
 72,649 sq. ft.

SOLD

925 L Street
 \$45.5 million
 170,000 sq. ft.

OUR EVENTS

210
 DAYS

470K
 ATTENDEES

241
 LOCAL VENDORS & ARTISTS

185+
 VOLUNTEERS

77
 SEASONAL EMPLOYEES

DOWNTOWN LIVING

235 UNITS COMPLETED **1,662** UNDER CONSTRUCTION **17,627** UNITS PLANNED

STATE OF DOWNTOWN



DINE DOWNTOWN



MARDI GROWL



ST. PATRICK'S DAY PARADE



DOWNTOWN FARMERS' MARKETS



GOLD RUSH DAYS



LIVE AT 5



DOWNTOWN SACRAMENTO ICE RINK



THEATRE OF LIGHTS



BUILDING VALUE

FINANCING DOWNTOWN

Downtown Sacramento Partnership manages a budget of \$5.8 million and receives the majority of its operating budget from property assessments.

52% Property Assessments (PBID)

15% Contracts for Service

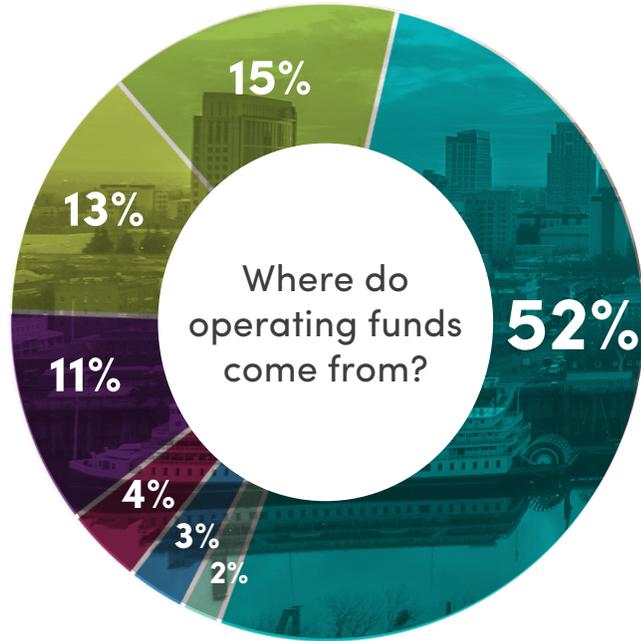
13% Sponsorships

11% Earned Revenue

4% Collaborative Programming

3% Business Assessments (BIA)

2% Grants



23% Safety Programs

23% Special Event Programming

20% Business Development & Marketing

19% Maintenance Programs

13% Administration

2% Social Services

BOARD OF DIRECTORS

2017 DOWNTOWN PARTNERSHIP OFFICERS

CHAIR

David S. Taylor, *David S. Taylor Interests, Inc.*

VICE CHAIR

Bob Cook, *Cook Endeavors*

SECRETARY

Randy Koss, *Sacramento Kings*

TREASURER

Ali Youssefi, *CFY Development*

OFFICER

Denton Kelley, *LDK Ventures, LLC*

OFFICER

Janie Desmond-Ison, *Steamers*

OFFICER

Howard Chan, *City of Sacramento*

EXECUTIVE DIRECTOR

Michael T. Ault, *Downtown Sacramento Partnership*



STAFF



AT LARGE DIRECTORS

Douglas Aguiar, *Golden 1 Credit Union*

Kipp Blewett, *Rubicon Partners*

Dave Brennan, *CBRE*

Nico Coulouras, *Hines*

Chris Delfino, *Delfino Madden O'Malley Coyle & Koewler LLP*

LaShelle Dozier, *Sacramento Housing & Redevelopment Agency*

Robert Drabkin, *CIM Group*

Capt. Justin Eklund, *Sacramento Police Department*

Paul Faries, *JMA Ventures*

Kevin Fat, *Fat Family Restaurants*

Jason Goff, *CBRE*

Lyman Gray, *California State Parks*

Councilmember Steve Hansen, *City of Sacramento*

Lloyd Harvego, *Harvego Enterprises*

Michael Heller, *Heller Pacific Inc.*

John H. Hodgson, *The Hodgson Company*

Daniel Kim, *State of California*

Jessica Kriegel, *Oracle Corporation*

Richard Lewis, *California Musical Theatre*

Henry Li, *Sacramento Regional Transit*

Dorla Licausi, *Macy's*

Frankie McDermott, *SMUD*

Moe Mohanna, *Western Management*

Wendy Saunders, *CADA*

Supervisor Phil Serna, *County of Sacramento*

Sandy Sharon, *Kaiser Permanente*

Mayor Darrell Steinberg, *City of Sacramento*

Peter Tateishi, *Sacramento Metro Chamber*

Michael Testa, *Visit Sacramento*

Angelo G. Tsakopoulos, *Tsakopoulos Investments*

Stan Van Vleck, *Downey Brand*

Scott VandenBerg, *Hyatt Regency*

ASSETS

CURRENT ASSETS

Cash and Equivalents	\$924,256
Accounts Receivables	\$494,137
Related Party Receivables	\$34,546
Prepaid Expenses	\$127,474
Deposits	-
Other Current Assets	\$179,016
Total Current Assets	\$1,759,429
Property and Equipment, Net	\$403,105
Other Assets	\$2,500
Total Assets	\$2,165,034

CURRENT LIABILITIES

Accounts Payable	\$234,437
Accrued Expenses	\$445,530
Other Liabilities	\$22,461
Deferred Revenue	\$62,159
Capital Leases	\$56,558
Total Liabilities	\$821,145

NET ASSETS

Unrestricted	\$1,026,046
Restricted	\$317,843
Total Net Assets	\$1,343,889
Total Liabilities & Net Assets	\$2,165,034

Audited financial statement, Brown, Fink, Boyce & Astle, LLP, 2016.



Printed January 2018. 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, Axiometrics, Motionloft, reports by the media and information collected directly from organizations, where available. Visit DowntownSac.org for more publications from Downtown Sacramento Partnership.

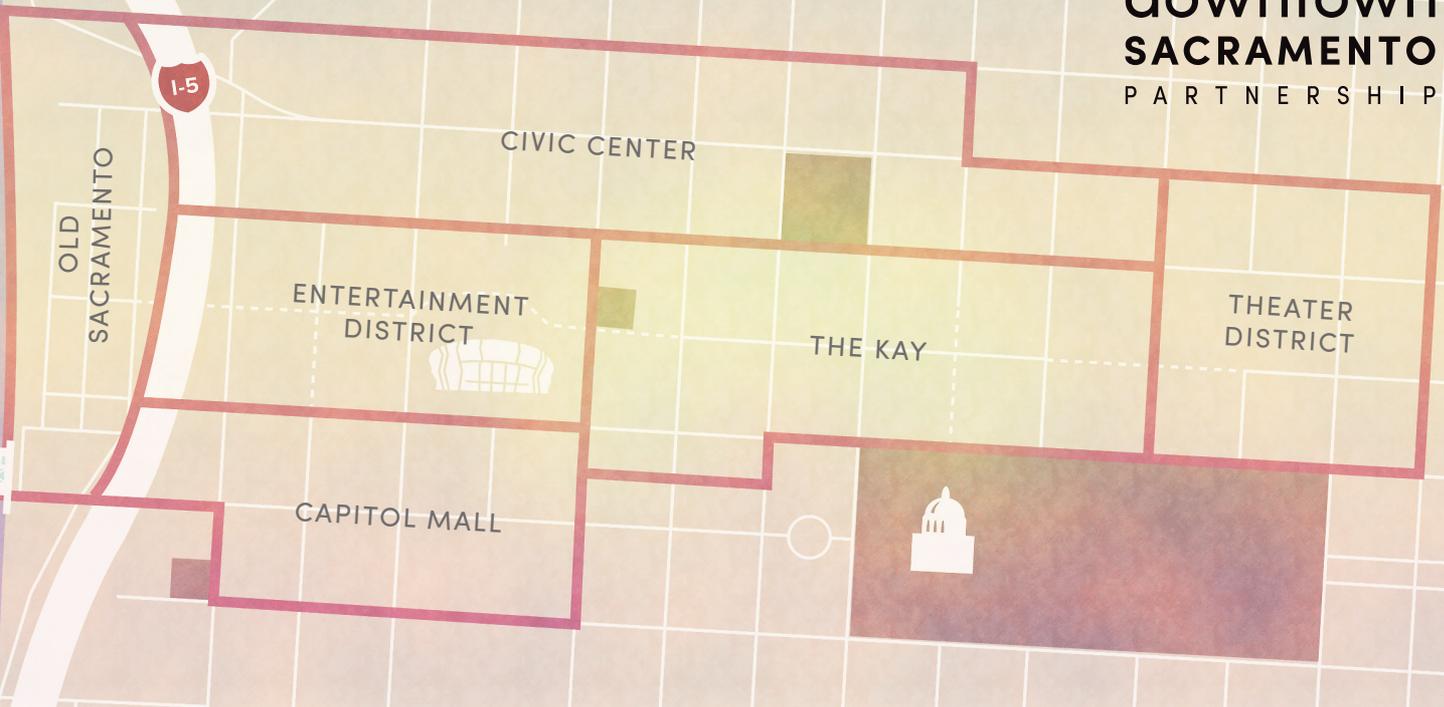
ASLA California Sierra Chapter
Diner en Blanc
Elizabeth D Photography
Golden 1 Center
Katie Almazan
Ken Raif Ate 6 Media

PHOTO CREDITS

Sacramento Kings
Sarah Maren Photographers
Tim Collom
Tour de Drone
Two Twenty Photos
Vicky Thompson



downtown SACRAMENTO PARTNERSHIP



Downtown Sacramento Partnership is a property-based improvement district (PBID) dedicated to building value in Sacramento's urban core. Downtown Partnership promotes public/private partnerships to diversify the local economy and enhance the downtown experience.

 **197**
PROPERTY OWNERS

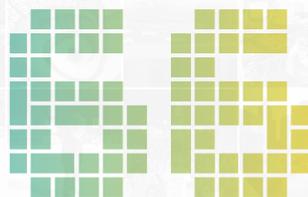
 **491**
PARCELS

 **406**
BUSINESSES

 **99K**
EMPLOYEES

 **21K**
RESIDENTS

7.1M
SQ. FT. OF LAND



BLOCKS

24.8M
SQ. FT. OF BUILDING SPACE

 **2.6K**
HOTEL ROOMS

 **12**
MUSEUMS

 **7** acres of
URBAN PARKS

 **24** BUS
STOPS

 **8** LIGHT RAIL
STATIONS

 **3** BIKE SHARE
STATIONS

DEVELOPING DOWNTOWN



DOWNTOWN SACRAMENTO PARTNERSHIP

DowntownSac.org/Developments

Publication Date January 2018

DOWNTOWN SACRAMENTO DEVELOPMENT MAP

HOUSING

- 1) The Moderns at Eames Walk** - 974 Riverfront St. Residential development with 21 for-sale homes.
- 2) The Residences at The Sawyer** - 500 J St. 45 for-sale condominiums located above the Kimpton Sawyer Hotel.
- 3) The Creamery** - 1013 D St. Residential development with 122 for-sale homes.
- 4) The Mill at Broadway** - 3rd-5th Sts. & Broadway. Residential development with 1,000 single family units planned and 115 completed.
- 5) 700 Block of K Street** - 700 K St. 250,000 sq. ft. Mixed-use project with 137 market-rate and affordable residential units and 72,000 sq. ft. commercial space.
- 6) Ice Blocks** - R St., between 16th & 18th Sts. 200,000 sq. ft. Mixed-use project with 142 residential units, 60,000 sq. ft. commercial space and 110,000 sq. ft. office space.
- 7) Q19** - 19th & Q Sts. Mixed-use project with 68 residential units and 2,000 sq. ft. commercial space.
- 8) 20 PQR** - 20th St., between P & R Sts. Residential development with 32 single family units.
- 9) California Brownstones** - 1700 Q St. Residential development with 12 single family units.
- 10) 19J** - 19th & J Sts. Mixed-use project with 173 standard and micro residential units and 6,600 sq. ft. commercial space.
- 11) New Helvetia Apartments** - 1024 R St. Mixed-use project with 26 residential units and 16,000 sq. ft. commercial space.
- 12) 15Q** - 1430 Q St. Mixed-use project with 75 residential units and 9,000 sq. ft. commercial space.
- 13) Lavender Courtyard** - 16th & F Sts. Residential development with 53 senior LGBT-friendly units.
- 14) Bel-Vue Apartments** - 809 L St. 29,000 sq. ft. project with 22 affordable residential units. Will be part of the 800 K/L St. mixed-use project.
- 15) 800 K/L St.** - 800 K St. 280,000 sq. ft. mixed-use project with 148 residential units and 20,000 sq. ft. of retail/commercial space.
- 16) Sacramento Commons** - 5th-7th Sts., between N & P Sts. Mixed-use project with 1,470 residential units, 300 hotel rooms and 74,000 sq. ft. retail space.
- 17) Mid-Fifteen** - 1500-1522 S St. 80,000 sq. ft. mixed-use project with 76 residential units and 13,000 sq. ft. commercial space.
- 18) Yamanee** - 2500 J St. Mixed-use project with 134 residential units and 14,000 sq. ft. commercial space.



◆ COMPLETED
 ◆ UNDER CONSTRUCTION
 ◆ PROPOSED
 STREETCAR
 PBID BOUNDARY

RETAIL | OFFICE

- 29) Kimpton Sawyer Hotel** - 500 J St. 380,730 sq. ft., 16-story mixed-use tower with 250 hotel rooms.
- 30) Downtown Commons (DOCO)** - 660 J St. 1,000,000 sq. ft. mixed-use project with 630,000 sq. ft. retail space and 250,000 sq. ft. of office space.
- 31) Market 5-ONE-5** - 915 R St. 11,200 sq. ft. New urban grocery market owned by Raley's expected to open 2018.
- 32) Kaiser Permanente Downtown Commons Medical Center** - 501 J St. 200,000 sq. ft. corporate center and outpatient clinic expected to open June 2018.
- 33) Marshall Hotel/Hyatt Centric** - 1122 7th St. 103,979 sq. ft. hotel mixed-use project with 170 hotel rooms and 6,546 sq. ft. of retail space.
- 34) CADA R Street Garage** - R St. between 8th & 9th Sts. 800 parking space garage with 12,000 sq. ft. of ground-floor retail.
- 35) Kaiser Permanente Medical Center** - Northwest Corner of the Railyards Site. 1,200,000 sq. ft. hospital and medical facility.
- 36) O Street Office Building** - 1215 O St. 360,000 sq. ft. new state office building.
- 37) P Street Office Building** - 7th & 8th Sts. between O & P Sts. 838,000 sq. ft. new state office building.
- 38) Vanir Tower** - 601 J St. 661,000 sq. ft. office/retail project.
- 39) 301 Cap Mall** - 301 Capitol Mall. 715,780 sq. ft. mixed-use project with 605,000 sq. ft. office space and 100 residential units.

- 19) 21st & U** - 2115 21st St. 21,426 sq. ft. mixed-use project with 15 residential units and 5,300 sq. ft. commercial space.
- 20) 1717 S Street** - 1717 S St. 236,400 square-foot, 6-story, mixed-use building with 159 residential units and 11,400 sq. ft. retail/commercial space.
- 21) CADA Site 21** - 14th & N Sts. Residential development with 86 for sale units and 1,600 sq. ft. retail space.
- 22) The Press** - 21st & Q Sts. Mixed-use project with 253 residential units and 7,000 sq. ft. of commercial space.
- 23) Mansion Inn** - 16th & H Sts. 156,481 sq. ft. boutique hotel with 110 hotel rooms and adjacent 95 unit residential project.
- 24) Aura** - 601 Capitol Mall. 600,000 sq. ft. mixed-use project with 283 residential units and 11,500 sq. ft. commercial space.
- 25) Railyards Mixed-Use** - 7th & Railyard Blvd. 406,382 sq. ft. mixed-use development with 277 residential units.
- 26) 2025 L Street Mixed-Use** - 2025 L St. Mixed-use development with 141 residential units and 41,000 sq. ft. of commercial space.
- 27) Q Art Lofts** - 1208-1220 Q St. Residential development with 51 units.
- 28) Delta Lane** - 840-850 Delta Lane. Residential development with 256 units.

ARTS & CULTURE

- 40) Golden 1 Center** - 500 David J Stern Walk. 2,279,000 sq. ft. indoor, multi-use arena.
- 41) Sofia Tsakopoulos Center for the Arts** - 27th & Capitol Ave. 45,000 sq. ft. theater with 615 seats.
- 42) MLS Stadium** - Railyards, east of 7th St. 375,000 sq. ft. outdoor, multi-use soccer stadium with seating for approximately 22,000.
- 43) Powerhouse Science Center** - Jibboom St. 43,000 sq. ft. science, space, and technology museum in the rehabilitated PG&E power station near Old Sacramento.
- 44) Museum of Railroad Technology** - Railyards. 100,000 sq. ft. museum focused on railroad engineering and technology.
- 45) Memorial Auditorium** - 1515 J St. Modernization of the existing 149,000 sq. ft. auditorium is scheduled to begin April 2018.
- 46) Community Center Theater** - 1301 L St. Transformation of 66,758 sq. ft. performance center is scheduled to begin 2019.
- 47) Sacramento Convention Center** - 1400 J St. Expansion of the 140,000 sq. ft. existing convention center will include more exhibit space, meeting rooms and new amenities.

STREETSCAPE & CIRCULATION

- 48) Sacramento Valley Station** - 4th & I Sts. 68,000 sq. ft. train station restoration project with 25,000 sq. ft. mixed-use leasable space.
- 49) Embarcadero Project** - Front Street. Replacement of 70,635 sq. ft. wooden boardwalk with stamped concrete.
- 50) I Street Bridge Replacement** Replacement of I Street Bridge with modern infrastructure to connect West Sacramento and downtown Sacramento.

Downtown Riverfront Streetcar
 An urban circulator connecting people in West Sacramento, Downtown and Midtown. Construction is expected to begin 2018.

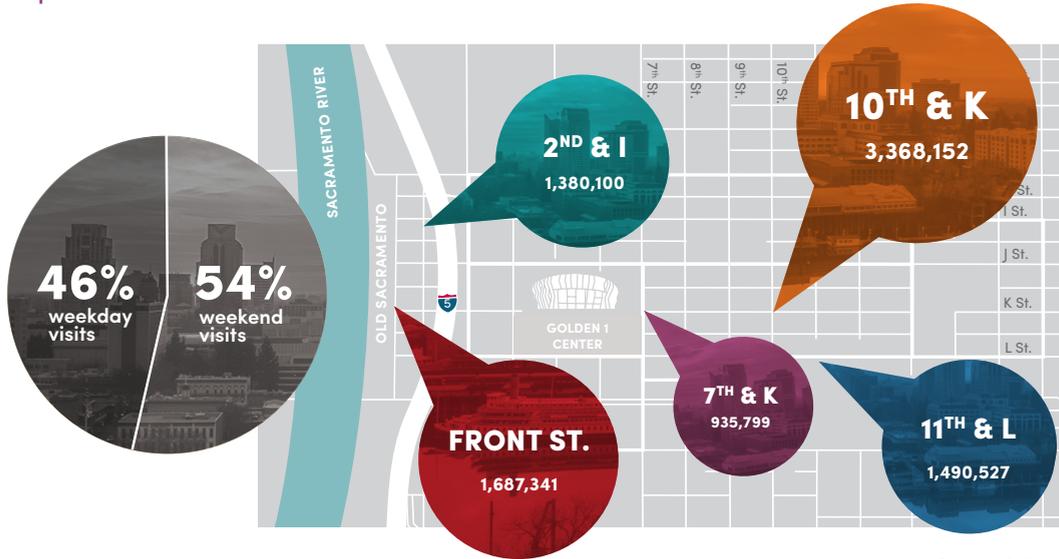
LARGE-SCALE PROJECTS

- 51) The Bridge District** - West Sacramento. 188-acre mixed-use project with 4,000 residential units and 5,000,000 sq. ft. commercial space.
- 52) Railyards** - 5th & I Sts. 244-acre mixed-use project with up to 6,000 residential units, 1,000 hotel rooms, 1,000,000 sq. ft. retail space and 5,000,000 sq. ft. office space.
- 53) Township 9** - Richards Blvd., 5th-7th Sts. 2,800,000 sq. ft., mixed-use project with 2,900 residential units, 840,000 sq. ft. office space and 146,194 sq. ft. retail space.

MOVING DOWNTOWN

By day, downtown is the region's largest employment center with amenities rivaling any corporate campus. By night, it's a vibrant entertainment district.

Top 5 Busiest Pedestrian Locations in 2017



DOWNTOWN DEMOGRAPHICS

1-MILE 21,153 | 3-MILE 140,483
Current Population



1-MILE \$58,228 | 3-MILE \$74,146
Average Household Income



1-MILE 40 | 3-MILE 38
Average Age



1-MILE 11,654 | 3-MILE 62,528
Households



1-MILE 5,766 | 3-MILE 34,836
Bachelor's Degree or Higher

Source: CoStar

Living Downtown

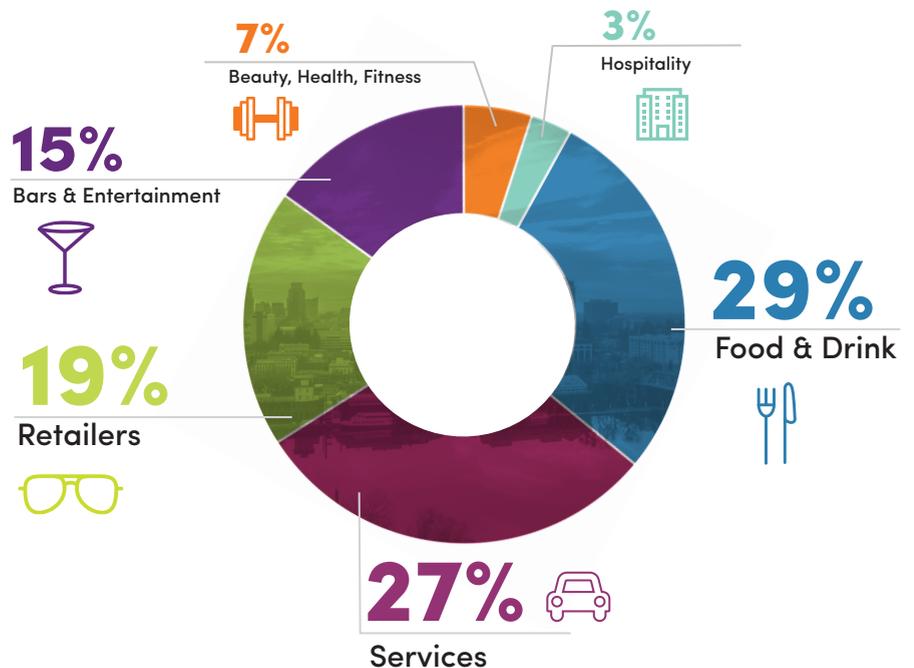
Downtown is quickly becoming the most desirable neighborhood in Sacramento.



Source: Axiometrics

Retail Market

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



Working Downtown

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



Source: CoStar

Downtown Office Market

	Total Office Space	Class A	Class B	Class C
Office Inventory (sq. ft.)	17,055,017	8,335,576	4,589,071	4,160,370
Vacancy Rate	8.3%	6.9%	11.5%	7.0%
Rental Rate per (sq. ft.)	\$2.5	\$2.90	\$2.11	\$1.71

Source: CoStar