

DOWNTOWN SACRAMENTO

916-442-8575 • DowntownSac.org
DSP@downtownsac.org

Downtown Thriving QUARTER TWO 2024

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.

THE RESIDENTS OF DOWNTOWN

People often choose Sacramento for its great quality of life, low cost of living, and diversity.

DOWNTOWN DEMOGRAPHICS BY DISTANCE		
	ONE MILE RADIUS	TWO MILE RADIUS
POPULATION	24,935	64,709
AVERAGE AGE	40	39
HOUSEHOLDS	12,050	30,364

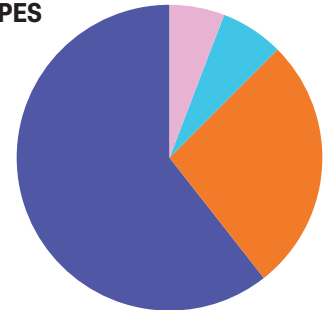
HOUSEHOLD TYPES

60%

One-Person
Households

- ONE-PERSON
- TWO-PERSON
- THREE-PERSON
- FOUR-PERSON+

Source: Placer.AI



92%
Residential
Occupancy

\$1,751
Average Rent
per Unit

The Downtown Housing Initiative aims to add 10,000 units to the downtown core by 2025 to meet the demand for living downtown.

Source: CoStar Properties

THE VISITORS TO DOWNTOWN

Downtown offers visitors an unparalleled experience with innovation, culture, and entertainment.

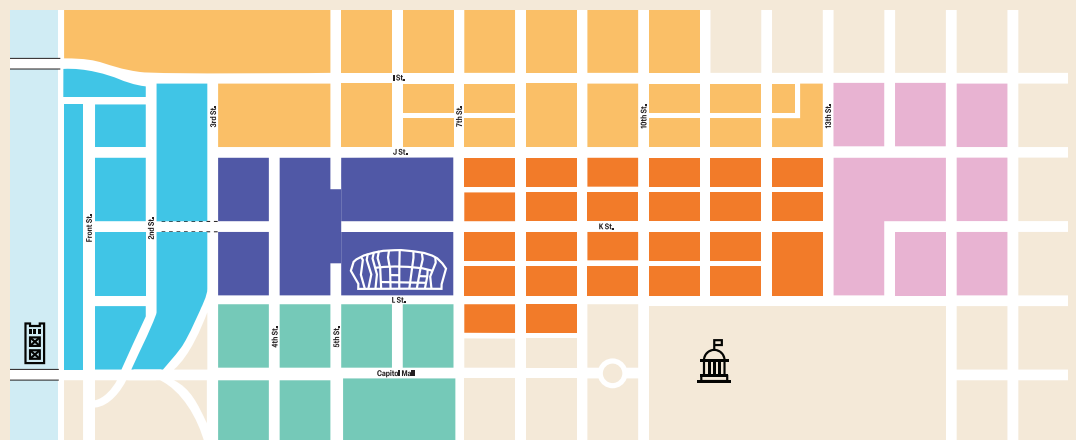


77%
Hotel
Occupancy
Source: City of
Sacramento

22¢
Generated
per Visitor
Source: Placer.AI

87%
of 2019
Pedestrian
Numbers
Recovered

TOTAL VISITORS TO DOWNTOWN IN QUARTER TWO BY DISTRICT



1.8M

ENTERTAINMENT
DISTRICT

1.6M

THE KAY

1.1M

OLD SACRAMENTO
WATERFRONT

1.0M

CIVIC CENTER

780K

THEATER
DISTRICT

578K

CAPITOL MALL
Source: Placer.AI



THE EMPLOYEES OF DOWNTOWN

With more than one-third of the region's Class A office space, downtown is the premier corporate campus. In downtown, you're in the center of it all.

4.9K
Employers

Source: CoStar Properties & PlacerAI

12K
Employees
Every
Weekday

DOWNTOWN OFFICE MARKET BY SUBDISTRICT					Source: CoStar Properties
	ALL DOWNTOWN	CAPITOL MALL	CIVIC CENTER	THE KAY	
VACANCY RATE	23.4%	11.8%	20.0%	34.8%	
RENTAL RATE PER SQ. FT.	\$3.17	\$3.41	\$3.04	\$3.09	
SQ. FT. OFFICE INVENTORY	7,084,397	2,397,784	954,278	2,427,687	

66%
of Workers
Travel <10mi.
to Work

\$86K
Average
Household
Income

THE RETAIL MARKET DOWNTOWN

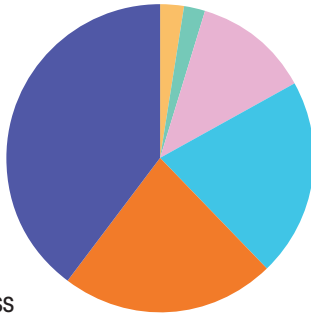
With unparalleled access to employees, residents, and visitors, downtown Sacramento is the ideal location for retail.

RETAIL BUSINESS MAKEUP

39%

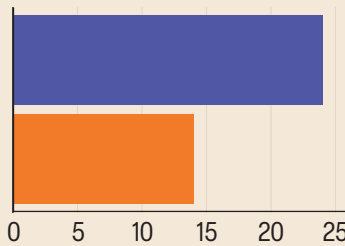
Food & Beverage

- FOOD & BEV
- SERVICES
- SHOPPING
- ENTERTAINMENT
- HOTEL
- HEALTH & WELLNESS



BRICK & MORTAR BUSINESS ACTIVITY IN 2024

OPENINGS CLOSURES

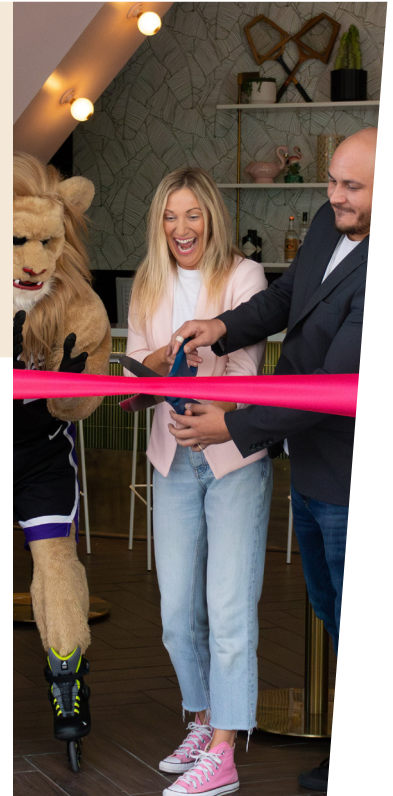
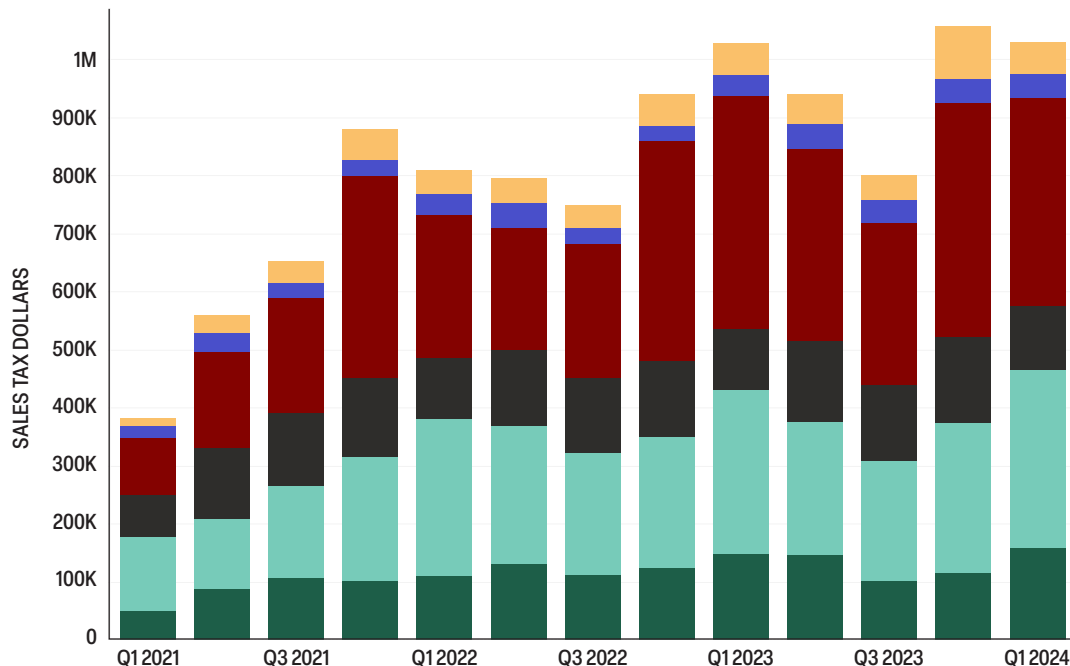


24
Retail
Businesses
Opened
in 2024

SALES TAX DOLLARS BY DISTRICT

- CAPITOL MALL
- CIVIC CENTER
- ENTERTAINMENT DISTRICT
- OLD SAC. WATERFRONT
- THE KAY
- THEATER DISTRICT

6% Sales Tax Growth
From Q1 2022
Source: City of Sacramento



WE'RE HERE FOR YOU.

We monitor the pulse of downtown to help you understand the market.

CONTACT US

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

Downtown Sacramento Market Report

QUARTER TWO 2024

OCCUPANCY RATES BY MARKET

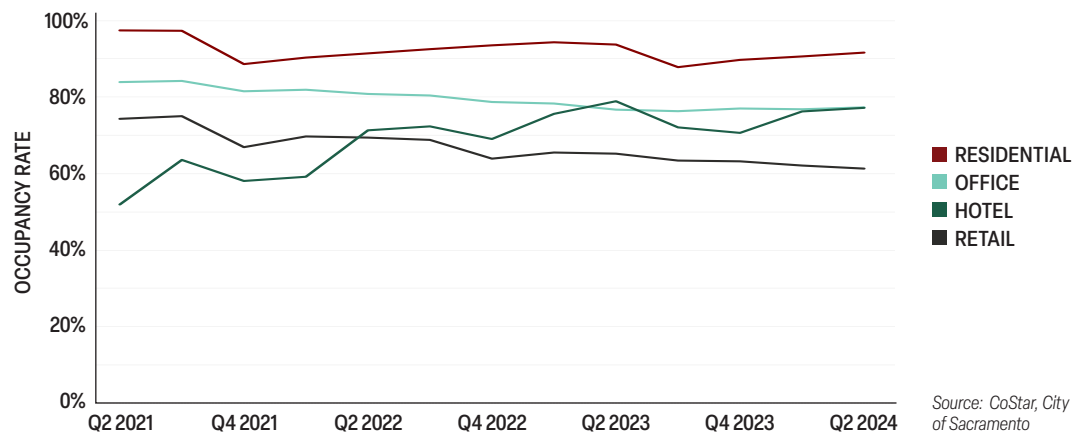
OFFICE	Q2 2021	Q2 2022	Q2 2023	Q2 2024
VACANCY RATE	16%	19.1%	23.2%	22.6%
OFFICE BASE RENT	\$3.14	\$3.18	\$3.20	\$3.21
LEASING ACTIVITY SQ. FT. TOTAL	90,076	72,223	44,526	77,472
NET ABSORPTION SQ. FT. TOTAL	5,915	-76,427	-113,129	37,429

RETAIL	Q2 2021	Q2 2022	Q2 2023	Q2 2024
OCCUPANCY RATE	74.4%	69.5%	65.3%	61.4%
RETAIL BASE RENT	\$3.10	\$3.18	\$3.08	\$3.00
OCCUPIED SQ. FT.	1,779,848	1,661,757	1,531,174	1,470,260

RESIDENTIAL	Q2 2021	Q2 2022	Q2 2023	Q2 2024
OCCUPANCY RATE	87.9%	89.8	90.7%	91.7%
AVERAGE RENT PER SQ. FT.	\$2.61	\$2.69	\$2.69	\$2.72
AVERAGE RENT PER UNIT	\$1,683	\$1,734	\$1,731	\$1,751
TOTAL INVENTORY UNITS	1,979	1,979	2,027	2,027

HOTEL	Q2 2021	Q2 2022	Q2 2023	Q2 2024
OCCUPANCY RATE	52%	71.4%	79%	77.3%
REVPAR	\$78.86	\$134.99	\$169.44	\$169.74

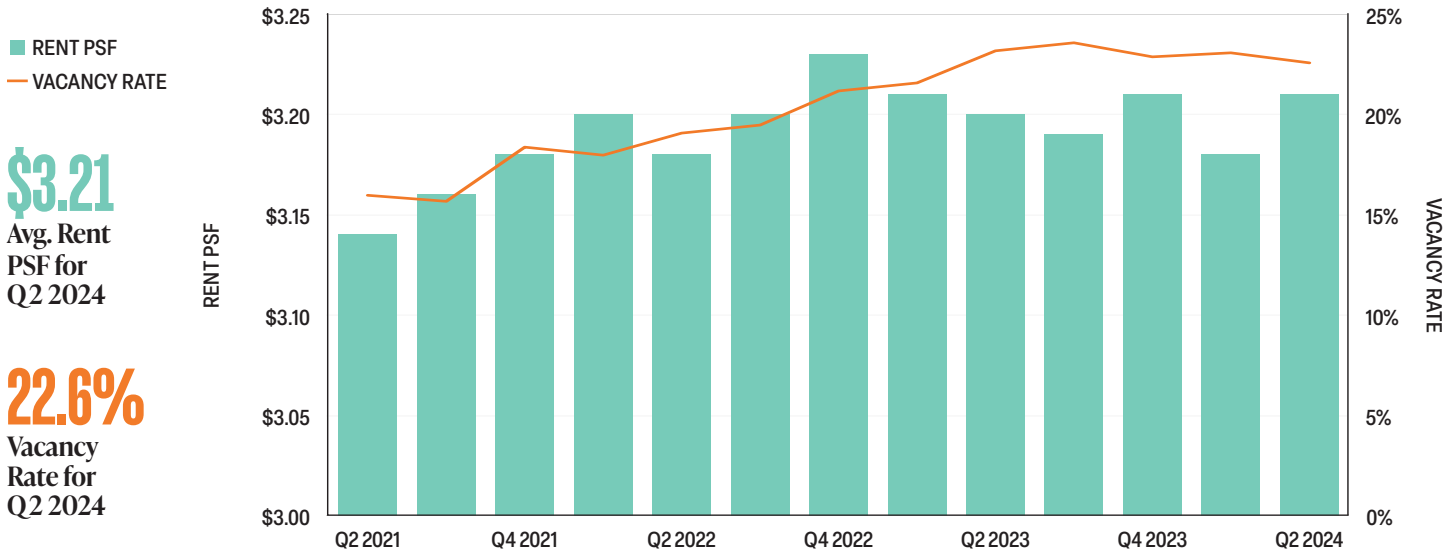
SACRAMENTO MARKET OCCUPANCY RATES COMPARED



OFFICE MARKET TRENDS

Office vacancy rates have begun to stabilize as a new market equilibrium is found. The post-pandemic office market illustrates a needed balance between hybrid work models and tenants' preference of quality, commute-worthy properties.

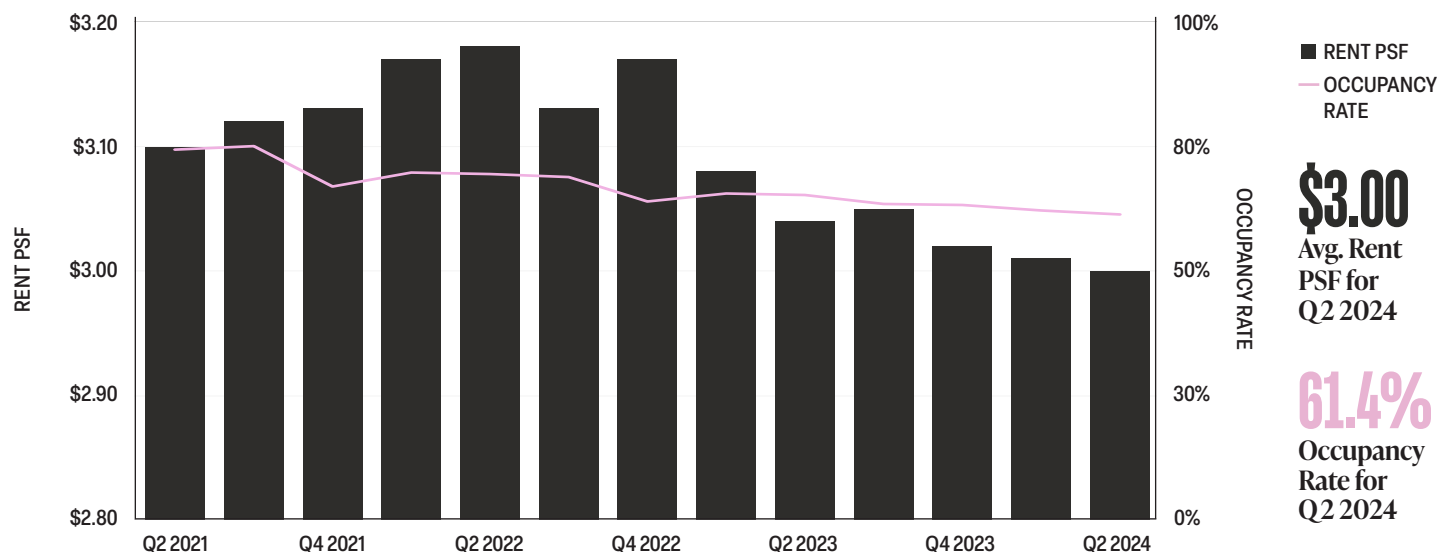
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
RENT PSF	\$3.14	\$3.16	\$3.18	\$3.20	\$3.18	\$3.20	\$3.23	\$3.21	\$3.20	\$3.19	\$3.21	\$3.18	\$3.21
VACANCY RATE	16%	15.7%	18.4%	18%	19.1%	19.5%	21.2%	21.6%	23.2%	23.6%	22.9%	23.1%	22.6%



RETAIL MARKET TRENDS

Asking rents for brick-and-mortar spaces are approaching equilibrium as retail occupancy rates decline. A surging social sector is stabilizing as these retailers shift to experience-driven concepts and evening-focused spaces.

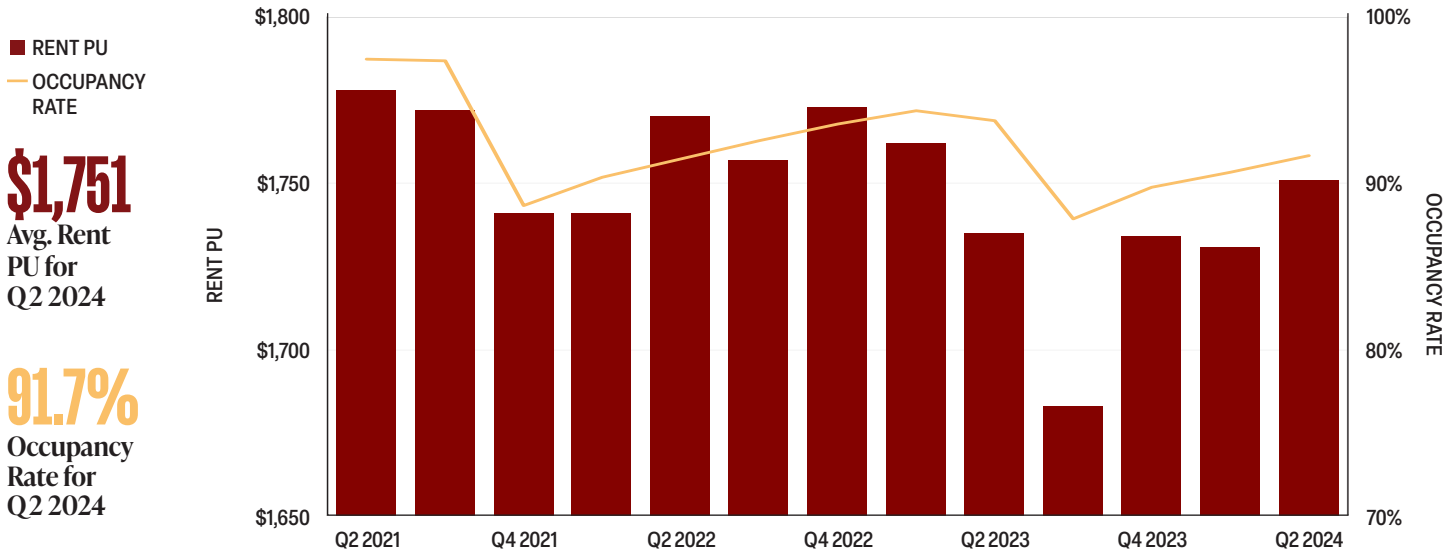
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
RENT PSF	\$3.10	\$3.12	\$3.13	\$3.17	\$3.18	\$3.13	\$3.17	\$3.08	\$3.04	\$3.05	\$3.02	\$3.01	\$3.00
OCCUPANCY RATE	74.4%	75.1%	67%	69.8%	69.5%	68.9%	64%	65.6%	65.3%	63.5%	63.3%	62.2%	61.4%



RESIDENTIAL MARKET TRENDS

As we predicted in previous reports, the residential market continues its upward trend as newly opened residential spaces are bought up and filled by the increased workers downtown looking to be closer to their work spaces again.

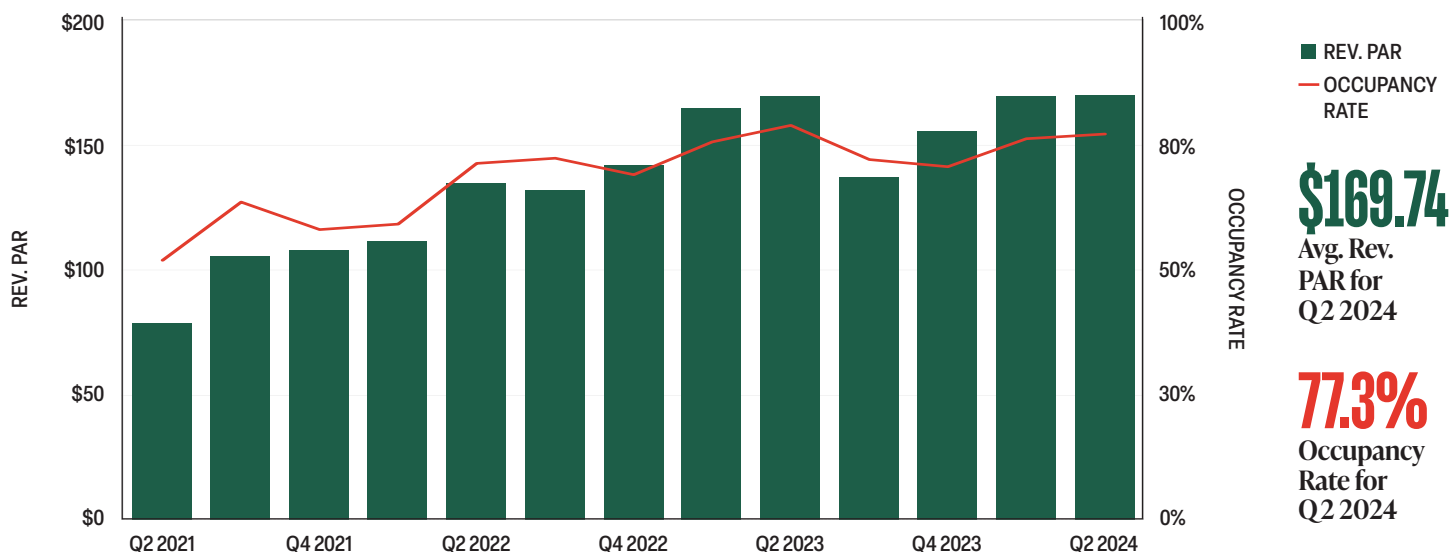
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
RENT PU	\$1,778	\$1,772	\$1,741	\$1,741	\$1,770	\$1,757	\$1,773	\$1,762	\$1,735	\$1,683	\$1,734	\$1,731	\$1,751
OCCUPANCY RATE	97.5%	97.4%	88.7%	90.4%	91.5%	92.6%	93.6%	94.4%	93.8%	87.9%	89.8%	90.7%	91.7%



HOTEL MARKET TRENDS

The downtown Sacramento hotel market continues to hold strong. Revenue Per Available Room (Rev. PAR) has been rebounding with the return of basketball downtown. Hotel strength during on-seasons continues to support the influence of the Golden 1 Center on downtown's health.

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
REV. PAR	\$78.86	\$105.86	\$108.25	\$111.41	\$134.99	\$132.07	\$141.93	\$164.92	\$169.44	\$137.47	\$155.40	\$169.40	\$169.74
OCCUPANCY RATE	52%	63.7%	58.2%	59.3%	71.4%	72.4%	69.1%	75.7%	79%	72.2%	70.7%	76.3%	77.3%



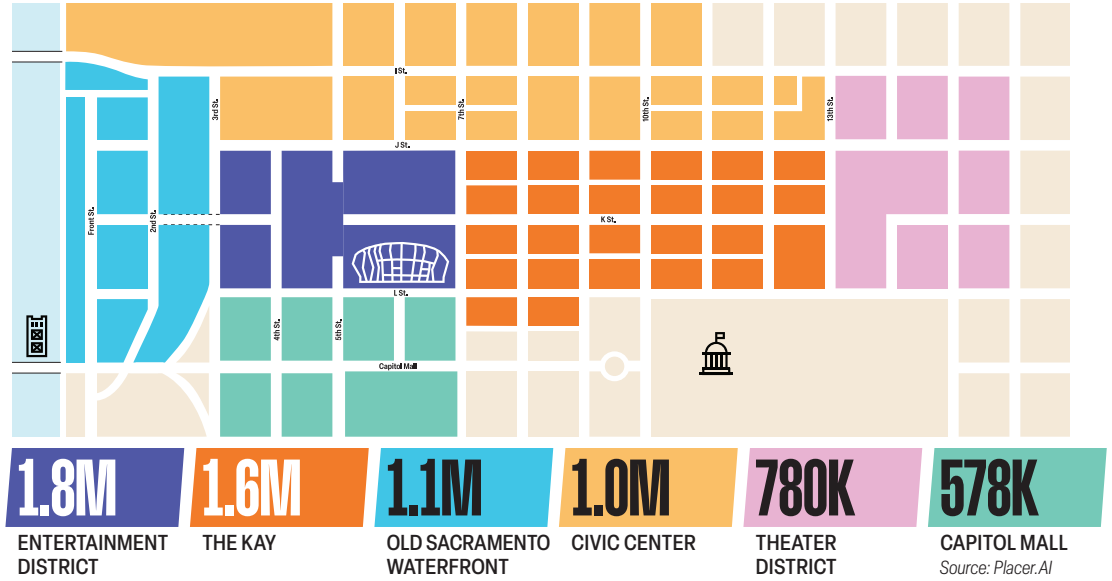
PEDESTRIAN TRENDS

Downtown Sacramento visitation continues to steadily grow. The high visitation numbers for the Entertainment, Kay, and Waterfront Districts show that more people are coming for entertainment and nightlife.

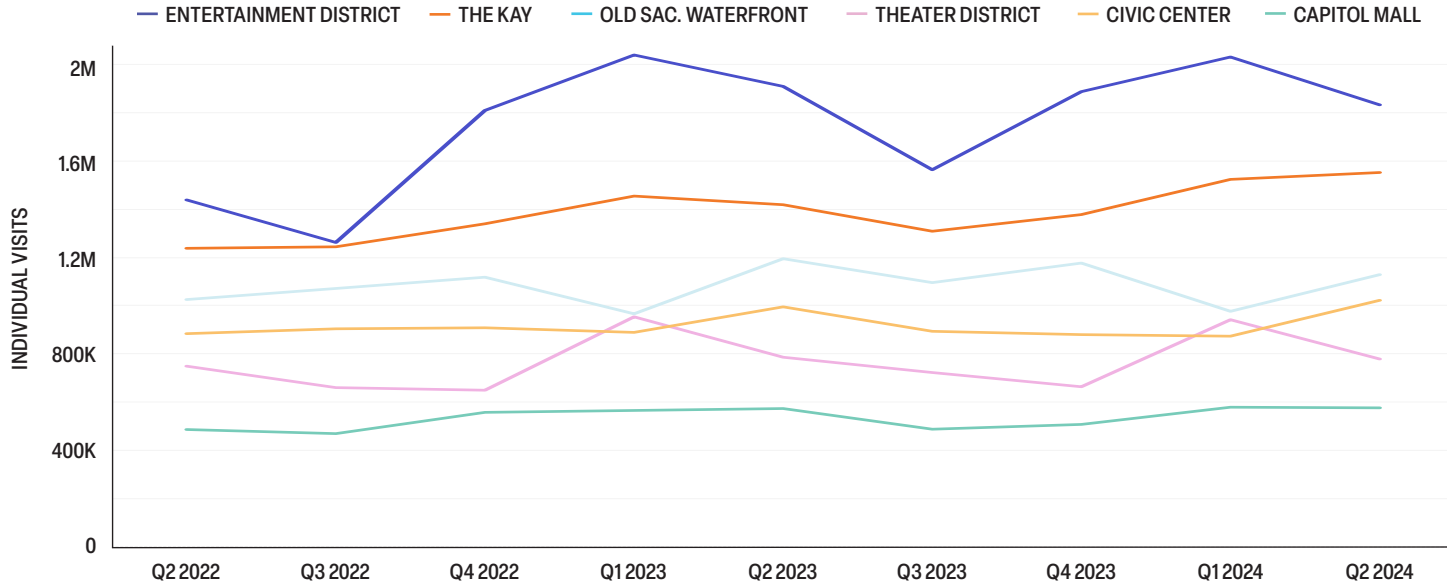
TOTAL VISITS IN QUARTER TWO BY DISTRICT

6.9M

Total Visits to Downtown in Q2 2024



TOTAL VISITS TO DOWNTOWN BY DISTRICT OVER TIME



PEDESTRIAN VISITS	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
CAPITOL MALL	488,765	471,806	559,910	567,773	575,714	490,116	509,961	581,229	578,599
CIVIC CENTER	885,946	906,051	910,305	891,162	997,055	895,671	881,969	875,477	1,024,063
ENTERTAINMENT DISTRICT	1,439,918	1,263,709	1,810,799	2,040,437	1,910,261	1,564,963	1,888,625	2,032,138	1,833,857
OLD SACRAMENTO WATERFRONT	1,027,230	1,073,165	1,119,877	968,157	1,196,473	1,097,354	1,178,410	978,474	1,130,377
THE KAY	1,239,541	1,245,786	1,341,126	1,455,932	1,420,124	1,310,204	1,379,286	1,525,064	1,553,545
THEATER DISTRICT	751,211	662,393	651,632	955,696	788,276	724,883	665,952	943,749	780,955

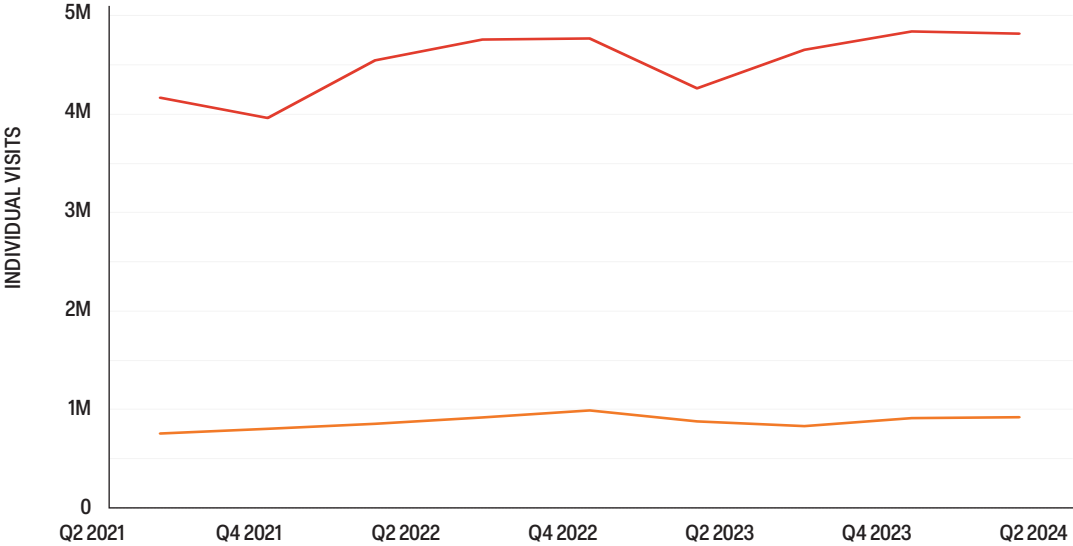
EMPLOYEE AND CONSUMER TRENDS

Downtown Sacramento visitation continues to recover to pre-pandemic levels. The effects of the Kings and the resurgence of night life continues to bring consumers back night after night.

— CONSUMER VISITS
— EMPLOYEE VISITS

4.8M
Consumer Visits to Downtown in Q2 2024

927K
Employee Visits to Downtown in Q2 2024



TOTAL VISITS	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
CONSUMERS	2.8M	3.6M	4.2M	3.9M	4.2M	4.0M	4.6M	4.8M	4.8M	4.3M	4.7M	4.8M	4.8M
EMPLOYEES	520K	558K	605K	631K	761K	809K	860K	925K	996K	884K	836K	918K	927K

CONSUMER VISITS	Q2 2021	Q2 2022	Q2 2023	Q2 2024
CAPITOL MALL	204,538	370,683	412,849	414,066
CIVIC CENTER	450,807	658,342	746,494	777,075
ENTERTAINMENT DISTRICT	700,947	1,365,495	1,786,016	1,732,987
OLD SACRAMENTO WATERFRONT	878,055	938,749	1,099,607	1,044,419
THE KAY	645,313	996,027	1,131,525	1,277,683
THEATER DISTRICT	313,602	670,469	662,494	662,340
DOWNTOWN TOTAL	2,809,843	4,171,943	4,773,933	4,822,854

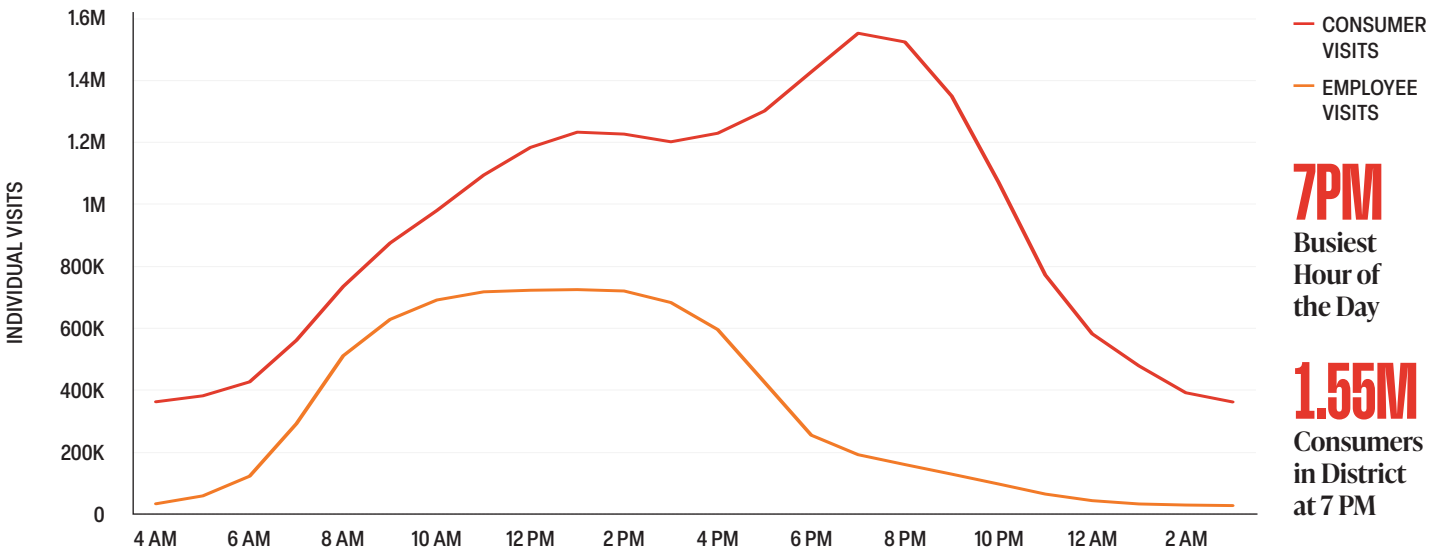
EMPLOYEE VISITS	Q2 2021	Q2 2022	Q2 2023	Q2 2024
CAPITOL MALL	101,097	115,424	151,682	157,530
CIVIC CENTER	138,014	185,748	214,824	222,643
ENTERTAINMENT DISTRICT	57,287	72,122	120,204	93,632
OLD SACRAMENTO WATERFRONT	39,820	77,616	84,869	83,015
THE KAY	73,162	164,824	226,654	213,246
THEATER DISTRICT	50,658	62,674	103,931	99,169
DOWNTOWN TOTAL	520,337	761,395	995,803	926,864

VISITATION TIMING TRENDS

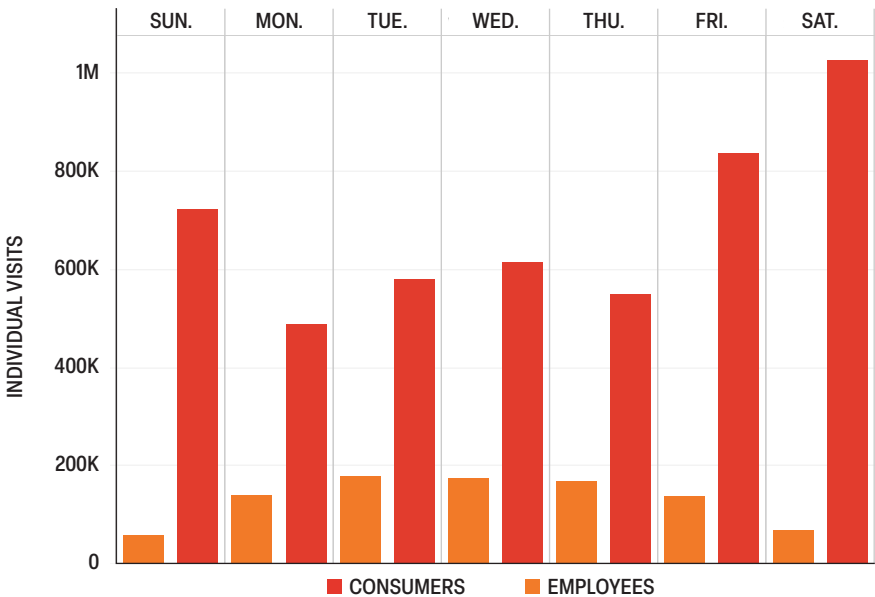
Weekend and evening visitation continues to serve as a strong driver of overall pedestrian traffic in Downtown Sacramento. Worker visits continue to increase, but the pace is not fast enough to support a daytime economy.

QUARTER TWO VISITS TO DOWNTOWN BY HOUR OF THE DAY

	4 AM	6 AM	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	10 PM	12 AM	2 AM
CONSUMERS	364,750	429,065	736,890	982,048	1,185,672	1,228,657	1,231,348	1,429,471	1,525,956	1,073,406	584,243	393,934
EMPLOYEES	35,605	124,728	513,311	693,244	724,714	722,318	597,841	256,936	162,170	99,466	45,702	31,536



QUARTER TWO VISITS TO DOWNTOWN BY DAY OF THE WEEK

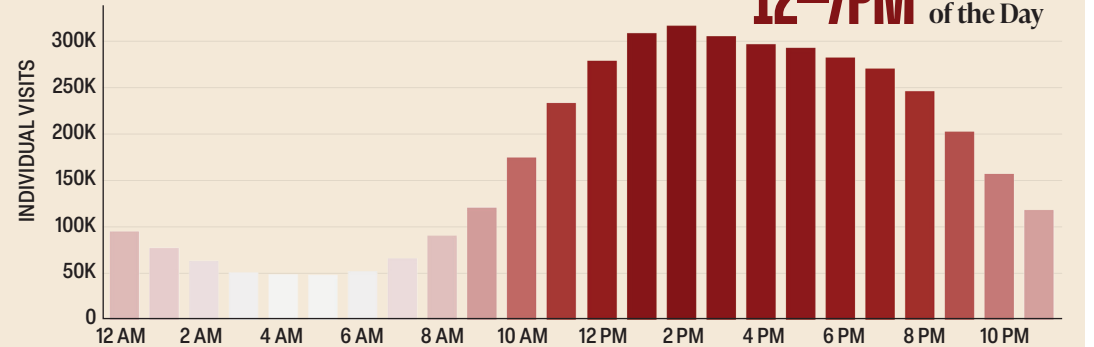


	CONSUMERS	EMPLOYEES
SUNDAY	725,031	56,908
MONDAY	489,648	140,559
TUESDAY	581,572	179,590
WEDNESDAY	614,336	175,408
THURSDAY	548,883	170,268
FRIDAY	836,848	136,606
SATURDAY	1,026,536	67,523

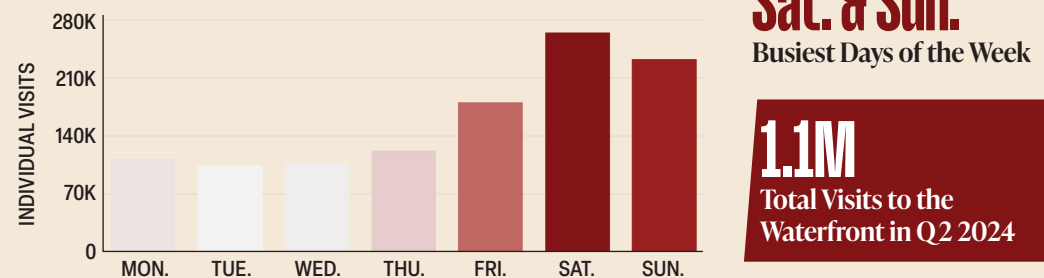
Life on the Water QUARTER TWO 2024

VISITORS TO OLD SACRAMENTO WATERFRONT (OSW)

QUARTER TWO VISITS TO OSW BY HOUR OF THE DAY



QUARTER TWO VISITS TO OSW BY DAY OF THE WEEK

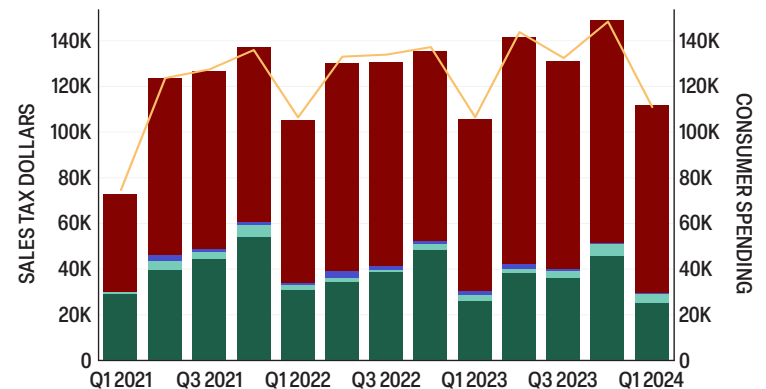


OLD SACRAMENTO WATERFRONT SALES TAX

SALES TAX DOLLARS BY CATEGORY COMPARED TO CONSUMER SPENDING

- CONSUMER SPENDING
- ACCOMMODATION & FOOD
- ARTS, ENTERTAINMENT, & CULTURE
- NON-CONSUMER SPENDING
- RETAIL TRADE

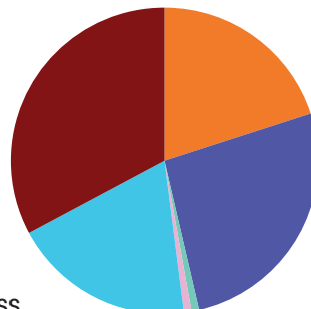
6% Sales Tax Growth From Q1 2022



OSW RETAIL BUSINESSES

33% Shopping

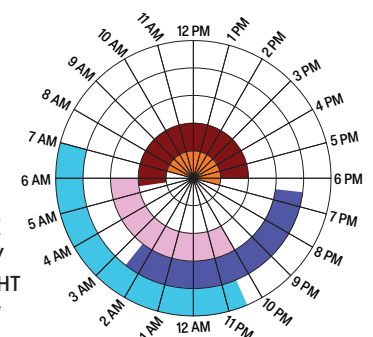
- SHOPPING
- FOOD & BEV
- SERVICES
- ENTERTAINMENT
- HOTEL
- HEALTH & WELLNESS



STAFF PRESENCE BY HOUR

All Day
Clean & Safe Staff in the District

- GUIDES
 - MAINTENANCE
 - OSW SECURITY
 - OSW OVERNIGHT
 - JKL SECURITY*
- *Saturdays only



Managing Downtown QUARTER TWO 2024

The Field & Maintenance Services team works seven days a week to make the region's downtown neighborhoods some of the cleanest and safest in the area.



635

Unhoused People
Contacted



13,773

Public Safety
Assists



1,414

Blocks Power
Washed



2,196

Pieces of Graffiti
Removed



401,200

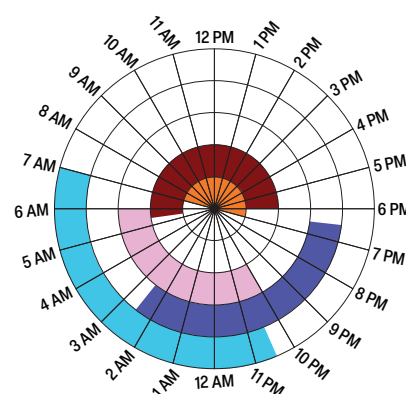
Pounds of Litter
Removed

CLEAN & SAFE PRESENCE

13,904

Hours Worked

■ GUIDES ■ MAINTENANCE ■ OSW SECURITY
■ OSW OVERNIGHT ■ JKL SECURITY* **Saturdays only*



WHO & WHEN TO CALL

30,625

Calls to DSP for Service

REASON FOR CALLING	PHONE NUMBER	NAME
PUBLIC SPACE SERVICES	916-442-2200	Downtown Sacramento Partnership
CRIME IN PROGRESS	911	Police Emergency
CRIME AFTER THE FACT	916-808-5471	Police Non-Emergency
CITY ISSUES	311	City of Sacramento