

Enhancing Downtown: Data Snapshot

QUARTER ONE 2025

Understanding consumer and market trends is crucial to capitalize on and create a destination of choice. This report is produced by Downtown Sacramento Partnership who works to collect data relevant to the needs of downtown Sacramento.

THE RESIDENTS OF DOWNTOWN

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

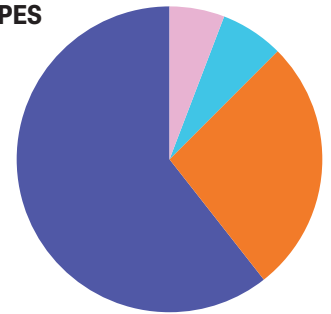
HOUSEHOLD TYPES

60%

One-Person
Households

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

Source: Placer.AI



93%
Residential
Occupancy

\$1,722
Average Rent
per Unit

Downtown Sacramento Partnership created an outline of how we can get downtown closer to becoming a high-quality, amenity-driven, vibrant urban neighborhood. Read it on DowntownSac.org.

Source: CoStar Properties

THE VISITORS TO DOWNTOWN



74%

Hotel
Occupancy

Source: City of
Sacramento

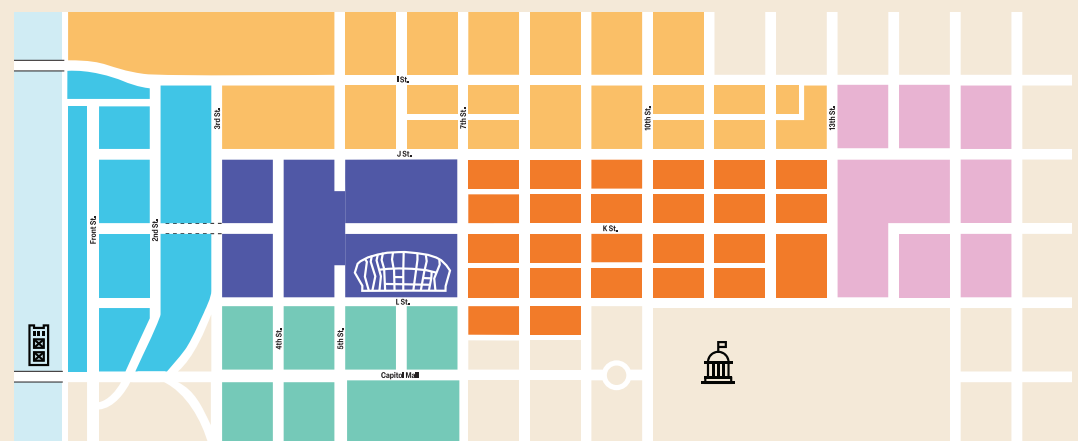
5M

Total Annual Visitors
to Downtown

Source: Placer.AI

TOTAL VISITORS TO DOWNTOWN IN QUARTER TWO BY DISTRICT

Source: Placer.AI



1.87M

ENTERTAINMENT
DISTRICT

1.36M

THE KAY

912K

OLD SACRAMENTO
WATERFRONT

628K

CIVIC CENTER

909K

THEATER
DISTRICT

413K

CAPITOL MALL
Source: Placer.AI

THE EMPLOYEES OF DOWNTOWN

Office vacancy rates have begun to stabilize. The post-pandemic office market illustrates a needed balance between hybrid work and commute-worthy properties.

4.9K
Employers

Source: CoStar
Properties & Placer.AI

9.5K
Employees
Every
Weekday

| DOWNTOWN OFFICE MARKET BY SUBDISTRICT | | | | | Source: CoStar Properties |
|---------------------------------------|--------------|--------------|--------------|-----------|------------------------------|
| | ALL DOWNTOWN | CAPITOL MALL | CIVIC CENTER | THE KAY | |
| VACANCY RATE | 24% | 18.1% | 26.0% | 32.2% | |
| RENTAL RATE PER SQ. FT. | \$3.09 | \$3.28 | \$2.98 | \$3.06 | |
| SQ. FT. OFFICE INVENTORY | 6,953,110 | 2,383,523 | 1,065,051 | 2,197,190 | |

66%
of Workers
Travel <10mi.
to Work

\$86K
Average
Household
Income

THE RETAIL MARKET DOWNTOWN

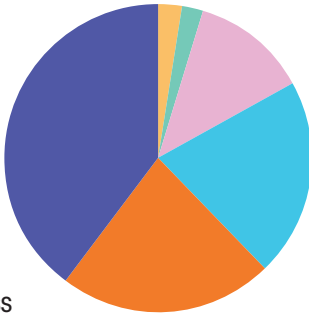
Asking rents for brick-and-mortar spaces are approaching equilibrium as retail occupancy rates decline. A surging social sector is stabilizing as these retailers shift to experience-driven concepts and evening-focused spaces.

RETAIL BUSINESS MAKEUP

39%

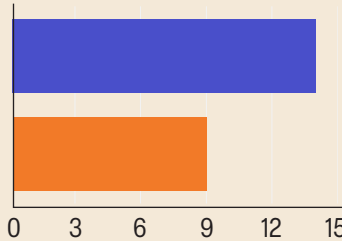
Food &
Beverage

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



BRICK & MORTAR BUSINESS ACTIVITY IN 2024

OPENINGS CLOSURES

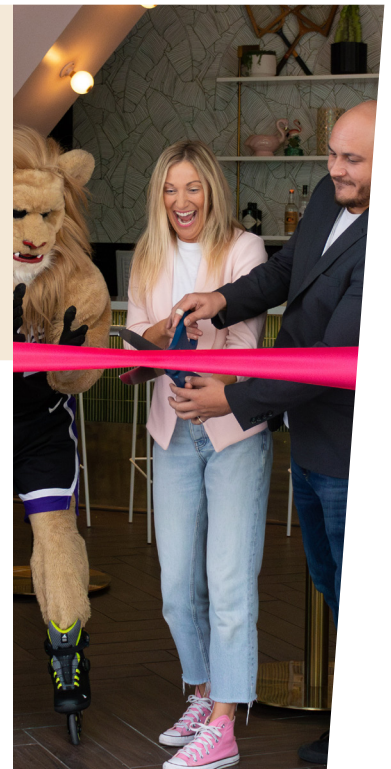
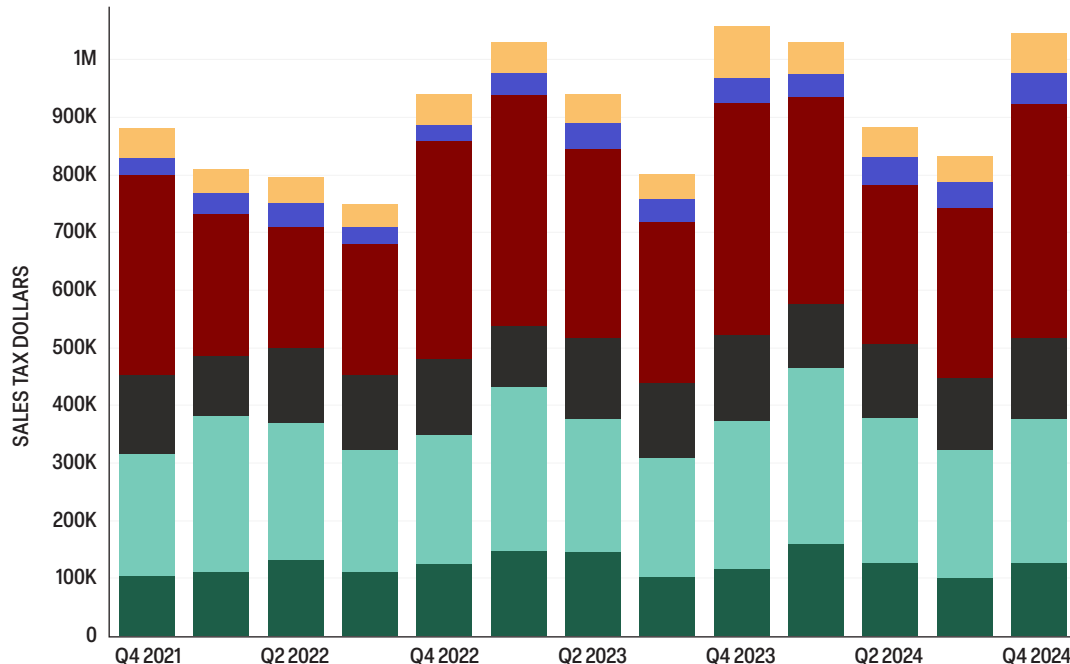


14
Retail
Businesses
Opened
in 2025

SALES TAX DOLLARS BY DISTRICT

Source: City of Sacramento

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



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

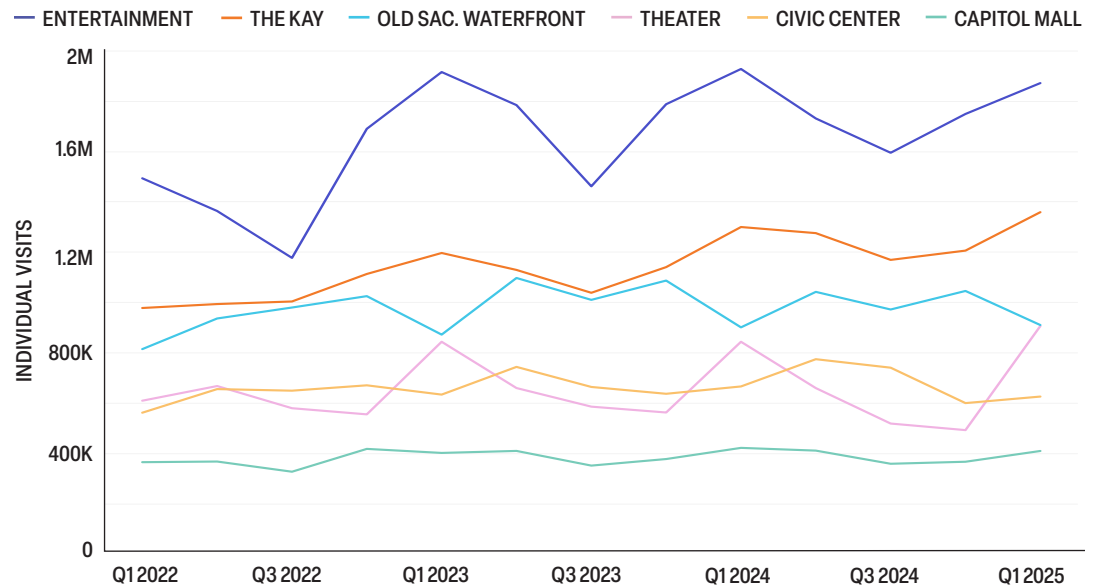
Downtown Sacramento Market Report

QUARTER ONE 2025

This report, prepared by Downtown Sacramento Partnership, displays trends in visitation, rent prices, and occupancy rates across sectors of the downtown market.

PEDESTRIAN TRENDS Source: Placer.AI

TOTAL PEDESTRIAN VISITS TO EACH DOWNTOWN DISTRICT BY QUARTER



| PEDESTRIAN VISITS | Q4 2023 | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 | Q1 2025 |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| ENTERTAINMENT DISTRICT | 1,888,625 | 2,032,138 | 1,833,857 | 1,596,727 | 1,750,848 | 1,873,849 |
| THE KEY | 1,379,286 | 1,525,064 | 1,553,545 | 1,171,363 | 1,208,261 | 1,360,863 |
| OLD SAC. WATERFRONT | 1,178,410 | 978,474 | 1,130,377 | 974,394 | 1,048,036 | 912,763 |
| CIVIC CENTER | 881,969 | 875,477 | 1,024,063 | 743,367 | 602,746 | 628,675 |
| THEATER DISTRICT | 665,952 | 943,749 | 780,955 | 521,546 | 495,471 | 908,655 |
| CAPITOL MALL | 509,961 | 581,229 | 578,599 | 361,854 | 369,864 | 412,627 |

CONSUMER VS EMPLOYEE PEDESTRIAN VISITS TO DOWNTOWN BY QUARTER

| | Q4 2022 | Q1 2023 | Q2 2023 | Q3 2023 | Q4 2023 | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 | Q1 2025 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| CONSUMERS | 4.6M | 4.8M | 4.8M | 4.3M | 4.7M | 4.8M | 4.8M | 4.4M | 4.6M | 5M |
| EMPLOYEES | 860K | 925K | 996K | 884K | 836K | 918K | 927K | 987K | 956K | 1M |

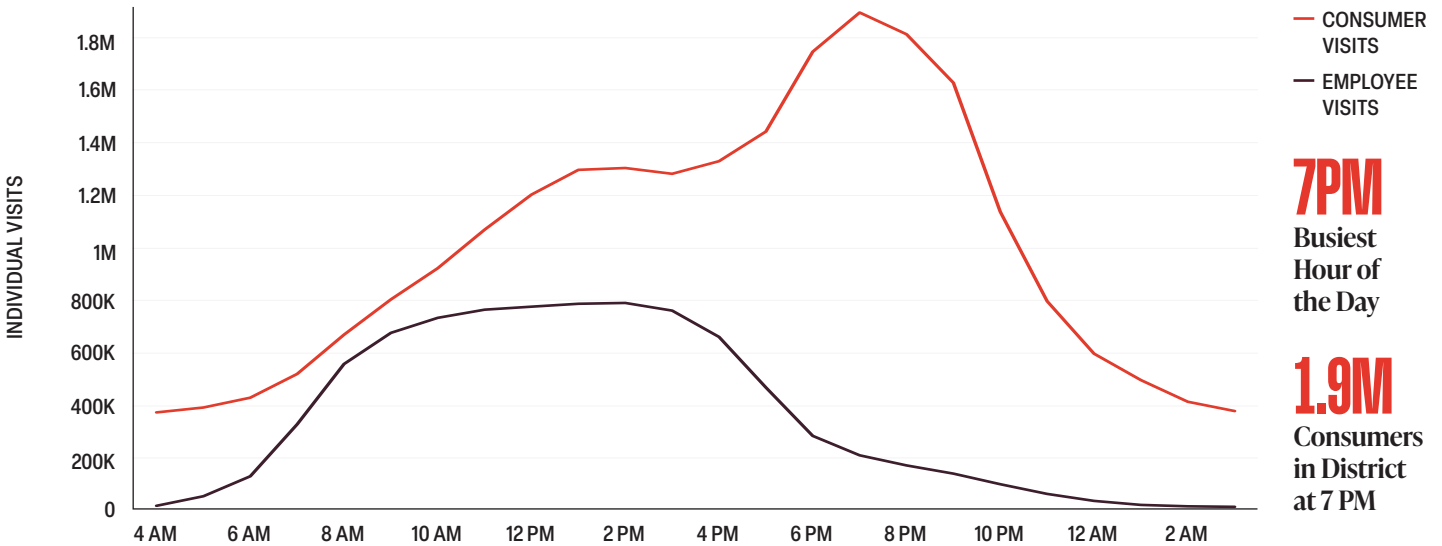
VISITATION TIMING TRENDS

Source: Placer.AI

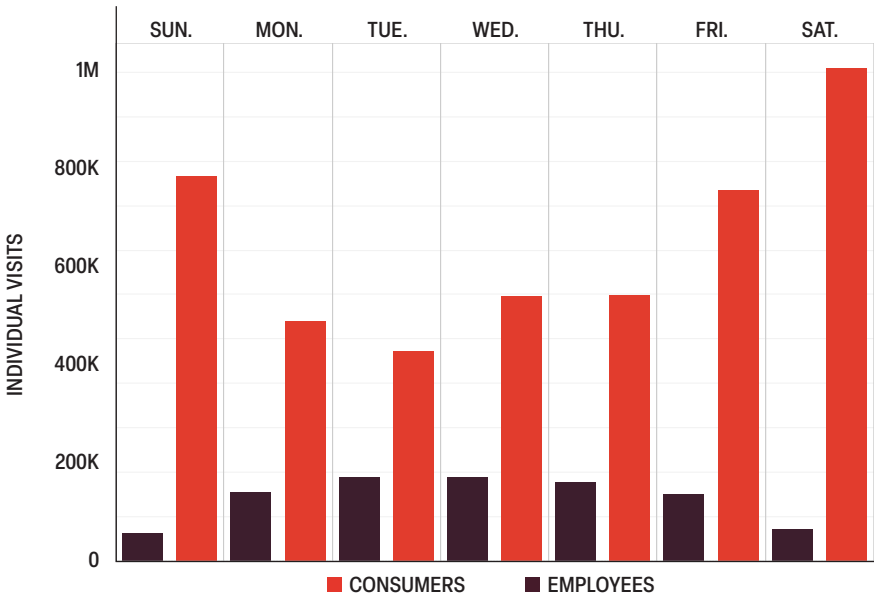
Weekend and evening visitation continues to serve as a strong driver of overall pedestrian traffic in Downtown Sacramento. Worker visits continue to increase, but the pace is not fast enough to support a daytime economy.

QUARTER ONE 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 | 376,008 | 431,990 | 671,643 | 924,533 | 1,204,523 | 1,305,585 | 1,331,532 | 1,747,962 | 1,814,242 | 1,139,077 | 599,446 | 416,560 |
| EMPLOYEES | 20,797 | 133,088 | 560,109 | 735,750 | 778,179 | 792,346 | 663,112 | 286,640 | 174,371 | 102,865 | 39,444 | 18,831 |



QUARTER ONE VISITS TO DOWNTOWN BY DAY OF THE WEEK



| | CONSUMERS | EMPLOYEES |
|-----------|-----------|-----------|
| SUNDAY | 540,816 | 156,431 |
| MONDAY | 471,235 | 187,182 |
| TUESDAY | 596,719 | 187,654 |
| WEDNESDAY | 599,075 | 178,735 |
| THURSDAY | 836,802 | 152,722 |
| FRIDAY | 1,110,177 | 74,209 |
| SATURDAY | 866,046 | 64,567 |

MARKET SUMMARY Source: CoStar Properties

| OFFICE | Q1 2022 | Q1 2023 | Q1 2024 | Q1 2025 |
|------------------------------------|---------|---------|---------|---------|
| VACANCY RATE | 15.8% | 18.8% | 20.0% | 24.0% |
| BASE RENT PER SQUARE FOOT (PSF) | \$3.17 | \$3.18 | \$3.15 | \$3.09 |
| LEASING ACTIVITY SQ. FT. TOTAL | 57,989 | 65,843 | 114,851 | 88,570 |
| NET ABSORPTION SQ. FT. TOTAL | 51,337 | -26,088 | 388 | -16,074 |

| RETAIL | Q1 2022 | Q1 2023 | Q1 2024 | Q1 2025 |
|------------------|-----------|-----------|-----------|-----------|
| OCCUPANCY RATE | 69.80% | 65.60% | 62.20% | 66.00% |
| BASE RENT PSF | \$3.17 | \$3.08 | \$3.01 | \$2.73 |
| OCCUPIED SQ. FT. | 1,670,077 | 1,570,488 | 1,487,744 | 1,601,712 |

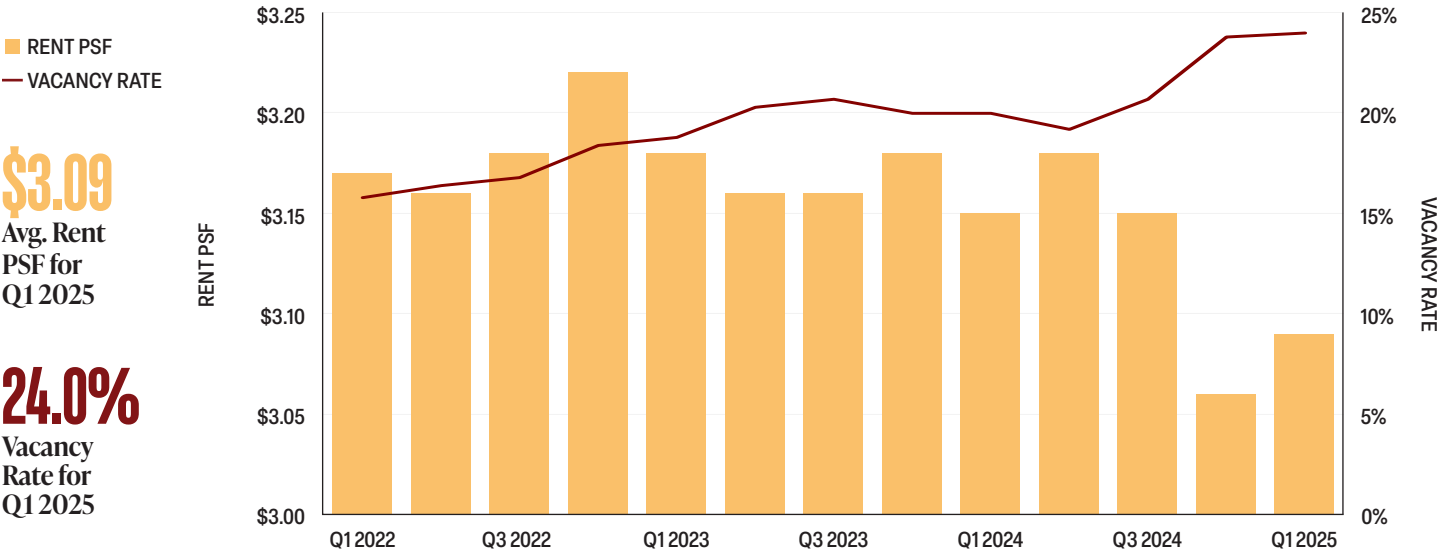
| RESIDENTIAL | Q1 2022 | Q1 2023 | Q1 2024 | Q1 2025 |
|----------------------------|------------|------------|------------|------------|
| OCCUPANCY RATE | 90.40% | 94.40% | 90.70% | 93.10% |
| AVERAGE RENT PSF | \$2.71 | \$2.74 | \$2.69 | \$2.67 |
| AVERAGE RENT PER UNIT (PU) | \$1,741.00 | \$1,762.00 | \$1,731.00 | \$1,722.00 |
| TOTAL INVENTORY UNITS | 1,737 | 1,737 | 2,027 | 1,739 |

| HOTEL | Q1 2022 | Q1 2023 | Q1 2024 | Q1 2025 |
|--|----------|----------|----------|----------|
| OCCUPANCY RATE | 59.27% | 75.70% | 76.33% | 73.93% |
| REVENUE PER AVAILABLE UNIT (REV. PAR) | \$111.41 | \$155.40 | \$142.16 | \$158.89 |



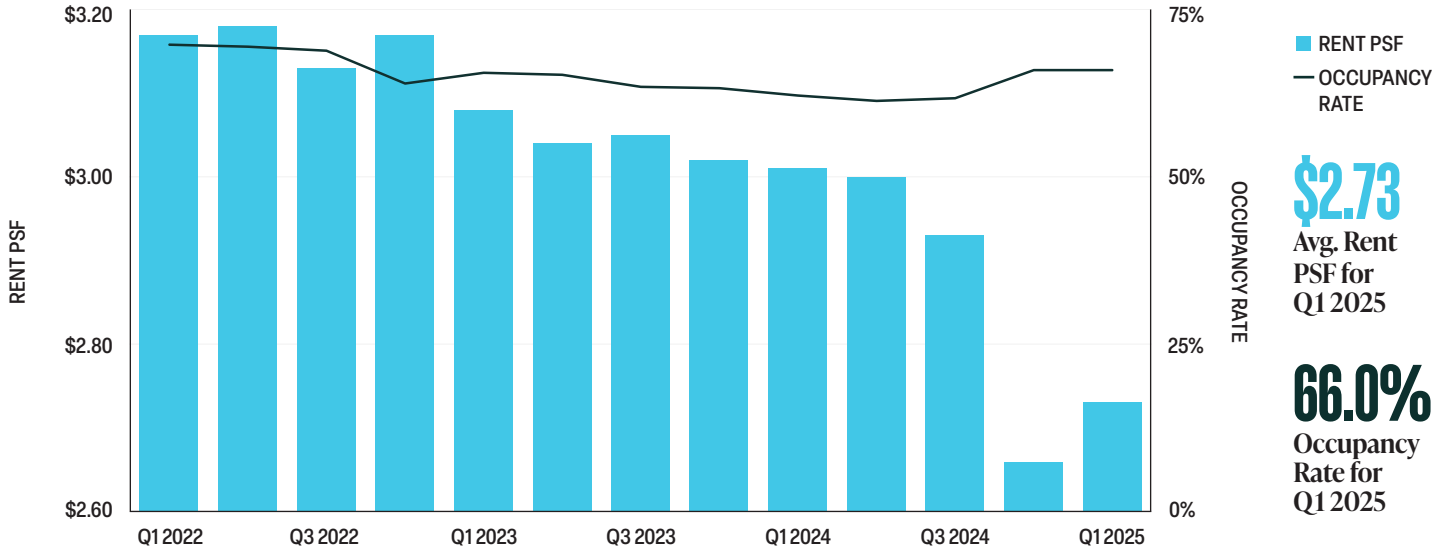
OFFICE MARKET TRENDS

| | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 | Q3 2023 | Q4 2023 | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 | Q1 2025 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| RENT PSF | \$3.17 | \$3.16 | \$3.18 | \$3.22 | \$3.18 | \$3.16 | \$3.16 | \$3.18 | \$3.15 | \$3.18 | \$3.15 | \$3.06 | \$3.09 |
| VACANCY RATE | 15.8% | 16.4% | 16.8% | 18.4% | 18.8% | 20.3% | 20.7% | 20.0% | 20.0% | 19.2% | 20.7% | 23.8% | 24.0% |



RETAIL MARKET TRENDS

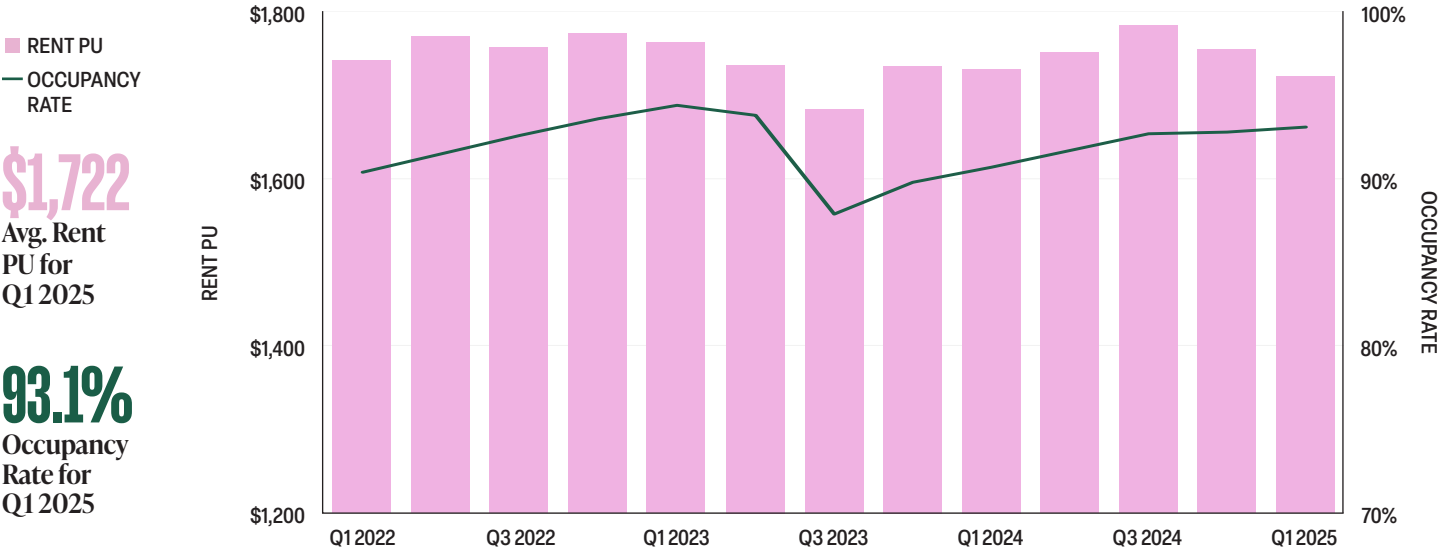
| | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 | Q3 2023 | Q4 2023 | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 | Q1 2025 |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| RENT PSF | \$3.17 | \$3.18 | \$3.13 | \$3.17 | \$3.08 | \$3.04 | \$3.05 | \$3.02 | \$3.01 | \$3.00 | \$2.93 | \$2.66 | \$2.73 |
| OCCUPANCY RATE | 69.8% | 69.5% | 68.9% | 64.0% | 65.6% | 65.3% | 63.5% | 63.3% | 62.2% | 61.4% | 61.8% | 66.0% | 66.0% |





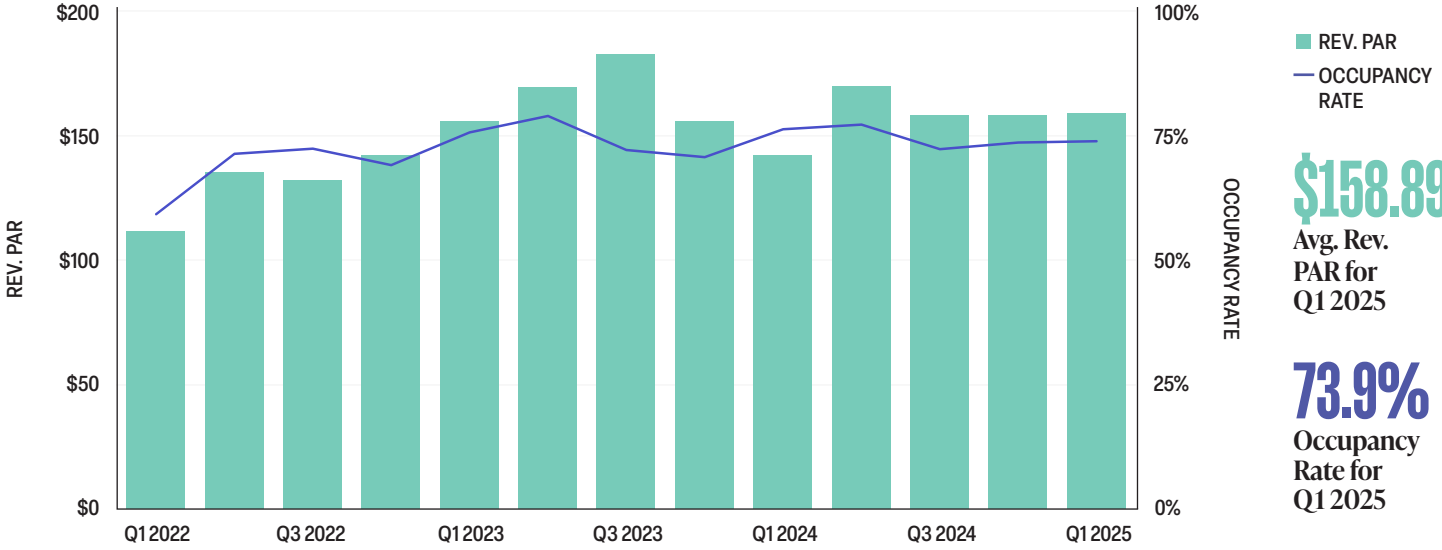
RESIDENTIAL MARKET TRENDS

| | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 | Q3 2023 | Q4 2023 | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 | Q1 2025 |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| RENT PU | \$1,741 | \$1,770 | \$1,757 | \$1,773 | \$1,762 | \$1,735 | \$1,683 | \$1,734 | \$1,731 | \$1,751 | \$1,782 | \$1,754 | \$1,722 |
| OCCUPANCY RATE | 90.4% | 91.5% | 92.6% | 93.6% | 94.4% | 93.8% | 87.9% | 89.8% | 90.7% | 91.7% | 92.7% | 92.8% | 93.1% |



HOTEL MARKET TRENDS

| | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 | Q3 2023 | Q4 2023 | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 | Q1 2025 |
|----------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| REV. PAR | \$111.41 | \$134.99 | \$132.07 | \$141.93 | \$155.40 | \$169.44 | \$182.41 | \$155.40 | \$142.16 | \$169.74 | \$157.83 | \$157.83 | \$158.89 |
| OCCUPANCY RATE | 59.3% | 71.4% | 72.4% | 69.1% | 75.7% | 79% | 72.2% | 70.7% | 76.3% | 72.3% | 72.3% | 73.7% | 73.9% |



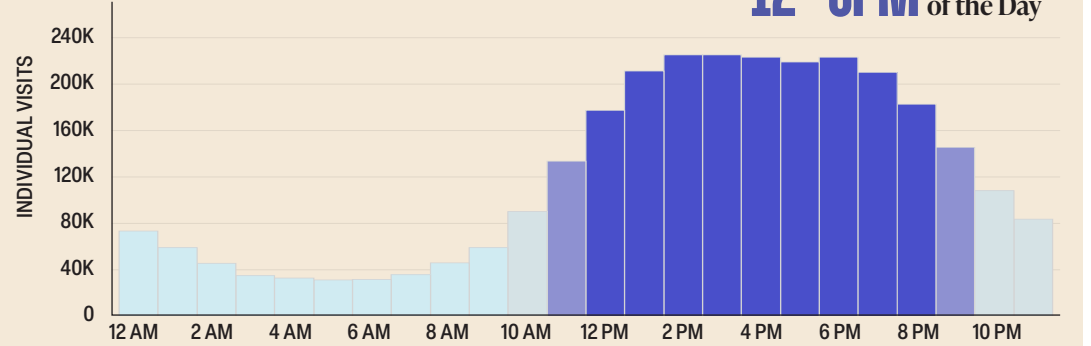
Life on the Water

QUARTER ONE 2025

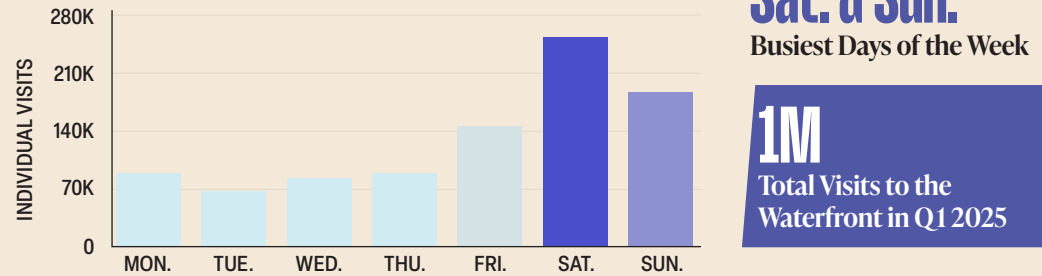
VISITORS TO OLD SACRAMENTO WATERFRONT (OSW)

Source: Placer.AI

QUARTER ONE VISITS TO OSW BY HOUR OF THE DAY



QUARTER ONE VISITS TO OSW BY DAY OF THE WEEK

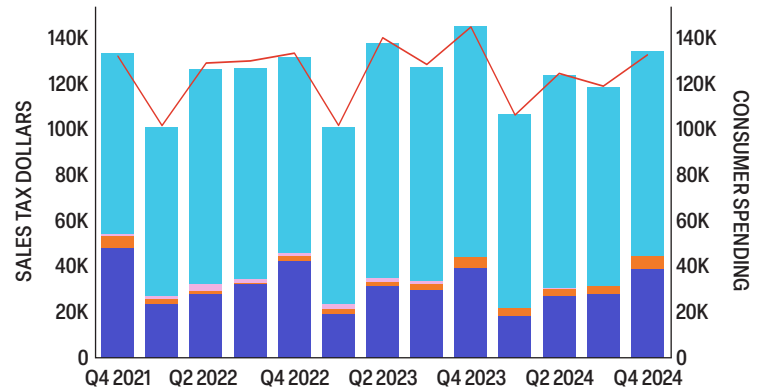


OLD SACRAMENTO WATERFRONT SALES TAX

Source: City of Sacramento

SALES TAX DOLLARS BY CATEGORY COMPARED TO CONSUMER SPENDING

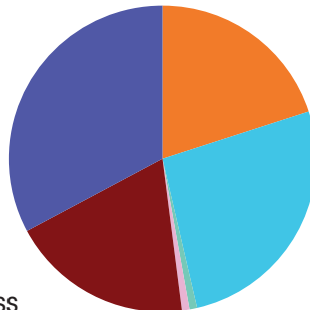
- CONSUMER SPENDING
- ACCOMMODATION & FOOD
- ARTS, ENTERTAINMENT, & CULTURE
- NON-CONSUMER SPENDING
- RETAIL TRADE



OSW RETAIL BUSINESSES

33%
Shopping

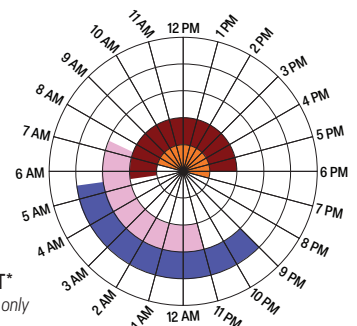
- SHOPPING
- FOOD & BEV
- SERVICES
- ENTERTAINMENT
- HOTEL
- HEALTH & WELLNESS



STAFF PRESENCE BY HOUR

Overnight Clean & Safe Staff in the District

- GUIDES
 - MAINTENANCE
 - OSW SECURITY
 - OSW OVERNIGHT*
- *Friday and Saturdays only



Managing Downtown

QUARTER ONE 2025

Every day, our Public Space Services teams pressure wash streets, pick up trash, remove graffiti, assist businesses, support place-making projects, and provide resources to people experiencing homelessness.

CLEAN & SAFE BY THE NUMBERS



485

Unhoused People
Contacted



13,773

Public Safety
Assists



1,274

Blocks Power
Washed



2,317

Pieces of Graffiti
Removed



450,000

Pounds of Litter
Removed



15,360

Hours Worked

WHO & WHEN TO CALL FOR ASSISTANCE

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



26,494

Calls to DSP
for Service