



GOLDEN 1 CENTER

2016–2026 ECONOMIC IMPACT OVERVIEW

Golden 1 Center and the surrounding Downtown Commons mixed-use development have redefined lifestyle, experience, connection, and commerce in the heart of downtown Sacramento.

Sacramento Kings games, concerts, graduation ceremonies, and a wide range of programming year-round makes Golden 1 Center consistently one of the top performing arenas in the world.

“A growing body of research finds that engagement with professional sports teams and their stadiums is associated with stronger place attachment, regional identity, community consciousness, and social identification among local residents and spectators.”

(Ninomiya, 2010; Kimura, 2020; Yoshida et al., 2021; Brown, Smith & Assaker, 2016)

50% more revenue
generated per available
Downtown hotel room

Downtown Sacramento’s **retail asset class**
demonstrated a **\$400 million growth in**
valuation since the opening of Golden 1 Center

Sacramento is a top-20 national media market, one of the fastest growing regions in California, and a city where event attendance and the gravitational pull is strengthening. Golden 1 Center continues to prove that Sacramento is the hub of a major sports, media, and entertainment region with a growing and unmet demand for major league sports and world class experiences.

An estimated **\$478,479,234 in out-of-market visitor spending** has bolstered the regional economy, not including direct spending within the arena or spending by guests who live within a 50-mile radius, demonstrating that Golden 1 Center has done far more than redirect existing consumer spending within the market; it has generated a significant amount of new-to-market spending that would not have benefited the region but for this shared civic amenity.

45% INCREASE
in total downtown
Residential Inventory, with
4,900 housing units built

OVER \$7.5 BILLION IN
CAPITAL INVESTMENTS
in Downtown Sacramento
throughout the past decade

2,700,000 SQUARE
FEET OF NEW OFFICE
SPACE SINCE 2016

534 UPSCALE HOTEL
ROOMS ADDED
to the Downtown
Sacramento submarket

MORE THAN 200
SMALL BUSINESSES
opened in
Downtown Sacramento