



Golden 1 Center Profoundly Impacting Downtown Business and Region

Golden 1 Center is rapidly changing the landscape of downtown Sacramento, spurring unprecedented change and injecting new life in the surrounding area. Golden 1 Center has created new investment and interest in downtown while directly impacting the region's economy and quality of life.

As the arena celebrates its first anniversary, Downtown Sacramento Partnership has identified the following initial snapshot of the economic activity and impact of the arena.

Golden 1 Center has directly boosted regional spending. In its inaugural year, Golden 1 Center hosted more than 350 events, including 153 ticketed events – 43 concerts, 34 family shows, 16 graduations, 25 live sporting events and 43 Kings' basketball games – as well as hundreds of community and private events.

-  More than 1.6 million attendees spent more than \$71 million in downtown Sacramento per Greater Sacramento Economic Council.
-  In 2017, Golden 1 Center ranked in the top 15 U.S. venues and top 40 in the world in ticket sales per Pollstar.
-  After returning to Sacramento for the first time in 10 years, the March Madness tournament's estimated regional economic impact was valued at up to \$5.8 million.
-  Visitors are enjoying downtown's top nearby dining destinations. Since the opening of Golden 1 Center, sales of the top 10 downtown restaurants have grown by nearly 40 percent.

Golden 1 Center is the center of nearly \$2 billion in urban investments in the region's core since 2015. New projects in Downtown, Midtown and West Sacramento are quickly transforming the region into a thriving metropolis with a growing urban center.

-  32 new construction projects surround Golden 1 Center.

Since Golden 1 Center construction began, downtown property sales have totaled nearly \$885 million. Golden 1 Center continues to drive revitalization efforts downtown with 38 properties and 4 million square feet of space changing hands since May 2014.

 Since the opening of Golden 1 Center, 11 downtown properties with more than 1.3 million square feet of office space have sold, totaling more than \$359 million.

 Additionally, 7 new development projects are currently under construction nearby with another 19 projects planned.

Downtown pedestrian traffic has increased nearly 10 percent in the last year. Increasing pedestrian counts near Golden 1 Center indicate hubs of activity and economic growth in downtown.

 On average, foot traffic at 7th & K streets has increased by 51 percent on Golden 1 Center event days.

 During March Madness weekend (March 17-19), foot traffic at 7th & K streets increased by 79 percent with approximately 100,000 people visiting downtown during the 3-day span.

Downtown employment has grown by 38 percent since construction began. As excitement and interest for proximity to Golden 1 Center increasingly grows, downtown Sacramento continues to grow as the employment hub for the region.

 Meanwhile, 26 new ground floor retail businesses were created downtown during the last year while another 23 new retail businesses plan to open in the coming months.

Downtown office vacancy rates have dropped to a 5-year low at 8.2 percent. Downtown is fast becoming a vibrant urban hub with investors and employers looking to locate near Golden 1 Center.

 Impressively, Class A office vacancy rates have dropped to 6.4 percent.

Golden 1 Center's industry-first food charter is committed to supporting the regional food economy. Golden 1 Center sources 90 percent of its food and beverage program from within 150 miles of the arena.

 Golden 1 Center contributed \$3.5 million to the region's agricultural economy by activating local producers and sources for food, beverages and ingredients to serve arena guests.

 In the last year, Golden 1 Center created more than 2,000 food and beverage jobs, accounting for over \$31 million in wages and nearly \$79 million in new gross regional product per the Greater Sacramento Economic Council.

#SACcolade

Golden 1 Center is just one of a number of factors contributing to the increasing growth, vibrancy and opportunity of downtown Sacramento. Highlighted by the wide variety of “SACcolades” picked up over recent years, the region’s blossoming quality of life and growing culture have made it a destination for visitors and long-time Sacramentans alike.

Investment in public arts downtown has grown by \$9.5 million. The Sacramento region is experiencing a renaissance of arts and culture with Golden 1 Center in the heart of this renewal.

 In the last year, four new public installations have been placed at or around Golden 1 Center and 12 new murals were added in the mile surrounding the arena.

Golden 1 Center has nearly doubled the number of major tours and performances in Sacramento. A full entertainment calendar with global icons like Paul McCartney and nationally touring performers is bringing excitement to downtown and improving the regional quality of life.

 During the summer months, Golden 1 Center hosted 23 shows making it the busiest summer event season for any arena in Sacramento’s history.

 Within months of opening, Golden 1 Center made the list of Lyft’s top 24 most visited event venues in the U.S.

Sacramento continues to top the nation’s “best of” lists. Bringing together the excitement of a growing urban neighborhood and business environment, downtown Sacramento is quickly becoming the hub for living, leisure and working in the region.

 California’s Newest Real Estate Hot Spot (*Wall Street Journal*)

 California’s Fastest-Growing Big City (*Curbed*)

#1 City for Employee Engagement (*Forbes*)

#6 Nation’s Greatest Small Cities for Food Lovers (*Wall Street Journal*)

#14 America’s Coolest Cities (*Forbes*)

#16 Top Destination City in the U.S. (*U-haul*)

#21 Best U.S. City to Live In (*Wallethub*)

Data Sources: Downtown Sacramento Partnership, Greater Sacramento Economic Council, Sacramento Kings, City of Sacramento, CoStar, Pollstar, Implan