

STRATEGIC ACTION PLAN SUMMARY

Stronger. More Resilient. Together

Moving Forward . . .

In early 2020, right at the beginning of the pandemic stay-at-home orders, the Downtown Partnership began an effort to engage local stakeholders, residents, and elected leaders in a discussion about the future of downtown Sacramento. We all share a common goal to see downtown re-open and thrive for all agencies, businesses, stores, restaurants, residents, and visitors.

While the impacts of the pandemic have been substantial for Sacramento—the energy created and nurtured over the past decade in downtown has laid a solid foundation for recovery. The resulting Strategic Action Plan lays the groundwork for a thoughtful and coordinated effort to help downtown Sacramento bounce forward!



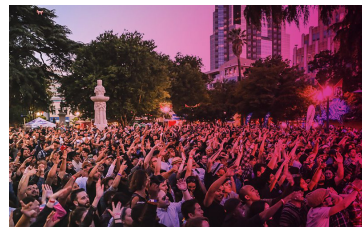
THE VISION FOR DOWNTOWN

Downtown Sacramento is ready to bounce forward from the pandemic, stronger, more resilient, and more unified. The Downtown Partnership has developed a bold and aspirational vision to guide downtown's future trajectory, momentum, and aspirations. These principles build from community and stakeholder ideas and help answer the question of **"how far will we have come in the next 10, 20, or 100 years?"**



WELCOMING

Downtown is a safe and clean entertainment, employment, dining, and outdoor activity destination for everyone.



ACTIVE

Downtown has a street-level experience that is unmatched anywhere in the Sacramento region.



INNOVATIVE

Downtown is creative and open to new ideas, uses and users, formats, and approaches.



INCLUSIVE

Downtown is welcoming to people, businesses, and activities that celebrate our city's diversity and history.



RESILIENT

Downtown embraces the tools needed to remain flexible, healthy, and thriving.



GOAL A STAY SAFE AND WELCOMING

Downtown is clean, safe, and welcoming for everyone.

RECOVERY AND REOPENING STRATEGIES

Immediate (2021 to 2022)

Support Re-Openings. Develop partnerships and flexible services to ensure downtown looks its best for the various re-openings, so employees and customers feel safe and excited to be returning to the area.

Support Nightlife. Support local businesses that provide a nightlife experience as they re-open safely coming out of the pandemic.

BUILDING FOR THE FUTURE STRATEGIES

Ongoing or Longer-Term (2022 to 2026+)

Develop a Peer Analysis. Develop a peer city/downtown analysis as an initial step for designing services for the Property Business Improvement District (PBID) renewal.

Improve Lighting. Work with the City, SMUD, and property owners to update the lighting audit and recommended standards.

Prepare an Emergency Response Playbook. Partner with public safety agencies to prepare an Emergency Response Playbook to codify the Downtown Partnership's role supporting public safety during natural disasters, protests, demonstrations, and other emergencies.

Form New Human Services Public-Private Partnership. Be the catalyst to bring the private and public sectors together to employ best practices, explore funding and develop a comprehensive Substance Abuse and Mental Illness Strategy for the region.



GOAL B ENHANCE THE PUBLIC REALM

Every downtown sidewalk, public space, and park is attractive and has elements and activities that surprise and delight.

RECOVERY AND REOPENING STRATEGIES

Immediate (2021 to 2022)

Manage the Appearance of Vacant Storefronts. Work with property owners to encourage ground floor activation.

Create Immediate Art Activations and Projects. Work with performance, visual, and musical artists to develop creative and inexpensive ways to activate downtown during reopening.

BUILDING FOR THE FUTURE STRATEGIES

Ongoing or Longer-Term (2022 to 2026+)

Monitor the City of Sacramento Budget. Advocate to prevent near- and long-term cuts to City resources for downtown.

Identify Maintenance Needs. Reduce deferred maintenance in the public realm.

Develop a Beautification Program. Develop a beautification program through landscaping and softscape vegetation improvements.

Improve Gateways and Entrances. Develop near- and long-term strategies to improve the physical entrances to downtown and the Old Sacramento Waterfront.

Make Downtown the Most Desirable Place in Sacramento to do an Event. Encourage new entertainment and programming opportunities by making downtown the most desirable place in Sacramento to do an event.



GOAL C SUPPORT ECONOMIC GROWTH

Downtown has a strong economic and market position as an office location, creative restaurant and entertainment hub, and a desirable residential neighborhood.

RECOVERY AND REOPENING STRATEGIES

Immediate (2021 to 2022)

Reduce Regulatory Hurdles. Deploy Downtown Partnership staff to focus on helping downtown businesses solve any regulatory hurdles they encounter as they work on re-opening.

Financial and Technical Assistance Programs. Continue to coordinate and promote available financial and technical assistance resources for small businesses.

BUILDING FOR THE FUTURE STRATEGIES

Ongoing or Longer-Term (2022 to 2026+)

Support Coordinated Economic Development. Encourage policies and programs that help to attract new office, restaurant, and residential development to downtown.

Strengthen the Downtown Partnership's Role in Economic Development. Increase capacity and market data to actively recruit business and influence development.



GOAL D EXPAND AUDIENCES AND ORGANIZATIONAL IMPACT

Increase downtown's customer base.

RECOVERY AND REOPENING STRATEGIES

Immediate (2021 to 2022)

Promote The Online Directory. Continue to curate an online directory of retail, service, and restaurant businesses to inform customers during recovery and expanded afterwards.

Transition Recovery Campaign. Transition the recovery campaign to a welcome back campaign for downtown employees and visitors. Utilize "We Are Downtown" branding materials to support retail, investment, and developments.

Celebrate Re-Openings. Coordinate re-opening plans for major activity centers, new development projects, and cultural amenities to amplify celebrations.

Promote Staycations. Partner with Visit Sacramento on their re-opening and recovery strategies and marketing with information on downtown retail, restaurants, and attractions.

BUILDING FOR THE FUTURE STRATEGIES

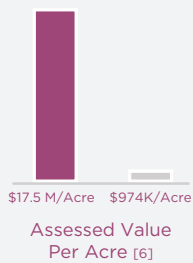
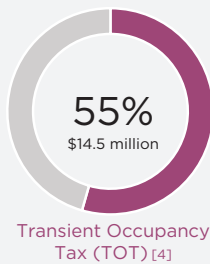
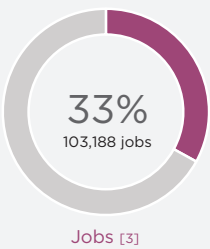
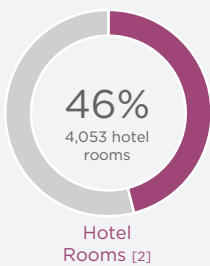
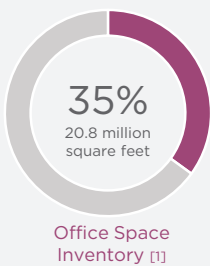
Ongoing or Longer-Term (2022 to 2026+)

Build Downtown's Identity. Strengthen destination marketing and place-based branding.

Welcome New Downtown Customers. Create a fun introduction to downtown that encourages new residents, workers and visitors to get out and explore all that the area has to offer.

DOWNTOWN BY THE NUMBERS

Despite being less than 5% of Sacramento's landmass, downtown accounts for a considerable amount of the economic activity in Sacramento. In 2019, this included a third of the available office space, a third of the jobs, and over half of all City hotel tax (TOT) and parking revenues. Additionally, property taxes in the 66-block downtown area average \$17.5 million per acre, which is **18 times higher** than the citywide average (\$974,000 per acre).



■ Downtown ■ Remainder of Sacramento

Notes: "Downtown" includes Census Tracts 53.01, 6, 5, 20, 12, 11.01, 21, 7, and 8; Hotel numbers use "Central Business District" boundary; and City sales tax revenue uses 2019 projections.

Sources: [1] Costar, 2020; [2] Visit Sacramento, 2021; [3] US Census, 2019; [4] City of Sacramento Transient Occupancy Tax Revenue Summary, 2017-2020; [5] City of Sacramento, Parking Services Division Data, 2020; [6] Sacramento County Assessor, 2021.

DOWNTOWN'S IMPACT

In almost every city, downtowns are a major driver for the economic health of its region, producing revenues that can be invested throughout the community. Downtown Sacramento fits this role as an economic engine for the region, as evident when downtown Sacramento businesses were required to close down due to the COVID-19 pandemic.

While businesses and agencies are starting to re-open, it is important to note that downtown Sacramento continues to need investment to remain a successful revenue and job producer for the city and region. While the pandemic continues to cause far reaching impacts, it is important to understand and celebrate the many successes in downtown Sacramento prior to stay-at-home orders and the closing of the economy. And going forward, to then identify ways to rekindle these opportunities so that downtown can **remain the cultural, economic, entertainment, political, and social heart of the Sacramento region.**

STAY CONNECTED

Now, more than ever, the Downtown Sacramento Partnership asks you to become a true partner in our collective future!

You can learn more about the Strategic Action Plan and how you can specifically be involved by visiting: DowntownSac.org

