SAFE Credit Union Convention and Performing Arts District Investment Facts

**WHY SAFE IS INVESTING IN DOWNTOWN SACRAMENTO**

- Downtown Sacramento has a higher volume of events and conventions than the average pilot downtown. Positioning downtown as a destination to experience the arts and culture, and to make advantage of events, will only amplify downtown as a regional attraction.

- Downtown is an economic anchor for the region.

- Growth in downtown will lift the entire region's economy.

- The success of downtown depends on the cooperation of businesses, city, organizations and government.

**WHAT THEY'RE SAYING**

- “SAFE Credit Union is proud to show our commitment to making Sacramento a world-class city with this investment in the convention and theater center in downtown Sacramento. For this past 80 years, we’ve worked side-by-side with our members, civic leaders, and local businesses to build Sacramento into a vibrant, successful city where people dedicate their hard work and talents to helping our region thrive. This investment and 25-year commitment will help strengthen the Greater Sacramento region by creating jobs, expanding business opportunities, and growing Sacramento’s capital into a cultural gem.”
  - SAFE President and CEO Dave Roughton

- “Great cities have public venues that they can be proud of. Great cities have public venues that are genuine destinations.”
  - Sacramento Mayor Darrell Steinberg

- “As the region thrives, so do the economic opportunities to all who live here. Transforming this city core into a dynamic business and arts center will lift the entire region by creating jobs and fostering economic growth. We believe our members will benefit from this exciting reshaping of Sacramento’s downtown and identity.”
  - SAFE Board Chairman Terrance Tremelling

- “Sacramento is on the map in a way that we haven’t been before. I believe this project, as it’s been designed and refined, is not only responsible, but a smart investment in continuing to support our tourism economy.”
  - SAFE City Commissioner Steve Hansen

- “The plan sends a signal to existing clients and the national convention industry that Sacramento has been strategic and deliberate in meeting the needs of the market.”
  - Mike Testa, president and CEO of Visit Sacramento

- “The plan sends a signal to existing clients and the national convention industry that Sacramento has been strategic and deliberate in meeting the needs of the market.”
  - Mike Testa, president and CEO of Visit Sacramento

**WHAT'S IMPROVING**

- New Allatoona square feet ballrooms
- New plaza walkway
- Additional outdoor gathering places
- Additional exhibit spaces
- State-of-the-art technology to support conferences of the future

**INVESTMENT WILL SUPPORT**

- SAFE Credit Union Convention Center
  - Over 140,000 square feet of programmable space
  - Home to ballet, Broadway, chorus, philharmonic & speaker series
  - Over 200,000 square feet of new flexible ballroom space
  - Over 370 events annually
  - Over 875,000 event attendees annually
  - Over 2,000 walkable hotel rooms
  - Over 240,000 square feet of exhibit space
  - Over 40,000 square feet of new flexible ballroom space

- SAFE Credit Union Performing Arts Center
  - Over 140,000 square feet of programmable space
  - Over 28,000 seats
  - Over 100,000 square feet of exhibit space
  - Over 300+ nearby restaurants
  - Over 1,250,000 event attendees annually
  - Over 2,000 walkable hotel rooms

- SAFE Credit Union Plaza
  - Over 15,000 square feet of programmable space
  - Over 300+ nearby restaurants
  - Over 2,000 walkable hotel rooms
  - Over 240,000 square feet of programable space
  - Over 160,000 square feet of exhibit space

- SAFE Credit Union Plaza
  - Over 15,000 square feet of programmable space
  - Over 300+ nearby restaurants
  - Over 2,000 walkable hotel rooms

- SAFE Credit Union Convention and Performing Arts District
  - Over 140,000 square feet of programmable space
  - Over 28,000 seats
  - Over 100,000 square feet of exhibit space
  - Over 300+ nearby restaurants
  - Over 1,250,000 event attendees annually
  - Over 2,000 walkable hotel rooms

**WHY SAFE IS INVESTING IN DOWNTOWN SACRAMENTO**

- Downtown is an economic anchor for the region.
- Growth in downtown will lift the entire region's economy.
- The success of downtown depends on the cooperation of businesses, city, organizations and government.

**WHAT THEY'RE SAYING**

- “Great cities have public venues that they can be proud of. Great cities have public venues that are genuine destinations.”
  - Sacramento Mayor Darrell Steinberg

- “As the region thrives, so do the economic opportunities to all who live here. Transforming this city core into a dynamic business and arts center will lift the entire region by creating jobs and fostering economic growth. We believe our members will benefit from this exciting reshaping of Sacramento’s downtown and identity.”
  - SAFE Board Chairman Terrance Tremelling

- “Sacramento is on the map in a way that we haven’t been before. I believe this project, as it’s been designed and refined, is not only responsible, but a smart investment in continuing to support our tourism economy.”
  - SAFE City Commissioner Steve Hansen

- “The plan sends a signal to existing clients and the national convention industry that Sacramento has been strategic and deliberate in meeting the needs of the market.”
  - Mike Testa, president and CEO of Visit Sacramento

- “The plan sends a signal to existing clients and the national convention industry that Sacramento has been strategic and deliberate in meeting the needs of the market.”
  - Mike Testa, president and CEO of Visit Sacramento

- “Great cities have public venues that they can be proud of. Great cities have public venues that are genuine destinations.”
  - Sacramento Mayor Darrell Steinberg

- “As the region thrives, so do the economic opportunities to all who live here. Transforming this city core into a dynamic business and arts center will lift the entire region by creating jobs and fostering economic growth. We believe our members will benefit from this exciting reshaping of Sacramento’s downtown and identity.”
  - SAFE Board Chairman Terrance Tremelling

- “Sacramento is on the map in a way that we haven’t been before. I believe this project, as it’s been designed and refined, is not only responsible, but a smart investment in continuing to support our tourism economy.”
  - SAFE City Commissioner Steve Hansen

- “The plan sends a signal to existing clients and the national convention industry that Sacramento has been strategic and deliberate in meeting the needs of the market.”
  - Mike Testa, president and CEO of Visit Sacramento

- “Great cities have public venues that they can be proud of. Great cities have public venues that are genuine destinations.”
  - Sacramento Mayor Darrell Steinberg

- “As the region thrives, so do the economic opportunities to all who live here. Transforming this city core into a dynamic business and arts center will lift the entire region by creating jobs and fostering economic growth. We believe our members will benefit from this exciting reshaping of Sacramento’s downtown and identity.”
  - SAFE Board Chairman Terrance Tremelling

- “Sacramento is on the map in a way that we haven’t been before. I believe this project, as it’s been designed and refined, is not only responsible, but a smart investment in continuing to support our tourism economy.”
  - SAFE City Commissioner Steve Hansen

- “The plan sends a signal to existing clients and the national convention industry that Sacramento has been strategic and deliberate in meeting the needs of the market.”
  - Mike Testa, president and CEO of Visit Sacramento

**TOTAL AMOUNT OF SAFE INVESTMENT**

- $23 million

- Commitment: 25 years