

# SAFE Credit Union Convention and Performing Arts District Investment Facts

## INVESTMENT WILL SUPPORT:



### SAFE CREDIT UNION CONVENTION CENTER

**370** events annually  
**875,000** event attendees annually  
**2,000** walkable hotel rooms  
**240,000** square feet of programmable space  
**160,000** square feet of exhibit space  
**40,000** square feet of new flexible ballroom space  
**300+** nearby restaurants  
Convention business brings **\$121 million** to the region



### SAFE CREDIT UNION PERFORMING ARTS CENTER

Over **140** performances  
Home to ballet, Broadway, choral, philharmonic & speaker series  
Serving over **260,000** patrons  
ADA improvements throughout the venue  
Newly designed food & beverage outlets  
Expanded lobbies  
Additional restrooms  
New & refurbished audience seating for **2200**  
New finishes throughout

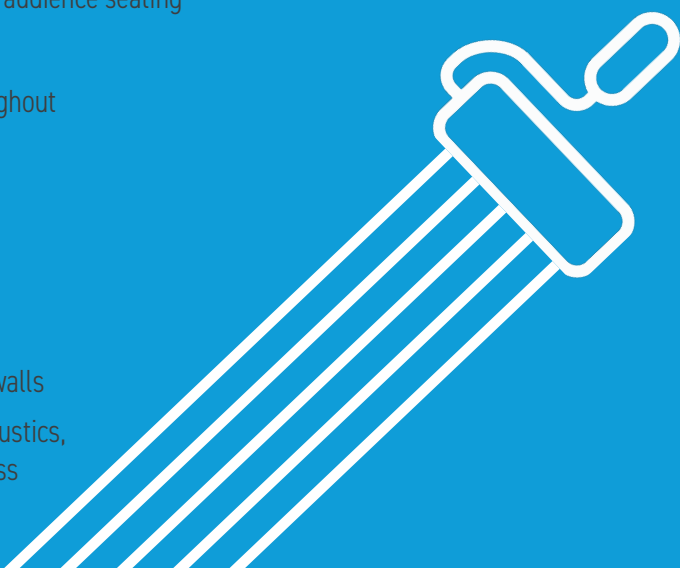


### SAFE CREDIT UNION PLAZA

**15,000** square feet plaza  
New plaza walkway with easy access to the waterfront and midtown  
Convenient gathering place in the center of the entertainment district  
Opening Fall 2020

#### WHAT'S IMPROVING

- New 40,000-square-foot ballroom
- New plaza walkway
- Additional outdoor gathering places
- Additional exhibit space
- State-of-the-art technology to support conferences of the future
- 2,400 seats
- New floors and seats
- Glass and steel exterior walls
- Upgrades to lighting, acoustics, lobby, and disability access



HELLO my name is  
**SAFE**

#### MEET SAFE CREDIT UNION #YOUfirst

- ✓ SAFE Credit Union, putting members first since 1940
- ✓ Nearly \$3 billion in assets
- ✓ 235,000 members
- ✓ Membership open to those who live and work in the Sacramento area
- ✓ Dedicated to helping local businesses succeed with business banking services and SBA loans
- ✓ Technologically advanced personal banking services

REJUVENATION OF THE DISTRICT EXPECTED TO  
**DOUBLE** number of major conventions by 2025

TOTAL AMOUNT OF SAFE'S INVESTMENT:

**\$23 million**

Commitment: 25 years

#### 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 take 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, 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 the past 80 years, we've walked 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 California'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 quoted by the Sacramento Bee

"As the region thrives, so do the economic opportunities to all who live here. Transforming the city core into a dynamic business and arts center lifts 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 refined and improved, is not only responsible, but a smart investment in continuing to support our tourism economy."

– Sacramento City Councilman Steve Hansen

As quoted by the Sacramento Bee

"The plan sends a signal to existing clients and the national convention industry that Sacramento has been strategic and deliberate in meeting the evolving needs of the market."

– Mike Testa, president and CEO of Visit Sacramento

**safe**  
credit **YOU**Union



\*This section from "The Value of U.S. Downtowns and Center Cities, Calculating the Value of Downtown Sacramento," International Downtown Association