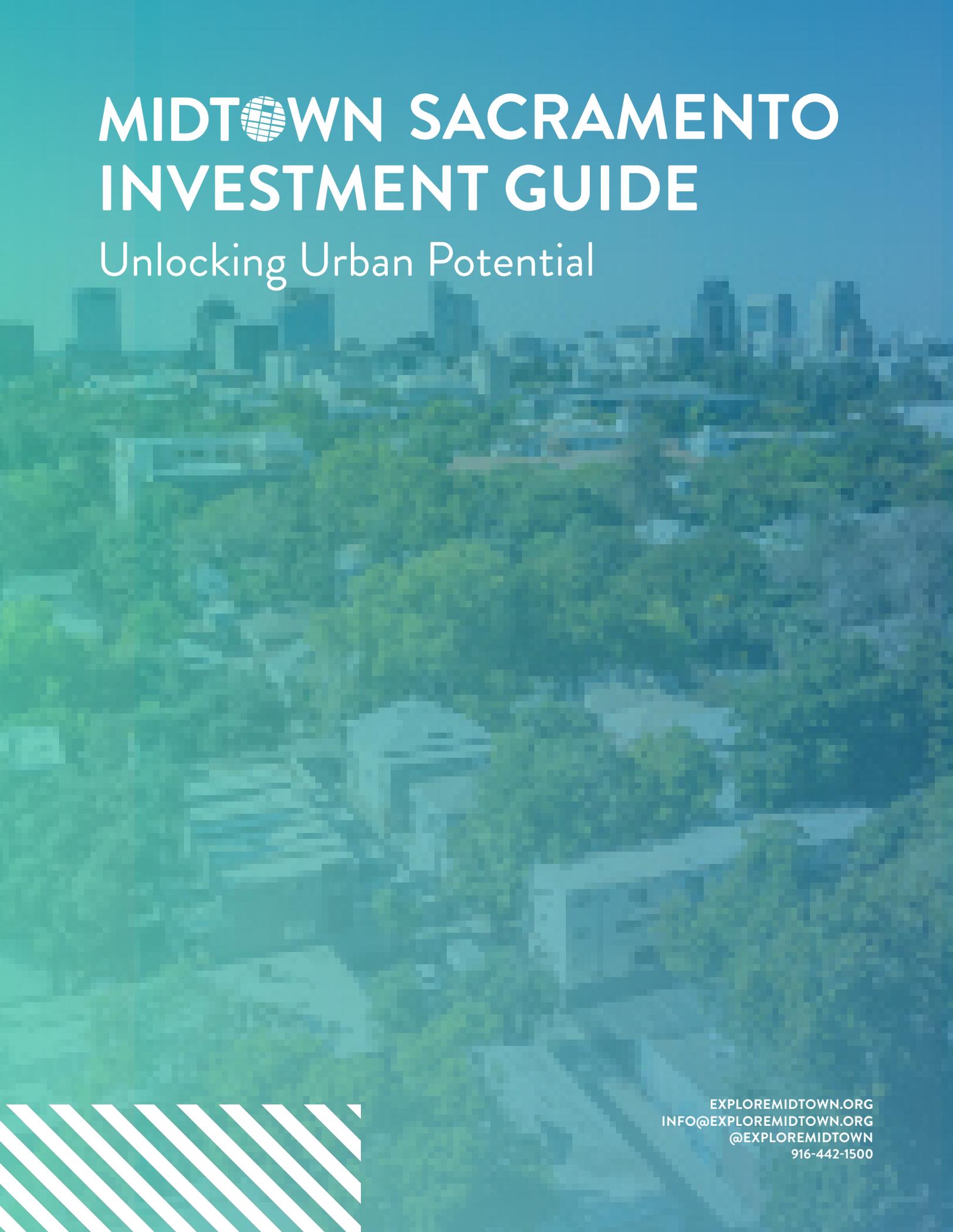


# MIDTOWN SACRAMENTO INVESTMENT GUIDE

Unlocking Urban Potential



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# INVESTING IN THE HEART OF CALIFORNIA

Midtown Sacramento is a regional center for culture, creativity, and vibrancy in California’s capital city. Located less than an hour from the Bay Area, Midtown is marked by an influx of new residents and businesses, with many more on the way. Home to the leadership seat of one of the world’s largest economies, Midtown is poised to continue its massive renaissance, outperforming many metros in the nation. Data underscores a post-pandemic shift in the urban center of gravity, favoring areas rich in apartments, bars, and restaurants over sterile urban office districts. Midtown Sacramento is exactly that.

Midtown’s landscape is characterized by a harmonious blend of mixed-use residential spaces, diverse retail offerings, a nationally recognized urban tree canopy, and enticing Michelin-recognized restaurants. This, combined with a thoughtfully curated sense of place in public spaces through arts, culture and events, has translated into the creation of a thriving and dynamic central city. With a top biking and walking score, five city parks, a state park, a regional concentration of hotels and entertainment, and proximity to a major medical hub, the state capitol, convention center, and entertainment complex, Midtown is a dynamic destination in California’s capital city. This unique combination not only makes Midtown the place to be now, but it also positions it as an area with abundant potential to continue to grow exponentially.

To invest in Midtown is to invest in the heart of Sacramento—a vibrant space where people not only work, but live, connect, and thrive together.



**Emily Baime Michaels**  
Executive Director  
Midtown Association



**Marisa Kolokotronis**  
Senior Vice President  
SKK Developments

“The Sacramento region is projected to grow another 4% in the next 5 years, largely buoyed by this continued migration.”

- “Why more Bay Area residents are calling Sacramento home”, SFGATE



“Sactown boasts a big city arts scene and an unwavering commitment to doing right by locals.”

- “Sacramento, California is one of the best places to live in 2024”, Money



“Midtown is also great in terms of walkability if a low-key, healthy lifestyle is a thing you prioritize.”

- “Why Are Young Adults Moving to Sacramento?”, California.com



“...six of the nine next fastest growing counties were in Northern California in the areas surrounding Sacramento.”

- “Here’s why people are leaving Bay Area to live near Sacramento”, San Francisco Chronicle



SINCE 2019, THERE HAS BEEN AN INFLUX OF **4,901 TOTAL NEW RESIDENTIAL UNITS** FROM PROJECTS THAT ARE CURRENTLY UNDER ENTITLEMENT REVIEW, ENTITLED, UNDER CONSTRUCTION OR HAVE BEEN COMPLETED IN MIDTOWN.



“Midtown holds a unique place within the fabric of Sacramento. It is not only a hub for creativity and culture, but also home to some of the best cuisine and small businesses in the region. It is an honor to serve and continue to uplift Midtown as the Councilmember for District 4 in the City of Sacramento.”

- Phil Pluckebaum, Councilmember Elect, City of Sacramento

MIDTOWN HAD EXTREMELY HIGH BUSINESS RETENTION POST PANDEMIC, MAINTAINING A 5% VACANCY RATE WITH OVER 2M SQUARE FEET OF SPACE WHILE SURROUNDING SUBURBAN AREAS RANGED FROM 10-30%.



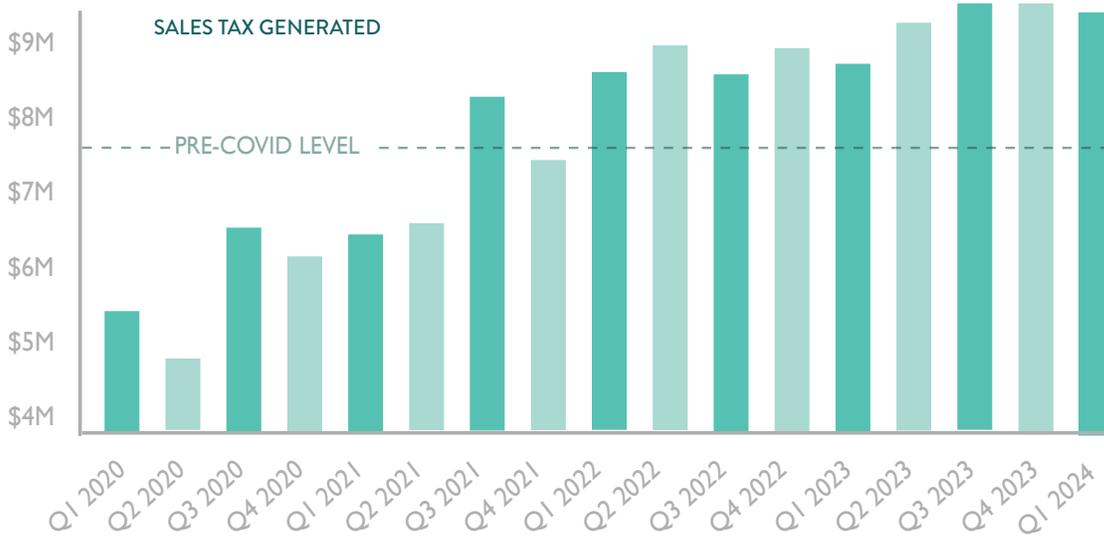
“I am excited to witness firsthand the flourishing recent developments in Midtown and the region’s continued growth. These transformative changes not only enhance our vibrant community but also contribute to the dynamic and welcoming atmosphere that makes Midtown a truly special place to live. I appreciate Midtown Association’s ongoing commitment to supporting public policy that is pro-infill development, allowing the development community to answer our region’s housing needs with market-driven solutions.”

- Nikky Mohanna, Mohanna Development

# MIDTOWN AT A GLANCE

Between 2019 and 2023, Sacramento experienced population growth of over **6%**. By comparison, the San Francisco Bay Area saw population growth of only **0.3%** in the same span. According to Redfin, Sacramento is the top metropolitan destination for new home buyers in the nation.

Source: Macrotrends



In 2023, Midtown Sacramento generated over **\$38M** in sales tax revenue. Many communities are floundering to recover post-pandemic, while Midtown sales tax production rebounded quickly, exceeding pre-pandemic levels the same quarter the state reopened for business.

**27%** INCREASE IN SALES TAX REVENUE FROM 2019 - 2023

**6%** POPULATION GROWTH FROM 2019 - 2023

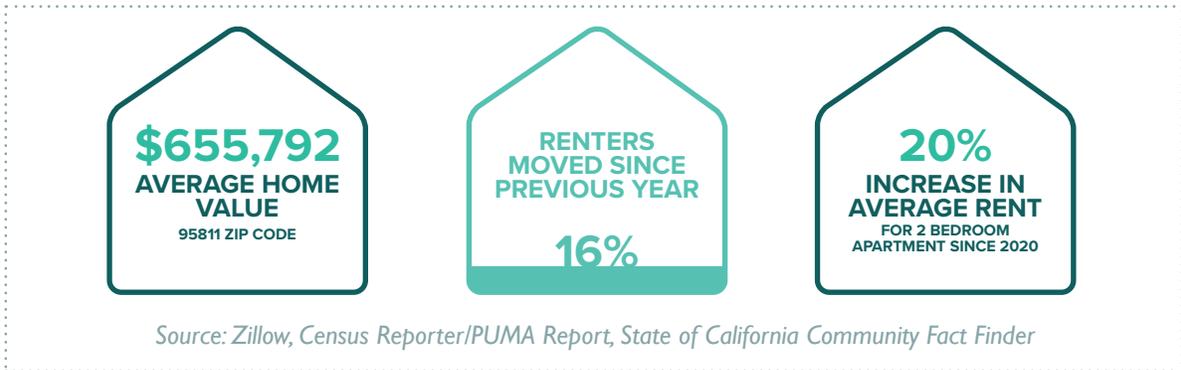
In the last five years, Midtown has expanded its commercial footprint by over half a million square feet, providing new opportunities to attract businesses into the central city. In that same time, there has been an influx of **4,901** total new residential units from projects that are currently under entitlement review, entitled, under construction or have been completed in Midtown.

Source: City of Sacramento

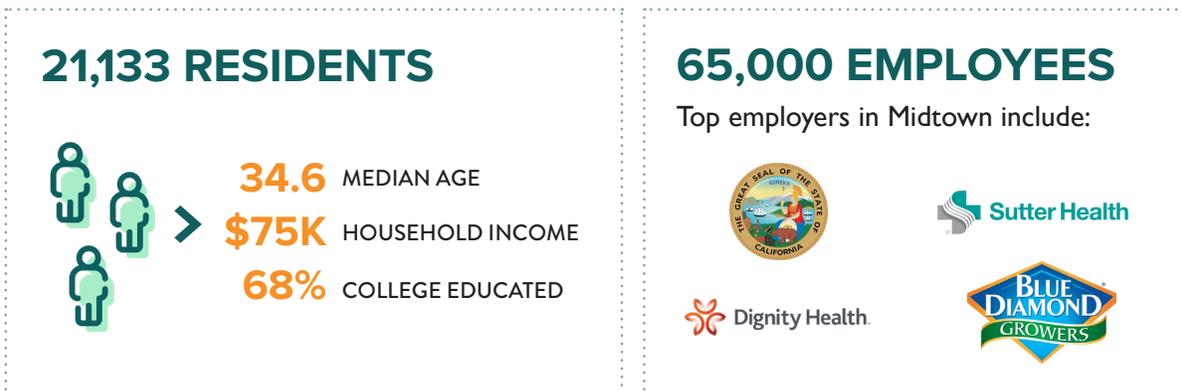
<p><b>64</b> TOTAL NEW PROJECTS SINCE 2019</p>	<p><b>7</b> UNDER CITY REVIEW</p>	<p>NON-RESIDENTIAL <b>558,922</b> SQ. FEET ADDED SINCE 2019</p>	<p>RESIDENTIAL <b>3,433</b> NEW UNITS SINCE 2019</p>
	<p><b>28</b> APPROVED</p>		
	<p><b>7</b> UNDER CONSTRUCTION</p>		
	<p><b>22</b> COMPLETED</p>		

# THE PEOPLE OF MIDTOWN

With a combination of employment, entertainment, and activity centers, Midtown remains among the most attractive places to live for young people in Sacramento. With a median age in the early 30's, Midtown is heavily comprised of young office and service industry professionals with disposable income as well as homeowners with higher income.



Within the central city of Sacramento, there are more than **65,000 employees**. Midtown stands as a major employment hub within the central city due to its proximity to Sacramento's largest employment sectors including government, healthcare and food & beverage services.



“Midtown’s vibrant and dynamic environment embodies our commitment to fostering the health of the communities we serve. Having our medical center in Midtown allows us to be at the heart of a lively urban setting, where our employees can enjoy diverse amenities and a strong sense of community. This proximity to cultural events, top tier dining options, and welcoming public spaces enhances our team’s daily experience, supports their well-being, and aligns with our mission to create healthier communities.”

- Ryan Loofbourrow, Sutter Health, Valley Area



“Midtown Sacramento offers a compelling mix of cultural vibrancy, economic potential, and community engagement, making it an ideal location for investment. At Five Star Bank, we see the value in investing in areas that drive innovation and growth. Midtown is a proven market with a diverse business environment, rich array of amenities and strong community spirit, creating a dynamic ecosystem where investments can thrive.”

- Shelley Wetton, Five Star Bank

HOME TO LAVENDER HEIGHTS, THE BUSTLING CENTER OF SACRAMENTO'S VIBRANT LGBTQ+ COMMUNITY, MIDTOWN IS LARGELY SHAPED BY ITS INFLUENCE. THIS OFFICIALLY DESIGNATED HISTORIC DISTRICT CONTRIBUTES SIGNIFICANTLY TO THE ECONOMY OF MIDTOWN WITH OVER 20 LGBTQ+ IDENTIFYING BUSINESSES.



# MIDTOWN'S ECONOMY

With its diverse offerings of both residential and commercial space, Midtown is among the most densely occupied spaces in the city. With housing and economic opportunities aplenty, Midtown is best known for its culinary, art, entertainment, and shopping options.



**2,231**  
Midtown  
Businesses

Midtown Sacramento is home to over 2,200 businesses, mostly made up of small, independent enterprises that drive the district as an economic hub of the region.



**120+**  
Restaurants,  
Bars & Cafés

With over 120 restaurants within the district, Midtown is one of the region's most densely populated culinary hotspots, representing offerings for Michelin Star seekers, craft beer lovers, coffee connoisseurs, and street food enthusiasts alike.



**18**  
Entertainment  
Venues

As the cultural center of Sacramento, Midtown is home to 18 distinct entertainment venues, making up nearly a quarter of all venues in the city, and providing live music, dancing, and experiences that cater to patrons of all demographics.



**284**  
Retail  
Businesses

As a destination for Sacramento's residents and visitors alike, Midtown has a thriving selection of local retailers that include everything from boutique clothing and pet supplies to bike shops and art supply stores.



**9**  
Hotels &  
Motels



**658**  
Rooms



**3.6%**  
Vacancy  
Rate



"Being recently recognized as one of California's best chefs at the annual James Beard Awards was an honor and only further establishes what we already know about the strength of Sacramento's food scene. It's inspiring to be surrounded by so many other amazing restaurants and chefs, and the growing number of Michelin recognitions is just the start. There are many more exciting and innovative concepts coming that will shape the scene for years to come."

– Buu "Billy" Ngo, Kru Contemporary Japanese Cuisine

IN THE LAST FIVE YEARS, HYATT HOUSE SACRAMENTO AND FORT SUTTER HOTEL WERE BUILT IN MIDTOWN. THESE EXAMPLES OF **ADAPTIVE REUSE AND INFILL DEVELOPMENT** ARE SUPPORTED BY MIDTOWN ASSOCIATION'S ADVOCACY EFFORTS TO REDUCE BARRIERS TO DEVELOPMENT.



HYATT

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“Hyatt House Hotel is a great example of adaptive reuse at its best. We are proud to have transformed a beautiful historic building by breathing new life into her to meet the growing needs of the surrounding neighborhood including our health care system. Hyatt House and the Star Lounge are already thriving with a location connected to music, arts, parks, dining, entertainment, hospitals, and the community.”

– Roger Hume, Hume Development, Inc.

# ARTS & CULTURE

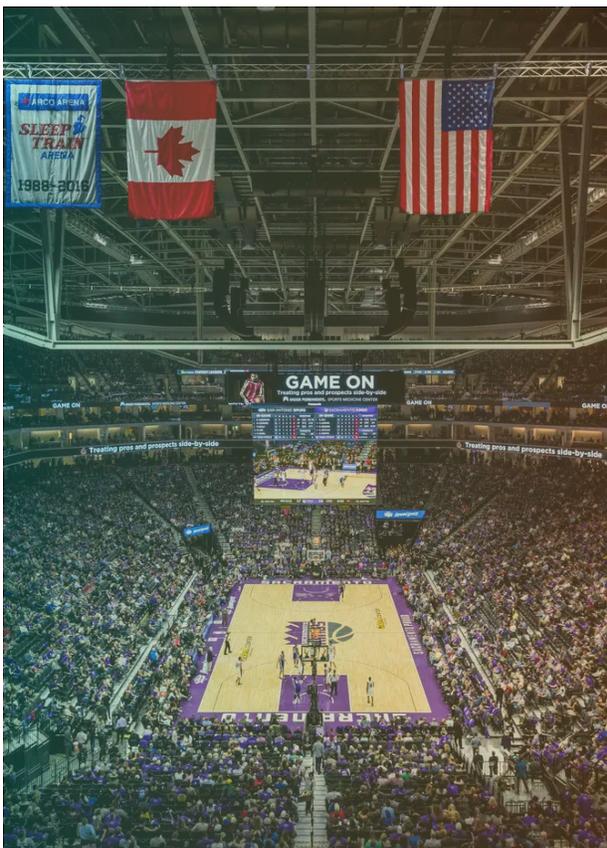
## EVENTS

Midtown Sacramento thrives with energy, hosting some of the region's most renowned events such as the weekly Midtown Farmers Market and monthly arts celebration, Midtown Second Saturday.

### MIDTOWN EVENTS



### MIDTOWN FARMERS



## ENTERTAINMENT

Aside from being the nightlife center of Sacramento, Midtown is also in close proximity to the Golden 1 Center, home of the Sacramento Kings and a robust offering of concerts and shows year-round, as well as major events like the GoldenSky, Aftershock, and Sol Blume music festivals, California International Marathon and Ironman competition. The recently expanded SAFE Credit Union Convention Center, a key driver of foot traffic to the area, is also located just a block from Midtown.

### GOLDEN 1 CENTER EVENTS



### SAFE CREDIT UNION CONVENTION CENTER





“Strategic investments in Midtown’s six parks, including the historic Sutter’s Fort State Park, are creating vibrant, accessible environments for residents and visitors alike. Partnering with Midtown Association preserves and revitalizes these cherished green spaces and historical sites while strengthening community ties and promoting a more engaging and connected experience. We are proud to support this vision of enrichment in Sacramento through thoughtful stewardship and dynamic programming.”

– John Fraser, California State Parks

### GREEN SPACES

People living in Sacramento rank natural spaces and recreational facilities as the top two most important features when assessing their quality of life. Flanked by two rivers, Midtown, and the Central City as a whole, prioritize and activate these spaces to meet residents’ needs.

**RANKED #10  
US CITY FOR  
DOG PARKS**

**RANKED #30  
US CITY FOR  
PARKS**



**6**  
Parks in  
Midtown

ACRES OF GREEN

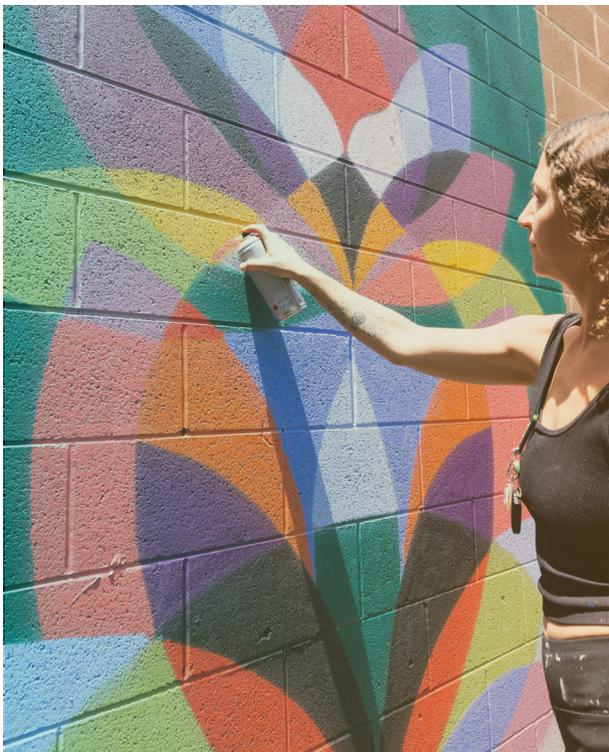


**17**  
Within  
Midtown



**92**  
Just Outside  
of Midtown

Source: Trust for Public Land



### ARTS

Midtown is Sacramento’s most vibrant hub for diversity and culture. The city’s strength is manifested in the thriving local art scene, which is anchored by monthly district-wide events each Second Saturday, a testament to the dynamic and creative spirit that defines Midtown.

**ARTS  
SECTOR  
GENERATES  
\$241.7M  
ANNUALLY**

ART IN MIDTOWN



**120+**  
Murals in  
Midtown



**20+**  
Art Galleries  
& Theatres

Source: Americans for the Arts

# MAP OF MIDTOWN

## TRANSPORTATION & MICROMOBILITY



Walking Score



Biking Score



**76K** ANNUAL MICROMOBILITY TRIPS



**15** MINUTES TO SACRAMENTO INTERNATIONAL AIRPORT



**25** PARKING LOTS AND PARKING GARAGES



**2.4M** ANNUAL PARKING SESSIONS



**10M** ANNUAL VISITS TO MIDTOWN

Source: City of Sacramento, Placer AI

## MAP KEY



DEVELOPMENTS UNDER CONSTRUCTION in 2024



SACRAMENTO REGIONAL TRANSIT LIGHT RAIL STOPS



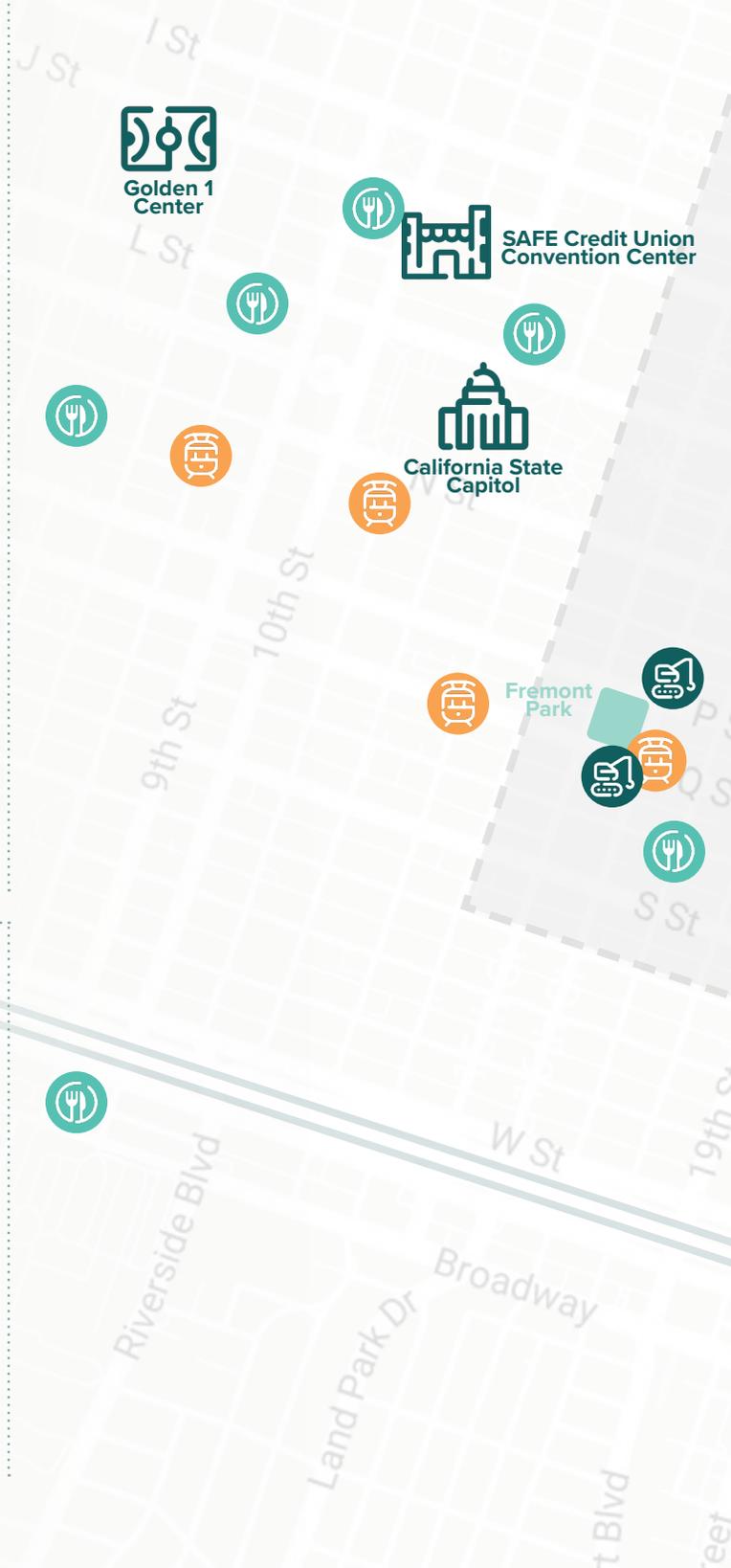
MICHELIN RECOGNIZED RESTAURANTS



MIDTOWN'S PARKS



MIDTOWN NEIGHBORHOOD





Blue Diamond Growers

Muir Park



“Sacramento’s thriving SAFE Credit Union convention center, bustling hotel scene, and music and food festivals are key drivers of our city’s economic vitality and visitor appeal. Having a nearby convention center with new state-of-the-art facilities attracts conferences, trade shows, and cultural events that bring significant tourism and its associated revenues to the area. A tremendous draw to locals and visitors alike, Midtown provides visitors with unparalleled convenience and hospitality. This synergy not only enhances the visitor experience, but also bolsters Midtown’s reputation as a premier destination for both business and leisure travelers.”

- Mike Testa, Visit Sacramento

Midtown Farmers Market

Marshall Park

Hyatt House Sacramento

Sutter's Fort

Fort Sutter Hotel

Sutter Health Medical Center

Mercy General Hospital

Truitt Bark Park

Channel 24 Music Venue (Opening 2025)

Winn Park



Broadway

34th St

# RESOURCES

## GENERAL OVERVIEW OF MIDTOWN ASSOCIATION AND OUR SERVICES

Investors in Midtown become stakeholders in the Midtown Association Property Business Improvement District (PBID). The PBID ensures Midtown stakeholders thrive by promoting a welcoming and enticing environment with comprehensive placemaking and event programming, providing a clean, safe and welcoming community, communicating the uniqueness of Midtown, and encouraging wellness through investments in parks and open spaces. The Midtown Association makes this possible through:

### Advocacy and Economic Development

Midtown Association supports and encourages our stakeholders to play a role in shaping the policies that impact our city and region. The organization has four main areas of focus including:

- Infill Development
- Clean & Safe Services
- Infrastructure & Capital Improvements
- Active Transportation

### Clean and Safe Services

Midtown Association provides Clean and Safe services which include proactive property checks, homeless outreach, power washing, graffiti abatement, biohazard cleanup, and more to over 104 blocks in the Central City.

### Communications and Event Support

In addition to promotion of local businesses, our Communications and Events teams also invest in special services that encourage hosting activities and events within the district boundaries. This can include email blasts, social media exposure, and assistance with road closures or event permits.

## ADDITIONAL RESOURCES

### [City of Sacramento Housing Development Toolkit](#)

Access a comprehensive step-by-step guide to navigate the housing development process in Midtown Sacramento.

### [Planning Division Timeline](#)

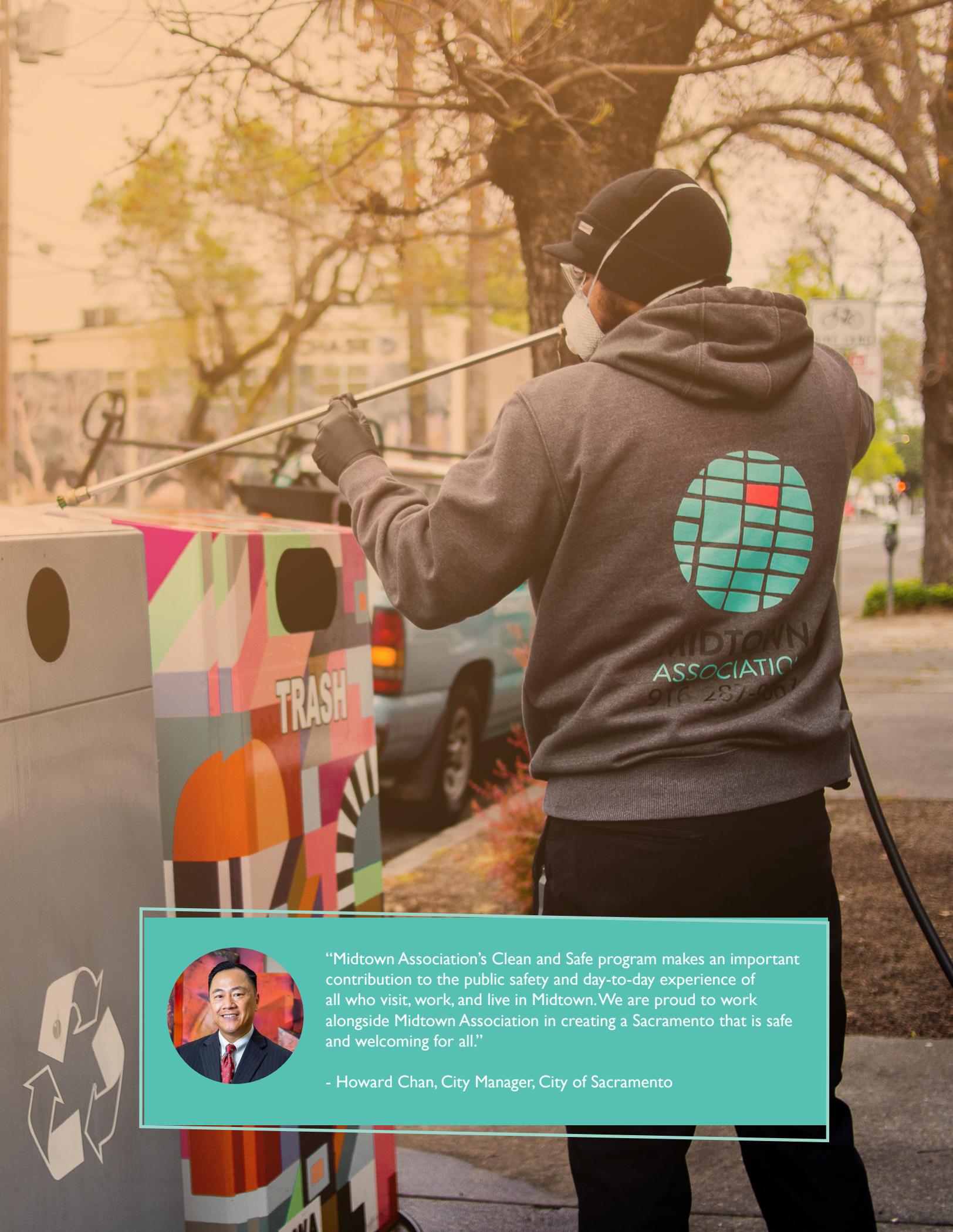
Midtown prioritizes transparency with clear and concise approval timelines, empowering developers with predictability and allowing for meticulous project planning.

### [Housing Development Incentives](#)

Discover resources and strategies to reduce the cost of development, ensuring your project is financially viable and economically sound.

### [Land Use Map with Zoning](#)

Explore the district's zoning regulations and land use classifications through an interactive map.



“Midtown Association’s Clean and Safe program makes an important contribution to the public safety and day-to-day experience of all who visit, work, and live in Midtown. We are proud to work alongside Midtown Association in creating a Sacramento that is safe and welcoming for all.”

- Howard Chan, City Manager, City of Sacramento



