

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

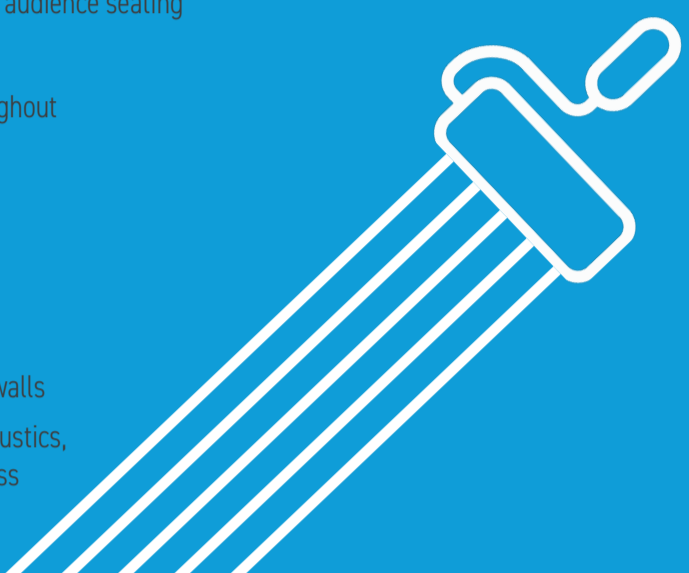


SAFE CREDIT UNION PLAZA

- 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



MEET SAFE CREDIT UNION #YOUfirst

- ✓ SAFE Credit Union, putting members first since 1940
- ✓ \$3 billion in assets
- ✓ 235,000 members
- ✓ Membership open to everyone
- ✓ 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



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

