THE STOREFRONT IS A MURAL OF A COMMUNITY

Jim Peters

President
Responsible Hospitality Institute

John Adair

Administrative Analyst
City of Sacramento

About the Project

The City of Sacramento contracted with the Responsible Hospitality Institute (RHI) to conduct a Sociable City Assessment.

As part of the project, RHI collaborated with city and state department staff to organize information for a Storefront Business Analysis.

Many cities conduct social economy impact studies, gathering global information about revenue, taxes, employment, and trends. These studies provide important information for elected officials and critical departments for decision making.

This project focuses more specifically on two property business improvement districts (PBIDs) in Sacramento's urban core, Downtown and Midtown.

As "social clusters" with dining and entertainment venues evolve, this district-level analysis can assist in more proactive planning and resource allocation.

The combination of a global citywide social economy study and a focused social district-level analysis combine for the greatest value for a comprehensive sociable city plan.

Responsible Hospitality Institute

RHI Staff

Jim Peters
President
Susan Hernandez
Research Associate

Sacramento Staff

Tina Lee-Vogt
Nighttime Economy Manager
John Adair
Administrative Analyst

City of
SACRAMENTO
Innovation & Economic Development

The storefront is a mural of the community's heritage, history, culture, economy, localism, and hospitality.

The storefront refers to the side of a store or shop that faces the street.

4

City of
SACRAMENTO
Innovation & Economic Development

DINING

Food service by venues is a significant draw for residents and visitors to a social district.

As the density of food service establishments grows, concurrent focus on essential resources is required for proper maintenance and service logistics.

DRINKING

Alcohol is an important variable in how people socialize. Trends in craft beverages, mixology, and innovation in alcohol-free alternatives are providing new opportunities in a shifting market.

However, alcohol continues to be a risk factor in some situations, and during certain times, requiring attention to where venues are located, their hours of operation, and procedures to monitor consumption.

ENTERTAINMENT

A district offering entertainment can bring residents and visitors to contribute to the revenue of retail stores and dining establishments.

Entertainment venues can also increase the cultural importance of a city, providing showcase opportunities for talent and technicians supporting entertainment venues.

OCCUPANCY

Occupancy usually refers to the maximum capacity of people in a space that can safely exit in an emergency. In a social venue, this often correlates to seating capacity based upon use, such as a café, restaurant, bar, music venue, or dance venue.

Knowing occupancy for venues in a social district can provide important information about the number of people in an area during peak periods. This can assist in managing parking, traffic, pedestrian safety, and closing time procedures.

Storefront Business Classification

Sources: Downtown Sacramento Partnership and Midtown Association

Monitoring social venue trends and changes in the density of office workers and residents can identify gaps to meet changing lifestyles.
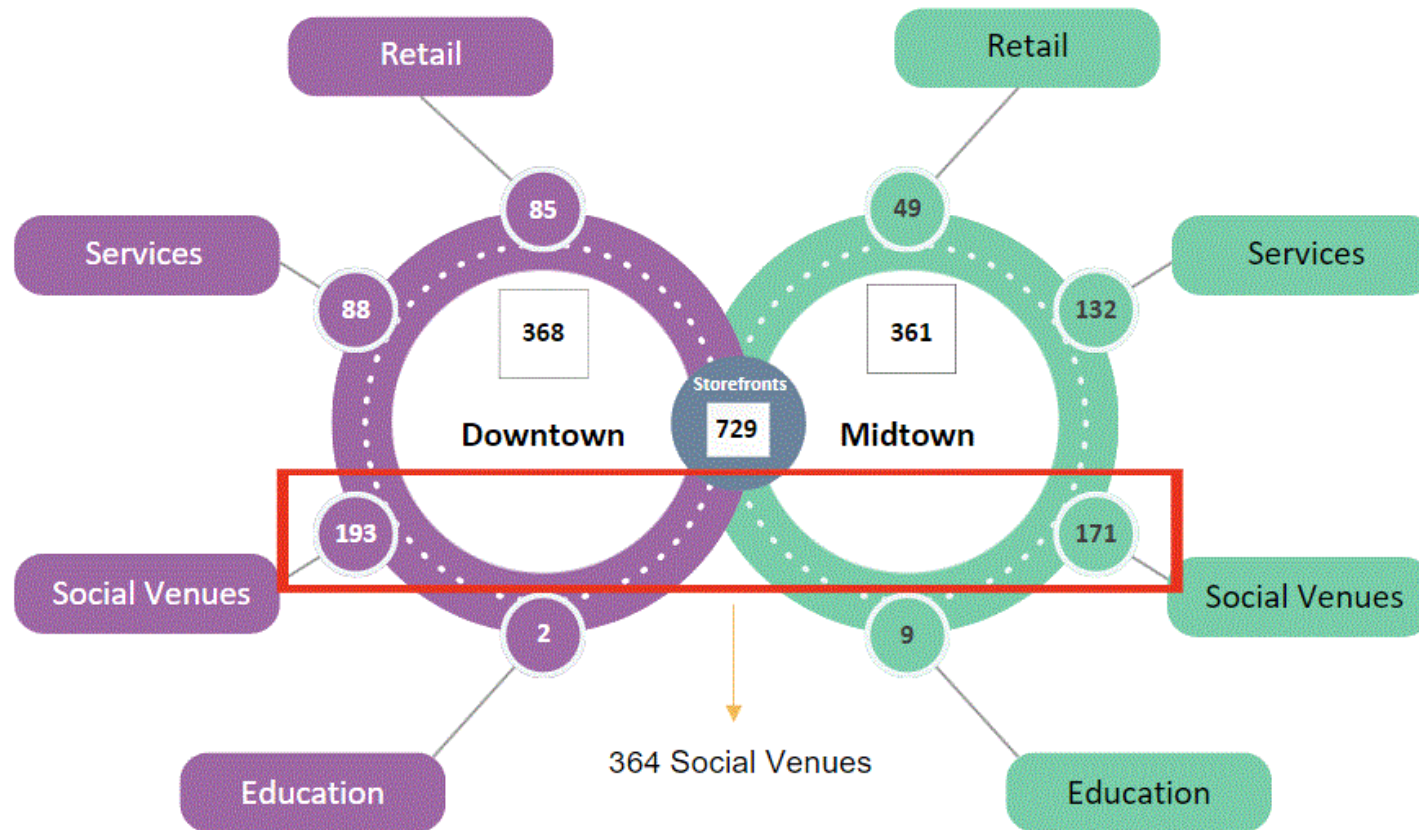
9

Applications of Data Analysis

Track Economic Trends

Establish a baseline and track revenues to better understand the impact of Central City business and social venues

Track Employment Trends

Identify and view trend analysis of the number of people that are employed by the social and nighttime economy
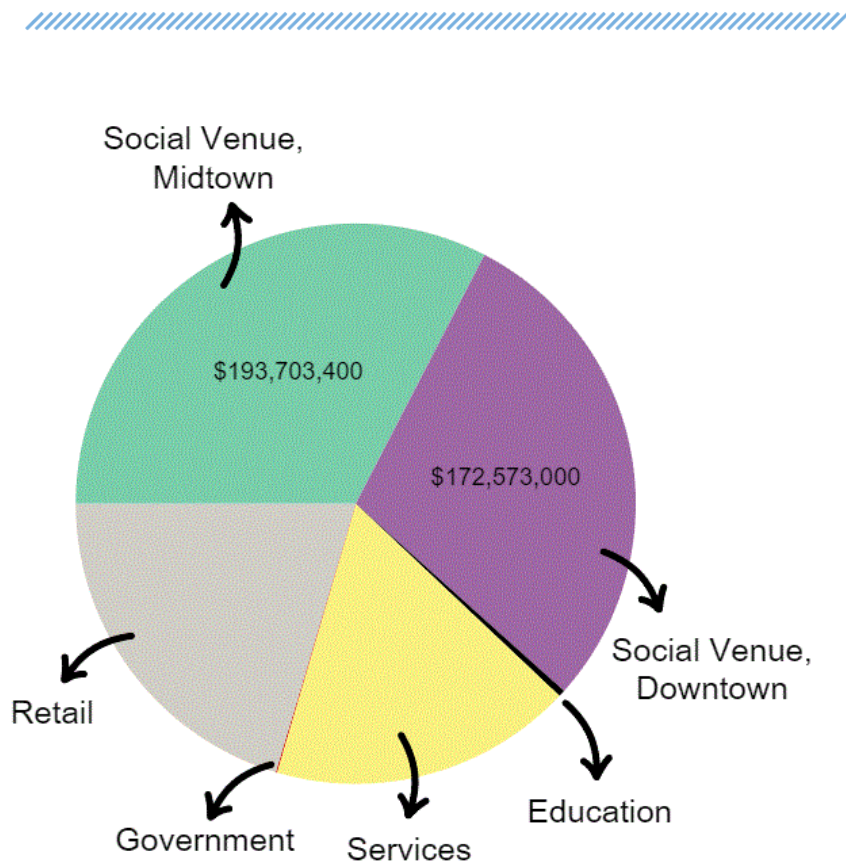
Application of Analysis

- **Track Economic Trends**
- **Track Employment Trends**
- **Improve Planning**
- **Public Safety**
- **Mobility**
- **Balance of Uses**
- **New Business**

City of
SACRAMENTO
Innovation & Economic Development

Revenue Generated By Social Venues

Downtown				
Primary Use	**Before 12 A.M.**	**After 12 A.M.**	**Total**	**%**
Social Venue	$141,509,860	$31,063,140	$172,573,000	57%
Retail	$59,123,100		$59,123,100	20%
Services	$68,248,700		$68,248,700	23%
Education	$1,262,700		$1,262,700	0%
Government	$410,300		$410,300	0%
Grand Total	**$270,554,660**	**$31,063,140**	**$301,617,800**	

Midtown				
Primary Use	**Before 12 A.M.**	**After 12 A.M.**	**Total**	**%**
Social Venue	$139,466,448.00	$54,236,952	$193,703,400	67%
Retail	$62,027,800		$62,027,800	21%
Services	$35,799,200		$35,799,200	12%
Education	$1,005,400		$1,005,400	0%
Government				0%
Grand Total	**$238,298,848**	**$54,236,952**	**$292,535,800**	

Total				
Primary Use	**Before 12 A.M.**	**After 12 A.M.**	**Total**	**%**
Social Venue	**$280,976,308**	**$85,300,092**	**$366,276,400**	**62%**
Retail	$121,150,900		$121,150,900	20%
Services	$104,047,900		$104,047,900	18%
Education	$2,268,100		$2,268,100	0%
Government	$410,300		$410,300	0%
Grand Total	**$508,853,508**		**$594,153,600**	

Source: City of Sacramento

Application of Analysis

- **Track Economic Trends**
- **Track Employment Trends**
- **Improve Planning**
- **Public Safety**
- **Mobility**
- **Balance of Uses**
- **New Business**

Revenue Generated By Social Venues

Downtown

Primary Use	Before 12 A.M.	After 12 A.M.	Total	%
Social Venue	$141,509,860	$31,063,140	$172,573,000	57%
Retail	$59,123,100		$59,123,100	20%
Services	$68,248,700		$68,248,700	23%
Education	$1,262,700		$1,262,700	0%
Government	$410,300		$410,300	0%
Grand Total	$270,554,660	$31,063,140	$301,617,800	

Midtown

Primary Use	Before 12 A.M.	After 12 A.M.	Total	%
Social Venue	$139,466,448.00	$54,236,952	$193,703,400	67%
Retail	$62,027,800		$62,027,800	21%
Services	$35,799,200		$35,799,200	12%
Education	$1,005,400		$1,005,400	0%
Government				0%
Grand Total	$238,298,848	$54,236,952	$292,535,800	

Total

Primary Use	Before 12 A.M.	After 12 A.M.	Total	%
Social Venue	$280,976,308	$85,300,092	$366,276,400	62%
Retail	$121,150,900		$121,150,900	20%
Services	$104,047,900		$104,047,900	18%
Education	$2,268,100		$2,268,100	0%
Government	$410,300		$410,300	0%
Grand Total	$508,853,508		$594,153,600	

Source: City of Sacramento

Application of Analysis

- **Track Economic Trends**
- **Track Employment Trends**
- **Improve Planning**
- **Public Safety**
- **Mobility**
- **Balance of Uses**
- **New Business**

Social Venue Revenue

- $366,276,400 in revenue
- $3,662,764 in sales tax to the City of Sacramento

Source: City of Sacramento

Social Venue Revenue By Category

- $223,428,604 in dining full-service
- $40,290,404 in dining counter service

Source: City of Sacramento

Social Venue Revenue By Category

- $223,428,604 in dining full-service   61%
- $40,290,404 in dining counter service   11%

- $73,255,280 in social with alcohol   20%

Source: City of Sacramento

Employment By Social Venues

Social venues employ approximately **6,000** people.

Sources: City of Sacramento, Downtown Sacramento
Partnership, Midtown Association

Application of Analysis

- **Track Economic Trends**
- **Track Employment Trends**
- **Improve Planning**
- **Public Safety**
- **Mobility**
- **Balance of Uses**
- **New Business**

Responsible Hospitality Institute

City of
SACRAMENTO
Innovation & Economic Development

Employment by Social Venue

Social venues open after midnight employ 636 people

- Is there adequate parking available?
- How is the lighting on the path from the parking locations to their place of employment? Is the parking lot well-illuminated for safety?
- What childcare options are available for employees?
- Besides driving, what additional transportation methods are available?
- Is there additional hospitality and safety training needed for this segment of employment?
- What are the options for late night workers to unwind after they finish their shift?
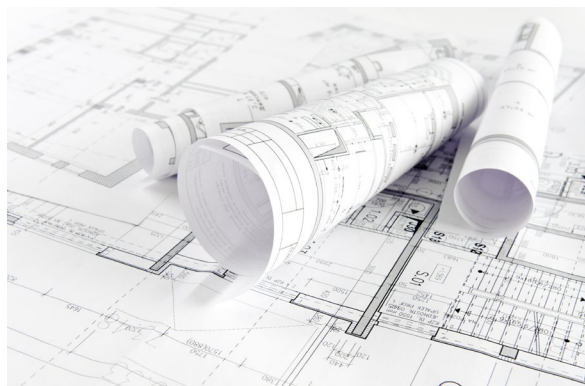
Responsible Hospitality Institute

City of SACRAMENTO
Innovation & Economic Development

Applications of Data Analysis

Improve Planning

Evaluate the impact of high occupancy venues in existing areas

Determine Public Safety Staffing

Plan for an appropriate number of safety personnel to be allocated for crowd management, especially at closing time

Update Mobility Options

Plan parking, traffic flow, pick-up/drop off points for passengers and take-out, delivery coordination, musician loading zones, and late-night transportation for venue staff

18

Responsible Hospitality Institute

Application of Analysis

- Track Economic Trends
- Track Employment
- Improve Planning
- Public Safety
- Mobility
- Balance of Uses
- New Business

City of
SACRAMENTO
Innovation & Economic Development

Applications of Data Analysis

Establish a Plan for a Balance of Uses

Maintain a mix of storefront uses by day, evening, and late night

Evaluate New Business Applications

Determine suitability and impact of new high occupancy venues serving food, alcohol, and providing entertainment, especially late-night near residential areas

Responsible Hospitality Institute

Application of Analysis

- Track Economic Trends
- Track Employment
- Improve Planning
- Public Safety
- Mobility
- **Balance of Uses**
- **New Business**

City of
SACRAMENTO
Innovation & Economic Development

19

The nighttime social economy generates employment and economic contributions and requires dedicated resources.

Storefront Businesses

Category	Downtown	%	Midtown	%	Total	%
Retail	85	23%	49	14%	134	18%
Services	88	24%	132	37%	220	30%
Social Venues	**193**	**52%**	**171**	**47%**	**364**	**50%**
Education	2	1%	9	2%	11	2%
Total	**368**		**361**		**729**	

There are 729 storefront businesses, 50% of them are social venues.

Sources: Downtown Sacramento Partnership and Midtown Association

Responsible Hospitality Institute

Monitoring mix of storefront business uses can help develop better recruitment outreach to fill vacancies.

City of
SACRAMENTO
Innovation & Economic Development

Social Venues Hours, Entertainment

Category	Downtown	%	Midtown	%	Total	%
Social Venues	193	53%	171	47%	364	50%
Open after 10 p.m.	74	38%	81	47%	155	42%
Open after Midnight	39	20%	36	21%	75	20%
With Entertainment	32	16%	23	13%	55	15%
Occupancy	9,816	62%	6,057	38%	15,873	

Are there areas with higher occupancy venues?

How does the concentration of venues impact crowd management at closing times?

Source: City of Sacramento Fire Department and California Department of Alcoholic Beverage Control

Alcohol, Dining, Entertainment

Category	Downtown	%	Midtown	%	Total	%
Social Venues	193	53%	171	47%	364	50%
Alcohol	89	46%	55	32%	144	40%
Dining	91	47%	80	47%	171	47%
With entertainment	32	16%	23	13%	**55**	15%
Occupancy	9,816	62%	6,057	38%	**15,873**	

Are there areas with higher occupancy venues?

How does the concentration of venues impact crowd management at closing times?

Source: City of Sacramento Fire Department and California Department of Alcoholic Beverage Control

Responsible Hospitality Institute

City of SACRAMENTO
Innovation & Economic Development
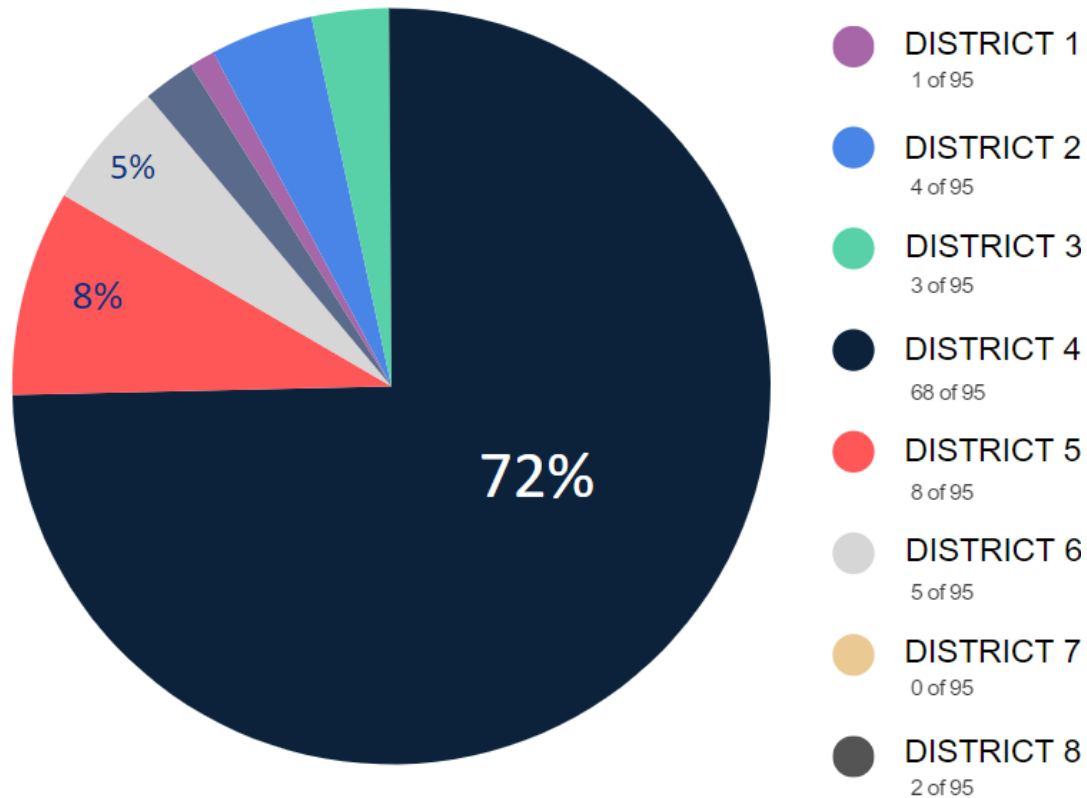
Entertainment Permit Locations

Mapping venues can provide critical information for planning.

Overlays with occupancy, employees, parking, transportation, and calls for service can inform planning decisions.

Responsible Hospitality Institute

Source: City of Sacramento

24

Entertainment Permit Locations by Council District

DISTRICT 1
1 of 95

DISTRICT 2
4 of 95

DISTRICT 3
3 of 95

DISTRICT 4
68 of 95
← What questions does this pose for D4 or City departments?

DISTRICT 5
8 of 95

DISTRICT 6
5 of 95

DISTRICT 7
0 of 95
← Is this area best suited for the limited entertainment permits?

DISTRICT 8
2 of 95

Source: City of Sacramento

Responsible Hospitality Institute

Should the density in districts be a concern?

Are there equity concerns in how entertainment permits are issued?

City of
SACRAMENTO
Innovation & Economic Development

Entertainment Permit Clusters

- Old Sacramento, 7 entertainment permits

- Downtown near 10th and K Street, 13 entertainment permits

- Midtown near 20th and K Street, 6 entertainment permits

Source: City of Sacramento

How should entertainment permits be allocated?

Are there areas with the best infrastructure to support entertainment, especially late-night?

Mapping venues can provide critical information for planning.

Overlays with occupancy, employees, parking, and calls for service can inform planning decisions.

Entertainment Permit Cluster Data

- Old Sacramento, 7 entertainment permits
  - Occupancy, 1,202
    - Employees, 110
      - Since 2019, a 7% revenue decrease

- Downtown Sacramento, 13 entertainment permits
  - Occupancy, 4,660
    - Employees, 206
      - Since 2019, a 1.6% revenue increase

- Midtown Sacramento, 6 entertainment permits
  - Occupancy, 3,397
    - Employees,144
      - Since 2019, a 5% revenue increase

Source: City of Sacramento

Responsible Hospitality Institute

Social venue clusters do more than just happen.

Overlays with occupancy, employees, parking, and calls for service can inform planning decisions.

City of SACRAMENTO
Innovation & Economic Development

Density by Acre

Key Activity Centers Egress Potency Measured During the 1-2 A.M. Hour				
Activity Center	**PBID**	**12 Month Total**	**1 A.M. AVG**	**Density by Acre**
Old Sacramento	Downtown	262,900	720	43
10th and K St.	Downtown	827,300	2,267	73
20th and K St.	Midtown	394,500	1,081	113

Does real-time visitation data provide further guidance to understand neighborhood impacts and resource allocation?

Source: Placer.ai

Future Applications for Data

Develop Overlays:

- Total Combined Venue Occupancy
- Total Employees Working After Midnight
- Public and Private Parking
- Public Restrooms
- Calls for Service to Venues
- Crime in Area
- Residential Housing: Current and Planned

Application Review Process

- Is use appropriate for the area?
- Are there potential conflicts with residents?
- What requirements are there for deliveries, waste management, employee and guest parking, transport areas

Questions

Responsible Hospitality Institute
City of Sacramento Office of Nighttime Economy

CONTACT INFORMATION

Jim Peters

President
Responsible Hospitality Institute
jim@rhiweb.org

John Adair

Administrative Analyst
City of Sacramento
jadair@cityofsacramento.org