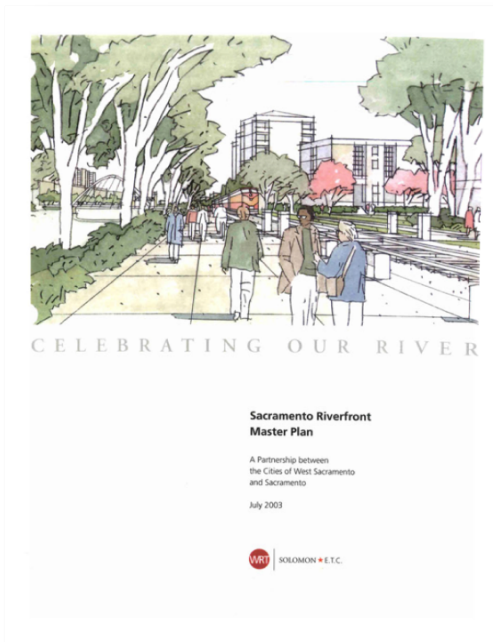




Sacramento Riverfront The Moment to Act

To optimize opportunity for quality public and private investment on the riverfront



2003 Sacramento Riverfront Master Plan:
A great vision, but organizational & financing ideas are out of date.



In past decade:
\$1 Billion in
infrastructure
by the river

Investment by 2 cities in the past decade

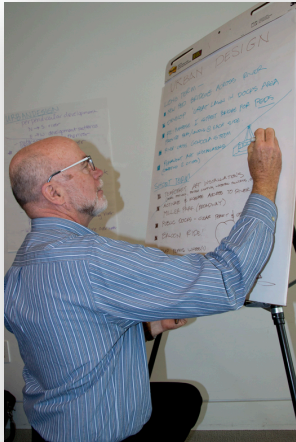


Complement incoming investment
for a Great City

On March 24 – 25, 2017 ULI Sacramento Convened

Riverfront Development Program and Workshop

1. Presentations from 4 US Cities with exceptionally successful waterfronts
Chattanooga | Spokane | Louisville | Pittsburgh
2. Followed by 2 days of meetings with public and private experts from both sides of river to address key focus areas:
 - *What kind of governing entity would be most successful in fulfilling waterfront vision?*
 - *What short term and long term funding sources are available?*
 - *What are the priorities for activating the waterfront and which projects are the most critical?*



What we heard from other successful cities

Chattanooga

Volkswagen opening 1st US plant in 30 years with a \$1 billion investment, creation of 4,500 jobs. Stated Reason:

“The high quality of life and beauty of the city because of its riverfront”

Region has attracted \$6 billion in investment since 2008



Chattanooga 2017 Riverbend Festival

What we heard from other successful cities

Louisville

\$1.4 Billion of investment completed or underway around the Waterfront Park as a result of the waterfront redevelopment

\$91 Million in secondary sales annually

\$12.6 Million in annual taxes



Louisville Riverfront



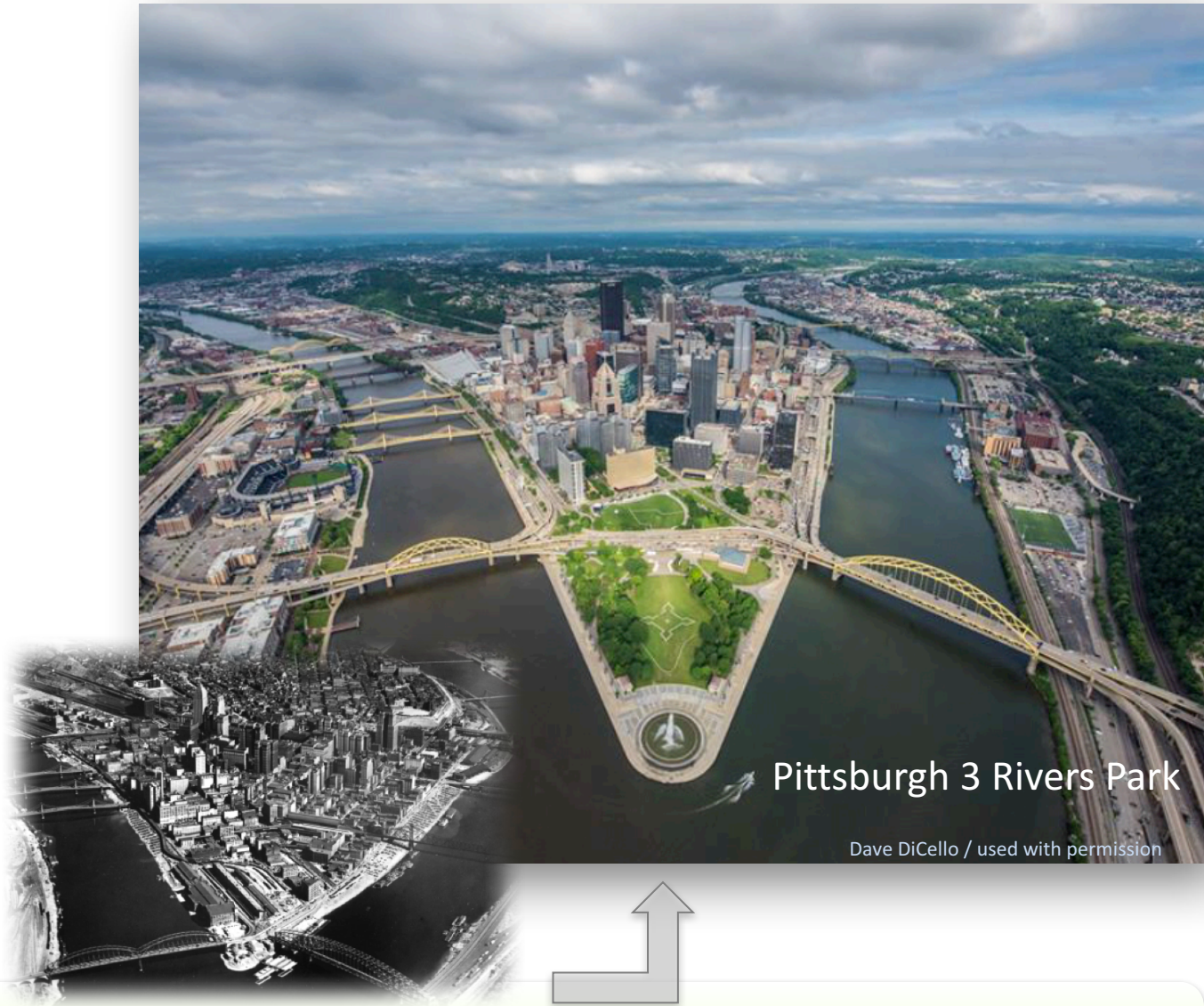
What we heard from other successful cities

Pittsburgh

\$2.6 Billion of
riverfront
development as a
result of the
waterfront
redevelopment

\$4.1 Billion of
riverfront & adjacent
investments

\$6.8 Million in annual
taxes



Pittsburgh 3 Rivers Park

Dave DiCello / used with permission

What we heard from other successful cities:

Spokane

Projected \$82 M in additional economic activity as a result of the riverfront redevelopment

Projected 450 new jobs

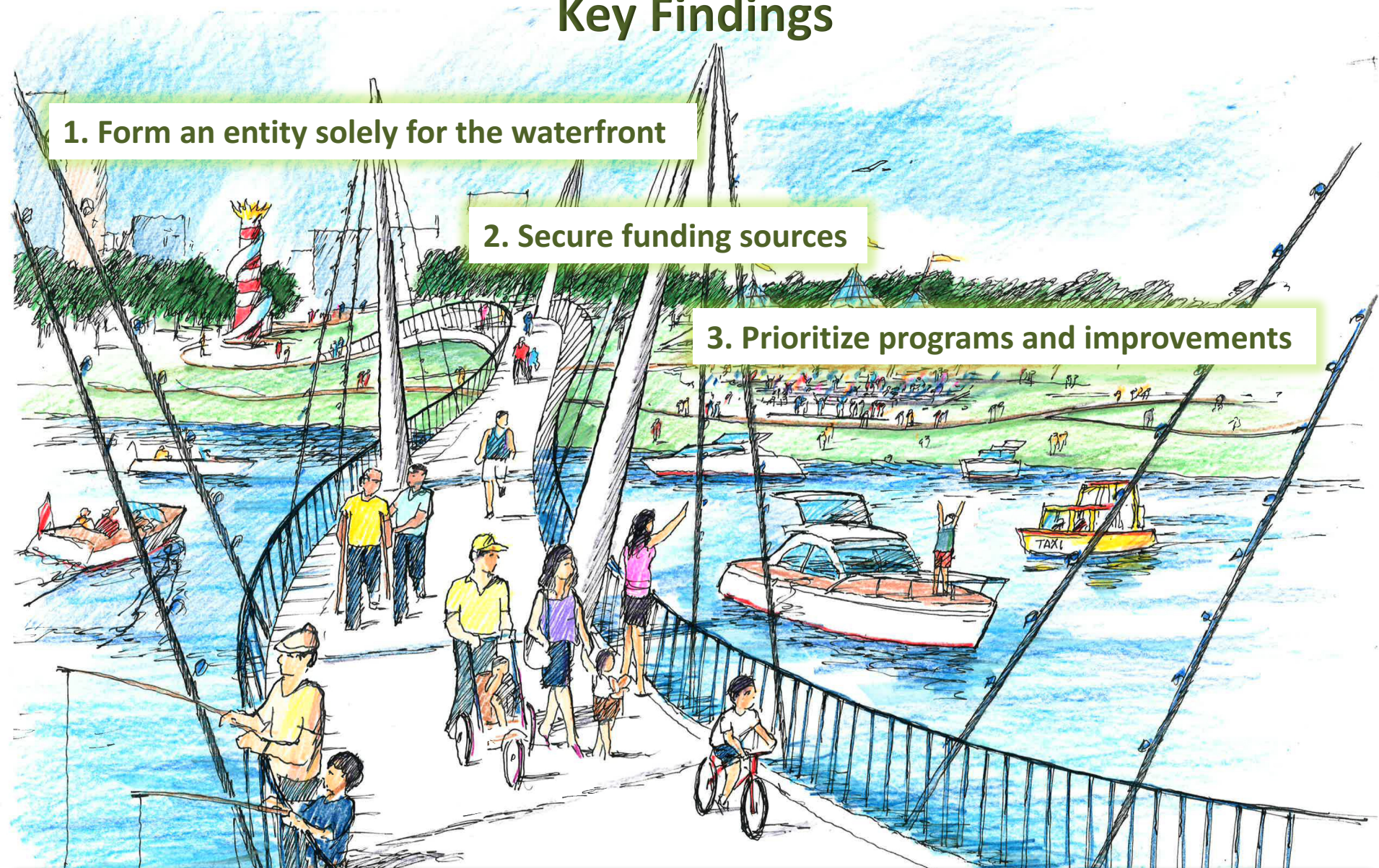


Key Findings

1. Form an entity solely for the waterfront

2. Secure funding sources

3. Prioritize programs and improvements



Form an entity solely for the waterfront

What

Private Nonprofit Attributes

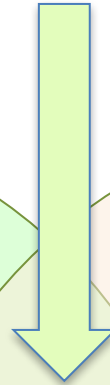
Public Attributes

Able to:

- Raise private funds
- Secure grants
- Engage in advocacy
- Control its own funds
- Own & develop like a community development organization

Able to:

- Use public lands
- Similar to Joint Powers Authority



Prioritize Programs & Improvements

Improving accessibility to the river

The Great Lawn

A great lawn acts as a focal point for the whole waterfront and provides an important gathering place for local events as well as world-class activities

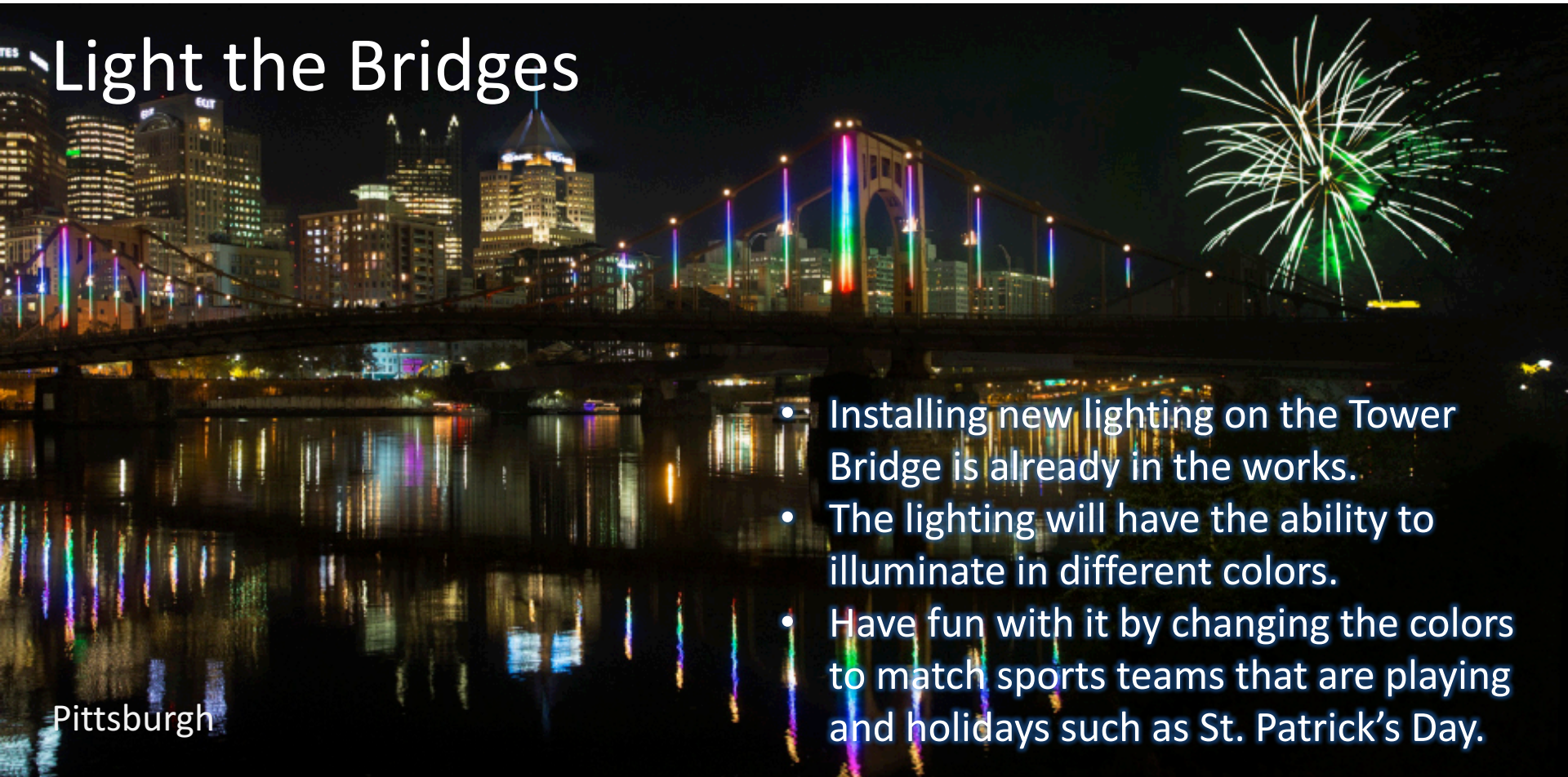
Louisville Great Lawn



Prioritize Programs & Improvements

Tying both cities together

Light the Bridges



Pittsburgh

- Installing new lighting on the Tower Bridge is already in the works.
- The lighting will have the ability to illuminate in different colors.
- Have fun with it by changing the colors to match sports teams that are playing and holidays such as St. Patrick's Day.

Prioritize Programs & Improvements

Providing high quality space

Temporary Art Installations

Build on the success of events like the Sacramento Mural Festival.



Pittsburgh student art project on the waterfront

"It's the amenities that set apart a development. Otherwise you are just another apartment building. It's what you can do within walking distance of your home that makes a development great."
Kim White, River City Company, Chattanooga



Acknowledgements

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Representing Sacramento

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