

arden fair

SACRAMENTO, CALIFORNIA

SACRAMENTO

AMERICA'S FARM-TO-FORK CAPITAL

As California's **sixth-largest city**, the Sacramento region boasts some of the state's **fastest-growing communities**, with its **population continuously increasing**.

Sacramento serves as the **state's capital**, with government operations playing a vital role in the economy along with healthcare, education and technology sectors.

Known as "**America's Farm-to-Fork Capital**," the Sacramento region is surrounded by **over 1.5M acres of fertile farmland**. Each year, the city hosts the Farm-to-Fork Festival, drawing more than **100,000 attendees**.

Sacramento is ranked the **greenest city in the U.S.** and **third globally**, due to its rich history and commitment to urban forestry, earning the nickname "**City of Trees.**"



👤 2.2M+
METRO AREA POPULATION

💰 \$2B+
ANNUAL AGRICULTURE VALUE



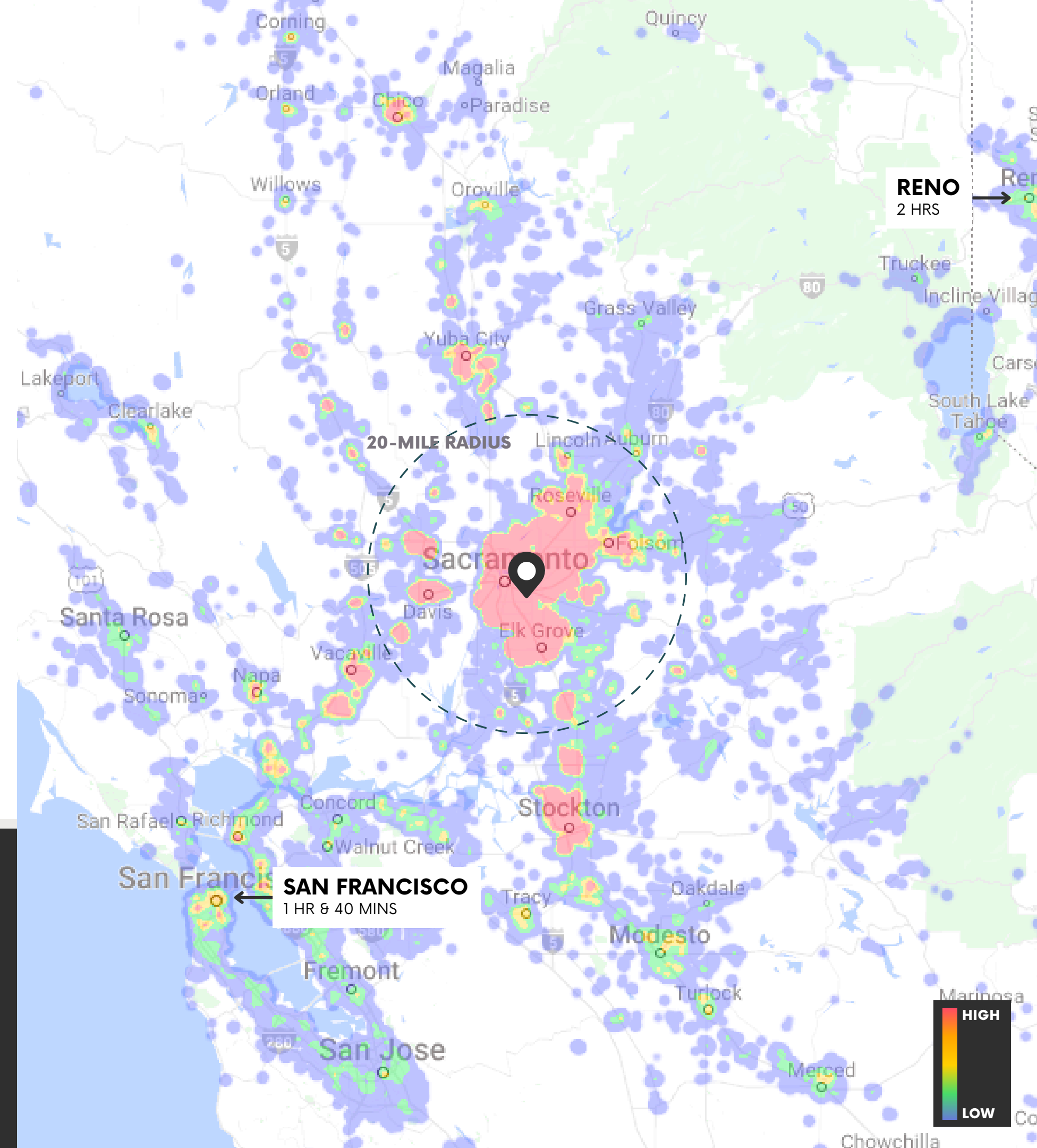
TRAFFIC DATA

Annual Visits **7M**
Annual Avg. Visit Frequency **3.62**
Avg. Dwell Time **65 MINS**

TRUE TRADE AREA DEMOGRAPHICS

| | | | |
|--------------------|----------------|-------------------|------------------|
| Population | 1.1M | Average HHI | \$100,321 |
| Daytime Population | 1.2M | HHI \$100K-\$150K | 19% |
| Households | 382,875 | College Degree+ | 64% |
| Family Households | 244,634 | | |
| Gen Alpha | 20% | | |
| Millennials | 24% | | |

WITHIN A 5 MILE RADIUS OF ARDEN FAIR
MORE THAN 16,900 HOUSEHOLDS
EARN \$200K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

| | |
|------------------------------------|----------|
| Household Income \$200K+ | 11% |
| Avg. Discretionary Income | \$53,630 |
| Discretionary Income \$125K-\$150K | 5% |

PSYCHOGRAPHICS

| | |
|--|-----|
| Young Professionals Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds. | 20% |
| Near-Urban Diverse Families Middle-class diverse families living in urban or near-urban areas. | 17% |
| Young Urban Singles Singles starting their career in trade and service jobs. | 15% |



6.1M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION



HOME TO MANY
BEST-IN-CLASS BRANDS



Abercrombie & Fitch



Bath & Body Works®



★ macy's

RESTAURANT
BREWHOUSE

BANANA REPUBLIC

SEPHORA

QUAY



SWAROVSKI

PANDORA



Seasons 52
FRESH | GRILL



aerie

H&M



COMING SOON
DICK'S HOUSE OF SPORT

PROJECTED OPENING: SPRING 2026

House of Sport is redefining retail by delivering an immersive shopping experience that goes beyond traditional retail. With a carefully curated product selection, elevated service model and deep community engagement, every aspect of the store is designed to inspire and excite. Each section is a dynamic experience, featuring interactive spaces like field and ice hockey rinks, rock climbing walls, golf bays, and more—blending shopping with action to create a destination unlike any other.



LANDLORD RESPONSES AFTER HOUSE OF SPORT OPENINGS

"Dick's House of Sport has helped boost foot traffic at Ridgedale by at least 20% and even out traffic patterns within the mall, with sales trending 8% over [March 2022]..."

- JOAN SCHLEGEL SUKO, SR GM + BRITT BURRIDGE, VP OF LEASING
RIDGEDALE CENTER | MINNETONKA, MN

"We feel very secure with Dick's as our flagship tenant. Traffic year over year is up 40%, driven by House of Sport..."

- DOUG MATTHEWS, MALL OWNER + DAVE DIMMICK, VP OF DEVELOPMENT, THE MATCO GROUP
OAKDALE COMMONS | JOHNSON CITY, NY

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