

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.

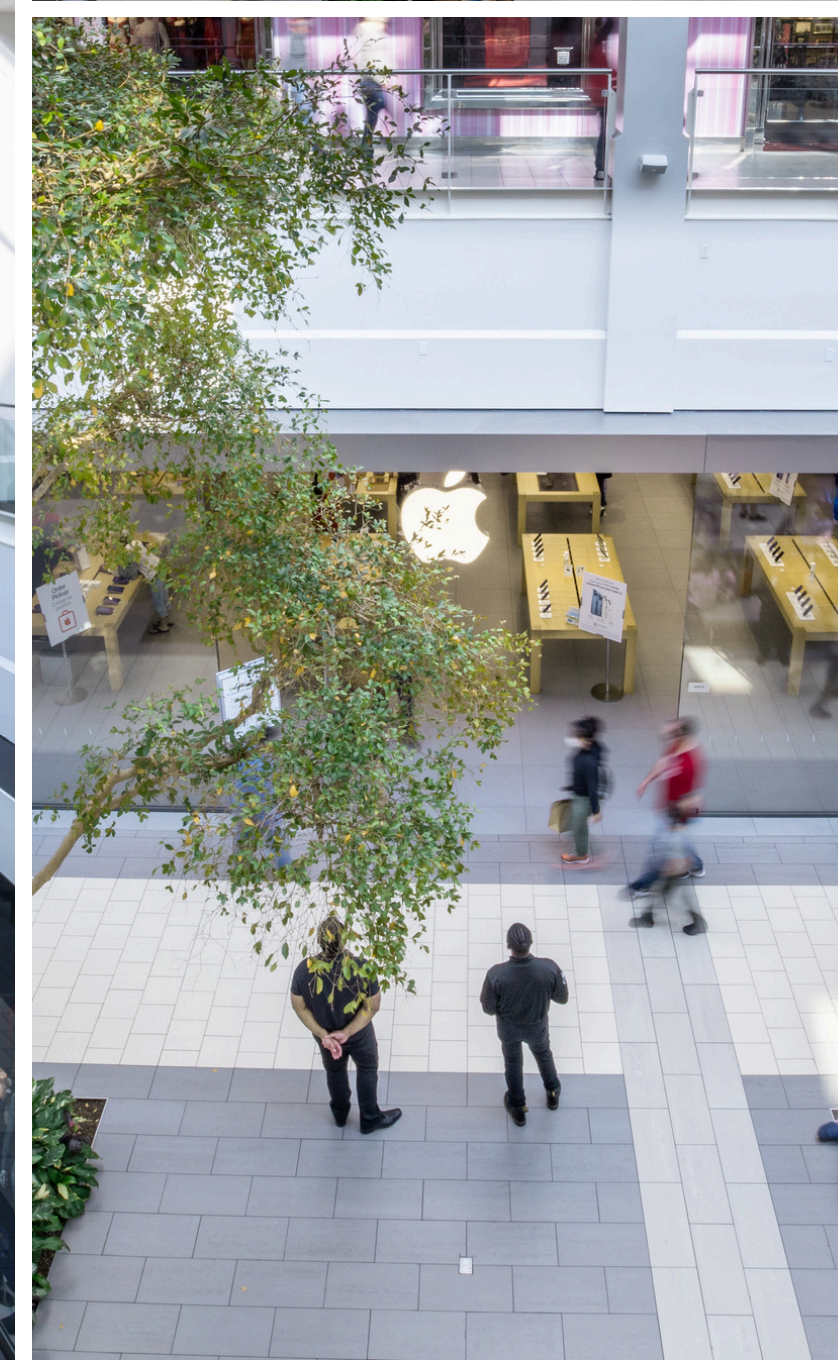
Known as "**America's Farm-to-Fork Capital**," the Sacramento region is surrounded by **over 1.5M acres of fertile farmland**. Each year, the city hosts the Farm-to-Fork Festival, drawing more than **100,000 attendees**.

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

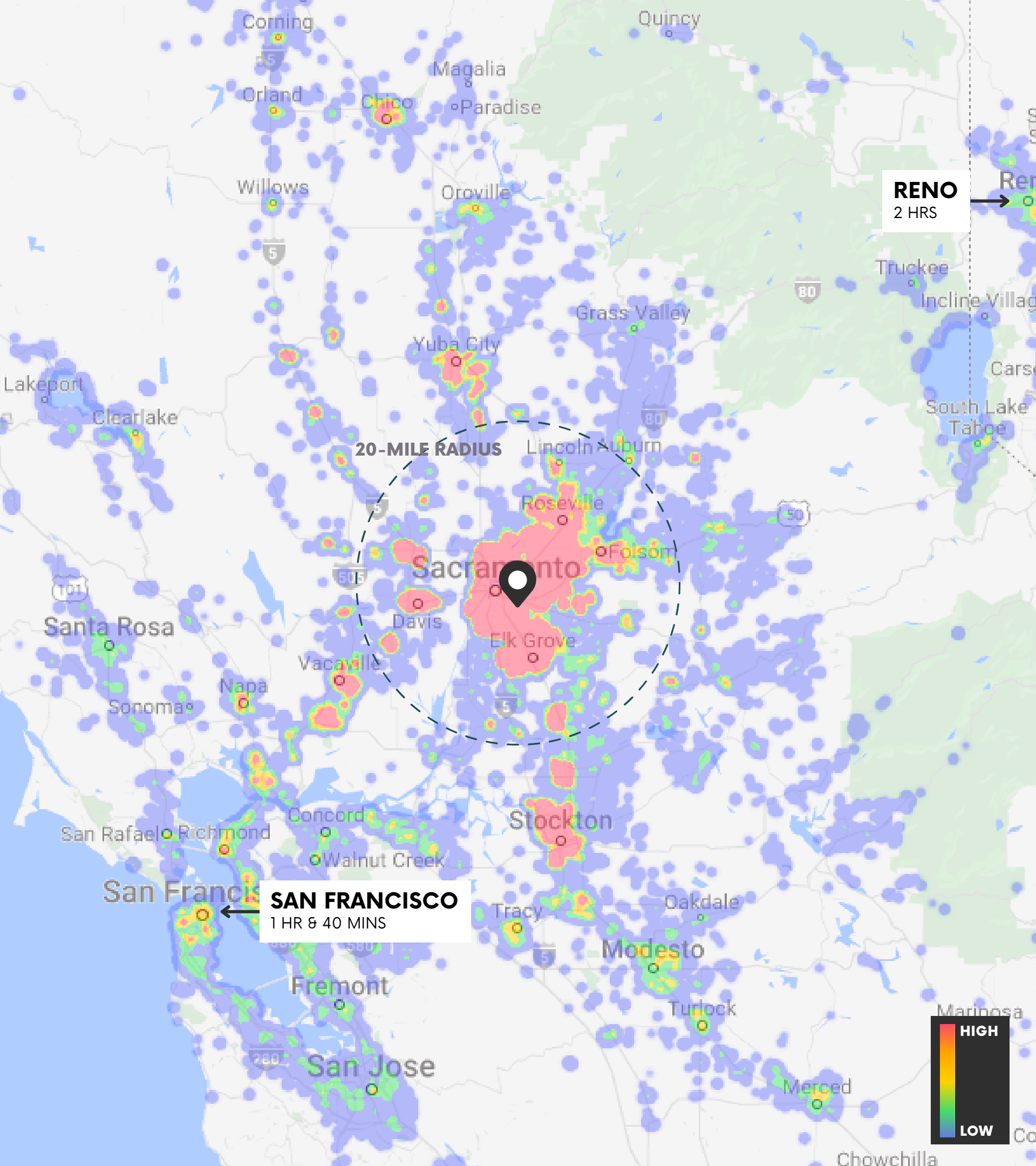


TRAFFIC DATA

Annual Visits	7M
Annual Avg. Visit Frequency	3.63
Avg. Dwell Time	65 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	1.1M	Average HHI	\$104,377
Daytime Population	1.2M	HHI \$150K-\$200K	10%
Households	385,984	College Degree+	64%
Family Households	246,208		
Gen Alpha	20%		
Millennials	24%		



WITHIN A 5 MILE RADIUS OF ARDEN FAIR
MORE THAN 6,970 HOUSEHOLDS
EARN \$250K OR MORE IN ANNUAL HHI

CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$250K+	5%
Avg. Discretionary Income	\$57,986
Discretionary Income \$125K-\$150K	6%

PSYCHOGRAPHICS

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



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®



BANANA REPUBLIC

SEPHORA

QUAY



SWAROVSKI

PANDORA



aerie



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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