

# 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



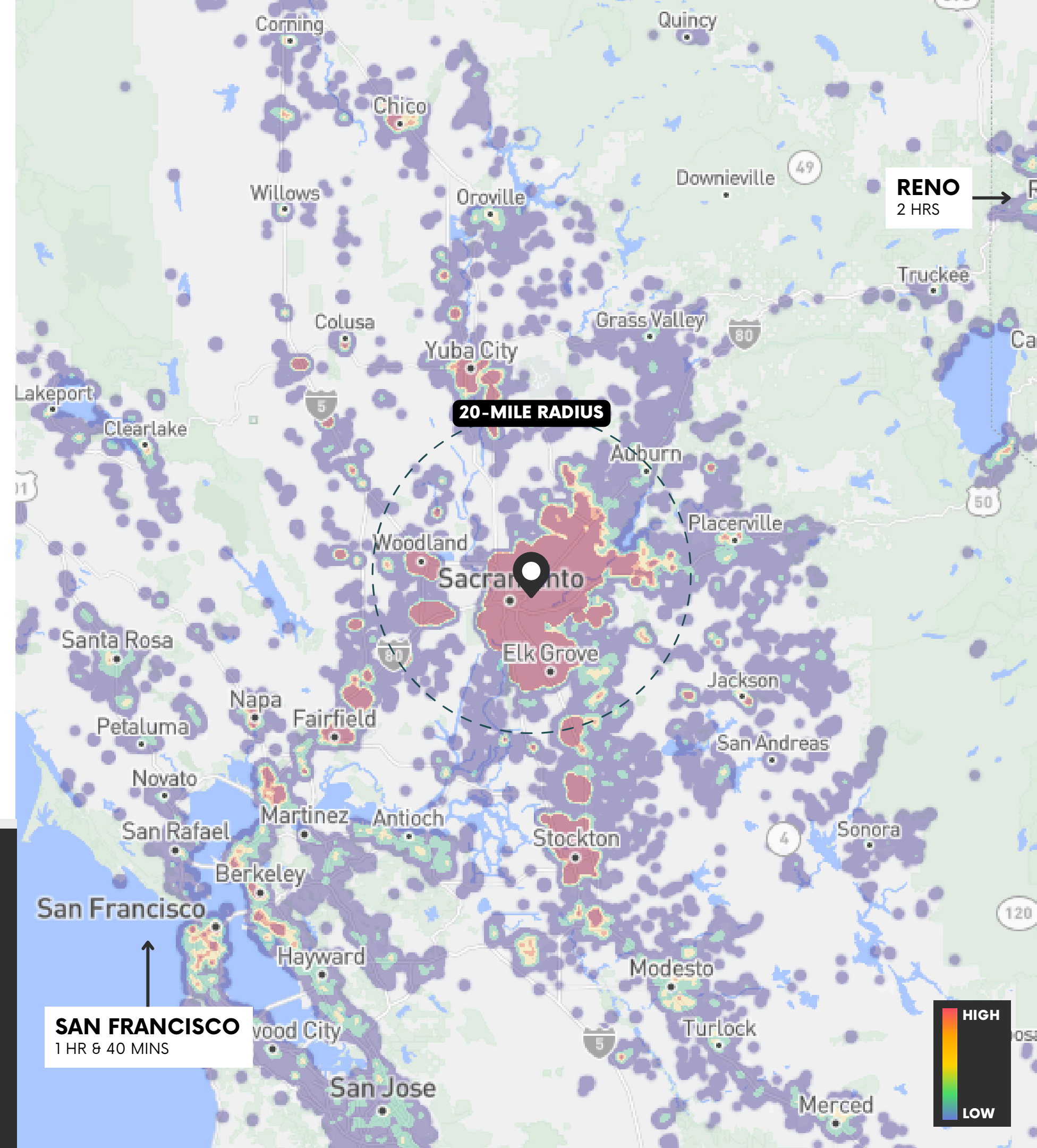
# TRAFFIC DATA

Annual Visits	<b>7.1M</b>
Annual Avg. Visit Frequency	<b>3.6</b>
Avg. Dwell Time	<b>64 MINS</b>

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>1.1M</b>	Average HHI	<b>\$107,897</b>
Daytime Population	<b>1.2M</b>	HHI \$150K-\$200K	<b>10%</b>
Households	<b>388,777</b>	HHI \$200K+	<b>12%</b>
Family Households	<b>246,816</b>	College Degree+	<b>65%</b>
Gen Alpha	<b>19%</b>		
Millennials	<b>24%</b>		

WITHIN A 5 MILE RADIUS OF ARDEN FAIR  
**MORE THAN 4,650 HOUSEHOLDS**  
 EARN \$500K OR MORE IN ANNUAL HHI



# CORE CUSTOMER INSIGHTS

## SPENDING PATTERNS

Household Income \$500K+	3%	+
Avg. Discretionary Income	\$65,971	
Discretionary Income \$150K+	9%	

ABOVE  
U.S. AVERAGE

## 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%	+



6.2M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION



HOME TO MANY  
**BEST-IN-CLASS BRANDS**



SEPHORA

QUAY



PANDORA

Abercrombie & Fitch



RESTAURANT  
BREWHOUSE



BANANA REPUBLIC

*aerie*

F FABLETICS



RH  
OUTLET

*LoVISA*

POP MART

UNI  
QLO

H&M

SWAROVSKI

★ macy's



Bath & Body Works®



# 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



**NATIONAL LEASING**

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