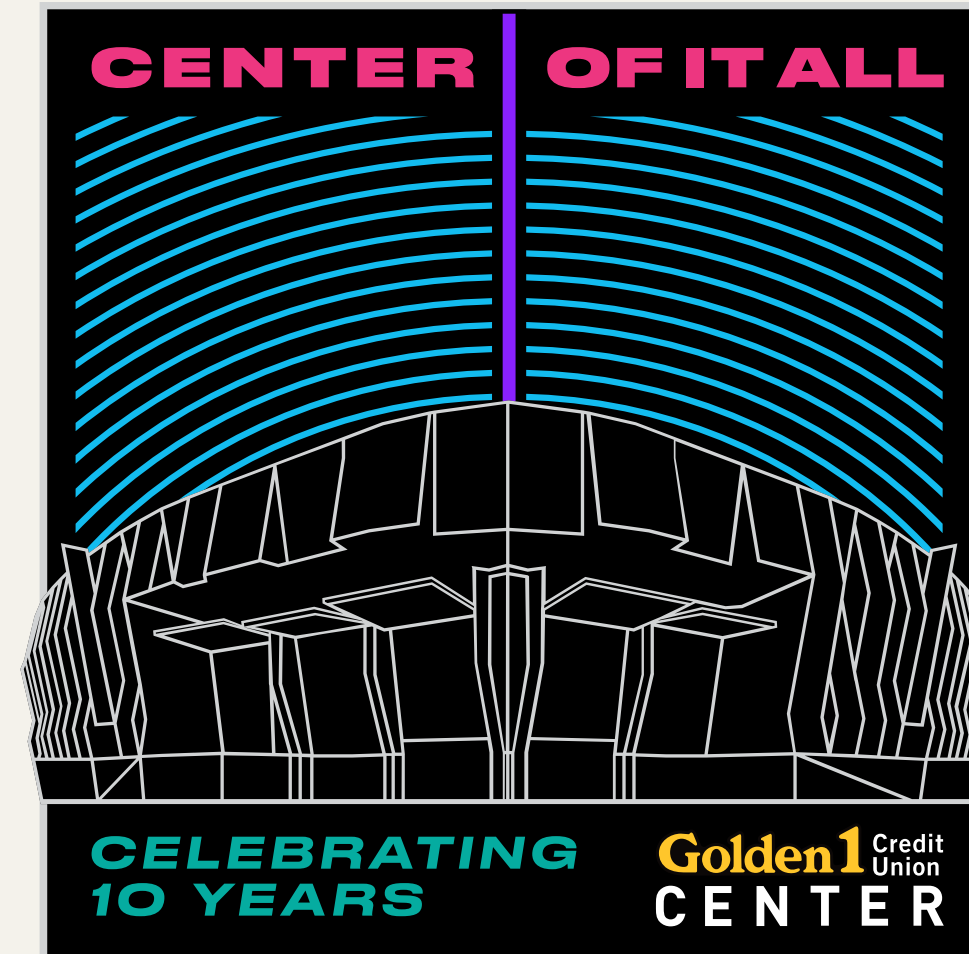




CENTER OF IT ALL

GOLDEN 1 CENTER: A DECADE OF IMPACT



**MORE THAN
AN ARENA**

Ten years ago, Sacramento made a bold investment in its future.

An extraordinary coalition of civic leaders, business partners, community advocates, and passionate fans came together with a shared commitment to keep the Sacramento Kings where they belong.

To achieve this remarkable feat, Kings Chairman Vivek Ranadivé made a commitment to Kings fans and the city of Sacramento that he would build a state-of-the-art arena in downtown Sacramento. His vision was to create a 21st century gathering place that reflected the spirit of the city. He wanted the arena to be iconic, set a new standard for sustainability, lead the industry in technology and innovation, and deliver the best fan experience in sports and entertainment.

And over the past decade, that vision became a reality. Golden 1 Center has become the center of unforgettable moments and everyday connections. It has welcomed millions of guests through its doors for NBA games, concerts, graduations, cultural celebrations, family events, community gatherings, and once-in-a-lifetime experiences. It has served as a place where strangers become neighbors, traditions are created, milestones are celebrated, and memories are shared.

It is also a living reflection of Sacramento. From locally sourced food that celebrates the region's renowned farm-to-fork heritage to public art that honors the city's diverse cultures and history, Golden 1 Center tells Sacramento's story. Its architecture, partnerships, and programming showcase the people, innovation, creativity, and values that define this community, creating a venue that feels unmistakably and authentically Sacramento.

Golden 1 Center sparked an economic renaissance that reignited downtown Sacramento and redefined what is possible for the region. New businesses have opened, hotels and restaurants have flourished, entrepreneurs have found new opportunities, and major events have introduced Sacramento to audiences around the world. At the same time, community organizations, schools, nonprofits, artists, and local leaders have found a welcoming space to educate, celebrate, collaborate, and serve.

This report reflects on a decade of impact measured not only by attendance, economic growth, or world-class events, but by the people whose lives have been touched along the way.



Ten years later, the impact of Golden 1 Center extends far beyond its walls. It lives in neighborhoods, classrooms, businesses, public spaces, and on streets throughout our region. It lives in the connections forged, the opportunities created, and the pride shared by a community that continues to grow together.

This is more than the story of an arena. It is the story of a **city**, a **community**, and a **vision** brought to life.



CENTER OF ECONOMIC GROWTH

Golden 1 Center's opening marked the beginning of a period of significant economic growth across the Greater Sacramento region. Since then, the arena has welcomed more than **14 million visitors**, while the region has experienced job growth, business creation and capital investment generating **\$19.6 billion** in economic impact.¹



Over the past decade, Golden 1 Center has become an economic engine for Sacramento, driving investment, attracting millions of visitors from around the world and helping transform downtown into one of California's premier destinations for sports, entertainment, dining and business.

What was once an underutilized section of downtown has evolved into a vibrant mixed-use district anchored by Golden 1 Center and Downtown Commons (DOCO) presented by Sutter Health, where restaurants, retailers, hotels and public spaces thrive alongside year-round concerts, Kings games, graduations and community celebrations. Every event generates economic activity far beyond the arena's doors - supporting local commerce, increasing tourism, boosting hotel occupancy and reinforcing Sacramento as a destination location.



"Golden 1 Center didn't just give Sacramento a world-class arena, it gave downtown a heartbeat and inspired a new era of pride, investment and opportunity for local businesses and the community."

Oliver Ridgeway, Chief Proprietor,
Camden Spit & Larder

As the catalyst for revitalization, the arena has supported local businesses, created jobs and spurred economic growth across the region.



"Golden 1 Center is more than just an arena, it is a community hub that has transformed Sacramento. It has become a catalyst for economic growth, community pride, and cultural activity in the region. Its impact extends well beyond game days and continues to enhance the vitality of downtown Sacramento."

Ellie Preslar, Chief Growth Officer at Sierra Nevada Brewing Co.

CENTER OF COMMUNITY



\$16.3M

invested back into the community through charitable contributions

From the beginning, the Kings believed in the power of their platform to do good, bring people together, and make the world a better place.

Golden 1 Center brings that mission to life as a place where everyone belongs – a gathering place where Sacramento comes together to celebrate milestones, learn, connect and create lasting memories.



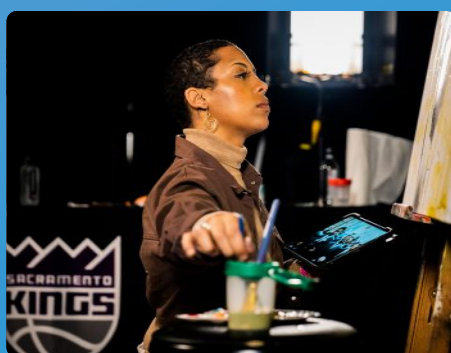
“Golden 1 Center did more than give Sacramento hope. It created opportunities for local creatives like me and gave us a platform to showcase our talent, art, and ideas on a much larger stage.”

Jason Vu, founder of Authmade, has collaborated with the Kings on exclusive merchandise that blends Sacramento basketball culture with his signature streetwear-inspired design.



“Kings and Queens Rise was the blueprint for me. It was the start of everything. Every award, every certificate and every opportunity started with the change I made through that program. It’s important for youth where I’m from because a lot of kids grow up thinking there are only two ways out: rapping or playing ball. Kings and Queens gives you basketball, but it also gives you real coaches, mentors and connections who show you that there are millions of other ways to become successful and go as far as you want in life.”

Asantae Leja Johnson, an alum of the Kings and Queens Rise program that empowers youth through basketball, mentorship and leadership development.



"Golden 1 Center has become a symbol of Sacramento's growth, bringing together sports, arts, culture, and community while creating opportunities for local voices to be seen and celebrated."

Aliyah Sidqe, a Sacramento-based artist featured through 916 Amplified, celebrates local culture and community through her creative work.



From welcoming thousands of graduates across the stage each year to inspiring the next generation through education, youth basketball and mentorship programs, Golden 1 Center has become woven into the fabric of community life. It is a place for civic engagement and community celebrations, a platform for local artists and voices, and a source of opportunity for young people across the region. In each of these ways, the arena reflects Sacramento's diversity, resilience, and shared sense of belonging.

A decade after opening its doors, Golden 1 Center's impact can be measured not only by the events it has hosted, but by the lives it has touched, the opportunities it has created and the communities it continues to strengthen.

230k+

young people
impacted through
community programs



CENTER OF INNOVATION & ENTERTAINMENT



Golden 1 Center was built to redefine the fan experience while celebrating the identity, creativity and innovation that make Sacramento unique.

As the world's first indoor-outdoor arena, Golden 1 Center blends cutting-edge technology with local character, from its architecture and public art collection to frictionless entry, personalized digital experiences and premium hospitality. Whether fans are attending a Kings game, a sold-out concert or a community event, every detail is designed to create unforgettable moments.

Over the past decade, Golden 1 Center has welcomed many of the world's biggest artists, sporting events and entertainment experiences while helping establish Sacramento as a premier destination for major events. Its success has contributed to the region's growing profile and helped create the momentum and infrastructure to attract experiences throughout the city, including Aftershock and Terra Madre Americas.

#2 Busiest Arena in the U.S.
(BILLBOARD 2026)

#6 Busiest Arena in the World
(BILLBOARD 2026)

The arena has also continually redefined how guests engage with a venue, creating a seamless, connected journey through personalized content and rewards, along with technology that streamlines entry and food, beverage and merchandise purchases. Golden 1 Center has set a new standard for accessibility through initiatives such as OneCourt, which enables blind and low-vision guests to follow live game action through tactile feedback and audio, as well as Sensory Bags and the Sensory Room for those with sensory processing needs. Together, these innovations reflect Golden 1 Center's commitment to ensuring everyone can experience world-class entertainment in a welcoming and inclusive environment.



37.2M

DOCO Visitors



#1

NBA Arena by ESPN



TEAM OF THE YEAR



TEAM
of the
YEAR



SACRAMENTO KINGS
2023-2024

VICTORY BEAM

The arena isn't just a venue.
It's a symbol of our city's
spirit, resilience and ambition.





**CENTER OF
SUSTAINABILITY**



Golden 1 Center has demonstrated that world-class entertainment and environmental responsibility can go hand in hand, setting a new standard for environmental leadership, local partnerships and responsible operations.

From its pioneering use of renewable energy to its commitment to locally sourced food and sustainable operations, the arena has become a national model for how sports and entertainment venues can reduce their environmental footprint while strengthening the communities they serve.



"It has been admirable to see Golden 1 Center's leadership commit to such an ambitious local sourcing plan and the meaningful impact it has had on the region's agricultural community. The arena has helped highlight the rich bounty produced by our local farmers and has given them a stronger and more visible voice."

Michael Bosworth, CEO of Next Generation Foods, has helped bring locally sourced products to Golden 1 Center, including supplying all popcorn served at the arena.

LEED

Platinum Certified

100%

Solar Powered Arena

90%

of ingredients used in arena food sourced within 150 miles



As the world's first LEED Platinum-Certified indoor sports venue and the first professional sports facility powered entirely by solar energy, Golden 1 Center set a new standard in environmental leadership. Over the past decade, the organization has expanded its commitment to sustainability, embedding it more deeply across its operations and initiatives. Guided by its Food Charter and Local Eats commitment, the arena partners with regional farmers and producers to ensure that 90 percent of the food served at the arena is sourced within 150 miles – supporting California farmers and the local agricultural economy while also reducing transportation-related emissions. Every meal served, every event hosted, and every innovation implemented reflects a commitment to creating lasting value for both people and the planet.



"Winning the Kings Capitalize: Food competition created opportunities that extended far beyond the competition itself. It increased the visibility of Sugar Coated Cupcakes, strengthened our credibility within the Sacramento community, and opened doors to new relationships, collaborations, and business opportunities. Being recognized by the Sacramento Kings validated what I was building and introduced our brand to people who may not have discovered us otherwise."

LaQueanya Henry, owner of Sugar Coated Cupcakes and a Kings Capitalize: Food winner, has grown her local business through increased exposure, community connections and new opportunities.



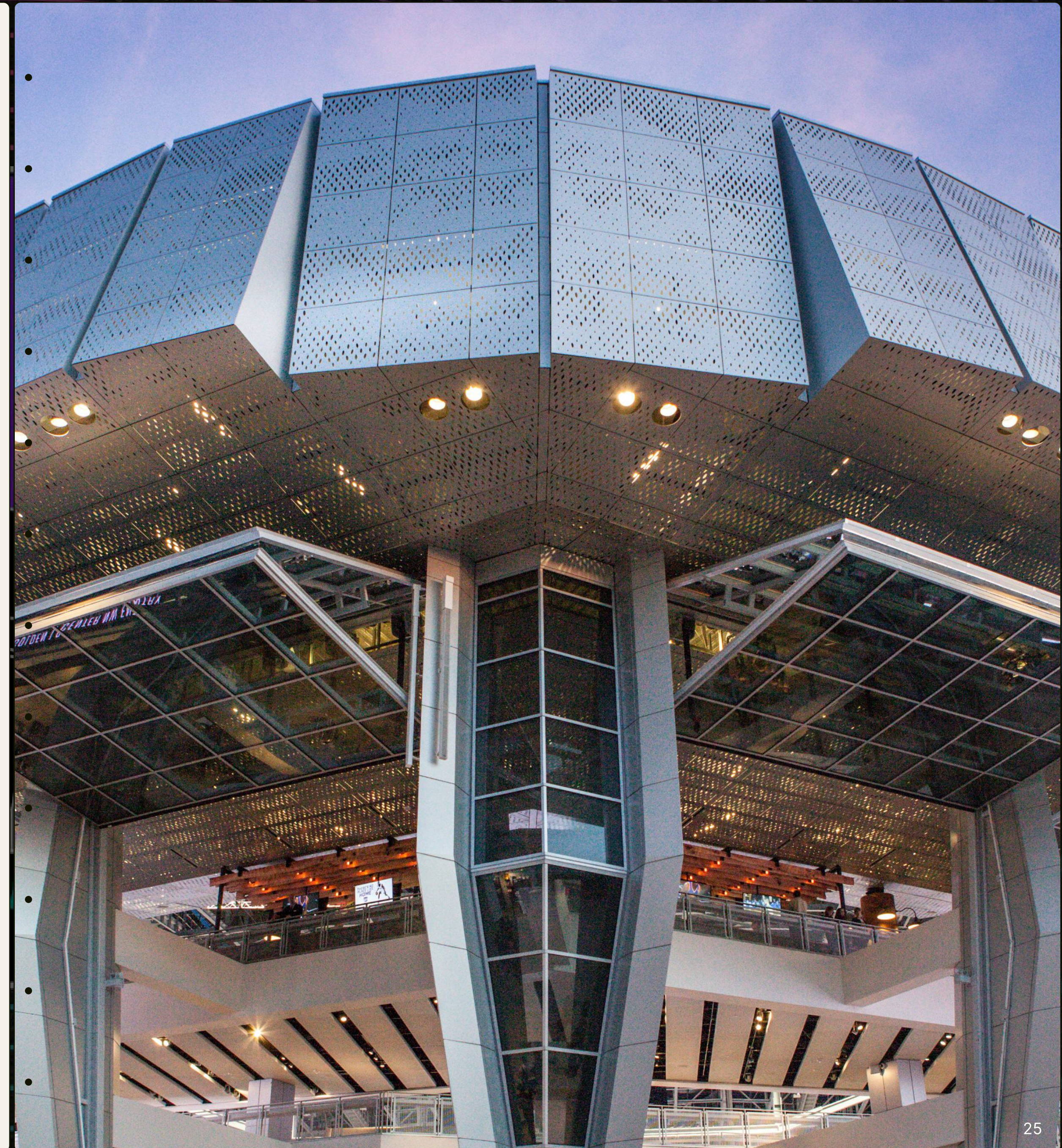
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Local restaurants
& food entrepreneurs
showcased during
Kings games



"Being selected by the Sacramento Kings validated years of hard work and reminded us that even a small, family-operated business could belong on a stage like Golden 1 Center. It introduced our food to thousands of people and reinforced that when organizations invest in local entrepreneurs, they're investing in the future of Sacramento's small business community."

Maria Perez, owner of Maria's Paella, a local restaurant invited to showcase its cuisine at a Kings game, gaining additional exposure through expanded social media promotion and helping highlight Sacramento's vibrant local food community.



CENTER OF THE FUTURE





Golden 1 Center was designed to evolve alongside Sacramento, serving as a place where **innovation**, **community** and **opportunity** continue to grow together.

Today, the arena stands as proof of what a community can accomplish when it believes in its future. As the next decade begins, that vision continues. Through new technologies, expanded community partnerships, enhanced fan experiences and a continued commitment to sustainability, Golden 1 Center will remain a catalyst for innovation and a gathering place where Sacramento comes together to celebrate, connect and grow.

None of this would be possible without the extraordinary support of the Sacramento community.

We are deeply grateful for your passion and partnership — and excited to write the next chapter of Golden 1 Center's story together.