



# visit Folsom



# NEW INITIATIVES UPDATE

2022-2023



# Folsom Pro Rodeo Hotel Packages



## Visit Folsom, the Official Lodging Provider for the Folsom Pro Rodeo & Ride Into The Music Festival

The annual Folsom Pro Rodeo returns in 2023 on July 1, 2 & 3! The rodeo has been kicking it on July 4th for 60+ years! The patriotic event offers family fun with non-stop rodeo action, outstanding nightly fireworks, mutton busting, a high American flag that arrives by skydiver, a saloon under the stars for some after-rodeo adult entertainment, and much more! Make it a full-on country weekend with the Ride Into the Music Festival featuring Chris Lane, Tyler Rich, Kanaan Smith, and Moonshine Crazy on Friday, June 30. Plus get 50% off Foothill Wine passports to round out your weekend.

# Folsom Pro Rodeo Hotel Packages



## WANNA SCORE FREE RODEO & RIDE INTO THE MUSIC FESTIVAL TICKETS?

Book your two-night hotel stay, on June 30 and July 1 through our website, and you'll score a killer deal! Package includes two free general admission concert tickets on June 30 two free general admission rodeo tickets for Saturday, July 1. You'll ALSO get to choose a complimentary gift card, a Visit Folsom Welcome package including two paddle board tickets and an option to purchase two-for-one discounts on Foothill Wine Passes!

[BOOK THIS DEAL](#)

[Offer Details](#)



## WANNA SCORE FREE RODEO TICKETS?

Book your one-night hotel stay on July 2 or 3 through our website and get two free general admission rodeo tickets. Package includes two free general admission rodeo tickets for Sunday, July 2 or Monday, July 3. You'll ALSO get a complimentary Visit Folsom Welcome package including two paddle board tickets and an option to purchase two-for-one discounts on Foothill Wine Passes!

[BOOK THIS DEAL](#)

[Offer Details](#)

# Visitor Center Update



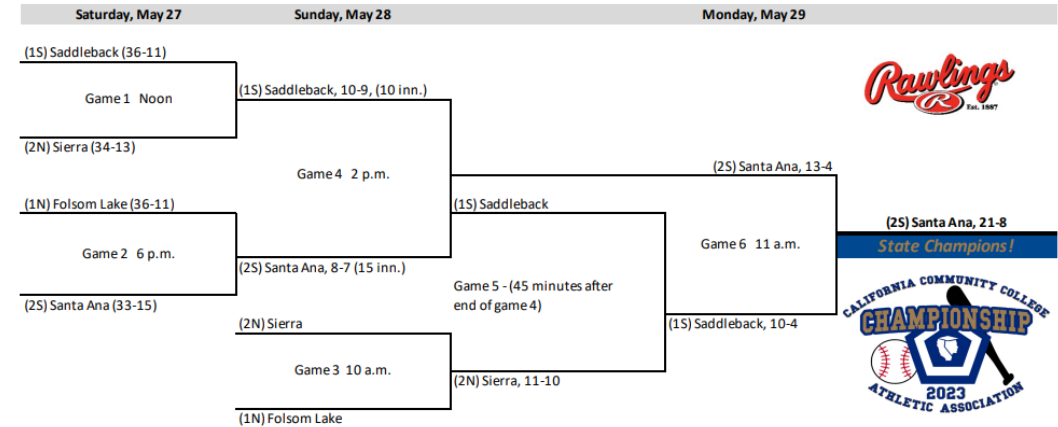
**AT THE DEPOT**



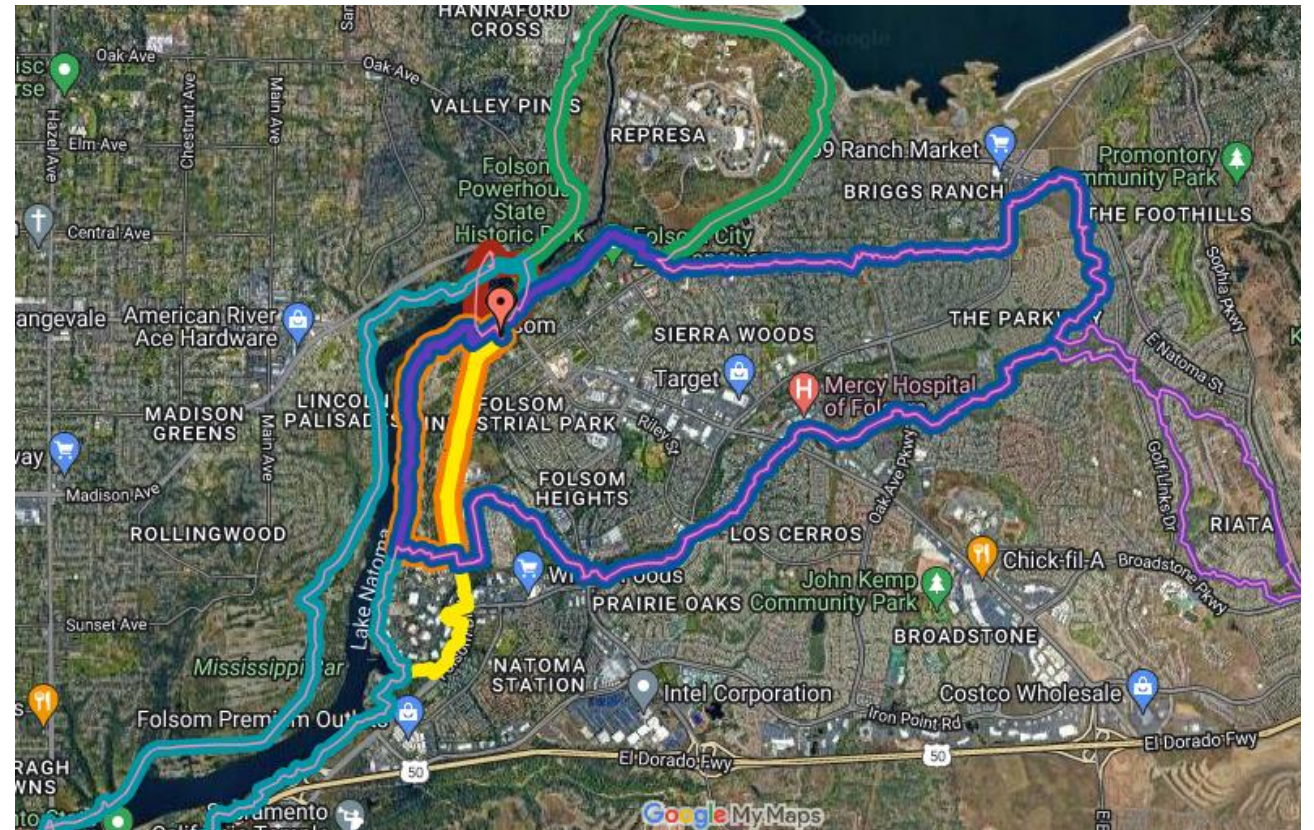
# 2022-2023 Event Support



## 2023 CCCAA BASEBALL STATE CHAMPIONSHIP Folsom Lake College



# 2022-2023 Event Support

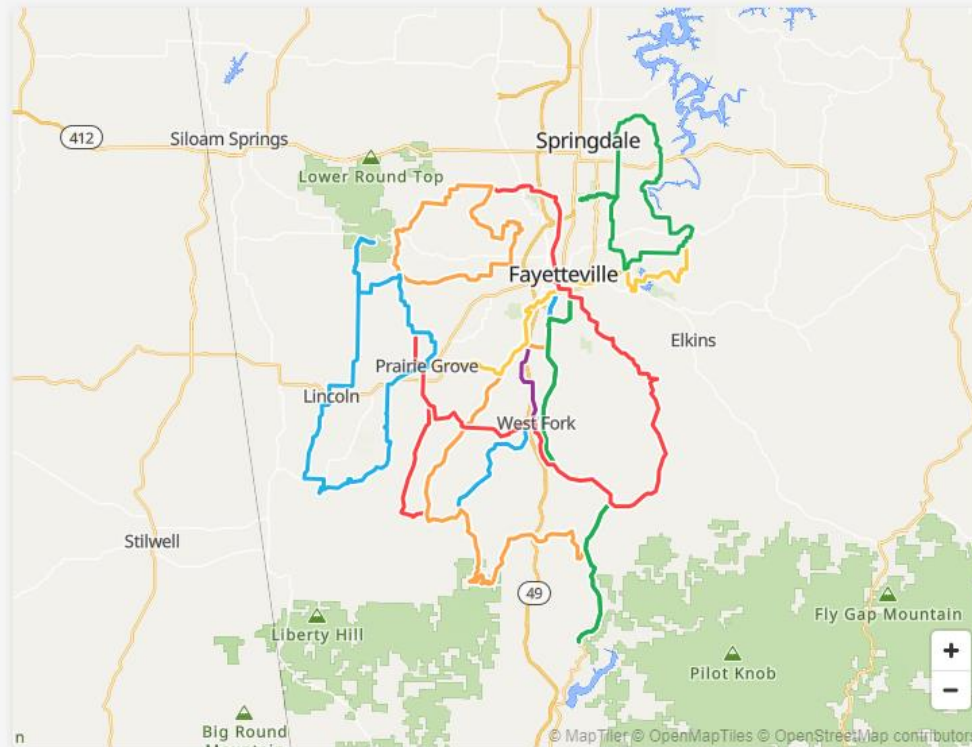


# 2022-2023 Event Support

- **California Jazz Championships Historic Folsom - April 28/29**  
Hotel Occupancy 81-96%, 249 Room Nights at Lake Natoma Inn
- **Folsom Peddle Quest - May 6, May is Bike Month Event**  
May 6, Included balance bike bash for kids, self-guided routes, participation badges
- **California Community College Baseball Championship May 26-29**  
Hotel Occupancy 87-96%, 400+ Room Nights
- **Lincoln Highway Association Annual Conference June 11-16**
- 124 room nights at Hampton Inn
- **California Public Information Officers Annual Meeting - June 12-14**  
101 Room Nights at Like Natoma Inn
- **Mother Lode Epic Mountain Bike Race - June 17**  
80+ Room Nights, 350 participants, Kids Balance Bike Bash & band/beer garden in Historic Folsom



# Cycling & Trails Routes Coming This Year



## OVERVIEW

A Fayetteville tradition, groups of spandex-clad cyclists have been taking to the scenic roads surrounding our community for decades. Low traffic density, high road quality, diverse mountain topography and route accessibility make for an iconic road riding experience. From Fayetteville, one of the largest county road networks in Arkansas offers ...

[Show More](#)

## STATS

**531.7** **26,897**  
miles feet

**11**  
Collection Items

## COLLECTION ROUTES

# Destination Asset Study



213 W. INSTITUTE PLACE,  
SUITE 707, CHICAGO, IL 60610



312.643.2500



[WWW.HUNDENPARTNERS.COM](http://WWW.HUNDENPARTNERS.COM)

**Hunden Strategic Partners is a full-service real estate development advisory practice specializing in destination assets.**

**With professionals in Chicago, San Diego and Minneapolis, HSP provides a variety of services for all stages of destination development in:**

- Real Estate Market & Financial Feasibility
- Economic, Fiscal & Employment Impact Analysis (Cost/Benefit)
- Organizational Development
- Public Incentive Analysis
- Economic and Tourism Policy/Legislation Consulting
- Research & Statistical Analysis
- Developer Solicitation & Selection

The firm and its principal have performed more than 1,000 studies over the past 25 years, with more than \$20 billion in built, successful projects.

# Summary Matrix – Where You Are Now

## Asset Analysis



	Conference / Meetings	Entertainment	Sports	Retail & Dining Nodes	Winery, Brewery, Distillery & Food Hall	Hotels	Unique Attractions	Festivals & Events	Parks, Trails & Outdoor Space
<b>Supply</b> Folsom, CA	Limited/Weak	Moderate	Limited/Weak	Strong	Moderate	Moderate	Moderate	Strong	Strong
<b>Top Assets</b> Folsom, CA	<ul style="list-style-type: none"> <li>▪ Lake Natoma Inn</li> <li>▪ Folsom Community Center</li> <li>▪ Granite City Event Center</li> <li>▪ Hampton Inn Folsom</li> </ul>	<ul style="list-style-type: none"> <li>▪ Harris Center</li> <li>▪ Powerhouse Pub</li> <li>▪ Folsom Amphitheater</li> </ul>	<ul style="list-style-type: none"> <li>▪ CSU Sacramento Aquatic Center</li> <li>▪ Steve Miklos Aquatic Center</li> </ul> <p><i>Proposed: Folsom Ranch Ice Complex</i></p>	<ul style="list-style-type: none"> <li>▪ Historic Downtown Folsom</li> <li>▪ Palladio</li> </ul>	<ul style="list-style-type: none"> <li>▪ Willamette Wineworks</li> <li>▪ Foothill Wine Pass</li> <li>▪ Red Bus, Out of Bounds Kitchen</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lake Natoma Inn</li> </ul>	<ul style="list-style-type: none"> <li>▪ CSU Aquatic Center</li> <li>▪ Folsom Prison</li> </ul>	<ul style="list-style-type: none"> <li>▪ Folsom Rodeo</li> <li>▪ Endurance Running &amp; Biking Races</li> <li>▪ Jazz Festival</li> <li>▪ Hangtown MX</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lake Natoma, Folsom Lake</li> <li>▪ Johnny Cash Trail, American River Bike Trail</li> </ul>
<b>Hotel Room Night Generation</b>	Limited/ Weak	Limited/Weak	Limited/Weak	Moderate	Moderate	Limited/Weak	Moderate	Moderate	Good
<b>Visitor Spending</b>	Limited/ Weak	Moderate	Moderate	Strong	Strong	Moderate	Moderate	Strong	Strong

# Summary Matrix

## Opportunities

	Conference/ Meetings	Entertainment	Sports	Retail & Dining Nodes	Winery, Brewery & Distillery	Hotels	Attractions	Festivals & Events	Parks, Trails & Nature Assets
Opportunity	Good	Moderate- Limited	Strong	Strong	Good	Strong	Good	Moderate- Limited	Moderate- Limited
1 Short Term (1-5 Years)	Conference Center Hotel	Bolster Current Assets (Increase Programming & Marketing)	Folsom Ranch Ice Complex	Development of key downtown sites to activate Lake Natoma waterfront	-	Conference Center Hotel	-	Continue to grow current event offerings	Signage / marketing of natural assets trails
2 Medium Term (5-10 Years)	-	-	Lean into Lake Natoma & associated aquatic events	-	Incorporate & lean into these offerings within key opportunity sites downtown	Downtown Boutique Hotel	Iconic recreation/sports asset within Folsom Ranch (Potential for Downhill Mountain Biking)	-	-
3 Long Term (10-20 Years)	-	Assessment of purpose-built entertainment within Folsom Ranch development	Outdoor field sports complex/iconic recreation sports asset	-	-	-	-	-	Connectivity of Folsom Ranch trails & existing trail network (Incorporating commercial development opportunities)

# Recommendations – Deeper Dive Studies

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Based on HSP's analysis, the following opportunities are recommended to conduct a deeper-dive analysis to prove the viability for success for Folsom tourism. **There is strong potential within Folsom for each of these key opportunity areas to generate robust economic impact for the City of Folsom. A detailed feasibility and economic impact study would be required to quantify the economic impact of specific developments; however, each has the potential of generating robust net new spending and tax revenue in Folsom annually.**

## 1. Conference Hotel Feasibility

Strong existing hotel performance, new demand inducing developments, and potential special event demand

## 2. Activated Destination Waterfront District Masterplan / Highest and Best Use

Extension of downtown to the southwest, Live / Work / Play / Recreate

## 3. Folsom Ranch Masterplan / Highest and Best Use

Iconic recreation asset, mixed-use, commercial trail connectivity

# Potential Economic Impact of Major Projects

- Amenities add to Folsom's quality of life
- Drives visitation traffic
- Increased transient occupancy tax & sales tax revenues
- New full-time jobs
- New net earnings
- new spending

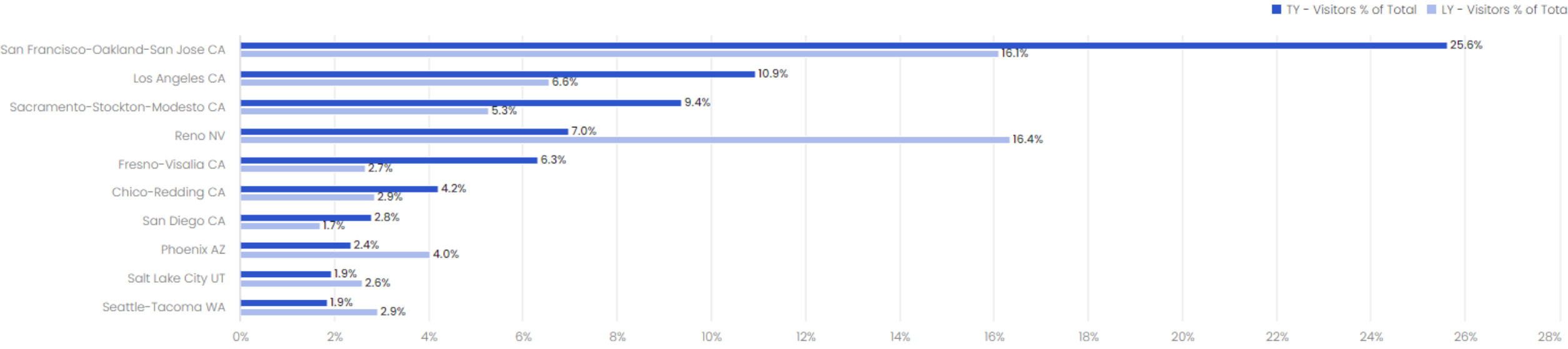


# VISITOR DATA 2022-2023

FISCAL YEAR TO DATE

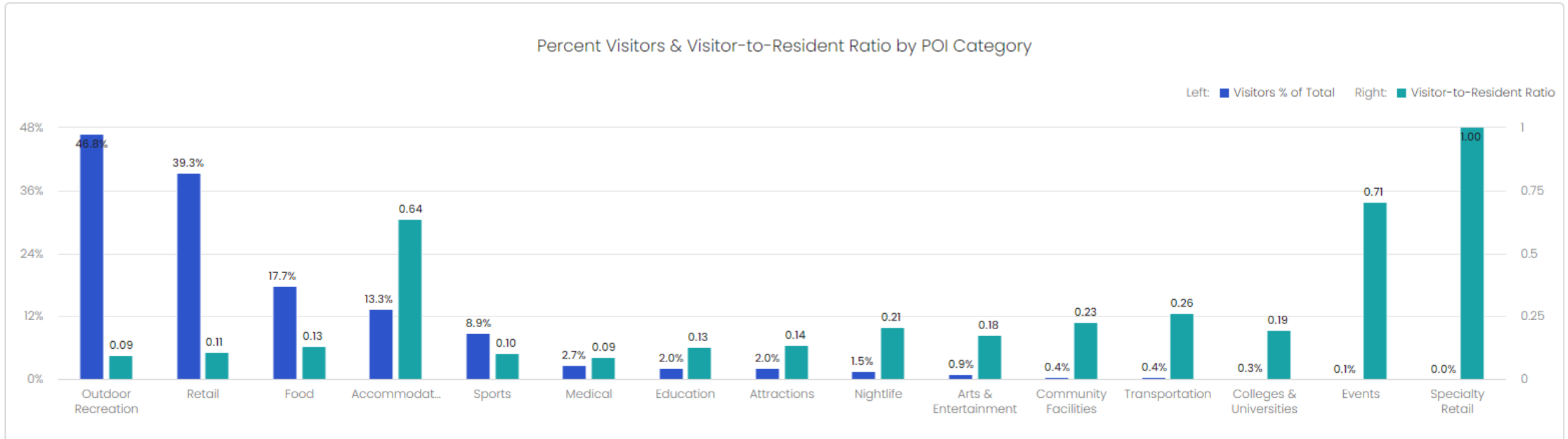
# Top 10 Origin Markets

Top Origin Markets & Change Compared to the Previous Year ▾

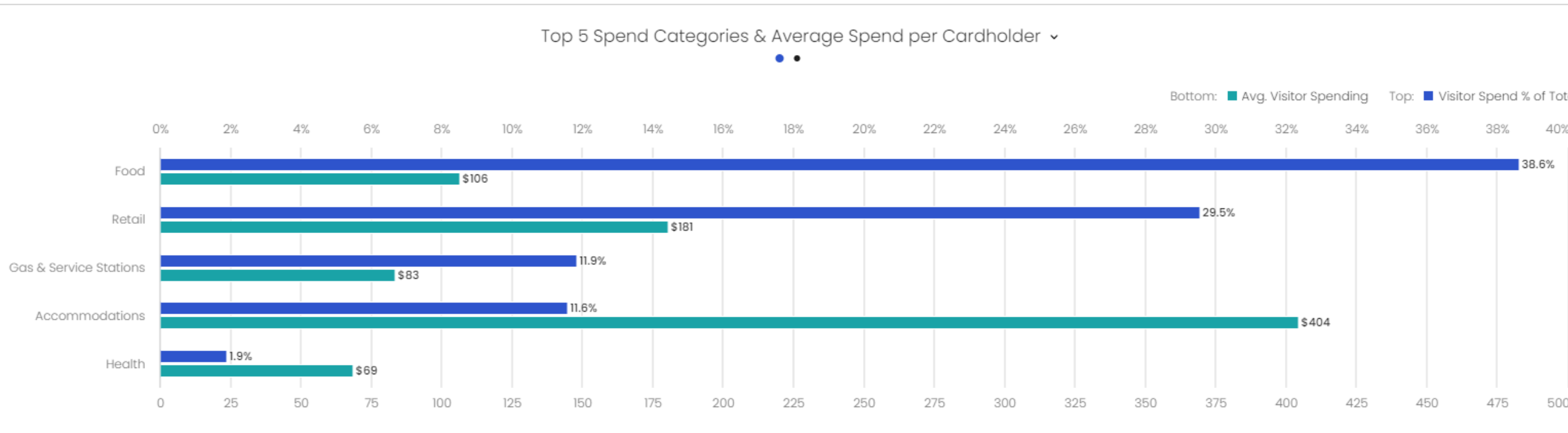




# Visitation by Category



# Top 5 Spend Categories & Avg. Spend Per Cardholder



# OPEN THE DOOR TO UNEXPECTED MOMENTS

*One stop. Unlimited Adventures. Visit Folsom.*

visit  
**Folsom**





CHOOSE **FOLSOM**

VISIT · CONNECT · PROSPER

# Q2 Economic Development Update

Folsom City Council - June 27, 2023

# By the numbers



**Hosted and/or promoted 112 events**



**1,500 business owner and community member connections**



**15 Ribbon Cuttings**



**6 Pitch Night Companies**



## April

- Women's Investment Forum with NCID company, Evolution Accelerator in partnership with CLUTCH
- Making Business Work
- Highway 50 Power Lunch
- Business Walk along Folsom-Auburn Corridor
- Future Folsom
- Pitch Night

## May

- Business Showcase/Mega Mixer
- Elevate Your Business
- Meet the Leaders: Art Pimentel, President of FLC & Dr. Sarah Koligian, Superintendent of FCUSD
- GSEC Annual Dinner
- Pitch Night

## June

- Elevate Your Business
- MLS Bus Tour
- Pitch Night
- GSEC's Economic Development Director Task Force (EDDT) meeting
- SACOG's Blueprint Workshop
- Auto Mall meeting

Notable meetings include KIOXIA, 50EA, California Manufacturing & Technology Association, AppOrchid, Innovate78



## LIFE SCIENCES

The 50 Corridor is a top location for research and development, driving commercialization of technology and therapeutics, cancer diagnostics, veterinarian science and pharmaceuticals. It is the natural landing site for new world class talent, research and startups emerging from local and regional educational, hospital and insurance systems.

Consider our proximity to the State Capitol, access to industry leaders, policy makers, decision makers, investors capital (\$275 million annually), and one of the nation's most diverse workforces, and it's easy to see why Colliers says the Sacramento region is "on the cusp of realizing exponential growth in the years ahead." That's on top of the 10% job growth in our life sciences/biotech industry over the past five years.

Our real estate market can deliver first-generation space and a diversity of second-generation space for redevelopment, with access to the state-of-the-art, reliable infrastructure today's life sciences organizations need. We have more than 10,000,000 square feet of new space breaking ground for education, research and patient care, and the regional pipeline includes 2.6 million additional square feet of proposed projects.

Simply stated, the capacity for growth and collaboration in innovation, biotech, medical devices, treatments and patient care is at its highest potential in our region's history.

### LOCAL LIFE SCIENCES WORKFORCE



#### TOP OCCUPATIONS



#### WORK FORCE DIVERSITY



#### TOP SKILLS SOUGHT IN THE 50 EAST CORRIDOR SUB-REGION



www.the50ea.com  
Industry data provided by Lightcast Data

### RELIABLE INFRASTRUCTURE

The east 50 corridor is served by two major utilities, the Sacramento Municipal Utility District (SMUD) and Pacific Gas & Electric.

- SMUD** SMUD is the nation's sixth-largest, community-owned, not-for-profit electric service provider and has been providing low-cost, reliable electricity to Sacramento County for 75 years. As an added service, SMUD offers its Commercial Development and Business Attraction team to support new companies through the entire planning and build process. Currently, the division has more than 250 projects in the pipeline, representing billions of dollars in infrastructure investment including—most recently—working with the Solidigm team and its need for 7.5 megawatts of power for its new facility in Rancho Cordova.

- Pacific Gas and Electric Company**, incorporated in California in 1905, is one of the largest combined natural gas and electric energy companies in the United States with a service area in northern California stretching from Eureka in the north to Bakersfield in the south, and from the Pacific Ocean in the west to the Sierra Nevada in the east.

### TRANSPORTATION

The Highway 50 corridor is ideal for moving goods and people quickly and efficiently via:

- Mather Airport, a full-service cargo airport with one of the longest runways in the world, capable of handling almost any aircraft
- Direct access to rail and light rail lines
- Easy proximity to the Port of Sacramento and Sacramento International Airport
- Main connector arteries and Highway 50 itself, connecting to Lake Tahoe as well as Interstate 5 (north-south from Canada to Mexico) and Interstate 80 (east-west from Sacramento to Maryland)
- Ridesharing and a robust public transit system

### OPERATING COSTS

Our region offers some of the most competitive commercial real estate rates available.

- Average of five **lease rates of \$30** per square foot
- Average industrial lease rates of less than \$10** per square foot
- Average payroll costs lower than** Phoenix, Los Angeles, Seattle, Denver, San Francisco and San Jose
- Average tax rates lower than** Washington, Colorado, Texas and Nevada
- State and local government **incentive programs** are also available

### REGIONAL EDUCATION PIPELINE:

Our region is served by Folsom Lake College, while nearby CSU Sacramento, UC Davis and multiple post-secondary trade and vocational schools are go-to institutions for local students and employers seeking talent.

### WHY EMPLOYEES WANT TO LIVE HERE

For decades, communities in this sub region have ranked among the most desirable places to live in the entire United States, thanks to such amenities as:

- The American River Parkway, Lake Natoma and Folsom Lake
- Top rated schools
- More than 30 miles of bike and hiking trails, more than 100 community parks, golf courses and other outdoor recreation
- Fantastic dining, entertainment, arts, theater, museums, music and shopping
- Safe, family-friendly neighborhoods and entertainment, and low crime rates
- A mild climate with more than 250 days of sunshine a year
- Proximity to wine country, the Pacific Ocean, Lake Tahoe, Gold Country, major sports and metropolitan areas

### THE LOCAL LIFE SCIENCES ECOSYSTEM

#### Gross Regional Product – Life Sciences

**\$1.7B** Earnings (2021)  
**\$2.3B** Total GRP (2021)

**\$5.01B** Property Income (2021)  
**29%** Growth (2019-2021)



www.the50ea.com  
Industry data provided by Lightcast Data



# Q2 Pitch Night Companies

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- [Now Performance](#) – Smart watches for kids that incentivizes healthy activities through reward system.
- [HumoCure](#) – Uses human milk oligosaccharides (HMOs) to improve health outcomes in adults through nutritional therapies.
- [Plate ViewAR](#) – Replaces conventional menus with interactive holographic augmented reality (AR) menus and experiences.
- [BrainScanology](#) – Invented a new algorithm which could objectively and rapidly detect Alzheimer's and other brain conditions.
- [Sentry.io](#) – An app that brings efficiencies of a shared economy to the world of adventure sports by reducing need for new equipment and complex supply chains.
- [OnSight Technologies](#) – AI-Driven, Computer-Vision Robotic Platform for Solar Sites to identify hundreds of problems and predicting future problems in large, remote sites.



**NORTHERN CALIFORNIA  
INNOVATION DISTRICT**



# Folsom Quarterly Economic Report

## Folsom Housing Data 2023

According to new population estimates and housing data released by the California Department of Finance, Folsom added 1,060 new residents to bring the estimated total population to 85,498 as of January 1, 2023. This represents a 1.3 percent increase in population growth.

**January 1, 2022 = 84,438**

**January 1, 2023 = 85,498**

Folsom's single-family housing unit growth is noteworthy – ranking #10 in the state.

Rank	City	County	Total HU
1	Paradise	Butte	1.784%
2	Lathrop	San Joaquin	14.56%
3	Shafter	Kern	6.37%
4	Fowler	Fresno	5.44%
5	Beaumont	Riverside	5.26%
6	Delano	Kern	5.19%
7	Marina	Monterey	4.95%
8	Lincoln	Placer	4.46%
9	Brawley	Imperial	4.09%
10	Folsom	Sacramento	4.02%

## AT A GLANCE

- Stable births, fewer deaths, and a rebound in foreign immigration slowed California's recent population decline in 2022, with the state's population estimated at 38,940,231 people as of January 1, 2023.
- Of the ten largest cities in California, only three gained population: Sacramento had the largest percentage gain in population (0.2 percent, or 1,203) followed by Bakersfield (0.2 percent, or 882) and Fresno (0.1 percent, or 599).
- Over the same period, statewide housing growth increased to 0.85 percent – its highest level since 2008.
- Foreign immigration nearly tripled in 2022 compared to the prior year, with a net gain of 90,300 persons in 2022 compared to 31,300 in 2021.

## Region Housing Estimates

Sacramento	595,939	601,226	0.9
Citrus Heights	36,011	36,233	0.6
Elk Grove	57,471	58,166	1.2
Folsom	31,091	32,083	3.2
Galt	8,382	8,591	2.5
Isleton	388	388	0.0
Rancho Cordova	29,695	30,350	2.2
Sacramento	205,314	207,274	1.0
Balance of County	227,587	228,141	0.2

**Folsom also tops the region for city/county/state housing estimates with annual percent change**

Folsom Economic Development Corporation  
 Joe Gagliardi, President & CEO  
 200 Wool Street, Folsom, CA 95630  
 916.985.2698



# Looking ahead...

Highway 50 Corridor Commercial Broker Roundtable 7/12

Announcement of globally recognized technology company in partnership with the City of Folsom and GSEC

Working with locally grown startup company to find office space

Launch of Project Momentum out of Granite School to support small business owners and entrepreneurs with ARPA funding for programs, space, and services

Site planning and improvements at Granite School

Industry Roundtables