

the Goldfields, there's some great things going on in Sacramento and some great acts coming through the market."

Rushing and his business partner Bret Bair sold Ace of Spades to Live Nation in 2016 and Rushing became a full-time talent buyer with the company. He books and advises programming in clubs and theaters in the region while independently owning and operating a handful of other venues in the area.

Entertainment veterans like Rushing have seen the city evolve alongside sports. While he can proudly claim to have seen bands

like Nirvana, Pearl Jam and No Doubt play small, now-closed rooms like the Cattle Club in the 1990s, the city needed to grow to keep up with the changing live entertainment landscape.

That type of evolution takes major development and backing from civic leaders, the private sector and the local community. All participants in the market point to the opening of Golden 1 Center downtown in 2016 as the catalyst for growth.

"The fact that we just finished our fifth year anniversary is kind of crazy to us," says John Rinehart, president of business

operations for the Sacramento Kings, the arena's NBA tenant. "It seems like we just opened yesterday. When we decided to put the arena downtown, (Kings owner Vivek Ranadive)'s vision was 'let's build a world class entertainment center in the center of our downtown in the capital of California,' the fifth-largest economy in the world, and make it a destination where people can enjoy everything that the great city of Sacramento has, starting with world-class arts and entertainment lifestyle district anchored by Golden 1 Center."

The \$550 million, 17,500-ca-

capacity arena was built to anchor development in a city with not a whole lot going on downtown, tied to Ranadive's commitment to sustainability and technology.

It's gone on to be one of the busiest arenas in the world for touring artists, ranking No. 6 on Pollstar's 2021 Year End Top Worldwide Arenas chart. It came in No. 35 on the 2022 Mid-Year Arenas chart, with 239,126 tickets reported sold.

Over the past five years, 41 downtown properties valued at \$1.5 billion have been sold, with 25 developments currently under construction and 81 projects

SELECT VENUES IN PLAY - SACRAMENTO MARKET

VENUE	VENUE TYPE	CITY	AVG. TICKETS SOLD	AVG. GROSS	AVG. CAPACITY	AVG. CAP. SOLD	AVG. TICKET PRICE	SHOW REPORTS
Ace of Spades	Club	Sacramento	945	\$30,080	1,020	93	\$31.83	27
Auburn State Theatre	Auditorium / Theater	Auburn	333	\$13,452	340	98	\$40.40	1
The Basi Nationwide Amphitheater at the Fruityard	Amphitheater	Modesto	3,773	\$226,782	3,917	96	\$60.11	2
Belden Town Resort	Outdoor Venues	Belden	1,400	\$128,750	1,450	97	\$91.96	4
The Boardwalk	Club	Orangevale	241	\$3,936	400	60	\$16.33	1
Bob Hope Theatre	Auditorium / Theater	Stockton	1,012	\$53,259	1,616	63	\$52.62	79
The Center For The Arts	Auditorium / Theater	Grass Valley	595	\$36,302	694	86	\$61.01	2
City Studio Theater	Auditorium / Theater	Folsom	783	\$50,896	829	94	\$65.02	6
Colusa Casino Resort	Casino	Colusa	660	\$51,920	660	100	\$78.67	1
Crest Theatre	Auditorium / Theater	Sacramento	647	\$34,874	930	70	\$53.93	40
Discovery Park	Outdoor Venues	Sacramento	36,250	\$4,100,334	40,000	91	\$113.39	4
Faith Community Church	Auditorium / Theater	Acampo	850	\$23,410	850	100	\$27.54	1
Foster Family Theatre	Auditorium / Theater	Modesto	248	\$8,886	430	58	\$35.82	54
Golden 1 Center	Arena	Sacramento	7,824	\$596,175	10,665	73	\$76.20	163
Goldfield Trading Post	Club	Sacramento	315	\$6,951	436	72	\$22.09	7
Grand Theatre Center for the Arts	Auditorium / Theater	Tracy	488	\$18,681	499	98	\$38.29	1
Harlow's Nightclub	Club	Sacramento	213	\$4,782	416	51	\$22.46	221
Heart Health Park	Stadium	Sacramento	5,154	\$255,158	7,693	67	\$49.50	14
Holy Diver	Club	Sacramento	270	\$4,193	300	90	\$15.50	12
Ironstone Amphitheatre	Amphitheater	Murphys	4,294	\$288,175	4,831	89	\$67.11	14
Jackson Rancheria Casino & Hotel	Casino	Jackson	364	\$24,001	836	44	\$65.94	1
Mainstage	Auditorium / Theater	Folsom	688	\$36,916	829	83	\$53.62	11
Mary Stuart Rogers Theatre	Auditorium / Theater	Modesto	805	\$48,632	1,232	65	\$60.44	179
Memorial Auditorium	Auditorium / Theater	Sacramento	3,041	\$159,825	3,431	89	\$52.56	9
Miners Foundry Cultural Center	Auditorium / Theater	Nevada City	619	\$18,253	619	100	\$29.48	4
The Palms Playhouse	Club	Winters	113	\$2,260	210	54	\$20.00	1
Punch Line	Club	Sacramento	155	\$4,400	240	64	\$28.43	4
Robert and Margrit Mondavi Center for the Perf. Arts/UC Davis	Complex	Davis	1,183	\$37,158	1,761	67	\$31.41	1
Sacramento Convention Center	Complex	Sacramento	2,417	\$209,257	3,338	72	\$86.58	1
SAFE Credit Union Performing Arts Center	Auditorium / Theater	Sacramento	1,997	\$95,323	3,106	64	\$47.73	1
The Starlet Room	Club	Sacramento	80	\$1,106	201	40	\$13.79	56
Stockton Arena	Arena	Stockton	2,930	\$118,184	4,450	66	\$40.33	41
Sunrise Community Church	Auditorium / Theater	Fair Oaks	854	\$22,093	854	100	\$25.87	2
Sutter Health Park	Stadium	West Sacramento	9,921	\$1,059,640	10,305	96	\$106.81	1
Torch Club	Club	Sacramento	30	\$300	100	30	\$10.00	1
Toyota Amphitheatre	Amphitheater	Wheatland	11,461	\$587,057	16,643	69	\$51.22	8
Thunder Valley Casino Resort	Casino	Lincoln	3,803	\$181,248	5,500	69	\$47.66	1
Vacaville Performing Arts Theatre	Auditorium / Theater	Vacaville	465	\$31,900	485	96	\$68.00	1
Westside Pavilion At Black Oak Casino	Amphitheater	Salida	3,330	\$339,457	5,144	65	\$101.94	1

Based on Pollstar Boxoffice Reports 2019-22. Visit Pollstar.com for more Boxoffice, Route Book and Contact information including access to Pollstar Data Cloud.