

**From:** [Marycon Young](#)  
**To:** [Marycon Young](#)  
**Subject:** To be released shortly: MEDIA RELEASE: City announced SAFE Credit Union as naming sponsor of the Convention Center Complex Project  
**Date:** Thursday, August 8, 2019 12:29:53 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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## **MEDIA RELEASE**

August 8, 2019

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### **City announced SAFE Credit Union as naming sponsor of the Convention Center Complex Project**

The City of Sacramento today announced that SAFE Credit Union is the naming sponsor of the Convention Center Complex Project.

The names of the two buildings, SAFE Credit Union Convention Center and SAFE Credit Union Center for Performing Arts, were unveiled during a press conference Thursday morning.

“We can be proud that one of our leading city cultural assets will be branded with the name of one of our leading Sacramento businesses,” said Mayor Darrell Steinberg. “Our deal with SAFE will also produce \$23 million for us to use on the Convention Center and other projects that will make downtown Sacramento even more of a destination.”

SAFE Credit Union has proposed a \$23 million commitment over a 25-year term. The terms of the agreement will be formally approved at City Council on Tuesday, Aug. 13.

As part of the agreement, SAFE Credit Union will have exclusive naming rights to the Convention Center and Community Center Theater which include: facility signage, media buys, event promotions, facility use, and other marketing efforts.

“SAFE Credit Union is proud to show our commitment to making Sacramento a world-class city with this investment in the Convention Center and Community Center Theater complex in downtown Sacramento,” said SAFE CEO and President Dave Roughton. “For the past 80 years, we’ve walked side by side with our members, civic leaders, and local businesses to build Sacramento into a vibrant, successful city where people dedicate their hard work and talents to helping our region thrive. This investment and 25-year commitment will help strengthen the Greater Sacramento region by creating jobs, expanding business opportunities, and growing California’s capital into a cultural gem.”

“The City’s partnership with SAFE Credit Union is a wonderful compliment to the spirit of our transformed convention center and performing arts theatre, because it underscores that these are community facilities that enhance our quality of life and promote our region’s belief that art and cultural exchange lifts us up,” said Councilmember Steve Hansen.

Both the Community Center Theater and the Convention Center have closed for construction in

Summer 2019 and will re-open Fall 2020. During this time, all shows scheduled at the Community Center Theater will be relocated to the Memorial Auditorium. Meanwhile, conventions and conferences temporarily will be hosted at various venues throughout the city; downtown hotels will continue to host overnight visitors.

The City hired a consultant, the Superlative Group, to solicit sponsorship sales for the naming rights for the Sacramento Convention Center and the Sacramento Community Theater. As a result of these efforts, the City and SAFE Credit Union have been able to successfully reach a partnership agreement.

The revenue generated through the naming rights agreement will benefit the renovation and expansion efforts of Convention Center Complex Project and other projects.

### **More about the Convention Center Complex Project**

The Sacramento City Council on Sept. 25, 2018 unanimously approved the issuance of up to \$350 million in bonds to finance the renovation/expansion of the Convention Center, the Memorial Auditorium and the Community Center Theater.

Overall, the estimated \$196 million renovation/expansion of the Convention Center also will add meeting rooms, exhibit halls and more lobby and kitchen space. The \$16 million renovation of the Memorial Auditorium refurbished all existing seating and added new audience seating at the orchestra level, added acoustic enhancements, as well as other audio/visual upgrades. At roughly \$85.7 million, the renovation of the Community Center Theater will enhance the theater's aesthetic appeal, expand its lobby and make the venue more accessible to disabled patrons.

Thanks,  
Marycon

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