

## NEW BUSINESSES

**Smart&Final**

**nce**  
National Career Education

**phoABC**  
VIETNAMESE-CHINESE RESTAURANT

**SUBWAY**

**A1 COLLISION &  
BUMPER CENTER**

## COMING SOON

**Mitchell Farms** - A major residential development, consisting of 261 residential units is being proposed for the current Sunrise Golf Course and surrounding vacant land.

A façade remodel is underway at 5450 Sunrise Boulevard in the Sunrise MarketPlace. Upon completion, the retail strip center will be home to a new **Dos Coyotes** and **Pizza Rev** and the existing Nation Burger.

**Capital Nursery Plaza**, the new 50,000-square foot retail complex, which took the place of the former Capital Nursery at Sunrise and Madison, is now home to a new Smart & Final and McDonald's; Black Bear Diner, Moe's Southwest Grill, and Jimmy John's Gourmet Sandwiches will open in 2017.



**Black Bear  
Diner**



## 2016 BOARD OF DIRECTORS

### OFFICERS

**Christi Woodards**

*Chair*  
Spinoso Real Estate Group/  
Sunrise Mall

**Andrew Gianulias**

*Vice-Chair*  
Greenback Associates

**Don Tollefson**

*Treasurer*  
Batteries + Bulbs

**Michael Nishimura**

*Secretary*  
Elephant Bar Restaurant

**Jason Bollinger**

Inter-Cal Real Estate/  
Citrus Town Center

**Travis Kimball**

Quick Quack Car Wash

**Ted Mitchell**

Land Owner

**Stephen Patterson**

Patterson Properties

**Wayne Wasulko**

Alta Sunrise Building

### STAFF

**Kathilynn Carpenter**

*Executive Director*  
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**Colleen Beatty**

*Marketing Manager*  
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**Danitza Trylovich**

*Event and Administrative Coordinator*  
danitza@sunrisemarketplace.com

5912 Sunrise Mall Rd  
Citrus Heights, CA 95610

SUNRISE  
MARKETPLACE



PRSR STD  
U.S. POSTAGE  
**PAID**  
SACRAMENTO, CA  
PERMIT NO. 586



SUNRISE  
MARKETPLACE

# 2016 ANNUAL REPORT

## A MESSAGE FROM THE CHAIR



BY **CHRISTI WOODARDS**  
GENERAL MANAGER,  
**SUNRISE MALL & CHAIR,**  
**SUNRISE MARKETPLACE**

As referenced in the 2015 Annual Report, Sunrise MarketPlace implemented an extensive strategic planning process in 2016. This included working with two highly regarded consultants: nationally known Michelle Reeves of Civilis Consultants and Dr. Jessica Kriegel, Organizational Development Consultant for Oracle Corporation.

The main objective was to incorporate more long-term planning into the BID's organizational structure and operation. Ms. Reeves scope of work included identifying the most effective way for Sunrise MarketPlace to maximize its economic performance and enhance environmental branding and the district's physical presence. Dr. Kriegel helped the board convert the findings into a working document including a mission, objectives, strategies, action plan and review of resources.

This process included a comprehensive review of SMP's history and past activities along with engagement and feedback from property and business owners, residents and other community stakeholders. At the end of this process, the board of directors approved a detailed six-month Action Plan and a five-year Strategic Plan. For more detail on these plans, see "Strategic Plan at a Glance".

While Strategic Planning was a major focus for the year, SMP activated several marketing programs with impressive results. The District also unveiled new destination and holiday banners and added new holiday lights to the palm trees. And, we continued to support and participate in community organizations including the Citrus Heights Chamber, Rotary, HART (Homeless Assistance), A Community For Peace, Sylvan Community Garden, local area schools and more.

If you are a business or property owner in the District, please consider participating in the decision-making process for how your dollars are spent. Join the marketing committee or consider a seat on the board. For more information on how to get more involved and maximize your investment (assessment) contact Kathilynn Carpenter at [kathilynn@sunrisemarketplace.com](mailto:kathilynn@sunrisemarketplace.com) or via phone at 916-536-9267.

## STRATEGIC PLAN AT A GLANCE



BY **KATHILYNN CARPENTER**  
EXECUTIVE DIRECTOR,  
**SUNRISE MARKETPLACE**

The SMP Board of Directors reached consensus on our mission and core objective, as well as three focus areas (Advocacy, Attraction and Awareness) and corresponding tactics for the five-year period 2016-2021. See summary of tactics below. For 2016, the board directed staff to prioritize attention on the following highlighted tactics:

**OUR MISSION**  
IS TO DRIVE THE  
ECONOMIC VITALITY  
OF THE DISTRICT.

**OUR CORE OBJECTIVE**  
IS TO RETAIN OUR  
PRIMARY TRADE  
ZONE AND GROW  
OUR SECONDARY  
TRADE ZONE.

### ADVOCACY

- Property transformation
- **Public area improvement refresh**
- **Homelessness**
- Transit shelter renovation
- Pocket parks & nodal connectivity
- **Support City image campaign**
- SMP sign regulations
- Monitor legislation & ordinances
- Government relations
- Business education

### ATTRACTION

- Reactivate "Locate-In-SMP" type of program
- **Create experiences & events**
- Leverage existing successful events
- Curate events
- **Enhance SMP & business holiday décor**
- PTA & STA messaging
- Advertising
- Market Research

### AWARENESS

- Improve name recognition & Enhance brand identity
- Engage District employees
- Engage District businesses & property owners
- **Develop Robust Digital strategy**
- Kiosk Strategy
- Banners & Signage
- Map Guide

For detailed information on the Five-Year Plan, contact Kathilynn Carpenter at [kathilynn@sunrisemarketplace.com](mailto:kathilynn@sunrisemarketplace.com) or via phone at 916-536-9267.

# ACTIVATING THE STRATEGIC PLAN

While substantial time was invested in the Strategic Planning process, SMP continued its marketing, special events and other programs. These activities and results are outlined in this report within the framework of the focus areas: Advocacy, Attraction and Awareness.

## ADVOCACY

*These strategies focus on creating a clean, safe and attractive environment for visitors, residents, business and property owners and potential businesses.*

### SUPPORT CITY IMAGE CAMPAIGN



With support and encouragement from SMP, the City of Citrus Heights embarked on a campaign to promote its image in the region. As noted in the City Staff Report: "The City of Citrus Heights has never engaged in a formal strategic awareness or promotion effort, rather we have let our actions speak for themselves." In 2017, the City will unveil a new branding and communication strategy.

### SMP ENVIRONMENTAL BRANDING



One of the first objectives of the BID, was to define the District's boundaries with destination signage and to renovate the medians. Additionally, the street signs were branded in SMP colors. Over the years we've worked with the City to keep the area clean and attractive. In the Fall of

2016, the street signs were repainted. We have identified further areas in need of renovation and will work with the city to refresh the remaining signage and maintain the public areas.

### HOMELESSNESS IN THE CITY



We have heard loud and clear that our business and property owners are struggling with an increase in homeless-related activities at or near their business. We work closely with the Citrus Heights Police Department (CHPD) to alleviate these issues. However, it is important to note that simply being homeless is not illegal, creating limitations for the police. Officers will come out to your business and do an assessment to highlight

actions that will lessen homeless activity. Our POP Sergeant can be reached at 916-727-5500.



We also support Citrus Heights HART, a homeless assistance program geared to eliminating homelessness in the City. HART manages an annual Stand Down event for homeless veterans and works with local churches to operate a winter sanctuary during the coldest weeks of

winter. HART also supports the City's homeless-outreach Navigator program. The Navigator can be reached at 916-533-3069.

## ATTRACTION

*In 2016, SMP marketing activities generated positive awareness and brought people to the District.*

### CREATE, LEVERAGE, & CURATE EVENTS



#### KIDTOPIA

In March 2016, SMP sponsored CBS Radio's first annual Kidtopia. Thousands of families attended the event at Fair Oaks Park. SMP sponsored the Selfie Gallery, engaging with guests at the site and on social media. The station ran 820 promotional announcements with Sunrise MarketPlace tagged in every one of them, generating 5.8 million impressions.



#### DARE TO PREPARE DAY

#### DARE TO PREPARE DAY

On April 30, 2016, Sunrise MarketPlace and Sunrise Mall produced the region's largest Emergency Preparedness event. The goal of the event was to bring people to the District while encouraging more citizens to be better prepared in the event of an emergency or disaster. More than 1,800 people, 55 emergency preparedness vendors and 60 volunteers came together to experience this unique event. The event was free for the public and held in two locations: Sunrise Mall and Citrus Town Center. Attendees learned about Pet Preparedness, Active Shooter Defense, Senior and Family Needs and Business Owner Preparedness. Participating vendors included FEMA, Metro Fire CERT, EMSA, CHPD, California Office of Emergency Services and many others.



#### CRAFT BEERS & COVERS

With the goal of drawing both our primary and secondary market and boosting brand awareness, we partnered with Citrus Town Center and KHITS for this summer event. For eight consecutive Thursdays, AlleyKatz hosted a live band and featured eight different craft brewers. KHITS provided on air and on-site promotions including 120 :60 second commercials and 45 :15 second commercials and 75 van-hit live mentions!



#### SUNRISE MALL

#### CHPD TRAFFIC SAFETY FAIR

SMP participates in this annual event in the parking lot of Sunrise Mall with our branded booth, engaging with attendees, distributing map guides and giveaways via our prize wheel. The event is always well attended and receives significant media coverage.



#### CITRUS TOWN CENTER FALL FAIR

SMP participates in this annual Fall event promoting our businesses and supporting the center. Several hundred people attend this family friendly kick-off to autumn where Sprouts distributed free pumpkins to families.



**"I shop Sunrise MarketPlace because I can find what I'm looking for and merchants make it a warm and inviting shopping experience! Plus, I can always get a parking space."**

- 1,000 Reasons Contest Comment



### WIZARDING WORLD

This media promotion featured our businesses and highlighted the District as the place to shop and spend time during the Fall season. CBS Radio launched 10 van hits in the District where fans could win tickets to a special early viewing of Fantastic Beasts and Where to Find Them. SMP joined 176 winners at the theater where they were treated to free SMP-branded popcorn and vied for Harry Potter themed raffle prizes. At the same time, Harry Potter fans could enter to win a trip for four to Universal Studios and the Wizarding World as well as a \$250 shopping spree at Sunrise Mall.

Marketing for the promotion included custom radio commercials, dedicated website page, dedicated text to win lines, website banner ads, social media ads, signage and printed post-cards.

**This contest generated the greatest engagement rate to date for an enter-to-win promotion;** more than 2,700 people entered between on-line and text to win channels. Paid and non-paid media impressions totaled 2.4 million.

### 1,000 REASONS



This consumer-engagement promotion included an "Enter-to-Win" contest requesting contestants tell us why they like shopping here. The contest featured a \$1,000 shopping spree with the goal of showcasing the District as "your holiday destination".

The promotion also included a \$1,000 donation to the winner's charity of choice. Contestants posted reasons why SMP is their favorite shopping destination. Nearly 1,250 people participated and through our media partner, ABC TV, the promotion garnered nearly 3 million impressions.

### ENHANCE SMP & BUSINESS HOLIDAY DÉCOR



New holiday street pole banners showcasing a "Rustic Christmas" theme, along with new red and green palm tree lights added to the festive holiday ambiance in the District.

## AWARENESS

In 2016, SMP continued to promote the three pillars representing the branding promise of the District:

**SHOP  
SMART**

**SAVOR  
SELECTION**

**STAY  
CONNECTED**

## DEVELOP ROBUST DIGITAL



### FACEBOOK

We enhanced our Facebook presence and increased engagement with our followers, gaining more than 3,000 "Likes". Posts promoted our businesses and shopping centers, their events and promotions and our own activities. We also ran a monthly program of Facebook ads generating thousands of impressions.



### PINTEREST

Through our active presence on Pinterest, we are able to promote our businesses throughout the seasons.



### SHOPSMP.COM

An analysis of the web site revealed that it was out of date and no longer effective in achieving our digital goals. Request for proposals have been sent out to several companies to develop a completely new web site; one that is more vibrant, colorful, interactive and mobile friendly.

# CITY NEWS

## CITRUS HEIGHTS CITY COUNCIL APPOINTS NEW CITY MANAGER

On July 16, 2016, the Citrus Heights City Council appointed Christopher Boyd to the City Manager position. Longtime City Manager Henry Tingle retired effective September 30, 2016. Mr. Tingle, who served as City Manager since 1999, announced his retirement effective as of September 30, 2016.

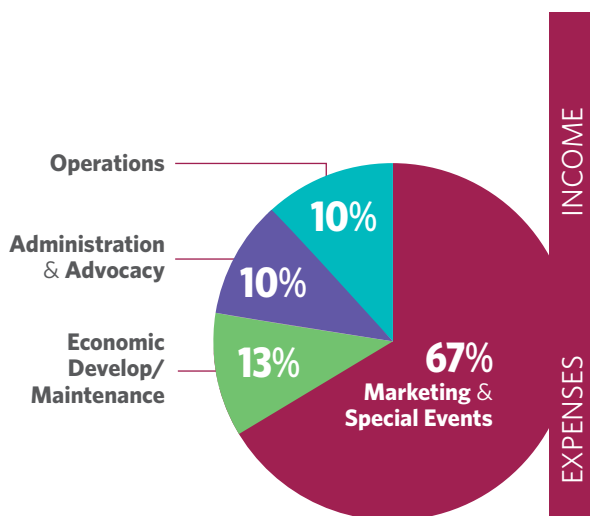
During his successful 18-year run at the City, Mr. Tingle shepherded the City through the development of its own police department, hiring Mr. Boyd as its first Chief in 2005. Under Chief Boyd's leadership, the Department elevated community policing to a new level and introduced effective and creative programs that has resulted in an overall reduction in crime.

## NEW CITY HALL



The City relocated to a new state of the art, energy-efficient building on August of 2016. The \$22 million building is adjacent to the post office and just north of the police department. The former City Hall was originally developed as a nursery and was ill equipped to handle the long-term needs of the City. As part of a partnership with Dignity Health, Citrus Heights sold the parcel and purchased new property for the new 35,000 square foot, one-story building with an adjacent storage yard. The former City Hall buildings were demolished and construction is underway for a new Dignity Health medical office building.

# FINANCIAL REPORT



	2016 ACTUAL	2016 BUDGET	VARIANCE
Carry Over/Reserve	\$67,377	\$67,377	\$0
Assessment Income	\$753,101	\$753,000	\$101
<b>Total Assessment Income</b>	<b>\$820,478</b>	<b>\$820,377</b>	<b>\$101</b>
Event Sponsorship	\$11,000	\$12,750	(\$1,750)
Grants	\$7,000	\$15,000	(\$8,000)
Other Income	\$22,618	\$19,150	\$3,468
In-Kind Income	\$10,300	\$10,000	\$300
<b>Total Non-Assessment Income</b>	<b>\$50,918</b>	<b>\$56,900</b>	<b>(\$5,982)</b>
<b>TOTAL</b>	<b>\$871,396</b>	<b>\$877,277</b>	<b>(\$5,881)</b>
Administration/Advocacy	\$76,750	\$80,300	(\$3,550)
Operations	\$76,269	\$81,352	(\$5,083)
Economic Develop/Maintenance	\$105,011	\$118,170	(\$13,159)
Marketing	\$526,838	\$551,240	(\$24,402)
Contingency	\$0	\$35,937	(\$35,937)
<b>TOTAL</b>	<b>\$784,868</b>	<b>\$866,999</b>	<b>(\$82,131)</b>

# 2015/2016 BID TERMS

No changes were made to the boundaries in 2016; none are proposed for 2017. Boundaries include approximately ten blocks along Sunrise Boulevard and Greenback Lane.

The BID's seven (7)-year term started January 1, 2015 and will expire on December 31, 2021.

The annual cost to parcel owners is \$0.03 (office) and \$0.06 (retail) per parcel square foot per year. Assessment rates may be subject to an annual increase of no more than \$0.0025 (for office) and \$0.005 (for retail) per parcel square foot per year. No change in assessment is proposed for 2017.