

WE ARE STRONGER TOGETHER

"The SMP is constantly on alert for any action that can benefit business and property owners in the SMP District. Knowing that the SMP is working 24/7 allows us to focus on our individual business performance."

Stephen Patterson Patterson Properties

SUNRISE MARKETPLACE STEPS UP SUPPORT FOR DISTRICT BUSINESSES



BY **TRAVIS KIMBALL**
CHAIR SUNRISE MARKETPLACE BOARD OF DIRECTORS

Normally, we would only focus on 2019 activities in the Annual Report. However, these are unique and uncertain times, so we've included information in this report on what SMP is doing to help our business and property owners deal with the fall-out from the Coronavirus. Please see the insert in this report for available resources. More information can be found on our website <https://sunrisemarketplace.com/covid-19-business/>. This page was posted early in March and is updated regularly. Staff is working with city, county and state officials to stay informed of latest developments. Our District is 90% retail/restaurant and we recognize the devastation this is having on our businesses. We have delivered temporary banners, lawn signs, floor decals and CHPD monitoring posters to many of our businesses that are still open. We have given out hundreds of dollars in gift cards from essential businesses and restaurants open for delivery and take-out.

We've been through a lot together these past 20 years, the economic fall-out from 9/11; the first big hurricane in 2005 when SMP delivered supplies to victims and the 2008 financial crash. We weathered these crises together. You are not alone; we are here to help. We are better together. We are stronger together!

"Thank you for loving on the businesses around! We're gonna battle through this together! Texas Roadhouse Citrus Heights, CA, truly appreciates all of your support to us and all the other businesses around our community! Thank you!" *Joseph Ruben Sevier Owner Texas Roadhouse*

SUNRISE MARKETPLACE ADDS SECURITY PROGRAM



Responding to property and business owner concerns regarding an uptick in public safety issues, the board agreed to modify our Management District Plan to add a Security program. SMP received approval for this from City Council on February 27, 2020. The Board determined that contracting with the Citrus Heights Police Dept. (CHPD) will provide the most effective, highest level of security for the District.

- **SMP will contract for a dedicated police patrol, which will include an on-duty officer 40 hours a week to patrol within District boundaries.**
- **The officer will work with property and business owners and private security representatives to proactively identify crime trends and develop strategies to resolve ongoing issues.**
- **The Patrol is not meant to replace private security contracts at shopping centers and office buildings, but to provide supplemental service.**
- **We anticipate this patrol beginning May 1 and will be distributing more details regarding hours, days and the officer's contact information once finalized.**

ATTRACTION

In 2019, Sunrise MarketPlace provided funding and support for District and community events through several avenues: direct financial support, allocation of internal resources, and promotion of events through mixed media.

DISTRICT SUPPORT

SMP SUPPORTS ITS BUSINESSES BY:

- **Hosting** events that drive traffic & create awareness.
- **Promoting** businesses on our Website, Facebook, Instagram & Pinterest Pages.
- **Assisting** our business and property owners with security & other issues.

- **Helping** new businesses with city procedures & regulations.
- **Sponsoring** and supporting events with funding.

If your business is planning an event, contact
Julie DePrada-Schott: Julie@sunrisemarketplace.com



CITRUS TOWN CENTER SUPPORT

Sunrise MarketPlace (SMP) continued our annual sponsorship and support of their 16 Citrus Town Center events.



MARKETPLACE AT BIRDCAGE SUPPORT

SMP supported Marketplace at Birdcage with sponsorship and support of their six events.



SUNRISE MALL SUPPORT

SMP supported Sunrise Mall with sponsorship and support of Back to School and Trick or Treating.



SPROUTS FALL FAMILY FAIR

SMP participated and promoted this annual event through social media, website, and eblasts. Several hundred people attended this family-friendly event receiving free pumpkins donated by Sprouts



PIZZA REV'S GRAND OPENING

MAY 9, 2019 SMP Supported and participated in Pizza Rev's re-grand opening pizza-eating fundraiser event.



FALL FEST: FARMER'S MARKET & CRAFT FAIR

SEPTEMBER 21, 2019



CHPD SAFETY FAIR

FEBRUARY 9, 2019



DOS COYOTES' 1ST ANNIVERSARY PARTY

JUNE 1, 2019

COMMUNITY SUPPORT

PET-A-PALOOZA

March 30, 2019

CITY OF CITRUS HEIGHTS SAC REPUBLIC SOCCER CLINIC

June 29, 2019

CITY OF CITRUS HEIGHTS HOT AUGUST BITES

August 10, 2019

CITY OF CITRUS HEIGHTS SUNDAY FUNDAY

September 22, 2019

SMP provided resources and financial support to the following non-profits who are helping to create sustainable and lasting impacts on the Citrus Heights community:



SMP SIGNATURE EVENTS

BREWS IN THE BURBS



SMP's inaugural signature event, Brews in the Burbs, was a great success, drawing nearly 700 attendees from both primary and secondary markets and boosting brand awareness. The event showcased businesses and restaurants from the District.

Marketing for Brews in the Burbs included radio, print, dedicated website page, website banner ads on multiple digital sites, targeted geofencing, Facebook and Instagram posts, Facebook paid advertising, signage, and collateral.



HOLIDAYS AT SMP

MAGICAL MOMENTS



Magical Moments returned to Sunrise MarketPlace with three interactive family-friendly pop-up holiday-themed experiences. Laser Light Show at Lowes, Frozen Winter festival at Sunrise Village, and Nutcracker at Sunrise Mall brought over 3,000 consumers to the District over the holiday shopping seasons.



Marketing for Magical Moments received 2.1 million in impressions, which included multi-station radio advertising, dedicated website page, website banner ads on multiple digital advertisers, Facebook and Instagram posts, Facebook paid advertising, signage, and printed postcards.

23RD ANNUAL CITY OF CITRUS HEIGHTS TREE LIGHTING & FARMER'S MARKET HOLIDAY FAIR



HOLIDAY DÉCOR AROUND THE DISTRICT

SMP updated the lighted features on the holiday pole banners and updated the Sunrise Mall Santa Set, creating a visual destination to help increase traffic during the shopping holidays.



MASTERPIECES IN THE MARKETPLACE

The objective of this project, begun in 2019, is to bring art to the District by recasting parking lots into vibrant and accessible public art galleries. In partnership SMUD, we are wrapping the transformers (utility boxes) located throughout the District. This project transforms an unattractive necessity into a fun and creative work of art and enhances the aesthetic environment. The project provides free access to famous and local works of art and offers opportunities for local artists. Four transformers at Sunrise Village were wrapped last year and another 20 or more will be rolled out this year. Visit shopsmp.com/masterpieces for more information.

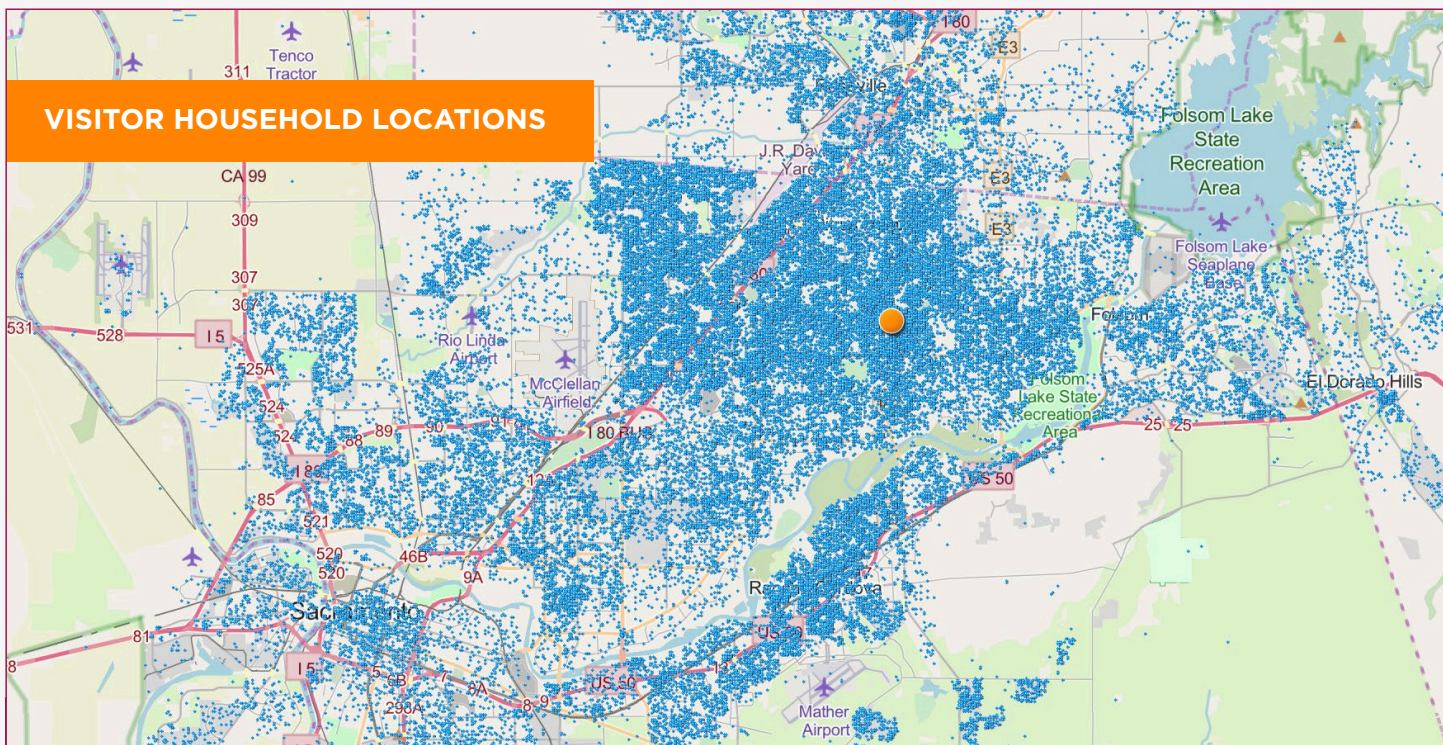


"Senior management & regional VP of management loved these & expressed the how great the art disguises the ugly transformers."
Tiffany Clement *Sunrise Village/Merlone Geier*

MARKET RESEARCH

SMP worked with Placewise to capture data on our consumers. A geofenced ring was drawn around the District from July 2018 to August 2019, capturing mobile devices located within the geofence, passing back data such as frequency of visit, day/time of week and on-premise mapping. Devices can also be matched back to household locations where additional census data can be gathered. For SMP, peak hour of business 1PM and continues through 7pm before declining. Visitor traffic was highest on Saturday and Thursday. Most observed zip code was 95610 (Citrus Heights). SMP's trade area is 526 square miles.

For copies of the report, contact Kathilynn Carpenter.



The visitor household locations pinpoints the home locations of the visitors. The image above shows household locations for Sunrise BID.

AWARENESS & BRANDING

SOCIAL MEDIA

FACEBOOK

In 2019, SMP focused advertising goals on the engagement of our robust followers, promoting our four pillars: **Shop, Dine, Do, Play**, as well as sharing 82 District Businesses and 66 District Business Posts.



NON-PAID POSTS GENERATED

- **376,665**
organic reaches
- **638,596**
organic impressions

PAID ADVERTISING

- **1.9 MILLION**
viewed & engaged
- **3.2 MILLION**
impressions

ONLINE CONTEST 20 X 20 FACEBOOK TRIVIA CONTEST

To promote community awareness of the 20th Anniversary and to increase interaction on Facebook, SMP created the 20 x \$20 Monthly Trivia Contest. Consumers were given a question on Facebook with a link to our 20th-anniversary website page, and they had to comment correctly for a chance to win 20 gift cards worth \$20 each, \$400 total. Contest ran 1/18/19 - 12/20/19.



- **48,995**
People Saw the Post

- **8,125**
People Commented, Liked, or Shared

- **5,425**
People visited **ShopSMP.com/20Years**

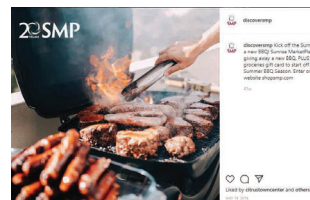
SMP purchased \$4,800 in gift cards from District businesses for the 20 x 20 promotion

INSTAGRAM

- **450 FOLLOWERS**
up 207 from last years 243
+100% INCREASE

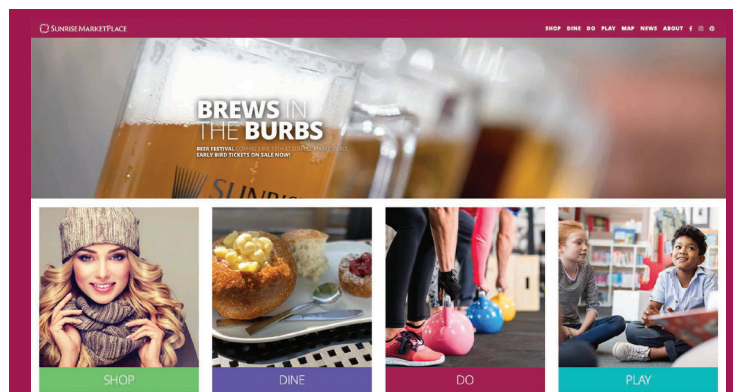
- **2,568 POST LIKES**
up from last years 1,436
80% INCREASE

- **251 COMMENTS**
up from last years 186
30% INCREASE



WIN THE WINDOW INSTAGRAM CONTEST

- **133 NEW FOLLOWERS**
- **72,346 VIEWED**
- **614 COMMENTED OR LIKED**



WEBSITE

By continually monitoring and updating the website, SMP continues to achieve its objectives of increased traffic, increased session time, and lower bounce rates. The website provides an updated directory of the businesses in the District. Each business has its own page. Be sure to check yours out and let us know if you have anything to add.

- **41K** users visited **ShopSMP.com**

- **89K** in page views

- **123** events promoted in the District/Community

- **4,893** users visited the District event page

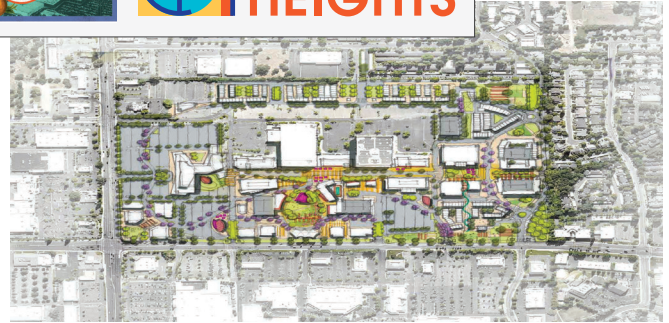
- **11K** visits to our signature event pages like Brews in the Burbs and Magical Moments

CITY NEWS & PBID

CITY LEADERS WORK WITH SUNRISE MALL OWNERS TO ENSURE FUTURE VIABILITY & VISION FOR THE 100-ACRE PROPERTY

Sunrise MarketPlace business and property owners know the importance of Sunrise Mall to the District and their properties. That's why SMP supports the City's efforts to ensure one of its economic engines remains strong. In 2019, working the five owners of Sunrise Mall, the City began a process to develop a comprehensive Specific Plan for the mall.

The process includes a great deal of outreach to gather feedback from the owners, stakeholders and the local community. A team of consultants is leading the process which includes market research, demand analysis, community outreach, a land use plan and environmental impact report that result in a shovel-ready redevelopment opportunity. City officials are confident the new plan will transform the Sunrise Mall into a premier regional destination and flourishing center of community life where residents and visitors shop, work, live, and play.

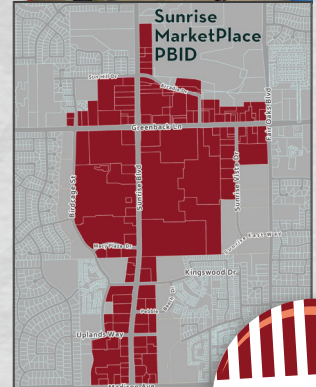


DISTRICT STRONG

VOTE SMP 2021!

SMP is currently in its fourth term, which expires December 31, 2021. That means it's time to start the renewal process. For the BID to continue, property owners paying more than 50% of the assessment must sign a petition. The petition includes the parcel number, property square footage and annual assessment amount beginning January 1, 2022. Once the threshold has been met for petitions, the City of Citrus Heights will send out a ballot to each property owner. Owners can vote yes or no. More YES ballots weighted by assessment amount must be received. City Council then has final approval over renewal of the District.

Contact Kathilynn for a copy of the Management District Plan, which outlines all details regarding the business improvement district's proposed fifth term.



SMP
2021

DISTRICT
STRONG



Vote SMP 2021

VOTE
SMP

Better
Together

OUR
BID
IS A WIN

SMP
IS FOR ME

Vote SMP 2021

I ♥ SMP

FINANCIAL

FINANCIAL REPORT

2019 ACTUAL INCOME

Surplus/Deficit	\$445,727
Assessment Income	\$747,739
Total Assessment Income	\$1,193,466
Grants/Sponsorships	\$26,049
Other Income	\$4,256
In-Kind Contributions <i>non-cash</i>	\$30,000
Total Non-Assessment Income	\$30,305
TOTAL	\$1,223,771

2019 ACTUAL EXPENSES

	2019	
Admin/Advocacy/Maintenance	\$137,817	16.7%
PBID Renewal	\$76,876	9.3%
Economic Develop	\$7,723	1%
Signage & Seasonal Decor	\$118,497	14%
Marketing & Special Events	\$485,828	59%
Contingency	-	0%
TOTAL	\$826,741	100%
SURPLUS	\$397,030	

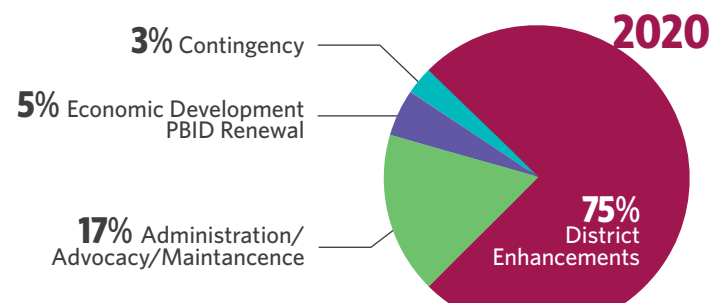
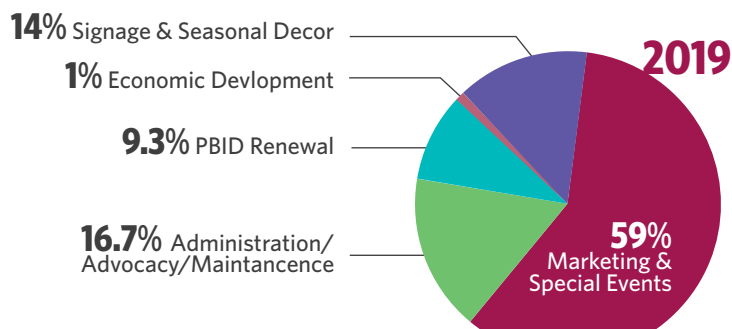
2020 BUDGET- INCOME

Surplus/Deficit	\$397,030
Assessment Income	\$748,000
Total Assessment Income	\$1,145,030
Grants/Sponsorships	\$57,500
Other Income	\$2,800
In-Kind Contributions <i>non-cash</i>	\$20,950
Total Non-Assessment Income	\$60,300
TOTAL	\$1,205,330

2020 BUDGET- EXPENSES

	2020	
Admin/Advocacy/Maintenance	\$172,731	17%
Economic Development/PBID Renewal	\$50,682	5%
District Enhancements includes: <i>marketing, events, signage, decor, public safety</i>	\$760,239	75%
Contingency	\$30,000	3%
TOTAL	\$826,741	100%
SURPLUS	\$397,030	

*Large surpluses due to unused Stadium & palm tree project funds

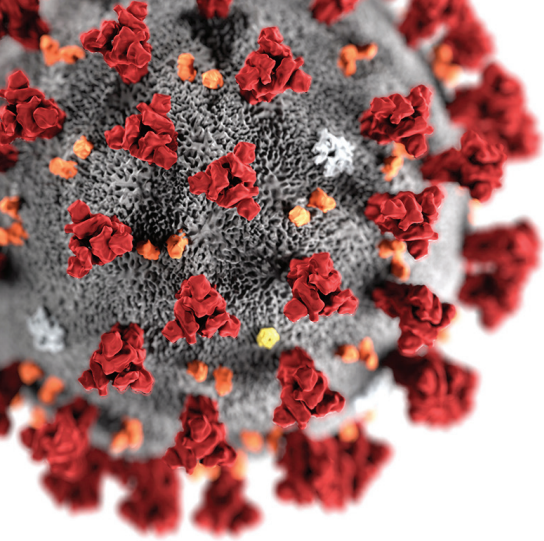


2020 SUMMARY

Retail zoned parcels will be assessed at \$0.06 cents per square foot of land, per year. Office/Professional zoned parcels will be assessed at \$0.03 cents per square foot of land per year. Assessment rates may be subject to an increase of no more \$0.025% for office zoned parcels and \$0.005% for retail zoned parcels. Any increase is subject to review and approval of the Board Of Directors.

No assessment increases will be made for 2020. No changes to the boundaries will be made in 2020. As noted on page 1, Sunrise MarketPlace has made a change to services and will be adding a public safety program in 2020.

For a copy of the modified Management District Plan, contact Kathilynn Carpenter: kathilynn@sunrisemarketplace.com or 916-536-9267.



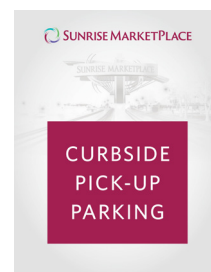
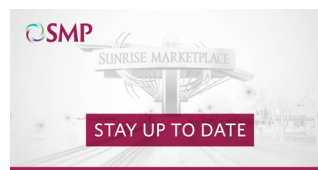
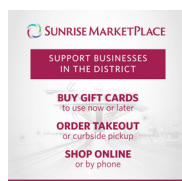
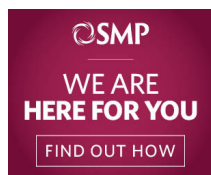
SMP COVID 19 RAPID RESPONSE WE'RE STRONGER TOGETHER

SMP staff has been working to get our business and property owners the most up-to-date and relevant resources available. Information is changing rapidly, please check our website regularly and if you aren't getting our email news, **contact kathilynn@sunrisemarketplace** to be added.

OUR STRATEGY HAS INCLUDED

- Assisting business and property owners with loans and other resources.
- Continuing to promote businesses that are still open; continue updating and emailing resources to businesses and consumers.
- Advocating for more assistance.
- Purchasing and delivering "Open For Take-Out" and "Open For Take Out & Delivery" banners.
- Purchasing and delivering lawn signs and A-Frame signs.
- Purchasing and delivering floor decals for spacing of customers.
- Purchasing and giving away gift cards.
- Work with CHPD to keep our businesses safe. Purchasing and delivering CHPD monitoring posters.

Example of digital and print resources that have been provided and utilized



STOREFRONT SAFETY

We know closed businesses are a target; we are working closely with CHPD to keep our stores safe. CHPD is focusing its resources on proactive patrols in and around the city's commercial zones, with the goal of being highly visible throughout the city to deter criminal activity.

PLEASE FOLLOW THESE TIPS.

- **Closed businesses are targets - Do not post that your business is closed on social media.**
- **As a deterrent, please place the CHPD poster in your business window. A poster can be downloaded from our web site. FOR ONLINE VERSION: [Click here for CHPD Poster](#)**
- **Please notify CHPD of any criminal activity.**
- **CHPD will assess your business at no charge to harden the environment and deter criminal activity.**
- **Do not keep cash in the tills.**
- **Visit your business frequently, stay on top of any broken windows, doors, etc.**
- **Forward your business number to home phone to communicate that someone is paying attention.**

RESOURCES

As Congress releases funding resources, such as SBA, CARES Act and Main Street Lending Program, we are posting details on our web site.

**SBA ECONOMIC INJURY
DISASTER LOAN (EIDL)**

"SMP was very responsive to my plea for my help with loan assistance. Thanks so much for helping out a small business!"

Sherry Cassel Hairstylist Montage Studios

 **SUNRISE MARKETPLACE**



**THE CITRUS HEIGHTS
POLICE ARE ACTIVELY
MONITORING THIS AREA**

If you see something suspicious

CALL: 916-727-5500

OR

911 FOR EMERGENCIES

NEW BUSINESSES

In 2019 and the first quarter of 2020, we welcomed many businesses to the Sunrise Marketplace District including:

Ben's Barketplace | **California Fish Grill** | **Menchie's**
Frozen Yogurt | **ALS** | **Ron's Flooring** | **Ralph's Jewelers**
| **RCMI** | **Executive Suites- Remodel & Expansion** | **ALS Association**
Greater Sacramento | **Berkshire Hathaway Home Services**

GRAND RE-OPENING

Pizza Rev

ANNIVERSARIES

In 2019, Elliot's Fine Nutrition celebrated their 67th year as a business, and Dos Coyotes celebrated their 1 year anniversary in Sunrise Marketplace.

COMING SOON

Sunrise Village- A proposal to renovate the 150,000+ square foot Sunrise Village shopping area, adding another 18,000 square feet. Additions to the shopping center would be a new gym: City Sports Fitness, and a new sign arch. No date is set for renovations.

OPENED IN 2020

Boston's Pizza | **Hobby Lobby**

2019 BOARD OF DIRECTORS

OFFICERS

Travis Kimball

Chair

Quick Quack Car Wash

Susie Rodgers

Vice-Chair

Sunrise Mall

Don Tollefson

Treasurer

Batteries + Bulbs

Michael Nishimura

Secretary

Tiffany Clement

Merlone Geier Partners

Jason Bollinger

Inter-Cal Real Estate/

Citrus Town Center

Andrew Gianulias

Greenback Associates

Christy DeCelle

Beach Hut Deli

Ted Mitchell

Mitchell Properties

Stephen Patterson

Patterson Properties

Jeff P. Smith

Macy's

Wayne Wasulko

Alta Sunrise Building

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