

WE ARE STRONGER TOGETHER

2020 ANNUAL REPORT

**SMP
2021**

MESSAGE FROM THE CHAIR

BY **TRAVIS KIMBALL**

CHAIR SUNRISE MARKETPLACE BOARD OF DIRECTORS

I think we can all agree that this was an incredibly difficult and challenging year. Our PBID is more than 90% retail and restaurant; we really took a beating. I am proud of the many examples of ingenuity our businesses exhibited these past several months. And, I am proud of Sunrise Marketplace (SMP) for re-imagining and reshaping our programs and services for our business and property owners impacted by COVID and the lockdowns. Beginning in March, staff created a pandemic toolkit, began posting SBA and CARES Act information, many other resources, and a running list of open essential businesses. Regular newsletters with similar information were and continue to be pushed out to business and property owners. Staff distributed, completely free, PPE, lawn and building banners, A-Frames, sneeze guards, and additional customized assistance. SMP gave away via contesting nearly \$10,000 in gift cards to encourage consumers to keep visiting. Events are a major component of our programs, and we had to get creative this year with activities such as Carpool Cinema.

One of the most impactful actions we took was contracting with CHPD for a full-time officer. With some businesses closed and shoplifting, property vandalism, and other crimes increasing, this action has kept the District safe and clean. Officer Schouten responds to calls, works with staff and property and business owners to board up broken windows, remove trash and illegal dumping, and clean graffiti. The best part of all? All crime metrics in SMP decreased in 2020.

We have done much more than I can outline here and have much more planned in 2021, as you will see in this Report. But now I am going to ask for your help. The PBID is set to expire at the end of this year. We need your help to continue the hard work, commitment, and investment in SMP and our businesses. Because if SMP is not renewed, there is no backfill, no one to step in and make a similar investment in the District. We must help

"A big thanks to SMP for grabbing ahold of COVID and pivoting for 2020. SMP was successfully creative and extremely helpful. Between Carpool Cinema drive-in movies, assisting our tenants with signage, and the District Police Officer Jeff, we made it through 2020. Thanks to SMP and the staff for all you do."

-Tiffany Clement, Property Manager Merlone Geier, Sunrise Village

ourselves. If we do not renew, there will be no marketing, no events, no advocacy, banners, holiday décor, and most importantly, no police officer. For more information on Renewal, visit <https://sunrisemarketplace.com/renewal/> and see details in this Report on page 6.

"During the COVID our sales went down 40%. Ever since you guys stepped in and helped us with the sign and banners, our sales went up 30%; with SMP's help, we are doing a lot better. SMP plays a big role in Citrus Heights, bringing customers and businesses together."

-Naz Salmanyany, Owner Armenian Grill



2020 YEAR IN REVIEW



SOCIAL MEDIA

In the first quarter of 2020, due to COVID-19, SMP shifted all social media campaigns to focus on promoting essential businesses in the District that were able to remain open. As restrictions were lifted and businesses were allowed to reopen, SMP staff ramped up our social media campaigns to build consumer awareness and confidence for our struggling businesses.



Facebook

- 12,509 Followers
up 900 from last years 11,609
+7.8 %

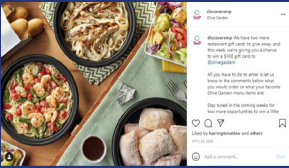


- 20,054 Engagements
up 6,244 from last years 13,810
+45.2 %



Instagram

- 697 Followers
up 247 from last years 450
+54.9 %



- 508 Comments
up 257 from last years 251
+102 %



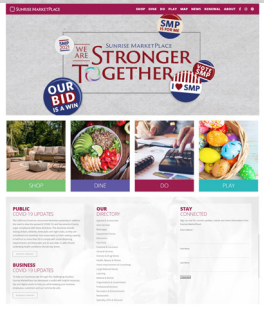
- 6,386,257 Paid Impressions
advertising

- 42,955,274 Non-Paid Impressions
media stories



SMP Facebook business group page:

SMP staff created a private Facebook group as a resource for our business and property owners and their employees. This group allows members to network with other businesses in the District, SMP staff and post questions to our SMP Public Safety Officer Jeff Schouten.

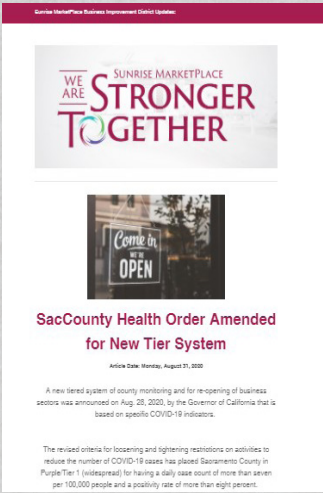


Website:

ShopSMP.com became a resource guide for our businesses and consumers that were trying to find out information on what was open in the District and how our businesses were implementing safety

procedures. Almost immediately after CA shut down, SMP created both a business and consumer COVID website page to keep everyone up to date on available resources.

- 39,000 visitors ShopSMP.com
- 69,000 web page views



Newsletters:

- 11,500 Subscribers
Distributed 49 Business newsletters, & 32 Consumer newsletters

Open Rate: 26%

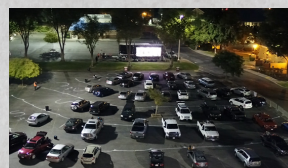
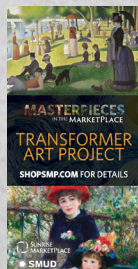
Click Rate: 2.83

Total Open: 104,956

2020 YEAR IN REVIEW continued

New banners:

Updated Pylon banners thanked our first responders and essential workers; new pole banners promoted the Farmers Market and Masterpieces in the MarketPlace.



Carpool Cinema:

Sunrise MarketPlace brought COVID Safe Carpool Cinema to the Sunrise Village parking lot. SMP cordoned off an area of parking lot space for a popup drive-in movie theatre experience. All movies were shown on a 22' x 12' LED panel screen, and the sound was transmitted by FM Radio. Five movies ran between July and September.

Marketing for Carpool Cinemas included digital media, Facebook posts paid and organic, Facebook live stream videos, Instagram posts, dedicated website page, signage, and collateral.

COMMUNITY SUPPORT



Holiday Decor around the District:

SMP installed an additional 26 light pole holiday decorations, along with additional palm tree lights. The palm tree lights will now stay on all year.



Citrus Heights HART:

SMP partnered with CH HART, Sunrise Mall and the school district on The Underground Clothing Connection store, which provides free clothing to students in need and their families.



Turkey Drive:

Sunrise MarketPlace and KHITS teamed up to help our community with our Turkey and Fixins Food Drive. The Drive-Thru Food Drive helped provide Thanksgiving dinners to families in need in our community. SMP collected 1,766 items and 52 Turkeys on behalf of the Sunrise Christian Ministries Food Bank.

Facebook Reach: **3,664**

Facebook Engagement: **155**

Sentinel Story Visitors: **3,467**

KHITS Engagement: **153,669**

**OUR
BID
IS A WIN**

DISTRICT SUPPORT

SMP shifted its business support in 2020 to help businesses with the impact of COVID:

- **Promoting** businesses on our Website, Facebook, Instagram and consumer newsletters.
- **Assisting** our business with PPE, Banners, and Sneeze Guards and other resources to help keep their customers and staff safe.
- **Helping** businesses with security and vandalism issues.
- **Hosting** and sponsoring safe events in the District to drive traffic and create awareness. A few examples:



Citrus Town Center Support

Gift Card Sponsorships, Spooky Street Halloween Drive-Thru, Santa Magic Trail Car Parade Sponsorship



Sunrise Mall

Now Open Signage, Holiday Coloring Contest, Santa Set Upgrades



Greenback Square

Website Development, Gift Card Sponsorship for Online Contesting



Marketplace at Birdcage

Gift Card Giveaways, Now Open Signage, Vitalant Blood Drive



Sunrise Village

Gift Card Giveaways, Holiday Wreath Decor, Now Open Signage

SMP PROVIDES RELIEF & SUPPORT DURING THE PANDEMIC

SMP supported businesses in the District by supplying PPE, marketing collateral such as "Now Open" and "Open for Take-out & Delivery" banners, social distance floor decals, and other requested signage. Staff kept consumers up to date by continuously contacting restaurants and retail for updated hours. Staff also participated in Sac County Public Health calls to stay up to date with COVID-19 regulations to disseminate the information to our businesses and consumers.

2020/2021 COVID SUPPORT



"Assistance from SMP has allowed us to stay open and comply with all guidelines to provide a safe environment for shoppers. SMP reached out to all our tenants to ensure they had COVID collateral and PPE for successful reopening. SMP helped our tenants focus on keeping their businesses open and safe for both employees and consumers."

-Natalie Worstein, General Manager, Sunrise Mall

"SMP has been an important resource this year. During a time when social distancing was critical, they provided us additional ways engaged with the community through social media, contests, and events. SMP has also been an invaluable resource navigating the rapidly changing resources and programs available to businesses during a difficult business climate"

-Natalie Worstein, General Manager, Sunrise Mall

Sunrise MarketPlace - Citrus Heights Police Department partnership a great success!

In May of 2020, SMP contracted with CHPD for a full-time police officer to patrol the District. Officer Jeff Schouten is on duty Tuesday- Friday from 11 AM to 9 PM. Officer Schouten responds to calls, works with local business owners, managers, private security, and loss prevention representatives to prevent and respond to crime. Officer Schouten works with SMP to manage and eliminate property vandalism, such as graffiti and broken windows. This partnership is working, resulting in a reduction in crime in 2020.

2019 vs 2020

- Robbery - 16%
- Crimes against persons - 28%
- Burglary - 18%
- Larceny - 35%
- Crimes against property - 33%

Support the renewal to keep these stats trending downward!

In 2021, SMP and CHPD launched the Universal Trespass program authorizing Officer Schouten and other officers to trespass and ban transients and others from your property. Businesses can download a Universal Trespass form on our website.

SMP is collaborating with County PBIDs to mitigate crime in the region.

- **Shared Database** - we will share information on 602 trespasses and individual bans to identify chronic offenders.
- **Advocating** for the Court to revisit the current stance on the Emergency Bail Schedule Order dated April 6, 2020 and the ensuing moratorium to arrest chronic nuisance offenders in our communities. We are requesting action to end the "No Bail Policy" and reinstate the Chronic Nuisance Offender (CNO) Program.
- **Meeting** regularly to discuss common public safety issues and solutions.

Better
Together

2021 TURNING THE CORNER

Discount Reimbursement Program:

With the latest stimulus funding package approved and vaccines moving forward at a rapid pace, we are hopeful for a return to business as almost usual. We look forward to hosting events and dining in restaurants!

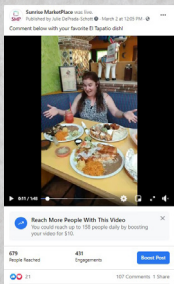
In the meantime, to help our smaller businesses continue to weather pandemic restrictions, Sunrise MarketPlace is reimbursing eligible businesses for customer discounts and promotions. We will reimburse small businesses for the discounted portion of the sale up to \$500. Information can be found on the Renewal page of the website.



There's an app for that

SMP will be working with Logic Tree to launch the SMP Security app which will allow SMP Security to communicate to SMP staff and property owners in real-time and facilitate easier reporting.

The app will also enable SMP Staff to communicate to SMP Business and Property Owners with push notifications of urgent and vital information directly to their phones.



Social Media:

SMP staff will continue to promote businesses in the District to create brand awareness, increase followers and engagement on Facebook and Instagram.

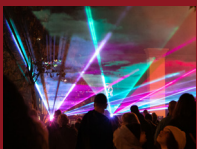
- Utilize Instagram Stories to draw more engagement.
- Cross-Platform Promotion: Weekly Instagram consumer comment contests that coincide with Facebook Live Videos.
- Weekly Facebook Videos shot live at SMP Businesses that include a consumer comment contest.



SMP Security Outreach:

- Quarterly business Q & A with Officer Schouten
- Regular Business Security Video Tips on Facebook and YouTube
- Security networking with other center security and Loss prevention
- Distribute Quarterly Crime Stats

DISTRICT & COMMUNITY SUPPORT



Special Events *as restrictions lift*

- Sponsoring and Supporting events with funding
- Hosting events in the District that will drive traffic and create awareness.



Community Outreach

- With the new development Mitchell Ranch adding 256 homes on the District border, SMP will work with KB Homes to provide "Welcome to the Neighborhood" packets that will promote SMP businesses and services.



Visual Upgrades

- Year-Round Lighting of Palm Trees
- Phase II MasterPieces in the MarketPlace



Vote SMP 2021

NEW TERM PROPOSED FOR SUNRISE MARKETPLACE

You may take the PBID for granted, it has been in place for more than 20 years working in front and behind the scenes to keep the District economically viable, safe, attractive, and fun to visit. PBIDs have a defined timeframe to keep them accountable to property and business owners. Sunrise MarketPlace formed in 2000 and has renewed three times. This will be our fourth renewal and fifth term.

Sunrise MarketPlace Summary of Terms

Location: Boundaries are shown on the map below.

Purpose: The SMPPBID will provide programs such as marketing, events, security, advocacy, and economic development directly and only to assessed parcels within its boundaries.

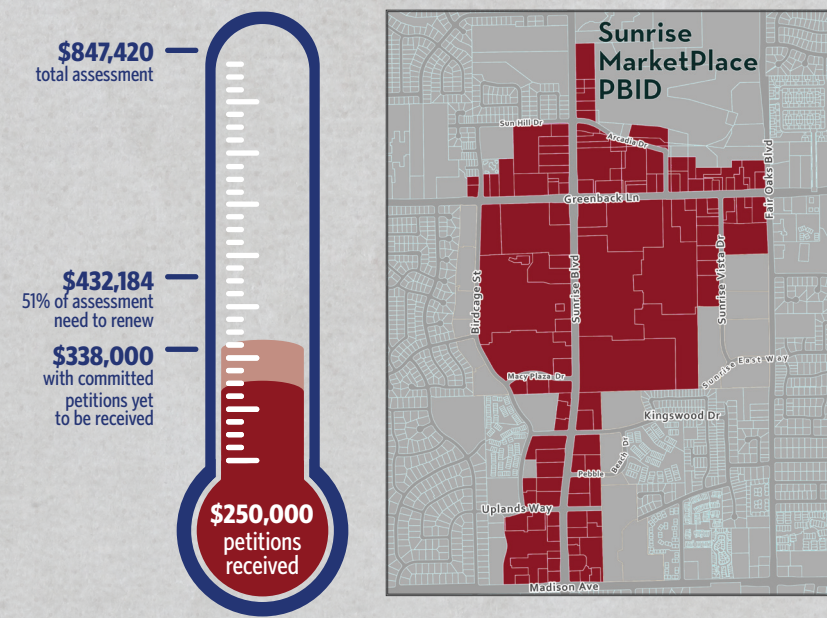
Duration: SMPPBID will have a three-year term, beginning January 1, 2022, ending December 31, 2024.

Budget: The annual assessment budget will be \$847,420.

Cost: The assessment rate (cost to the parcel owner) is based on parcel type and size. Retail zoned parcels are assessed at 0.0669 cents per square foot of land, with Office zoned parcels at 0.0369 cents. The assessment rate will not be increased during the term of the District.

Renewal Process

SMPPBID can be renewed if it receives signed petitions from property owners who will pay more than 50 percent of the assessments. Once the petition threshold is met, the City will mail ballots to property owners. If the City receives more YES ballots than NO ballots, weighted by the amount of assessment, then the Council may vote to approve the renewal of SMPPBID.



What happens if SMPPBID is not renewed.

The PBID has invested millions of dollars in this business District over the past 20 years. Without SMP, the District will deteriorate, and there is no backup to fill the vacuum left by our absence. No SMP means:

Public Area: No street pole banners or holiday décor; no palm tree lights in the medians; no more utility boxes wrapped in artwork.

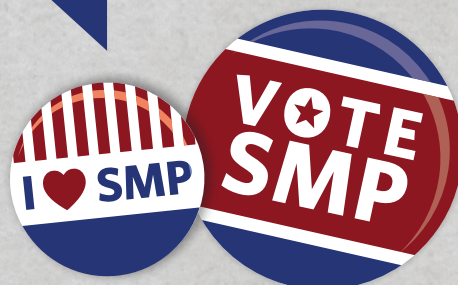
Marketing and Events: SMP has spent hundreds of thousands of dollars over the years to create awareness for the District and its businesses and to draw traffic here. All marketing and events would cease. There would be no more events like Brew s in the Burbs and Magical Moments.

Security: This full-time officer, paid for by SMP, would be eliminated.

Property Support: No more assistance with property issues; assistance with CHPD, the City, and others.

"Thank you for all your help this year with the many issues we had in our small center. Our tenants are so grateful for your intervention. We all agree that you do a fantastic job. I have attached our signed Petition. "

-Judy R. Troehler, Property Facilitator SKN Properties



For more information on your petition and ballot, please contact Kathilynn Carpenter at kathilynn@sunrisemarketplace.com or via cell: 916-769-5615.



FINANCIAL REPORT

2020 ACTUAL INCOME

Surplus/Deficit	\$397,029
Assessment Income	\$711,262
Total Assessment Income	\$1,108,291
Grants/Sponsorships	-
Other Income	\$3,210.28
In-Kind Contributions <i>non-cash</i>	\$20,000
Total Non-Assessment Income	\$3,210.28
TOTAL	\$1,111,501.28

2020 ACTUAL EXPENSES

Admin/Advocacy/Operations	\$147,501
Economic Develop PBID Renewal	\$60,121
District Enhancements	\$654,687
<i>marketing, events, signage, decor, public safety</i>	
Contingency	-
TOTAL	\$862,309
SURPLUS	\$249,192.28

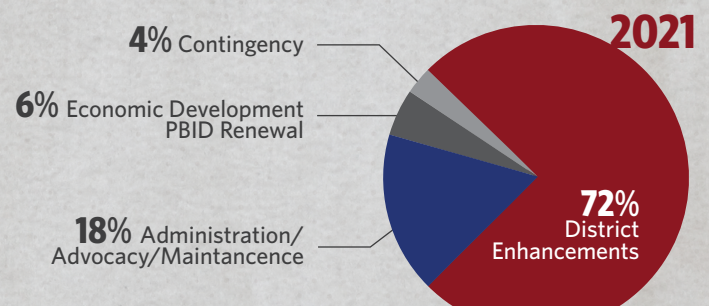
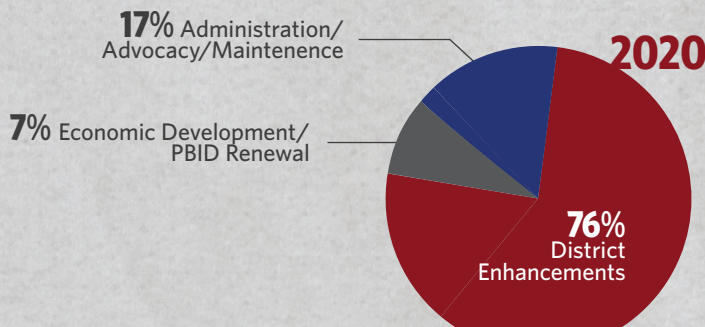
2021 BUDGET- INCOME

Surplus/Deficit	\$249,193
Assessment Income	\$784,113
Total Assessment Income	\$1,033,306
Grants/Sponsorships	\$12,500
Other Income	-
In-Kind Contributions <i>non-cash</i>	\$25,000
Total Non-Assessment Income	\$12,500
TOTAL	\$1,045,806

2021 BUDGET- EXPENSES

Admin/Advocacy/Maintenance	\$189,238
Economic Development/PBID Renewal	\$62,200
District Enhancements includes:	\$750,214
<i>marketing, events, signage, decor, public safety</i>	
Contingency	\$44,154
TOTAL	\$1,045,806
SURPLUS	-

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



2021 PBID TERMS SUMMARY OF CHANGES

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.

No assessment increases will be made for 2021. No changes to the boundaries will be made in 2021. In 2021, the Management District Plan was modified to accommodate public safety services, not previously included in services and programs. This change was made to accommodate the SMP Public Safety Officer.

For a copy of the modified Management District Plan, contact Kathilynn Carpenter: kathilynn@sunrisemarketplace.com or 916-769-5615.

NEW BUSINESSES

Del Campo Insurance
Aspen Dental
Fidelina's Furniture
Footy Rooty

COMING SOON

Fukumi Ramen
Sunrise Village Remodel
Folsom Palace

OPENED IN 2020

Boston's Pizza
Five Below
Hobby Lobby

2021 BOARD OF DIRECTORS

OFFICERS

Travis Kimball
Chair
Quick Quack Car Wash

Tiffany Clement
Vice-Chair
Merlone Geier
Sunrise Village

Don Tollefson
Treasurer
Batteries Plus

Christy DeCelle
Beach Hut Deli

Andrew Gianulias
Greenback Associates

Kimberly Kelley
InterCal Real Estate

Ted Mitchell
Property Owner

Greg Bazarnik
Macy's

Wayne Wasulko
Alta Sunrise Building

Natalie Worstein
Namdar
Sunrise Mall

Colby Young
Gerrity Group
Marketplace at Birdcage

CITY COUNCIL LIAISONS

Porsche Middleton
Vice Mayor

Tim Schaefer
Councilmember

RETIRING BOARD MEMBERS

We appreciate the service of Stephen Patterson, Patterson Properties, who served on the board since 2008 and Jeff Smith, Macy's, who served on the board since 2017 before leaving to work for Lowe's in Chico.

STAFF

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