



SUNRISE MARKETPLACE

SHOP DINE DO PLAY

2021 ANNUAL REPORT

MESSAGE FROM THE CHAIR



BY **TIFFANY CLEMENT**

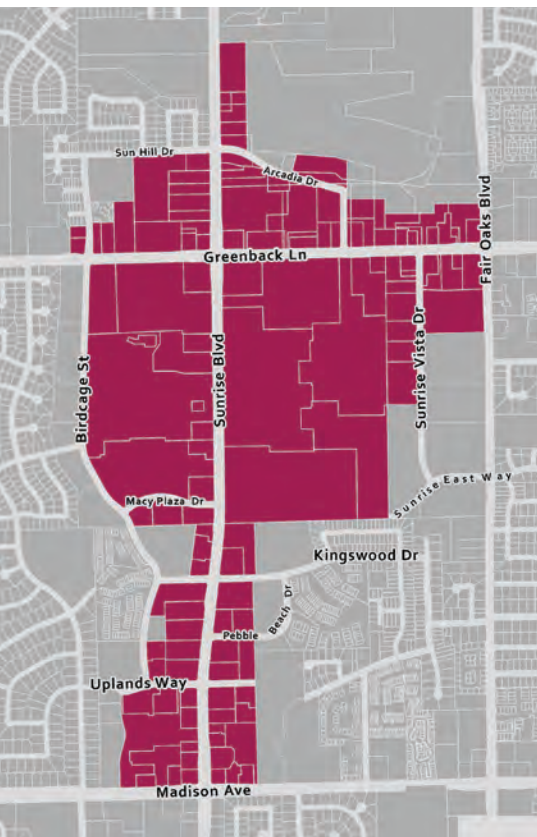
Chair - Sunrise MarketPlace board of directors

Property Manager - Merlone Geier / Sunrise Village

While our business and property owners continued to struggle with pandemic related issues through 2021, we were all fortunate to be in the Sunrise MarketPlace Business Improvement District (SMP). The pandemic brought new issues to SMP including more vacant buildings, increased crime, and a significant escalation in transient related property damage. SMP has stepped up to address these issues. In our more than 20 years, we have not implemented "Clean and Safe" programs, a staple of most business improvement districts. We have generally focused on marketing and events.

As a refresher, our mission is to create awareness and drive traffic to the District; and maintain clean, safe, and attractive public areas. In short, to create an environment that supports the economic growth of our businesses. While we added clean and safe programs our marketing efforts remain strong and in 2022, SMP will get back to hosting more special events.

In 2021, SMP successfully renewed the District for a three-year term. We appreciate the support of our property owners and look forward to more opportunities to serve our constituents. I encourage you to get involved in the District by joining the Marketing or Public Safety committee. Participating in the District is the best way to maximize your investment. We are also, always open to suggestions on how to improve our services. Contact our Executive Director, Kathilynn Carpenter at kathilynn@sunrisemarketplace.com if you have any feedback or would like to get more involved.



SMP DISTRICT RENEWED FOR 3-YEAR TERM

Property and business owners voted to renew the Sunrise MarketPlace Business Improvement District which expired December 31, 2021. The new term will be in place from January 1, 2022 through December 31, 2024.

A total of 44 ballots were received representing \$458,427 in assessments. Of those, 40 ballots, representing \$443,962 in assessments, voted YES to renew the PBID. Four ballots, representing \$14,464 in assessments, voted NO. SMP received positive petitions from owners representing more than 60% of the total assessment (\$509,769). Below is a summary of the District:

See map for boundaries of the District. No changes to the boundaries were made in 2021 and no changes will be made in 2022.

Purpose: The purpose of the SMPPBID is to provide activities and improvements that convey special benefit to assessed parcels within its boundaries.

Budget: The SMPPBID annual assessment budget for the initial year of its three-year renewal period is anticipated to be \$847,420.

Cost: The assessment rate (cost to the parcel owner) is based on parcel type and parcel size.

ASSESSMENT RATE (PER SQ. FT.)

Retail: \$0.0669 / **Office & Other Commercial:** \$0.0369 (These rates will not be increased during the term of the District.)

Assessments are collected annually on the County-administered property tax bill. Contact our office for a copy of the Management District Plan which outlines all programs and services and budgets.

MARKETING

SOCIAL MEDIA

In 2021, due to Covid-19, all social media campaigns remained focused on promoting businesses during re-opening, and new businesses opening in the District. SMP continued to highlight all open businesses and promotions across all social media platforms.

FACEBOOK

Facebook Page Growth

12,952 Followers, up 443 from last year's 12,509.

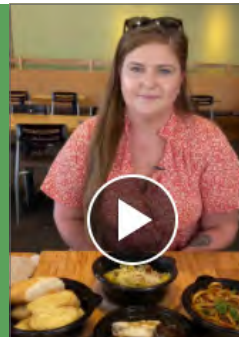
16,119 Engagements, down 3,935 from last year's 20,054.



Facebook Live

SMP visits businesses for a live video post on Facebook.

This is a great way to highlight specific businesses. We are working to get to all businesses.



Facebook Business Group Page

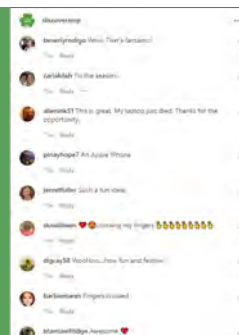
SMP created a private Facebook group as a resource for our business and property owners and their employees to communicate important information and educational webinars. **To join the group, reach out to Mikhaila at mikhaila@sunrisemarketplace.com.**

INSTAGRAM

Instagram Page Growth

1,698 Followers, up 1,001 from last year's 697.

11,622 Engagements, up 9,201 from last year's 2,421.



ADVENT CALENDAR ENGAGEMENT: TOTAL CONTEST LIKES: 2,858 | TOTAL CONTEST COMMENTS: 3,917



COMMUNICATIONS

NEWSLETTERS

10,790 Newsletter Subscribers

Distributed 36 Business Newsletters and 22 Consumer newsletters. Visit shopsmp.com to sign up for newsletters.

Open Rate: 26.7% (Outperformed Industry rate 17.38%)

Click Rate: 2.5% (Outperformed Industry rate 2.04%)

Total Open: 48,280

WEBSITE

ShopSMP.com continued to be a resource for our businesses and consumers as we navigated through COVID-19 restrictions. Each business located in the District is represented in our Business Directory. We encourage all our businesses to check their listing and send us updates.

49,154 users visited ShopSMP.com | 85,004 web page views

SPECIAL EVENTS IN THE DISTRICT



BACK TO SCHOOL BLOCK PARTY

Sunrise MarketPlace joined Sunrise Mall, San Juan Unified School District, Citrus Heights HART and Now 100.5 for our Back-To-School Block Party. Over 100 Students and their families participated in games, interactive activities, and notebook decorating throughout the Sunrise Mall.



HOLIDAY FOOD DRIVE

Sunrise MarketPlace, Marketplace at Birdcage and KHITS teamed up to help our community with our Holiday Food Drive. The Drive-Thru Food Drive helped provide Holiday dinners to families in need in our community. SMP collected 813 items, on behalf of the Sunrise Christian Ministries Food Bank. Radio ads and social media posts drove customers to the Center and District.



CITRUS HEIGHTS JOB FAIR

Sunrise MarketPlace, Citrus Heights Chamber, Sunrise Mall and the City of Citrus Heights teamed up to help our community with job opportunities. The event had 38 businesses participating and over 70 job seekers.



SMP EVENT SUPPORT

SMP supported Blood Drive events at Marketplace at Birdcage and several events at Citrus Town Center.

ART IN SMP

SMP worked with Wide Open Walls on a mural execution in conjunction with their annual event. Marketplace at Birdcage participated with a mural on the former Stein Mart building.



SERVICES & PROGRAMS

DISTRICT SUPPORT

TOT GRANT

Sunrise MarketPlace continued business support with a supplemented \$20,000 Sacramento County TOT Grant, to alleviate the impacts of COVID on our Business and Property Owners.



SMP assisted Inferno Chicken with fencing and Beach Hut Deli with outdoor umbrellas to accommodate outdoor dining during the Pandemic.

Some examples included:

- Citrus Town Center: gift card giveaways, event support
- Marketplace at Birdcage: gift card giveaways, new business banners, event support
- Sunrise Mall: easter coloring contest, event support
- Sunrise Village: gift card giveaways, business open signage
- Former Burger King/Former KFC buildings: transient property damage mitigation
- Brakemaster- transient property damage mitigation
- Former Flaming Asian building: property damage mitigation

COMMUNITY SUPPORT



Throughout the year, Sunrise MarketPlace continued support to local Citrus Heights community organizations and programs.

- Citrus Heights HART: Back to School Notebooks
- Big Day of Giving: ALS & Citrus Heights HART
- Sacramento Self Help Housing: "Let Them Eat Cake" Event
- Sunrise Parks & Recreation: "Hot August Bites" Event
- Citrus Heights Arts: "Cookies with Santa"
- Citrus Heights PALS: "Trunk or Treat" & "Tree Lighting: Miracle Forest"
- City of Citrus Heights: Annual Tree Lighting
- Sunrise Christian Food Ministry Food Bank

SUMMARY OF 2021-2024 SMP TERM DISTRICT ENHANCEMENT PROGRAMS

SMP will market the District to its primary trade zone, which includes those areas immediately adjacent to the SMPPBID (Orangevale, Fair Oaks, Carmichael, Antelope and North Highlands). The marketing program will create awareness for the District and its businesses, positioning SMP as an attractive, convenient, value-filled shopping and business destination. The SMPPBID will utilize a variety of digital platforms such as Facebook and Instagram, fostering loyalty and engagement with consumers for District businesses.

MARKET RESEARCH

SMP has contracted with Placer.ai, a venue analytics platform. Reports include visits, trade area, customer journey and insights, dwell time, visitation information. For information on your center or business please contact Kathilynn@sunrisemarketplace.com.

SPECIAL EVENTS

With the pandemic hopefully fading, SMP will begin producing large events again. Events create positive awareness, drive traffic to the area and cultivate a positive emotional connection with customers. Industry research has shown that people look for experiences when patronizing businesses and shopping centers. SMP's signature event, Brews in the Burbs will take place on May 21, 2022.



PUBLIC SAFETY

SMP will fund security services that will focus on making the District a safer place to do business. Security services will include dedicated patrols by officers of the Citrus Heights Police Department, supplemented with private security patrols.

PUBLIC AREA IMPROVEMENTS & MAINTENANCE

SMP will continue to work with the City and our maintenance vendor to ensure the public areas remain well-groomed and attractive. SMP will also facilitate more public art including murals and utility box wraps. SMP will dress the public areas with street pole banners and holiday décor and roll out more utility boxes wrapped in artwork.

ECONOMIC DEVELOPMENT

Economic development activities will be aimed at attracting and retaining tenants. SMP will continue to work closely with the broker community to promote vacancies and developments in the District. Staff will continue to work closely with business and property owners, assisting in the planning and entitlement phase of projects as well as supporting potential tenant negotiations.

CLEAN AND SAFE PROGRAMS



2020 VS. 2021 CRIME STATISTICS

- Robbery **declined 20%**
- Burglary **declined 28%**
- Larceny **declined 13%**
- Crimes against property **declined 12%**

**Burglary involves a person illegally entering a building to commit a crime; robbery is generally when someone takes something of value directly from another person by the use of force or fear.*

SMP STEPS UP SECURITY

In 2021, SMP added armed private security during key times to supplement our contract with the Citrus Heights Police Department. Beginning in 2020, Officer Jeff Schouten has been assigned exclusively to the District. Officer Schouten patrols in the District Tuesday through Friday 11:00AM to 9:00PM. He can be reached at 916-709-6418. All crime statistics have declined since the start of this special patrol.

Beginning in 2022, SMP increased the private security patrols to four days week (Saturday, Sunday, Monday, Wednesday). This is to primarily mitigate transient-related property damage, as well as deter criminal activity. Contact information and schedule (which may change during the year) is:

NorCal Security

Sat, Sun & Mon 3PM-11PM

Bill Hubbs (760) 562-5635

Or Mark Licuanan reserve fill in officer

916-532-7645

Wednesdays 1PM-9PM

Rich DeSilva (510) 938-4663

Shoplifting remains the main top criminal issue along with transient related calls.

Total homeless related calls declined 9% with a 44% decrease in panhandling calls.

In addition to patrols, Officer Schouten parks decoy CHPD patrol cruisers at targeted businesses. Prevention remains the most effective as arrests are difficult with Covid related jail issues and Prop 47 ramifications. Shoplifting items with value of less than \$950 cannot be charged as a felony. Most shoplifters are aware of this cap and stay beneath it. It is best to call Officer Schouten to facilitate "burns". He will come to the business and be present to deter potential shoplifters that a business may suspect is on site.

SMP ADDRESSES INCREASED PROPERTY VANDALISM & TRASH WITH DAILY PORTER SERVICE

In 2021, SMP began working with City Wide Property Services on an ad hoc basis to better maintain the public areas in the District. City Wide was utilized to remove illegally dumped items, abandoned shopping carts, clean graffiti and pick up trash. In 2022, entered a contract with City Wide Services for daily porter services. A porter patrols the District for three hours Monday through Friday. This is making a big difference in the appeal and attractiveness of the public environment.



CITY CORNER

SUNRISE MALL SPECIFIC PLAN



On November 10, 2021, Citrus Heights City Council unanimously voted in favor of adopting the Sunrise Tomorrow Specific Plan and its associated Environmental Impact Report, rezoning, and General Plan amendment.

"Sunrise Mall has long been in decline, due to changing retail trends," said Chris Boyd, City Manager. "We know our community wants to see the site brought back to its former glory, and the adoption of our Specific Plan is a huge step in that process. Unlocking the 100-acre mall property for future mixed-use development, as opposed to keeping the site all retail, means mall owners now have the opportunity to densify, diversify, and breathe new life into the heart of our City."

NEW CITY MANAGER



City Manager Chris Boyd retired in December of 2021 and Ash Feeney was hired in January 2022.

Mr. Feeney has excellent private and public sector commercial real estate and economic development experience which will be beneficial in implementing the Sunrise Mall Specific Plan.

ARPA FUNDS

Citrus Heights is slated to receive a total of \$15,676,972 in American Rescue Plan Act funds from the Federal Government for COVID-19 relief and economic recovery. The first half of the funds (\$7,838,486) was received in 2021 and was allocated to backfill vacant positions at the police department; the remaining funds will be received in 2022. A small business grant program was implemented in March and SMP is advocating for more funding to assist our business and property owners.

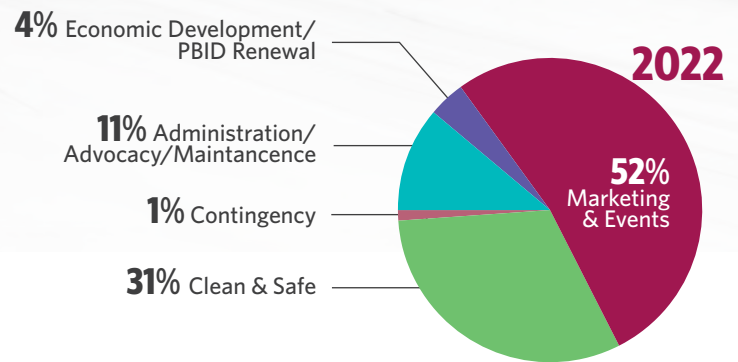
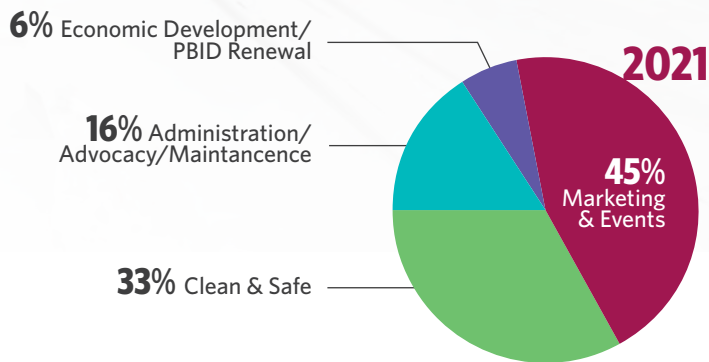
LISA CORDELL JOINS SUNRISE MARKETPLACE



In 2021, we said goodbye to Julie DePrada-Schott, Julie accepted a job as Executive Director of the Carmichael Chamber, where she is thriving! In November, we were lucky to find Lisa Cordell who joined Sunrise Marketplace as the new Marketing and Special Projects Manager. Lisa has worked with Property and Business Improvement Districts (PBID) over the past 15 years where she was responsible for carrying out the mission of each district. She was the founder of the Stockton Blvd Community Development Corporation, which was created to access funds needed to complete many of the PBID's projects. She became the Executive Director for the non-profit and successfully raised nearly 200K dollars in the first year. Lisa brings a wealth of knowledge, experience, and a passion for creating an environment where businesses can thrive. Lisa attended Sierra College receiving an Associate of Science in Business Administration and an Associate of Arts in Social and Behavioral Sciences, later transferring to California State University, Fullerton, where she received a Bachelor of Art in Business Administration.

Lisa and her husband Robert live in Lincoln, CA where they raise their five children. They also co-own three successful businesses located in Roseville, CA including a travel baseball organization.

FINANCIALS



FINANCIAL REPORT

2021 ACTUAL INCOME

Surplus/Deficit	\$249,193
Assessment Income	\$783,551
Total Assessment Income	\$1,032,744
Grants/Sponsorships	-
Other Income	\$10,762
In-Kind Contributions <i>non-cash</i>	\$10,000
Total Non-Assessment Income	\$10,762
TOTAL	\$1,043,506

2021 ACTUAL EXPENSES 2020

Admin/Advocacy/Maintenance	\$109,815	16%
Economic Development/PBID Renewal	\$39,034	6%
Marketing & Events	\$311,551	45%
Clean & Safe	\$226,928	33%
Contingency	-	0%

TOTAL	\$687,327	100%
SURPLUS	\$356,179	

2022 BUDGET - INCOME

Surplus/Deficit	\$356,179
Assessment Income	\$835,323
Total Assessment Income	\$1,191,502
Grants/Sponsorships	\$126,650*
Other Income	-
In-Kind Contributions <i>non-cash</i>	\$25,000
Total Non-Assessment Income	\$126,650
TOTAL	\$1,318,152

2022 BUDGET - EXPENSES 2021

Admin/Advocacy/Maintenance	\$126,699	11%
Economic Development/PBID Renewal	\$47,368	4%
Marketing & Events	\$571,329	52%
Clean & Safe	\$346,282	31%
Contingency	\$15,000	1%

TOTAL	\$1,106,678	100%
SURPLUS	\$211,474	

*includes \$100,000 in ARPA funds from Sacramento County

OPENED IN 2021

Breakout- Sunrise Mall

Fukumi Ramen

Inferno Chicken

La Estetica Hair Salon - Sunrise Mall

OPENED OR COMING SOON IN 2022

Burger King

Chuze Fitness

Folsom Palace

Firehouse Subs- Sunrise Village

Jersey Mike's Subs

JoAnn (remodeled store) - Sunrise Village

Popeyes Louisiana Kitchen

Raising Cane's Chicken Fingers

Smart Tech Ready - Sunrise Mall

Starbucks - Sunrise Village

2022 BOARD OF DIRECTORS

OFFICERS

Tiffany Clement
Chair

Merlone Geier
Sunrise Village

Natalie Worstein
Vice-Chair
Namdar
Sunrise Mall

Don Tollefson
Treasurer
Batteries Plus

Kimberly Kelley
Secretary
InterCal Real Estate

Travis Kimball
Past Chair
Quick Quack Car Wash

Greg Bazarnik
Macy's

Christy DeCelle
Citrus Town Center
Beach Hut Deli

Andy Gianulias
Greenback Associates

Ted Mitchell
Property Owner

Wayne Wasulko
Alta Sunrise Building

Colby Young
Gerrity Group
Marketplace at Birdcage

CITY COUNCIL LIAISONS

Porsche Middleton
Mayor

Tim Schaefer
Councilmember

STAFF

Kathilynn Carpenter
Executive Director
kathilynn@sunrisemarketplace.com

Lisa Cordell
Special Projects & Event Coordinator
Lisa@sunrisemarketplace.com

Mikhaila Freas
Office & Marketing Assistant
mikhaila@sunrisemarketplace.com

