

OPENED  
IN 2022

Adventure Oak School - Greenfaire Village  
Burger King  
Citrus Heights Cafe & Grill  
Chuze Fitness - MarketPlace at Birdcage  
Folsom Palace  
Firehouse Subs - Sunrise Village  
Headies Smoke & Vape Shop  
Jersey Mike's Subs  
JoAnn *remodeled*  
Naija Cuisine - Sunrise Mall  
Popeyes Louisiana Kitchen  
Raising Cane's Chicken Fingers  
Royal Stage Christian Performing  
Arts - Sunrise Mall  
Smart Tech Ready - Sunrise Mall  
Starbucks - Sunrise Village  
T&Z Toys - Sunrise Mall  
Toys R Us - Inside Macy's

OPENED OR  
COMING SOON  
IN 2023

CSL Plasma - Former Dimple Records Building  
LA Fitness - Sunrise Village  
Local Kitchens - Sunrise Village  
Pet Food Express - Marketplace at Birdcage

2022 BOARD OF DIRECTORS

OFFICERS

Tiffany Clement  
*Chair*  
Merlone Geier  
Sunrise Village  
Don Tollefson  
*Treasurer*  
Batteries Plus  
Kimberly Kelley  
*Secretary*  
InterCal Real Estate

Greg Bazarnik  
Macy's  
Brooke Boldin-Mallory  
Namdar Realty  
Sunrise Mall  
Christy DeCelle  
Beach Hut Deli  
Andy Gianulias  
Greenback Associates

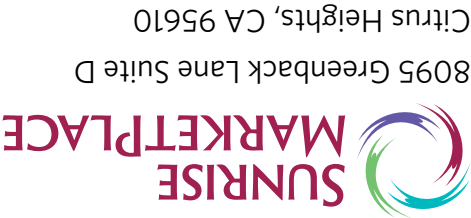
Ted Mitchell  
Property Owner  
Colby Young  
Gerrity Group  
Marketplace at Birdcage  
Wayne Wasulko  
7920 Alta Sunrise Office Bldg.

STAFF

Kathilynn Carpenter  
*Executive Director*  
kathilynn@sunrisemarketplace.com  
Lisa Cordell  
*Marketing & Special Projects Manager*  
lisa@sunrisemarketplace.com  
Mikhaila Freas  
*Marketing Assistant*  
mikhaila@sunrisemarketplace.com

CITY COUNCIL LIAISONS

Bret Daniels  
*Vice Mayor*  
Jane Lopez-Taft  
*Councilmember*





SUNRISE MARKETPLACE

# SHOP DINE DO PLAY

## 2022 ANNUAL REPORT

### MESSAGE FROM THE CHAIR



BY **TIFFANY CLEMENT**

**Chair** - Sunrise MarketPlace board of directors

**Property Manager** - Merlone Geier / Sunrise Village

Most of our businesses survived the pandemic with assistance from the government and Sunrise MarketPlace (SMP). One result of the pandemic has been an increase in crime and property-related vandalism. Two challenges make it difficult to deal with these issues. One, Prop 47 reduced some crimes from felonies to misdemeanors. Shoplifters know to keep it under \$950. Two, the City of Citrus Heights does not manage the justice system, nor does it operate its own jail. The County Jail system is currently under a consent decree for overcrowding and substandard living conditions. Currently, we are unable to arrest for misdemeanors such as shoplifting below \$950, trespassing, property damage, etc.

The County prioritizes felonies and will not take these arrests. This is understandable but leaves us to deal with these issues that so negatively impact our businesses. The police department is operating under the same constraints. While we have no control over the County or the jail system, we can do our best to manage the environment in the District. More than \$300,000 of the District's budget is devoted to making sure the

area is clean, safe, and attractive. For more information on our security and maintenance programs see pages two and three of this report. SMP also continues to create awareness and bring consumers to the District through advertising, special events, promotions, and public art.



### SMP MOVES INTO NEW OFFICE

SMP's office has been located inside Sunrise Mall since 2010. Having outgrown the small office, a new space was secured at the Greenfaire Village Center at the NW corner of Fair Oaks and Greenback. The new office features a well-equipped conference room that businesses are welcome to utilize. The room can host 20- 25 people. We will be hosting seminars throughout the year on issues relevant and helpful to businesses including sessions with Officer Schouten. To schedule conference space contact Mikhaila Freas at: [mikhaila@sunrisemarketplace.com](mailto:mikhaila@sunrisemarketplace.com)

### SMP LEVERAGES ASSESSMENT FOR ADDITIONAL FUNDING

The District is funded through a portion of property taxes equaling \$836,000. Staff leveraged this assessment to obtain grants. In 2022, SMP received \$100,000 in American Rescue Plan funds from the County and a \$5,000 public art grant from the City of Citrus Heights. In 2023, SMP secured two grants from SMUD totaling \$35,000. Staff is applying for a grant from the County as well as an Economic Development grant from the City.

# PROGRAMS & SERVICES

## CLEAN & SAFE PROGRAMS

### SMP CONTINUES TO STEP UP SECURITY



#### Why Security?

SMP has primarily been a marketing and event-oriented District. During and post-pandemic, SMP has experienced an increase in crime, especially property damage, trespassing, and theft. At the same time, the police department has fewer officers on patrol. While the County jail issues make arrests difficult, we can keep them from establishing camps in the District by moving them from private property.

#### The Program

SMP has contracts with the Citrus Heights Police Department for a dedicated, full-time officer. Officer Jeff Schouten patrols the District Tuesday through Friday 10:00 AM to 8:00 PM. To fill in gaps, when Officer Schouten is off, SMP also contracts with NorCal Security for armed, private security. While days and hours for NorCal vary depending on need, they currently patrol the District 5-6 days a week including Saturday and Sunday. It is important to note that this program is not meant to replace center or business security and should not be viewed as a business's sole source of security.

#### The Results

LogicTree IT, located in SMP, developed a special app for SMP that allows NorCal to track locations and types of incidents. This data allows us to track the types of incidents and proactively strategize solutions. In 2022, security officers responded to 1,008 incidents including more than 600 transient interactions. Other incidents included:

- Theft prevention
- Calling in theft activity
- Stolen vehicles
- Spotting suspicious vehicles & persons
- Notifying owners of abandoned vehicles
- Transient related activity & trespassing
- Business clearing  
*vacant buildings & removing transients*
- Drug-related calls
- Disturbances
- Juvenile activity
- Arson

Nor-Cal also executed several "burns", visiting businesses and patrolling parking lots to deter theft. They have recovered thousands of dollars in merchandise. Nor-Cal assists our maintenance porter in removing homeless camps, calling in graffiti, illegal dumping, and other property damage. Nor-Cal and Officer Schouten also provide valuable customer service such as medical and car assistance.

#### New Ordinance:

SMP requested CHPD review semi-truck and trailer parking on commercial roads in the District after receiving complaints from businesses about signage and lane blockage. City Council approved the ordinance which prohibits commercial vehicle parking on public streets.



#### CHPD Officer Schouten:

While Nor-Cal focuses on dealing with our regular transient population and other incidents, Officer Schouten focuses on theft and other larger crimes. He works with asset protection professionals to improve their effectiveness and their report writing skills which will lead to more air-tight convictions. Officer Schouten participates in the CHP Organized Retail Theft Task Force which is working on solutions to mitigate boosters and other large, organized theft in California.

#### Jeff Schouten

Citrus Heights Police Officer  
916.709.6418

Tuesday - Friday 10 AM - 8 PM





## KEEPING THE DISTRICT CLEAN

City Wide Property Services continues to provide clean-up services to better maintain the public right-of-way. The Porter removes illegally dumped items, homeless camps, abandoned shopping carts, cleans graffiti, and picks up trash. An assigned porter patrols the District Monday through Friday, four hours per day.

To report dumping, graffiti, or trash clean up phone or text Kathilynn Carpenter (916) 769-5615.

### APRIL - DECEMBER 2022

**474** BAGS OF TRASH  
REMOVED

**14** FURNITURE & MATTRESSES  
REMOVED

**175** MISCELANIOUS ITEMS  
REMOVED

**902** SHOPPING CARTS  
REMOVED

**141** GRAFFITI REMOVAL

**8** HAZARDOUS MATERIALS  
REMOVED



### CITY OF CITRUS HEIGHTS BEAUTIFICATION CREW

For debris in the public right away *not on private property* businesses can call:

**General Services** at 916.727.4770

**Email:** [ServiceRequestGSD@citrusheights.net](mailto:ServiceRequestGSD@citrusheights.net)

**Online:** [citrusheights.net/381/Service-Requests](https://citrusheights.net/381/Service-Requests) or


**Text:** "Service Request" to 844.92.HELLO



# MARKETING & EVENTS

## SOCIAL MEDIA

SMP continues to utilize its social media platforms to promote the businesses in the District as well as events, contests, and other topics of importance. The consumer-facing platforms bring attention to the District in an attempt to draw more individuals to shop, dine, do, and play.




**YOUR HALLOWEEN HEADQUARTERS**

**FACEBOOK**

**13,118 Followers**  
+ 166 from last year's 12,952


**9,668 Engagements**  
- 6,451 from last year's 16,119

## NEWSLETTERS



**SUNRISE MARKETPLACE**

**CONTESTS & EVENTS**



**FIND THE POT OF GOLD**  
WIN A \$100 GIFT CARD

**HEAD TO SHOPSMPCOM | ENTER TO WIN!**

Lucky is back! 🍀  
Happy St. Patrick's Day! Sunrise is searching for his pot of gold! 🍀  
Each week we will hide Lucky's Pot of Gold somewhere on our WEBSITE! It is your job to find it! Click through our website, <https://www.shopsmpc.com>, and search for the Pot of Gold once you have found it, click on it and follow the prompt! One lucky winner will win a \$100 Gift Card to a predetermined business in the District. The winner will be announced on Monday, March 13, 2023.

\*\*\*Week #2 Close: After a big day of searching the District, Lucky has a habit of having a burger for lunch!\*\*\*

[Enter to Win Here](#)

**10,153 Consumer Subscribers**

**416 Business Subscribers**

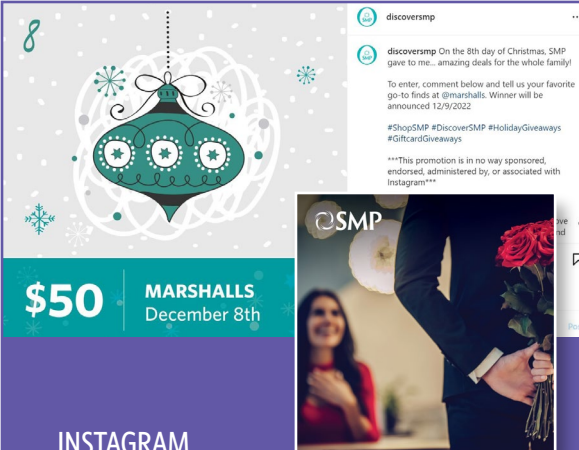
Distributed 29 Business and 33 Consumer newsletters

**Visit [shopsmp.com](https://shopsmp.com) to sign up for newsletters**

**Open Rate: 30%**  
(Outperformed Industry rate 21.33%)

**Click Rate: 2.8%**  
(Outperformed Industry rate 1.33%)

**Total Open: 83,362**



**\$50 | MARSHALLS**  
December 8th


**INSTAGRAM**

**2,046 Followers**  
+ 348 from last year's 1698

**23,351 Engagements**  
+ 11,729 from last year's 11,622


## WEBSITE

ShopSMP.com continues to be a resource for our businesses and consumers. Each business located in the District is represented in our Business Directory. We encourage all of our businesses to check their listing and send us updates.




**SUNRISE MARKETPLACE**

SHOP DINE DO PLAY MAP NEWS RENEWAL ABOUT f i y



**BREWS IN THE BURBS**  
SATURDAY, MAY 20, 2023



SHOP DINE DO PLAY

# SPECIAL EVENTS IN THE DISTRICT

## BREWS IN THE BURBS

On Saturday, May 21, 2022, Sunrise MarketPlace transformed the Sunrise Mall parking lot into a backyard hangout to showcase the best Craft Beer and Wine in the Northern California area. The event featured craft beer tastings, live music from Thunder Cover, food trucks, a 98 Rock playground with backyard games, and activities provided by Flat Stick Pub. The 2022 Brews in the Burbs was successful, increasing all areas in comparison to the first event in 2019:

- **Digital Campaign Impressions of over 400K**
- **Radio Campaign Delivered to over 500K Listeners**
- **Gross Ticket Sales increased by 79%**
- **Tickets Sold Increased by 25% over 1000 in attendance**
- **At-the-door sales increased by 51 %**
- **Vendor Attendance increased by 25%**



## STRANGER THINGS SKATE

On November 10th, Sunrise MarketPlace teamed up with Sunrise Rollerland for a Stranger Things Skate Party. The night consisted of skating, Stranger Things theme music, costume contest, a glitter tattoo artist, photo booth, and games and prizes. Both skating sessions sold out selling over 200 tickets. The event brought new customers to the rink.

## MAGICAL MOMENTS

- **Laser Light Show** - On November 18th, Sunrise MarketPlace brought back Magical Moments-Laser Light Show. The event consisted of three laser shows, laser tag bounce houses, classic car show, food trucks, and SMP booth giveaways attracting over 1000 attendees to the Sunrise Mall.
- **Nutcracker Ballet** - On December 15th, Sunrise MarketPlace teamed up with the Sunrise Mall and the Sac Civic Ballet for the Nutcracker. The event had two magical showings of the classic tale, story time with Elf On A Shelf characters, Nutcracker characters, photobooth, and a Nutcracker book giveaway for the first 100 children. The event attracted over 200 guests to watch this magical show.



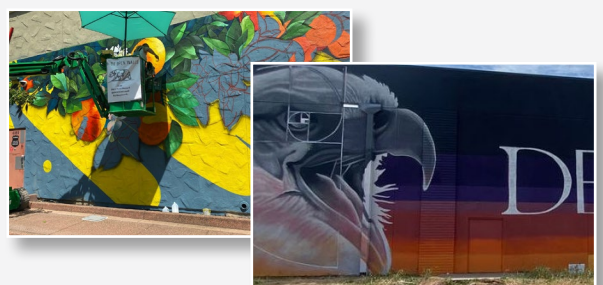
## EVENTS SMP SUPPORTED

- **Citrus Height Farmers Market**
- **MarketPlace at Birdcage Makers Market**
- **Citrus Town Center Funtopia Events**
- **Sunrise Mall Back To School Event**
- **Cappuccino Cruisers Spring Fever Car Show benefiting Shriners Hospital**

## ART IN SMP

Three new murals popped up in the District as a part of the Wide Open Walls annual event. SMP worked to secure grant funding to assist with the cost of the three murals.

Contact Lisa Cordell at [lisa@sunrisemarketplace.com](mailto:lisa@sunrisemarketplace.com) if you are interested in a mural at your property.





# COMMUNITY SUPPORT



## SMP ALSO SUPPORTED THESE ORGANIZATIONS:

- Citrus Heights HART
- Single Mom Strong
- Sacramento Self-Help Housing
- Citrus Heights Police Activities League (PAL)
- Citrus Heights Rotary
- Citrus Heights Chamber of Commerce
- City of Citrus Heights
- Sunrise Parks & Recreation

SMP supported local Citrus Heights organizations and programs that improve our community.



## THANKSGIVING FOOD DRIVE

On November 12th, SMP teamed up with 101.5 KHITS for our 3rd Annual Turkey & Fixins Food Drive. We collected 677 items for the Sunrise Christian Food Bank.



## DEEP ROOTS OF UKRAINE TACTICAL GEAR DRIVE

SMP teamed up with Deep Roots of Ukraine for a tactical gear drive on April 16th and was able to collect over 4000 items – primarily medical supplies.

## ECONOMIC DEVELOPMENT

SMP will continue to work closely with property owners to secure tenants for vacancies. Being in the District is an added-value location. Hundreds of thousands of dollars are allocated to marketing businesses and to providing clean and safe services.

**"We looked at several office buildings in the area, one of the reasons we purchased 7920 Alta Sunrise was due to being in the Sunrise MarketPlace; we see many advantages to the services they provide."** - Mark Cimino, CEO, of Cimino Care

## CITY CORNER

### SMP OVERLAY BAN

In 2022, the City placed restrictions on the types of businesses allowed in the District. The overlay zone (encompassing the entire District) prohibits auto-intense uses such as gas stations, car washes, auto repair, and similar uses.

More information is available on the City's website/Planning Division at [citrusheights.net/1183/Sunrise-MarketPlace-Overlay-Zone-Proposal](https://citrusheights.net/1183/Sunrise-MarketPlace-Overlay-Zone-Proposal)



## SHOPPING CART ORDINANCE

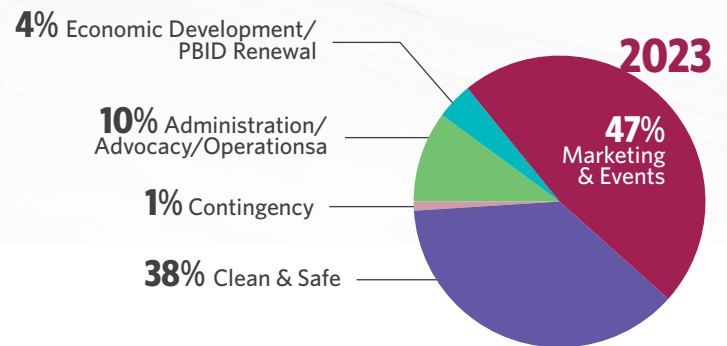
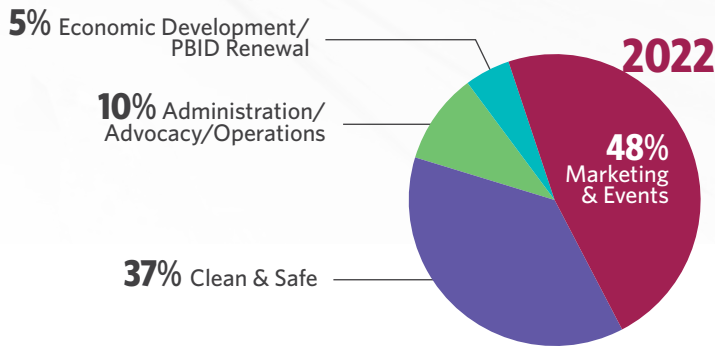
In December 2022, the City adopted an ordinance regulating abandoned shopping carts and the unauthorized use of shopping carts.

- The unauthorized possession of a shopping cart is a citable offense.
- Each shopping cart shall be marked for identification.
- Businesses with more than 5 carts must submit a Shopping Cart Plan to prevent theft.

The shopping cart application form can be found on the City's website/Planning Division at: [citrusheights.net/1195/Shopping-Cart-Ordinance-Adopted](https://citrusheights.net/1195/Shopping-Cart-Ordinance-Adopted)

*Sunrise MarketPlace will continue to pick up and return abandoned shopping carts.*

# FINANCIALS



## FINANCIAL REPORT

### 2022 ACTUAL INCOME

Surplus/Deficit	\$356,179
Assessment Income	\$826,074
<b>Total Assessment Income</b>	<b>\$1,182,253</b>
Grants/Sponsorships	\$72,382
Other Income	\$475
In-Kind Contributions <i>non-cash</i>	\$50,000
<b>Total Non-Assessment Income</b>	<b>\$72,857</b>
<b>TOTAL</b>	<b>\$1,255,110</b>

### 2022 ACTUAL EXPENSES 2021

Admin/Advocacy/Operations	\$104,272	10%
Economic Development/PBID Renewal	\$47,875	5%
Marketing & Events	\$475,495	48%
Clean & Safe	\$374,007	37%
Contingency	-	0%

<b>TOTAL</b>	<b>\$1,001,649</b>	<b>100%</b>
<b>SURPLUS</b>	<b>\$253,461</b>	

### 2023 BUDGET - INCOME

Surplus/Deficit	\$253,461
Assessment Income	\$846,000
<b>Total Assessment Income</b>	<b>\$1,099,461</b>
Grants/Sponsorships	\$186,740
Other Income	\$72
In-Kind Contributions <i>non-cash</i>	-
<b>Total Non-Assessment Income</b>	<b>\$186,812</b>
<b>TOTAL</b>	<b>\$1,318,152</b>

### 2022 BUDGET - EXPENSES 2022

Admin/Advocacy/Maintenance	\$117,952	10%
Economic Development/PBID Renewal	\$43,231	4%
Marketing & Events	\$534,050	47%
Clean & Safe	\$420,233	38%
Contingency	\$15,000	1%

<b>TOTAL</b>	<b>\$1,130,466</b>	<b>100%</b>
<b>SURPLUS</b>	<b>\$155,807</b>	