



**CELEBRATING THE PAST,
EMBRACING THE FUTURE**

ANNUAL REPORT 2023

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2023 BOARD OF DIRECTORS

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Kimberly Kelley

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Citrus Town Center,
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Ted Mitchell

Mitchell Properties

Colby Young

Gerrity Group,
Marketplace At Birdcage

Brooke Bolden-Mallory

Sunrise Mall

Phil Jarrett

Property Owner

WELCOME 2024 NEW BOARD MEMBERS

Ryan Eichorst

Gerrity Group,
Marketplace At Birdcage

Ross Tolbert

Ethan Conrad Properties

Eric Brickson

Citrus Heights Pet Hospital

Kareem Daniels

InterCal Real Estate

STAFF

Kathilynn Carpenter

Executive Director
kathilynn@sunrisemarketplace.com

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Marketing & Special Events Director
lisa@sunrisemarketplace.com

Mikhaila Freas

*Marketing Assistant &
Social Media Manager*
mikhaila@sunrisemarketplace.com

SUNRISE MARKETPLACE TURNS 25!

In addition to celebrating our 25th Anniversary this year, we are also kicking off the renewal of our District. We'll be asking you to support this important sixth term. Yes, we did just renew in 2021, and appreciate your support! Due to some issues at the City, a three-year term was approved vs. the owner's consensus for a 10-year term. This renewal, the City has approved a 10-year term. Why is a 10-year term preferable? It is expensive to renew, there are attorney costs and substantial staff time involved. We prefer to spend our funding and time helping our business and property owners. The Management District Plan provides flexibility if we need to make adjustments to services. We re-evaluate services each year to ensure we are doing our best to meet the needs of our business and property owners.

Sunrise MarketPlace has had a tremendously positive impact on the business district over the past 24 years. Take a look back at 2023 to reflect on our progress, celebrate achievements, and recognize the challenges we have overcome! Rest assured, we will not sit on yesterday's wins and will continue to improve services for the best ROI for your assessment.



TIFFANY CLEMENT,
CHAIR OF THE BOARD

A stylized cursive signature of Tiffany Clement. Below the signature, the words "PROPERTY MANAGER" are printed in a small, sans-serif font.

WHAT OUR PROPERTY & BUSINESS OWNERS HAVE TO SAY ABOUT SUNRISE MARKETPLACE

"Sunrise MarketPlace and the city have had a terrific partnership, focused on how we can make the City's core business district present well for residents and businesses. We look to provide a very high level of service to ensure it's a comfortable place to shop, a place where cash registers ring. The business of government is to ensure you're providing a wonderful marketplace for your residents and promoting businesses for a vibrant community."

- Ash Feeney, City Manager, City of Citrus Heights

"During COVID and after, before we had leased our property, we had people there every day. Sunrise MarketPlace, through their clean program, have helped us clean up after the homeless. They've just kept an eye on things for us. I support it because I can't imagine what our business would be without it."

- Phil Jarret, Property Owner, Hibachi Buffet

"We sit on six acres and we have three access points onto the property. There is a lot of traffic that goes through our property. As people go through the property, they dump large items like sofas and desks. As our tenants come to work in the morning, we don't want them to see sofas in front of the office. Sunrise MarketPlace has helped us clean that up. They remove the items within 24 to 48 hours."

- Amar Cheema, Property Owner, 6060 Sunrise Vista Office Building

SUNRISE MARKETPLACE SEEKS TO RENEW PBID FOR 6TH TERM

Sunrise MarketPlace has executed many programs and services over the years; however, our goals have remained the same since the District formed in 2000.



- Create positive awareness for the area
- Drive traffic to our businesses
- Maintain a clean, safe, and attractive environment
- Enhance the economic viability of the District

NEW TERM PROPOSED FOR SUNRISE MARKETPLACE

You may take the PBID for granted. It has been in place for 24 years, working in front and behind the scenes to keep the District economically viable, safe, attractive, and fun to visit. Sunrise MarketPlace is a property-based business improvement district (PBID); these districts have a defined time frame to keep them accountable to property and business owners. Sunrise MarketPlace was formed in 2000 and has been renewed four times. This will be our fifth renewal and sixth term.

WHAT HAPPENS IF SMPPBID IS NOT RENEWED?

The PBID has invested millions of dollars in this business District over the past 24 years. Without SMP, the District will deteriorate, and there is no backup to fill the vacuum left by our absence. PBID services are supplementary, not a replacement, of public sector services and will not be back-filled by other sources if the PBID is eliminated.

WHAT HAPPENS IF SMP PBID IS NOT RENEWED?

NO SMP MEANS...

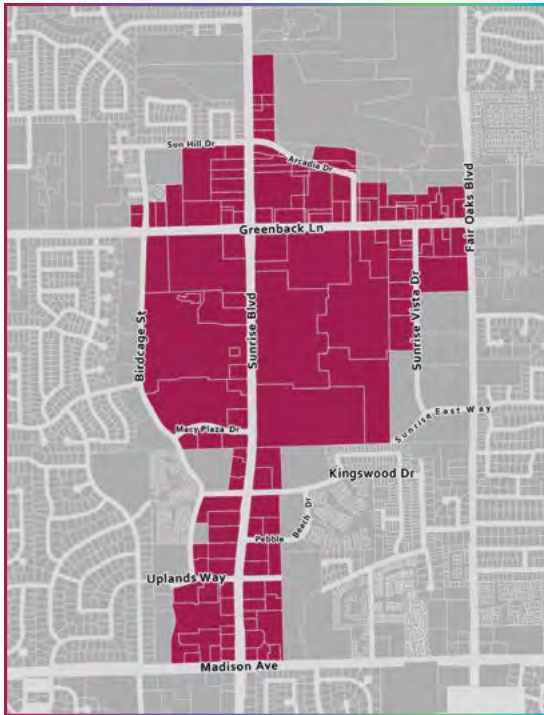
- NO supplemental clean and safe programs:
- NO security team to assist with theft prevention, loitering, trespassing, property damage, and many other public safety issues
- NO additional assistance with crime prevention tools such as vacant building checks or merchandise recovery
- NO supplemental porter service for illegal dumps, graffiti removal, shopping cart retrieval and more...
- NO public area decor
- NO street pole banners or holiday décor
- NO palm tree lights in the medians
- NO more utility boxes wrapped in artwork
- NO funding assistance for murals
- NO marketing and events
- NO more events that generate awareness for the district and draw traffic to businesses
- NO more social media, advertising, direct marketing to consumers

Support the renewal of Sunrise MarketPlace, and let us continue to be your advocate to keep the business corridor safe, clean, attractive, and economically vibrant.

Vote SMP 2024

SUNRISE MARKETPLACE PBID SUMMARY OF TERMS

LOCATION: Boundaries below



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

DURATION: SMP PBID will have a ten-year term, beginning January 1, 2025, ending December 31, 2034.

BUDGET: The initial annual assessment budget will be \$882,637.95. Sunrise MarketPlace augments this funding with grants, sponsorships, and event revenue.

COST: The assessment rate (cost to the parcel owner) is based on parcel type and size (Per Sq. Ft.). Retail-zoned parcels will be assessed at 0.07 cents per square foot of land, with office-zoned parcels assessed at 0.045 cents.

RENEWAL PROCESS: The SMP PBID has met its petition threshold. The City will be sending ballots in mid-March. Please return signed ballots quickly in order for the PBID to meet its deadline for renewal. Ballots must be mailed to the City and must be sealed. If the City receives more YES ballots than NO ballots, weighted by the assessment amount, City Council will review and vote to approve or not approve the renewal of the District.

Complete details on the PBID and renewal process can be found in the Management District Plan, to view the plan visit: sunrisemarketplace.com/renewal

If you have questions, need more information regarding services and your assessment, or need a hard copy please contact Kathilynn Carpenter at: kathilynn@sunrisemarketplace.com or via phone at 916-769-5615.



ATTRACTION

DISTRICT EVENTS

Brews in the Burbs 2023

On Saturday, May 20, 2023, Sunrise MarketPlace hosted an exciting event at the Sunrise Mall parking lot that showcased the best Craft Beer and Wine in the Northern California area. Attendees were treated to craft beer tastings, live music by Thunder Cover, delicious food from Sactomofo food trucks, and backyard games. The 98Rock playground was a big hit, and visitors were thrilled to meet the Bailey Show Radio hosts who made appearances during the event.



MEDIA

6 Radio Station Campaigns

Sports 1140, KNCI New Country, Mix 96, New 100.5, 94.7, and 98 Rock

500K Radio Campaign Impressions

2 Digital Campaigns

98 Rock and Sentinel

400K Digital Campaign Impressions

Social Media Campaign

Facebook

67,341 Reach/ 3,425 Engagements

Instagram

5,600 Reach/612 Engagements

Unearned Media

Good Day Sacramento Interview

EVENT

\$31, 901.40 Gross Ticket Sales

675 Tickets Sold

39 Tickets Sold at the door

25 Craft Beer & Wine Vendors

Harvest Festival and HOCUS POCUS Movie night

The event proved to be a huge hit in the district, attracting 200 people who gathered to watch the original 1993 Hocus Pocus movie under the starry night sky. The event was packed with exciting activities such as a trackless train ride, face painting, pumpkin patch and decorating, a 60-foot obstacle course, and a concession stand that served popcorn, pizza, and candy. Everyone had a great time enjoying the fun-filled activities and watching the movie.



HOLIDAYS AT SMP

MAGICAL MOMENTS *at Sunrise MarketPlace*

The fourth annual event featured three interactive, family-friendly holiday-themed experiences.

Laser Light Show

On December 1st, SMP kicked off the holiday season with a spectacular laser light show that attracted over 1000 attendees. The event took place at the Sunrise Mall, near Macy's Men's, and featured a mesmerizing laser light show, a night market, kids' carnival games, face painting, a magic show, inflatable laser tag, and a variety of food trucks.

The Nutcracker

On December 14, 2023, SMP hosted an exciting event inside the Sunrise Mall featuring the story of the Nutcrackers brought to life by the Sacramento Civic

Ballet. Additionally, there was a storytime event with Elves on the Shelf, and to make it even more special, the first 200 kids received their very own Nutcracker book. It's an event perfect for the whole family to enjoy and create lasting memories.

Winter Wonder Land Skate Party

In partnership with the Sunrise Rollerland, SMP hosted a Winter Wonderland-themed skate party on December 21, 2023. The event included fun activities, face painting, and a hot chocolate bar.

OTHER EVENTS

27th Annual City of Citrus Heights Tree Lighting

December 6, 2023

Sunrise MarketPlace Holiday Open House

December 7, 2023

Holiday Decor

Decorations for our seasons



COMMUNITY EVENTS

SMP supported the City of Citrus Heights events throughout 2023 including:



- City of Citrus Heights Sunday Funday
- City of Citrus Heights Tree Lighting
- Hot August Bites at Rusch Park

SMP also supported other community events including:



- Art Beat at MarketPlace at Birdcage
- Marketplace at Birdcage Health and Wellness Fair
- Citrus Town Center Funtopia events
- Sacramento Metro Fire Safety Fair at Sunrise Mall



Turkey Drive

This year, Sunrise MarketPlace was able to collect a tremendous amount of Thanksgiving food items to support the Sunrise Christian Food Ministries' efforts to provide for a record number of families during their two-day distribution event. Seeing the community come together to help those in need is amazing.



SMP also supported these organizations in 2023:

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

AWARNESS & BRANDING

SOCIAL MEDIA

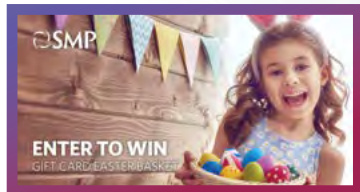
SMP continues to utilize its social media platforms to promote the businesses in the District as well as events, contests, and other topics of importance. The consumer-facing platforms bring attention to the District in an attempt to draw more individuals to shop, dine, do, and play.

Facebook Page Growth

13,197 Followers
up 79 from last year's 12,118

12,415 Engagements
up 2,747 from last year's 9,668

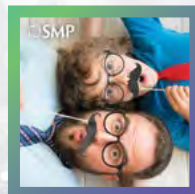
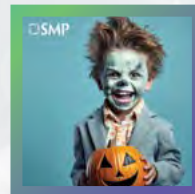
Facebook Business Group, SMP created a private Facebook group as a resource for businesses, property owners, and their employees to communicate important information and educational webinars. To join the group, reach out to Mikhaila at: mikhaila@sunrisemarketplace.com



Instagram Page Growth

2,189 Followers
up 143 from last year's 2,046

16,171 Engagements
down 7,180 from last year's 23,351



COMMUNICATION

Newsletters

10,197 Newsletter Subscribers
Distributed 20 Business Newsletters and 27 Consumer Newsletters

Visit Shopsmp.com to sign up

Open Rate: 33%
Outperformed Industry rate of 21.33%

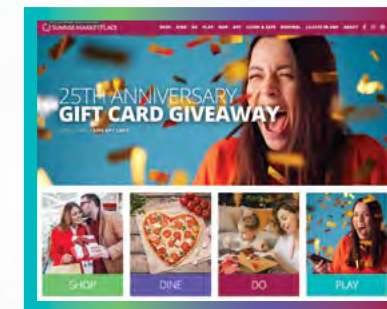
Click Rate: 1.5 %
Outperformed Industry rate of 1.33%

Total Opens: 103,209



To promote your business on our social media platforms, participate in events, or to interact with customers, send your content to info@sunrisemarketplace.com.

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 our businesses to check their listing and send us updates if needed.

49,410 Visited ShopSMP.com | 91,751 Page Views

ECONOMIC DEVELOPMENT & ADVOCACY

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.



credit to: Mike Hazlip, Citrus Heights Sentinel



Sunrise MarketPlace (SMP) is committed to the task of attracting new businesses to the district. To this end, SMP has created a marketing tool known as the “Locate in SMP” brochure. This brochure

is designed to reach out to brokers, real estate agents, and other stakeholders who are interested in establishing a presence within the Sunrise MarketPlace.

The “Locate in SMP” brochure is available for viewing on sunrisemarketplace.com/locateinsmp. This brochure highlights the unique opportunities that are available within the district, including its strategic location, exceptional infrastructure, and vibrant community.

WHERE BUSINESS WANTS TO BE

8095 Greenback Lane, Citrus Heights, CA 95610 | 916.536.9267 | shopsmp.com

LOCATION
Located along the highly traveled Sunrise Blvd./ Greenback Lane/ Madison Avenue corridors, Sunrise MarketPlace Business Improvement District (SMP) serves as the economic and social heart of Citrus Heights. Just look for our colorful banners, palm trees, well-groomed medians, and gateway signs.

DIVERSITY & DENSITY
Sunrise Mall (A large opportunity site), MarketPlace at Birdcage, and CitrusTown Center anchor the District with several successful neighborhood shopping centers, office buildings, financial institutions, and popular dining spots rounding out our mix. With nearly 387 businesses, the District hosts a variety of value-added businesses offering a wide range of goods and services. SMP has many retailers with depth in several areas and a number of best-of-kind merchants including Lowe's, Target, Macy's, Barnes & Nobles, Staples, Starbucks, Walgreens, and Best Buy.

PRIVATE/PUBLIC PARTNERSHIP
SMP provides added value to businesses in the District by providing marketing, special events and entertainment, banners, holiday decor, and directory kiosks. SMP leveraged our investment with the City of Citrus Heights to create more than \$6 million in public area improvements. Together we have created a sense of place and a cohesive, branded destination.

Target Your Business For Sunrise MarketPlace		
SMP BY THE NUMBERS		
\$900,000 Annual BID Budget	500,000+ Annual non-paid media Impressions	76 Palms 71 lighted Number of palm trees in median
\$107,463,976 Total Sales Revenue Life of BID	387 Number of district businesses	20 Annual special events
88,126+ Citrus Heights population	80 Number of property owners	100 Annual Promotions
1 Million+ Annual Paid Media Impressions	140 Number of banners	
DEMOGRAPHICS		
28,854 Cars Per Day Sunrise/Greenback One Way	\$1,157,371,500 2021 City of Citrus Heights Sales Revenue	\$11,055 Per 2022 Census 2022 Five Mile Radius Average Household Income
37,837 Cars Per Day Sunrise/Madison One Way	330,412 Per 2022 Census 2022 Five Mile Radius Population	\$6 Million Public Area Improvements
\$404,874,400 2021 City of Citrus Heights Sales Revenue within District Boundaries		<small>*Esti forecasts for 2022 and 2027 U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography</small>

8095 Greenback Lane, Citrus Heights, CA 95610 | 916.536.9267 | shopsmp.com



SMUD ECONOMIC DEVELOPMENT GRANT

Sunrise MarketPlace received a grant of \$10,000 from the Economic Development Fund of the Sacramento Municipal Utility District (SMUD). The grant was intended to support the creation of a new brochure called "Locate in SMP," which aims to promote the benefits of doing business in the Sunrise MarketPlace area. The brochure provides potential business owners and investors with detailed information about the district's economic climate, demographics, transportation infrastructure, and available commercial properties. Additionally, the grant was used to help connect local businesses with SMUD's energy-efficient programs, which can help them save money on their utility bills while reducing their carbon footprint.

NEW ORDINANCE:

Trailer Truck Ordinance

In February 2023, the City Council approved an ordinance that prohibits commercial vehicle parking on public streets in response to complaints from businesses about signage and lane blockage. The decision came after SMP lobbied to request the Citrus Heights Police Department to review semi-truck and trailer parking on commercial roads in the district. This new ordinance aims to alleviate the concerns of local businesses and ensure that public roads remain accessible and safe for all.



Illegal Dumping Ordinance Modification

The City of Citrus Heights modified its "Solid Waste" Chapter 74 to address illegal dumping more effectively. The modifications aim to standardize enforcement and provide clear penalties and a flexible mechanism to address violations of the city's municipal code. These modifications have been made in an effort to reduce blight, enhance safety and security, and promote economic development. Modifications to the municipal code are planned to ensure that individuals who violate it can be held accountable for their actions.

SMP ECONOMIC DEVELOPMENT ASSISTANCE

- Assistance in promoting buildings for lease
- Assistance with the City Planning Dept. and entitlement process

CLEAN & SAFE PROGRAMS

SMP CONTINUES TO STEP UP SECURITY



Why Security?

The SMP district has historically focused on marketing and event planning. However, the district has experienced a rise in criminal activity, particularly in the form of property damage, trespassing, and theft. Given the circumstances, it is

imperative that SMP take immediate action to ensure the safety and security of its businesses, employees, and community.

The Program

SMP had a contractual agreement with the Citrus Heights Police Department to provide a dedicated, full-time officer through 2023. Additionally, NorCal Security has been engaged for seven days a week to provide armed, private officers to assist in patrolling the District and dealing with low-level crimes like loitering and disturbances. The days and hours for NorCal Security can be found at the link to the right.

It is imperative to bear in mind that this program is not intended to supplant center or business security and should not be regarded as the sole source of security. Instead, it is meant to complement existing security measures and enhance overall security and safety within the area.

for schedule and more information visit sunrisemarketplace.com/security

THE RESULTS

Nor-Cal Security Stats 01/01/2023 through 12/31/2023

Arson	4
Business Clearing/Foot Patrol	55
Disturbances (violent & non-violent)	203
Medical	7
Theft (prevention, recovery & assistance)	392
Vandalism	43
Vehicle Incidents	42
Transient Interactions	1798
Non-Transient Interactions	713
Merchandise Recovered	\$63,735*

June-December

Citrus Heights Police Department Statistics Comparison numbers only for district boundaries

CRIME CATEGORIES	2022	2023	DIFFERENCE	% CHANGE
Arson Reports	5	2	-3	-60%
Burglary Reports	24	22	-2	-8%
Burglary/Theft from Vehicle Reports	56	57	1	2%
Robbery	20	27	7	35%
Shoplifting Reports	122	248	126	103%
Stolen Vehicles	14	15	1	7%
TOTALS	241	371	130	54%
HOMELESS RELATED CALLS FOR SERVICE	2022	2023	DIFFERENCE	% CHANGE
Total Calls for Service	370	574	204	55%
TRAFFIC CATEGORIES	2022	2023	DIFFERENCE	% CHANGE
Traffic Stops	417	448	31	7%
Traffic Collision Calls for Service	246	273	27	11%

**Shoplifting and homeless related calls/reports have increased substantially due to having the security team out in the District 7 days a week. This has led to more arrests and more recovered merchandise.*

OTHER ASSISTANCE

Trespass Notice Forms

It is crucial that you have a "Notice of Trespass" form on file with the Citrus Heights Police Department (CHPD). This is necessary to ensure that the Citrus Heights Police Department can take immediate action on your behalf if any trespassing incident occurs on your property if you aren't available. These forms must be resubmitted every 9 months to remain valid. This is a non-negotiable requirement to protect your property from any unwanted intrusion. SMP is here to facilitate this for you simply go online sunrisemarketplace.com and visit the Security Patrol page under Clean and Safe to find the form. Fill out the form by visiting form.jotform.com/232265834712052 or by contacting Lisa@sunrisemarketplace.com. The form will be submitted to CHPD Dispatch.



Porter Service

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, and abandoned

shopping carts, cleans graffiti, and picks up trash. An assigned porter patrols the District Monday through Friday, four hours per day.

Call or text Kathilynn Carpenter at (916) 769-5615 to report dumping, graffiti, or trash cleanup.

Bags of Trash Removed	556
Shopping Carts.....	757
Graffiti Removal.....	134
Items Removed Furniture, mattresses, tires, misc.	147
Hazardous Items & Needles Removed.....	28

January - December 2023

Another Resource:

City of Citrus Heights Beautification Crew and See Click Fix app

Phone - General Services at 916.727.4770

Email - ServiceRequestGSD@citrusheights.net

Online - citrusheights.net/381/Service-Requests

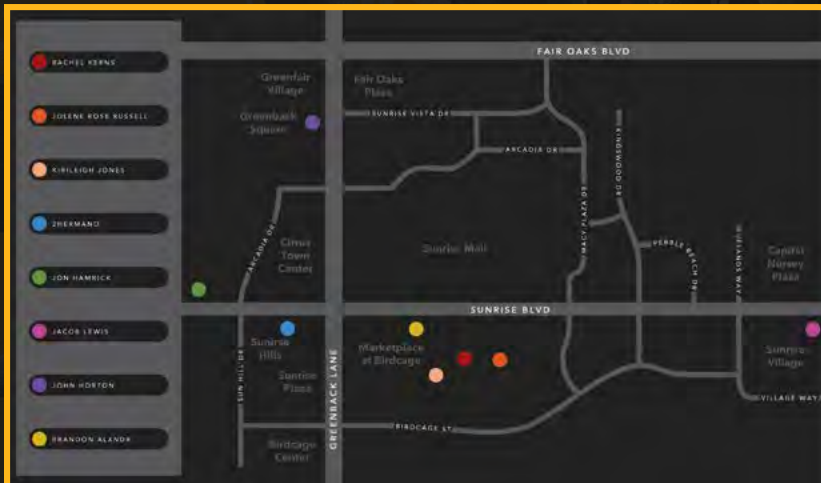
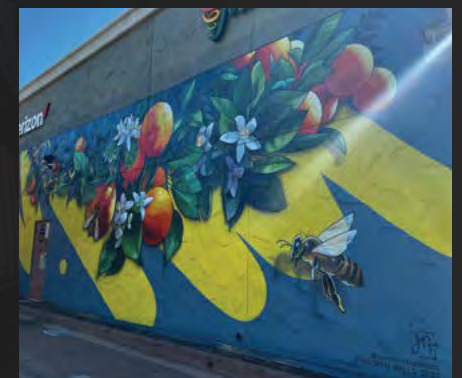
Text - "Service Request" to 844.92.HELLO

*Businesses can request City service for issues in the public right of way.
Contact SMP for issues on private property.*

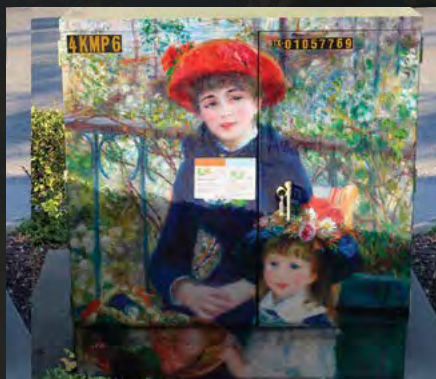
ART IN THE MARKETPLACE

In 2021, SMP worked with Wide Open Walls to bring murals to buildings in the District. Murals create a sense of community, beautify spaces, abate graffiti and reduce criminal activity, express historical and cultural identity, and inspire creativity and wonder. As such, they are a powerful tool for making cities more vibrant, engaging, and meaningful places to live. SMP strives to do just that in the heart of Citrus Heights, bringing beautiful murals to walls in the district. In 2023, four more beautiful murals were completed. The murals were partially funded by the City of Citrus Heights Economic Development Support Funds, in which, SMP was awarded \$20,000, of which \$9,400.00 was invested to create murals in 2023.

MURALS IN THE MARKETPLACE



For the complete list and more information about the artists and murals, please visit our art page at: shopsmp.com



What is it? MasterPieces in the MarketPlace is a transformer box art project here in the District, that converts functional utility boxes into works of art, recasting asphalt parking lots into vibrant public art galleries. It features a variety of iconic works showcasing 19th century, Japanese woodblock, impressionism, abstract and local contemporary art. The project includes artists such as Van Gogh, Degas, Renoir and many more. Utilizing SMUD's Transformer Box Wrap Program to enhance the aesthetic environment and deter graffiti, Sunrise MarketPlace is the first to develop a themed instillation of this scale.

With MasterPieces in the MarketPlace, we've taken these classic and modern pieces of art, digitized them, printed them on vinyl wraps and applied them to SMUD transformer boxes throughout the Sunrise MarketPlace District. We are using vinyl wraps, instead of hand-painted artwork, as the wraps are easier to install, maintain and replace. Vinyl wraps do not require an artist to work on location, have a life expectancy of 5 or more years and come with a paint- repelling laminate which will further reduce the effects of any graffiti.



For the complete list and more information about the boxes and masterpieces, please visit our art page at: shopsmp.com

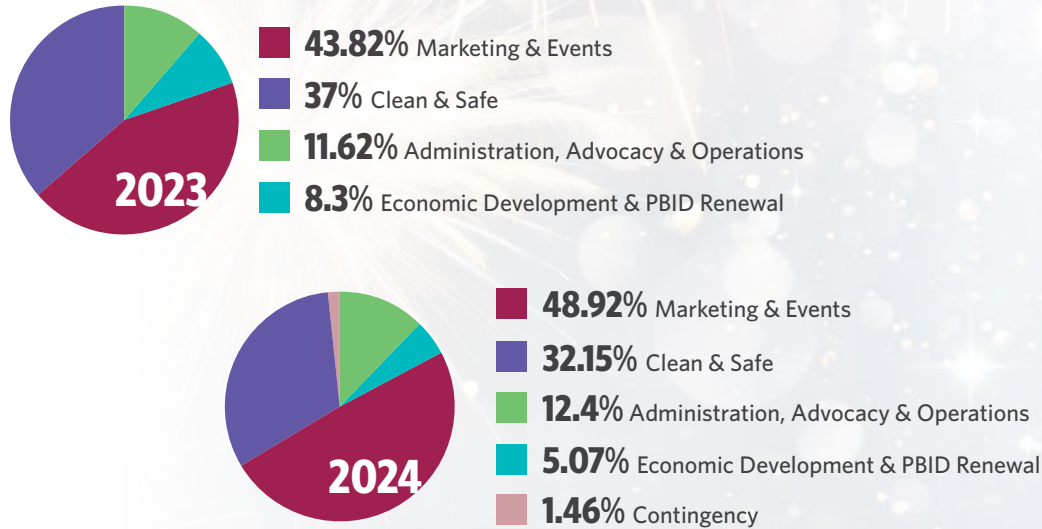
MASTERPIECES
IN THE MARKETPLACE

SMP BUSINESS NEWS



OPENED IN 2023 CSL Plasma, Sam's Grill House & Pet Food Express Marketplace at Birdcage, Purpose-built, Visionworks Sunrise Village, Hibachi Grill, Royal International Market, Citrus Heights Pet Hospital **GRAND OPENINGS** Purpose-built, Citrus Heights Pet Hospital, See's Candies **ANNIVERSARIES** Sunrise MarketPlace 25 Years, La Fiesta 25 Years **COMING SOON** Club Studio & New Grocery Tenant Sunrise Village, Citrus Town Event Center Citrus Town Center, Home Goods Marketplace at Birdcage

FINANCIAL REPORT



SUMMARY OF TERMS

Term: January 1, 2022 - December 31, 2024. Assessment Rates: Retail zoned parcels will be assessed at \$0.0669 cents per square foot of land, per year. Office/Professional zoned parcels will be assessed at \$0.0369 cents per square foot of land per year. No assessment increases will be made for the remainder of the District term.

Boundaries: The District includes parcels along Greenback Lane between Birdcage Street and Fair Oaks Blvd. and along Sunrise Blvd. between Madison Avenue and just north of Arcadia. No changes to the boundaries will be made in 2023.

Management: Sunrise MarketPlace, Inc. will continue to serve as the Owners' Association for the District.

All information regarding the District is included in the Management District Plan, for a copy please contact Kathilynn Carpenter: kathilynn@sunrisemarketplace.com

2023 ACTUAL INCOME

Surplus/Deficit	\$256,461
Assessment Income	\$848,225
Total Assessment Income	\$1,101,686
Grants/Sponsorships/Events, Misc.	\$171,020
Total Non-Assessment Income	\$171,020
TOTAL	\$1,272,706

2023 ACTUAL EXPENSES

		2022
Admin/Advocacy/Operations	\$121,964	11.62%
Economic Development/PBID Renewal	\$91,383	8.3%
Marketing & Events	\$482,603	43.82%
Clean & Safe	\$399,498	36.27%
Contingency	-	
TOTAL	\$1,101,448	100%
SURPLUS	\$171,258	

2024 BUDGET - INCOME

Surplus/Deficit	\$171,222
Assessment Income	\$836,000
Total Assessment Income	\$1,007,222
Grants/Sponsorships	\$47,542
Total Non-Assessment Income	\$47,542
TOTAL	\$1,054,764

2024 BUDGET - EXPENSES

		2023
Admin/Advocacy/Maintenance	\$126,980	12.40%
Economic Development/PBID Renewal	\$51,917	5.07%
Marketing & Events	\$501,006	48.92%
Clean & Safe	\$329,238	32.15%
Contingency	\$15,000	1.46%
TOTAL	\$1,024,141	100%
SURPLUS	\$30,623	

YOUR BID DOLLARS AT WORK 2000-2023



394
Businesses



71
Property Owners



138
Parcels

MARKETING



7,018,710 +
Web Page Views



2,188
Instagram Followers



500,000,000 +
Paid Impressions Advertising



10,197
Newsletter Subscribers



400,000,000 +
Non-Paid Impressions *Media Stories*



140
Event & Holiday Banners



13k
Facebook Likes & Followers



81
Palm Trees Decorated

CLEAN & SAFE DOLLARS

\$103,600 MAINTENANCE

Porter Service Stats 2021-2023



Bags of Trash Removed 1,020

Shopping Carts..... 1,659

Graffiti Removal 275

Items Removed *furniture, mattresses, tires, misc.* 335

Porter Service (New service as of mid-year 2021; numbers below only reflect 2022 and 2023)



\$734,125 SECURITY

Security Service Stats 2021-2023

Arson 4

Business Clearing/Foot Patrol 122

Disturbances *violent & non-violent* 406

Medical 14

Theft *prevention, recovery & assistance* 784

Vandalism 86

Vehicle Incidents 44

Transient Interactions 3,468

Non-Transient Interactions 1,330

Fire 2

Merchandise Recovered \$63,735

June - November 2023

EVENTS IN THE DISTRICT

388 SPECIAL EVENTS



211,900

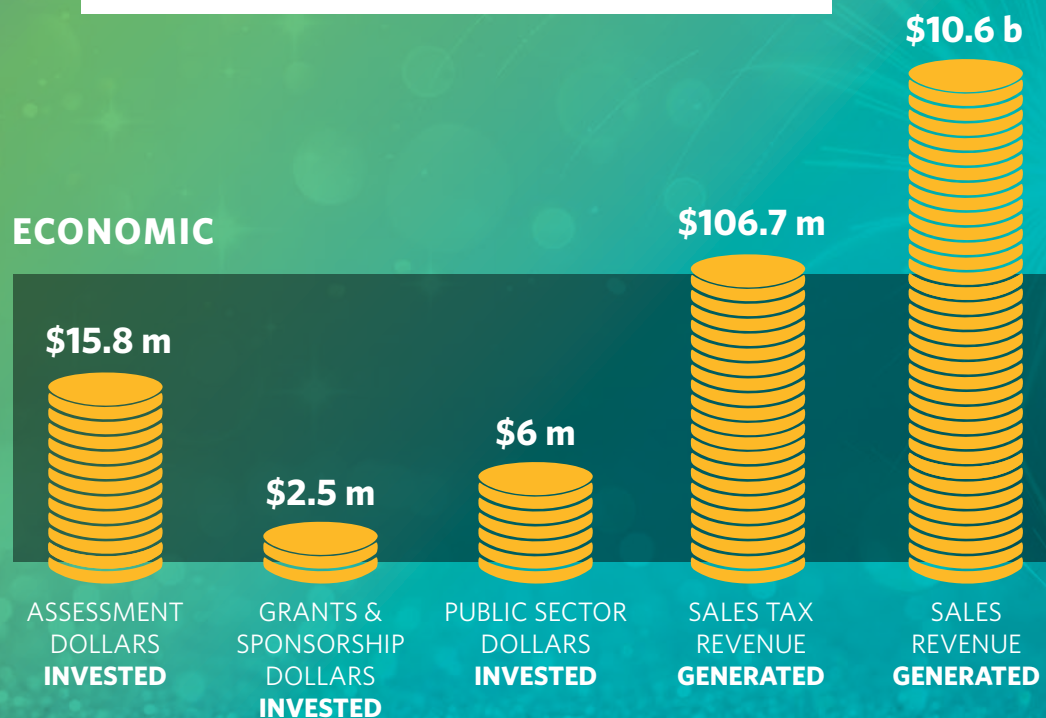
Tennis & Concerts Magical Moments, Brews in the Burbs



\$135,000

District & Community Event Sponsorship

ECONOMIC





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