



SUNRISE MARKETPLACE

SHOP DINE DO PLAY

2024 **ANNUAL REPORT**

MESSAGE FROM THE CHAIR



BY **TIFFANY CLEMENT**

Chair - Sunrise MarketPlace board of directors

Property Manager - Merlone Geier Management / Sunrise Village

Last year, in this space, I asked for your support in renewing the Sunrise MarketPlace Business Improvement District (SMP), and you came through! SMP was renewed for a 10-year term - our longest term yet. The lengthier term allows for more long-term planning. We remain committed to providing the highest level of clean and safe services, marketing and special events, advocacy, and economic development. Detailed information on the success of these programs can be found in this report.

We have heard from many of our property and business owners, as well as employees, that they are concerned about Sunrise Mall's existing condition and future. The City of Citrus Heights has established a Specific Plan for the area that regulates uses on the property. It is up to the owners of the parcels at the mall to execute the Plan. Local Developer, Ethan Conrad, owns the former Sears parcel and has submitted a proposal to revise the Specific Plan to allow for quick-serve restaurants, an anchor tenant, Home Depot, and other uses. Since these uses are not permitted under the existing plan, Mr. Conrad's proposed revisions

will need to be approved by the City Council. We will keep you posted on any progress at the mall site. Please ensure you are signed up for our newsletter; we send out information to help you make decisions about your properties and businesses. Contact lisa@sunrisemarketplace.com to be added to the contact list.

SMP SUCCESSFULLY RENEWS THE DISTRICT FOR 10 YEAR TERM

Citrus Heights City Council renewed SMP for a 10-year term on Thursday, June 13th 2024. The ballot count closely aligned with our projections, garnering \$444,197 in YES votes and \$21,926 in NO votes. A total of 34 ballots were returned, comprising 28 YES ballots and 6 NO ballots. We are grateful for the support of our property owners and the City of Citrus Heights. Property and business owners affirmed that their priorities for the District are centered on maintaining a clean, safe, attractive, and entertaining environment. It is important that property and business owners in the District leverage their investment in SMP by utilizing the programs outlined in the Management District Plan. For questions, contact kathilynn@sunrisemarketplace.com.

 **SMP**

RENEWS

**10
YEAR
TERM**

2025 - 2034

PROGRAMS & SERVICES

CLEAN & SAFE PROGRAMS

WHY SECURITY?

Consumers visiting the District expect a clean and safe experience. Our mission is to create that environment with security patrols, porter service, placemaking and CPTED (crime prevention through environmental design) measures. Post-pandemic, shoplifting, vandalism and other nuisance crimes escalated in the District. To mitigate this behavior, SMP launched a security program in 2020. The program currently consists of daytime armed security seven days a week. SMP received a federal ARPA grant from Sacramento County to alleviate similar overnight issues.

Overnight patrols operated from July 2024 through May 2025. SMP is collaborating with security organizations to provide alternative preventive measures such as camera trailers. Our partnership with the Citrus Heights Police Department has produced considerable benefits for the District. Through this collaboration, we develop both proactive and response strategies. CHPD was awarded a \$2.7 million grant to install 98 Flock Cameras throughout the City, including locations in the District. These cameras will decrease retail theft crimes.



PRIVATE SECURITY

Nor-Cal armed security officers patrol the District responding to calls and removing camps and individuals (that do not have a legitimate reason to be there) from private property. Officers are authorized to issue 602 trespass notices to meet the City's threshold for applying the chronic nuisance offender ordinance. This can result in arrests for those who habitually loiter and trespass.

Officers are generally scheduled from **9 AM to 5 PM** and can be reached at the Dispatch number: **279-587-1020**.

CALTAC Security conducted overnight patrols aimed at mitigating graffiti and illegal dumping, which predominantly occur during nighttime hours. Officers also mitigate unauthorized vehicles, trespassing, homeless camps, building break-ins, and other activities. The grant funding ended in May.

SMP's security program provides supplemental public safety service. It is not meant to replace shopping center, office building, or other on-site security.

NOR-CAL SECURITY RESULTS

- > **Assistance - 511**
Business Clearing, Foot Patrol, Medical
- > **Disturbance - 190**
Drugs, Alcohol, Arson
- > **Loitering / Trespassing - 2,006**
Camps & Panhandling, Street Sales
- > **Theft - 243**
Prevention, Recovery & Assistance
- > **Vandalism / Tags / Dumping - 101**
- > **Vehicle / RV Incidents - 92**
- > **Total Incidents in 2024 - 3,206**
- > **Merchandise Recovered - \$65,760**
- > **Number of Transient Interactions - 3,001**
- > **Number of Non-Transient Interactions - 717**
- > **Total Number of Interactions - 3,718**

CALTAC SECURITY RESULTS

- > **Homeless removed from private property - 1,112**
- > **Parking Enforcement / Lewd Acts - 225**
- > **Dumpster Diving / Trash Dumped - 96**
- > **Vandalism / Disturbance / Fires - 28**
- > **Building Breaches & Police Calls for Service - 27**
- > **Drug Paraphernalia - 13**

CLEAN & SAFE COMMITTEE

This meeting takes place the second Wednesday of each month and is designed to bring together law enforcement representatives, city officials and executives, on-site security and loss prevention officers, SMP staff, and other key stakeholders to discuss issues related to SMP's clean and safe efforts. The main goal is to facilitate the exchange of information and foster connections among everyone involved in promoting a clean and safe environment.

Contact Lisa@sunrisemarketplace.com to participate in the committee.

WHEN:

Every 2nd Wednesday of the month

WHERE:

Sunrise MarketPlace Office
8095 Greenback Lane, Suite D
Citrus Heights, CA 95610

Sunrise MarketPlace
Invites you to attend

CLEAN & SAFE MEETING



DISCUSSION ON

This meeting is designed to bring together law enforcement representatives, city officials and executives, SMP staff, and key stakeholders to discuss issues related to cleanliness and safety within the district. The main goal is to facilitate the exchange of information and foster connections among everyone involved in promoting a clean and safe environment.



2ND WEDNESDAY OF EVERY MONTH
10 AM - 11 AM
SMP OFFICE
8095 GREENBACK LANE
CITRUS HEIGHTS, CA 95610

COFFEE & DONUTS SERVED

TO RSVP EMAIL

LISA@SUNRISEMARKETPLACE.COM



SMP contracts with City Wide Property Services to provide porter service in the District. 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 request dumping, graffiti, or trash cleanup, phone or text Kathlynn Carpenter (916) 769-5615.**

City Wide Property Service Porter Incidents

848 BAGS OF TRASH REMOVED

218 ITEMS REMOVED

631 SHOPPING CARTS REMOVED

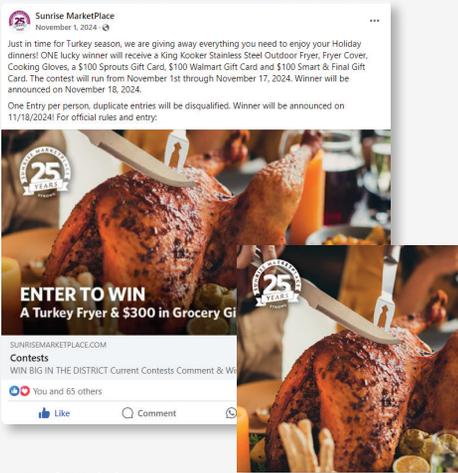
101 HAZARDOUS ITEMS
NEEDLES/PAINT/CHEMICALS

437 GRAFFITI TAGS CLEARED

MARKETING & EVENTS

SOCIAL MEDIA

SMP actively leverages its social media platforms, including Facebook and Instagram to effectively promote local businesses within the District, alongside highlighting key events, engaging contests, and other topics of significant interest to the community. These consumer-facing platforms serve as dynamic channels to spotlight the unique offerings of the District, encouraging individuals to explore and engage with local shops, restaurants, recreational activities, and entertainment options. By creating compelling content and fostering community interaction, SMP aims to attract more visitors and residents to enjoy all that the District has to offer, ultimately boosting local commerce and community spirit.



FACEBOOK

13,174 Followers
- 22 from 2023

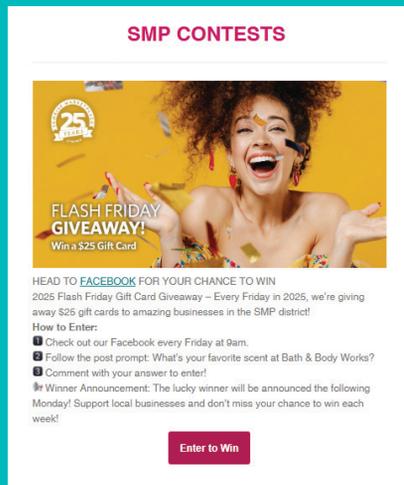
12,205 Engagements
- 1,746 from 2023



INSTAGRAM

2,327 Followers
+ 138 from 2023

18,314 Engagements
+ 1,942 from 2023



VISIT [SHOPSMP.COM](https://shopsmp.com) TO SIGN UP FOR NEWSLETTERS

WEBSITE



117k Views
56k Active Users

ShopSMP.com remains a vital resource for both our local businesses and consumers. Each business operating within the District is prominently featured in our comprehensive

Business Directory, designed to connect consumers with the services and products they need. We invite all business owners to review their listings for accuracy and completeness, ensuring that essential details such as contact information, operating hours, and special offers are up to date. Please send us any updates or changes so we can keep our directory as informative and helpful as possible for our community. Your participation helps create a thriving local economy!

NEWSLETTER

10,089 Consumer Subscribers

467 Business Subscribers

Distributed 15 business newsletters and 30 consumer newsletters

Open Rate 29.0%

Click Rate 1.5%

SPECIAL EVENTS IN THE DISTRICT

BREWS IN THE BURBS

On Saturday, May 18, 2024, 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. Over 700 attendees were treated to craft beer tastings, live music by Department of Rock and Wonder Bread Five, delicious food from Sactomofu 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.



HOLIDAY EVENTS



HARVEST FESTIVAL AND NIGHTMARE BEFORE CHRISTMAS MOVIE NIGHT

On October 11th, SMP hosted a Harvest Festival and Movie Night. The event took place under the stars and attracted over 300 attendees. The program included a screening of Tim Burton's classic, *The Nightmare Before Christmas*, carnival games, face painting, a free pumpkin patch with decorating activities, magic shows, and a trackless train ride from 5 pm to 8 pm. Citrus Heights HART (homeless assistance) operated a concession stand to raise funds, collecting approximately \$500.00!

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.



WHOVILLE SKATE PARTY

In partnership with the Sunrise Rollerland, SMP hosted a Winter Wonderland-themed skate party on December 19, 2024. The event included skating, face painting, and a hot chocolate bar. SMP also worked with the Sunrise Christian Food Ministry to collect over 200 canned goods at the event.

COMMUNITY SUPPORT

COMMUNITY EVENTS SMP SUPPORTED:



- Citrus Heights HART
- American Legion
We Support Vets Event
- Big Day of Giving
- Bubble Bash at MarketPlace at Birdcage
- Cappuccino Cruisers Cruising for Kids

- Chamber Best Of Citrus Heights
- City of Citrus Heights
 - Arcade Creek Trail Ribbon Cutting
 - City of Citrus Heights 4th of July event
 - City of Citrus Heights Sunday Funday
 - City of Citrus Heights Tree Lighting
 - CHPD Police Officer Association
 - CHPD PALS



- Golf Tournament
- Trunk or Treat
- Citrus Heights HART Student Store Reopening Event
- Citrus Heights HART Spaghetti Fest
- Citrus Town Center Funtopia Events/Christmas Proimotion

- Rods and Rigs
- Single Mom Strong Valentines Fundraiser
- Sunrise Mall Easter and Santa Photos

ART IN THE MARKETPLACE

Two new murals were created at MarketPlace at Birdcage thanks to the partnership of the City of Citrus Heights Economic Development Fund, Gerrity Group, and SMP.



Mural Located at Ulta
5927 Sunrise Blvd
Citrus Heights, CA 95610

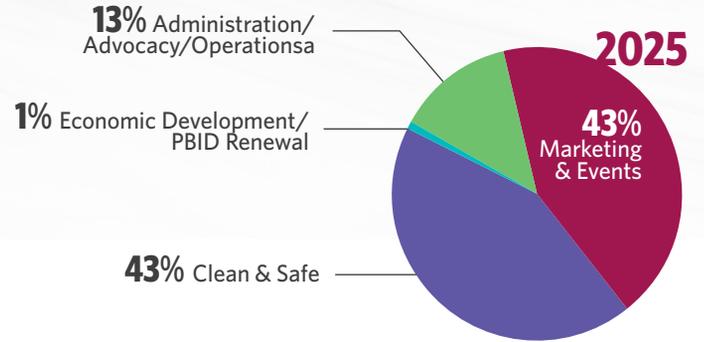
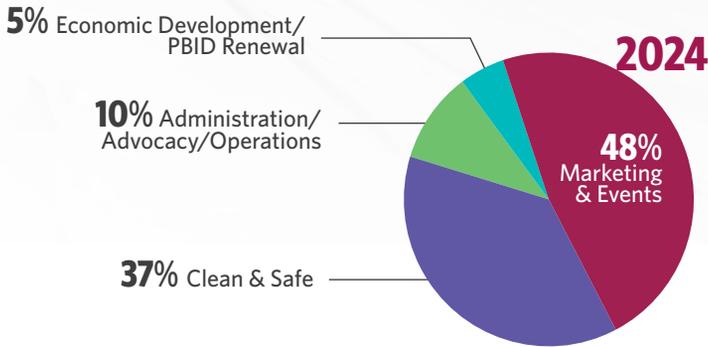


Sidewalk Mural located behind Jamba Juice
6061 Sunrise Blvd
Citrus Heights, CA 95610

ECONOMIC DEVELOPMENT

SMP is available to assist potential tenants navigate the entitlement process. Information can be found at the Locate in SMP section of our website. SMP is an added value location. Property and business owners are supported with our marketing, clean and safe and advocacy programs.

FINANCIALS



FINANCIAL REPORT

2024 ACTUAL INCOME

Surplus/Deficit	\$179,379
Assessment Income	\$841,732
Total Assessment Income	\$1,021,111
Grants/Sponsorships/Event/misc.	\$104,950
TOTAL	\$1,126,061

2024 ACTUAL EXPENSES

		2024
Admin/Advocacy/Operations	\$122,697	12%
Economic Development/PBID Renewal	\$23,512	2%
Marketing & Events	\$465,087	45%
Clean & Safe	\$429,788	41%

TOTAL	\$1,041,084	100%
SURPLUS	\$84,977	

2025 BUDGET - INCOME

Surplus/Deficit	\$85,000
Assessment Income	\$880,780
Total Assessment Income	\$965,780
Grants/Sponsorships	\$124,092
TOTAL	\$1,089,872

2025 BUDGET - EXPENSES

		2025
Admin/Advocacy/Maintenance	\$125,270	13%
Economic Development/PBID Renewal	\$9,250	1%
Marketing & Events	\$397,236	43%
Clean & Safe	\$396,026	43%

TOTAL	\$927,782	100%
SURPLUS	\$162,090	

SUMMARY OF 2025 TERM

Term: January 1, 2025- December 31, 2034

Assessment Rates: Retail zoned parcels will be assessed at \$0.07 cents per square foot of land, per year. Office/Professional zoned parcels will be assessed at \$0.045 cents per square foot of land per year.

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.

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, contact Kathilynn Carpenter: kathilynn@sunrisemarketplace.com for a copy.



8095 Greenback Lane Suite D
Citrus Heights, CA 95610

PRSR STD
U.S. POSTAGE
PAID
SACRAMENTO, CA
PERMIT NO. 586

OPENED IN 2024

Amazon Fresh
Sunrise Village

Citrus Heights Chamber of Commerce
Greenfaire Village

Citrus Town Event Center
Citrus Town Center

Home Goods
Marketplace at Birdcage

Sketchers
In Former Walgreens Location

Sweet Haven Bakery
Marketplace at Birdcage

COMING SOON IN 2025

Black Sails Coffee
Marketplace at Birdcage

Juice Time
Sunrise Village

Must Be Cow Korean BBQ
5511 Sunrise Blvd.

Nothing Bundt Cakes
Sunrise Village

Pinkberry
Sunrise Village

Teriyaki Madness
Marketplace at Birdcage

Club Studio
Sunrise Village

Fire and Ice Games
Sunrise Hills

2024 BOARD OF DIRECTORS

OFFICERS

Tiffany Clement
Chair
Merlone Geier
Sunrise Village

Don Tollefson
Treasurer
Batteries Plus

Kareem Daniels
Secretary
InterCal Real Estate
Citrus Town Center,
Greenback Square,
Greenfaire Village

Eric Brickson
Citrus Heights Pet Hospital

Christina DeCelle
Ben's Barketplace

Andy Gianulias
Greenback Associates

Ted Mitchell
Mitchell Properties

Ryan Eichorst
Gerrity Group
Marketplace at Birdcage

Brooke Bolden-Mallory
Sunrise Mall

Phil Jarrett
Propery Owner

Ross Tolbert
Ethan Conrad Properties

STAFF

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kathilynn@sunrisemarketplace.com

Lisa Cordell
Marketing & Special Projects Manager
lisa@sunrisemarketplace.com

Mikhaila Freas
Marketing Assistant
mikhaila@sunrisemarketplace.com

CITY COUNCIL LIAISONS

Bret Daniels
Mayor

Jane Lopez-Taft
Councilmember