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Mitchell Properties

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Patterson Properties

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Sunrise Mall

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Admin & Communications Associate
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SUNRISE MARKETPLACE TURNS 20!

In addition to reporting on 2018 activities, this year's report will include a look back at the past 20 years and the positive impact we've had in the District and the community.



In December, business and property owners, city representatives and other stakeholders celebrated 20 years at our "It's a Wonderful BID" themed open house. We hope you enjoy this look back at what a difference the BID has made.

In 2019, we'll be rolling out several events and promotions commemorating our 20th Anniversary including an inaugural beer festival, Brews in the Burbs, 20 x \$20 gift card promotion, 20th Anniversary banners and more. Other projects on tap for 2019 include updated market research, new holiday décor, new integrated lighting on the palm trees and a transformer art wrap project with SMUD. Sunrise MarketPlace will continue to do what it has done for the past 20 years and strongly focus on improving the economic vitality of the District by driving traffic and generating positive awareness. We will continue to activate space in the District with special events and other activities as well as focus on our mission of providing value and benefit to the properties.



BY **TRAVIS KIMBALL,**
2019 CHAIR OF THE BOARD

BRIGHTENING THE BLVD



San Pedro, CA



The innovative palm tree lighting attraction is on track for 2019, with the City of Citrus

Heights funding the \$200,000 beautification project.

The Palm Tree Lighting Project will transform a major corridor within the Sunrise MarketPlace by upgrading medians on Sunrise Boulevard from their current lackluster condition (including out-of-date metal halide 150-watt lights), to medians infused with state-of-the-art color LED fixtures to illuminate the palm trees. The energy efficient LED lighting system will be installed using the latest programming technology to provide thematic displays. The lights can be programmed to celebrate the seasons as well as holidays (red, white and blue for Fourth of July, Memorial Day and Veteran's Day; orange for Halloween; red and green for Christmas, etc.). The lights will act as traditional white up-lights when not programmed for a specific theme. While the Pop-Up Stadium project was put on hold in 2018 due to Sunrise Mall transition and ownership issues, this project will transform the medians into an iconic attraction for years to come.

ATTRACTION

DISTRICT EVENTS

In 2018, Sunrise MarketPlace provided funding and support for District and community events drawing thousands of visitors to The District.

SMP Supported Events

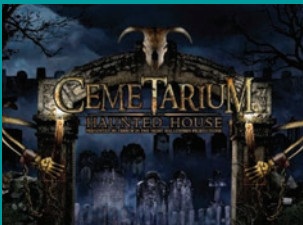


Sunrise Mall Safety Fair
February 10, 2018



Citrus Town Center Events
Spring Celebration, Summer Safari,
Movie Nights , Back to School
and Sprouts Fall Family Fair.

District Events



**Cemetarium Haunted House
at Arcadia & Greenback**
October 19 - November 9, 2018



Sunrise Mall Trick or Treat
October 31, 2018

COMMUNITY EVENTS

SMP supported City of Citrus Heights events throughout 2018 including:

**19th Annual Red,
White & Blue Parade**
June 23, 2018

Hot August Bites
August 11, 2018

#SMPCARES

SMP sponsored and supported the following charities/causes/events:



CARR Fire Coin Drop Fundraiser
August 4, 2018 - SMP and Marketplace
at Birdcage received over 142 live mentions
and 42 recorded mentions and live remote.
Raised \$1,335 in Coins



CAMP Fire Donation Fundraiser
November 23, 2018 - SMP hosted a gift card
fundraiser for the CAMP Fire victims with
KHITS and Sunrise Mall. SMP received over
100 live mentions and 136 recorded mentions.
Raised \$2,000 in Cash and Gift Cards

Citrus Heights Rotary Annual Fundraisers

Citrus Heights Women's Club Taste of Citrus Heights

San Juan High School District Boosters Club

Citrus Heights PALS

Citrus Heights HART Programs & Fundraisers

HOLIDAYS AT SMP

MAGICAL MOMENTS

The second annual Magical Moments featured four interactive family-friendly pop-up holiday-themed experiences. The four events; Laser Light Show at Lowe's, Victorian Holiday at Marketplace at Birdcage, Winterfest at Sunrise Village and Nutcracker at Sunrise Mall brought more than 2,500 consumers to the District over the holiday shopping season.

Event marketing included multi-station radio advertising, dedicated website page, digital advertising, social media posts, Facebook paid advertising, FOX - Studio 40, CBS 13 news, signage and printed postcards.

4,695,641 Impressions



Laser Light Show at Lowe's



Victorian Holiday at Marketplace at Birdcage



Winterfest at Sunrise Village



Nutcracker Sac Civic Ballet Performers at Sunrise Mall

DISTRICT EVENTS

**Citrus Town Center
Holiday Open House**
December 8, 2018



**22nd Annual
City of Citrus Heights
Tree Lighting**
December 5, 2018



**Sunrise MarketPlace
20th Anniversary
Kick Off & Holiday
Open House**
December 12, 2018



AWARENESS & BRANDING

SMP generated awareness of the District through comprehensive marketing and branding utilizing a 4 x 4 strategy: Shop, Dine, Do, Play x Spring, Summer, Fall, Winter.

SHOPSMP.COM



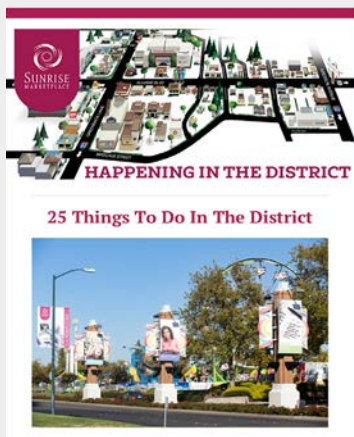
37,414 users visited ShopSMP.com in 2018.

SMP engaged over 19,000 consumers with website contesting throughout the year.

Promoted 141 District and Community events.

3,238 users visited Event Page.

NEWSLETTER



SMP sent out monthly eblast newsletters with information on current contests, business spotlights, new District businesses and current events.

Consumer newsletter signups increased 80% with a total of 11,239 emails.

42,538,026 NON-PAID IMPRESSIONS

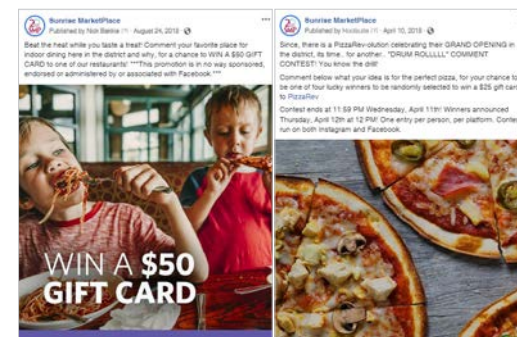
SOCIAL MEDIA

Facebook Advertising

SMP Facebook Page gained more than **2,400 new "Likes"**, and more than **2,500 new followers**.

Non-paid posts generated **363,269 organic impressions**.

SMP promoted **87 District businesses** & shared **237 District business posts**.



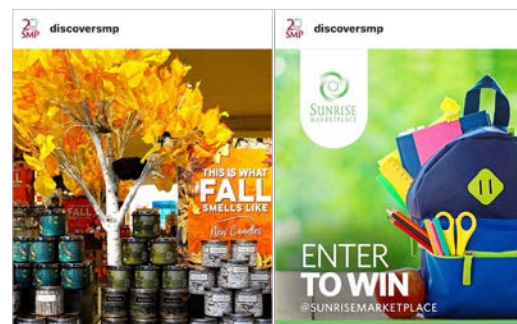
Facebook Advertising (Paid)

97,000 viewed & engaged with our ads	3.6 million impressions	1,788 Page Likes	34,610 Website Visits	4172 Emails Collected
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Instagram (discoverSMP)

SMP re-posted **104 business District posts**.

Promoted **88 individual District businesses**.



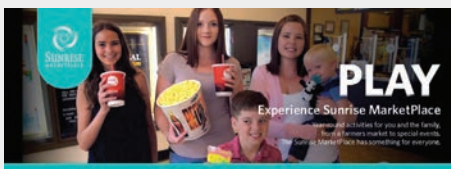
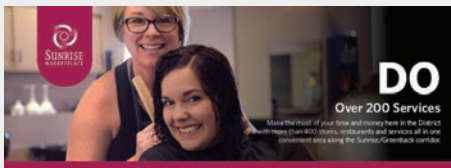
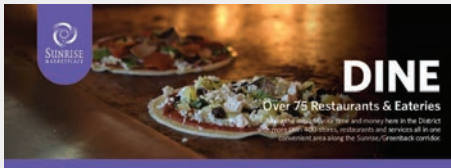
Pinterest

The SMP Pinterest Page has an average of **8,900 monthly viewers**.



Agenda Packet Page 62

SMP BRANDED VIDEO



In May 2018, SMP created a new branding video with our media partner ABC10 that spotlighted our Four Pillars: Shop, Dine Do, Play.

The video generated 296 new Facebook likes and 3,189 website click throughs.

20TH ANNIVERSARY UPDATED LOGO & NEW STREET BANNERS

To promote our 20th anniversary, SMP updated its logo and created a logo to commemorate it's 20 years. New light pole banners and pylon banners were installed in January 2019, encouraging passersby to shop, dine, do and play in the District.

ORIGINAL
LOGO
DESIGN



UPDATED
LOGO
DESIGN



20TH
ANNIVERSARY
LOGO
DESIGN



ADVOCACY

SMP VISITED MORE THAN 400 BUSINESSES TO:

Inform: SMP distributed details about major roadwork along traffic corridors, CHPD, and other pertinent information.

Promote: SMP offers our businesses many free opportunities to boost brand awareness and drive traffic via social media posts, website presence and at special events.

Advocate: SMP assists businesses with public safety, code enforcement, property vandalism, city business, marketing and other issues.

"As a property manager, I know I can rely on Sunrise MarketPlace for help with vandalism, transients, and other crime activity. We also appreciate the advertising and public area banners and decorations."

JACKIE HOFF-SASSER,
PROPERTY ADMINISTRATOR
CORDANO COMPANY

HOMELESSNESS IN THE DISTRICT

With fewer law enforcement tools for non-criminal homeless activity, SMP supports Citrus Heights HART programs to reduce homelessness in the District. Through programs like Veteran's Stand Down; Student Connect; Winter Sanctuary and the Outreach Navigator program, 136 individuals were housed in 2018.



POP Officer James Garing
approaches homeless
person in the District

CITRUS HEIGHTS CHAMBER

In 2018, SMP participated in more than 40 Chamber of Commerce events, including 14 ribbon cuttings for SMP businesses. SMP sponsored the Annual Installation Dinner and was a winner in the Best of Citrus Heights, Best Business Center category.



5750 Executive Suites

"21" AWARD

Executive Director, Kathilynn Carpenter was awarded the Stones Casino 21 Award, for exemplary commitment to the advancement of the City of Citrus Heights, a history of leadership and a passion for making a difference.



Chief of Police Ron Lawrence,
Kathilynn Carpenter,
Commander Jason Russo

CITY NEWS

Mitchell Farms Subdivision - in August 2018, City Council approved 260 single-family residential units located on 32 acres of the former Sunrise Golf Course; 23 acres will be devoted to open space including a trail system. For more information visit citrusheights.net.



Rendering of home



SMP BUSINESS NEWS

SMP NEW BUSINESSES

In 2018 and the first quarter of 2019, we welcomed many businesses to the Sunrise MarketPlace District including:

5750 Sunrise Executive Suites, Dos Coyotes, Flaming Mountain Asian Fusion, Health Markets, Matthews Mattress, Perko's Café, PizzaRev, Sleep First Mattress, Sleep Choice Mattress, Ben's Basketplace, California Fish Grill, Menchie's Frozen Yogurt

GRAND RE-OPENINGS

Buffalo Wild Wings
Tague Instruments

ANNIVERSARIES

In 2018, Togo's celebrated 40 years in business and 20 years in Sunrise MarketPlace.

COMING SOON

Boston Pizza & Sports Bar
Hobby Lobby

FAREWELL

The District also bid farewell to two long time businesses: Sears and Toys R Us.

FINANCIAL REPORT

2018 AND 2019 PARCEL ASSESSMENT INFORMATION

Parcel Type- Retail: \$0.06 per square foot of land per year

Parcel Type- Office: \$0.03 per square foot of land per year

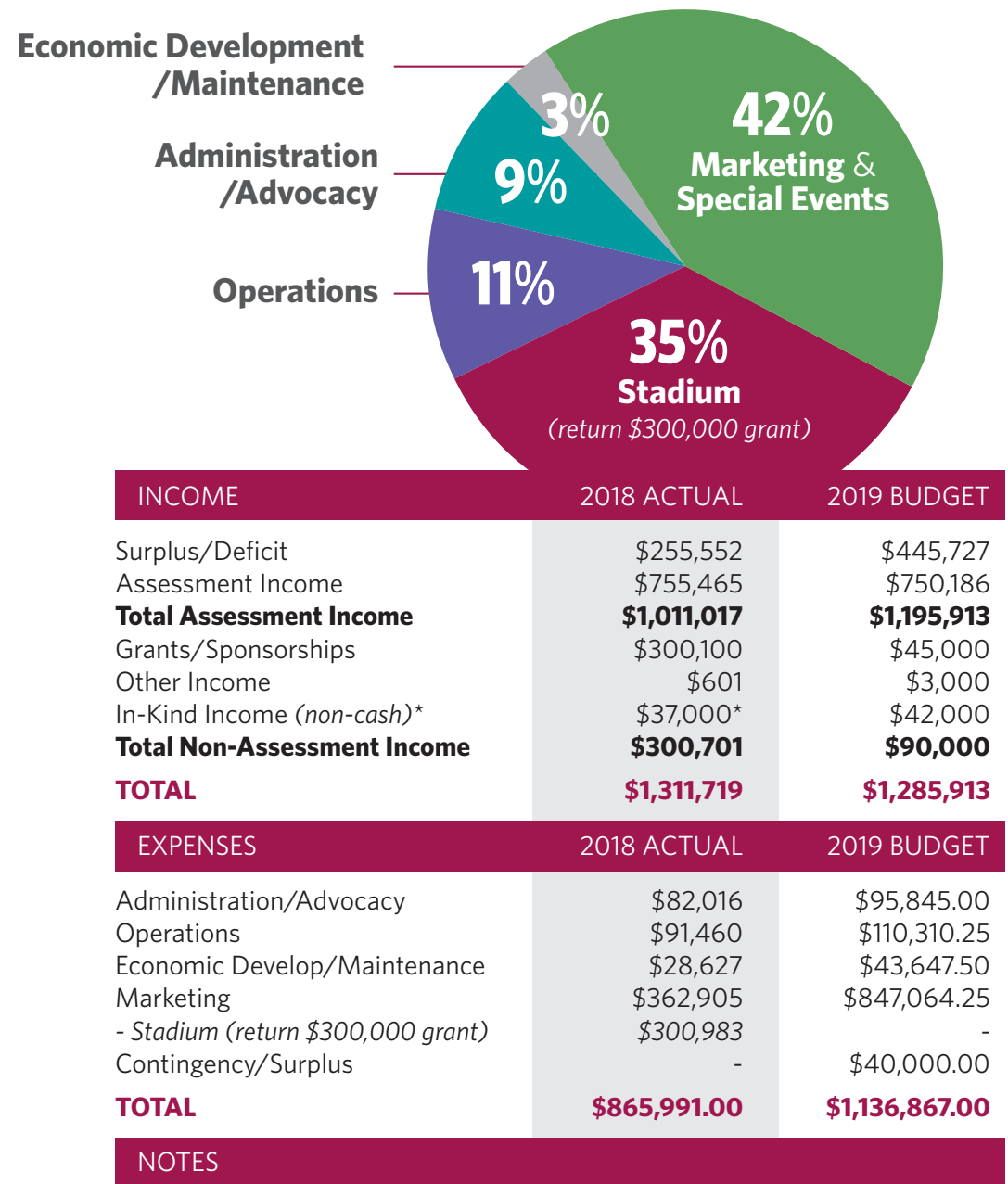
Assessment rates may be subject to an increase of no more than 0.0025% for office zoned and 0.005% for retail zoned parcels per year. The determination of the annual assessment rates will be subject to the review and approval of the Board of Directors. No assessment increases are proposed for the year 2019. No changes for the District's boundaries are being proposed.

BACKGROUND

The Sunrise MarketPlace Property and Business Improvement District (PBID) was formed in 2000. The PBID was subsequently renewed by property owners and approved by the City of Citrus Heights in 2004, 2009 and 2014 in accordance with the Property and Business Law of 1994 (California Streets and Highway Code, Sections 36600 to 36671). The PBID's current term expires December 31, 2021. The PBID will begin the renewal process this year.

The District provides services within the Sunrise Blvd. / Greenback Lane corridor including advocacy, economic development, marketing, special events, branding and beautification activities.

The mission of the PBID is to drive the economic vitality of the District.



YOUR BID DOLLARS AT WORK 2000-2018



425
Businesses



75
Property Owners



139
Parcels

MARKETING



276,750
Map Guides Distributed



6,447,840
Web Page Views



496,748,041
Paid (Advertising) Impressions



397,852,246
Non-Paid (Media Stories) Impressions



11,546
Facebook Likes



11,500
Newsletter Subscribers

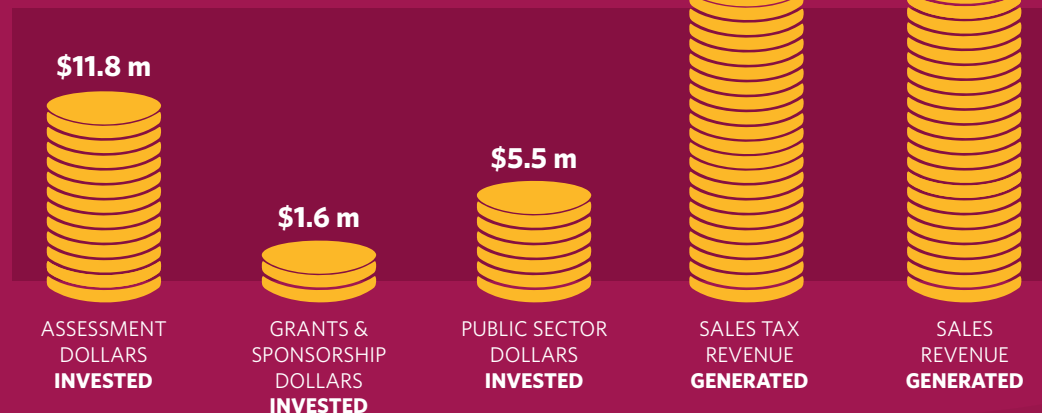


140
Banners



81
Palm Trees

ECONOMIC



EVENTS IN THE DISTRICT

358 SPECIAL EVENTS



209,400
Tennis & Concert attendance



\$77,206
District & Community Event Sponsorship

112 CHARITABLE CONTRIBUTIONS



\$2,179,330
Firefighters Burn Institute / Fill the Boot Drive



\$986,814
Cash, Gift Cards, Clothing & Other Donations



131,000
Toys Collected



20,000
Coats Collected



1,985
Pints of Blood Collected



1,100
Back Packs & School Supplies

FIRST TERM: 2000-2004

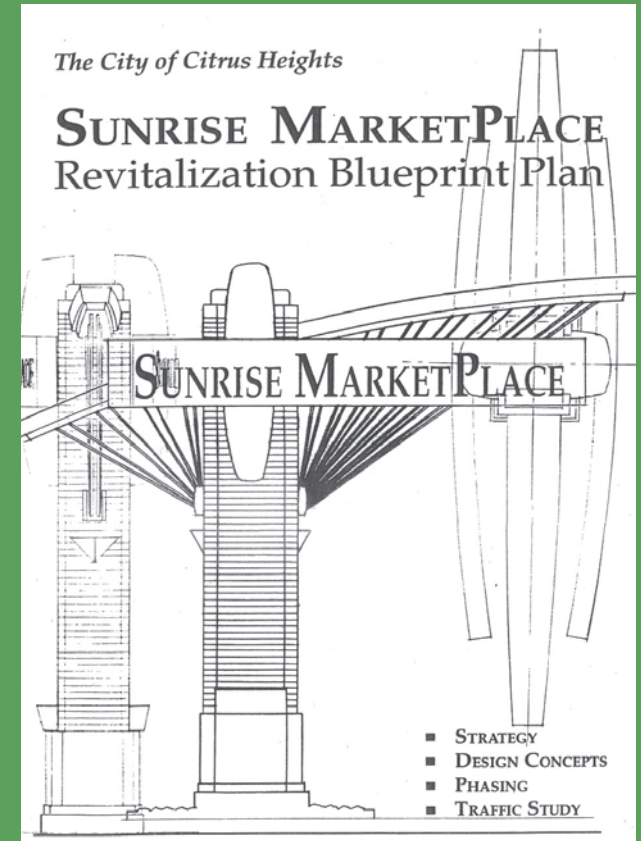
TRANSFORMING THE BUSINESS CORRIDOR



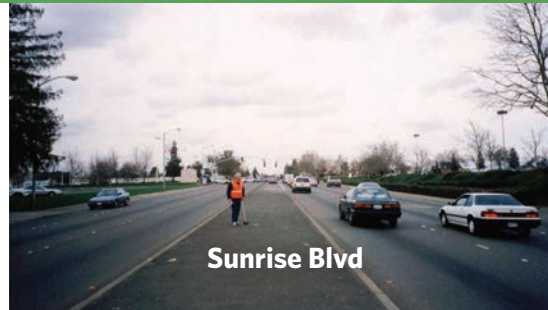
In 1997, the City of Citrus Heights was formed. Looking for a way to secure the City's main economic generator, the Sunrise/Greenback business corridor, City leaders approached property owners with the idea of forming a business improvement district (BID). The BID was formed in 2000. Property and business owners agreed to name the BID, Sunrise MarketPlace.

"New business improvement district centers on Sunrise Mall"

AUGUST 15, 1999 SACRAMENTO BUSINESS JOURNAL



The corridor lacked a unifying identity and sense of place. Sunrise MarketPlace and the City of Citrus Heights worked to obtain state and federal funds to transform the thoroughfares into attractive, vibrant boulevards. More than \$4 million was invested in gateway signs, banner pylons, light pole banners and metal banners in 2001 & 2002.





"The board has strongly expressed that the incorporation of graphic design into the built environment in the form of striking gateway features and others signage is a priority for the BID. It is an excellent way to create visual consistency throughout the district, which will be attractive and appealing to customers. We applaud the Council's pro-active and long-term vision. We commend the city's excellent efforts to generate funding for the projects outlined in the blueprint. Should we continue the positive course that has been set by the BID and the Revitalization Blueprint, we can all look back ten years from now and be proud of the legacy we will have left the City of Citrus Heights."

**- SMP BOARD LETTER OF SUPPORT
FOR THE REVITALIZATION BLUEPRINT.**

DESTINATION BUILDING

In 2000, the District kicked off the holidays with custom decorations. Our brightly lit boulevards decked out in holiday decor have created a festive atmosphere for visitors each year since.



An extensive Wayfinding Project in 2003/2004 added unique elements and branding to create a distinct destination. This included planting 80 palm trees in the medians.



SECOND TERM: 2005-2009

PLANNING FOR THE FUTURE

The BID and the City of Citrus Heights, with a \$100,000 grant from SACOG, implemented the Sunrise MarketPlace Visioning Project. A consultant group was hired to review planning, landscape architecture, pedestrian and vehicular traffic issues. Over the course of a year, with input from property and business owners, residents, city staff and elected officials, a common vision was developed.



KEEPING IT FRESH

SMP continued to dress up the corridor with colorful banners promoting the District's variety of shopping, dining, services and events.



2005 - **SMP invests in new holiday décor.**



SMP CARES



D'Iberville

In 2005, SMP was moved by images of the destruction left by Hurricane Katrina. Like 9/11, this called for compassion extending beyond our boundaries. We chose D'Iberville because its small and we were able to connect with city council and tourism officials who committed to providing a means to distribute to the families. Nearly every family in this town of 8,000 was affected. SMP coordinated a donation drive and the filling of a 50-foot truck donated by Olsen and Fielding/Mayflower Transit along with gas and driver. The Citrus Heights group of SMP and City representatives arrived on December 15th and local police escorted the convoy to the D'Iberville Civic Center. The truck was unloaded by volunteers, two days later, more than 6,000 gifts were distributed to nearly 3,000 D'Iberville residents.

DRIVING TRAFFIC



A major mission for SMP has been to drive traffic to area businesses through promotions and special events. During this term, SMP continued with donation events to attract store visits including back pack drives with V.101, coat drives with News 10's Coats for Kids and toy drives for children of our troops overseas. These promotions included significant radio, tv and online mentions of SMP.

SMP also continued to create unique events like DOGOWEEN to bring consumers to the District. Activities included impromptu jazz performances, fireworks at Sunrise Mall, SunFest- a summer festival with farmer's market vendors, entertainment and food. During the Holidays, SMP provided Victorian-costumed carolers and costumed characters to entertain shoppers.

SACRAMENTO CAPITALS & SMP A GOOD MATCH

2002- 2006

In 2002, the Sacramento Capitals began the first of many seasons of exciting professional tennis in a stadium erected in the parking lot of Sunrise Mall. Fans were entertained by many tennis legends including Andre Agassi, John McEnroe, Martina Navratilova, Anna Kournikova, Serena and Venus Williams. The CAPS Events brought crowds and a huge media spotlight to The District.

**2002 Champs
with help from
Andre Agassi**



**SMP & City host
reception with
Billie Jean King**



CAPS fans are the best FANS



Citrus Heights Rotary



**Christi Woodards
shows off her style!**

2011- 2015



The Capitals' 7 matches drew nearly 14,000 visitors each year from across the region.

In 2011, the Sacramento Capitals left the Roseville Galleria and returned to Sunrise Mall.

More than 40% of attendees shopped or ate prior to attending a match in Sunrise MarketPlace (SMP), spent an average of \$71.45 the night of the event in 2012 and 67.03 in 2011. The events generated 16.7 million in non-paid media impressions in 2011.



The team experienced their first ever pre-match sell-outs with Serena Williams and the Bryan Brothers during their second visit to the stadium.



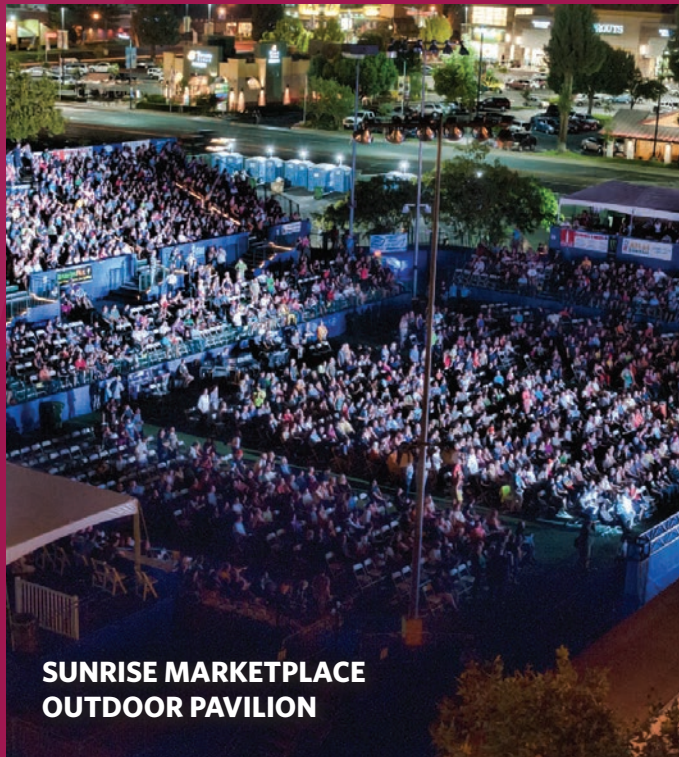
THIRD TERM: 2010-2014

SMP BRINGS OUT THE STARS

In August and September of 2012, the Sunrise MarketPlace Outdoor Pavilion hosted 6 exciting shows. There was not a bad view in the 2,500-seat venue located at Sunrise Mall in Citrus Heights.

"The City of Citrus Heights, the owners of the Sunrise Mall, and all the members of the Sunrise Marketplace Business Improvement District are excellent examples of how to make the best of a recession period. Citrus Heights is one of the few cities with a positive balance sheet!"

JOHN FET, SACRAMENTO BUSINESS JOURNAL (OPINION FEEDBACK)



"The 2,500-capacity Sunrise Marketplace pavilion, which also will hold Sacramento Capitals tennis matches, fills a gap in the Sacramento concert market. Most other venues are significantly smaller or larger. This one seems like the perfect size for a Blondie/Devo sellout."

- CARLA MEYER, THE SACRAMENTO BEE

After a successful run in 2012, the Sunrise At Night concert series returned in 2013.

The Sunrise MarketPlace Outdoor Pavilion hosted an additional two shows for a total of 8 star-studded nights under the stars. The most popular concert? Sail Rock!



Maita Honda
Citrus Heights
PRESENTS
SUNRISE AT NIGHT
CONCERT SERIES 2013

AUGUST 10TH DAVE KOZ & FRIENDS <small>SUMMER HORNS TOUR 2013</small> <small>WITH: MONI AGAR, GERALD ALBRIGHT, RICHARD ELLIOT</small>	AUGUST 15TH BOYZ II MEN <small>WITH: BELL BIV DEVOE</small>	AUGUST 24TH SAIL ROCK TOUR <small>WITH: CHRISTOPHER CROSS, OLIVIA, DARY WRIGHT, FIREBALL, JOHN FORD COLEY, ROBBIE DUPREE - PLAYER</small>
AUGUST 29TH TRACE ADKINS <small>PRESENTED BY BloodSource</small>	AUGUST THRU SEPTEMBER	SEPTEMBER 5TH AMY GRANT <small>WITH: LINCOLN BREWSTER</small>
SEPTEMBER 7TH BACHMAN & TURNER <small>WITH: BLUE OYSTER CULT</small>	SEPTEMBER 13TH FRIDAY NIGHT FEVER <small>HOSTED BY DENEY TERRO; SISTER SLEDGE - TAVARES, THE TRAINWRECKS, CARL YOUNG, TASTE OF HONEY</small>	SEPTEMBER 14TH DIAMOND RIO <small>WITH: JOHN MICHAEL MONTGOMERY</small>

TICKETS ON SALE NOW
SHOPMMP.COM 916.536.1195

SUNRISE MARKETPLACE
OUTDOOR PAVILION

SUNRISE MALL



SISTER SLEDGE



BOYZ II MEN

2012 & 2013 Concert Series
Attendance: **24,700**

2012 & 2013 Concert Series Paid Media
Impressions: **25,558,602**

2012 & 2013 Concert Series Non-Paid
Media Impressions: **49,249,664**



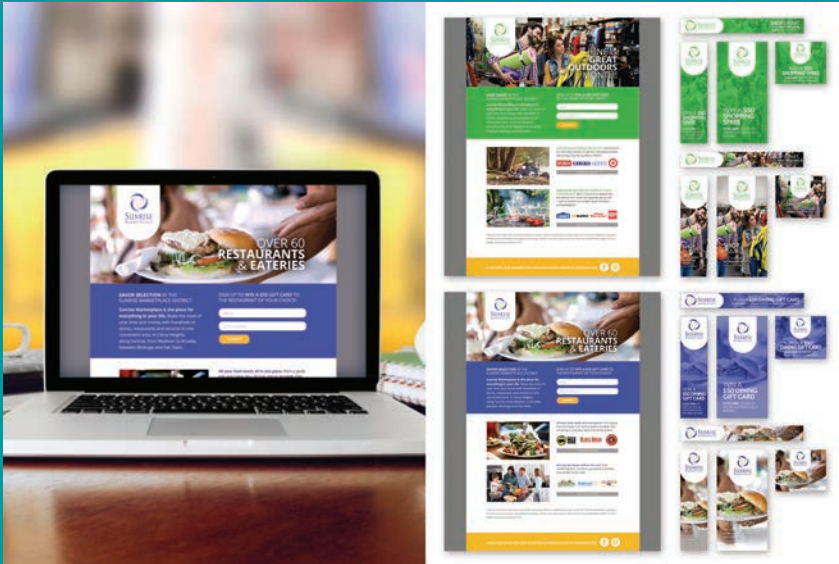
PLAYER

"All the concerts have been amazing...not a bad seat in the house, great friendly people, great vendors, clean, and free parking! What more could you ask for?? MORE CONCERTS! SUNRISE MARKETPLACE ROCKS!"

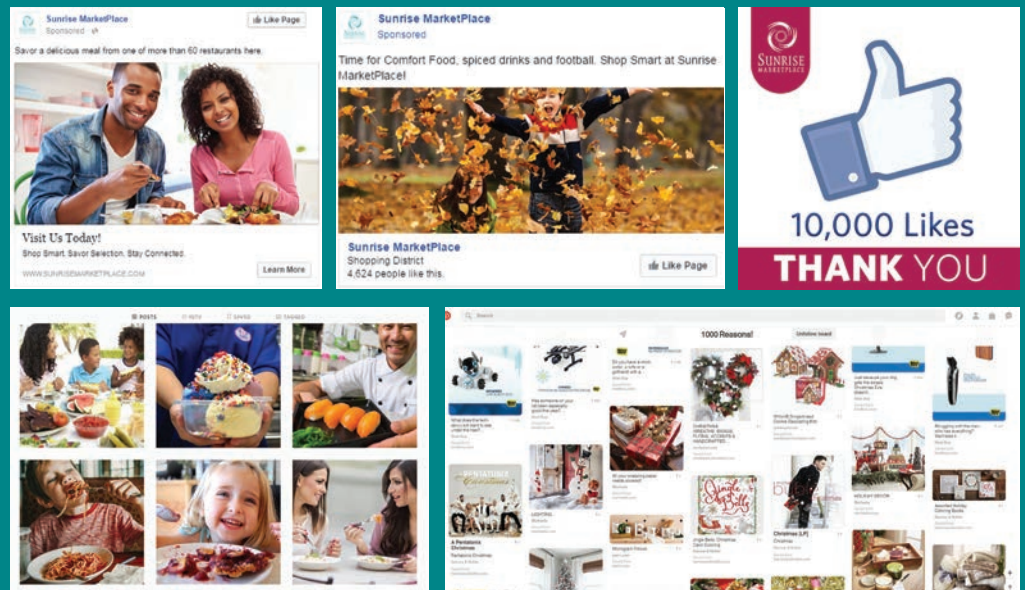
AWARENESS

Activate new branding look

(Savor Selection, Shop Smart and Stay Connected)



Develop a robust digital presence through social media and a complete website rebuild.



2000-2019: 20 YEARS OF ADVERTISING

2001

You never know what you'll find.

Everything under the sun.

2002

You never know what you'll see.

Everything under the sun.

2003

You never know what you'll see.

Everything under the sun.

2004

Everything under the sun. And the tree.

Everything under the sun.

2005

GAME. SET. MATCH.

Everything under the sun.

Make Your Summer Sizzle

Everything under the sun.

2006

Hot Sounds. Cool Jazz. FREE Concert.

Traditional Jazz Band of Brazil

2007

Halloween's unleashed

Everything under the sun.

We're making the season really, really bright.

Everything under the sun.

2008

Back to school as easy as 1, 2, 3.

Everything under the sun.

We're making this season even brighter

Everything under the sun.

2009

Do you believe?

Miracle on Sunrise Blvd.

Do you believe?

Everything under the sun.

2010

Take on Fall

Everything under the sun.

Fireworks. Family. Friends. FUN!

Everything under the sun.

Red shoes. Red nails. Red dress. RED CARPET.

Everything under the sun.

2011



2012



2013



2014



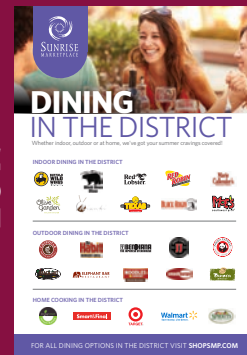
2015



2016



2017



2018





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