

NEW BUSINESSES

HALF PRICE
BOOKS

**ALLEY
KATZ**

**TEXAS
ROADHOUSE**

SUBWAY

Miracle-Ear®

COMING SOON

The new Capital Nursery Plaza on Sunrise just north of Madison is taking shape. The site has been approved for a 50,000 square foot retail complex. The shell of Smart N Final is nearing completion and work will soon commence on the new McDonald's and Black Bear Diner. Other tenants include Moe's Southwest Grill and Jimmy John's Gourmet Sandwiches. Stay tuned for opening dates!

Dos Coyotes will be opening in 2016 in the former Organize It in the Nation Burger building on Sunrise Blvd. and Alta Sunrise. The restaurant will include outdoor seating.



2015/2016 BOARD OF DIRECTORS

OFFICERS

Christi Woodards
Chair
Spinosa Real Estate Group/
Sunrise Mall

Andrew Gianulias
Vice-Chair
Greenback Associates

Don Tollefson
Treasurer
Batteries + Bulbs

Michael Nishimura
Secretary
Elephant Bar Restaurant

Jason Bollinger
Inter-Cal Real Estate/
Citrus Town Center

Travis Kimball
Quick Quack Car Wash

A.J. Lloret
Lowe's

Ted Mitchell
Land Owner

Stephen Patterson
Patterson Properties

Wayne Wasulko
Alta Sunrise Building

STAFF

Kathilynn Carpenter
Executive Director
kathilynn@sunrisemarketplace.com

Colleen Beatty
Marketing Manager
colleen@sunrisemarketplace.com

Danitza Trylovich
Event and Administrative Coordinator
danitza@sunrisemarketplace.com



**SUNRISE
MARKETPLACE**

2015 ANNUAL REPORT

SUNRISE MARKETPLACE

A MESSAGE FROM THE CHAIR



BY **CHRISTI WOODARDS**
GENERAL MANAGER,
SUNRISE MALL & CHAIR,
SUNRISE MARKETPLACE

After completing a successful renewal of the business improvement district (BID) last year; Sunrise MarketPlace (SMP) hit the ground running in 2015 with an aggressive marketing plan. The plan, based on data gathered during an intensive market research project in 2014, included a well-rounded mix of consumer advertising; enhanced social media presence; updated environmental branding and events and promotions, including the California Dream tennis event—a regional attraction. For more details on our marketing efforts please see the Marketing Recap.

SMP played an important role in advocating for our business and property owners. Our Executive Director, Kathilynn Carpenter, served as Chair of the Citrus Heights Chamber; guiding a process to update the City's zoning code to allow for electronic signage. The BID works closely with the City to ensure the public areas are regularly maintained and attractive. At the BID's urging, the City recently installed the first phase of new street signs and will add new traffic signal signs at the intersections in the next few months. We are working with city staff on a plan to update public areas. SMP is concerned with the accumulated wear and tear on the gateway signs, pylons, medians and landscaping along Greenback and Sunrise as well as the condition and image of the transit shelters.

Over the past 16 years Sunrise MarketPlace has become an essential part of the community by working to enhance the quality of life of its residents through its support of the Sylvan Community Garden, Sunrise Christian Ministries Food Bank, Citrus Heights Police Activities League, the Citrus Heights Community Marching Band, Hearts for Parks, California Council for the Blind, A Community for Peace, American Legion, Homeless Assistance Resource Team (HART), San Juan High School, Dignity Health, and others.

As we begin our 17th year as a district, SMP will facilitate an extensive long term strategic planning process to ensure the long term economic performance of the BID. The BID will continue to focus on maintaining a unique destination through attractive, eye-catching

environmental branding, distinctive special events, promotions and effective advertising.

I encourage you to participate in the process. Join the marketing committee or consider a seat on the board and take advantage of SMP marketing programs. For more information on how to get more involved and maximize your investment (assessment) contact Kathilynn Carpenter at kathilynn@sunrisemarketplace.com or via phone at 916-536-9267.

LOOKING FORWARD

BY **KATHILYNN CARPENTER**
EXECUTIVE DIRECTOR, SUNRISE MARKETPLACE

This year Sunrise MarketPlace will implement a comprehensive strategic planning process to look at the most effective ways for the BID to move forward in the next one, three and five years. The BID has hired Michelle Reeves with Civilis Consultants, a highly regarded and experienced leader in the field of economic development. In March, she will conduct an extensive assessment of SMP, including viewing the district from a consumer perspective, touring the district with stakeholders, and interviewing and meeting with property and business owners and other stakeholders. She will also facilitate a workshop with board and staff members. She will present findings and make recommendations in April with an eye toward maximizing branding and economic performance. Additionally, we will be working with Dr. Jessica Kriegel, an Organizational Development Consultant for Oracle Corporation. Dr. Kriegel will guide the process of converting the Civilis findings into a long term vision, strategy and shorter term action plan.



SMP is proud to be producing the first comprehensive Emergency Preparedness event for this area on April 30 at Sunrise Mall and Citrus Town Center. The Dare To Prepare Day event will include information, interactive exhibits such as an earthquake simulator and seminars on several aspects of this important topic. Please contact Colleen Beatty if you are interested in participating in this great event.

5912 Sunrise Mall Rd
Citrus Heights, CA 95610

SUNRISE
MARKETPLACE



THE SHOPPING & BUSINESS DISTRICT

PRSR1 STD
U.S. POSTAGE
PAID
SACRAMENTO, CA
PERMIT NO. 586

2015 MARKETING HIGHLIGHTS BY COLLEEN BEATTY, MARKETING MANAGER

In 2015, Sunrise MarketPlace accelerated consumer advertising. The marketing plan was developed based on the findings from the 2014 market research performed by H. Blount Hunter Retail & Real Estate consulting group.

MESSAGING & THEMES



This year we contracted with local graphic design firm HOSBAK, to create a new branding look on all of our marketing materials and environmental elements - light pole and pylon banners, window décor and kiosk directory signage. In conjunction with the new creative, the bullnose campaign, three new communication pillars were established to compliment the new branding. Savor Selection conveys the diversity and breadth of businesses in the district; Shop Smart refers to our value proposition and convenient one-stop shopping and Stay Connected promotes connection through events, activities and deals found in the district. The pillars were the basis for messaging via radio, digital, print and social media campaigns.

GENERATING EXPOSURE

By purchasing media directly at a 15% discount, we were able to invest more and maximize the media budget. SMP ran 16 weeks of radio on 8 different stations. Radio buys were leveraged to include value added options. SMP negotiated 24 van hits by stations in various locations throughout the district over six months resulting in additional traffic and increased awareness for district businesses. Another way SMP creates additional value with our media purchase is through our radio coop program. Many district businesses took advantage of this cost effective way to add radio to their marketing efforts. SMP also sponsored drive-time segments ("brought to you by") promoting our businesses with on air giveaways.

SMP launched its first comprehensive digital and social media campaign to round out the media mix to reach our consumers most effectively. Working with Propel Marketing, CBS Digital and the Sacramento Bee Digital arm, we purchased web banner ads across desktop and mobile platforms and executed a successful Facebook ad campaign in 4Q.

Pillar messages were alternated with in digital and with radio tags that encouraged listeners to visit shopsmp.com and our Facebook page. Messaging themes were based on shopping clusters - Restaurants, Home Improvement, Great Outdoors and Back to School. Additionally, SMP ran print ads in the Sacramento Bee.

21,525,000 media impressions generated from paid and promotional schedules

Above average Click Thru Rates - .09 on display (general market/Summer), .285CTR (re-targeting/ Winter)

We also leveraged media promotions to generate interest and engagement. We produced "1,000 Reasons to like Sunrise MarketPlace" which resulted in substantial social media engagement including 200 new testimonials as to why people like the Sunrise MarketPlace. SMP has a loyal and engaged Facebook following, last year we were able to significantly grow our Facebook community by 37%.

DRIVING TRAFFIC - SPECIAL EVENTS & PROMOTIONS

Sunrise MarketPlace welcomed back World Team Tennis supporting the new Sacramento-based team, The California Dream. As the presenting sponsor, our dollars helped to build the stadium for the seven home games in the parking lot of Sunrise Mall with attendance of approximately 9,000 people.

In exchange, SMP was credited in all paid advertising and marketing outreach produced by the team including radio, television and print. The team brought back the famous Bryan Brothers for a "throwback Thursday" marquee player night in celebration of World Team Tennis' 40th anniversary which we supported with a 1970s trivia promotion with radio station KHTS. Team founder and owner, Billie Jean King made a trip to the event enhancing media coverage and awareness for SMP. We thank all of our district partners and supporters including: Sunrise Mall, Inter-Cal Real Estate (Citrus Town Center, Greenback Square and Greenfaire Village) Macy's, Quick Quack Car Wash, Batteries + Bulbs and Stones Gambling Hall.

SMP also sponsored several community and district events, including the City of Citrus Height's annual Red, White and Blue Parade. This year we sponsored the skydivers who opened the parade and carried Sunrise

"I love it because the stores always have great deals and the location is close Sunrise MarketPlace has made Citrus Heights beautiful! It has shown the true love for families to enjoy!"

MarketPlace banners. We produced a new, branded 10 x 10 pop-up tent and went out into the community to distribute district map guides, gift cards and new premium items. Additionally, SMP sponsored the Citrus Heights Chamber installation dinner, Rotary poker event, Mutt Strutt, Dignity Health's Care Begins with Me, Citrus Town Center activities, Sac Metro Fire Fill The Boot Safety Fair and Police Activities League motorcycle competition and Harley raffle at Sunrise Mall.



"I love the way it has developed and grown over the past few years. The shops are great and the restaurants are a few of my favorites! I also love the way you reach out to the community through FB! One-stop shop for the whole family."



CREATING A DESTINATION - BRANDING THE ENVIRONMENT

SMP has successfully created a destination and sense of place out of a diverse collection of retail, professional services, restaurants and entertainment uses. In 2015, new light pole and pylon banners were installed inviting commuters to visit ShopSMP.com, Savor Selection, Shop Smart and Stay Connected with us. Holiday décor was installed in November to bring a visual appeal to the district along with brand new, state of the art hardware to replace the 15-year-old equipment. SMP again sponsored strolling Carolers during the Holidays at several locations throughout the district.

MARKETING COMMITTEE

The marketing committee, chaired by Susie Rodgers, Assistant General Manager of Sunrise Mall, met six times this year to review, provide feedback and approve direction for various marketing materials, media plans, promotions and messaging. If you are interested in participating on the committee or would like to learn more about SMP marketing, please contact Colleen Beatty at Colleen@SunriseMarketPlace.com or via phone at 916-536-9267.

FINANCIAL REPORT



2015/2016 BID TERMS.

No changes were made to the boundaries in 2015; none are proposed for 2016. Boundaries include approximately ten blocks along Sunrise Boulevard and Greenback Lane.

The BID's seven (7)-year term started January 1, 2015 and will expire on December 31, 2021.

The annual cost to parcel owners is \$0.03 (office) and \$0.06 (retail) per parcel square foot per year. Assessment rates may be subject to an annual increase of no more than \$0.0025 (for office) and \$0.005 (for retail) per parcel square foot per year. No change in assessment is proposed for 2016.

FINDING SOLUTIONS TO THE HOMELESS CHALLENGE IN CITRUS HEIGHTS



Many of our business and property owners have contacted us to report an escalation in the area's homeless population. In 2014, we helped to form HART-Homeless Assistance Recourse Team, a private/ public sector collaboration focused on developing

long term solutions for a persistent, long term problem. With funding of \$10,000 from the City of Citrus Heights, HART implemented a navigator program. The HART navigator works to connect homeless to services with the goal securing housing, employment, mental health, drug and alcohol recovery and other services. Citrus Heights is the first outlying city to embrace this model; which strives to move the homeless off the street permanently vs. relying on temporary solutions which briefly displace transients.

The program has been a success: 19 participants were engaged in services; 5 declined services and 14 are participating in programs and services. HART will work to increase funding and resources for the navigator program to allow for more hours and thus more success. HART also hosted a trial winter shelter program for one week in January which was successful in identifying and assisting transients. HART is working toward expanding the winter sanctuary program next winter. On March 30, HART, in conjunction with several veteran support groups, will hold a Stand Down event at the Holy Family Church on Old Auburn.

There is no doubt that homelessness is costly. Public sector costs for chronically homeless range between \$35,000 - \$50,000 annually. Private sector costs: property damage, shoplifting, security and loss of customers are harder to quantify but greatly increase the cost of doing business. Services plus enforcement has proven to be the most cost effective model.

If you are interested in learning more, please contact Kathilynn Carpenter at kathilynn@sunrisemarketplace.com or via phone at 916-536-9267. You may also contact CHPD directly regarding these issues: Sergeant Jason Baldwin at jbalwin@citrusheights.net.