



SUNRISE
MARKETPLACE

SUNRISE MARKETPLACE

2017

ANNUAL REPORT

POP-UP STADIUM & PALM TREE LIGHTING TO BOLSTER PBID



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

In 2017, we moved forward executing goals and objectives from the 2016 Strategic Planning process. One main area of focus: *Create memorable experiences for our consumers*. Sunrise MarketPlace (SMP) is comprised of about 90% retail and restaurant businesses. The retail industry is going through an evolution and consumers are looking for memorable experiences when shopping. This is especially true of Millennials and Generation Z.

One successful trend in retail, pop-up-stores, led us to explore the concept of a pop-up stadium here in the District. SMP has hosted entertainment and sporting events in the past in a temporary stadium at Sunrise Mall. Both the concert series (2012/2013) and nine seasons of Sacramento Capitals tennis were successful in driving traffic, attracting a broader audience and generating positive awareness. However, the costs to continue these events was prohibitive. To overcome this challenge, SMP worked with the City of Citrus Heights on funding to cover the capital costs of creating a pop-up stadium. The \$300,000 grant will help offset the cost of staging, light, sound, chairs, box office, production and talent trailers, fencing, crowd barriers, and other equipment. SMP received the funding in early 2018 and will spend this year planning and coordinating equipment purchases, operations and programming for the stadium, which will be active from May through September.

Our goal is to provide a variety of entertainment, cultural and sporting options. Beginning in 2019, SMP will operate the stadium as a landlord renting the venue to concert and sports promoters, charitable groups for fundraising events and others. Seating is flexible and will range from 1,000 to 3,000 or more. Sunrise Mall is partnering with SMP on this important project providing real estate, maintenance, security, janitorial, marketing and other contributions.



In 2018, we will launch a project to transform the palm trees along Sunrise Blvd. into an iconic attraction by adding LED lights, which can be programmed to create a variety of colors and subtle movement. The lights will be programmed to celebrate the seasons as well as holidays.

These two projects will serve as an effective catalyst to ensure the economic viability of the District. To thrive, Sunrise MarketPlace must remain nimble, innovative and resourceful to continue to attract shoppers and new businesses to the District.



& **KATHLYNN CARPENTER**
EXECUTIVE DIRECTOR,
SUNRISE MARKETPLACE

MEET OUR NEW STAFF MEMBERS



**JULIE
DEPRADA**

Special Projects & Events Coordinator

Julie joined our team in April 2017 and has extensive experience in social media, public relations and special events. She is responsible for the planning, promotion and execution of special events, promotions and sponsorship activation.



**BREANNA
NIEKAMP**

Communications & Outreach Associate

Breanna came onboard in March 2017 and is responsible for coordinating our social media and web site content and analytics, as well as various administrative duties and logistical support for projects, events and various administrative duties.

OUR MISSION
IS TO DRIVE THE
ECONOMIC VITALITY
OF THE DISTRICT.

OUR CORE OBJECTIVE
IS TO RETAIN OUR PRIMARY
TRADE ZONE AND GROW
OUR SECONDARY TRADE ZONE.

ATTRACTION

In 2017, SMP produced, sponsored, leveraged, and curated events which generated positive awareness and brought people to the District.

EVENTS IN THE DISTRICT



CITRUS TOWN CENTER EVENTS

Sunrise MarketPlace (SMP) sponsored and supported Citrus Town Center's annual events including, Spring Celebration, Summer Safari, Movie Nights. SMP participated with our branded booth and prize wheel, giving out gift cards to District businesses.



SUNRISE SUMMER KICK OFF JUNE 24, 2017

Sunrise MarketPlace & Sunrise Mall partnered with Entercom Radio for the Sunrise Summer Kick Off, an event to bring in the secondary market and keep the Red, White and Blue parade visitors in the District longer. Approximately 1,500 people

attended the free family event, which featured a kid zone, classic car show, eating contests, live music and food trucks. Two radio stations provided on air and onsite promotions including 68 thirty-second commercials and 12 live announcements. SMP promoted through social media platforms and a Facebook ad campaign.



BACK TO SCHOOL BLOCK PARTY AT SUNRISE MALL - JULY 29

Sunrise MarketPlace participated with a branded photo booth, giving us the opportunity to promote the District to families who were back-to-school shopping. The Back-to-School backdrop photo

featured our logo and was free to each family who had their picture taken. Guests enjoyed activities throughout the mall including an 18-foot rock wall, bungee jump, giant checkers, corn hole, giant building blocks and crafts.



MARKETPLACE AT BIRDCAGE BLOOD DRIVE - AUGUST 26

SMP promoted the event on social media and with an e-blast. BloodSource was on site with their mobile blood drive vans. Marketplace at Birdcage hosted a booth and prize wheel.

OLD NAVY SAFETY FAIR AT MARKETPLACE AT BIRDCAGE SEPTEMBER 30

SMP promoted and participated in this free kid's safety event. Citrus Heights Police gave out safety information. The event also featured bike performances and training, distribution of child ID kits, face painting, balloons and photo ops.



SUNRISE CRAFTS, CARVINGS & CARNIVAL - OCTOBER 21

With the goal of driving traffic to the District, SMP and the Sunrise Mall partnered on this fall event. The event featured more than 60 craft vendors, a Blue Grass musical trio, Midway Carnival and a live pumpkin carving demonstration. The event was promoted on SMP's website, Facebook page and Instagram page and via SMP and Citrus Heights Chamber e-blasts. SMP also ran a Facebook advertising campaign, Sunrise Mall promoted across their platforms as well.



SPROUTS FAMILY FALL FAIR OCTOBER 28

SMP participated in and promoted the event through social media outlets and e-blasts. Sprouts donated free pumpkins. SMP was on site with prizes and free pumpkin buckets.

CEMETARIUM HAUNTED HOUSE - SEPT. 29-NOV. 4

Featured low scare family friendly experience as well as full scare including Cemetary, Psycho Circus and Zombie Heights.

SUNRISE MALL TRICK OR TREATING - OCTOBER 31

SMP participated in this free event with candy for costumed trick or treaters.

SEATS & FEETS

UNDERGARMENTS, SOCKS
& GIFT CARD DRIVE

OCTOBER 28TH | 8AM - 12PM

BENEFITS NOR-CAL FIRE VICTIMS



SEATS AND FEETS CLOTHING DRIVE



In collaboration with KHITS and Sunrise Mall, SMP hosted a clothing drive for the Northern California Fire Victims. The fundraiser collected over 200 large bags of clothing and \$2,845 in cash/gift card donations. SMP and Sunrise Mall were included in 188 live mentions and 26 prerecorded mentions as well as

a live remote the day of the event. TV news stations reported live from the event, garnishing over 35,000 viewers and \$7,000 in free publicity for the District.

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MAGICAL MOMENTS

at Sunrise MarketPlace

This ongoing, multiple location event highlighted and showcased our businesses and shopping centers during the holiday season.

Every Tuesday and Thursday from November 28 – December 21, SMP hosted a holiday themed event at a different location within the District. These free “Pop-Up” experiences included everything from a Polynesian Christmas with Moana and Maui at Marketplace at Birdcage to an Intergalactic Holiday at Sunrise Village. Elsa, Anna and a live reindeer entertained at Citrus Town Center. Lowe’s hosted a laser light show, PetSmart was the place for a Fur Baby Christmas; Elena sang at El Tapatio and Sunrise Mall visitors enjoyed free Nutcracker performances.

The promotion included the chance to win a trip to the Magical Kingdom. The more events guests visited, the better their chances to win the trip to Disneyland.

Marketing for the promotion included custom radio commercials for each magical moment, dedicated website page, website banner ads, social media banner and ads, signage and printed post-cards.

Magical Moments brought out new customers to the District and allowed us to reach a younger demographic to both our website and Facebook Page.



EVENTS IN THE COMMUNITY



PET-A-PALOOZA - APRIL 22, 2017

SMP sponsored CBS Radio’s Pet-a-Palooza. Over 6,000 people attended the event at Rusch Park. SMP hosted a photo booth, allowing us to interact with consumers, collect email addresses and promote the District. Sunrise MarketPlace was

included in over 100 promotional announcements, 100 mentions on CBS streaming platforms, inclusion on event materials and on-site signage.

CITY OF CITRUS HEIGHTS EVENTS

SMP supported City events throughout 2017 including:

- Citrus Heights 20th Anniversary Block Party - June 3, 2017
- Red, White and Blue Parade – June 24, 2017
- Hot August Bites – August 12, 2017
- City of Citrus Heights Tree Lighting – December 7, 2017

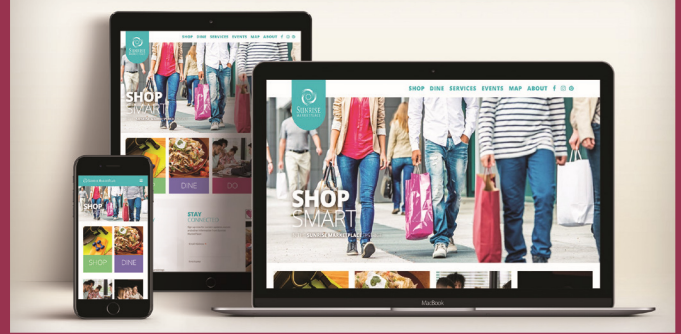
SMP ALSO SUPPORTED THE FOLLOWING

- Citrus Heights Chamber Events
- Rotary Crab Feed
- Citrus Heights Women’s Club-Taste of Citrus Heights
- Citrus Heights HART events
- San Juan School District
- Sylvan Community Garden

AWARENESS

In 2017, SMP utilized digital channels including our web site, social media, advertising and on-site signage to promote awareness of our businesses and drive traffic to the District.

SHOPSMP.COM



In 2017, SMP rebranded our online presence to more effectively promote name recognition, brand identity and consumer engagement.

The new website design features updated content, a new mapping feature and promotes the four pillars of the District: SHOP, DINE, DO, PLAY. These represent the broad variety of businesses, eateries, entertainment and services in the District.

FACEBOOK

Posts promoted SMP businesses and shopping centers, their events and promotions and SMP’s own activities. SMP’s Facebook Page gained nearly 2,000 “Likes” in 2017. Contests and giveaways kept followers engaged.

FACEBOOK ADVERTISING



SMP ran a consistent Facebook advertising campaign throughout the year generating hundreds of thousands of impressions. In 2017, approximately 3 million people viewed and engaged with our ads. This included more than 35,000 clicks to the new website. These ads

ran across platforms on Facebook and Instagram. The main objectives for these ads were to; collect customer data, drive web site and Facebook traffic, increase “Likes”, drive footsteps through promotion of events and increase awareness for SMP businesses.

INSTAGRAM



SMP implemented a corporate Instagram Page to extend awareness of the brand through multiple platforms. DiscoverSMP promotes a variety of businesses, events and other happenings in the Sunrise MarketPlace.

Instagram visually encourages engagement with followers and showcases what they can expect to find when they visit the District.

PINTEREST

Through an active presence on Pinterest, SMP can promote businesses throughout the seasons. Whether it be fun DIY’s to gift giving guides, boards promote all businesses big and small. We outreach to our businesses throughout the year. If you have a promotion or other activity that we can promote on our digital platforms, please contact breanna@sunrisemarketplace.com.

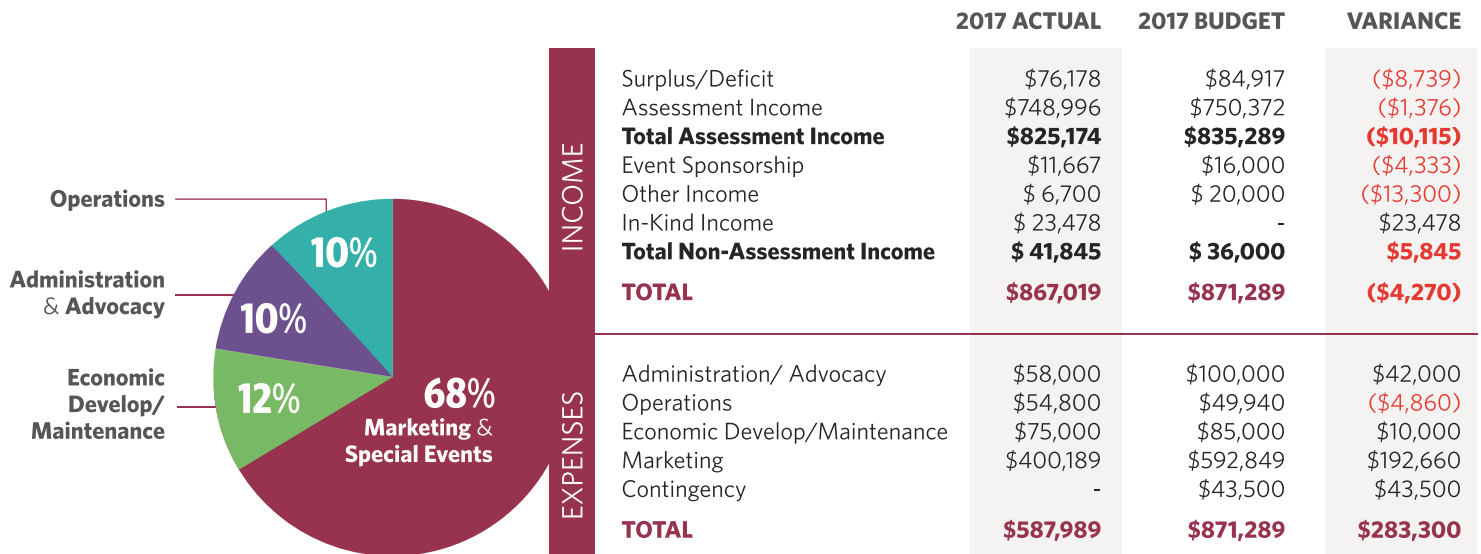
CITY NEWS

In 2017, as the City's 20th anniversary approached, the Citrus Heights City Council identified a need to develop a community-wide branding plan for the City of Citrus Heights. City staff put together a creative team, featuring members of the community, and worked with a community branding expert (North Star Destination Strategies) to identify the key qualities that make Citrus Heights unique. Staff engaged countless residents, community partners, stakeholders and those completely unfamiliar with Citrus Heights through surveys, interviews and perception studies.



After much research, the team selected "Solid roots. New growth." as the City's brand. The brand highlights the City's strong leadership and collaborative community spirit that achieved cityhood, has kept the City in a strong financial position and continues to be the foundation for the community's growth today. The City has started a gradual visual roll-out of the new brand that will continue to unfold overtime. "Solid roots. New growth." is the foundational touchstone for all planned action in the city, from marketing to infrastructure to policy development.

FINANCIAL REPORT



2016/2017 BID TERMS

No changes were made to the boundaries in 2017; none are proposed for 2018. 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 2018.

NEW BUSINESSES

9Round Fitness | Armenian Grill House
Black Bear Diner | Citiwear | Eyeglass World
Good Life Nutrition | JJ's Kids Fun Center
Jimmy Johns | Lyons Restaurant
Matthews Mattress | McDonald's
Sleep Choice | Sourdough & Company
Nutrition by Max Muscle | PizzAmerica
Snack Shack | Sutter Walk-In Clinic
Tacqueria Tres Hermanos

OPENING IN 2018



2017 BOARD OF DIRECTORS

OFFICERS

Christi Woodards

Chair
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

Tiffany Clement

Merlone Geier Partners

Christy DeCelle

Beach Hut Deli

Travis Kimball

Quick Quack Car Wash

Ted Mitchell

Mitchell Properties

Stephen Patterson

Patterson Properties

Jeff P. Smith

Macy's

Wayne Wasulko

Alta Sunrise Building

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SUNRISE
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