



February 2025
ECONOMIC DEVELOPMENT

City Council Approves Economic Development Work Plan

At last week’s City Council meeting, the Council adopted the 2025-2027 Economic Development Work Plan (EDWP) presented by Economic Development & Community Engagement Director Meghan Huber. The EDWP was developed in response to the Council’s strategic goal of “Diversity for a Vibrant Economy” and will serve as a framework for the City to provide a structured approach to business attraction and commercial revitalization, and create a dynamic, business-friendly environment in Citrus Heights. Below are some highlights from the EDWP: Reinstating the Business Attraction Incentive Program to bring new unique businesses to our City of Citrus Heights; Creation of the Small Business Design Support Program, offering technical assistance to small businesses navigating design, zoning and permitting

Read the full EDWP in the Council agenda packet [here](#).

(click item 10 or page 72) and watch Director Huber present the item to Council [here](#).

City’s Business Attraction Incentive Program Brings New Brewery to Citrus Heights

The City of Citrus Heights is proud to welcome [DarkHeart Brewing](#), a new brewery to our community. The City supported bringing this family-run brewery to Citrus Heights through its Business Attraction Incentive Program. In June of last year, City Council approved the [Business Attraction Incentive Program](#) request for DarkHeart Brewing to receive \$86,869 in grant funds to relocate their business to Citrus Heights.

The Business Attraction Program, which expired on June 30th, 2024, aimed to bring new restaurants, breweries, other craft beverages, and entertainment businesses to the City. This program was recently reinstated for the upcoming year (see article above).

Read the full statement about DarkHeart’s opening [here](#).

PUBLIC SAFETY



Sac County District Attorney Provides Retail Theft Window Cling for Businesses

The Sacramento County District Attorney’s Office’s Prop 36 webpage features resources for local businesses wanting to learn more about the Homeless, Drug Addiction, and Theft Reduction Act. Businesses can request an 8x8 Retail Theft Initiative window cling to display in their business. The sign features emblems from multiple law enforcement offices, including Citrus Heights Police Department. [Click here to request your window cling](#).

EVENTS



Free Vendor Booth Opportunity at the City’s Tools of the Trade Event

The City is excited to host the fourth annual [Tools of the Trade](#) (formerly the Public Works Showcase) on Thursday, May 8, 2025. This dynamic event offers something for everyone:

- Job & Career Fair** – A great opportunity for job seekers to explore careers in public works, engineering, and related industries.
- Interactive Experiences for Kids** – Children can engage in hands-on activities, meet machine operators, and learn how the city operates.

If your business is involved in public works, construction, or related fields, don’t miss this chance to secure a free vendor booth and connect with the community! Contact our team today to learn how you can support this family-friendly event, GeneralServices@citrusheights.net.



Be a Part of the Second Annual SVMA High School Manufacturing Challenge

The Sacramento Valley Manufacturers Alliance is looking for sponsors and industry mentors for their upcoming High School Manufacturing Challenge! On Saturday, April 26th students from various school districts in our region will compete in designing and manufacturing their own tic-tac-toe game. A total of \$5,000 in scholarships will be awarded to competing high schoolers.

Interested in getting involved as a sponsor or mentor? Visit the [event website here](#) and [contact the organizers here](#).

“The best investment you can make is in yourself.” — Warren Buffett



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