Citrus Heights Serves: Supporting Local Business is a Form of Service

By Mayor MariJane Lopez-Taff

When people think of service, they often picture volunteering, coaching youth sports, or helping a neighbor. In Citrus Heights, we are fortunate to have a strong culture of service, and it is the heart of my mayoral focus this year: Citrus Heights Serves. This month, I want to highlight another powerful form of service that sometimes goes unrecognized: supporting our local businesses.

Our local economy is more than a collection of stores and restaurants. It is made up of small business owners, employees, and entrepreneurs who help shape the character of our city. Local businesses provide jobs, strengthen neighborhoods, and create places where people gather and connect. When we support them, we strengthen the fabric of Citrus Heights.

Shopping local is also directly tied to the services residents rely on every day. When people spend money in Citrus Heights, a portion of that revenue stays here and helps fund important city services like public safety, road improvements, and community programs. In that way, choosing to shop local is not just a personal decision, it is an investment in our city's future.

This message is especially important right now for Auburn Boulevard. Auburn Boulevard is a key commercial corridor filled with hardworking businesses that serve our community. As construction continues along the corridor, we know there may be temporary challenges. That is why I encourage residents to make an intentional effort to continue shopping and dining along Auburn Boulevard. Your support during this period matters more than ever. Construction is temporary, but the long-term outcome will help create a stronger and more vibrant corridor for years to come.

Citrus Heights is also fortunate to have a strong ecosystem of business champions and community partners who help move our local economy forward every day. This includes the Citrus Heights Chamber of Commerce and its dedicated volunteer Chamber Ambassadors, the Sunrise MarketPlace Business Improvement District, and many local business leaders who help welcome new businesses, strengthen relationships, and promote local investment. Together, these partners help create the kind of supportive environment where shopping local can thrive and keep Citrus Heights competitive, vibrant, and positioned for continued growth.

Programs like our Love Local campaign remind us that where we spend our dollars matters. Love Local encourages residents to make conscious decisions to support the businesses that contribute to Citrus Heights' identity and prosperity.

This month, I invite you to serve Citrus Heights in a simple but meaningful way: visit a local restaurant, shop at a neighborhood store, share a positive review, or support Auburn Boulevard businesses during construction. No act is too small when it strengthens our community.

Together, we can continue building a city that is vibrant, prosperous, and full of opportunity.

With gratitude and appreciation,
MariJane Lopez-Taff
Mayor, City of Citrus Heights