

Department Update and Employee Recognition

Marketing & Communications Department

October 28, 2025

RiversideCA.gov

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MARKETING & COMMUNICATIONS

MISSION STATEMENT

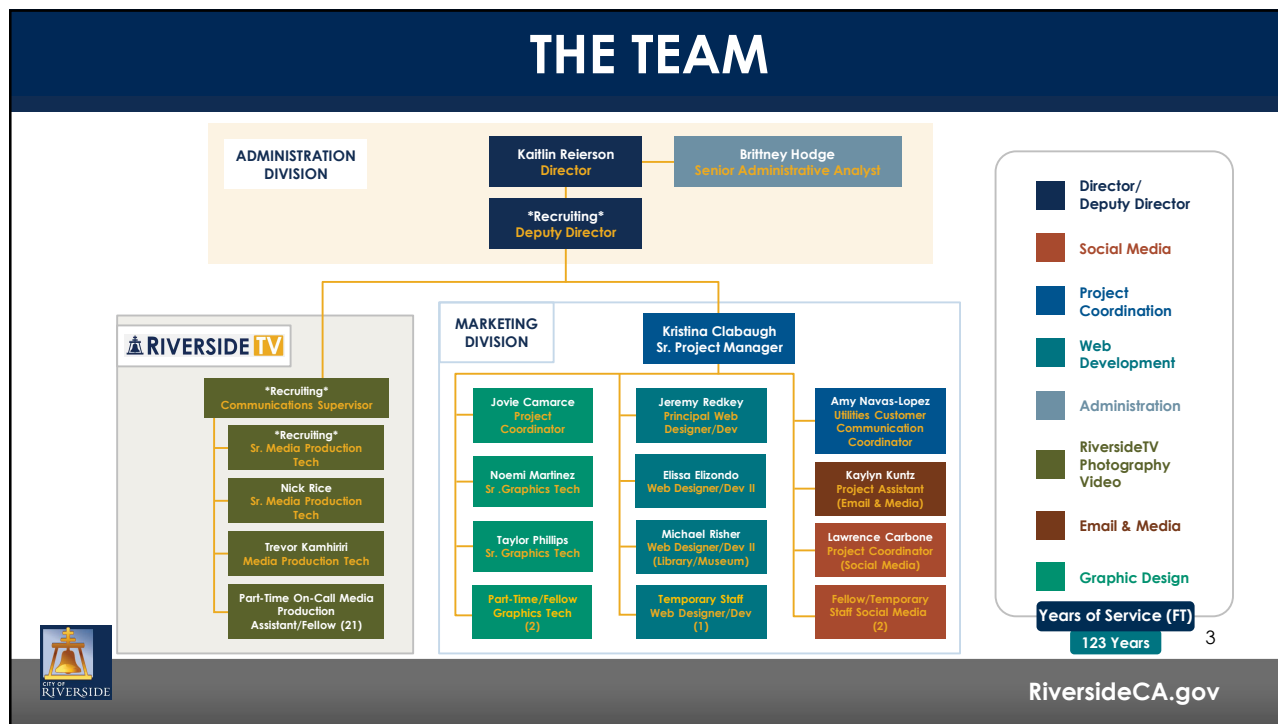
The mission of the City of Riverside Office of Communications is to **strategically amplify the City's identity, values, and initiatives**. Through innovative marketing and communication strategies, we aim to engage residents, businesses, and visitors. Our mission is to **foster civic pride, promote economic growth, and enhance the overall well-being of our community** through creative and impactful initiatives.



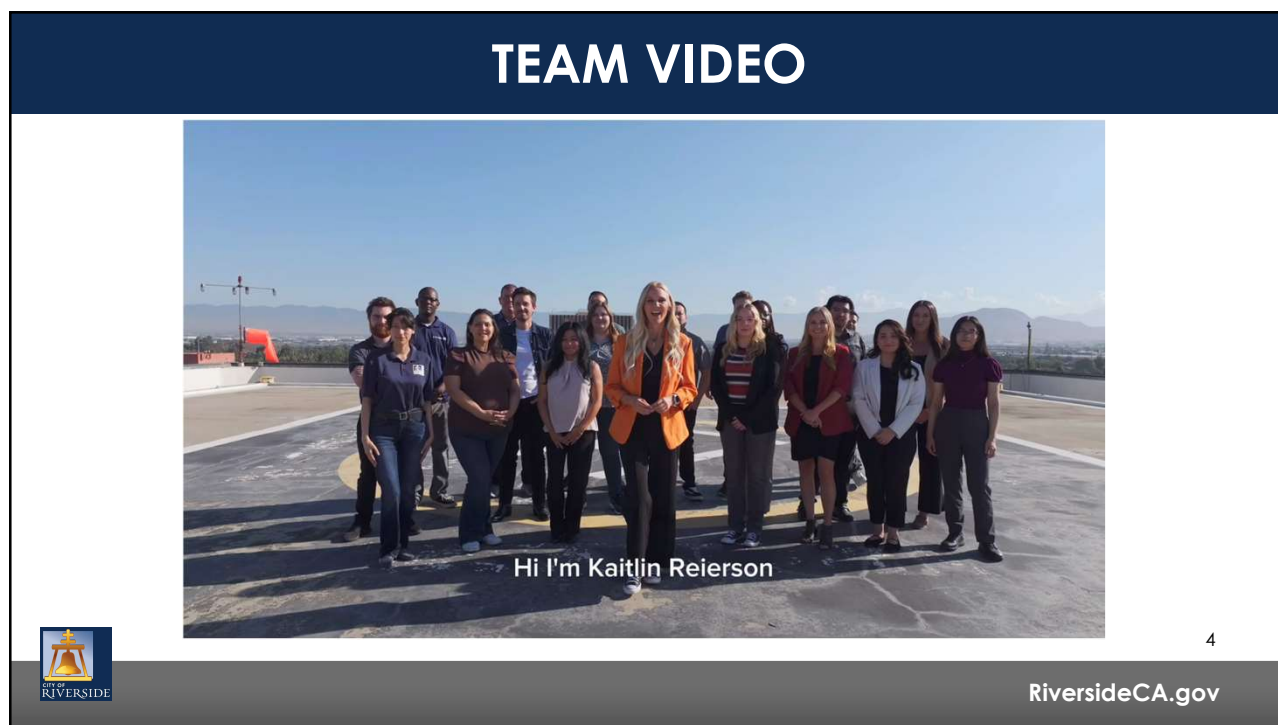
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TELLING OUR STORY



Graphic Design



Social Media



RiversideTV



Photography



Email Marketing



Website



RPU Project Communication



Community Calendar



Placemaking



Branding



Tourism



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American Advertising Federation, Inland Empire (ADDY) & CAPIO STAR AWARDS

2024-2025 Awards

17



- **Riverside Arts & Culture District** – Gold
- **Explore Article: The Rustik Fork** – Silver
- **Explore Riverside Magazine Winter/Spring 2024** – Silver
- **Fox Arts Center Box Office Wrap** – Bronze
- **Insect Fair 2024 Social Promo** – Bronze
- **Explore Article Copy: Rustik Fork** – Bronze
- **Festival of Lights 2024 Social Promo** – Bronze
- **Watch Riverside TV Website** – Bronze
- **City of Riverside Sustainability Logo** – Gold
- **Arlington Village Branding** – Silver
- **Riverside Turning Dreams To Reality** – Silver
- **Riverside Economic Development Logo Design** – Bronze
- **Inside Riverside** – March 22, 2024 – News Monthly Weekly or Daily
- **Friday Night "Pep Rally"** – Sports Programming – Edited
- **Live College Football Fullerton vs Riverside City College**
- **Elsinore vs JW North** - Sports Programming Live
- **Live High School Football Playoffs** - San Geronio vs Ramona



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ADMINISTRATION



Kaitlin Reiersen
15 Years

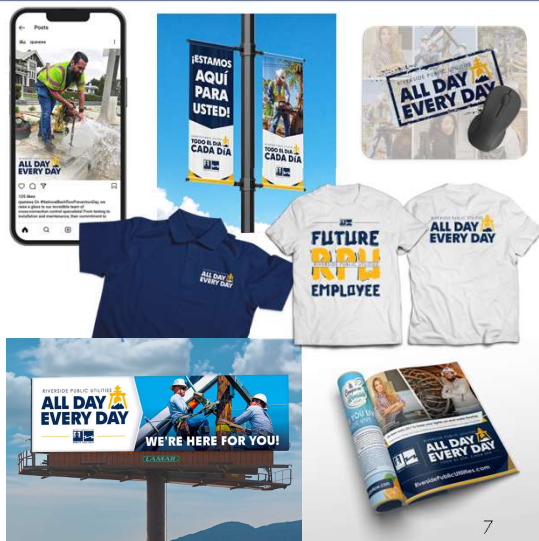


Kristina Clabaugh
8 Years



Brittney Hodge
9 Years

- Ensure operational needs, strategic planning, and project execution are carried out to support progress and success
- Develop strategies that will improve efficiency
- Provide support on complex administrative duties
- Manage the budget
- Coordinate and gather relevant project information



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GRAPHICS

FULL-TIME STAFF



Jovie Camarce
11 Years



Taylor Phillips
9 Years



Noemi Martinez
6 Years

PART-TIME STAFF



Britney Vuong
2 Years



Diego Lomell
10 Months

The **Graphic Design team** is responsible for visualizing, creating and branding all things Riverside. From flyers, logo designs, wall wraps, and more, the Graphic Design team helps bring the ideas and inspirations of their clients to life.



1,427+
Projects & Campaigns
Created Annually



60+
Campaigns
Created Annually



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GRAPHICS

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WEB

FULL-TIME STAFF



Jeremy Redkey
4 Years



Elissa Elizondo
9 Years



Michael Risher
4 Months

TEMP STAFF



Mario Luna
4 Months

The **Web Design team** is dedicated to the City of Riverside in all front-end web technologies and currently manage and maintain **over 14,400 ADA compliant** web pages and **19 department sites**.



7.2M+
Website Visitors
Annually



2M+
First Time Users
in the Past Year



~172,000
Hours
Spent by Website Visitors Viewing
Webpages Annually



100+
New Webpages
Updated and/or Redesigned

10

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RIVERSIDETV VIDEO & PHOTOGRAPHY

INSIDE RIVERSIDE



Inside Riverside | Ep. 64 |
Fourth of July Info, Summer...



Inside Riverside | Ep. 63 | Arts
& Culture District, Cheech...

RIVERSIDE SPORTS UPDATE



3:48



CORE VALUES

LIFE WORKS HERE



3:00



2:08



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CONTENT CREATORS



Lawrence Carbone
4 Years

The primary role of the **Social Media Project Coordinator** is to maintain the City's online presence through social media.

44
Active
Accounts

589,358
Total Followers Across
All Social Platforms

+11%
Increase in Followers
Year-over-Year
Growth

13M+ Impressions
10M+ Reach



Kaylyn Kuntz
2 Years

The **Email & Marketing Project Assistant** aids with creative storytelling and relevant content writing for a wide range of subjects to promote a variety of City initiatives and programs.



71
Subscriber Lists

374,386
Unique Subscribers

40
GovDelivery
Admins

~37% Overall Email
Open Rate
Industry Average: 36%

~56% Overall Email
Engagement Rate
Industry Average: 56%

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CONTENT CREATORS

SOCIAL MEDIA

CONNECT WITH US
RiversideCA.gov/Connect

EMAIL MARKETING

PRINT PUBLICATIONS

RiversideCA.gov

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RPU CUSTOMER COMMUNICATIONS

Amy Navas-Lopez
7 Years

The MarComm team is **ingrained with RPU**, with consistent open lines of communication and weekly standing meetings to ensure all communications needs are coordinated and met.

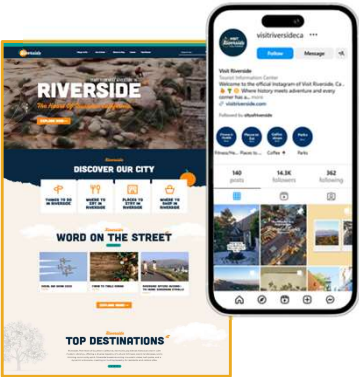
19,247+ RPU FOLLOWERS
across all social platforms

51% Residential Email Open Rate
44% Commercial Email Open Rate
Industry Average: 36%

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VISIT RIVERSIDE



VisitRiverside.com
~124K+ Web Views
70K+ Unique Users



YouTube Channel
Launched May 2025



9.8 Million+
Total Video Views



Visit Riverside Email Newsletter
Launched June 2025



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VISIT RIVERSIDE



**Social Media
Launched
Sept. 2024**

Antony Vargas, Temp.
1 Year

 **33,259**
Total Followers

8M+ Impressions
6M+ Reach



<https://www.facebook.com/reel/1271350171085676>



<https://www.instagram.com/reel/DCFFi2y1AI/>



<https://www.tiktok.com/@visitriversideca/video/7436246670980992287>



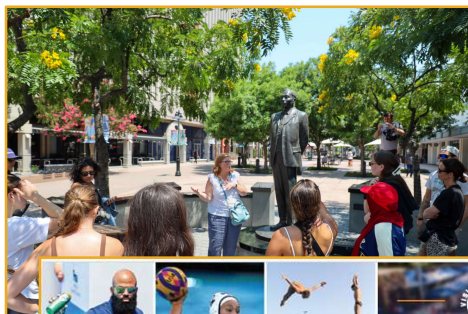
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VISIT RIVERSIDE



Collaboration with Hotels, Sports Commission, Convention Center, Riverside Airport & Discover IE



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VISIT RIVERSIDE ADS

Feb – Jul 2025
Digital Displays

- TSA
- Shuttle Bus
- Brewery X
- International Arrivals
- Static Light Box

6.4M Passengers Annually

580K+ Passengers Pass Through TSA per Month



Formula 1 Las Vegas Grand Prix
11/21-11/23



Mobile Retargeting:

- Impressions: 1M+
- Reach: 173K+



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VISIT RIVERSIDE ADS



Los Angeles Business Journal
October 21-27, 2024

State of LA
The Best Cities to Live, Work + Play



Cities to Watch
April 2025

155K Readers &
Subscribers



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MIDTOWN



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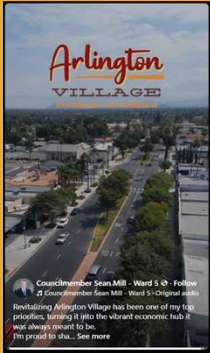
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ARLINGTON VILLAGE



Arlington
VILLAGE
RIVERSIDE, CALIFORNIA



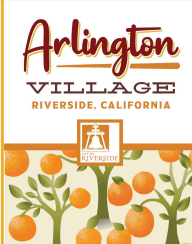
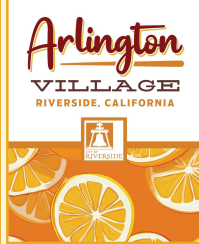
Arlington
VILLAGE

Councilmember Sean Mill - Ward 5 10 - Follow
of Councilmember Sean Mill - Ward 5 10 - Follow
limiting Arlington Village has been one of my top
priorities, turning it into the vibrant economic hub it
was always meant to be.
I'm proud to do so. See more



Arlington
VILLAGE
RIVERSIDE





WELCOME
TO

Arlington VILLAGE

WARD 5 COUNCILMEMBER
SEAN MILL
RIVERSIDE, CALIFORNIA



CITY OF
RIVERSIDE

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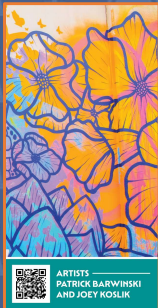
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ARTS & CULTURE DISTRICT (THE ACD)



ARTS & CULTURE
DISTRICT



ARTISTS
PATRICK BARWINSKI
AND JOEY KOSLIK



THE ACD
— RIVERSIDE, CA —



RIVERSIDE
ESTABLISHED
1870



Welcome to
THE ARTS & CULTURE
District



THE ACD
— RIVERSIDE, CA —



You Are Here!
Riverside, CA



A PRICE OF HISTORY



CITY OF
RIVERSIDE

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ARTS & CULTURE DISTRICT (THE ACD)

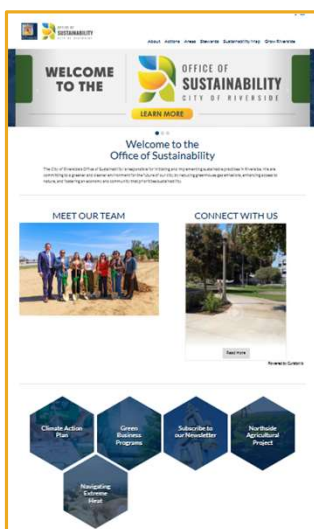


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OFFICE OF SUSTAINABILITY



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ILLEGAL FIREWORKS

City of Riverside Fire Department and City of Riverside, CA - City Government · Follow

June 25 · 48

Think fireworks are harmless? Think again. Fireworks are illegal because they put lives, homes, and our first responders at risk. It's just not worth it. Let's keep our community safe and celebrate responsibly! 🇺🇸 #LiveInRiverside













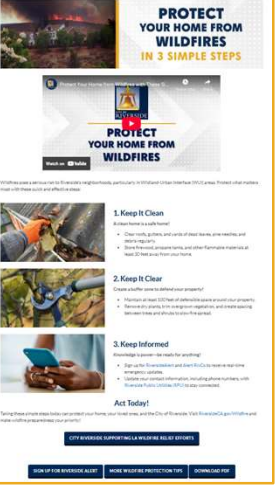


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WILDFIRE PREPAREDNESS









City of Riverside Fire Department · Follow

January 10 · 48

🔥 PROTECT YOUR HOME FROM WILDFIRES IN 3 SIMPLE STEPS 🔥

Wildfires are a real threat to Riverside, especially in Wildland-Urban Interface (WUI) areas. Stay safe and protect what matters most with these quick, effective tips:

1. KEEP IT CLEAN: A clean home is a safe home! Regularly clear roofs, gutters, and yards of dead leaves, pine needles, and debris. Store firewood, propane tanks, and other flammable materials at least 30 feet away from your home.
2. KEEP IT CLEAR: Create a defensible buffer zone around your property! Maintain 100 feet of defensible space—remove dry plants, trim overgrown vegetation, and create spacing between trees and shrubs to slow the spread of fire.
3. KEEP INFORMED: Knowledge is power—be prepared! Sign up for RiversideAlert and Alert RivCo for real-time emergency updates. Update your contact info with Riverside Public Utilities (RPU) to stay connected. By taking these steps today, you're not just protecting your home, you're helping safeguard the entire City of Riverside. Visit RiversideCA.gov/wildfire and make wildfire preparedness a priority! #ReadyRiverside #WildfirePreparedness #DefensibleSpace



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ECONOMIC DEVELOPMENT

WHY RIVERSIDE, CALIFORNIA?

- Centrally located in Southern California
- 12th Largest City in California
- 59th Largest City in the US
- 10th Largest County in the US
- Faster than California
- 4.6 Million Regional Population
- 80,000+ Jobs
- Low Cost and Reliable Electric and Water Utilities
- 319,190 Riverside Residents
- Modern Infrastructure
- 2.1+ Million Regional Workforce
- High Speed Internet Access
- Business Friendly City and County
- 13,606 Businesses and Companies (Jan. 2014)

INCENTIVES

- BUSINESS LIAISON:** Our Business Liaison team is your single point of contact for all business-related inquiries. We work with you to understand your business needs and connect you with the right resources. We also coordinate with City departments to make sure you get the support you need to succeed.
- SITE SELECTION ASSISTANCE:** We'll help you find the perfect location for your business. Our team of experts will assist you in identifying the factors that are important to your business, such as your target market, your workforce needs, and your budget. We'll then help you find a location that meets your needs and helps achieve your business goals. We're here to make the site selection process as smooth and stress-free as possible, so you can focus on growing your business.
- POWERFUL SAVINGS:** Riverside is home to a city-owned public utility, Riverside Public Utilities (RPU), which offers some of the most competitive water and wastewater rates in the area. We're a strategic partner for businesses looking to lower operating expenses. With rates for water and power that are among the lowest in the state, businesses can save significantly on operational costs, helping them stay competitive and profitable. An additional help for industrial companies: Riverside's affordability isn't only limited to property taxes. Riverside's strategic location, modern infrastructure, and skilled workforce make it a prime location for businesses looking to expand or relocate. Compared to Riverside, the cost of doing business is lower, helping you achieve operational efficiency and long-term success.
- ANNUAL AVERAGE COMMERCIAL RATE COMPARISON:**

Utility	Riverside	Orange	Fullerton	San Juan Capistrano	San Clemente	San Marcos	Temecula	Yorba Linda
Water	\$4.50	\$5.50	\$6.50	\$7.50	\$8.50	\$9.50	\$10.50	\$11.50
Wastewater	\$5.50	\$6.50	\$7.50	\$8.50	\$9.50	\$10.50	\$11.50	\$12.50

WHY BUSINESSES CHOOSE RIVERSIDE

- STRATEGIC LOCATION:** At the center of the Inland Empire, Riverside is a strategic location for businesses. It's close to major highways (I-15, I-78, SR-78), close to major airports (Long Beach, Los Angeles, San Diego, Tijuana), and close to major markets (Los Angeles, San Diego, Orange County).
- SKILLED WORKFORCE:** Riverside has a diverse and skilled workforce. It's home to several major employers, including Boeing, Lockheed Martin, and Honda. It's also home to several universities and colleges, including the University of California, Riverside and the University of San Diego.
- BUSINESS-FRIENDLY:** Riverside is a business-friendly city. It has a low cost of doing business, a skilled workforce, and a supportive business environment. It's also home to several business incubators and accelerators, which can help businesses get started and grow.

TAKING YOUR BUSINESS TO THE NEXT LEVEL IN A CITY BUILT FOR SUCCESS

Discover Riverside's strategic advantages and explore opportunities designed for your growth.

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SAN DIEGO BUSINESS JOURNAL

2025 Monthly Placement

Weekly Readership: 26K
Weekly Circulation: 6,401

REGISTER TODAY! CFO

CFO of the Year 2025 - Luncheon August 19th, 2025 from 4:00 pm to 6:00 pm

RIVERSIDE BRINGS THE ENERGY

CALIFORNIA'S LOWEST WATER & POWER RATES

POWERFUL SAVINGS for Your Business!

ANNUAL AVERAGE COMMERCIAL RATE COMPARISON



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Riversider Magazine



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LOOKING AHEAD



GOAL 5 TOURISM PROMOTION AND DESTINATION BRANDING	
Action Item	Performance Indicator
Create a Tourism Brand Identity	Disseminate the distinctive Visit Riverside brand identity, created specifically for tourism in Riverside. The identity includes logo, tagline, and visual elements that encapsulate the City's attractions and offerings.
Visitor Experience Enhancement	Collaborate with local businesses and attractions to show the Visit Riverside mission, thus improving the overall visitor experience. Highlight activities that focus on providing memorable and positive experiences for tourists.
Promotional Materials	Create visually appealing and informative promotional materials, including brochures, maps, magazines, and digital guides. Distribute these materials at strategic locations, events, and online platforms to attract and inform potential visitors.
Online Tourism Portal	Develop and maintain an interactive website and online portal dedicated to tourism in Riverside. Include information on attractions, events, accommodations, and suggested itineraries to assist visitors in planning their trips.
Digital Marketing Campaigns	Launch targeted digital marketing campaigns to reach potential tourists through social media, search engines, and travel websites. Utilize engaging visuals and compelling content to showcase Riverside's unique offerings to these outside unaffiliated boundaries.
Partnerships with Travel Agencies	Establish partnerships with travel agencies and tour operators to include Riverside in their itineraries. Provide them with promotional materials and incentives to encourage tourist bookings.
Cultural and Heritage Events	Promote cultural and heritage events that highlight Riverside's history, traditions, and diversity. Position these events as key attractions for tourists seeking unique and authentic experiences.
Collaboration with Local Influencers	Collaborate with local influencers, travel bloggers, and content creators to showcase Riverside's tourism offerings, leverage their reach and influence to attract a wider audience.
Destination Storytelling	Develop compelling stories about Riverside as a tourist destination. Use various mediums, including print, video, and social media to tell engaging stories that resonate with potential visitors.

Generate Revenue by Way of Tour Packages and Special Offers	Work with local businesses to create attractive tour packages and special offers for tourists. Collaborate on promotions that include accommodations, dining, and activities, enhancing the overall visitor experience and increasing revenue for the tourism industry.
Visitor Centers and Information Kiosks	Establish visitor centers and information kiosks at key locations to provide assistance, maps, and information to tourists. Train staff to offer personalized recommendations based on visitor interests.
User-Generated Content Campaigns	Launch campaigns encouraging visitors to share their experiences on social media using dedicated hashtags. Create and promote user-generated content on official platforms to build authenticity and engage potential tourists.
Strategic Events and Festivals	Promote and support strategic events and festivals that draw in tourists, highlight these events in promotional materials and online platforms to attract a diverse audience.
Collaboration with Stakeholders	Collaborate with various sectors including the National Cemetery, and hospitality, education, and medical industries to ensure a positive experience for tourists and economic growth for the community. Provide them with promotional materials, training on showcasing Riverside's attractions, and feedback mechanisms to enhance visitor satisfaction.
Tourism Ambassador Program	Create and implement a tourism ambassador program involving residents who are passionate about Riverside and its tourism industry. Train ambassadors to provide information, assistance, and recommendations to the visitors as well as to tourists.



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MARCOMM STRATEGIC GOALS



Tourism Promotion & Placemaking



Collaborative Partnerships



Internal Communication Enhancement



Crisis Communication Preparedness



Inclusive and Accessible Community Engagement



Sustainability and Green Initiatives

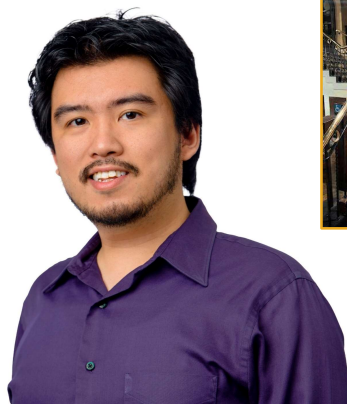


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EMPLOYEE OF THE YEAR



Jovie Camarce



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CONNECT WITH US









@CityofRiverside



@RiversideCAgov



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