



# BEAUTIFY RIVERSIDE

Office of the Mayor

City Council  
September 19, 2023

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## BACKGROUND

1. Established as a Mayor's Office initiative in July 2022 following feedback from Mayor's Big Tent Tour for a more attractive and cleaner city.
2. Donations made to the Riverside Art Museum and Riverside Arts Council fund the initiative. No fiscal impact to the City.
3. A working group of ten residents—representing each ward—provide feedback on project ideas and funding opportunities.
4. To date: twelve murals, ten community cleanups, three landscaping projects, two building exterior beautification completed.



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# DISCUSSION

- 1. With minimal staff, donated supplies, and sponsorship, Beautify Riverside is making an impact on a shoestring budget.
- 2. Before and after snapshots paint the best picture of the impact of Beautify Riverside.



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# BEFORE & AFTER



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# BEFORE & AFTER

Largest mural in town at 6,000 sq ft, painted by artist Tiffany Brooks at 3695 Main St. Design input taken from community groups and approved by the Cultural Heritage Board.



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# QUANTIFYING BEAUTIFY RIVERSIDE

- 1. 536 volunteers in twelve months
- 2. \$60,000 raised for projects
- 3. Five partner organizations
- 4. Awarded 2023 *Downtown Improvement Award* by Riverside Downtown Partnership



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# COMMUNITY CLEANUPS



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# WHAT IS NEXT?

1. Four murals in Wards 1, 3, 6, ten electrical boxes in Wood Streets, and Seth Thomas clock restoration all in the pipeline.
2. Quarterly community cleanups and promotion of Keep Riverside Clean & Beautiful (KRCB) events.
3. Small business grants through a Façade Improvement Program.



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# UPCOMING/IN PROGRESS PROJECTS



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# HOW YOU CAN HELP

1. Volunteer
2. Donate
3. Spread the word

*Special thanks to the Public Works, Parks & Rec, and Police departments for their support.*



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[www.RiversideCA.gov/BeautifyRiverside](http://www.RiversideCA.gov/BeautifyRiverside)



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# STRATEGIC PLAN ALIGNMENT

## Envision Riverside 2025 Strategic Plan Priority

 #1 Arts, Culture and Recreation

### Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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## RECOMMENDATIONS

That the City Council:

1. Receive and file this one-year update on Beautify Riverside.



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