



DOWNTOWN IS CALLING  
*Good Times Await*

## Riverside Downtown Parking and Business Improvement Area

### Annual Renewal Report for the Year January 1 to December 31, 2026

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## Background

The Riverside Downtown Association (later Riverside Downtown Partnership - RDP) was formed in 1981 by downtown businesses and stakeholders to advocate on important downtown issues.

The Riverside Downtown Parking and Business Improvement Area, or Downtown BID, was established in 1986 as a vehicle to improve downtown. RDP was charged with the responsibility for the Downtown BID.

RDP's efforts within the Downtown BID are primarily focused on:

Business Promotion  
Events / Music  
Beautification

Ambassador Program  
Parking  
Advocacy

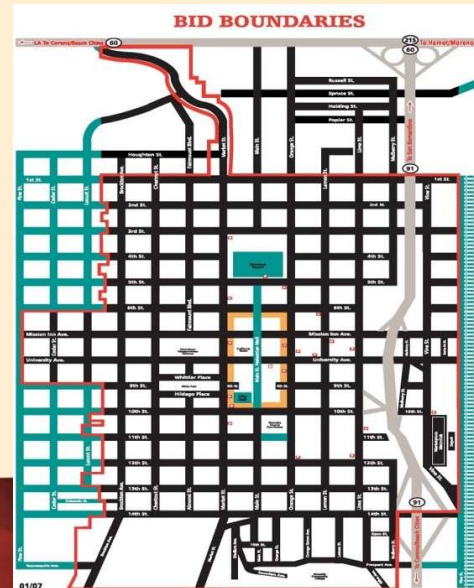
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## Boundaries and Assessment

The Downtown BID boundaries include the area shown on the map. No changes are proposed for 2026.

The assessment levy for the Downtown BID has been 100% of the base business license tax levied by the City of Riverside since July 1, 2000. There is no proposed change in the assessment levy for the 2026 calendar year.

The recommended activities and any new efforts are based upon the current assessment levy.



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## Board of Directors

### Executive:

Shalini Lockard, Chair  
 Andrew Walcker, Vice-Chair  
 Nanci Larsen, Treasurer  
 Brian Percy, Secretary  
 Lou Monville  
 Philip Makhoul  
 Randy Hord  
 Shelby Loomis, Past Chair

### Directors:

Amy Hoyt  
 Cesar Gomez  
 Chad Collopy  
 Cherie Powell  
 Chuck Beaty  
 Collette Lee  
 Jean Eiselein  
 Jennifer Gamble  
 Jesse De La Cruz  
 Joe Ramos

John Adkins  
 Joseph Guzzetta  
 Justin Tracy  
 Mercedes Serrano  
 Rachael Dzikonski  
 Robert Nagle  
 Ron Loveridge  
 Sorrelle Williams  
 Stan Morrison

### Ex-Officio:

Riverside City Council: Philip Falcone, Ward One  
 Clarissa Cervantes, Ward Two  
 Arlington Business Partnership: Oz Puerta  
 Director Emeritus: Bill Gardner

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## Board Information and Policies

There are a minimum of 25 and a maximum of 33 Directors, including up to nine Executive members.

Directors are elected for two-year, renewable terms. Executive members serve one-year renewable terms except for the Chair and Vice-Chair who may serve a maximum of two consecutive terms.

Board policies include:

- A non-discrimination policy to protect Board, staff, volunteers, and/or program participants. RDP also has an Employee Handbook.
- An endorsement and conflict of interest policy regarding providing support to projects, initiatives, or other endeavors of possible benefit to downtown.

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## Vision, Mission, Values, and Goals

RDP's vision statement reflects its aspiration - *"Downtown Riverside is a welcoming and exciting destination to work, live, and play while celebrating heritage and inspiring business innovation and success"*.

RDP's mission statement reflects its expectations - *"Riverside Downtown Partnership's mission is to foster a vibrant, safe, and successful business and cultural community in downtown Riverside by celebrating our past and defining our future"*.

RDP's values and descriptive phrases reflect its desired actions:

- Welcoming – We embrace those within our community and those who visit.
- Advocacy – We are a champion for our community's needs and priorities.
- Responsive – We are supportive, helpful and add value to our members.
- Connected – We encourage dialogue, and cooperation within our community.
- Proactive – We continually seek ways to support and enhance our community.

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## Focus and Goals

RDP adopted a strategic plan framework for 2022 to 2026. The focus of RDP reflects its vision, mission, and values as do its goals. RDP's activities and efforts in 2026 are based on its broad goals as outlined in the current Strategic Plan. The plan will be reviewed and updated in 2027.

RDP's goals are:

- To serve as the essential liaison between downtown businesses and local government representing its members' interests,
- To create an effective partnership with local government that advances downtown business priorities, and
- To expand its services and value for its members.

Ultimately RDP strives to serve its members / stakeholders and downtown.

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## Benefits Provided by the Downtown BID

Benefits include promotion of downtown, downtown businesses, and downtown attractions and offerings through print media, digital / social media, and other marketing and communications methods. RDP refreshed its print and social media branding in 2025.

In addition to its existing collateral, RDP introduced a new postcard with QR codes for its website, Facebook, and Instagram pages to provide easy access to up-to-date information about downtown.

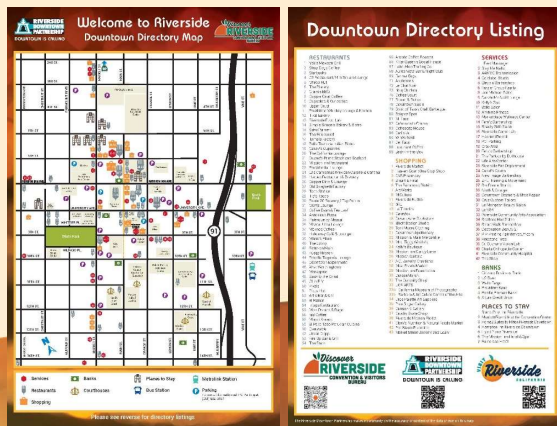
The Pocket Guide lists all downtown shops and most services, and information on downtown restaurants by category. It complements RDP's Historic Walking Guide.



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## Benefits Provided by the Downtown BID

Benefits include a welcome package to all new businesses and announcement in the BID bulletin. The welcome package includes copies of all printed materials including the organization's annual calendar, "What's Up with RDP" and its Annual Report.



Benefits include working with other organizations to promote downtown and its businesses. In 2025 RDP partnered with the Riverside Convention and Visitors Bureau to update the downtown map and directory.

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## Benefits Provided by the Downtown BID

Benefits include an Ambassador program patrolling seven days a week from 9 am to 5 pm in the downtown core and broader downtown BID area. The Ambassadors provide information to downtown visitors, serve as a liaison with downtown businesses, and assist with RDP events and programs.

Benefits include monitoring security issues through a committee, distributing updates, and holding workshops as necessary. In addition, during their patrols the RDP Ambassadors assist with moving transients along and other problems encountered by downtown businesses.

Benefits include advocating and mobilizing on issues that affect downtown businesses as well as employees, customers, and residents. These issues include safety and security concerns, downtown parking inventory and rates, and quality of life.

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## Benefits Provided by the Downtown BID

Benefits include RDP's informational luncheons held each month on the fourth Tuesday with the exception of February, August, and December.

Benefits include hosting, sponsoring, and promoting events that bring visitors and business customers to downtown such as Riverside Art and Music Festival, Mission Inn Run, Doors Open Riverside, Day of the Dead, Miracle on Main, and others.



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## Assessing the Benefits

To assess benefits provided by the BID, RDP:

- Monitors responses to ads, requests for collateral including the Pocket Guide and Historic Walking Guide, and usage of calendar information.
- Reviews daily reports on Ambassador activity and compiling data.
- Monitors calls for assistance / advice from members / stakeholders.
- Receives input and information from Board and Committee members, members / stakeholders, and luncheon attendees.
- Surveys and visits members / stakeholders periodically.
- Includes assessment by partners and other organizations.

The above methods of assessment allow RDP to adjust benefits and also identify emerging needs. RDP then meets with downtown businesses and stakeholders to share information, hear concerns, and consider what changes might be needed in future.

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## Focus for 2026

RDP will continue its increased partnership and joint efforts with other organizations, most notably the Mission Inn Foundation and the Miracles and Dreams Foundation, as well as its long-standing partnership with the Riverside Arts Council.

RDP newly formed Events Committee will revive both the Downtown Riverside Restaurant Week and the Downtown Fashion Show in 2026.

RDP will continue to sponsor downtown events, and expand promotion of downtown businesses and attractions through social media.

RDP will also increase its promotion highlighting downtown Riverside as a destination through Visit Riverside, Explore Riverside, and other organizations and attractions such as museums.

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## Estimated Cost of 2026 Activities

Activity	Amount
<b>BID General Promotion</b>	<b>\$230,000</b>
<b>BID Ambassador Program</b>	<b>\$150,000</b>
<b>BID Events/Music</b>	<b>\$90,000</b>
<b>BID Parking &amp; Beautification</b>	<b>\$40,000</b>
<b>Total</b>	<b>\$510,000</b>

The RDP Board approved a balanced budget for the fiscal year of July 1, 2025 to June 30, 2026. There may be an operational surplus or deficit carried over from calendar year 2025. RDP expects to receive approximately \$60,025 from other sources, such as membership activities. RDP only solicits sponsorships for its Annual Meeting and Awards Ceremony to cover award related costs.

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## RDP Budget Summary

INCOME EXPENSE DETAIL	2022 - 2023 Actual	2023 - 2024 Budget	2023- 2024 Actual	2024- 2025 Budget	2024- 2025 Actual	2025 - 2026 Budget
<b>INCOME</b>						
Administration	\$2,159.24	\$7,015.00	\$10,509.14	\$9,125.00	\$11,409.09	\$8,875.00
Membership	\$43,477.19	\$42,460.00	\$47,655.74	\$46,150.00	\$52,610.00	\$50,050.00
BID levy income	\$474,234.29	\$470,000.00	\$511,378.32	\$490,000.00	\$527,545.35	\$510,000.00
Other BID income	\$102,460.20	\$10,350.00	\$2,650.00	\$1,100.00	\$1,150.00	\$1,100.00
<b>TOTAL INCOME</b>	<b>\$622,330.92</b>	<b>\$529,825.00</b>	<b>\$572,193.20</b>	<b>\$546,375.00</b>	<b>\$592,714.44</b>	<b>\$570,025.00</b>
<b>EXPENSE</b>						
Administration	\$154,099.13	\$157,967.79	\$157,687.49	\$181,022.18	\$165,390.92	\$208,691.17
Membership	\$44,560.13	\$49,714.01	\$50,614.48	\$54,097.21	\$52,968.23	\$60,312.98
BID General	\$39,656.07	\$54,008.68	\$42,184.67	\$42,427.48	\$30,562.33	\$36,100.95
BID Parking	\$9,335.58	\$6,012.74	\$5,258.07	\$4,657.44	\$3,960.02	\$4,276.38
BID Beautification	\$3,082.29	\$30,954.72	\$24,033.36	\$15,176.71	\$18,558.92	\$6,261.34
BID Events / Sponsorships	\$32,798.72	\$41,800.98	\$31,108.51	\$41,305.25	\$40,534.90	\$46,490.39
BID Business Promotion	\$75,288.18	\$109,447.97	\$91,629.93	\$107,280.53	\$102,400.45	\$107,116.10
BID Ambassador Program	\$244,756.01	\$79,918.10	\$82,704.60	\$100,408.20	\$91,975.79	\$100,775.68
<b>TOTAL EXPENSES</b>	<b>\$603,576.87</b>	<b>\$529,825.00</b>	<b>\$485,221.11</b>	<b>\$546,375.00</b>	<b>\$506,351.56</b>	<b>\$570,025.00</b>
<b>NET INCOME</b>	<b>\$18,754.05</b>	<b>\$0</b>	<b>\$86,972.09</b>	<b>\$0</b>	<b>\$86,362.88</b>	<b>\$0</b>

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## Riverside Downtown Parking and Business Improvement Area

*Thank you for your support!*

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