

A circular inset image shows a crowd of people at an outdoor event. In the sky, there is a large blue balloon and a string of smaller blue balloons. The event appears to be taking place in a park-like setting with trees and a clear sky.

## Our Purpose

- An avenue to promote and represent the Arlington Business District (BID) and the businesses within
- A tool to attract customers to Arlington... *Shop Riverside. Buy Arlington!*
- To generate an economic impact in Arlington

## Our Audience



- Celebrates family, friends, and fun
- There is something for everyone, young and old... cars, chili cook-off, kid's zone, beer gardens, street vendors, and live entertainment.

## Our Attendees



- Annually attracts over 20,000 attendees from across the Inland Empire
- 107 Vendors (*Business, Food, & Arts/Crafts*)
- 170 Car/Cycle Participants
- Generates an estimated day-of economic impact of \$200,000
- One of Riverside's signature events – The Press Enterprise's Best of IE - Hometown Favorite

## You're Invited!



Saturday, May 26, 2018

9:30 AM – 5:00 PM

Arlington Village

Riverside, CA 92503

## Contact Us

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