



1

## A City vision fulfilled

- Attraction for visitors for enhanced economic impact
- A compatible use for downtown hotels, restaurants, and stores
- Amenity to attract business
- A destination for Riverside residents, e.g., "I'll meet you at The Cheech"
- Enhancement of social cohesion
- Expression of communal meaning



2

## Financial benefits for the City

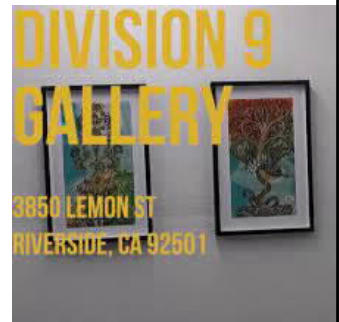
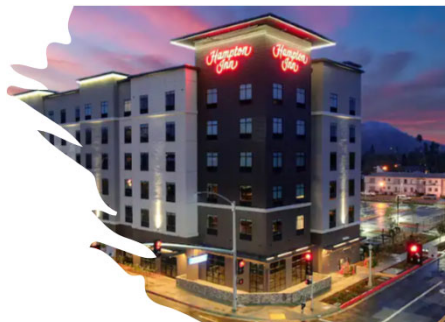
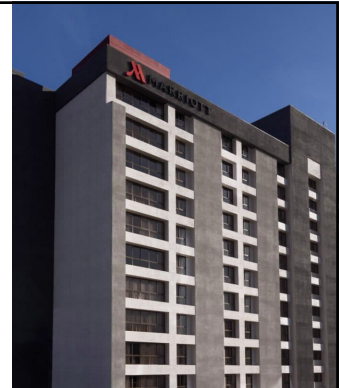
- Renovation of City-owned historically-designated building using no City funds
- No debt service on building renovation
- Annual facility fee paid to the City from RAM
- Parking revenue from visitors using City-owned parking lots



3

## Benefits to organizations in Riverside

- Cross-promoting amazing hospitality and entertainment amenities here in Riverside!
- Partnerships with educational institutions in Riverside!
- Partnerships with local museums, community groups, artists!




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Thank you to local businesses that have joined us (partial list)

- Antonious Pizza Café
- Arcade Coffee Rosters
- Back to the Grind
- Division 9 Gallery
- Donut Bar
- Downtown Experiment
- Hampton Inn
- Marriott
- Mission Inn
- Mixie’s Ice Cream
- Proabition
- Retro Taco
- Stone Church Brewing
- Things They Love
- Toni Moore Clothing
- The Cake Box
- UCRArts

**Contact us if you want to partner, too!**

**We will feature your The Cheech Promo on our website and social media!**



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Get your admission tickets now!

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- Gala = sold out! (Limited sponsorships available)
- Opening Day on June 18 = sold out!
- June 19 – Aug 31 = tickets available!

**[www.riversideartmuseum.org/get-tickets](http://www.riversideartmuseum.org/get-tickets)**

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**The Cheech**  
THE CHEECH MARIN CENTER  
FOR CHECHANO ART & CULTURE  
RIVERSIDE ART MUSEUM

Grand Opening Celebration and Art Festival  
**SATURDAY • JUNE 18**  
10:00 a.m - 7:00 p.m.

Live Music • Artisans • Art Demos  
Hands-on Artmaking • Food • Ballet Folklórico

**For your entertainment**

Pachuco Joke Y Los Diamantes 5:30 p.m. - 7:00 p.m.

Ballet Folklórico De Riverside 1:25 p.m. - 1:40 p.m.  
Los Rabin Sugi 1:25 p.m. - 1:25 p.m.  
Las Pequeñas Raíces del Señor 12:10 p.m. - 12:25 p.m.  
Marachi M. Ciudad 11:10 a.m. - 12:10 p.m.  
Ballet Folklórico De Riverside  
Atrac Besing 10:00 a.m. - 1:00 a.m.

5:00 Dancos Artesas 5:10 p.m. - 5:30 p.m.  
El Santo Guape 4:10 a.m. - 5:10 p.m.  
Las Pequeñas Raíces del Señor 3:55 p.m. - 4:10 p.m.  
Voley Talyaya and the Big Bear 2:55 p.m. - 3:55 p.m.  
Las Pequeñas Raíces del Señor 2:40 p.m. - 2:55 p.m.  
Cherry Norte Revival 1:40 p.m. - 2:40 p.m.

Thank you to our sponsors!

**usbank**  
Meta  
AltaMed  
BANK OF AMERICA  
THE PRESS ENTERPRISE

Organized by:  
RAM

Entry to the Art Festival is free. Admission into The Cheech on opening day is sold out and limited to ticketholders only. To purchase advanced tickets to The Cheech this summer visit [riversideartmuseum.org/get-tickets](https://www.riversideartmuseum.org/get-tickets)

thecheechcenter

Summer Youth Art Classes at The Cheech!

Get early-bird Priority

SWIPE FOR MORE

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