



Overview of City Branding Efforts

Marketing & Communications Department

April 17, 2025

RiversideCA.gov

1

MARKETING & COMMUNICATIONS DEPARTMENT

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. We are committed to crafting compelling narratives that showcase Riverside's unique character, achievements, and opportunities. Internally, we prioritize communication and collaboration, ensuring our team is well-equipped to effectively convey the City's messages. Our mission is to foster civic pride, promote economic growth, and enhance the overall well-being of our community through creative and impactful initiatives.



RiversideCA.gov

2

TELLING OUR STORY



Graphic Design



Social Media



RiversideTV



Photography



Email Marketing



Website



RPU Project Communication



Community Calendar



Placemaking



Branding



Tourism




3


RiversideCA.gov

3

MIDTOWN




Midtown
RIVERSIDE




Midtown
RIVERSIDE

BROCKTON ARCADE




Midtown
RIVERSIDE

ELIZABETH ST.





Midtown
RIVERSIDE

SUNNYSIDE



Midtown
RIVERSIDE





4

RiversideCA.gov

4

ARLINGTON VILLAGE







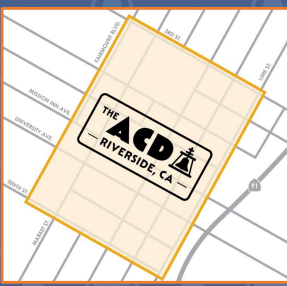
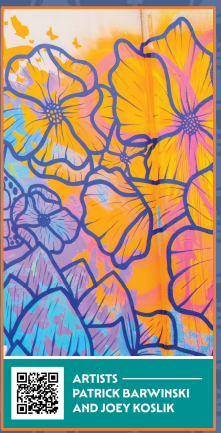



5

RiversideCA.gov

5

ARTS & CULTURE DISTRICT (THE ACD)

6

RiversideCA.gov

6

ARTS & CULTURE DISTRICT (THE ACD)



Garage 3 Window Wraps



Trash Bins



RiversideCA.gov

7

ARTS & CULTURE DISTRICT (THE ACD)



RiversideCA.gov

8

8

ARTS & CULTURE DISTRICT (THE ACD)



RiversideCA.gov

9

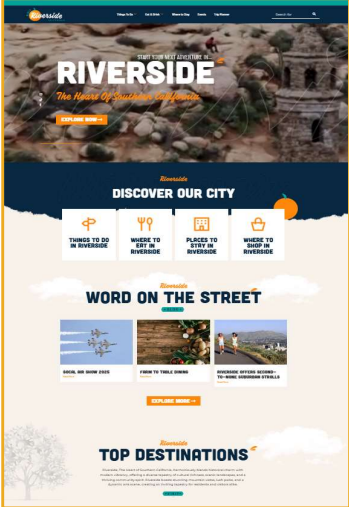

ARTS & CULTURE DISTRICT (THE ACD)




RiversideCA.gov

10


VISIT RIVERSIDE

Launched January 2024



VisitRiverside.com
Nearly 60K Web Views



11

RiversideCA.gov

11

VISIT RIVERSIDE





6.1 Million+
Video Views

21,400 Followers ^{KRO}



Total # of Views
947K



Total # of Views
705K



12

RiversideCA.gov

12

Slide 12


KR0 Followers are for all three platforms
Reierson, Kaitlin, 2025-03-14T01:18:14.018


KR0 0 Put number in the middle of lines
Reierson, Kaitlin, 2025-03-14T03:44:32.763


KR0 1 Can you please fix my spacing?? 🤔
Reierson, Kaitlin, 2025-03-14T16:00:29.104


JC0 2 Adjusted a bit, thank you!
Camarce, Jovie, 2025-03-14T16:47:12.183


RIVERSIDE AIRPORT














13

RiversideCA.gov

13

FORMULA 1 LAS VEGAS GRAND PRIX



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



Mobile Retargeting:

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



14

RiversideCA.gov

14

FORMULA 1 LAS VEGAS GRAND PRIX



15

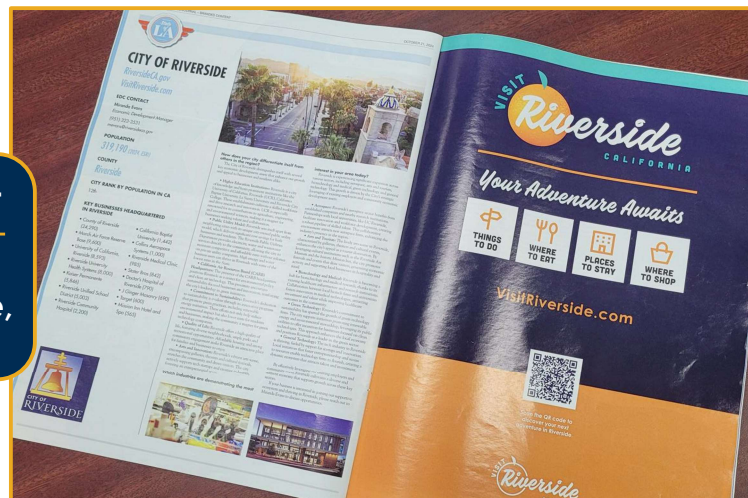
RiversideCA.gov

15

LOS ANGELES BUSINESS JOURNAL

October 21-27, 2024

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



16

RiversideCA.gov

16

SAN DIEGO BUSINESS JOURNAL

2025 Monthly Placement

Weekly Readership: 26K
Weekly Circulation: 6,401



17

RiversideCA.gov

17

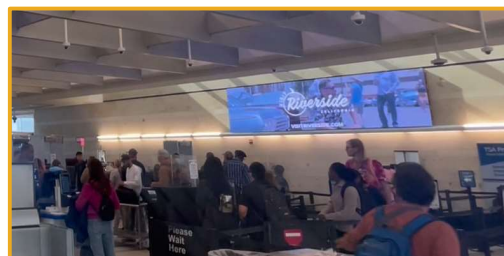
ONTARIO AIRPORT

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



18

RiversideCA.gov

18

Inland Empire Magazine

**Cities to Watch
April 2025**

**155K Readers
& Subscribers**



19

RiversideCA.gov

19

Riversider Magazine



20

RiversideCA.gov

20

VISIT RIVERSIDE



iHeart Media Campaign

Sept 2024 – June 2025

- Audio: 125K Impressions Monthly
- Display: 100K Impressions Monthly
- Video: 88K Impressions Monthly



Visit Riverside Year of Arts and Culture Multi-media Efforts



Collaboration with Hotels, Sports Commission, & Convention Center



21

RiversideCA.gov

21

ON THE HORIZON



Completion of **Visit Riverside Brand Audit** (Spring 2025)

- Brand position and story, messaging strategies, taglines & unique selling propositions



Strategic Marketing Plans and Implementation

- FIFA World Cup 2026
- LA 2028 Olympics



Strengthen Partnerships and Collaboration with Regional and National Tourism Organizations



22

RiversideCA.gov

22

KR0

OFFICE OF SUSTAINABILITY






OFFICE OF SUSTAINABILITY
 CITY OF RIVERSIDE

RAFAEL GUZMAN
 Assistant City Manager
 Chief Sustainability Officer

Direct: (951) 826-5403
 Cell: (562) 458-8779
RGuzman@RiversideCA.gov

 SustainableRiv
  SustainableRiverside

3900 Main St., Riverside, CA 92522 | RiversideCA.gov/Sustainability



23

RiversideCA.gov

23

OHMIO / RTA PARTNERSHIP



24

RiversideCA.gov

24

Slide 23

KR0 Can you show Rafael's card instead?
Reierson, Kaitlin, 2025-03-14T03:51:00.844

JC0 0 Swapped out
Camarce, Jovie, 2025-03-14T15:38:26.557

CONNECT WITH US









RiversideCA.gov