



Riverside Downtown Parking and Business Improvement Area

Annual Renewal Report for the year January 1 to December 31, 2025



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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:

- Promotion of business activities
- Public events
- Beautification
- Security
- Parking activities
- Advocacy



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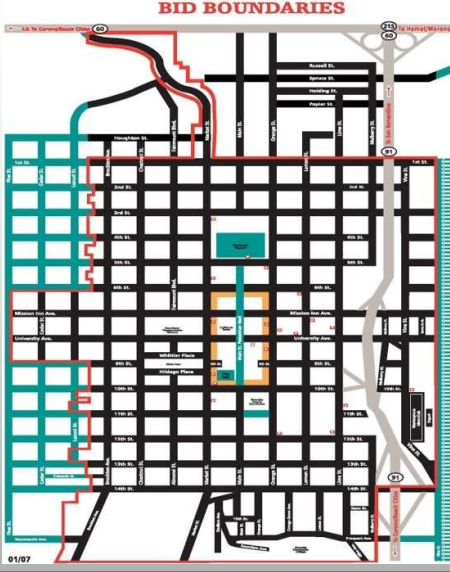


Boundaries and Assessment

The Downtown BID boundaries include the area shown on the map. No changes are proposed for 2025.

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 2025 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	Jesse De La Cruz
Bryan Crawford	Joe Ramos
Cherie Crutcher	Joseph Guzzetta
Chuck Beaty	Justin Tracy
Claire Oliveros	Mercedes Serrano / Broc Yoshida
Collette Lee	Rachael Dzikonski
Denise Hamet	Robert Nagle
Jean Eiselein	Samuel Precie
Jeff Greene / Lynn Anderson	Sorrelle Williams
Jennifer Gamble	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 2025 are based on its broad goals.

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.

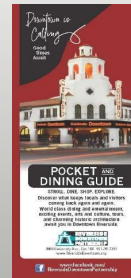
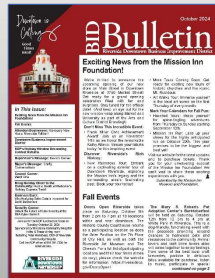
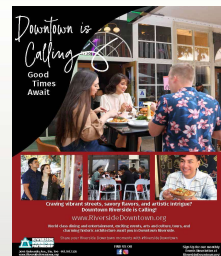


Benefits Provided by the Downtown BID

Benefits include promotion of downtown, downtown businesses, and downtown attractions and offerings through print media, digital / social media, and other marketing and communications methods.

These methods include destination and event ads and a monthly newsletter, monthly event calendars as well as Constant Contact emails, plus social media including a website, Facebook, and Instagram pages.

The Pocket and Dining Guide lists all downtown shops and most services, and information on downtown restaurants by category.





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 such as the City, Riverside Convention and Visitors Bureau, and arts and cultural groups to promote downtown businesses.










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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 RDPBIA 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 parking issues that affect downtown businesses, employees, and customers such as downtown parking inventory, rates, and schedules, as well as safety and security, and downtown appearance.









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 Doors Open Riverside, Riverside Art and Music Festival, Day of the Dead, Mission Inn Run, Miracles on Main, and others.






Benefits include beautification efforts such as public art and clean-up events in partnership with Keep Riverside Clean and Beautiful.



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Assessing the Benefits

To assess benefits provided by the BID, RDP:

- **Monitors responses to ads, requests for the Pocket and Dining Guide as well as the Downtown 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 2025


RDP will continue to direct monetary resources and staff time to increase its activities and efforts in:

- Beautification efforts.
- Additional sponsorship of downtown events.
- Expanded promotion of downtown businesses and attractions through print advertising and social media.
- Increased social media to highlight downtown Riverside as a destination. RDP engaged an external resource to expand its Instagram presence.

RDP will also continue to expand its partnerships and joint endeavors with other organizations such as the Riverside Convention and Visitors Bureau, and attractions such as the Mission Inn Foundation in its new location.




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Estimated cost of 2024 Activities

BID General Business Promotion	\$230,000
BID Ambassador/Security Activities	\$125,000
BID Events and Related Activities	\$135,000
BID Total	\$490,000

The RDP Board approved a balanced budget for the fiscal year of July 1, 2024 to June 30, 2025. There may be an operational surplus or deficit carried over from calendar year 2024. RDP expects to receive approximately \$56,375 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	2021 - 2022 Actual	2022 - 2023 Budget	2022 - 2023 Actual	2023- 2024 Budget	2023 - 2024 Actual	2024- 2025 Budget
INCOME						
Administration	\$ 2,901.74	\$ 2,445.00	\$ 2,159.24	\$ 7,015.00	\$ 10,509.14	\$ 9,125.00
Membership	\$ 36,254.94	\$ 41,250.00	\$ 43,477.19	\$ 42,460.00	\$ 47,655.74	\$ 46,150.00
BID levy income	\$ 439,315.62	\$ 435,000.00	\$ 474,234.29	\$ 470,000.00	\$ 511,378.32	\$ 490,000.00
Other BID income	\$ 86,569.20	\$ 82,820.40	\$ 102,460.20	\$ 10,350.00	\$ 2,650.00	\$ 1,100
TOTAL INCOME	\$ 565,041.50	\$ 561,515.20	\$ 622,330.92	\$ 529,825.00	\$ 572,193.20	\$ 546,375.00
EXPENSE						
Administration	\$ 143,530.17	\$ 149,680.79	\$ 154,099.13	\$ 157,967.79	\$ 157,711.57	\$ 181,022.18
Membership	\$ 35,122.00	\$ 43,830.03	\$ 44,560.89	\$ 49,714.01	\$ 50,614.48	\$ 54,097.21
BID General	\$ 45,622.85	\$ 35,418.77	\$ 39,656.07	\$ 54,008.68	\$ 42,184.67	\$ 42,427.48
BID Parking	\$ 5,743.00	\$ 4,930.10	\$ 9,335.58	\$ 6,012.74	\$ 5,258.07	\$ 4,657.44
BID Beautification	\$ 2,023.91	\$ 7,215.06	\$ 3,082.29	\$ 30,954.72	\$ 24,033.36	\$ 15,176.71
BID Events / Sponsorships	\$ 26,421.36	\$ 19,083.69	\$ 32,798.72	\$ 41,800.98	\$ 31,108.51	\$ 41,305.25
BID Business Promotion	\$ 80,992.40	\$ 88,348.59	\$ 75,288.18	\$ 109,447.97	\$ 91,629.93	\$ 107,280.53
BID Security	\$ 281,366.06	\$ 207,271.82	\$ 244,756.01	\$ 79,918.10	\$ 82,704.60	\$ 100,408.20
TOTAL EXPENSES	\$ 620,821.75	\$ 555,778.84	\$ 603,576.87	\$ 529,825.00	\$ 485,245.19	\$ 546,375.00
NET INCOME	\$ (55,780.25)	\$ 5,736.56	\$ 18,754.05	\$ -	\$ 86,948.01	\$ -



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Fiscal year of July 1 to June 30

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Riverside Downtown Parking and Business Improvement Area

Thank you for your support!



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