



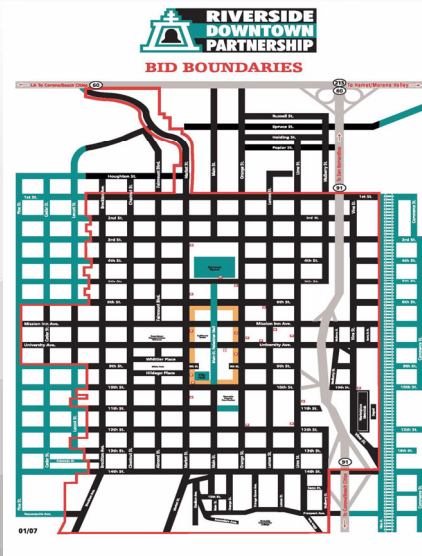
Riverside Downtown Parking and Business Improvement Area

Activities for the year January 1 to December 31, 2020

Downtown is Calling
Good Times Await



Boundaries



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Our Vision

Downtown Riverside is the regional destination for businesses and service industries.

With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities.

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Our Mission

The Riverside Downtown Partnership will promote, represent, and manage an environment to support downtown Riverside as a regional destination for economic, arts, cultural, and residential uses.

Our Mission drives our goals and activities.

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Goals and Activities

- Promote downtown Riverside as a destination for residents and regional visitors
- Develop and enhance RDP's influence and activities with downtown stakeholders
- Promote Riverside as a regional center for private sector commercial and residential development

These goals drive RDP's activities in the areas of parking, beautification, public events, music in public places, promotion of business activities, and security.

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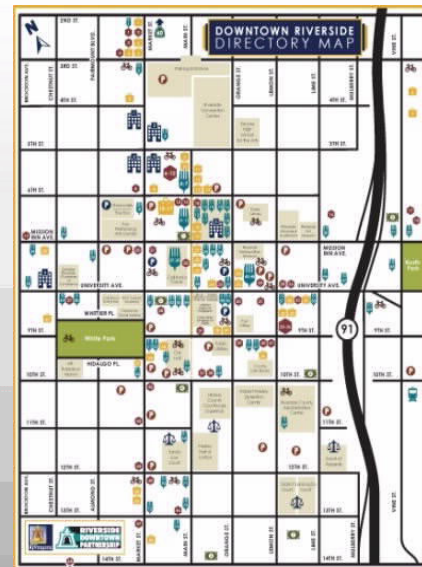


Parking

Map to guide visitors

Ambassador patrol of City garages and parking lots during weekdays

Work with the City on parking issues such as vehicle safety



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Beautification

Sweeper provided for use downtown by City's Public Works

Removal of Ficus trees and replacement with Goldenrain trees



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Public Events

Promote events through various media including monthly calendar of events and event guide



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Public Events

Provide sponsorship to events such as

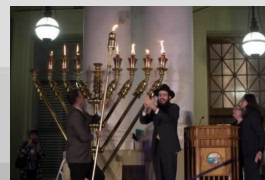
the Mission Inn Run



Long Night of Art and Innovation



Dickens Festival



the Chanukah Festival

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Music in Public Places

Partner with City on the lunchtime concert series at City Hall



Sponsor Summer Concerts in Fairmount Park



Partner with Arts Council on Art and Music Festival

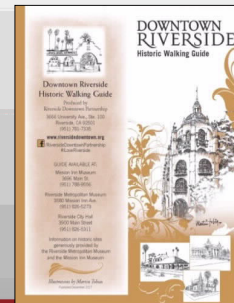
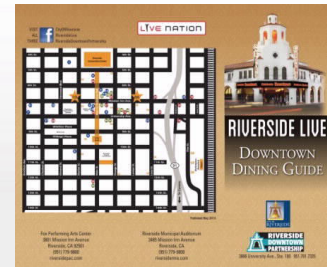
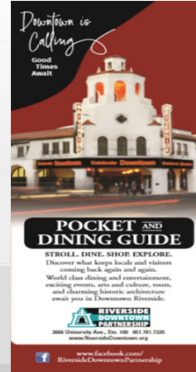
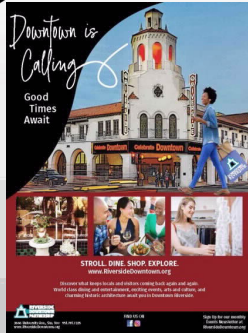


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Promotion of Business Activities

Destination marketing campaign with print ads



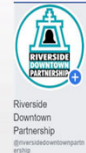
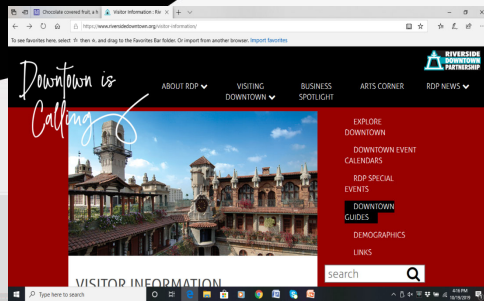
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Pocket Guide and Dining Guide listing shops and services



Promotion of Business Activities

Website and Facebook pages to provide information and promote downtown



Monthly newsletter to communicate items of interest and importance and to help build business capacity.

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Promotion of Business Activities

Event to promote historic downtown and heritage buildings



Halloween and cultural events

Outdoor movies



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Promotion of Business Activities

Fashion show to showcase retailers



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Promotion of Business Activities

Coupon offers and event cross marketing



RIVERSIDE ARTS WALK October 3, 2019

Programs & Activities

Riverside Art Museum - 3425 Mission Inn Avenue
"Hand Job" - Traditional and contemporary printmaking exhibit
"Out in the Anders" - Exhibit

Riverside Public Library - 3581 Mission Inn Street
"Literature on the Lawn: Poets in District" - Hosted readings and open mic
"The Ricka Members Justice Exhibit"

Riverside Community Arts Association - 3860 Lemon Street
"The Ricka Members Justice Exhibit"

Pala Sugar Gallery - 3435 9th Street
"Disfigurativum" - The art of John Vochalator

California Museum of Photography - 3824 Main Street
"The Goldfish" - Photography exhibit
"Old Girl" - Photography exhibit

Barbours and Art Center Gallery of the Arts - 383 Adams Street
"Reflection Eternal: The Candyman Illustrated Syllabus" - Exhibit

Mission Inn Foundation & Museum - 3096 Main Street
Free 30 minute tour @ 2:00 pm

The Life Arts Center - 3402 University Avenue
Live music (8:00pm)
Live art studio: Great food!
Unique art vendors (main floor)
Mojave Market (basement)

Back to the Grid - 3575 University Avenue
Community art show

The Life Arts Center - 3402 University Avenue
Live music (8:00pm)
Live art studio: Great food!
Unique art vendors (main floor)
Mojave Market (basement)

Alibi & Mill - 3615 Main Street, Suite 103
"Riverside County Poetry Night"

To find a map of participating venues please visit:
www.RiversideArtsWalk.com

RIVERSIDE ARTS WALK October 3, 2019

Restaurants & Bars

Aurea Vista - 3448 University Ave.
Kitchens & Cocktails - 3597 Main St.

Pinolo Bar & Eatery - 3535 University Ave.
The Brickwood - 3653 Main St.

Raincross Pub & Kitchen - 3557 University Ave.
Mezcal Carolina Y Cocina - 3723 Main St.

Back to the Grid Coffee House - 3575 University Ave.
Bistro Taco - 3244 Main St.

Managers - 3581 University Ave.
Heroes Restaurant & Brewery - 3397 Mission Inn Ave.

Worthington's Tavern - 3567 University Ave.
Mario's Place - 3646 Mission Inn Ave.

Lake Alice Trading Company - 3616 University Ave.
The Sushi Bar - 3649 Mission Inn Ave.

MTL - 3630 University Ave.
The Hideaway - 3660 Mission Inn Ave.

Dofa Tinos La Cascada - 3633 University Ave.
Riverside Food Lab - 3603 Market St.

To find a map of participating venues please visit:
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Promotion of Business Activities

Build business capacity through meetings and workshops

DOWNTOWN RIVERSIDE BUSINESS MEETING
FOR ENTERTAINMENT, HOSPITALITY & NIGHTLIFE VENUES

When: Wednesday, March 20th, from 1pm to 3pm

Where: Fox Theater at University & Market
**Plenty of parking in Garage 7 next door*

Agenda:

1pm to 1:30pm Nathan Freeman, Economic Development
• Receive an update on projects in the downtown area

1:30pm to 2pm Riverside Police Vice Unit
• Discuss enforcement changes for Conditional Use Permits

2pm to 2:30pm Lt. Townsend, Police Area Commander
• Introduce Downtown Entertainment District officers.
• Discuss Best Practices Guide and other downtown policing issues

2:30pm to 3pm Open / General Discussion

Please RSVP so we have an approximate head count to
Donna Granillo at DGranillo@RiversideCA.gov or (951) 826 - 8721

SMALL BUSINESS MAJORITY **RIVERSIDE DOWNTOWN PARTNERSHIP** **Arlington Business Partnership**

Healthy Employees Healthy Bottom Line

Small business owners spend their days concentrating on their particular specialty, but there's one thing they have in common they all have to contend with a host of similar workforce issues. Join Small Business Majority, Arlington Business Partnership and Riverside Downtown Partnership for a presentation discussing workforce and healthcare laws and programs that offer a competitive advantage for small businesses and help retain and attract employees.

Topics of discussion include:

- Covered California for Small Business (CCSB) - online health insurance marketplace where small businesses and can shop for health coverage for their needs and budget
- California's Paid Leave Program - employer obligations, employee eligibility requirements
- California's new paid sick days law
- Call Centers
- Tools and resources to help you navigate the new laws and programs / Q&A

1st Presentation | Tuesday, April 9th, 2019 | 8:30am - 10am
The Center for Arts and Philanthropy, 3700 Sixth Street, Second Floor, Riverside, CA 92501
Register: <https://rhp-dtm.eventbrite.com>

2nd Presentation | Tuesday, April 9th, 2019 | 3:30pm - 5pm
Arlington Business Partnership, 1800 Indiana Avenue (Suite 2), Riverside, CA 92503
Register: <https://rhp-dtm.eventbrite.com>

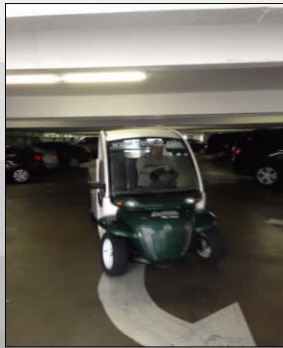
CCSB offers broad new plans that put you in control of your health insurance budget.

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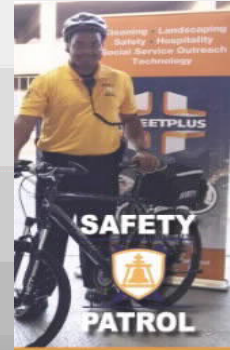


Security

Ambassador Patrol
7 days a week
Weekdays: 9 am to 5 pm
Weeknights: 6:30 pm to 2:30 am
Weekends: 10:30 am to 2:30 am



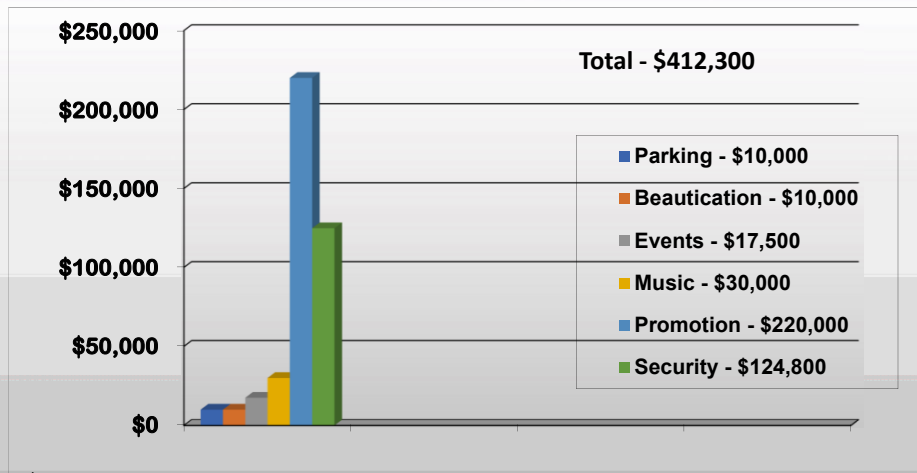
Extended financial commitment to Streetplus Safety Patrol for a 3rd year for \$50,000



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Estimated cost of 2020 Activities



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Riverside Downtown Parking and Business Improvement Area

Thank you for your support!

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