

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

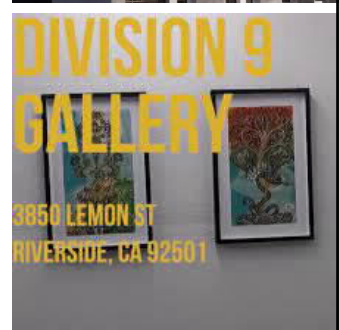
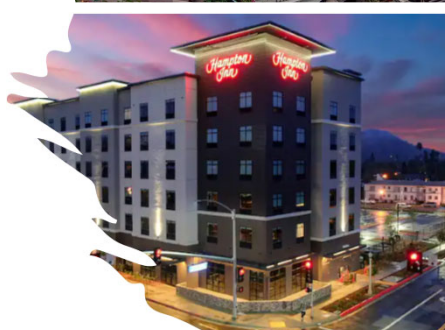
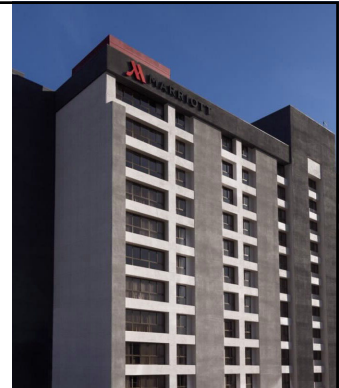
- Renovation of City-owned historically-designated building using no City funds
- No debt service on building renovation
- Annual facility fee paid to the City from RAM
- Parking revenue from visitors using City-owned parking lots



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!



4

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!

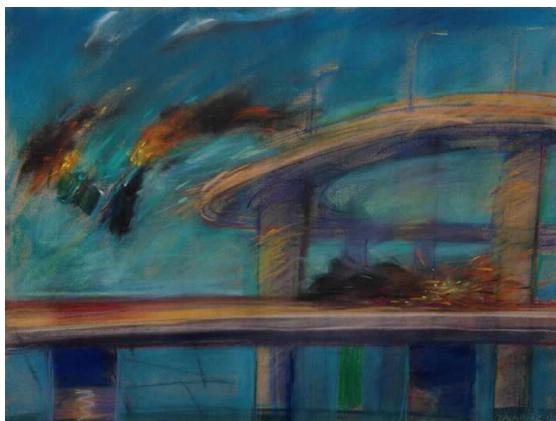
- Gala = sold out! (Limited sponsorships available)
- Opening Day on June 18 = sold out!
- June 19 – Aug 31 = tickets available!

www.riversideartmuseum.org/get-tickets

6



7



8

