ANNUAL REPORT
On the
Riverside Downtown Parking and Business Improvement Area

Renewal of the BID levy
For the year January 1 – December 31, 2023

Prepared by the
Advisory Board
Of the Riverside Downtown Parking
And Business Improvement Area
And approved on September 14, 2022

RIVERSIDE DOWNTOWN PARTNERSHIP

Downtown is Calling
Good Times Await

Introduction

The Advisory Board of the Riverside Downtown Parking and Business Improvement Area ("RDPBIA") is responsible for the preparation of this Annual Report, and have reviewed and approved it at their meeting held on September 14, 2022. The purpose of this Annual Report is to comply with the provisions of the State of California Streets and Highways Code Division 18, Part 6, City of Riverside Ordinance No. 5303, and the Riverside Municipal Code Chapter 3.46, all of which require preparation of this Annual Report.

In accordance with the above-noted State Code (specifically Section 36533), the Annual Report shall contain any proposed changes in the boundaries of the parking and business improvement area or in any benefit zones within the area.

Further, in accordance with City Ordinance No. 5303 and Chapter 3.46 of the Riverside Municipal Code, the Annual Report shall outline the activities and new efforts being recommended for the 2023 calendar year based on the revenue generated by the assessment levy of the RDPBIA for that year.

RDPBIA Boundaries

The RDPBIA was established on January 1, 1986 with the boundaries of Tequesquite Arroyo on the South, First Street on the North, the 91 Freeway on the east and generally the first tier of lots on the west side of Brockton Avenue on the West. The boundaries of the RDPBIA have been changed twice since that date to extend the boundaries East past the 91 Freeway to the railway tracks, North from 6th Street to 1st Street, and South from University Avenue to 14th Street, and then to include both sides of Market Street from First Street to the 60 Freeway. The current boundaries of the RDPBIA are as indicated on the map attached as Appendix A.

There are no proposed changes in the RDPBIA boundaries for the 2023 calendar year. All activities and new efforts are within the boundaries of the RDPBIA.

Activities and new efforts recommended for the 2023 calendar year

The assessment levy of the RDPBIA has been at the 100% statutorily authorized level since July 1, 2000, which means the base business license tax levied by the City of Riverside is increased by 100%. There is no proposed change in the assessment levy for the 2023 calendar year. The recommended activities and new efforts are based upon the assessment as it currently exists.

The RDPBIA is administered by the Riverside Downtown Partnership (RDP), a non-profit organization that was formed in 1981 by a group of downtown business owners and stakeholders. RDP was charged with the responsibility for the RDPBIA when it was created in 1986. At the time the RDPBIA was established, RDP determined six areas on which to focus its efforts. Those areas were parking, beautification, public events, music in public places, promotion of business activities, and security.

The RDP Board of Directors adopted the Strategic Plan for 2022 to 2026 framework at their July 13, 2022 meeting. With the adoption of the Strategic Plan for 2022 to 2026 framework, the focus

of the RDPBIA has shifted to reflect RDP's new vision, mission, values, and goals, as will the activities and new efforts in 2023.

RDP's Vision, Mission, Values, and Goals

RDP's new 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 new 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 new 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.

RDP's new goals broadly reflect what it should do to serve its members / stakeholders:
- To serve as the essential liaison between downtown businesses and local government representing our members' interests.
- To create an effective partnership with local government that advances downtown business priorities.
- To expand our services and value for our members.

Benefits to be provided by the RDPBIA to its members / stakeholders in 2023

Promotion of Business Activities:

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

- Print media consists of destination ads showcasing downtown Riverside as an attractive destination for residents and regional visitors, plus ads featuring downtown events.
- Digital / social media consists of digital ads, website, RDP's Facebook and Instagram pages plus monthly Constant Contact event updates.
- Other marketing and communications methods include:
    - The Pocket and Dining Guide listing downtown shops, most services, and information on downtown restaurants by category that is provided to businesses, hotels, and other locations, and updated regularly (most recent July 2022).
    - The Downtown Riverside Historic Walking Guide illustrating historic sites in downtown that is provided to hotels and other locations.
    - A monthly newsletter in print and online to communicate items of interest and importance.
    - Monthly calendars listing events in downtown Riverside and at the Riverside Convention Center.

All of the above are available for download from the RDP website. Promotional collateral is shown in attached Appendix B.

Benefits include workshops and seminars of interest and information to businesses. The monthly newsletter also includes updates from the Mayor and Ward One and Ward Two council members, plus business tips and strategies, and security updates.

Benefits include a welcome package to all new businesses that includes copies of all printed materials including the organization's annual calendar and Annual Report. New businesses are also announced in the monthly newsletter. See Appendix B for additional collateral.

Benefits include working with the Riverside Convention and Visitors Bureau to distribute information and special offers to conventioneers and visitors, and co-promoting downtown businesses on social media.

Security:

Benefits include security patrols of the BID area by the RDP Ambassadors from 9 am to 5 pm Monday to Saturday, and from 10 am to 5 pm on Sundays. They assist with moving transients along and other problems encountered by downtown businesses. They also provide information to downtown visitors and serve as a liaison with downtown businesses.

Benefits include additional safety patrols of the BID area provided by an external security company. These patrols are from 5 pm to 1:30 pm daily on both foot and vehicle.

Benefits include monitoring security issues through a committee, distributing updates, and holding workshops as necessary.

Other Benefits:

Benefits include advocating and mobilizing on parking issues that affect downtown businesses, employees, and customers such as loss of downtown parking inventory and parking rates and schedules.

Benefits include RDP's informational luncheons held each month on the fourth Tuesday with the exception of February, August, and December.

Benefits include hosting and sponsoring events that bring visitors and business customers to downtown. RDP hosted events include Doors Open Riverside and the Riverside Art and Music Festival.

Benefits include promoting downtown events and activities through various media including a monthly calendar of events and an event guide, encouraging visits to downtown.

Benefits include beautification efforts such as outdoor murals, alley lighting, and tree trimming and replacement where needed.

Assessing the benefits provided by the RDPBIA to its members / stakeholders in 2023

The RDPBIA assesses how both direct and indirect benefits are provided to its members / stakeholders through several methods. These methods include:

- Monitoring responses to ads, requests for the Pocket and Dining Guide as well as the Downtown Historic Walking Guide, and usage of calendar information.
- Reviewing daily reports by both the Ambassadors and the external safety patrol on their activity and encountered incidents and compiling data.
- Counting attendance at hosted events.
- Monitoring calls for assistance / advice from members / stakeholders.
- Receiving input and information from Board and Committee members as well as luncheon attendees.
- Receiving input and information from members / stakeholders.
- Surveying members / stakeholders periodically.
- Visiting members / stakeholders periodically.

Assessment by partners and other organizations is also taken into consideration.

RDPBIA responding to and identifying emerging needs

By the latter part of 2021, it was clear that the downtown environment had changed and the RDPBIA needed to reflect those changes. RDP conducted several surveys during 2021 and held a downtown forum in November 2021 to get in-person responses and concerns from downtown businesses and constituents about issues and priorities. Initial findings included the RDPBIA increasing its advocacy efforts and outreach to businesses, as well as adding new programs such as 'clean and safe' efforts. RDP engaged the services of a consultant in January 2022 and strategic planning efforts began.

A number of focus groups and interviews were held by the consultant with various stakeholders during February and March, 2022. The responses were used to formulate the initial framework for the strategic plan with the assistance of the consultant. The initial framework was then refined and adopted by the RDP Board in July, 2022 and used moving forward.

In future, emerging needs will be identified and responded to through the strategic goal of expanding our services and value to our members.

RDPBIA's Strategic Goals

There are three strategic goals and within each goal, specific actions. This report will concentrate on one of those goals as it directly relates to the benefits provided by the RDPBIA to its members / stakeholders in 2023.

To expand our services and value for our members:

- Set-up quarterly 'town hall' meetings for businesses to hear information, voice concerns, and network with each other. Progress will be tracked by monitoring the actual meetings held and ensuring that concerns are noted and action taken if needed.
- Implement changes to both the Security committee and Land Use committee to make

them more relatable to businesses, increase attendance, and improve effectiveness. Progress will be tracked by implementation of the changes and recording attendance and effectiveness.

- Expand security efforts. Progress will be tracked by implementation of expansion of security efforts and impact of such efforts.
- Survey businesses more frequently for concerns and issues. Progress will be tracked by surveys undertaken and analysis of responses.
- Implement a Business Visitation Program. Progress will be tracked by record of visits.
- Establish a Downtown Parking Committee to address concerns and make recommendations. Progress will depend on type of committee established.
- Extend activities and efforts beyond the downtown core Staff to manage.
- Help businesses expand their customer base through workshops and promotions. Staff to manage. Progress will be tracked by surveying businesses as to effectiveness.
- Help attract more visitors to downtown. Progress will be tracked by surveying businesses as to effectiveness.

Financial information:

An estimate of the cost of providing the benefits in calendar year 2023 is shown in the accompanying table and based on anticipated business tax levy revenue for that year.

Activity	2023 Cost
Promotion of Business Activities	$140,000
Security	$225,000
Other Benefits	$70,000
Total	**$435,000**

It is proposed that the existing 100% business tax assessment be continued within the existing boundaries of the RDPBIA. The method for levying this 100% tax assessment is to take the base business tax levied by the City of Riverside and increase it by 100%.

To provide information to new and renewing business owners on the benefits of the RDPBIA, a handout is provided to the Business Tax Department to distribute with business license and tax applications.

The RDPBIA Board approved a budget for the fiscal year of July 1, 2022 to June 30, 2023 that included an operational deficit of less than $5,000. As a result there may be an operational deficit carried over from calendar year 2022. In addition to revenue from the assessment, RDP expects to receive approximately $82,820 from other sources.

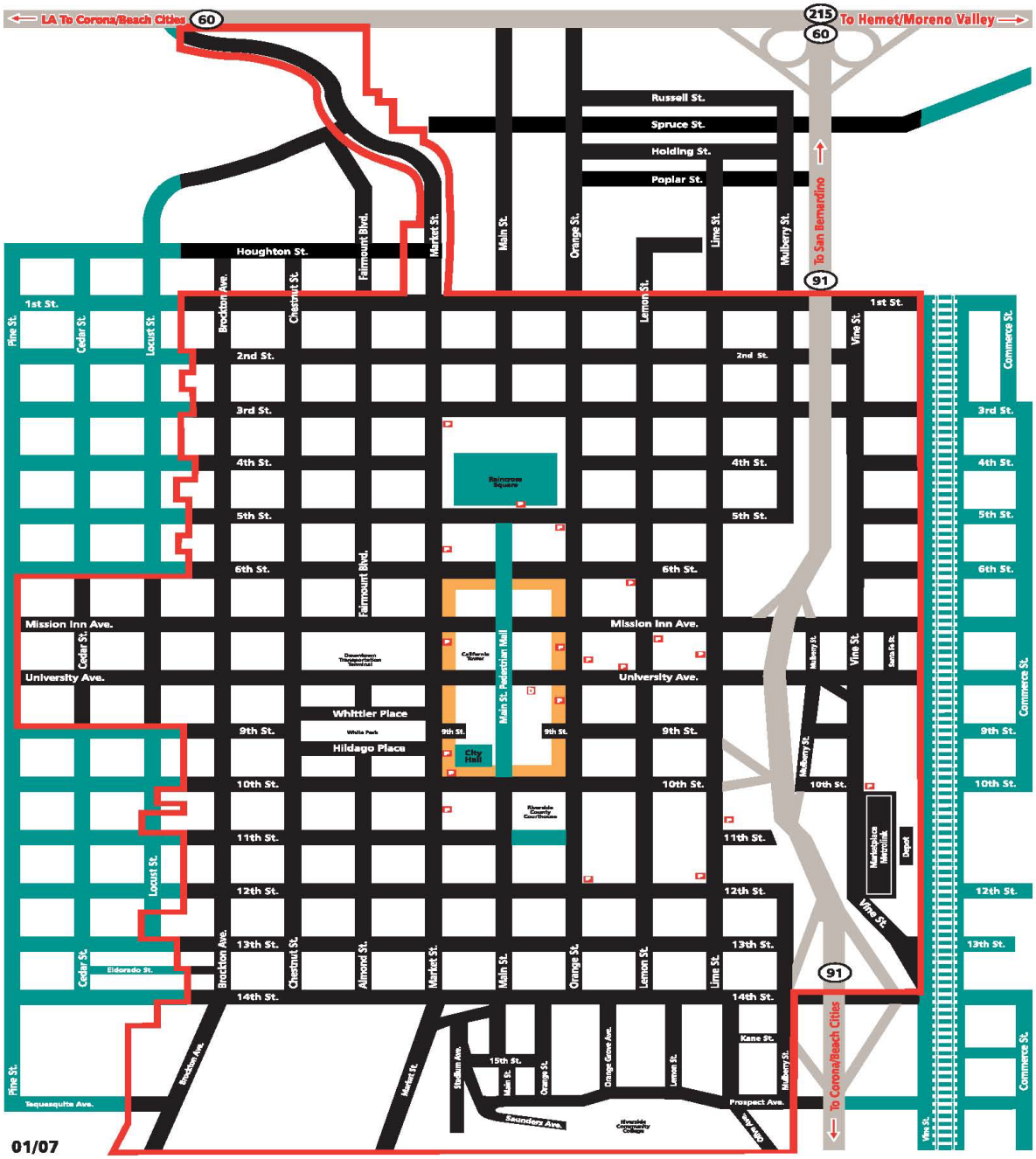
Respectively submitted,

The Board of Directors of the Riverside Downtown Partnership, acting as the Advisory Board for the Riverside Downtown Parking and Business Improvement Area
Approved at their meeting on September 14, 2022

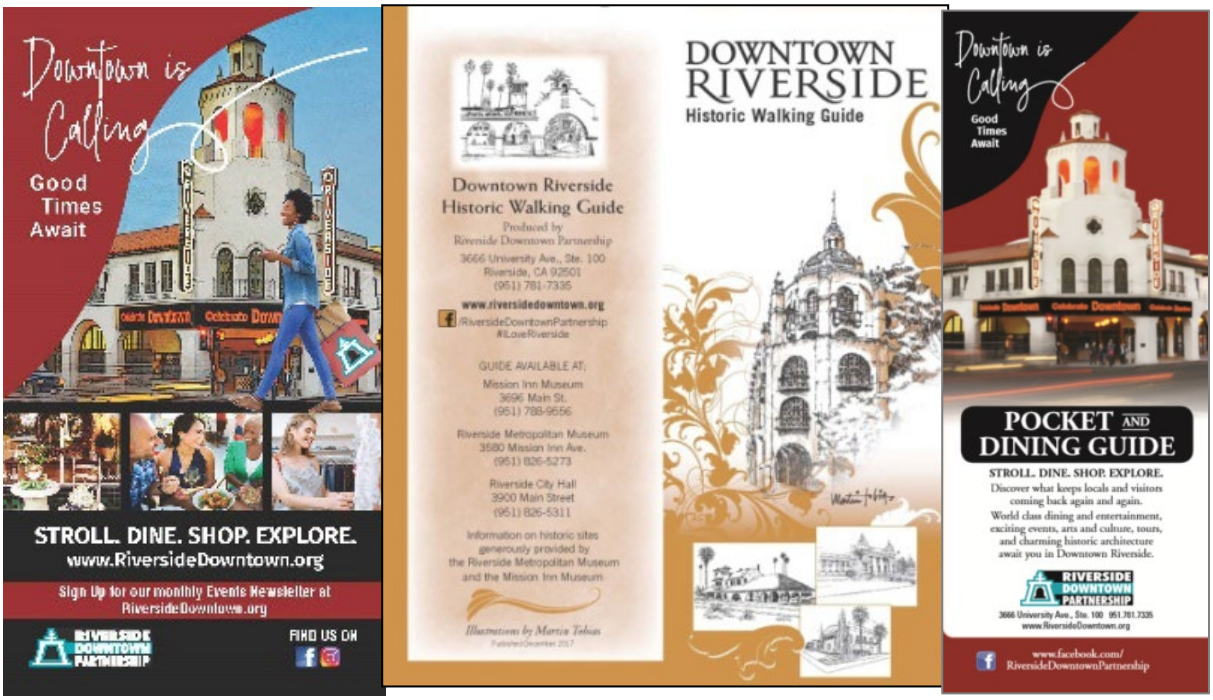
Appendix A

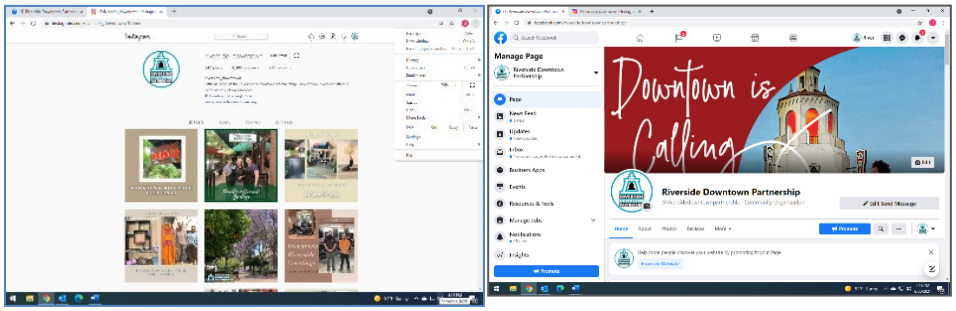
RIVERSIDE DOWNTOWN PARTNERSHIP

BID BOUNDARIES



Appendix B


Downtown is Calling
Good Times Await
STROLL. DINE. SHOP. EXPLORE.
www.RiverideDowntown.org
Sign Up for our monthly Events Newsletter at RiversideDowntown.org
FIND US ON
DOWNTOWN RIVERSIDE
Historic Walking Guide
Downtown Riverside Historic Walking Guide
Produced by
Riverside Downtown Partnership
3666 University Ave., Ste. 100
Riverside, CA 92501
(951) 781-7335
www.riversidedowntown.org
RiversideDowntownPartnership
#LoveRiverside
GUIDE AVAILABLE AT:
Mission Inn Museum
3696 Main St.
(951) 788-9556
Riverside Metropolitan Museum
3580 Mission Inn Ave.
(951) 826-5273
Riverside City Hall
3900 Main Street
(951) 826-5311
Information on historic sites generously provided by the Riverside Metropolitan Museum and the Mission Inn Museum
Illustrations by Martin Tobias
Downtown is Calling
Good Times Await
POCKET AND DINING GUIDE
STROLL. DINE. SHOP. EXPLORE.
Discover what keeps locals and visitors coming back again and again.
World class dining and entertainment, exciting events, arts and culture, tours, and charming historic architecture await you in Downtown Riverside.
RIVERSIDE DOWNTOWN PARTNERSHIP
3666 University Ave., Ste. 100 951.781.7335
www.RiversideDowntown.org
www.facebook.com/RiversideDowntownPartnership


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September 2022
BID Bulletin
Riverside Downtown Business Improvement District
In This Issue:
Update on Downtown Parking
Special Events in Downtown this Fall
Reunion Jazz Festival
9th Annual Riverside Tamale Festival
Riverside Inland Empire Pride Festival
Riverside Art and Music Festival
continued on next page


Downtown is Calling
Good Times Await
2022 SEPTEMBER
LIBRARY AND MUSEUM EVENTS
PERFORMING ARTS
RIVERSIDE LIVE
SPECIAL EVENTS
BID BULLETIN CALENDAR • September 2022


Downtown is Calling
Good Times Await
What's Up with RDP
2022 Calendar
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER
COMMITTEE MEETINGS
RIVERSIDE DOWNTOWN PARTNERSHIP