

2015 Featured Business:

TEUNISSEN'S RV & CAR WASH



Annual Report

FISCAL
YEAR $\frac{2014}{2015}$



Our **Vision** and **Mission**

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Martin Rossouw

MJR Financial Services
President

James Hawthorne

McDonald's
Vice President

Enrique "Henry" Ayala

Danmar Insurance
Chief Financial Officer

Donnie Harris

Liberty Tax
Chief Administrative Officer

Enrique Martinez

State Farm Insurance
Executive Officer

DIRECTORS

Ruth Akes

Akes Family Funeral Home

Timothy Lowe

Arlington United
Methodist Church

Jeff Rajcic

CM School Supply

Scott Christen

Daily Brew Coffee House

Laura Orozco

Community Representative

Stella Rocha

Liberty Elementary School PTA

Michael Velez

Magnolia Flowers

Helen Ross

LSS Community Care Center

Rob Steinmiller

Inovative Electric Services

CITY COUNCILMEMBERS

Chris MacArthur

Ward 5

Jim Perry

Ward 6

STAFF

Andrew Guerra

Administrative Services
Director

Lea Hernandez

Marketing Coordinator

The **Arlington Business Partnership** envisions Arlington as an attractive historic destination for unique shopping, dining, and services.

The **Arlington Business Partnership** is to represent and promote Arlington businesses to stimulate the local economy and initiate improvement projects, thus creating a sense of pride for all who live, work and do business in Arlington.

It is our privilege once again to share with you the Arlington Business Improvement District (ABID) Annual Report. This year marks our 13th year of operation and your continued support has allowed for several accomplishments during the 2014/2015 fiscal year: from our partnership with the Press Enterprise who fostered the relaunch of The Arlington Times to the proposed entry monument signs for the BID. The Arlington Business Partnership is committed towards the betterment of Arlington and together, we can ensure the continued growth of our "Downtown" community.

The Arlington Business Partnership continues to develop into a modern, urban, and walkable destination while maintaining its distinct sense of history. In 2014/2015, the Arlington Business Improvement District saw a year of tremendous upward momentum that included collaborations with the City of Riverside Office of Economic Development, Riverside Downtown Partnership, Inland Empire Small Business Development Center, and many more. We are proud to have organized some amazing events such as our annual Chili Cook-off & Car/Cycle Show, Winterfest in Arlington, the Arlington Morning Mixers, and the 2nd Annual Riverside Restaurant Week. All these memorable events brought stakeholders together while attracting new visitors and awareness to the Arlington area.

Looking ahead, the BID plans to continue working on important projects, in addition to improving our visitor and business environment. Our new Marketing Coordinator will be instrumental in supporting the team in executing on these projects and more. We encourage you to become involved—whether through an advisory committee, a special project, or simply by providing ABP with constructive feedback.

We look forward to working with all of you in the coming year to continue to make strides towards achieving our mission of promoting Arlington. We thrive to create a sense of pride for all who live, work, and do business in Arlington. We are grateful to be joined by the leadership of James Hawthorne, Henry Ayala, Donnie Harris, Enrique Martinez, and the dozens of volunteers serving on our board and advisory committees who are dedicated to making Arlington an attractive visitor's destination.

Sincerely,

Martin Rossouw

Martin Rossouw
President, Board of Directors

Andrew Guerra

Andrew Guerra
Administrative Services Director







About the **Arlington** **Business District & Partnership**

Our Vision

The Arlington Business Partnership envisions Arlington as an attractive historic destination for unique shopping, dining, and services.

Our Mission

The Arlington Business Partnership's mission is to represent and promote the Arlington businesses to stimulate the local economy and initiate improvement projects, thus creating a sense of pride for all who live, work, and do business in Arlington.

The Arlington Business Improvement District is an advisory board to the City of Riverside dedicated to promoting and enhancing the vitality of Arlington's commercial core. Established in October 2002 by a group of Arlington businesses and community leaders, the BID has developed a variety of programs and partnerships to keep the District clean, fund marketing projects, sponsor special events, make capital improvements, foster new business relationships, and partner with international and local organizations. The Arlington Business Partnership is the managing organization on the BID and is fiscally supported by subsidy from the City of Riverside and annual assessments fees collected from businesses within the BID.

The BID is managed by a dynamic board of directors representing a cross section of Arlington and community stakeholders, which includes elected officials, property owners, merchants, tenants, and community representatives. Board meetings are held the second Monday of each month at 6:30 PM in the Founders Center of Parkview Community Hospital, 3885 Jackson Street, Riverside, CA 92503. The public is welcomed to attend and encouraged to participate.

Professional Memberships

International Downtown Association (IDA)
International Council of Shopping Centers (ICSC)
California Downtown Association (CDA)
Greater Riverside Chamber of Commerce (GRCC)

Programs and Attractiveness

The Arlington Business Partnership is committed to the branding of Arlington as an attractive place to visit, work, and do business; ABP operates the following programs focusing on the physical improvement and branding of the Arlington Business Improvement District.

Murals Program

We are exceptionally proud of our murals that depict the intersection of Magnolia Ave. and Van Buren Blvd. in the 1940's. The murals are regularly inspected for vandalism and are cleaned and maintained regularly.

Awnings Program

The design of the awnings is to mirror the structure of awnings exhibited in historic photos from the 1940's Arlington area; they provide shade crafted to BID businesses. This year, awnings were added to State Farm Insurance and Teunissen Car Wash.

Bus Shelters

The bus shelters in the Arlington area continue to serve as a practical concept that continues to appeal to the community. We are devoted to ensuring our bus shelters are maintained and kept attractive. Riverside Transit Agency (RTA) serves as a gracious partner to keep the bus shelters clean and painted.

Citrus Labels

We have the pleasure to announce the ABP has installed Citrus Crate Labels on the following BID locations: Parkview Nursery, Operation Safehouse Thrift Store, Milestone Media, Pina Furniture and Brazilian Jiu-Jitsu. The Citrus Crate Labels stand on the appeal of sustaining Riverside's Citrus history in the Arlington area.

Physical Improvement Program Grants

Grants The Physical Improvement Program (PIP) grant program encourages businesses within the BID to apply for funds to enhance or secure their storefronts. Upon approval by the Physical Improvements Committee, matching funds are provided up to \$1,000. Eligible improvements included but are not limited to: exterior painting, new signage, parking lot resurfacing/stripping, window replacement, and exterior security cameras and lighting. As of August 2015, ABP has awarded 16 businesses grants totaling \$10,540. Grant recipients were: Purlee Rentals, Wendy Wei Chan, DDS, Luminous Family Dental, Solid Ground MMA, Toi Moi, Pacific Coast Landscaping, Keyes Mane Design, A Vision for You, Printing Connection, Inc., Image One Camera and Video, Innovative Electric Services, Power of 2 Realty, Subway, Healthy House Nutrition, and Operation SafeHouse Thrift Store.





Physical
Improvements
\$18,000

Event
Sponsorships
\$51,000

Charitable
Giving
\$17,000

Signature and Special Events

Bringing Community Together

13th Annual Chili Cook-Off and Car/Cycle Show

The Arlington Business Partnership presented our 13th Annual Chili Cook-Off and Car/Cycle Show. Saturday, May 23, 2015. This was the event's 13th year and is traditionally held along a half-mile stretch of Magnolia Avenue from Van Buren Blvd. to Jackson Street in Arlington Village. The crowd of chili and car/cycle enthusiast continues to grow year after year, generating an economic impact of over \$225K. With the event being a thrilling success in Arlington, community members from across the Inland Empire voted the Chili Cook-off & Car/Cycle Show Reader's Choice Best Awards—Top 3 Best Community Event.

Over 100 car and motorcycle enthusiasts came to display their classic cars and cycles along Magnolia Avenue in Arlington Village. Attendees came from all over Southern California to view these beautifully restored vehicles, which was a highlight of the event.

Chili lovers were able to sample delicious chili simmering from the International Chili Society, celebrities, restaurants, and community members. Those participating in the cook-off were awarded for their savory chili with cash prizes totaling \$8,426. Awarded prizes also include Little Miss Chili Pepper and Little Mr. Hot Sauce, an event for the kids of the community to participate in.

This year's business sponsorships totaled \$51,500 and included: City of Riverside, Riverside Public Utilities, Riverside Police Department, City of Riverside Parks and Recreation, radio stations X103.9 FM and KOLA 99.9 FM, Stater Bros, A Cone Zone, Best Golf Karts, Richardson's RV, Milestone Media, Reliable Events, Budweiser, McDonalds, AMR, IEHP, MJR Financial Services, Rickshaw Riverside, Smart and Final, CM School Supply, County of Riverside Economic Development Agency, CR&R, and Meguiar's.

Winterfest in Arlington - 2014

Traditionally every year the Arlington Business Improvement District is transformed into a Winter Wonderland garnished with festive holiday lights and red bows. This year, Winterfest in Arlington hosted a three part event where the community could experience holiday cheer. The three events included the tree lighting ceremony at Arlington Park, and two Santa Meet and Greets placed across BID businesses.

The tree lighting ceremony took place on November 29th. Arlington Park was adorned with holiday decorations and the mesmerizing tree lighting experience. Guest had the opportunity to listen to the California Baptist Universities choir sing holiday carols while sipping on hot beverages and enjoying holiday goodies as they waited for the anticipated tree lighting event.

Santa meet and greets were a success with ABP gifting over 600 complimentary bears and photos with Santa at the two "North Pole" BID locations.

Generous sponsors for this cheerful series event were: Kidd Street Preschool of Riverside, Community Health Systems Inc., Liberty Elementary School PTA, McDonald's, State Farm Insurance, Innovative Electric Services, and the City of Riverside Fire Department.



Special Events

Small Business Saturday & Coffee Talks

In partnership with the City of Riverside Office of Economic Development, ABP promoted “shop small” workshops and talks that took place at coffee houses across the city including several at Arlington’s Daily Brew. The month long series offered businesses the opportunity to learn about the importance of shopping local, small, and available tools to grow their business.

Public Safety Appreciation Lunch

Riverside Police and Fire Department On December 17th, Arlington Business Partnership and State Farm Insurance partnered together and provided a luncheon for the Riverside Police and Fire Department to show gratitude to those individuals who work to keep Arlington safe.

Riverside Restaurant Week

In partnership with the City of Riverside, Greater Riverside Chambers of Commerce, KOLA 99.9 FM, and Riverside Downtown Partnership, restaurants across the city were encouraged to submit unique offers and photos to dine at their established businesses. This event served as a marketing outlet for local BID restaurants to be featured on DineRiverside.com and partners social media sites for their culinary areas of expertise.

Arlington Roundtable: Riverside Police Department

With attendance at a record high at our Roundtable Discussion event, over 30 BID business owners and Arlington community members took advantage of the opportunity to discuss their concerns with the Riverside Police Department, City Attorney’s Office, Code Enforcement, and ABP staff. In addition to open discussion, items of topic included current crime prevention activities, business security tips, and questions from the audience.

Arlington Morning Mixers

Arlington Business Partnership hosts monthly mixers to in order educate BID businesses on topics of interest include Facebook Marketing, Record Keeping, Labor Laws, and Business Applications.



Marketing and Social Media

Arlington BID Member Welcome Kit

The Arlington Business Improvement District member welcome kit is a hospitable kit from ABP. ABP is committed to building community with our BID businesses and providing them with details and information pertaining to ABP. In the kit we have included a copy of our annual report, helpful resources, membership information, and easy ways for businesses to get connected with us via social media.

Weekly E-Newsletter

Our weekly Arlington BID Updates and News e-newsletter serves as a marketing tool for us to stay connected with our BID businesses and members who have a general interest in the Arlington Business Partnership. Our weekly newsletter showcases upcoming ABP/Arlington events, activities, and exciting news content.

The Arlington Times

The Arlington Times news spread that is published and delivered bi-monthly to over 58,000 businesses and residents in the 92503, 92504, and 92505 communities. The Arlington Times houses news content, new BID businesses, business spotlight, and advertisements of BID businesses.

Social Media Marketing

Arlington Business Partnership is actively on social media platforms including Facebook, Instagram, Twitter and LinkedIn. We encourage our BID businesses and the community to "stay connected" with us and follow our postings for events, information, feature BID businesses, and weekly motivation.

RiversideABP.com

Our website houses all our past and present marketing campaigns. Anything you need to know about Arlington Business Partnership can be found on our website; from staying connected to updates and copies of various news outlets, we have our community covered.



Strategic Planning and Goals

1. Build a Stronger Relationship with the City of Riverside.

The Arlington Business Partnership has continued to build a stronger relationship with the City of Riverside by partnering on a number of events and workshop such as Riverside Restaurant Week and the Arlington Roundtable Discussion. We look forward to fostering the relationship and creating a stronger presence at City Hall.

2. Educating Arlington Business Partnership BID businesses through capacity building.

To consistently build relationships with BID businesses, increase business building capacity, and promote Arlington Business Partnership programs. ABP has proposed to enhance existing events and add new programs and events in Arlington. Events suggested include a Farmers Market, Movies in the Park, and a Halloween Party.

3. Create a strong social media presence that will educate and involve Arlington BID businesses and surrounding community in the Arlington area.

ABP had worked on increasing our presence via social media and as grown beyond Facebook and into Instagram, LinkedIn and Twitter. In the coming year, ABP anticipates an increase in likes, follows, and connections. In addition to improving our social media, ABP has seeks to revamp RiversideABP.com to better integrate social media and appeal to the general public.

4. Keeping the Arlington Business Improvement District attractive by creating a safe and clean environment for businesses and guests.

The ABP Physical Improvements Committee has set a goal to partner with the Keep Riverside Clean and Beautiful program as well as the City of Riverside Public Works Department in order to create a more attractive Arlington. Potential projects include street median landscaping, tree trimming, clean-up events, and LED street lighting.

5. Position ABP as an advocate for businesses at the City and other levels.

Develop our relationship with the City of Riverside's Office of Economic Development to better share information from City staff to BID businesses relating to development projects, programs, and issues in the Arlington BID.



Financials

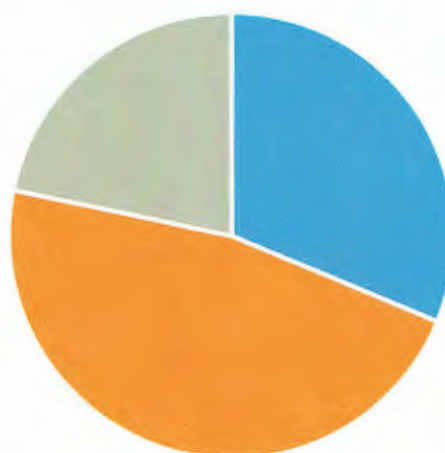
The **Chief Financial Officer of the Board of Directors** reviews the financial statements for Arlington Business Partnership each month and provides a detailed report to the board at their monthly meeting. Each fiscal year, ABP submits their current financial statements to an accounting firm for a strategic review. Below is a brief overview of ABP's income and expenses for 2014/2015 fiscal year*.

* In order to allow sufficient time for public review, the below figures reflect the period of November 1, 2014 to July 31, 2015. The full fiscal year of the ABP runs from November 1, 2014 to August 31, 2015.

Revenues

Operating Revenue for 2014/2015 Fiscal Year

BID Matching	\$ 100,000
BID License Fees	\$ 150,071
Miscellaneous	\$ 69,452
Total Revenues	\$ 319,523

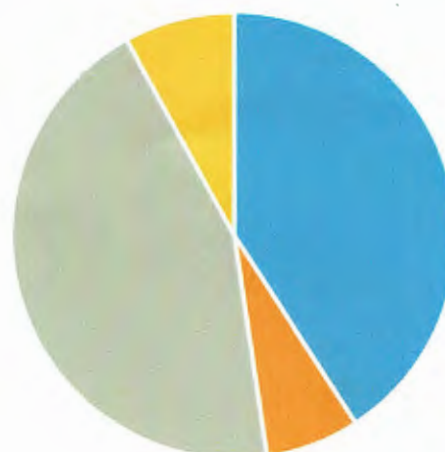


■ BID Matching
■ BID License Fees ■ Miscellaneous

Expenses

Operating Expenses for 2014/2015 Fiscal Year

Administration	\$ 104,495
Contributions	\$ 17,464
Marketing	\$ 113,487
Physical Improvements	\$ 20,560
Total Revenues	\$ 256,006



■ Administration ■ Contributions
■ Marketing ■ Physical Improvements



PRSRT STD
US POSTAGE
PAID
SAN BERNARDINO CA
PERMIT #308

STAY CONNECTED

Mailing Address

Post Office Box 7338
Riverside, CA 92513

951.509.1100

951.509.6802 Fax

Physical Address

3333 Harrison Street, Suite 7
Riverside, CA 92503

info@riversideabp.com

www.riversideabp.com

Connect with Us



www.riversideabp.com