



Arlington Business Partnership

ARLINGTON BUSINESS IMPROVEMENT DISTRICT (ABID)

PUBLIC HEARING - OCTOBER 20, 2015

Vision & Mission

Vision

ABP envisions Arlington as an attractive historic destination for unique shopping, dining, and services.

Mission

ABP's mission 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.

Physical Improvement Program Grants

Available every fiscal year to enhance or secure BID storefronts

Covers 50% of project cost up to \$1K

\$10.5K granted to 16 business as of August 2015

Improvements included: exterior painting, lighting, security cameras, landscaping, window repair, and new signage

Other Physical Improvement Programs:

Murals

Awnings

Bus Shelters

Citrus Crate Labels



Signature Event

Chili Cook-Off & Car/Cycle Show:

2015 Readers Choice Award for Top 3 Hometown Community Event

Estimated economic impact of over \$225K

\$51K in cash/in-kind sponsorships

107 car/cycle show registrants

30+ Chili Cooks

100+ Street Vendors



Signature & Special Events

Winterfest in Arlington:

Increased holiday lighting & street pole banners

(3) Opportunities for photos with Santa

Over 600 teddy bear giveaways

Entertainment provided by CBU Choir

Other Special Events:

Small Business Saturday & Coffee Talks

Public Safety Appreciation Lunch

Riverside Restaurant Week

Arlington Roundtable: Police Department

Arlington Morning Mixers




Marketing & Communications

Weekly e-Newsletter “*BID News & Updates*”: Serves as a marketing tool for ABP to stay connected with BID businesses and members who want to be informed of what's happening in and around the BID.

The Arlington Times: Published in partnership with the Press Enterprise is a bi-monthly publication delivered to over 56K homes in Riverside’s 92503, 92504, and 92505 communities. Offers BID businesses a low cost avenue of advertising locally

Website/Social Media: Platforms include Facebook, Instagram, Twitter, & LinkedIn. ABP encourages BID businesses and the community to “follow” us and “stay connected” 24/7 with what ABP is doing right from their office or home



Looking Ahead: FY 2015/2016

ABP welcomes ideas, suggestions, and participation from BID businesses. Here are goals the ABP has set moving forward:

Build a stronger relationship with the City of Riverside

Educate BID businesses through capacity building

Create a stronger presence of ABP and Arlington

Improve the attractiveness of the BID and create a safe and clean environment for businesses and visitors

Position ABP as an advocate for businesses and liaison to the City

Officers & Staff

Executive Officers

2014/2015

Maartin Rossouw, *Chair*

James Hawthorne, *Vice Chair*

Henry Ayala, *Treasurer*

Donnie Harris, *Secretary*

Enrique Martinez, *Director*



Staff

Andrew F. Guerra Jr.

Administrative Services Director

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Marketing & Communications Coordinator

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www.RiversideABP.com