



Shop Riverside.  
Buy Arlington.



# Annual Report

Overview of Business District  
Programs, Events, and Projects  
November 1, 2015 – June 30, 2016

2015  

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2016

**Arlington Business Improvement District**

## BOARD OF DIRECTORS

James Hawthorne, President  
Shalhoub - McDonald's

Henry Ayala, Vice President  
Danmar Insurance

Robert Steinmuller, Treasurer  
Innovative Electric Services

Enrique Martinez, Officer  
State Farm Insurance

Maartin Rossouw, Officer  
MJR Financial Services

Timothy Lowe, Director  
Arlington United Methodist Church

Scott Christen, Director  
Daily Brew Coffee House

Shadi Sayes, Director  
Image One Camera and Video

John McIntire, Director  
John Claude's Custom Jewelry

Denis Vega-Tapia, Director  
Community Health Systems Inc.

Charlie Keyes, Director  
Keyes Mane Design

Mike Sadeghian, Director  
Van Buren Land & Investments

Vicki Gomez, Director  
Union Bank

Matt Dupas, Director  
Empire Wraps

Desiree Gurrola, Director  
Parks, Recreation, & Community Services

Councilman Chris Mac Arthur, Director  
City Council - Ward 5

Councilman Jim Perry, Director  
City Council - Ward 6

### STAFF

Andrew F. Guerra Jr.  
Executive Director

Lea Hernandez  
Communications & Outreach Coordinator

In 2015/2016 we saw great progression in the Arlington Business District with the grand opening of Sonic, replicated to symbolize the Citizens National Trust and Savings Bank that once served Arlington, the remodel and expansion of Walmart into a Supercenter, and the opening of many new businesses across the Arlington District. Among the progression, the Arlington Business Partnership showcased two signature events: Winterfest in Arlington and our 14th Annual Chili Cook-Off & Car/Cycle Show, now an award winning hometown favorite community event attracting thousands into the District.

On behalf of the Arlington Business Partnership's Board of Directors and Staff, I am pleased to present the 2015/2016 Annual Report to the City of Riverside and Arlington stakeholders. As we enter our new fiscal year, we look forward to continuing our momentum through our commitment to the economic development of Arlington and the coordination of new and existing community events and activities to attract visitors to the District. We are proud to announce new projects and events that have been recommended by the Arlington Business Partnership's advisory committees, and anticipate the Board of Directors full support.

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 Board Chairman, James Hawthorne and Officers, Enrique Ayala, Robert Steinmuller, Maartin Rossouw, and Enrique Martinez, and the numerous volunteers serving on our board and advisory committees who are dedicated to making Arlington an attractive historic, and unique destination.

Respectfully Submitted,

*Andrew Guerra Jr.*

Andrew F. Guerra Jr., Executive Director  
Arlington Business Partnership  
Arlington Business Improvement District



## ABOUT THE ARLINGTON BUSINESS IMPROVEMENT DISTRICT

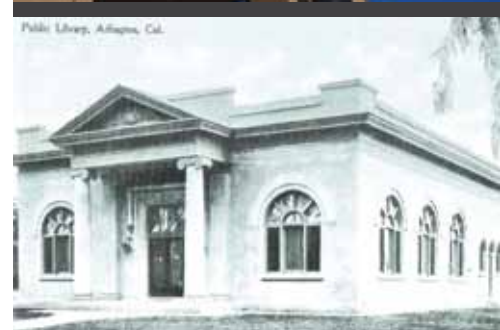
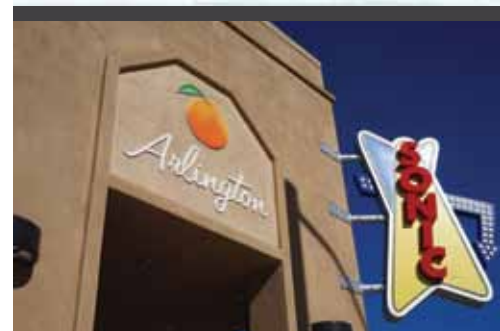
The inspiration and force behind the creation of the Arlington Business Improvement District (ABID) derived from the Arlington Community Committee, a group formed of Arlington businesses and community members. The Arlington Community Committee, with the assistance of the City of Riverside began with the formation of the Arlington Business Improvement District by the adoption of Resolution No. 20251 on August 27, 2002 and the approval of Ordinance No. 6626 on October 1, 2002. Since November 1, 2002, the Arlington BID has operated under the following parameters: Each business within the Arlington BID would assess themselves 90% of their current business tax, up to a maximum of \$400.

The Arlington Community Committee, now known as the Arlington Business Partnership (ABP) serves as the managing organization of the Arlington BID and advisory board to the City of Riverside. The committee name was changed in 2005 to more clearly define the mission and focus of the organization which 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. We do this by:

- Advocating for businesses within the BID
- Promoting the commercial welfare of businesses within the BID
- Providing tangible improvements and promotional activities to fulfill a vision of prosperity for the area
- Providing a sense of partnership with all businesses in the area and with all organizations sharing our goal

The ABP is a 501C (6) nonprofit organization that works in collaboration with the City of Riverside and other related agencies and organizations to improve the Arlington BID. Throughout the years, ABP has invested in District improvements such as upgraded street furniture, creation of public spaces, holiday décor, and many other improvements. ABP also coordinates two signature community events, several smaller activities, and participates in various cooperative advertising and promotional opportunities in order attract visitors to the Arlington Business District and the businesses within.

The ABP is governed by a board representing a cross-section of Arlington business owners and stakeholders nominated and voted in by fellow business owners. The board recommends what programs and services ABP will focus on for the growth and advancement of the Arlington BID. Arlington business owners and the community are encouraged to attend our Board meetings, held at the ABP Office, 9800 Indiana Ave., Ste. 2, Riverside, CA 92503 on the second Monday of each month at 5:30 PM.







## BOUNDARIES OF THE ARLINGTON BID

The ABP has no proposed changes to the Arlington BID boundaries as they currently exist.



## PROGRAMS, EVENTS, AND PROJECTS

In accordance with Ordinance No. 6626 and Chapter 3.48 of the Riverside Municipal Code, the ABP has included an overview of the programs, events, and activities that occurred during the 2015/2016 fiscal year and references proposed programs, events, and activities for the 2016-2017 fiscal year.

ABP provides the following programs, events, and activities to focus on the physical improvement and promotion of the Arlington Business Improvement District. We are committed to making Arlington an attractive place to visit, work and do business in.

### EVENTS

#### 14th Annual Chili Cook-Off & Car/Cycle Show

We are thrilled to announce for a second year in a row, ABP's Chili Cook-Off & Car/Cycle Show has been voted a Press Enterprise Reader's Choice Best of the Inland Empire award winner as a Hometown Favorite: Top 3 Best Community Event.

The Annual Chili Cook-Off & Car/Cycle Show is traditionally held along a ½ mile stretch of Magnolia Avenue from Van Buren Blvd. to Jackson Street in Arlington Village and includes an iconic car/cycle show, chili-off and many family-fun activities.

The crowd of chili and car/cycle enthusiast continues to grow each year; attracting thousands of potential customers to the Arlington Business District and generating an estimated economic impact of over \$225,000 for Arlington businesses.

We continue to look for ways to improve the Chili Cook-Off & Car/Cycle Show to better serve participants and promote Arlington businesses.

#### Arlington Morning Mixers

ABP hosts quarterly mixers to provide BID businesses information and guidance on topics of interest, such as marketing and social media, compliance challenges and record keeping.



## Winterfest in Arlington 2015

Arlington Business Partnership annually hosts Winterfest in Arlington, a holiday event incorporating a tree lighting ceremony at Arlington Park, and two opportunities for photos with Santa Claus at partnered BID business locations.

The 2015 event included performances from Arlington youth, vendors, a kids' zone and photos with Santa. Other Winterfest events provided additional opportunities to take photos with Santa. ABP had the joy of gifting over 600 bears and photos with Santa to children and families who attended the event in the heart of Arlington.



## Riverside Restaurant Week 2016

Restaurants across the city were encouraged to create a special menu, offer special discounted pricing, or feature an exclusive item from June 17 thru June 26. Restaurant Week is a time to show what Riverside restaurants have to offer during the annual event. Participating restaurants benefited from \$45,000 in advertising support and social media promotion from the City of Riverside, Arlington Business Partnership, Riverside Downtown Partnership, and 99.1 KGGI.



## Shop Small Saturday 2015

In November, ABP participated in Small Business Saturday – a day to celebrate and support small businesses and all they do for their communities. Shop Small Saturday is annually observed the Saturday after Thanksgiving. ABP was able to provide participating BID businesses with Shop Small branded totes, promotional items and a unique "selfie" marketing tool to promote their specific business.



## PROGRAMS & PROJECTS

### Physical Improvement Program

ABP annually allocates \$20,000 to the Physical Improvement Program (PIP), administered by the Physical Improvements Committee of the ABP. Businesses within the Arlington BID may apply for grant funds in order to enhance or secure commercial storefronts. The goal is to assist individual businesses in improving their storefront, which then contributes to the overall appearance of the District in the long term. Grants are awarded for 50% of the cost of improvements up to \$1,000 per valid business license per fiscal year. Eligible exterior improvements include but are not limited to: painting, signage, parking lot improvements, window replacement, and exterior security cameras and lighting. So far for 2015/2016, ABP has granted \$7,250.00 to eight businesses.

### Bus Shelter Project

Our Arlington bus shelters continue to appeal to the Arlington community and add a unique charter to the District. We are devoted to ensuring our bus shelters are maintained and remain attractive. The Riverside Transit Agency (RTA) serves as a key partner in maintaining the shelters.





### **Citrus Crate Label Program**

Our Citrus Crate Label Program pays homage to Arlington's citrus heritage and is still in place. ABP is committed to producing replicas of orange crate labels to install on storefront throughout the BID. The size of the labels range from 4'x4' to 8'x8' and are manufactured and installed at no charge to BID businesses. Although no labels were installed this fiscal year, ABP will still make the program available to businesses who have an interest and a feasible location for installation.

### **Awnings Program**

For years, ABP has installed awnings with the style, design, and color from the 1940's. The 2015/2016 year will mark the end of the six-year program with the last awning being repaired at 9418 Magnolia Avenue.

## **COMMUNICATION & OUTREACH**

### **Business Outreach**

The Business Outreach Program was designed for BID members to learn about ABP and the benefits they can take part in as a business of the Arlington Business District. Staff performs weekly visits to businesses distributing an ABP BID Kit that includes informational materials on the City of Riverside's Office of Economic Development, 311-Call Center, Public Utilities, and ABP's upcoming events and benefits of membership.

### **Weekly E-Newsletter**

Our weekly Arlington BID e-Newsletter serves as a marketing tool to stay connected with our members, and those who have a general interest in ABP. The e-newsletter showcases upcoming ABP and City of Riverside events, activities, and notable business content.

### **The Arlington Times**

The Arlington Times newspaper is published and delivered bi-monthly to 38 thousand businesses and homes in the 92503, 92504, and 92505 communities. The Arlington Times includes Arlington Business District specific content, such as new business announcements, advertisements, business spotlights, and an ABP and City of Riverside events calendar.

### **Social Media Marketing**

ABP is actively on social media platforms including Facebook and Instagram. Our goal is to reach an audience with relatable topics and information of interest pertaining to business practices and community activities. We encourage our BID businesses and the community to stay connected with us in person and online.





## **ANTICIPATED FY 2016/2017 PROGRAMS, EVENTS, AND PROJECTS**

### **Entry Monument Sign Project**

Entry Monument signs are proposed to be placed at four locations across the Arlington Business District. The signs would serve as an extended welcome into the District.

### **Pocket Park Project**

In discussions with committee and community members, a recommendation has been made to build a pocket park in a vacant lot on Van Buren Blvd. The park would feature water-wise landscaping, public art, and serve as a new open space for small gatherings.

In addition to continuing existing programs, events, and projects described above; ABP proposes these new ideas:

- Maintenance and Landscaping Program
- Banner Program
- Movies in the Park Event
- Concerts in the Park Event
- Arlington Trick or Treat Event



## FINANCIALS

The ABP is committed to providing Arlington BID businesses and the public with as much information as possible to promote accountability and trust in the ABP.

Below is an overview of ABP's revenues and expenses for a portion of the 2015/2016 fiscal year and a projection for the upcoming 2016/2017 fiscal year (November 1-October 31). The proposed budget may be adjusted by the Board of Directors at the Annual Meeting in October 2016.

As of the date of this report, the last complete fiscal year was 2014/2015. The net income of \$5,061.93 was carried over to the 2015/2016 District operations.

The revenues for providing the activities and improvements mentioned in this report are derived in part from business tax assessments collected by, and a \$100,000 matching grant provided by the City of Riverside.

### Fiscal Year 2015/2016\*

#### Revenues

Account	Budget	Actual
BID Grant	\$100,000.00	\$100,000.00
BID Assessments	\$180,000.00	\$138,050.05
Other Income	\$68,300.00	\$98,145.75
Total Revenues	\$348,300.00	\$336,195.80

#### Expenses

Account	Budget	Actual
Administration	\$179,400.00	\$140,246.58
BID Promotions	\$20,000.00	\$11,304.10
Marketing/Events	\$206,350.00	\$156,699.68
BID Projects	\$95,800.00	\$4,942.65
Total Expenses	\$501,550.00	\$313,193.01
<b>Net Income/(Loss)</b>	<b>(\$153,250.00)</b>	<b>\$23,002.79</b>

\*Figures reflect the period of 11/01/2015 to 06/30/2016.

### Fiscal Year 2016/2017 (Proposed)

#### Revenues

Account	Budget	Actual
BID Grant	\$100,000.00	
BID Assessments	\$180,000.00	
Other Income	\$201,573.00	
Total Revenues	\$481,573.00	

#### Expenses

Account	Budget	Actual
Administration	\$139,900	
BID Promotions	\$16,000.00	
Marketing/Events	\$243,450.00	
BID Projects	\$77,000.00	
Total Expenses	\$476,350.00	
<b>Net Income/(Loss)</b>	<b>\$5,223.00</b>	





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