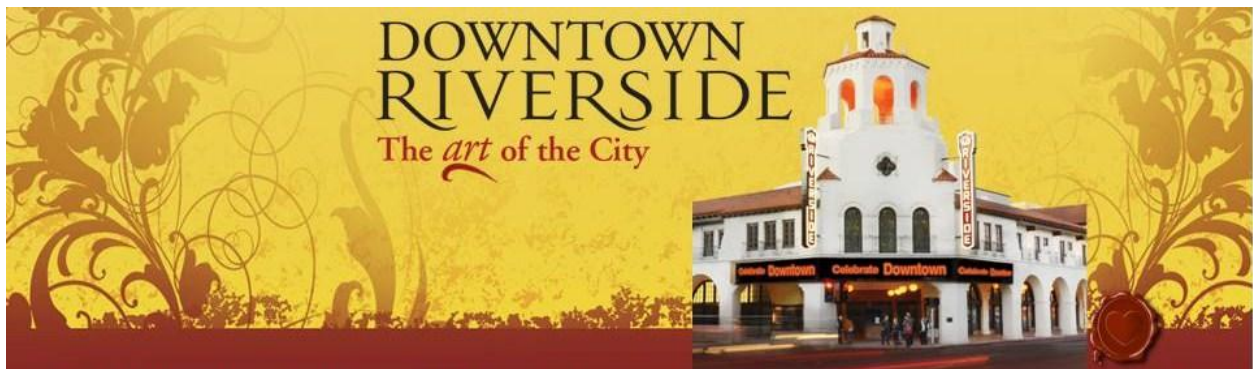


**ANNUAL REPORT  
On the  
Riverside Downtown Parking and Business Improvement Area**

**Renewal of the BID levy  
For the year January 1 – December 31, 2017**

*Prepared by the*  
**Advisory Board  
Of the Riverside Downtown Parking  
And Business Improvement Area**



## **Advisory Board of the Riverside Downtown Parking and Business Improvement Area**

### **A. Introduction**

The Advisory Board of the Riverside Downtown Parking and Business Improvement Area (“RDPBIA”) has caused this Annual Report to be prepared and they have reviewed and approved it at their meeting held on September 14, 2016. 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.

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 6<sup>th</sup> Street to 1<sup>st</sup> Street, and South from University Avenue to 14<sup>th</sup> 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 attached map.

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%.

### **B. JANUARY 1 – DECEMBER 31, 2017 PROGRAM**

In accord with the above-noted State Code (specifically Section 36533), the Annual Report shall contain the following:

#### **(1) Any proposed changes in the boundaries of the parking and business improvement area or in any benefit zones within the area.**

There is no proposed change in the RDPBIA boundaries for the 2017 year.

#### **(2) The improvement and activities to be provided for the year.**

In accordance with City Ordinance No. 5303 and Chapter 3.46 of the Riverside Municipal Code, we have outlined the activities, improvements, and new efforts being recommended for the year 2017. In order to better understand the recommended activities, improvements, and efforts for 2017, this report also provides details of the activities and programs of the RDPBIA in 2016.

The recommended activities are planned based upon the 100% tax assessment as it currently exists, and within the boundaries of the RDPBIA as indicated in Section B (1) above.

## **Overview**

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. These areas were parking activities, beautification, public events, music in public places, promotion of business activities, and security.

In 2006, the RDP Board of Directors adopted a vision for downtown Riverside, and a new mission for RDP to reflect that vision. The vision and mission drove the development of goals and a strategic plan for the future. The current strategic plan was adopted in December 2013 to cover the three year period from 2014 to 2016. An updated strategic plan for the three year period 2017 to 2019 will be prepared for approval by the RDP Board of Directors in December 2016. It is anticipated that there will be no substantive changes in the vision, mission or goals.

RDP's vision for downtown Riverside is that: "Downtown Riverside is the regional destination for businesses and service industries. With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities".

RDP's mission is that: "The Riverside Downtown Partnership will promote, represent, and manage an environment to support downtown Riverside as a regional destination for economic, arts, cultural, and residential uses."

RDP's goals are to:

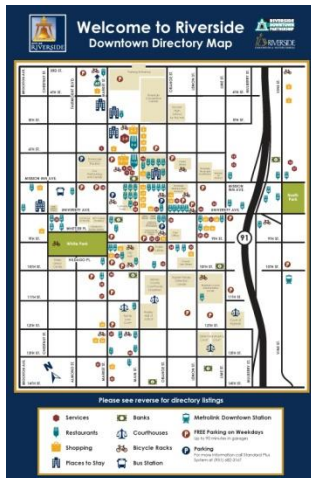
- Promote downtown Riverside as a destination for residents and regional visitors.
- Develop and enhance RDP's influence and activities with downtown stakeholders.
- Promote Riverside as a regional center for private sector commercial and residential development.

The Strategic Plan outlines specific strategies and tactics integrated into RDP and RDPBIA activities over the three years to achieve the stated goals. These strategies and tactics are assessed and adjusted as necessary each year.

## ***Parking Activities***

Adequate, safe parking is important to the growth and development of any downtown. The RDPBIA is involved with downtown parking through programs such as discount parking tokens for downtown businesses, maps to assist visitors, patrolling of downtown parking garages and lots through the Ambassador Program, and input to the City on specific issues.

Downtown businesses are able to purchase parking tokens for the meters at a discount of 50%. To further assist downtown businesses in purchasing tokens to provide to their customers, the RDPBIA provides an additional discount for the first 100 tokens purchased each month. The additional discount reduces the cost of tokens to \$25 for 100. The RDPBIA continued its financial support of the program in the current and plans to continue this discount in 2017.



To assist visitors in finding their way around downtown, the RDPBIA partnered with the City and with the Riverside Convention and Visitors Bureau to produce a downtown directory map. The map is distributed in a number of locations including the Jury Room, downtown hotels, the Riverside Convention Center, and the map stands located on Main Street which are stocked by the RDPBIA.

Under the Ambassador Program, uniformed personnel patrol the downtown core in an electric vehicle seven days a week from 11 am to 2:30 am weekdays and from 10:30 am to 2:30 am on weekends. Evenings and weekends are focused on patrolling the downtown parking garages and lots with the majority of funding provided through a separate contract. During the weekdays, Ambassadors patrol downtown garages and lots as a part of their downtown route. A portion of the evening and weekend patrols and all of the weekday patrols are funded through the RDPBIA.

One key function of the RDPBIA is to work with the City to provide convenient and accessible parking for downtown visitors and patrons. The RDPBIA provides input to the City Council and the City's Transportation Committee on parking issues such as public parking supply and also provides suggestions for the improvement of parking overall. During 2016, RDP assisted by promoting the public parking forums held in June and July as part of the downtown Parking Study and distributing the results of the study to the downtown business community. Businesses can bring concerns regarding parking to the Land Use Committee of the RDPBIA.

The RDPBIA will continue the above noted parking activities through 2017. Other parking initiatives may be considered as proposed by the RDP Land Use Committee in response to issues and concerns raised by downtown businesses.



## ***Beautification***

The RDPBIA's past beautification efforts included the purchase of a large sidewalk sweeper for use by the City in maintaining Main Street and surrounding sidewalks. The RDPBIA will continue to provide the sweeper for use in 2017.

## ***Public Events***

The RDPBIA provides funding and support for downtown events through several ways; direct financial sponsorship, allocation of internal resources, and promotion of events through print and electronic media. A monthly calendar of events is produced and posted in various locations downtown as well as on the RDPBIA website.





A number of downtown events such as Lunar Fest, the Riverside Dickens Festival, and the Mission Inn Run have received cash sponsorships annually for a number of years. The activities of the RDPBIA in this area reflect the emphasis on partnering to better leverage available funds and to help other organizations be more successful. The RDPBIA also supports events that do not occur each year such as the Long Night of Arts and Innovation. The RDPBIA will continue this support in 2017.



## Music in Public Places



The RDPBIA continued the lunchtime concert series, Concerts at City Hall, in 2016. The concert series featured local performers and drew county employees and jurors to the City Hall area and the surrounding restaurants. The concert series will continue in 2017 but as in 2016 will start earlier in June and end in July.

The RDPBIA sponsored the 2016 Rhythm of Riverside summer concerts in Fairmount Park as well as the videotaping of the Riverside Sings competition.

The RDPBIA will continue to support the summer concerts in Fairmount Park in 2017.



In an effort to broaden reach and make the events more accessible to a wider range of the community, the RDPBIA partnered with the Riverside Arts Council to integrate the former Mayor's Ball and the Summer Street Jam into the Riverside Art and Music Festival. The event took place on Saturday, September 17<sup>th</sup> from 3 pm to 10 pm.

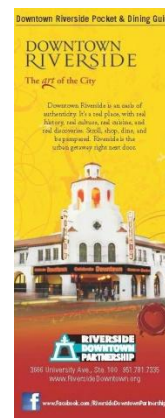
The festival celebrated arts and music and closed University from Lemon to Market in downtown Riverside. Art and cultural exhibits featured local artists and arts groups offering demonstrations, workshops, and sales, along with a Chalk Art Festival at University and Main featuring local artists who demonstrated chalk art to young aspiring artists. Cultural performances were shown on the stage from 3 - 6 pm and then followed by a free concert with local favorites, Naïve Thieves and Castle Pines, and then the headliner, Allison Iraheta + Halo Circus, at 8 pm.

## Promotion of business activities

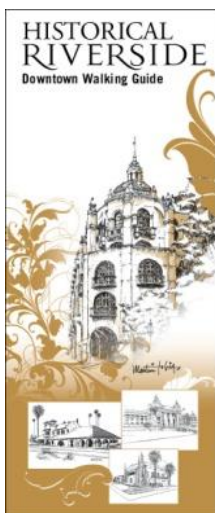
The RDPBIA promotes downtown Riverside as a destination for residents and regional visitors and through that, promotes downtown businesses. The RDPBIA promotes downtown, downtown businesses, and downtown attractions and offerings through print media, electronic media, and other communications and marketing methods.



Destination marketing ads showcasing downtown Riverside as an affordable destination are placed in select magazines in target areas and scheduled in 'pulses' through the spring and fall shoulder seasons to create maximum awareness and have maximum impact. As the ads are intended to raise awareness of downtown Riverside as a destination and drive people to the website for more information, the ads were redesigned to reflect the website when it was redone in 2015. The destination marketing campaign will continue in 2017.

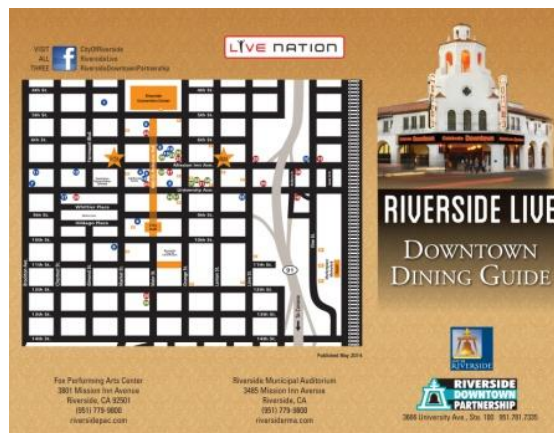


The RDPBIA produces a Pocket and Dining Guide that lists all downtown shops and most services, and provides information on downtown restaurants by category. The Guide is provided to the Convention and Visitors Bureau, the City's concierge desk in City Hall, downtown hotels and shops, attractions such as museums, and to the Jury Room in the Justice Center. The guide can be downloaded from [www.riversidedowntown.org](http://www.riversidedowntown.org). The RDPBIA will continue to produce the Guide in 2017.



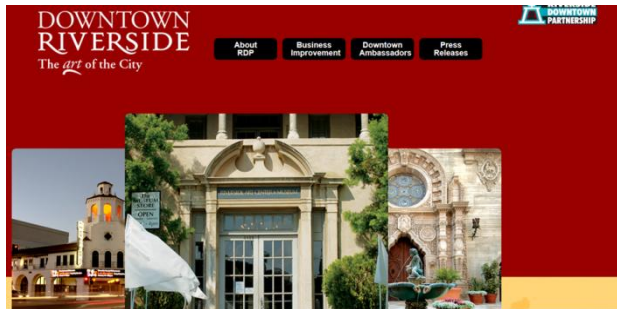
The RDPBIA produces Historical Riverside Downtown Walking Guide which is a self-guided tour of historic downtown buildings with illustrations by noted Riverside artist, Marty Tobias. The Walking Guide is available free of charge to visitors to the City's concierge desk in City Hall, the Mission Inn Museum, the downtown Public Library, the Metropolitan Museum, and through the Convention and Visitors Bureau, and is available for download from [www.riversidedowntown.org](http://www.riversidedowntown.org). The RDPBIA will continue to distribute the Walking Guide in 2017 to downtown visitors.

The RDPBIA also produces a special dining guide targeted toward patrons of the Fox Performing Arts Center and the Riverside Municipal Auditorium. The guide shows downtown restaurants in proximity to both venues and categorizes them by pre and post show offerings. This special dining guide will continue to be distributed in 2017.



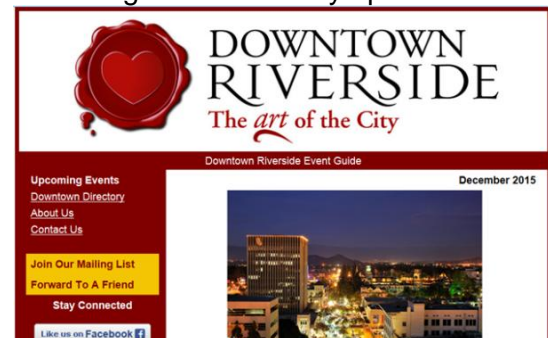


Electronic media efforts by the RDPBIA include a website to promote downtown and its attractions. The RDPBIA website is mobile friendly with a mapping feature. The RDPBIA also increased its social media efforts, particularly on Facebook and the pages for the organization and specific events. These electronic media efforts will continue in 2017.



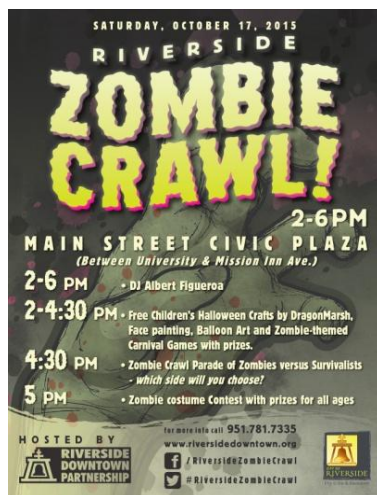
Communication and marketing methods include press releases to various media outlets on downtown attractions, editorial content on downtown activities in selected magazines, and a monthly newsletter distributed to all businesses in the RDPBIA to communicate items of interest and importance and to help build business capacity. The newsletter includes information on events and issues, updates from the Ward One and Ward Two council members, plus business tips and strategies and security updates.

The RDPBIA also distributes a monthly event notice through Constant Contact.



The RDPBIA produces several seasonal events to draw visitors in targeted demographic groups to downtown Riverside. These events include Movies on Main with family oriented movies shown in the Civic Plaza on a large outdoor screen in July. The movies were increased to 4 in 2016 and the RDPBIA intends to do the same in 2017.





The other seasonal event is the Riverside Zombie Crawl, launched by the RDPBIA in 2011 to complement the California Riverside Ballet's Ghostwalk and help brand downtown Riverside as Halloween Central.



The event has grown increasingly popular with entire families coming dressed up as either Zombies or Survivalists. The 2016 event is expected to attract approximately 1,000 people. The RDPBIA plans to continue the event in 2017.

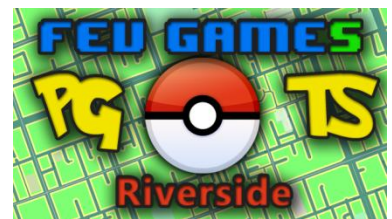
The RDPBIA introduced two new events in 2016.



Doors Open Riverside provided for 'Doors to Open' to a number of historic buildings in downtown Riverside including several private buildings not normally open to the public. The event was a partnership between the City of Riverside, the Mission Inn Museum and Foundation, the Old Riverside Foundation, the Riverside Arts Council,

and the RDPBIA. An estimated 1,000 people toured buildings downtown including historic churches.

Pokémon Go Third Saturdays was introduced by Fev Games to provide an opportunity for players to meet and compete individually and in teams. Riverside was one of six cities selected worldwide to host the inaugural event on August 20<sup>th</sup>. The RDPBIA, the City, and SMaRT Education partnered to welcome players to a Pokémon Go friendly downtown. The RDPBIA will host PGTS events in September, October, and November to encourage several thousand players to visit downtown and patronize shops and restaurants.



The RDPBIA's retail initiative was launched in 2012 to build the brand of downtown Riverside as a destination fashion district for the Inland Empire and promote downtown retailers and salons.

Each year since 2012, the RDPBIA has produced a spring show and a fall show. Each show features outfits and accessories from downtown retailers.





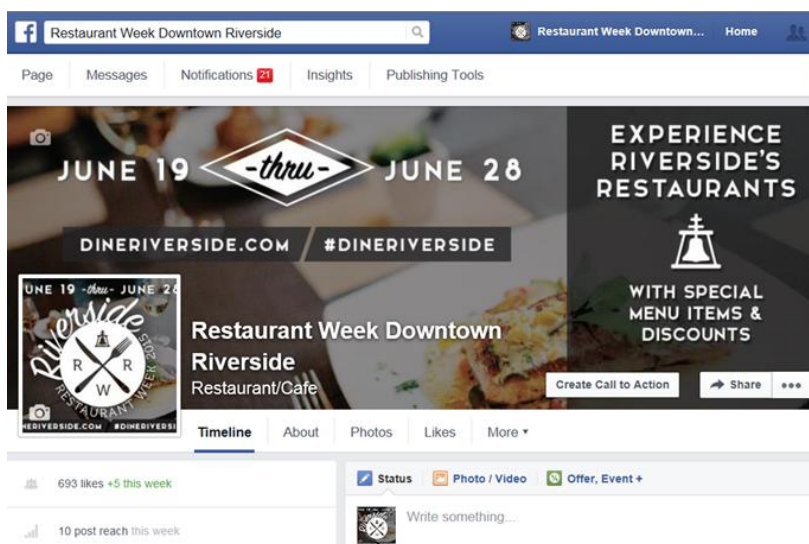
There was a change in 2016, prompted in part by anticipated construction on Main Street. The shows were repositioned to highlight women's health issues. The spring show was folded into the Riverside Community Hospital's Red Dress Fashion Show and Luncheon in support of heart health.

The fall show will be a partnership with The Pink Ribbon Place, a program of the Riverside Community Health Foundation in support of breast cancer awareness.



Both fashion shows will continue as partnerships in 2017.

The RDPBIA launched Downtown Riverside celebrates Restaurant Week in June 2013 to raise awareness of downtown Riverside as a dining destination and to encourage patrons to visit downtown restaurants during the slower summer months. In 2014 the City of Riverside, the Arlington Business Partnership, and the RDPBIA partnered to expand the promotion city wide with significant online and radio advertising.



Riverside Restaurant Week was continued in 2016 with the new 'look' introduced in 2015. The promotion and partnership will be continued in 2017.

The RDPBIA's efforts in promoting business activities include building business capacity through workshops, seminars, and other initiatives.

The RDPBIA works with partners such as the City of Riverside, the Arlington Business Partnership, the Small Business Majority, and the Inland Empire Small Business Development Center to offer workshops and seminars of interest and information to businesses. Seminars offered in 2016 included topics such as Succeeding Online and Cybersecurity. These efforts will continue in 2017.

The RDPBIA also was a sponsor of the 2016 Multicultural BIZFEST held on August 25<sup>th</sup>.



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The Ambassador program is the most significant security effort of the RDPBIA. The Ambassadors patrol the downtown core weekdays from 11 am to 6:30 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues. The Ambassadors also patrol weeknights from 6:30 pm to 2:30 am, and weekends from 10:30 am to 2:30 am with specific focus on downtown City parking garages and parking lots



The RDPBIA also coordinates information meetings for hospitality establishments. A meeting was held on March 24<sup>th</sup> in 2016 to discuss security and other concerns with representatives from Riverside Police Department including Vice and Undercover, Code Enforcement, ABC, and Employee Development. It is planned to hold at least one such meeting in 2017.

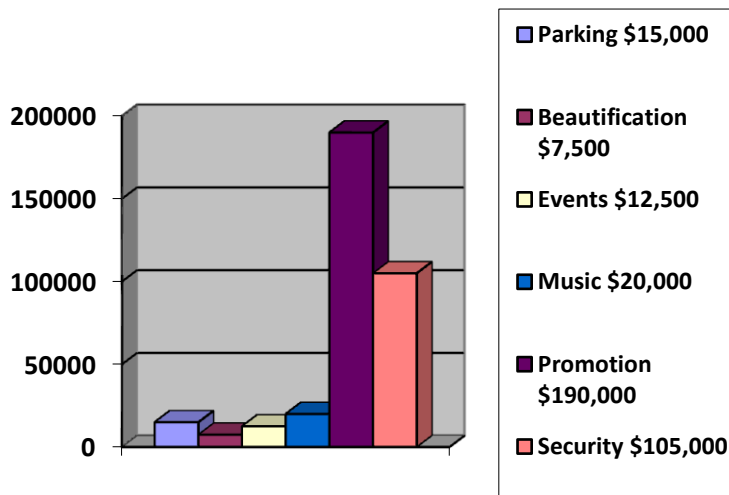
Each year the City of Riverside provides \$100,000 in matching funds under a 10 year agreement that runs from 2010 to 2020. The City Match monies are used by the RDPBIA for a number of purposes, ranging from marketing programs, events, and security programs and equipment. The RDPBIA does not take any contribution to overhead or administration from the City Match monies, instead using 100% of the monies for the designated purpose.

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**(3) An estimate of the cost of providing the improvements and the activities for the year.**

An estimate of the cost of providing the activities and the improvements for the year 2017 is shown in the accompanying diagram. The cost of providing all improvements and activities in 2017 is based on anticipated business tax levy revenue for that year.

Additional revenue received during 2017 will be used to fund additional efforts in the areas of Public Events, Promotion of Business Activities, and Security.



**(4) The method and basis for levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for the year.**

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%. In order to allow each business owner to estimate the amount of the assessment to be levied against his or her business for the year 2017, the following example has been provided:

100% ASSESSMENT: EXAMPLE BUSINESS TAX PAYMENT				
<i>Base Amount Paid to City</i>		<i>100% amount Paid to RDPBIA</i>		<i>Total Paid by BID Business Owner</i>
\$100	+	\$100	=	\$200

To provide information to new and renewing business owners on the benefits of the RDPBIA, a handout has been prepared for the Business Tax Department to distribute with business license and tax applications. The handout is attached to this report for reference.

**(5) The amount of any surplus or deficit revenues to be carried over from a previous year.**

An operational surplus of approximately \$2,730 was reported at the fiscal year-end of June 2016. The budget adopted by the RDPBIA for the fiscal year of July 1, 2015 to June 30, 2016 reflected a balanced budget for the year. The operational surplus reported was reallocation of certain expenses to the City Match Grant.

The RDPBIA Board approved a balanced budget for the fiscal year of July 1, 2016 to June 30, 2017. As a result, it is anticipated that there will be no significant operational surplus or deficit carried over from calendar year 2016, other than that due to timing of income and/or expenses.



**(6) The amount of any contributions to be made from sources other than assessments levied pursuant to this part.**

The Board of Directors of the Riverside Downtown Partnership, a California non-profit corporation, acts as the Advisory Board for the RDPBIA and has caused this report to be prepared. In addition to funds from the 100% tax assessment, the Riverside Downtown Partnership receives funds and contributions from sources other than from tax assessments. The contribution sources are listed below. Said funds are in addition to the assessments described above and covered by this part, however, they are spent on improvements and activities within the RDPBIA.

- Parking Security Contract
- Membership Dues
- Sponsorships, Promotions and Events
- Marketplace Maintenance Grant

**TOTAL CONTRIBUTIONS FROM OTHER SOURCES**

**\$119,210**

Respectively submitted,

Advisory Board  
Riverside Downtown Parking and Business Improvement Area

# ***Overview of the Riverside Downtown Partnership***

## ***History***

The Riverside Downtown Partnership was formed in 1981 when downtown business owners and others saw a need for an organization to oversee promoting and managing the downtown area. When the Downtown Parking and Business Improvement District was created in 1986, the Riverside Downtown Association was charged with the responsibility of managing the District, commonly referred to as the Downtown BID. RDP still continues to manage the Downtown BID. The BID Assessment, equal to 100% of the Business Tax, must be approved by the City Council for the beginning of each calendar year.

## ***Goals***

RDP has three broad goals:

- Promote downtown Riverside as a destination for residents and regional visitors.
- Develop and enhance RDP's influence and activities with downtown stakeholders.
- Promote Riverside as a regional center for private sector commercial and residential development.

## ***Downtown BID Operations***

As the Manager of the Downtown BID, we implement activities and programs funded by the BID levies. There are six main areas of focus: parking, beautification, public events, music in public places, promotion of business activities, and security.

*Parking* - To assist downtown businesses in purchasing tokens to provide to their customers, we provide an additional discount, reducing the cost of tokens to \$25 for 100. Our Ambassadors patrol the downtown core including parking garages and lots in an electric vehicle seven days a week from 11 am to 2:30 am weekdays and from 10 am to 2:30 am on weekends.

*Beautification* – We provide a large sidewalk sweeper for use by the City in maintaining Main Street and surrounding sidewalks on a regular basis.

*Promotion of Public Events* – We provide funding and support for events through direct sponsorship and through promotion of events through print and electronic media.

*Music in public places* – We sponsor the Rhythm of Riverside summer concerts in Fairmount Park, a popular concert event produced by Park and Recreation, as well as the Concerts at City Hall.

*Promotion of business activities* – We promote downtown Riverside as a destination through a marketing campaign, leveraging downtown Riverside's unique collection of businesses as the urban get-away right next door. We also produce a number of seasonal events to draw visitors to downtown to patronize our shops and restaurants and other amenities. These include two fashion shows a year plus Riverside Restaurant Week in partnership with the City.

*Downtown Security* – Our Ambassadors patrol the downtown core weekdays from 11 am to 6 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues. We also work with the Riverside Police Department on distributing security bulletins and updates to downtown businesses through the monthly BID bulletin and through an email security alert.

For more information on the Riverside Downtown Partnership and our activities, contact us at 3666 University Avenue, Suite 100 or at 951-781-7335 or at [rdpoffice@sbcglobal.net](mailto:rdpoffice@sbcglobal.net)

