

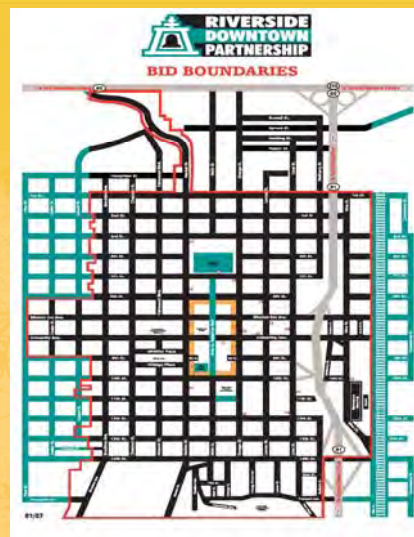


# Riverside Downtown Parking and Business Improvement Area

Activities for the year  
January 1 to December 31, 2018



## Boundaries





## Our Vision

***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.***



## Our Mission

***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.***

**Our Mission drives our activities.**







# Activities

**Parking**

**Beautification**

**Promotion of Public Events**

**Music in Public Places**

**Promotion of Business Activities**

**Security**

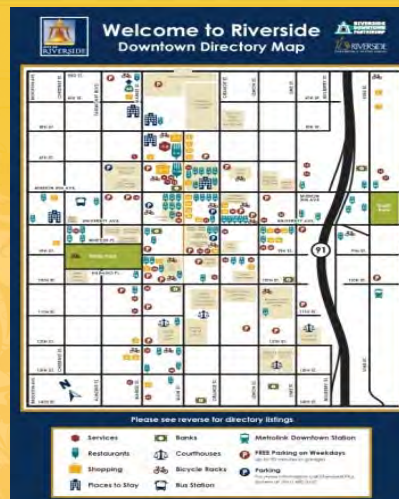


# Parking

**Map to guide visitors**

**Ambassador patrol of City  
garages and parking lots  
during weekdays**

**Work with the City on  
parking issues**





## Beautification

**Sweeper provided  
for use downtown  
by City's Public  
Works**



## Public Events

**Promote events  
through various  
media including  
monthly  
calendar of  
events and  
event guide**







## Public Events

**Provide sponsorship to events such as Lunar Fest, Dickens Festival, the Mission Inn Run, and the Chanukah Festival**



## Music in Public Places

**Partner with City on lunch concerts**

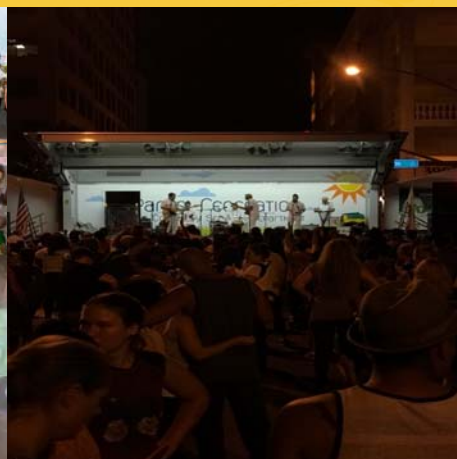
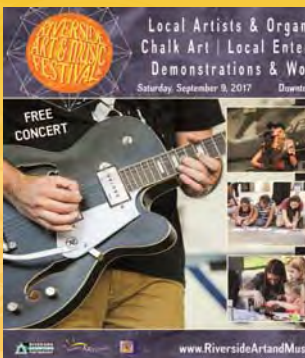
**Sponsor Summer Concerts in the Park and Riverside Sings competition**



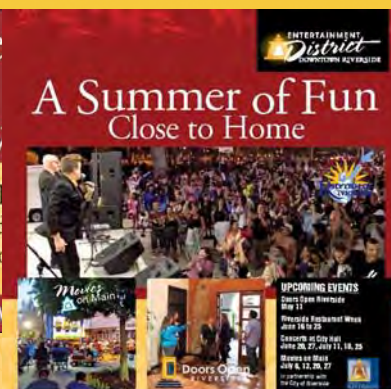


# Music in Public Places

## Riverside Art and Music Festival



# Promotion of Business Activities



**Destination  
marketing  
campaign with  
updated print ads**



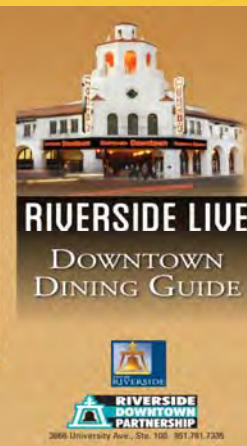
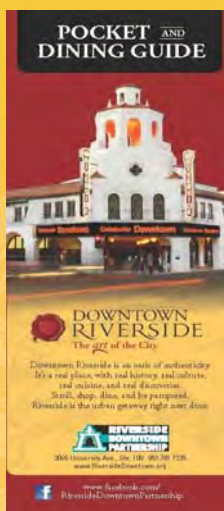




## Promotion of Business Activities

**Pocket Guide and Dining Guide listing shops and services**

**Dining Guide with information on restaurants for patrons of performing venues**



## Promotion of Business Activities

**Website and Facebook pages to provide information and promote downtown**

**Monthly newsletter to inform businesses and share business tips**





## Promotion of Business Activities

### Seasonal Events to draw Target Demographics

Event to promote historic downtown and heritage buildings



## Promotion of Business Activities

### Seasonal Events to draw Target Demographics







**RIVERSIDE  
DOWNTOWN  
PARTNERSHIP**

## Promotion of Business Activities

### Seasonal Events to draw Target Demographics



**DOWNTOWN  
RIVERSIDE**  
The *giz* of the City



**RIVERSIDE  
DOWNTOWN  
PARTNERSHIP**

## Promotion of Business Activities

### Retail Initiative – Establish downtown Riverside as Destination Fashion District



**DOWNTOWN  
RIVERSIDE**  
The *giz* of the City





## Promotion of Business Activities

**Retail Initiative – Establish  
downtown Riverside as Destination  
Fashion District**



## Promotion of Business Activities

**Restaurant Initiative – Establish downtown Riverside as a  
destination for dining**





## Build business capacity through workshops and cross-promotion using existing events

CALIFORNIA COMPANIES' YEAR UP

# PRESENTATION RIVERSIDE



**José Medina**  
sdc@asmbc.org



**Assemblymember José Medina and the California Civil Justice Foundation**  
will present how to locate your business's tax returns, compare them and include your request of having it litigated by default.

## Small Business Workshop

### Americans with Disabilities Act (ADA)

---

**Friday July 21**  
**9-10:30 am**

### Riverside Art Museum

(RPM)  
Art Alliance Gallery  
3425 Mission Inn Avenue  
Riverside

**Don't Leave Money on The Table:** State of California Offering Over \$200 Million in Tax Credits to Businesses of All Sizes

The application is easy to fill out on-line, open to any business owner, free and costing you very way. Join senior officials from the Governor's Office of Business and Economic Development (GO-BED) for a one-on-one hour business development presentation to your area and get custom instructions on how to apply for this tax credit program.

[Register at www.BusinessCA.gov](http://www.BusinessCA.gov)



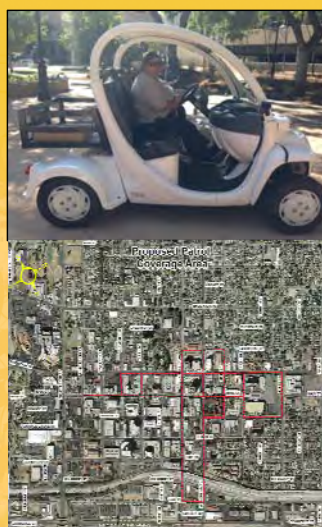




[illegible]

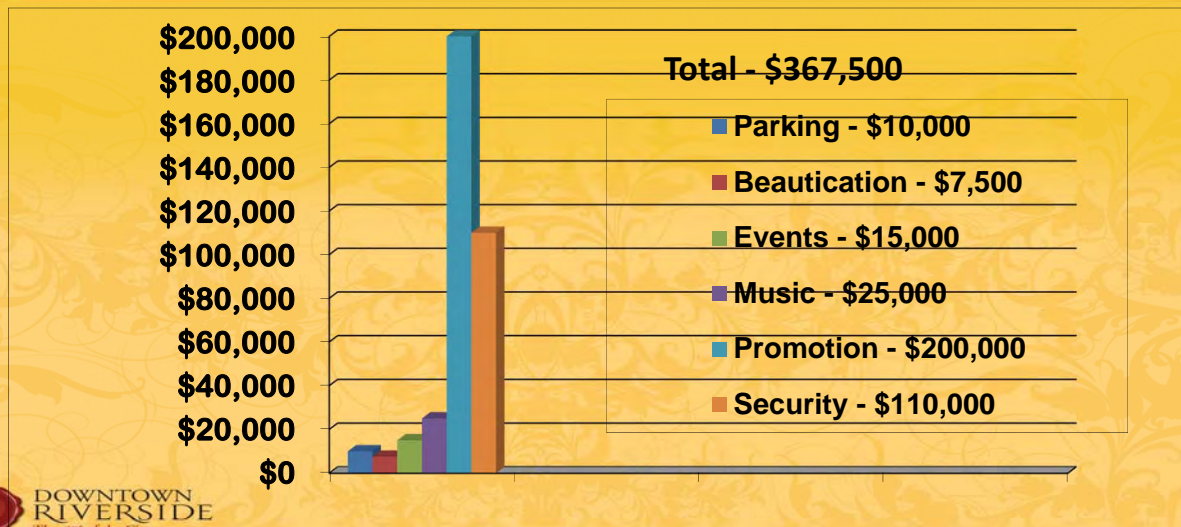
**Ambassador Patrol 7 days a week from 9 am to 5 pm weekdays, from 6:30 pm to 2:30 am weeknights and from 10:30 am weekends to 2:30 am**

**Financial commitment to Streetplus Safety Patrol of \$50,000 Year 1 and \$50,000 Year 2**





## Estimated cost of 2018 Activities



## Riverside Downtown Parking and Business Improvement Area

*Thank you for your support!*

