

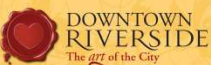
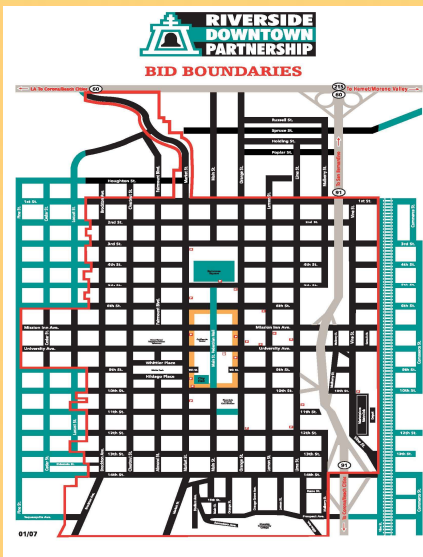


Riverside Downtown Parking and Business Improvement Area

Activities for the year
January 1 to December 31, 2019



Boundaries





Our Vision

Downtown Riverside is the regional destination for businesses and service industries.

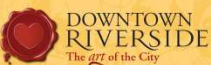
With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities.



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 goals and activities.





Goals and activities

- 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

These goals drive RDP's activities in the areas of parking, beautification, public events, music in public places, promotion of business activities, and security.

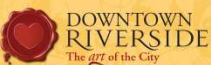
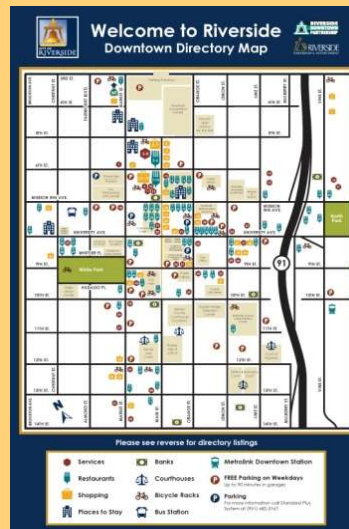


Parking

Map to guide visitors

Ambassador patrol of City garages and parking lots during weekdays

Work with the City on parking issues such as vehicle safety



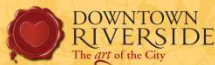


Beautification

Sweeper provided for use downtown by City's Public Works

New banners on Brockton

Removal of five ficus trees and replacement



Public Events

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



AUGUST 2018

Galleries, Museums & Library

Riverside Live

Special Events

Library & Museum Events

Performing Arts

Riverside Live

UCR ARTS

DOWNTOWN RIVERSIDE
The art of the City

Downtown Riverside Event Guide

Upcoming Events

Downtown Directory

About Us

Contact Us

Join Our Mailing List

Forward To A Friend

Stay Connected

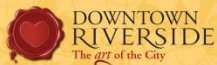
Like us on Facebook

RIVERSIDE



Public Events

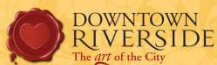
Provide sponsorship to events such as Lunar Fest, Dickens Festival, the Mission Inn Run, and the Chanukah Festival



Music in Public Places

Partner with City on lunch concerts

Sponsor Summer Concerts in Fairmount Park



SUMMER LUNCHESES IN DOWNTOWN
EVERY TUESDAY RIVERSIDE CITY HALL

RIVERSIDE ART & MUSIC FESTIVAL

Local Artists & Organizations
Chalk Art | Local Entertainment
Demonstrations & Workshops

FREE CONCERT
Saturday, September 15, 2018
4:00 p.m. - 10:00 p.m.
9th St. & Orange St., Downtown Riverside, CA

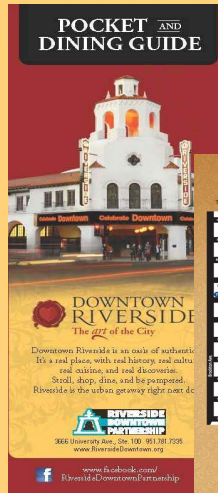
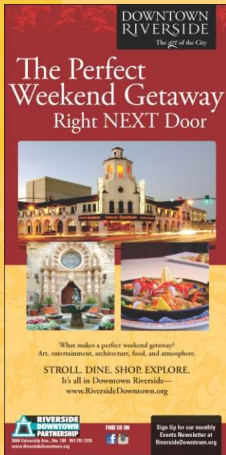
www.RiversideArtandMusicFestival.com

Partner with Arts Council on Art and Music Festival

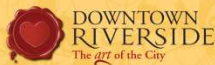


Promotion of Business Activities

Destination marketing campaign with print ads



Pocket Guide and Dining Guide listing shops and services

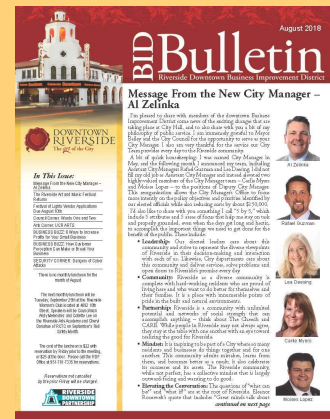
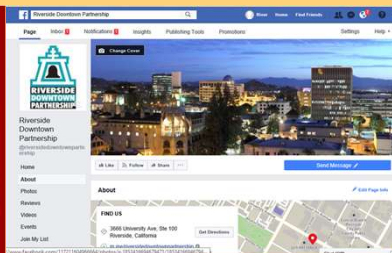
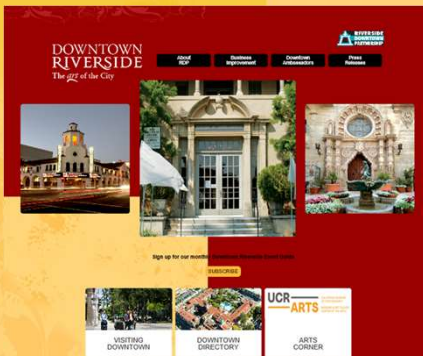


Dining Guide

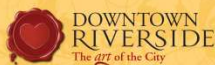


Promotion of Business Activities

Website and Facebook pages to provide information and promote downtown



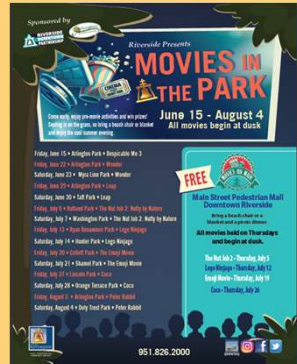
Monthly newsletter to communicate items of interest and importance and to help build business capacity.





Promotion of Business Activities

Event to promote historic downtown and heritage buildings



Outdoor movies

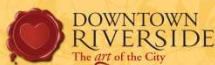


Halloween and cultural events



Promotion of Business Activities

Fashion show to showcase retailers





Security

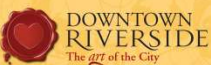
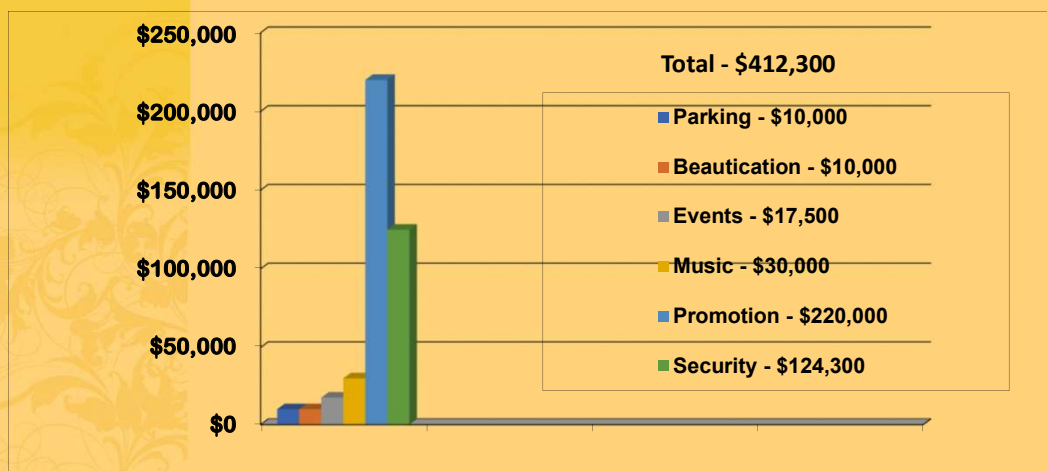
Ambassador Patrol
7 days a week from
9 am to 5 pm
weekdays, from 6:30
pm to 2:30 am
weeknights and
from 10:30 am
weekends to 2:30
am



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



Estimated cost of 2019 Activities





Riverside Downtown Parking and Business Improvement Area

Thank you for your support!

