

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

**Renewal of the BID levy
For the year January 1 – December 31, 2020**

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



Downtown is Calling
Good Times Await

**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 11, 2019. 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 6th Street to 1st Street, and South from University Avenue to 14th 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, 2020 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 2020 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 2020. In order to better understand the recommended activities, improvements, and efforts for 2020, this report also provides details of the activities and programs of the RDPBIA in 2019.

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.

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".

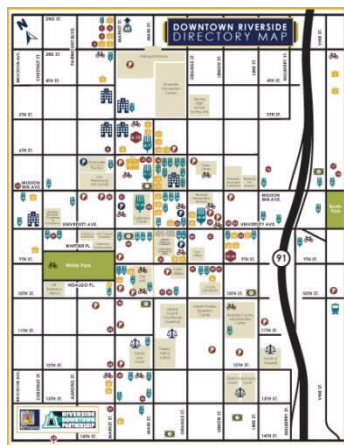
RDP's mission is that: "The Riverside Downtown Partnership will promote, represent, and manage an environment to support downtown Riverside as a regional destination for economic, arts, cultural, and residential uses."

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.

These goals drive RDP's activities.

Parking Activities



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

To assist visitors in finding their way around downtown, the RDPBIA partners with the City on a downtown directory map. The map is on the RDPBIA website, www.riversidedowntown.org. The website also has the Downtown Riverside Parking Guide and Map and a map of City garages and parking lots available for download.

Under the Ambassador Program, uniformed personnel patrol the downtown core in an electric vehicle seven days a week from 9 am to 5 pm weekdays, 6:30 pm to 2:30 am evenings Monday to Friday, and from 10:30 am to 2:30 am on weekends. Evenings and weekends focus on patrolling downtown civic 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. The RDPBIA also works with the City's Public Parking Services Department on issues relevant to businesses and visitors.

The RDPBIA will continue its parking activities through 2020. 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 2020.

The RDPBIA also provides support for ad hoc projects. These projects are addressed as they come up, and monitored through the RDP Land Use Committee. One such project is the removal of Ficus trees and replacement with Goldenrain trees. Ten trees on University Avenue were removed in 2019 and other locations are being considered.

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 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 2020.

Music in Public Places



The lunchtime concert series at City Hall is a partnership between the RDPBIA and the City's Arts and Cultural Affairs. In 2019 an arts component was added as well as a new look for its marketing material. The event encourages downtown employees and visitors to enjoy their lunches outdoors while listening to local performers and participating in arts activities. The RDPBIA plans to continue as a partner in the event in 2020.

The RDPBIA continued to sponsor the Rhythm of Riverside summer concerts in Fairmount Park as well as the videotaping of the Riverside Sings competition. RDPBIA's sponsorship will be continued in 2020.





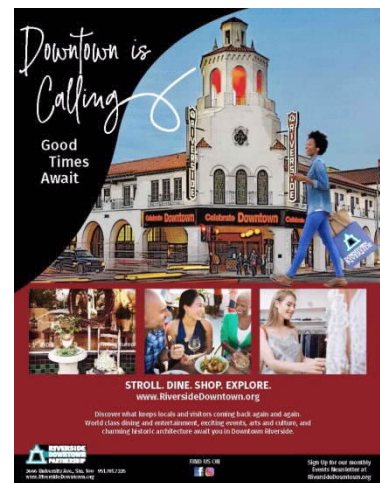
The RDPBIA once again partnered with the Riverside Arts Council on the Riverside Art and Music on Saturday, September 14th from 4 pm to 10 pm. The festival celebrates arts and music with cultural performances on the stage until 7 pm and then local bands until 10 pm. Art and cultural exhibits are on Ninth Street from Lemon to just before City Hall and feature local artists and arts group offering demonstrations, workshops, and sales.

There are performances by cultural groups at the intersection of Ninth and Orange from 4 pm to 7 pm. After that, Inland Empire favorite bands play on the stage until 10 pm. In 2019, Beyond Rhythm, The Sleeping Sea King, and Eva and the Vagabond Tales were featured.

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.

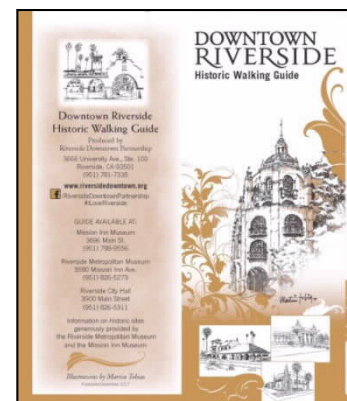
Destination marketing ads showcasing downtown Riverside as an affordable destination are placed in select magazines in target areas to raise awareness of downtown Riverside as a destination and drive people to the website for more information. The destination marketing campaign will continue in 2020.

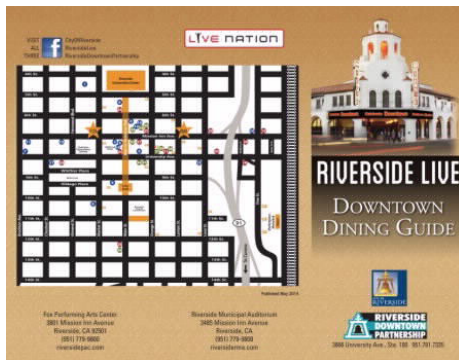


In addition to the destination ads, the RDPBIA places ads for its events in specific magazines such as Riverside Magazine and Inland Entertainment Review.

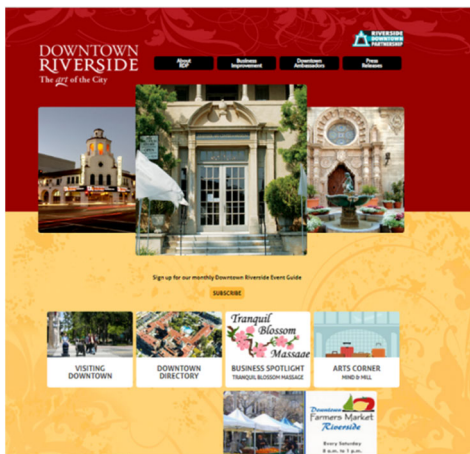
The RDPBIA produces a Pocket and Dining Guide that lists all downtown shops and most services, and provides information on downtown restaurants by category. The Guide is provided to the Convention and Visitors Bureau, the City's concierge desk in City Hall, downtown hotels and shops, attractions such as museums, and to the Jury Room in the Justice Center. The guide can also be downloaded from the organizations website at www.riversidedowntown.org. The RDPBIA will continue to produce the Guide in 2020.

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, and through the Convention and Visitors Bureau, and is available for download from www.riversidedowntown.org. The RDPBIA will continue to distribute the Walking Guide in 2020 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 2020.



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 maintains a Facebook page for the organization. These electronic media efforts will continue in 2020.



Communication and other 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 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 produces a monthly calendar of downtown events and distributes a monthly event notice through Constant Contact.



The RDPBIA produces several 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 event includes information tables from civic and community organizations.



The event is a partnership with the City's Park and Recreation Department. The RDPBIA intends to continue the partnership in 2020.



Doors Open Riverside was introduced in May 2016. The event is a partnership between the City of Riverside, the Mission Inn Museum and Foundation, and the RDPBIA. At the inaugural event, an estimated 1,000 people took the opportunity to tour historic churches and buildings including several private buildings not normally open to the public.

Based on feedback from surveys and tally

sheets in 2018, the decision was made to change the event in 2019 from the second Thursday in May in the evening to the second Saturday in May from 10 am to 4 pm. The change allowed attendees, particularly families, more time to visit the 25 venues participating. The date will stay the same in 2020.



Doors Open Riverside has the distinction of currently being the only event of its type in California.



In 2018 the RDPBIA worked with the group producing Day of the Dead on a new Halloween Town event held in White Park on the Saturday prior to the Day of the Dead event. The RDPBIA sponsored the daytime children's activities. The new Halloween Town event included activities to 10 pm to increase attendance. The RDPBIA also provided a sponsorship for the Day of the Dead event which now attracts over 30,000 people to downtown Riverside. Both occurred in 2019 and the plan is to continue in 2020.

The RDPBIA's fashion 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.

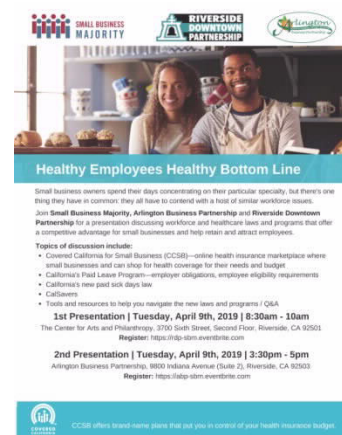


The cornerstone of the initiative is a fashion show held outdoors on the first Thursday in October to showcase the outfits and accessories available at downtown retailers. In 2016, the event



became a partnership with The Pink Ribbon Place, a program of the Riverside Community Health Foundation in support of breast cancer awareness. This partnership continued in 2017, 2018, and 2019 and will continue in 2020.

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 and co-promote workshops and seminars of interest and information to businesses. These efforts will continue in 2020.



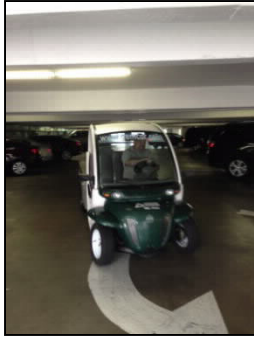
The RDPBIA works with other organizations to promote downtown businesses. These efforts include working with the Riverside Convention and Visitors Bureau to distribute information and special offers to conventioners and visitors, and to support bids for conventions and sporting events. They also include working with the Riverside Arts Council to cross market venues and restaurants during the monthly Arts Walk.

These efforts will continue in 2020.

Promotion of Business Activities also includes the RDPBIA's informational luncheons held each month on the fourth Tuesday with the exception of February, August, and December. Each luncheon features a presentation on a topic or topics of interest. The monthly luncheons will continue in 2020.

Security

The Ambassador program is the most significant security effort of the RDPBIA. The Ambassadors patrol the downtown core weekdays from 9 am to 5 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues. Ambassadors assist with moving transients along and other problems encountered by downtown businesses.



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 evening and weekend parking patrols are funded by a contract with the parking management company appointed by the City and by an allocation of BID Security funds.

Other security activities include both a downtown Security Committee and a Security – Entertainment District Committee with representation from the Riverside Police Department, the Homeless Coordinator's department, and the business community. The RDPBIA works 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.

The RDPBIA also helps coordinate information meetings for hospitality establishments held each quarter by the RPD North Area commander, Lt. Kevin Townsend. Meeting topics include issues such as licensing, vice inspections, and ABC concerns. Meetings were held in March with the next to be held in the fall. These quarterly meetings will continue in 2020.



The RDPBIA also coordinates safety and security workshops for the benefit of both downtown and other businesses. The RDPBIA plans to continue holding safety and security workshops as needed in 2020.

The RDPBIA agreed to a \$50,000 financial contribution to Year 1 and Year 2 of the Streetplus Safety Patrol. This funding is in support of the City's funding of \$338,172 annually. City Council approved a Professional Consultant Services Agreement with Streetplus for a Downtown Safety Patrol for a term of two years with two one-year options to extend, starting effective August 14, 2017. That agreement was extended for a third year and the RDPBIA agreed to another \$50,000 financial contribution.

Safety Patrol duties include offering assistance, information and directions; conducting business checks; providing personal safety escorts; and identifying and reporting conditions and incidents that impact safety primarily in the Entertainment District.



City Match Monies

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.

In 2019, the RDPBIA used the City Match monies for print and other promotion, City sponsored events such as Rhythm of Riverside, retail promotional events, security, and other economic purposes. RDPBIA will continue the use of these funds for the same purposes in 2020.

(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 2020 is shown in the accompanying table. The cost of providing all improvements and activities in 2020 is based on anticipated business tax levy revenue for that year.

Activity	2019 Cost
Parking	\$10,000
Beautification	\$10,000
Events	\$17,500
Music	\$30,000
Promotion	\$220,000
Security	\$124,800
Total	\$412,300

Additional revenue received during 2020 will be used to fund additional efforts in the areas of Beautification 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 2020, 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 is provided to 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 \$427 was reported at the fiscal year-end of June 2019. The budget adopted by the RDPBIA for the fiscal year of July 1, 2018 to June 30, 2019 reflected a balanced budget for the year.

The RDPBIA Board approved a balanced budget for the fiscal year of July 1, 2019 to June 30, 2020. As a result, it is anticipated that there will be no significant operational surplus or deficit carried over from calendar year 2019, 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
- Sponsorships, Promotions and Events

TOTAL CONTRIBUTIONS FROM OTHER SOURCES

\$106,875

Respectively submitted,

Advisory Board
Riverside Downtown Parking and Business Improvement Area