

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

**Renewal of the BID levy  
For the year January 1 – December 31, 2021**

*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 9, 2020. 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, 2021 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 2021 year.

**(2) The activities and improvements 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 2021.

The COVID-19 pandemic has affected the RDPBIA’s activities since March 2020. In order to better understand what is planned or can be planned for 2021, this report provides details of the activities and programs of the RDPBIA that were planned in 2020 and the impact of the COVID-19 pandemic on them. The pandemic’s impact IS expected to continue into 2021 and will shape what the RDPBIA is able to do.

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 of the RDPBIA and RDP'S role**

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, 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 are normally the driving force behind RDP's activities, and the activities of the RDPBIA. However, the new normal is now shaped by COVID-19. Consequently the activities of the RDPBIA in 2020 and 2021 have and will reflect the impact of COVID-19.

## **The COVID-19 pandemic in 2020 in California and Riverside**

The first case relating to the COVID-19 pandemic in California was confirmed on January 26, 2020. A mandatory statewide stay-at-home order was issued by California Governor Newsom on March 19<sup>th</sup>. Initially, California looked like a success story in the face of the COVID-19 pandemic. As New York State's COVID-19 pandemic outbreak reached its peak, California's COVID-19 death rate was less than a tenth of New York's.

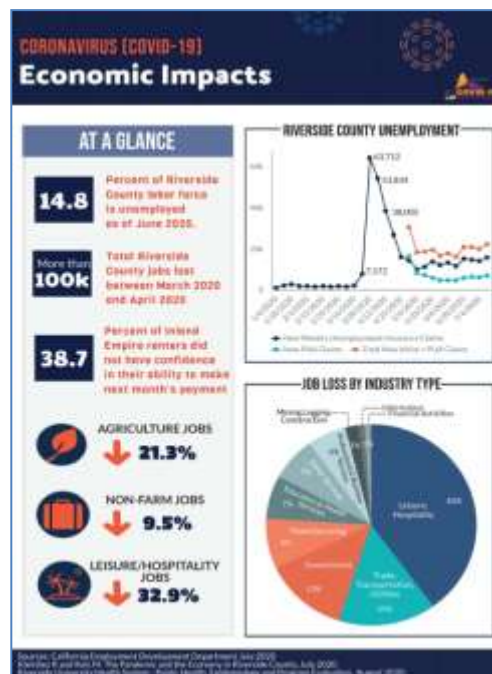
But that changed. In June 2020 the state surpassed the 200,000 mark for number of cases. The number of cases climbed to 300,000 in July and then the 400,000 mark, resulting in a one percent infection rate per population for the state's over 40 million residents. By July 22, 2020 California overtook New York as the state with the most COVID-19 cases in the United States.

The reversal was due in part, according to experts, to California letting its guard down. The state was among the first in the US to embrace a shelter-at-home order. However, precautions against COVID-19 such as wearing a mask, mandated state wide on June 18<sup>th</sup>, were inconsistently implemented by the public and businesses. This mix of relaxed social distancing policies, inconsistent use of precautions, and rise of new COVID-19 hot spots led to California's turn for the worse. This then led to reopening being pulled back and restrictions on businesses' operations.

The graphic on the right provided by the County of Riverside shows the estimated economic impact from the COVID-19 pandemic as of July 2020.

Currently many large businesses and government offices have their employees work from home while restaurants and service businesses operate under restrictions such as outdoor dining and takeout only. The reduction in office and government employees working downtown has had a significant negative impact on downtown restaurants and businesses, many of which depend on those employees to patronize their establishments.

Downtown Riverside was particularly affected with its concentration of government offices. State, County and City governments closed offices and furloughed employees, as did those organizations linked to governments. State and local budgets suffered a "revenue collapse" that may take years to recover from, even with federal assistance.



Although a number of restaurants and businesses were able to operate at reduced levels with restrictions, the decrease in downtown workforce had an impact. Many restaurants reduced hours to late afternoon opening or choose to remain closed, resulting in overall restaurant declining by over 70%. And it's not known when those employees will return, with many large companies finding that employees equipped with technology are able to effectively work remotely indefinitely.



The impact on businesses was worsened by the cancelling of special events such as festivals and the closure of museums, plus cultural and entertainment venues. As downtown Riverside is home to most of those, their cancellation and closure had a marked negative impact on downtown businesses. This was further compounded by the closure of the Riverside Convention Center and the loss of scheduled conventions. The COVID-19 pandemic resulted in the thousands of people from those special events, performances, and conventions not coming to downtown Riverside.

The County launched a Community Action Plan on July 24, 2020 to contain the virus and allow the County to reopen businesses closed by a statewide steps imposed to limit COVID-19 infections. As part of that plan, the County committed to distributing 10 million masks through various organizations. The RDPBIA helped

distribute 30,000 masks in 2020 and will continue to do so as available supply allows.

On August 12<sup>th</sup>, the County wrote to state officials proposing a plan starting after Labor Day to gradually reopen businesses and places of worship forced to close following a spike in COVID-19 cases. The three-phase plan, which needed State approval, built on steps the County had taken to fight the spread of COVID-19. The letter also spelled out the strain the virus and the ensuing economic shutdown had put on county residents and public services.

If approved, the reopening plan would have seen dine-in restaurants, wineries, and breweries; places of worship; non-essential indoor offices; and “personal care businesses” — hair salons, nail salons and tattoo shops — allowed to reopen in accordance with state COVID-19 guidelines starting September 8<sup>th</sup>. The second phase would have allowed limited indoor activities such as wedding receptions, group meetings and events, and indoor shopping malls to start September 22<sup>nd</sup> in accordance with state COVID-19 guidelines. The third phase would have reopened gyms, movie theaters, and bars starting October 6<sup>th</sup>. The phased-in reopening approach was intended to allow opportunities along the way to assess the effects before proceeding further.

However on August 28<sup>th</sup>, Governor Newsom announced the ‘Blueprint for a Safer Economy’, California’s retooled strategy for the incremented reopening of the economy with revised criteria for loosening and tightening restrictions on activities. Each county falls into one of four colored tiers – Purple (Widespread), Red (Substantial), Orange (Moderate), and Yellow (Minimal) – based on how prevalent COVID-19 is in each county and the extent of community spread. That color will indicate how sectors can operate.

The Blueprint imposes risk-based criteria on tightening and loosening COVID-19 allowable activities and expands the length of time between changes to assess how any movement affects the trajectory of the disease. Rather than the existing county monitoring list, the Blueprint introduces a new color-coded system for regulating movement and COVID-19 transmissions. The new system includes:

- At least 21 days to expand activities beyond the initial tier to ensure California better limits the spread of the virus;
- Mandatory metrics – case rates and test positivity – to measure how widespread COVID-19 is in each county and guide what is allowed;
- A uniform state framework, with four categories instead of 58 different sets of rules;
- A more nuanced way of allowing activity: Instead of open vs. closed, sectors can be partially opened and progressively add to their operations as disease transmission decreases; and
- A new process for tightening back up again quickly when conditions worsen.

Riverside County is in the Purple (Widespread) tier which means that most businesses serving the public are under restrictions into the late fall of 2020.

### **Forecast for 2021 with and after the COVID-19 pandemic**

University of California, Los Angeles economists reported in their 126-page UCLA Anderson Forecast for June 2020 that the U.S. economy is in a “depression-like crisis” and will take at least three years before its GDP and unemployment rate return to the levels it saw before COVID-19 pandemic struck. It also said that the GDP won’t return to 2019 levels until early 2023 and that the unemployment rate, which rose from 3.5% in February to 14.7% in April, is

expected to hover around 10% in this year's fourth quarter and remain above 6% into the fourth quarter of 2022.

It needs to be noted that the UCLA Anderson forecast assumed there would be no additional nationwide shutdowns due to the virus; that U.S. public schools would reopen in the fall, enabling parents to fully work and that vaccines would become available in early 2021. So, should any of those assumptions change, for better or worse, then the forecast would also change. Based on happenings to date, it is likely that the overall economy will remain at low levels for the remainder of 2020, and continue into 2021.

Epidemiologists agree on two things: COVID-19 is here to stay, and the future depends on a lot of unknowns, including whether people develop lasting immunity to the virus, whether seasonality affects its spread, and perhaps most importantly, the choices made by governments and individuals. Recent models and evidence from successful lockdowns suggest that behavioral changes can reduce the spread of COVID-19 if most, but not necessarily all, people comply. If immunity to the virus lasts less than a year, for example, similar to other human coronaviruses in circulation, there could be annual surges in COVID-19 infections through to 2025 and beyond.

It is uncertain whether large businesses who have invested in their employees working from home will immediately call them back once restrictions have lifted. The lack in the downtown workforce will have an impact. The public response is also uncertain. The Riverside Downtown Partnership (RDP) participated in a survey with the International Downtown Association (IDA) and a major research firm on public perception to reopening. The survey overwhelmingly indicated that consumers expect reliable precautions to be in place. Those precautions include regular disinfecting, wearing of masks by employees as well as customers, and following physical distancing standards. The County's Community Action Plan includes components that should help address those concerns.

With that in mind, the RDPBIA has assumed an economically conservative outlook for 2021 with less revenue, fewer events, an increased focus on mobile marketing, and virtual interaction due to restrictions and social distancing, and more attention to safety concerns.

## **Activities and programs of the RDPBIA – 2020 and 2021 projected**

### ***Parking***

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

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](http://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 1 am (hours subject to change). 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.

The Ambassador Program performed an essential service during 2020; patrolling the downtown core and the parking garages, and providing necessary security monitoring and assistance as needed. In addition, once the new parking pay stations are installed, Ambassadors will be trained in their operation so they can assist parking patrons during the introductory period and later.



The parking portion of the Ambassador program will continue in 2021 with possible changes in hours as business hours are extended. The cost of this portion is covered by the contract with the parking management company hired by the City of Riverside plus an allocation from BID levy income assigned to security activities.

In 2021, the Downtown Directory Map will need to be updated although likely not until mid-year due to expected closures and changes. Other parking activities may be added in 2021, depending on emerging need. This could include assistance with a City way-finding plan should that be undertaken in 2021. The costs of these will be covered through the allocation of BID levy income assigned to parking activities. That amount is reduced from \$10,000 in 2020 to \$6,500 in 2021.

### ***Beautification***

Beautification efforts in the past have included outdoor murals, assistance in repairing a historic pergola, purchase of cleaning equipment for use by the City, and in 2019, removal of Ficus trees and replacement with Goldenrain trees on University Avenue. In 2020, the RDPBIA provided funding toward the improvement of the three alleys between Main and Orange from Mission Inn to 10<sup>th</sup>. The improvement included new lighting and public art.



No new beautification activities are planned for 2021. However additional lighting and public art in other downtown alleys identified in consultation with downtown stakeholders will be considered. One such alley is between Main and Market from Mission Inn to 5<sup>th</sup> which will be more frequented with the completion of The Mark mixed use project. Those costs will be covered in part through the allocation of BID levy income assigned to beautification activities. That amount is reduced from \$10,000 in 2020 to \$6,500 in 2021.

### ***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.

Unfortunately the COVID-19 pandemic has resulted in many 2020 events being postponed and ultimately canceled. Some events are held virtually, such as the monthly Arts Walk and First

Sundays family events, albeit on a reduced level. The 2020 Mission Inn Run will be held virtually as well.

The RDPBIA is supporting virtually held events by listing them on its monthly calendar, and where appropriate, providing financial sponsorship. The RDPBIA will continue this specific support in 2021 and adjust as needed depending on the stage of reopening at the time.

Should public events once again be able to be held, the RDPBIA will resume financial support as possible and promote the events through print and electronic media. Those costs will be covered through the allocation of BID levy income assigned to public event support plus those monies specifically targeted for event sponsorship. The BID levy income amount is reduced from \$17,500 in 2020 to \$12,500 in 2021. Sponsorships allocated from BID levy income are reduced from \$4,000 to \$2,000 and included in the public event allocation.

### ***Music in Public Places***

The lunchtime concert series at City Hall has been a partnership between the RDPBIA and the City's Arts and Cultural Affairs to encourage downtown employees and visitors to enjoy their lunches outdoors while listening to local performers and participating in arts activities. It was not held in 2020 due to the COVID-19 pandemic. The RDPBIA hopes to hold the event in June 2021 dependent on the status of reopening at the time. The cost of the event is minimal and can be covered through the reallocation of BID levy income assigned to promotion of business activities.

Similarly, the Rhythm of Riverside summer concerts in Fairmount Park and videotaping of the Riverside Sings competition, plus the September 2020 Riverside Art and Music Festival, a partnership with the Riverside Arts Council, were canceled in 2020 due to the COVID-19 pandemic.

The RDPBIA hopes that both events will be able to be held in 2021 dependent on the status of reopening at those times. Should that occur, the RDPBIA will review and if feasible, resume its partnership with the Riverside Arts Council for the Riverside Art and Music Festival. Those costs will be covered through the allocation of BID levy income assigned to music in public places. The BID levy income amount is reduced from \$30,000 in 2020 to \$17,500 in 2021. Sponsorship of the Rhythm of Riverside concerts and Riverside Sings competition unfortunately will be eliminated due to the cancellation of City Match monies.

### ***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 usually 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. In addition to the destination ads, the RDPBIA often places ads for events in specific magazines such as Riverside Magazine



and Inland Entertainment Review. It also places both destination and event ads as opportunities arise.



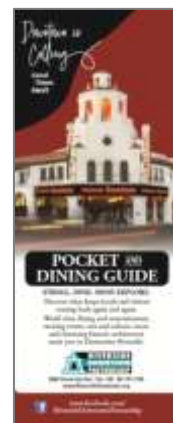
In April 2020, in recognition of the business closures and event cancellations, the RDPBIA adjusted its marketing message and moved to online advertising through digital magazine editions. The destination ad used in spring 2020 reflected the closures and cancellations with the message that downtown was waiting to reopen.

In July 2020, in recognition of the partial reopening, the destination ad was revised to portray that businesses were open to a degree and include the encouragement to support them. The ad also included pictures of people wearing protective face masks to support the message 'to mask up'. The ad will be revised during the remainder of 2020 to reflect the reopening situation due to COVID-19. For example, November and December ads will reflect the Festival of Lights.



Advertising plans for 2021 are based on the assumption that there will be some loosening of restrictions in the first quarter of 2021 followed by resumption of some events. On that basis, the RDPBIA expects to continue destination and some event advertising in 2021, but with more emphasis on digital and online advertising. This is more reflective of current consumer trends and more cost-effective.

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 organization's website at [www.riversidedowntown.org](http://www.riversidedowntown.org). The printed Guide was not updated in 2020 due to the uncertainty with COVID-19. It is planned to update and reprint the Guide in 2021.



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](http://www.riversidedowntown.org). No update or reprint is required and the RDPBIA will continue to distribute the Walking Guide in 2021.

The RDPBIA also has 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 2021 until the supply is depleted. It is planned to discontinue this particular guide and replace it with mobile marketing methods



Electronic media efforts by the RDPBIA include a website to promote downtown and its attractions. The RDPBIA website is mobile friendly. The website is primarily the repository of information about the organization such as Annual Reports, Board agendas and minutes, and other details. It is updated monthly with the current newsletter and events calendar. The online directory of businesses and services is also updated as needed to serve until the physical Guide is updated and printed. The website will continue to be a focal part of the RDPBIA efforts in 2021.

The RDPBIA also maintains a Facebook page for the organization. During 2020 the Facebook emphasis was on sharing information and posts from local businesses.

Instagram was linked to the Facebook account and photos were tagged, however there were minimal posts on the site.



These electronic media efforts will be continued in 2021 and ramped up with particular emphasis on both Facebook and Instagram. This emphasis is in response to the increased use of social media by consumers, both in response to COVID-19 and the ease of obtaining information. Mobile marketing techniques will be shared through the monthly newsletter and online through Facebook and Instagram. Businesses will be encouraged to join online

marketing groups and to participate in online promotions. These online efforts will be more cost-effective than print advertising and will engage businesses in greater participation in marketing at little to no cost to them.

The RDPBIA distributes a monthly event notice through Constant Contact. The events notice will continue in 2021. In addition to this event notice, a weekly update of restaurants and businesses that are open is now sent out. This weekly update will continue in 2021 until restaurants and businesses are fully open.



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. These efforts will continue in 2021.



The RDPBIA sends out a welcome package to all new businesses and announces them in the BID bulletin. The welcome package includes copies of all printed materials including the organization's annual calendar and Annual Report. This will continue in 2021.

The RDPBIA normally produces several events to draw visitors in targeted demographic groups to downtown Riverside. All of the events listed below were cancelled or expected to be cancelled in 2020 due to COVID-19. The RDPBIA expects all of the events to be held in 2021 unless health concerns deem otherwise, and has budgeted accordingly.



Doors Open Riverside was introduced in May 2016 as an opportunity for people to tour historic churches and buildings including several private buildings not normally open to the public. The event is a partnership between the City of Riverside, the Mission Inn Museum and Foundation, and the RDPBIA. Doors Open Riverside was awarded the 2019 Governor's Historic Preservation Award, the only official preservation award presented by the State of California and given in recognition of "exceptional achievements in the field of historic preservation." Movies on Main is a long held event 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 and has been a partnership with the City's Park and Recreation Department.

The Fall Fashion Show is an annual event to promote downtown retailers and salons. The event has been a partnership with The Pink Ribbon Place, a program of the Riverside Community Health Foundation in support of breast cancer awareness, since 2016.

The Riverside Halloween Fest and the Day of the Dead are events which the RDPBIA sponsors. The latter attracts over 30,000 people to downtown Riverside and is a significant cultural celebration. At the time of this report it was not confirmed but expected that both events will be cancelled for 2020.

The RDPBIA does not expect to launch any new 'in person' events to draw businesses downtown in 2021. Surveys have shown that many people are concerned about attending large events, particularly if not assured of safety. Instead the RDPBIA will focus on virtual 'events' to encourage people to come downtown.

The RDPBIA has worked 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. In 2020, these efforts consisted of promoting online virtual workshops and seminars. These will continue and increase in 2021 to assist with business recovery.

The RDPBIA also 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 were minimal in 2020 due to the closure of the Riverside Convention Center, and the Arts Walk going virtual. These efforts are expected to resume and increase in 2021 as the Convention Center reopens.



The BID levy income allocation for promotion of business activities is slightly reduced from \$220,000 in 2020 to \$200,000 in 2021. The slight reduction reflects using more digital methods for promotion and leveraging third-party online assistance through mobile marketing.

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 ceased March 2020 and are not expected to resume during the remainder of 2020. It is expected that they will resume in 2021 in venues large enough to allow social distancing for safety. Luncheon income and expenses are covered under RDP's membership activities.

## ***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 5 pm to 1 am, and weekends from 9 am to 1 am with specific focus on downtown City parking garages and parking lots. The evening hours are subject to change based on hospitality establishment reopening and hours of operation. 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 levy income assigned to security activities.

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 also helps coordinate information meetings for hospitality establishments held each quarter by the RPD North Area commander. Both the committee meetings and hospitality meetings were not held in person during 2020, although committee meetings will resume via Zoom in the fall. Meetings are expected to be held in 2021.

The RDPBIA distributes security bulletins and updates to downtown businesses through the monthly BID bulletin and through an email security alert. These continued in 2020 with a focus on COVID-19 related issues, and will continue in 2021. The RDPBIA also coordinates safety and security workshops for the benefit of both downtown and other businesses. These were not held in 2020 but planned to resume in 2021 when allowed.

The RDPBIA agreed to a \$50,000 annual contribution to the Streetplus Safety Patrol for three years until the contract end on June 30, 2020. That contract was not renewed by the City.

The RDPBIA Board agreed to approve \$50,000 to be used for a safety patrol in the Entertainment District. The contract provides for a security person to patrol the Entertainment District from 4 pm to Midnight 7 days a week starting Tuesday, August 25<sup>th</sup>. The specific area is Main Street from 5<sup>th</sup> Street to City Hall, University Avenue from Market Street to Lime Street, and Lime Street from University Avenue to Mission Inn Avenue. Based on assessment of need, the safety patrol will be continued in 2021.

The BID levy income allocation for security activities essentially remains the same at \$125,000 in 2021 from \$124,800 in 2020. Should actual BID levy income exceed the budgeted amount of \$368,000 then any excess income will be first directed to security activities.

### **City Match Monies**

The City of Riverside provided \$100,000 in matching funds under a 10 year agreement that ran from 2010 to 2020. The agreement stemmed from the City's original agreement to match BID levy income up to \$100,000 when the BID levy percentage increased to 100% in 2000. The City Match monies were used by the RDPBIA for a number of purposes, ranging from marketing programs, events, and security programs and equipment but not overhead or administration. The agreement was not continued and those monies ended June 30, 2020. Any activities funded by those monies have been cut back, or in the case of certain sponsorships or programs, eliminated.

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

An estimate of the cost of providing activities and any improvements for the year 2021 is shown in the accompanying table and based on anticipated business tax levy revenue for that year.

| <b>Activity</b>                  | <b>2021 Cost</b> |
|----------------------------------|------------------|
| Parking                          | \$6,500          |
| Beautification                   | \$6,500          |
| Events                           | \$12,500         |
| Music                            | \$17,500         |
| Promotion of Business Activities | \$200,000        |
| Security                         | \$125,000        |
| <b>Total</b>                     | <b>\$368,000</b> |

### **(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 2021, the following example has been provided:

| <b>100% ASSESSMENT:<br/>EXAMPLE BUSINESS TAX PAYMENT</b> |   |                                       |   |   |
|--|---|---------------------------------------|---|---|
| <i>Base Amount<br/>Paid to City</i>                      |   | <i>100% amount<br/>Paid to RDPBIA</i> |   | <i>Total Paid by<br/>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.

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

The budget adopted by the RDPBIA for the fiscal year of July 1, 2019 to June 30, 2020 reflected a balanced budget for the year. An operational surplus of approximately \$36,180 was reported at the fiscal year-end of June 2020. This was due to receipt of a delinquent payment. Otherwise there would have been a loss due to lower BID levy income resultant from COVID-19 deferrals.

The RDPBIA Board approved a balanced budget for the fiscal year of July 1, 2020 to June 30, 2021. That budget assumed a reduction in income from BID levy, cessation of City Match monies, and less sponsorship, along with reductions in expenses. It is anticipated that there will be no significant operational surplus or deficit carried over from calendar year 2020, other than that due to timing of income and/or expenses. However, even with the projected reduction in income and expenses, the impact of COVID-19 on operations for the remainder of 2020 is uncertain.

**(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.

- Administration Income
- Parking Security Contract
- Membership
- Sponsorships, Promotions and Events

**TOTAL CONTRIBUTIONS FROM OTHER SOURCES**

**\$99,350**

Respectively submitted,

Advisory Board  
Riverside Downtown Parking and Business Improvement Area