

**RIVERSIDE DOWNTOWN PARTNERSHIP**



# Riverside Downtown Parking and Business Improvement Area

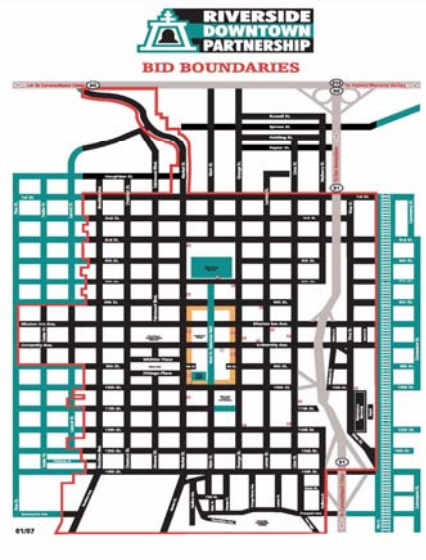
## Annual Renewal Report for the year January 1 to December 31, 2021

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Good Times Await

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**RIVERSIDE DOWNTOWN PARTNERSHIP**

# Boundaries



**RIVERSIDE DOWNTOWN PARTNERSHIP**  
**BID BOUNDARIES**

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## Our Vision and our Mission

*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.*

*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.*

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## 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 normally drive RDP's activities in the areas of parking, beautification, public events, music in public places, promotion of business activities, and security. However in 2021 restrictions due to COVID 19 will affect RDP's activities.*

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## Impact of COVID-19 on BID

Most large businesses and government offices have employees working remotely

- *Significant decline in downtown workforce means reduction in customers*

Cancellation of special events and closure of venues such as Convention Center

- *Loss of visitors to downtown and fewer hotel nights*


Restrictions on reopening of businesses with State strategy with four color tiers

- *Businesses restricted in operating to various degrees*

Forecast for 2021 – Reduced BID Levy and reduced activities with main focus on Security and Marketing (Promotion of Business Activities)

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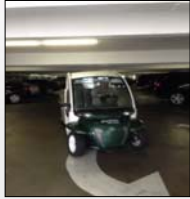



## Security

**Security Activities – 65%**

Ambassador Patrol - 7 days a week, Weekdays: 9 am to 5 pm,  
Weeknights: 5 pm to 1 am, Weekends: 9 am to 1 am  
*Patrol downtown core and garages*

External Security Patrol – 7 days a week, daily 4 pm to Midnight  
*Patrol Entertainment District with focus on flex dining spaces*

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# Promotion of Business Activities

**Promotion of Business Activities – 25%**

**Destination marketing campaign with print and digital ads  
Website plus Facebook and Instagram pages  
to provide information and promote downtown**

**Constant Contact with weekly update on businesses reopening**

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




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# Promotion of Business Activities



**Promote virtual events through monthly calendar**



**Build business capacity through digital workshops**



**Distribute masks provided by County to downtown business to give to customers**

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# Other Activities

Music in Public Places – If allowed, Riverside Arts and Music Festival in September 2021



Public Events – If allowed, support for Riverside Doors Open, Movies on Main, Riverside Halloween Fest



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# Other Activities

Parking – develop parking promotions to entice people downtown, Assist visitors with new Pay Stations and




Beautification – Expand Alley lighting and Public Art



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## Estimated cost of 2021 Activities

BID Security	\$125,000
BID Promotion of Business Activities	\$200,000
BID Music in Public Places	\$17,500
BID Public Events	\$12,500
BID Parking	\$6,500
BID Beautification	\$6,500

**Total BID Levy allocation = \$368,000**




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## Riverside Downtown Parking and Business Improvement Area

*Thank you for your support!*



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