



## ECONOMIC PROSPERITY EFFORTS UPDATE

City Manager's Office and Community & Economic Development Department

Economic Development, Placemaking and Branding/Marketing Committee

March 18, 2021

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## SUSTAINABLE RIVERSIDE

Office of Sustainability will function as a **catalyst** for:

1. **Silo-busting:** Collaboration among the city team and stakeholders;
2. **Connecting the dots:** Facilitation of sustainability and resiliency priorities and goals across the city organization; and
3. **Bake into our DNA:** Integration of sustainability across departments and divisions with respect to policies, plans, metrics, and actions .

How we move forward and hold ourselves accountable.

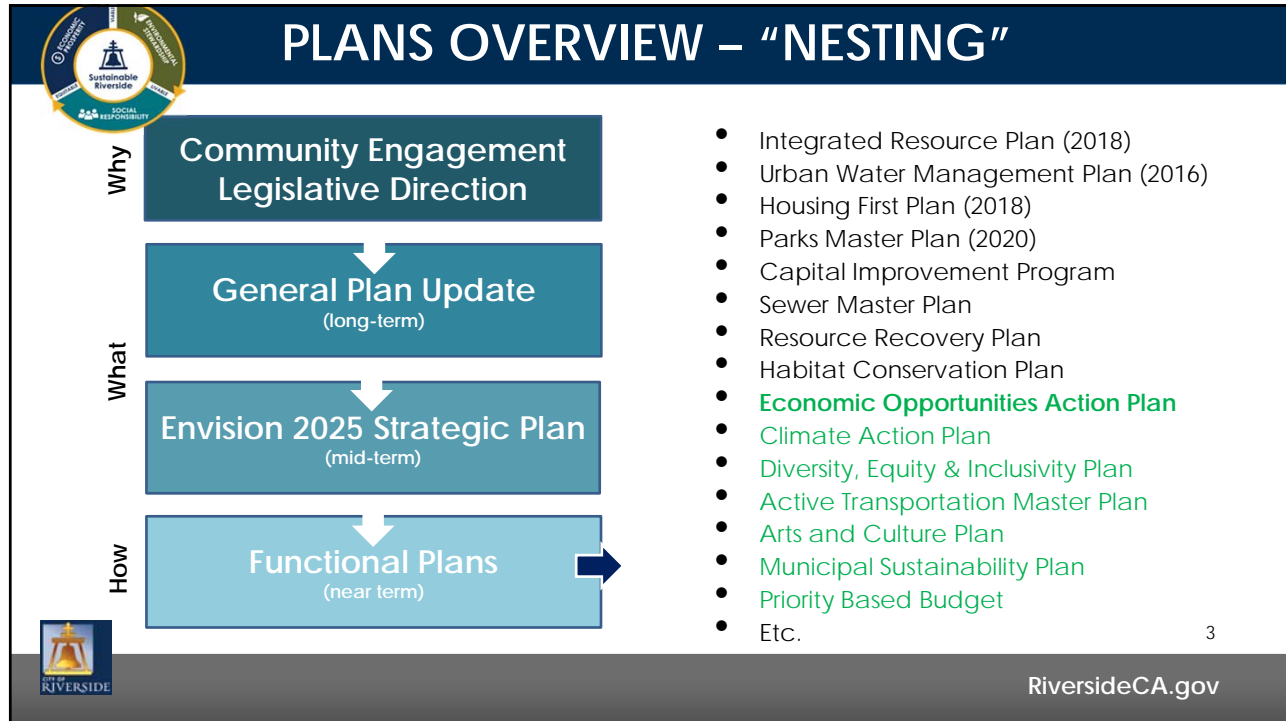


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# ECONOMIC WELL-BEING OF COMMUNITY



No single strategy, policy, or program for achieving successful economic development & prosperity.

Communities differ in their geographic and political strengths and weaknesses.

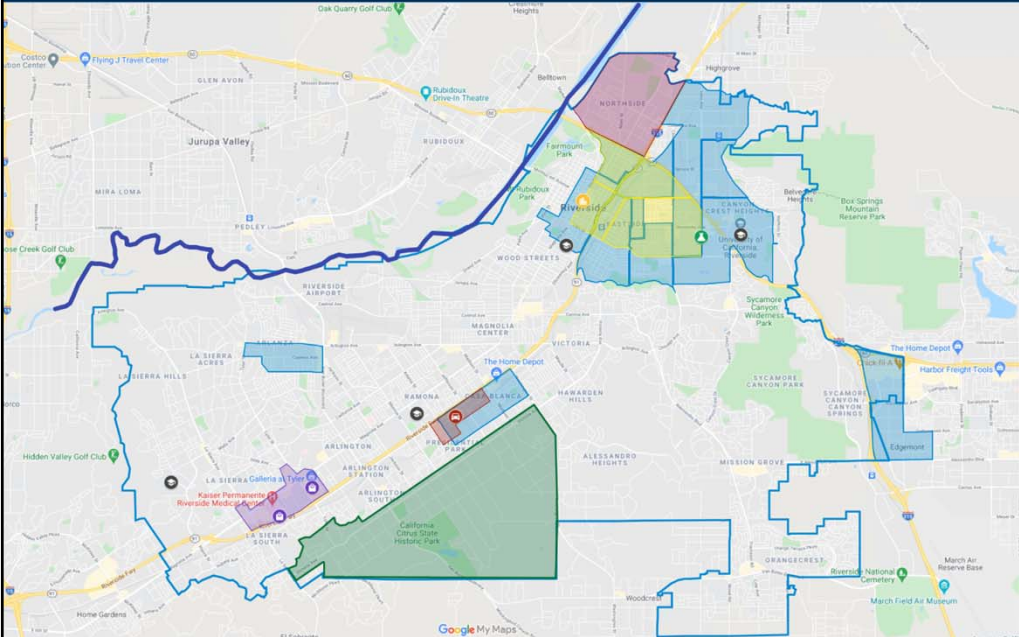
Each community, therefore, will have a unique set of challenges and opportunities for building an equitable, sustainable, and resilient economic ecosystem.



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## ASSET MAPPING



- City Limit
  - 📍 All items
- Riverside Opportunity Zones
  - 📍 All items
- Northside
  - 📍 Northside
- Innovation District
  - 📍 All items
- Westside Retail & Entertainment District
  - 📍 All items
- CARB
  - 📍 CARB
- Riverside Auto Center
  - 📍 All items
- Green Belt
  - 📍 Greenbelt
- Downtown Riverside
  - 📍 Downtown Riverside

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## COMPETITIVE ADVANTAGES

Private & Public Investment

Parks / Santa Ana River

Workforce / Talent

Cultural Amenities

Authentic Downtown

Cultural & Diversity

Historic Resources

Diverse Housing Options

Other?



Partnerships



Educational Institutions



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## COVID-19 BUSINESS SUPPORT



COVID-19 Business Resources | x +

riversideca.gov/press/covid-19-business-resources

COVID-19 / COVID-19 Business Resources

Covid-19

- Artist & Art Organization Resources
- Business Resources
- CARES
- Covering Your Face
- Domestic Violence, Sexual Assault & Human Trafficking
- Food, Grocery & Nutrition Resources
- Fraud Resources
- Health & Wellness
- Homeless Resources
- Housing Resources
- Immigration Resources
- Kids: Childcare, Education & Activities
- Non-Profit Resources
- Press Releases

### COVID-19 Business Resources

Published: 03/27/2020

In the midst of the COVID-19 pandemic, businesses large and small are faced with tough decisions and an overwhelming volume of information to decipher in order to survive. Whether you need a lifeline to keep the doors open, guidance on finishing a project in Riverside, help understanding rapidly changing health and safety practices, or answers to complicated employer and employee questions, below is a catalog of resources broken into manageable categories to assist you.

**Open for Business**

- CA GUIDELINES & CHECKLISTS FOR BUSINESS
- CA ROADMAP FOR REOPENING
- OPEN FOR BUSINESS MAP
- ADD YOUR BUSINESS TO OPEN FOR BUSINESS MAP

**Signage Required in Open Businesses/Printable Options**

**Curbside Pickup & Parklet Guidelines & Application**

**Outdoor Flex Space Permit Program**

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## MIXED-USE DEVELOPMENT

**The Mark**



Under Construction  
Opening in August 2021

**Hampton Inn**



Opened  
December 2019

**Imperial Hardware Lofts**



Opened  
August 2018

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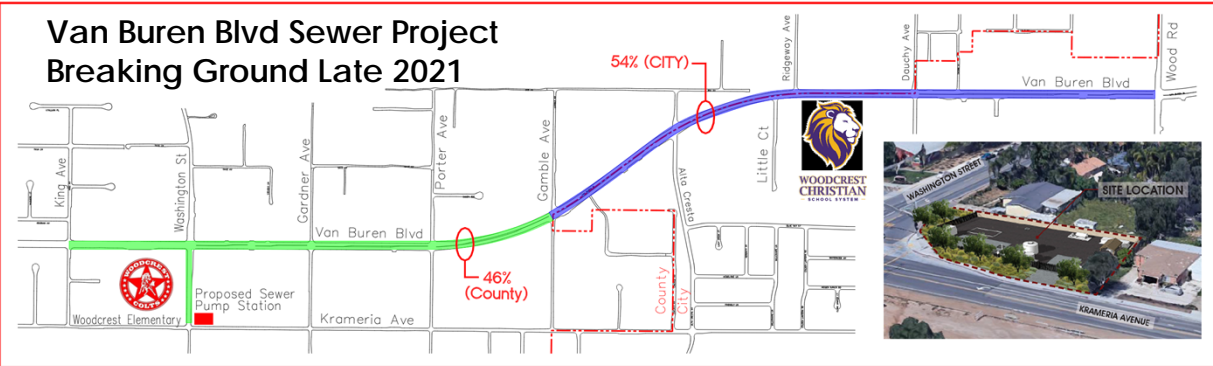
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## \$30M INFRASTRUCTURE INVESTMENT

**MAGNOLIA AVE. IMPROVEMENTS**  
BUCHANAN ST. TO BANBURY DR.

- April 2021 Completion

**Van Buren Blvd Sewer Project**  
Breaking Ground Late 2021




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# UTILITY INFRASTRUCTURE INVESTMENT




## POWERING OUR FUTURE

### RIVERSIDE TRANSMISSION RELIABILITY PROJECT

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#### RTRP


Second connection to the regional electric grid  
 Very significant infrastructure investment  
 Critical for meeting the needs of existing and future customers  
 Supports the carbon free future of energy




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# INNOVATION DISTRICT



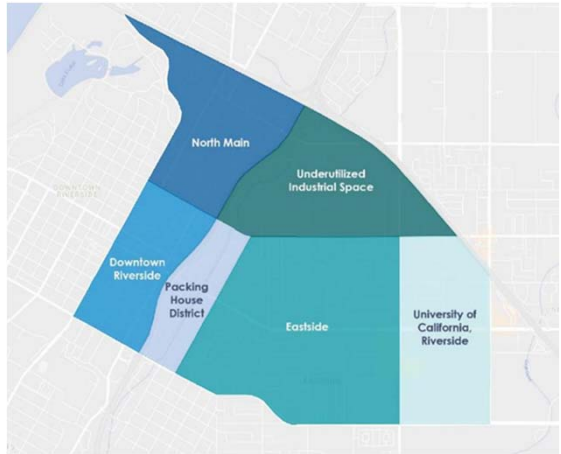
**Approximately  
3 Square Miles**



**Population:  
22,971**

**Includes:**

- Downtown Riverside
- Portion of North Main Street
- Underutilized Industrial area north of 3<sup>rd</sup> Street
- Portions of UC Riverside
- Eastside and a portion of the Downtown neighborhoods



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# INNOVATION CORRIDOR



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# CALIFORNIA AIR RESOURCES BOARD



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## ECONOMIC PROSPERITY TEAM

- CEDD
  - Economic Development
  - Planning
  - Arts & Cultural Affairs
  - CDBG/Grants
- Public Works
  - Capital Improvement Projects
- Fire
- Library
- RPU
- IT
- CMO
  - Communications
  - Housing Authority
  - Office of Sustainability



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## ECONOMIC PROSPERITY TEAM FRAMEWORK

- Cross-department collaboration
- Support, facilitate, coordinate
  - **4Ps: Policies, Plans, Projects, Programs**
    - Development & implementation
  - Metrics and indicators
  - Grants, incentives, other funding sources
- Education and outreach, internally and externally
- Partnerships



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## PRIORITIES AND NEXT STEPS

1. Staffing and budgetary considerations for OoS and CEDD.
2. Issue RFP's: Economic Opportunities Action Plan, CARB Business Attraction Plan, Innovation District Implementation Plan.
3. Promote existing and new economic opportunities programs as part of recovery efforts.
4. Identify necessary resources and work with partners in implementing workforce development programs to facilitate recovery efforts.



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## RECOMMENDATION

That the Economic Development, Placemaking and Branding/Marketing Committee receive a report on the City's Economic Prosperity efforts and provide input to staff for future direction.



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