

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

**Renewal of the BID levy
For the year January 1 – December 31, 2022**

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 July 14, 2021. 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, 2022 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 are no proposed changes in the RDPBIA boundaries for the 2022 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 2022. In past reports, those undertakings were based on those in the prior year. Due to the impact of the COVID-19 pandemic on most of 2020 and the first half of 2021, in this report most 2022 activities will be based on pre-2020 activities. Planned improvements and new efforts will be flexible due to the adoption of RDP’s new Strategic Plan for the 2022 through 2026 timeframe.

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.

Currently, 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 current goals are to promote downtown Riverside as a destination for residents and regional visitors, to develop and enhance RDP's influence and activities with downtown stakeholders, and to promote Riverside as a regional center for private sector commercial and residential development.

With respect to future goals, RDP is in the process of preparing a strategic plan to cover 2022 through 2026. It is a purpose-driven process focused on who we are, who we serve, and what we value as an organization. The process is expected to be completed by October or November 2021 with implementation January 2022.

The COVID-19 pandemic in 2021 in California and Riverside

The COVID-19 pandemic affected the RDPBIA's activities for the first part of 2021, with certain programs and activities curtailed. The 2021 RDP Annual Meeting was canceled, as was the Doors Open Riverside event for the second year. It was decided in late March 2021 not to hold Movies on Main in the summer due to concerns that in-person events might not be allowed by July.

The RDPBIA redirected its resources and dipped deep into its reserve funds to make business and patron security a top priority during the pandemic. The increased commitment to security continued during the first half of 2021 but was reduced during the second half, in part due to reduced available funding.

Thanks to an assertive vaccination effort and a decrease in infections and hospitalizations, California officially reopened on June 15, 2021. Restrictions on physical distancing, capacity limits for businesses, and the County tier system were lifted. Restaurants, shopping malls, movie theaters, and most everyday places could open as normal with no capacity limits or social distancing required. The new public health order effective on June 15 superseded all prior health orders and had limited restrictions related to masking and mega-events, as well as settings serving children and youth.

With restrictions lifted, the RDPBIA resumed in-person meetings in July and planned to resume event-related activities in the second half of the year.

Activities and programs of the RDPBIA planned for 2022

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 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 available in stands on Main Street, and on the RDP website, www.riversidedowntown.org. The website also has the Downtown Riverside Parking Guide and a map of City garages and parking lots available for download. In June 2021, the Downtown Directory Map was updated to reflect changes in businesses. Updates to the map will continue to be made in 2022.

In 2021 the RDPBIA expressed its concern with the potential loss of 325 parking spaces from the downtown parking inventory by the sale of garages 1 and 2 as surplus properties. It also expressed its opinion that parking rates in those two garages needed to be increased on specific evenings to deter people from using them for purposes other than parking. The RDPBIA will continue to monitor those two issues in 2022.

There are no parking projects planned for 2022 that would require funding, and consequently no allocation other than for staff time.

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, removal of Ficus trees and replacement with Goldenrain trees, and improvement of the three alleys between Main and Orange from Mission Inn to 10th with new lighting and public art.

No new beautification activities took place in 2021. However additional lighting and public art in another downtown alley will be considered in 2022. One such alley is between Main and Market from Mission Inn to 5th which will be more frequented with the completion of The Mark mixed use project. There is an allocation of \$6,000 for that possible project in addition to the allocation for staff time.



Public Events

Public events are means of drawing target demographic groups to downtown to patronize its shops, restaurants and services. The RDPBIA provides funding and support for downtown public 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.

The COVID-19 pandemic resulted in a number of 2021 events scheduled for the first half of the year, such as Doors Open Riverside, being postponed or canceled. Some events were held virtually, such as the monthly Arts Walk and First Sundays family events, albeit on a reduced level. However the reopening of California on June 15th meant that many events in the second half of the year could proceed.

While the RDPBIA made the decision not to hold Movies on Main in July 2021, it is planned to hold the event in spring 2022. The event, a partnership with the City's Park and Recreation Department, will include family-oriented movies shown on a large outdoor screen, and information tables from civic and community organizations.

The Fall Fashion Show was launched in 2012 as an annual event to promote downtown retailers and salons. The event was a partnership with The Pink Ribbon Place since 2016. It will not be held in 2021 but there is consideration to relaunching it in 2022 in a different format and in a location closer to the cluster of downtown clothing retailers.

The Riverside Halloween Fest and the Day of the Dead are events which the RDPBIA has sponsored. The latter has attracted over 30,000 people to downtown Riverside as a significant cultural celebration. While both were not held in person in 2020, they are scheduled to be held in 2021 with financial support from the RDPBIA. That support will continue in 2022.

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. A partnership between the City of Riverside, the Mission Inn Museum and Foundation, and the RDPBIA, the event was awarded the 2019 Governor's Historic Preservation Award. Unfortunately the event was canceled in both 2020 and 2021. The event is planned to return in May 2022.

The RDPBIA allocation for Public Events is approximately \$13,500 including sponsorships. While there is no intention to launch any new 'in person' events in 2022, the RDPBIA may consider new sponsorships or partnerships, depending on resources.

Music in Public Places

The RDPBIA had sponsored a lunchtime concert series at City Hall 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 both 2020 and 2021 due to the COVID-19 pandemic. While it is uncertain at this time if it will be held in 2022, some funding has been allocated.

The September 2020 Riverside Art and Music Festival, a partnership with the Riverside Arts Council, was canceled in 2020 due to the COVID-19 pandemic. The festival is scheduled for September 25, 2021 and has been relocated to White Park as a more conducive venue. The plan is to hold the event annually as a signature event for both organizations.

The allocation of BID levy income assigned to Music in Public Places is \$18,500 in 2022. That amount does include event costs and staff time but no sponsorships.

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.

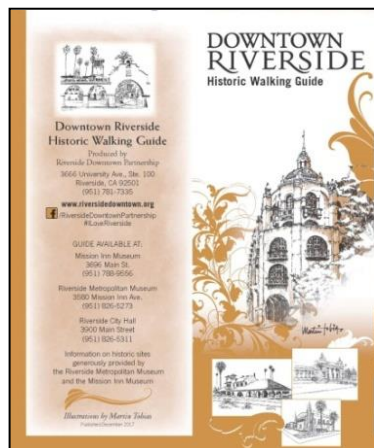
Destination marketing ads showcasing downtown Riverside as an affordable destination are usually placed in select magazines in target areas to raise awareness of downtown Riverside as a destination and drive people to the website for more information. In addition to the destination ads, the RDPBIA often places ads for events in specific print and other media as opportunities arise. During the pandemic, print ads were cut back and the focus was on social media and online advertising to support downtown businesses and online ordering.

In the first part of 2021, the RDPBIA's marketing message was that businesses were open and included the message to support them. Ads included pictures of people wearing protective face masks as part of the message 'to mask up to stay safe'.

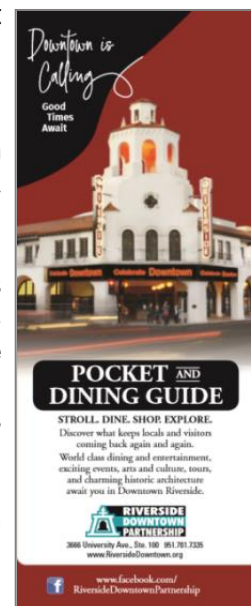
The reopening saw the advertising message change to reflect businesses being open and print ads placed in magazines focusing on dining and entertainment.

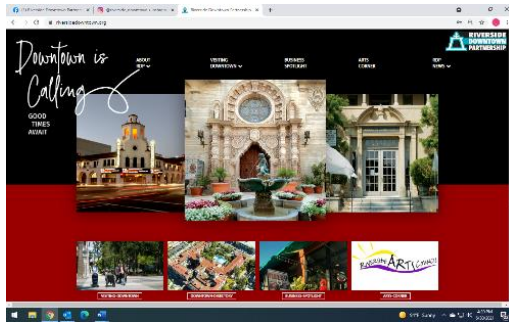
The RDPBIA destination and event advertising will continue in 2022, but with more emphasis on digital and online advertising. This reflects current consumer trends and is more cost-effective.

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. The printed Guide was updated in May, 2021 and will be updated and reprinted in early 2022.



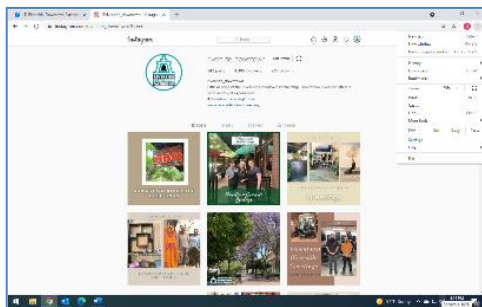
The RDPBIA produces the Downtown Riverside Historic Walking Guide which is a self-guided tour of historic downtown buildings with illustrations by noted Riverside artist, Martin Tobias. The Walking Guide is available free of charge to visitors to the City's concierge desk in City Hall, museums, the downtown Public Library, and through the Convention and Visitors Bureau, and is available for download from the RDP website, www.riversidedowntown.org. The RDPBIA will continue to distribute the Walking Guide in 2022.





continue to be a focal part of the RDPBIA efforts in 2022.

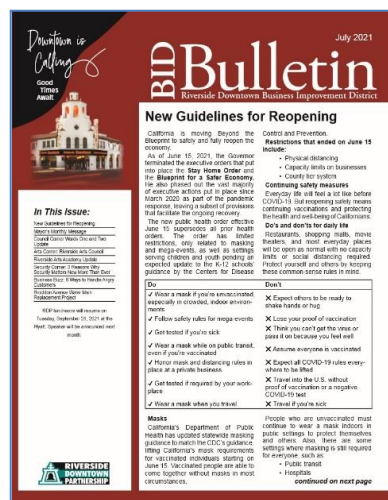
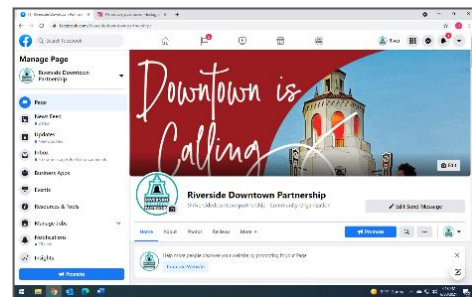
The RDPBIA also maintains a Facebook page and Instagram account for the organization. During 2021 the emphasis was on sharing information and posts from local businesses.



These electronic media efforts will continue to be ramped up in

2022 with particular emphasis on both Facebook and Instagram. This emphasis is in response to the increased use of social media by consumers. Marketing techniques will be shared through the monthly newsletter and online through Facebook and Instagram.

Online efforts are more cost-effective than print advertising and engage businesses in greater participation in marketing at little to no cost to them.



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 Mayor and Ward One and Ward Two council members, plus business tips and strategies and security updates. These efforts will continue in 2022.

The RDPBIA distributes a monthly event notice through Constant Contact. The events notice will continue in 2022.



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 2022.

The RDPBIA partners with 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 2021, these efforts consisted of promoting online virtual workshops and seminars. These will continue and include in-person sessions in 2022 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. These efforts were minimal in the first half of 2021 due to the closure of the Riverside Convention Center, but resumed when the center reopened. These efforts are expected to increase in 2022 as the Convention Center's activities increase to pre-pandemic levels.

The BID levy income allocation for promotion of business activities is reduced from \$200,000 in 2021 to \$135,000. The reduction reflects using more virtual advertising and other promotion, as well as leveraging partnerships with others.

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. The monthly luncheons did not occur during the pandemic but resumed in September 2022. Luncheon income and expenses are covered under RDP's membership activities.

Security

RDP Ambassadors patrol the downtown BID area from 9 am to 5 pm Monday to Saturday. They provide a visible safety presence and report as needed to the police with respect to panhandling and other security issues. Ambassadors assist with moving transients along and other problems encountered by downtown businesses. During the pandemic, much of their time was spent dealing with issues related to increased homeless presence downtown.

Recognizing the need for extra security during the pandemic, the RDPBIA's Board agreed to approve \$50,000 for a safety patrol in the Downtown Entertainment District from 4 pm to Midnight daily. As security concerns escalated into 2021, a total of \$149,201 was allocated towards external security patrols for the fiscal year ended June 30, 2021. An additional \$25,000 in grants was also allocated for that period.

During the first half of 2021, the RDPBIA funded a two-person patrol of the BID area from Midnight to 8 am, a one-person patrol of that area from 8 am to 4 pm, and the one-person patrol for the Downtown Entertainment District from 4 pm to Midnight 7 days a week. During the second half of 2021, external security patrols were reduced to a two-person patrol of the BID area from 1 am to 9 am due to reduced available resources. The RDPBIA funded that patrol through an allocation of \$67,160 of reserve funds.



The RDPBIA engaged Multi-Housing District Patrol, a Riverside security company, to provide all external security patrols. Multi-Housing District Patrol was also subcontracted to provide patrol services for City-owned parking garages under a contract the RDPBIA has with the City.

Other security activities include a downtown Security Committee with representation from the police department, the Office of Homeless Solutions, and the business community. The RDPBIA distributes security bulletins and updates to downtown businesses through the monthly BID bulletin and through an email security alert. The RDPBIA also coordinates safety and security workshops for the benefit of both downtown and other businesses. These activities will continue in 2022.

The BID levy income allocation for security activities is increased to \$177,000 from the allocation of \$125,000 in 2021. Should actual BID levy income in 2022 exceed the budgeted amount of \$368,000 then any excess income will be first directed to security activities.

City Match Monies

The City Match Monies arose from the City's 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, events, security, and equipment but not overhead or administration. The agreement was not continued and those monies ended June 30, 2020. All 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 2022 is shown in the accompanying table and based on anticipated business tax levy revenue for that year.

Activity	2022 Cost
Parking	\$4,500
Beautification	\$9,500
Events	\$18,500
Music	\$13,500
Promotion of Business Activities	\$180,000
Security	\$142,000
Total	\$368,000

(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 2022, 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.

(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, 2020 to June 30, 2021 reflected a balanced budget for the year. An operational deficit of approximately \$103,060 was reported at the fiscal year-end of June 2021. This was due to the RDPBIA Board approving unbudgeted external security patrols starting in August 2020 and continuing through 2021 as detailed in the Security section. These security costs were offset somewhat by grants.

The RDPBIA Board approved a budget for the fiscal year of July 1, 2021 to June 30, 2022 that included an operational deficit of \$67,160 to cover certain external security patrols. It is anticipated that there will be an operational deficit carried over from calendar year 2021.

(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 Garage 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