



PUBLIC HEARING – RESOLUTION CONFIRMING ANNUAL REPORT OF RDP AND LEVYING RDPBIA ASSESSMENTS FOR CALENDAR YEAR 2022

Finance Department

City Council
October 19, 2021

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BACKGROUND

- The Riverside Downtown Parking and Business Improvement Area or “RDPBIA” was formed in 1985
- California Streets and Highways Code Section 36500 requires that Business Improvement Area assessments be approved by the City Council annually



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ANNUAL APPROVAL PROCESS

The annual approval of the RDPBIA assessment is a two-meeting process:

Meeting 1:

- Adoption of a Resolution of Intention – September 21, 2021
- Publication of Resolution of Intention in Newspaper 7 days prior to public hearing
- Notice of public hearing mailed to all businesses within the RDPBIA

Meeting 2:

- Public hearing – October 19, 2021
- Presentation from Riverside Downtown Partnership
- City Council to rule as to whether there has been a majority protest
- If no majority protest, City Council recommended to adopt Resolution to confirm annual report and levying assessment for 2022



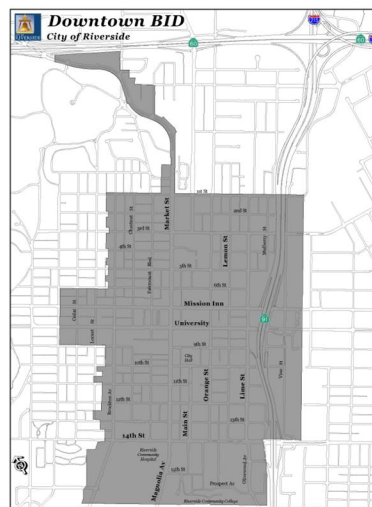
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RDPBIA BOUNDARIES AND ASSESSMENTS

- No changes are proposed to the RDPBIA boundaries
- No changes are proposed to the RDPBIA assessment method



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STRATEGIC PLAN ALIGNMENT

The actions undertaken for approval of the CY 2022 Riverside Downtown Parking and Business Improvement Area levy contributes to Strategic Priority No. 3 Economic Opportunity Goal No. 3.1 – Facilitate partnerships and programs to develop, attract and retain innovative business sectors.

This item aligns with EACH of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Administrative support of the Downtown BID assessment process supports Riverside's diverse business community and results in greater public good overall.
2. **Equity** – The Downtown BID equitably spreads the cost of promoting downtown area businesses to the owners that receive the benefits.
3. **Fiscal Responsibility** – The Downtown BID improves marketing, promotion, and business and community partnerships within the Downtown Business area with minimal use of public funds.
4. **Innovation** – The Arlington BID is an innovative and collaborative way to support the changing needs of the Arlington Business District, enabling business owners to guide their destiny.
5. **Sustainability & Resiliency** – The Business Improvement District model is a sustainable way to ensure the resiliency of downtown area Businesses.

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RECOMMENDATIONS

That the City Council:

1. Conduct a public hearing to hear and rule on any protests to the Riverside Downtown Parking and Business Improvement Area annual assessment;
2. Adopt a Resolution confirming the annual report of the Riverside Downtown Partnership acting in its capacity as the advisory board to the RDPBIA and levying assessments for calendar year 2022; and
3. Direct the Riverside Downtown Partnership to expend revenues derived from the Riverside Downtown Parking and Business Improvement Area annual assessment and to operate the programs and activities in accordance with Chapter 3.46 of the Riverside Municipal Code and the annual report.

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