



ARTS & CULTURAL AFFAIRS QUARTERLY UPDATE

**Parks, Recreation and Community Services
Department**

Park and Recreation Commission
March 17, 2025

BY THE NUMBERS – JAN. - MARCH



19 Special Event
Permits
Processed and
Approved



12 Presentations/Talks/Tours



2 Special Projects/Events



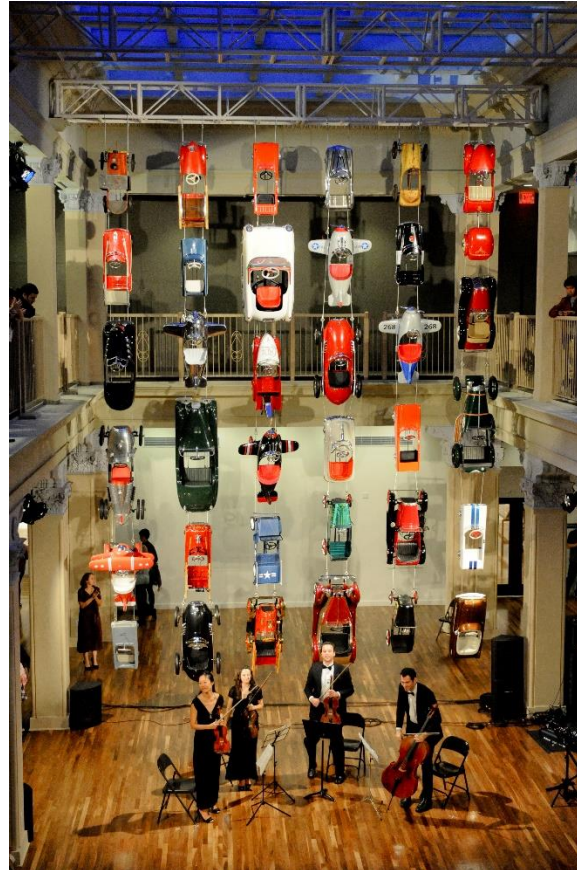
1 Grier Event



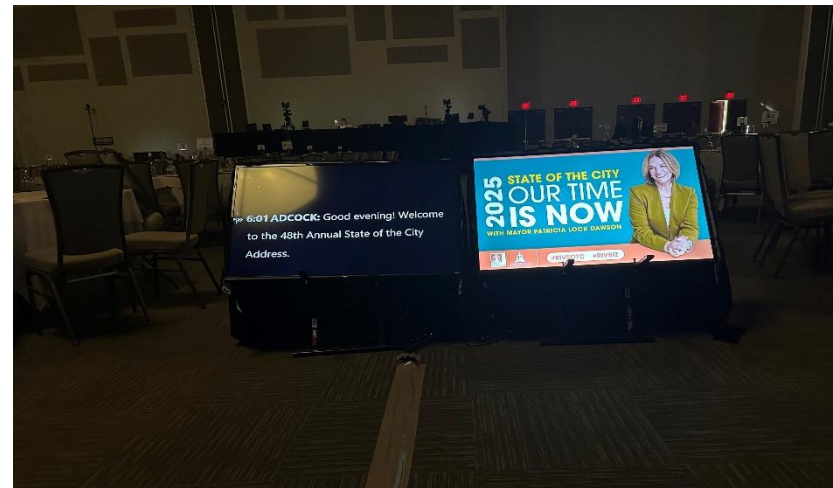
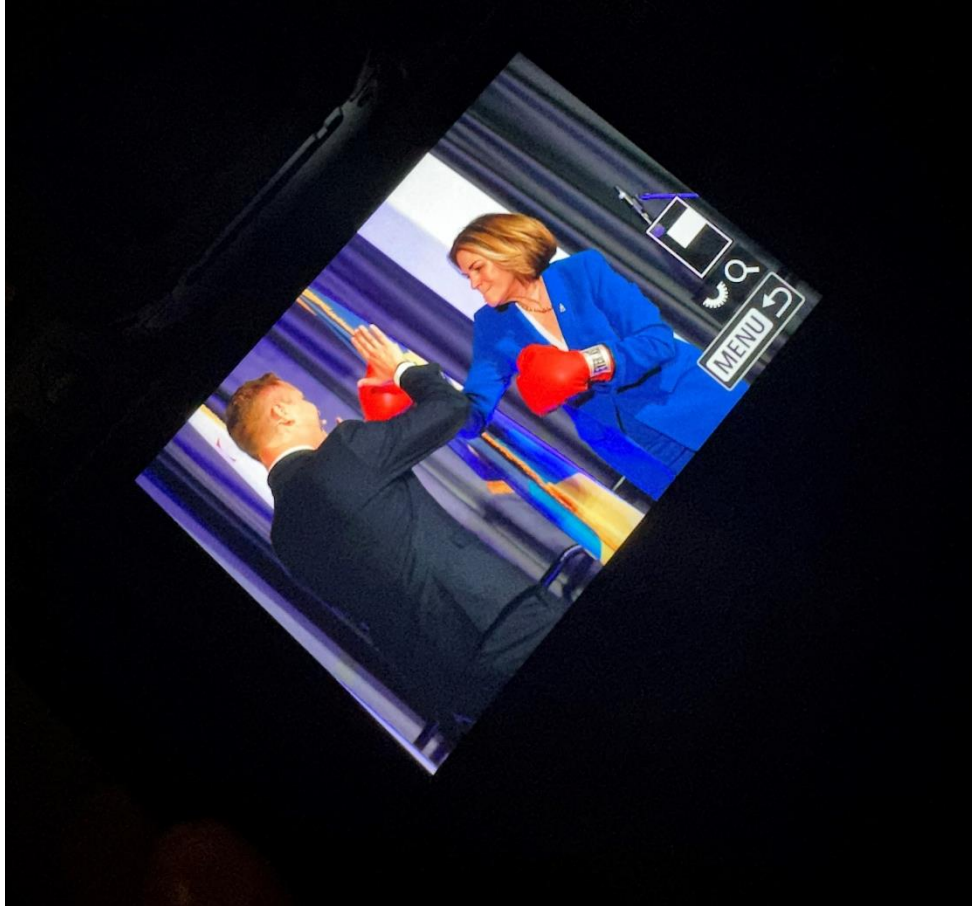
4 Film Permits

ARTS UPDATE

Arts & Culture Grants Awarded to 27 Arts & Culture Organizations



SPECIAL PROJECT – STATE OF THE CITY



SPECIAL PROJECT – GENERAL PLAN



FESTIVAL OF LIGHTS



39 Days

\$230,000 Ice Rink Revenue

\$188,736 Vendor Revenue

\$80,000 Sponsorship Revenue

THE CHEECH ECONOMIC IMPACT STUDY

\$29.0 million total economic impact to the City's economy

89.6% of attendance coming from outside the area.



Local visitor spending was approximately \$5.7 million, Non-local visitors accounting for \$5.1 million (89.5%) of total expenditures. The Cheech's effectiveness in attracting tourism dollars to the region over the multi-year span.

STRATEGIC PRIORITIES

Strategic Priority 1 – Arts, Culture, and Recreation

Goal 1.1

Strengthen Riverside's portfolio of arts, culture, recreation, senior, and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities, and fund development.

Goal 1.2

Enhance equitable access to arts, culture and recreation service offerings and facilities.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability &
Resiliency



Equity



Innovation