



CITY OF
Riverside
ECONOMIC DEVELOPMENT

Arts, Culture, & Tourism

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ARTS, CULTURE, AND TOURISM AS ECONOMIC DEVELOPMENT

- City of Riverside Economic Development Update
- Arts, Culture & Tourism is a core economic development strategy that drives business growth, job creation, visitor spending, and place-based investment.
- This update focuses on how these efforts move the needle on economic growth.



WHY ARTS, CULTURE & TOURISM MATTERS TO RIVERSIDE'S ECONOMY

- Attracts outside dollars into the local economy
- Drives foot traffic to restaurants, retail, and hotels
- Strengthens downtown and neighborhood commercial corridors
- Enhances Riverside's regional and national visibility
- Supports talent attraction and quality of life

Economic Development Outcomes We Target



- Increased sales and customer activity for small businesses
- Direct, indirect, and temporary job creation
- Private investment and adaptive reuse momentum
- Increased visitation and longer dwell time
- Stronger hospitality and visitor-serving economic activity



Riverside Assets Activated for Economic Growth

- Arts and creative businesses, artists, and makers
- Signature events, festivals, and cultural programming
- Historic and cultural destinations
- Culinary, retail, and experiential offerings
- Cultural districts, trails, and placemaking initiatives



HOW ECONOMIC DEVELOPMENT SUPPORTS THE ECOSYSTEM

- Aligning arts, culture, and tourism with business support programs
- Expanding visibility for small businesses and entrepreneurs
- Activating underutilized spaces through placemaking
- Partnering regionally to amplify impact
- Using data to guide future investment decisions

Workforce & Labor Market Snapshot - September 2025

| Monthly Labor Force Data for Counties | | | | |
|---|-------------|------------|--------------|-------|
| September 2025 - Preliminary | | | | |
| Data Not Seasonally Adjusted | | | | |
| Data Seasonally Adjusted: 5.9% for Riverside County | | | | |
| COUNTY | LABOR FORCE | EMPLOYMENT | UNEMPLOYMENT | RATE |
| STATE TOTAL | 19,983,500 | 18,870,400 | 1,113,000 | 5.60% |
| LOS ANGELES | 5,143,000 | 4,840,500 | 302,500 | 5.90% |
| ORANGE | 1,654,200 | 1,581,400 | 72,800 | 4.40% |
| RIVERSIDE | 1,209,600 | 1,136,000 | 73,600 | 6.10% |
| SAN BERNARDINO | 1,051,700 | 991,700 | 59,900 | 5.70% |
| SAN DIEGO | 1,683,500 | 1,601,200 | 82,300 | 4.90% |

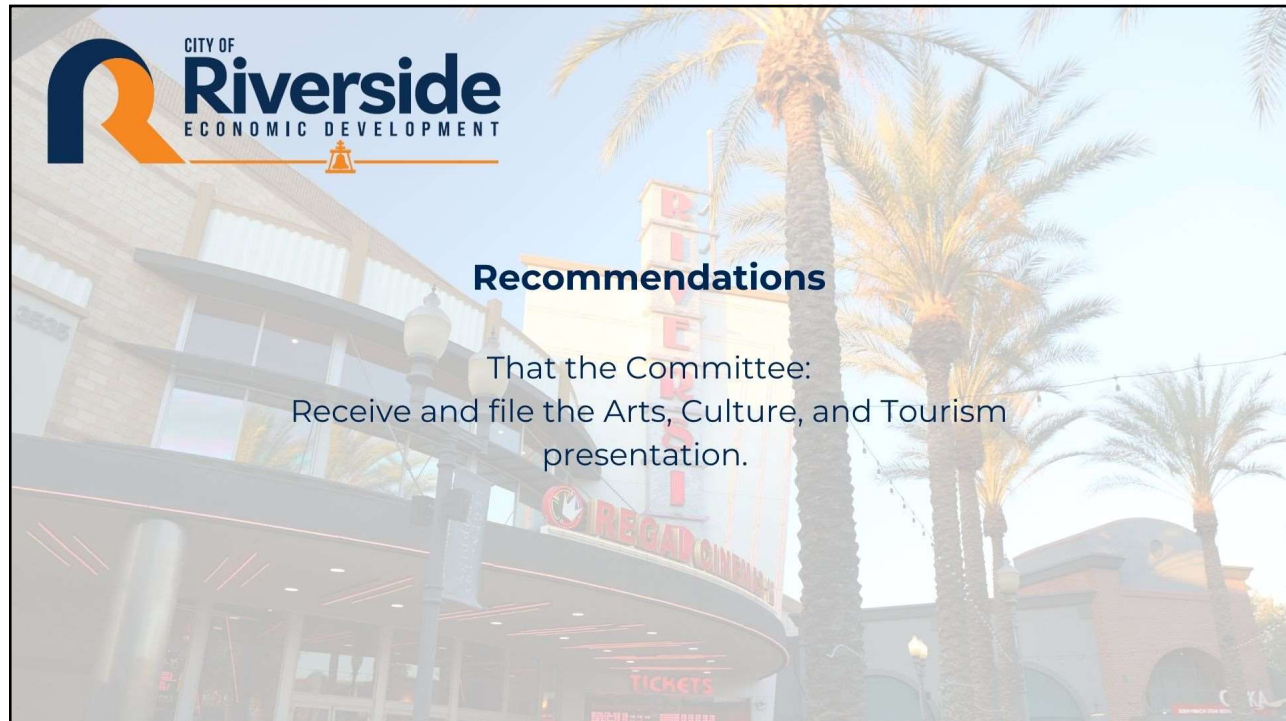
Data provided by EDD, per most up to date Labor Market Information

Looking Ahead: Economic Growth Through Place & Experience



Arts, Culture & Tourism will continue to:

- Support local jobs and small businesses
- Attract visitors, talent, and private investment
- Strengthen downtown and neighborhood vitality
- Reinforce Riverside's identity as a vibrant, creative destination
- Deliver long-term, sustainable economic growth



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Recommendations

That the Committee:
Receive and file the Arts, Culture, and Tourism
presentation.



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THANK YOU!

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