



Arts, Culture, & Tourism

JANUARY 2026

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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.



**CITY OF
Riverside
ECONOMIC DEVELOPMENT**

**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%

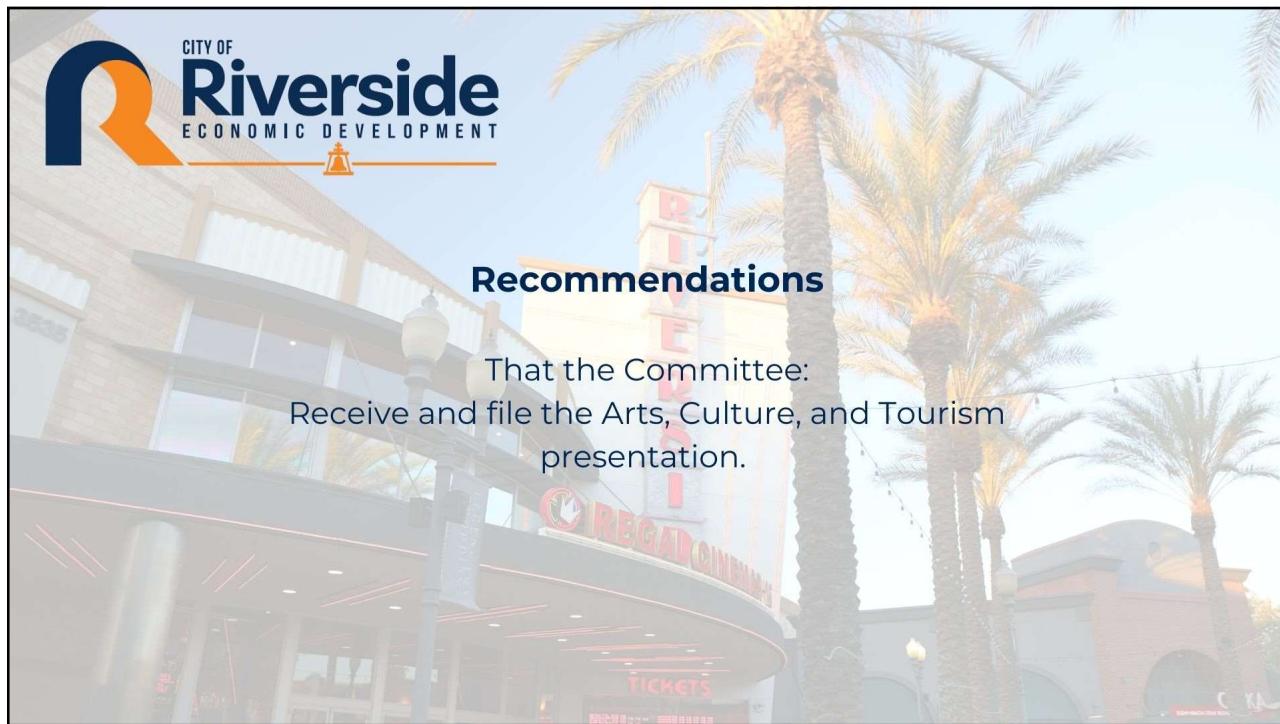
Data provided by EDD, per most up to date Labor Market Information

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



**CITY OF
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Recommendations

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



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ECONOMIC DEVELOPMENT**

THANK YOU!

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