



CITY OF Riverside
ECONOMIC DEVELOPMENT

R.I.S.E.
RIVERSIDE INITIATIVE FOR SUSTAINING ENTREPRENEURS
A community worth rising for

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Why RISE?

Riverside Initiative for Sustaining Entrepreneurs (RISE)



- 60-80% of net new jobs come from existing businesses
- BRE (Business Retention & Expansion) is a platform, not just a program- aligns workforce, permitting, infrastructure, and small business support.
- RISE ensures Riverside businesses feel heard, supported, and connected.

Launched July 2025

The BRE Mindset Shift

OLD



- Reactive problem-solving when crises hit.
- Discovering a business left when we see their building hit the market.

NEW



Proactive risk management + opportunity sensing.

RISE helps us:

- Build relationships & make connections.
- Spot risks early (sales decline, workforce gaps).
- Surface opportunities (expansion, innovation signals).
- Tell our economic value story by highlighting local businesses.

The 4 Ps of RISE



Proximity: On-site visits build trust and uncover real challenges.



Perception: City presence shapes the business climate narrative.



Predictability: Transparent, consistent process reduces friction.



Partnerships: Aligns City, County, Chamber, and workforce partners.

Business Visit Priorities



Businesses can also self-schedule using our online Bookings link.

- Top Tax Revenue Generators
- Major Employers
- Key RPU Accounts
- Areas of Excellence
- Legacy Businesses
- OSS Green Business List
- New Businesses

Program Activity To-Date (July- September 2025)



20 Total visits completed.



100% follow-ups completed.



Visits spanned all 7 Wards.

Types of Businesses Engaged:

- **Manufacturers:** Ejay Filtration, Triple H Food Processors, Complete Coach Works
- **Retail/Food:** Gless Ranch, Benedetto. Gelato, Con Olor A Pan, Chela's Bakery, Spirit BBQ.
- **Service:** Horizon Barber Club, Downtowne Bookstore, A-Storage Group.
- **Top Employers & Legacy Operators:** Collins Aerospace, Champion Electric.

Common Business Needs



Access to capital: SBDC referrals, County loan programs.



Workforce development: internships, training incentives.



Permitting & expansion clarity: City and County coordination.



Marketing visibility: spotlights, newsletters, social media posts.

Examples of Impact:

- **Con Olor A Pan:** Connected with Hispanic Chamber, preparing grand opening.
- **Benedetto Gelato:** Linked to Festival of Lights vendor program, exploring capital access.
- **Champion Electric:** Referred to SBDC and contracting conference
- **A- Storage Group:** Connected to RivCO OED and City resources for expansion planning

From Insight to Action



- **Before the Visit:** Research trends, workforce data, ownership changes.
- **During the Visit:** Ask high-impact questions; listen for signals.
- **After the Visit:** Log intel, track patterns, escalate strategically.

This cycle creates Riverside's economic radar- spotting risks and opportunities early.

RISE means building
lasting business
relationships



Together, we are creating
**A Community Worth
Rising For.**

What's Next?

- Scale to 100 visits annually.
- Collaborate with Chamber, RPU, and Council on visits.
- Custom dashboards for real-time reporting.
- Use visit data to predict risks and opportunities; moving from crises response to proactive planning.
- Highlight local businesses through business spotlights and features.
- Collaborate with Chamber, SBDC, and RPU on findings and results.



**THANK YOU!
QUESTIONS?**

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