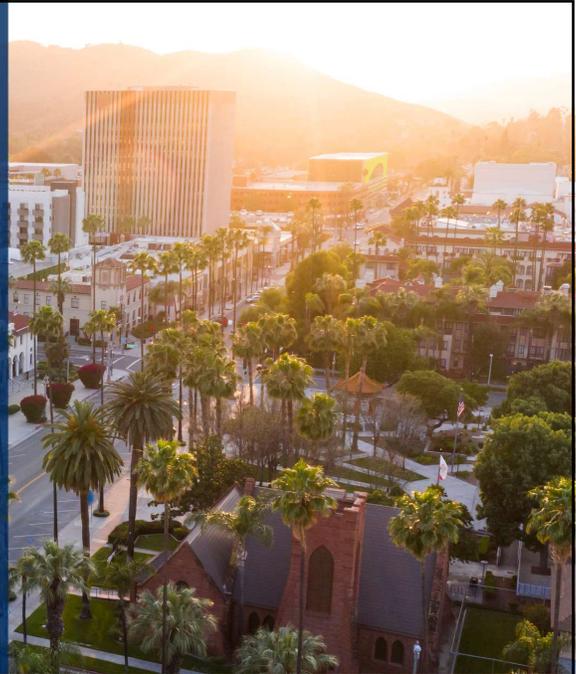




BUSINESS RETENTION UPDATE

Riverside Initiative Sustaining Entrepreneurs (RISE)

Economic Development Committee
March 19, 2026



Introduction & Purpose

Business Retention



Existing businesses drive 80% of job growth and investment

RISE

On-site business visits:

- Targeted outreach
- Technical assistance
- Resource coordination



Thriving Businesses:

- Protect investments
- Sustain employment
- Strengthen community vitality



Why RISE Matters

Anticipate Needs

- Helps City identify emerging issues or barriers
- Proactively address these issues

Proactive Engagement

- Relationship-based outreach & problem-solving
- Coordination assistance across City Hall



 **Promote retention, preserve jobs, and prosper**

2025 RISE Program Overview



Citywide Business Retention & Expansion (BRE) Program



Structured, on-site visits led by Economic Development team



Self-scheduling option provided to allow businesses to book visits



Majority small business engagement with select areas of excellence outreach



City-wide/general coverage



Standardized intake with coordinated City follow-up

Key Achievements



Resource Coordination & Retention

Connected businesses to city departments, workforce partners, and regional resources to support expansion, risk mitigation, and long-term sustainability



Citywide Business Engagements

65



Strengthened Business Relationship

Established direct lines of communication with business owners and operators, building trust and positioning the City as a responsive partner rather than a regulatory presence.

Lessons Learned



Geographic Grouping Improves Efficiency

Conducting visits by corridor and ward reduces travel time, increases staff productivity, and allows for more focused, place-based engagement.



Proactive Outreach Is Essential

While self-scheduling tools are effective, direct staff outreach significantly improves participation, particularly among small businesses and key employers.



Coordination Adds Value

Opportunities exist to enhance impact through greater coordination with internal departments and partners, such as Riverside Public Utilities and the Office of Sustainability.

2026 Revised Strategy



Implementation Plan

Coordination & Planning



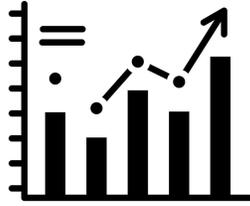
RISE Visit

- Plan Schedule - Coordinate with partners
- Conduct Site Visits
 - Priority-Based Focus
 - Monthly Geographical Rotations
- National Recognition Months/Days (i.e., Manufacturing Month)

-
- Introduction and Program Overview
 - Complete the questionnaire
 - Identify resources and workforce needs
 - Follow Up
 - Email resources
 - Highlight Business on Social Media
 - Share updates in regular Ward reports



Performance Metrics & Goals



What We Measure

- Business profile: industry, size, Council Ward
- Workforce conditions: size, hiring outlook, challenges
- Growth signals: expansion intent, retention vs. at-risk status



How Metrics Drive Action

- Classify visits: Retention, Expansion, Follow-Up
- Connect to City departments and external partners
- Assign follow-up and track resolutions
- Prioritize outcomes over volume of visits



2026 Performance Goals

- Complete 100 standardized RISE visits citywide
- Monthly ward-based reporting for leadership
- Track outcomes from visit → referral → resolution

Next Steps & Discussion



Standardize post visit follow-up



Track action items and resolutions tied to workforce, permitting, utilities, and expansion



Integrate RISE visit data into regular Ward updates



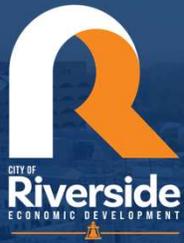
Identify businesses for proactive re-engagement based on growth signals or risk indicators



Align visit outcomes with incentives, workforce programs, and partner referrals (Greater Riverside Chambers of Commerce, SBDC, RPU, etc.)

Recommendation

That the EDC Committee receive and file the Business Retention Update.



**THANK
YOU**

