

**ANNUAL REPORT
On the
Riverside Downtown Parking and Business Improvement Area**

**Renewal of the BID levy
For the year January 1 – December 31, 2025**

*Prepared by the
Advisory Board
Of the Riverside Downtown Parking
And Business Improvement Area
And approved on*



Downtown is Calling
Good Times Await

Introduction

The Advisory Board of the Riverside Downtown Parking and Business Improvement Area (“RDPBIA”) is responsible for the preparation of this Annual Report, and has reviewed and approved it at their meeting held on September 11, 2024. The purpose of this Annual Report is to comply with the provisions of the State of California Streets and Highways Code Division 18, Part 6, City of Riverside Ordinance No. 5303, and the Riverside Municipal Code Chapter 3.46, all of which require preparation of this Annual Report.

In accordance with the above-noted State Code (specifically Section 36533), the Annual Report shall contain any proposed changes in the boundaries of the parking and business improvement area or in any benefit zones within the area.

Further, in accordance with City Ordinance No. 5303 and Chapter 3.46 of the Riverside Municipal Code, the Annual Report shall outline the activities and new efforts being recommended for the 2025 calendar year based on the revenue generated by the assessment levy of the RDPBIA for that year.

RDPBIA Boundaries

The RDPBIA was established on January 1, 1986 with the boundaries of Tequesquite Arroyo on the South, First Street on the North, the 91 Freeway on the East and generally the first tier of lots on the west side of Brockton Avenue on the West. The boundaries of the RDPBIA have been changed twice since that date to extend the boundaries East past the 91 Freeway to the railway tracks, North from 6th Street to 1st Street, and South from University Avenue to 14th Street, and then to include both sides of Market Street from First Street to the 60 Freeway. The current boundaries of the RDPBIA are as indicated on the map attached as Appendix A.

There are no proposed changes in the RDPBIA boundaries for the 2025 calendar year. All activities and new efforts are within the boundaries of the RDPBIA.

Assessment and focus for the 2025 calendar year

The assessment levy of the RDPBIA has been at the 100% statutorily authorized level since July 1, 2000. A business owner consequently pays an amount equal to the base business license tax levied by the City of Riverside as a RDPBIA levy, which is collected by the City with the business license tax. There is no proposed change in the assessment levy for the 2025 calendar year. The recommended activities and new efforts are based upon the assessment as it currently exists.

The RDPBIA is administered by the Riverside Downtown Partnership (RDP), a non-profit organization that was formed in 1981 by a group of downtown business owners and stakeholders. RDP was charged with the responsibility for the RDPBIA when it was created in 1986. RDP determined certain broad areas in which to focus its efforts. Those areas included beautification, parking, promotion of business activities, public events, and security.

The RDP Board of Directors adopted the Strategic Plan for 2022 to 2026 framework at their July 13, 2022 meeting. RDPBIA's activities in 2025 continue to reflect RDP's vision, mission, values, and goals as outlined in the Strategic Plan.

RDP's Vision, Mission, Values, and Goals

RDP's vision statement reflects its aspiration - *"Downtown Riverside is a welcoming and exciting destination to work, live, and play while celebrating heritage and inspiring business innovation and success".*

RDP's mission statement reflects its expectations - *"Riverside Downtown Partnership's mission is to foster a vibrant, safe, and successful business and cultural community in downtown Riverside by celebrating our past and defining our future".*

RDP's values and descriptive phrases reflect its desired actions:

- Welcoming – We embrace those within our community and those who visit.
- Advocacy – We are a champion for our community's needs and priorities.
- Responsive – We are supportive, helpful and add value to our members.
- Connected – We encourage dialogue, and cooperation within our community.
- Proactive – We continually seek ways to support and enhance our community.

RDP's goals broadly reflect what it should do to serve its members / stakeholders:

- To serve as the essential liaison between downtown businesses and local government representing our members' interests.
- To create an effective partnership with local government that advances downtown business priorities.
- To expand our services and value for our members.

Benefits to be provided by RDP to RDPBIA members / stakeholders in 2025

Promotion of Business Activities:

Benefits include promotion of downtown, downtown businesses, and downtown attractions and offerings through print media, digital / social media, and other marketing and communications methods.

- Print media consists of destination ads showcasing downtown Riverside as an attractive destination for residents and regional visitors, plus ads featuring downtown events.
- Digital / social media consists of digital ads, website, RDP's Facebook and Instagram pages plus monthly Constant Contact event updates.
- Other marketing and communications methods include:
 - The Pocket and Dining Guide listing downtown shops, most services, and information on downtown restaurants by category provided to businesses, hotels, and other locations. The most recent print edition is August 2023, with an updated edition expected in October of 2024.
 - The Downtown Riverside Historic Walking Guide illustrating historic sites in downtown provided to hotels and other locations.
 - A monthly newsletter in print and online to communicate items of interest and importance.
 - Monthly calendars listing events in downtown Riverside and at the Riverside Convention Center.

All of the above are available for download from the RDP website located at <https://www.riversidedowntown.org/> Promotional collateral is shown in attached Appendix B.

Social media links include <https://www.facebook.com/riversidedowntownpartnership/> and https://www.instagram.com/riverside_downtown/?hl=en

Benefits include workshops and seminars of interest and information to businesses. The monthly newsletter also includes updates from the County Supervisor, Mayor, and Ward One and Ward Two council members, plus business tips and strategies, and security updates.

Benefits include a welcome package to all new businesses that includes copies of all printed materials including the organization's annual calendar and Annual Report. New businesses are also announced in the monthly newsletter. See Appendix B for additional collateral.

Benefits include an Ambassador program patrolling seven days a week from 9 am to 5 pm in the downtown core and broader RDPBIA area. The Ambassadors provide information to downtown visitors, serve as a liaison with downtown businesses, and assist with RDP events and programs.

Benefits include working with the Riverside Convention and Visitors Bureau to distribute information and special offers to conventioneers and visitors, and co-promoting downtown businesses on social media.

RDP also works with other groups as appropriate to promote downtown businesses, events, and attractions.

Security:

Benefits include monitoring security issues through a committee, distributing updates, and holding workshops as necessary. In addition, during their patrols the RDP Ambassadors assist with moving transients along and other problems encountered by downtown businesses.

Other Benefits:

Benefits include advocating and mobilizing on parking issues that affect downtown businesses, employees, and customers such as downtown parking inventory, rates, and schedules, as well as safety and security, and downtown appearance.

Benefits include RDP's informational luncheons held each month on the fourth Tuesday with the exception of February, August, and December.

Benefits include hosting and sponsoring events that bring visitors and business customers to downtown. RDP hosts events including Doors Open Riverside and the Riverside Art and Music Festival. RDP also sponsors events such as the Day of the Dead, Mission Inn Run, Miracles on Main, and others.

Benefits include promoting downtown events and activities through various media including a monthly calendar of events and an event guide, encouraging visits to downtown.

Benefits include beautification efforts such as outdoor murals, alley lighting, tree trimming, and tree replacement where needed.

Assessing the benefits provided by RDP to its RDPBIA members / stakeholders in 2025

RDP assesses how both direct and indirect benefits are provided to its RDPBIA members / stakeholders through several methods. These methods include:

- Monitoring responses to ads, requests for the Pocket and Dining Guide as well as the Downtown Historic Walking Guide, and usage of calendar information.
- Reviewing daily reports by the Ambassadors on their activity and encountered incidents, and compiling data.
- Counting attendance at hosted events.
- Monitoring calls for assistance / advice from members / stakeholders.
- Receiving input and information from Board and Committee members as well as luncheon attendees.
- Receiving input and information from members / stakeholders.
- Surveying members / stakeholders periodically.
- Visiting members / stakeholders periodically.

Assessment by partners and other organizations is also taken into consideration.

RDP identifying and responding to emerging needs in the RDPBIA

Communication with the RDPBIA members / stakeholders is critical to the organization moving forward and meeting the needs of downtown businesses.

RDP communicates with the monthly BID Bulletin newsletter, monthly luncheons, and emails during that period. RDP also responds to concerns raised by the downtown business community. These concerns have included downtown parking rate increases in 2024, and currently include the potential sale of garages 1 and 2 without replacement parking identified.

RDP directs monetary resources and staff time to activities that provide direct benefits to RDPBIA members, and expand our services and value. Related to expanding communication, these activities include:

- Meeting with downtown businesses and stakeholders to share information, hear concerns, and network.
- Liasing between downtown businesses and local government to represent downtown interests.
- Developing an advocacy plan to advance downtown business priorities with local government.

The expanded and ongoing communication with downtown businesses and stakeholders enables RDP to more readily identify and respond to emerging needs in the RDPBIA, and to communicate its response in a timely manner.

Activities and new efforts recommended for the 2025 calendar year

RDP has been directing monetary resources and staff time from external security and increasing its activities and efforts in other areas since fall of 2023. In 2025, RDP is planning:

- Beautification efforts and cleanliness efforts with Keep Riverside Clean and Beautiful and a mural in partnership with the City's Parking Services.
- Increased sponsorship of downtown events.
- Expanded promotion of downtown businesses and attractions through social media while continuing print advertising.
- Increased promotion to highlight downtown Riverside as a destination through Visit Riverside and Explore Riverside.

RDP will also expand its partnerships and joint endeavors with other organizations such as the Riverside Convention and Visitors Bureau and attractions such as museums.

Financial information

An estimate of the cost of providing the benefits in calendar year 2025 is shown in the accompanying table and based on anticipated business tax levy revenue for that year.

Activity	2025 Cost
Promotion of Business Activities	\$230,000
Security	\$125,000
Other Benefits	\$135,000
Total	\$490,000

It is proposed that the existing 100% business tax assessment be continued within the existing boundaries of the RDPBIA. The method for levying this 100% tax assessment is to take the base business tax levied by the City of Riverside and increase it by 100%.

To provide information to new and renewing business owners on the benefits of the RDPBIA, a handout is provided to the Business Tax Department to distribute with business license and tax applications.

The RDP Board approved a balanced budget for the fiscal year of July 1, 2024 to June 30, 2025. There may be an operational surplus or deficit carried over from calendar year 2024. In addition to revenue from the assessment, RDP expects to receive approximately \$56,375 from other sources.

Respectively submitted,

The Board of Directors of the Riverside Downtown Partnership, acting as the Advisory Board for the Riverside Downtown Parking and Business Improvement Area.

Approved at their meeting on September 11, 2024.

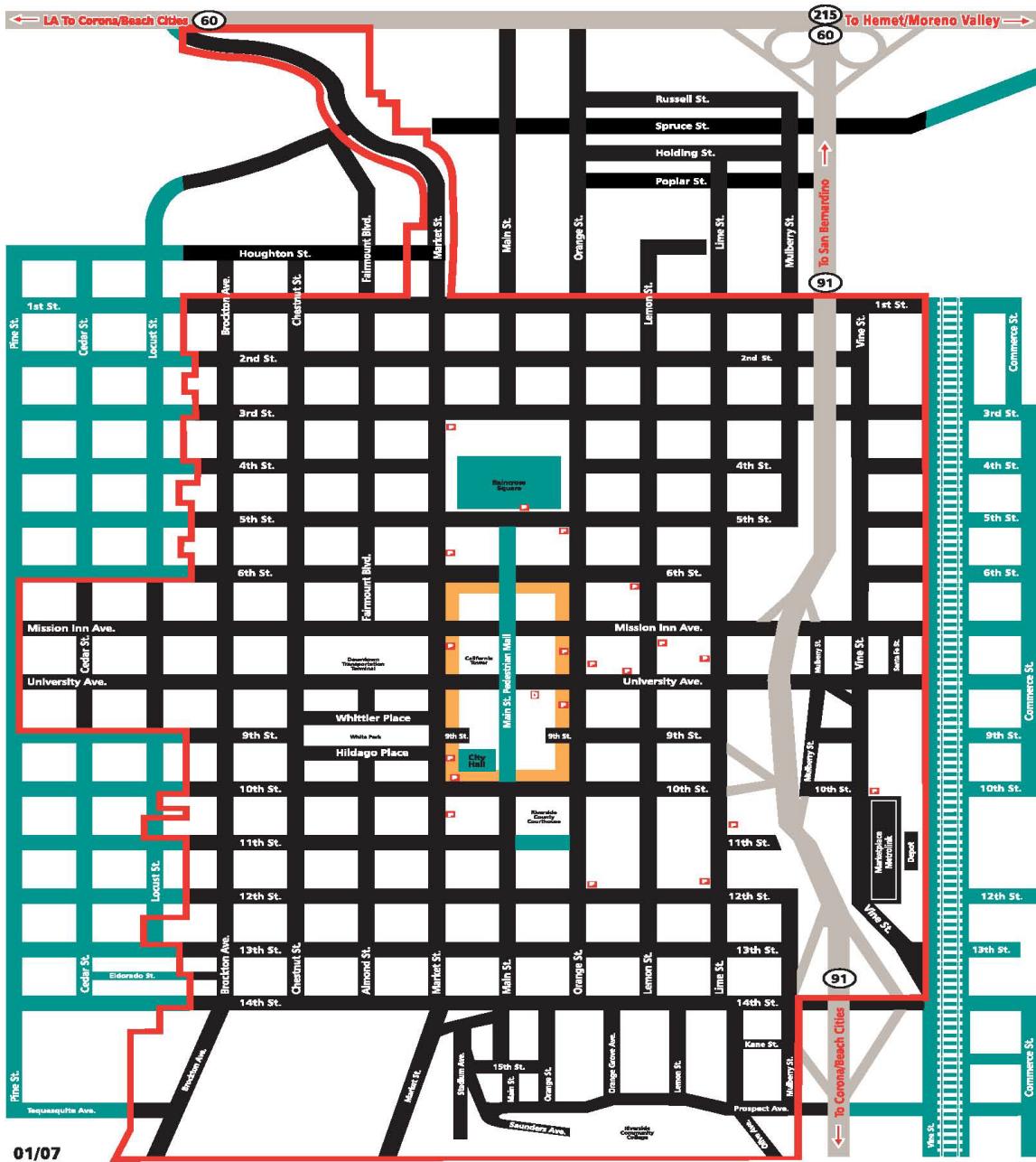
REPORTING REQUIREMENTS FOR THE DOWNTOWN BID PER R 24097

	Requirement	Where Found
1	Existing board policies and board members.	Supplemental document 1
2	Mission statement	Supplemental document 2
3	Strategic goals of the BID	Supplemental document 3
4	Community Engagement Plan	Renewal Report
a.	Specific and tangible benefits the BID is providing to businesses.	Pages 3 to 4
b.	Description of how the advisory board determined the benefits are needed and related outcomes have been achieved.	Page 5
c.	Clarify how BID staff and activities respond to emerging needs and how those needs are identified.	Page 5
d.	Clarify how progress is tracked over time.	Page 5
5	Any proposed changes in the boundaries or assessment amounts within the district.	Page 2
6.	If a website is in place for the BID, provide a link to the website and a description of the resources, financials, and other information that is available to the public through the site.	Pages 3 and 4
7.	The method and basis of levying the assessments in sufficient detail to allow each business owner to estimate the amount of assessment to be levied against his or her business.	Page 2
8.	An estimate of the cost of providing the improvements and activities for that fiscal year.	Page 6
9.	The improvements and activities to be provided for that fiscal year.	Pages 5 and 6
10.	The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.	Page 6
11.	The amount of any contributions to be made from sources other than the levied assessments.	Page 6
12.	List of sponsors in prior fiscal year and expected sponsors in upcoming fiscal year.	Supplemental document 4
13.	Detailed line-item budget for the prior fiscal year and upcoming fiscal year.	Supplemental document 5

Appendix A

RIVERSIDE DOWNTOWN PARTNERSHIP

BID BOUNDARIES



Appendix B

The screenshot shows the homepage of the Riverside Downtown Partnership. It features a red header with the text "Downtown is Calling" and "GOOD THINGS ARISE". Below the header is a large image of a historic building at night. To the right is a "Shop & Riverside" section with a "THANK YOU" message for supporting small business, the website ShopRiversideNow.com, and a "Riverside & Books!" logo. The main content area includes a "RIVERSIDE PARTNERSHIP" logo, a "Riverside ArtsWalk" section, and a "INTERNATIONAL" section. At the bottom, there are "Every Wednesday" event details and a "DOWNTOWN" sign graphic.