



Riverside Downtown Parking and Business Improvement Area

Annual Renewal Report for the year January 1 to December 31, 2024

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Background

The Riverside Downtown Association (later Riverside Downtown Partnership - RDP) was formed in 1981 by downtown businesses and stakeholders to advocate on important downtown issues.

The Riverside Downtown Parking and Business Improvement Area, or Downtown BID, was established in 1986 as a vehicle to improve downtown. RDP was charged with the responsibility for the Downtown BID.

RDP's efforts within the Downtown BID are primarily focused on:

- | | |
|----------------------------------|--------------------|
| Promotion of business activities | Security |
| Public events | Parking activities |
| Beautification | Advocacy |

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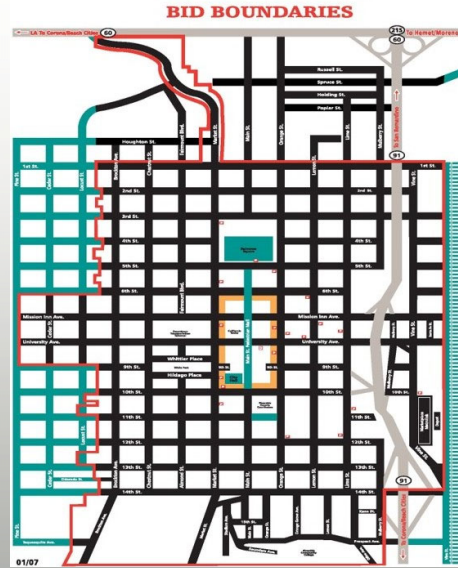


Boundaries and Assessment

Since its inception, the Downtown BID boundaries have expanded twice, and now include the area shown on the map. No changes are proposed for 2024.

The assessment levy for the Downtown BID has been 100% of the base business license tax levied by the City of Riverside since July 1, 2000. There is no proposed change in the assessment levy for the 2024 calendar year.

The recommended activities and new efforts are based upon the current assessment levy.



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Board of Directors

Executive:

- Shelby Worthington-Loomis, Chair
- Shalini Lockard, Vice Chair
- Nanci Larsen, Treasurer
- Brian Percy, Secretary
- Andrew Walcker
- Lou Monville
- Philip Makhoul
- Randy Hord

Directors:

- | | |
|-----------------------------|---------------------------------|
| AJ Licon | Jesse De La Cruz |
| Amy Hoyt | Joe Ramos |
| Bryan Crawford | Joseph Guzzetta |
| Cherie Crutcher | Justin Tracy |
| Chuck Beaty | Rachael Dzikonski |
| Collette Lee | Robert Nagle |
| FeRita Carter | Sergio San Martin |
| Jean Eiselein | Jorge Barrera/ Sherry Shimshock |
| Jeff Greene / Damian Fussel | Stan Morrison |

Ex-Officio:

- Riverside City Council: Erin Edwards, Ward One
Clarissa Cervantes, Ward Two
- Arlington Business Partnership: Oz Puerta
- Director Emeritus: Bill Gardner

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Board Information and Policies

There are a minimum of 25 and a maximum of 33 Directors, including nine Executive members.

Directors are elected for two-year, renewable terms. Executive members serve one-year renewable terms except for the Chair and Vice-Chair who may serve a maximum of two consecutive terms.

Board policies include:

- A non-discrimination policy to protect Board, staff, volunteers, and/or program participants. RDP also has an Employee Handbook.
- An endorsement policy regarding providing support to projects, initiatives, or other endeavors of possible benefit to downtown.

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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.

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Focus and Goals

RDP adopted a strategic plan framework for 2022 to 2026. The focus of RDP reflects its vision, mission, and values as do its goals. RDP's activities and efforts in 2024 are based on its broad goals.

RDP's goals are:

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

Ultimately RDP strives to serve its members / stakeholders and downtown.



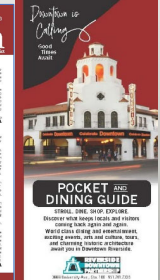
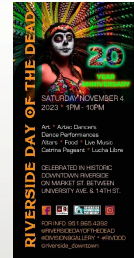
Benefits Provided by the Downtown BID

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.

These methods include destination and event ads, a monthly newsletter, monthly event calendars as well as Constant Contact emails, plus social media including a website, Facebook, and Instagram pages.

The Pocket and Dining Guide lists all downtown shops and most services, and information on downtown restaurants by category, and can also be downloaded from the website.





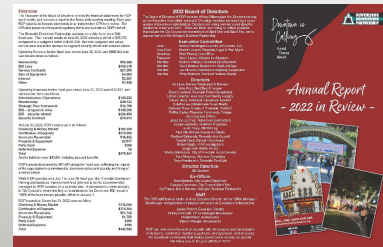
Benefits Provided by the Downtown BID

Promotion of business activities:

Benefits include a welcome package to all new businesses and announcement in the BID bulletin. The welcome package includes copies of all printed materials including the organization's annual calendar, "What's Up with RDP", and its Annual Report.



Benefits include working with other organizations such as the City, Riverside Convention and Visitors Bureau, and arts and cultural groups to promote downtown businesses.



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Benefits Provided by the Downtown BID

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.



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.

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Benefits Provided by the Downtown BID

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 March, 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, and tree trimming and replacement where needed.

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Assessing the Benefits

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.

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Identifying and Responding to Emerging Needs

Effective with the July 1, 2023 fiscal year, RDP is directing monetary resources and staff time to activities that provide direct benefits to RDPBIA members, and expand its services and value. Related to expanding communication, these activities include:

- Meeting with downtown businesses and stakeholders to share information, hear concerns, and network,
- Liaising 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 will enable RDP to more readily identify and respond to emerging needs in the RDPBIA, and to communicate its response in a timely manner.

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Focus for 2024

Also starting with the July 1, 2023 fiscal year, RDP will redirect monetary resources and staff time from external security and increase its activities and efforts in other areas. These include:

- Beautification efforts including two murals in partnership with Beautify Riverside and cleanliness effort including a pilot with Keep Riverside Clean and Beautiful.
- Additional sponsorship of downtown events.
- Expanded promotion of downtown businesses and attractions through print advertising and social media.
- Increased social media to highlight downtown Riverside as a destination.

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

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Estimated cost of 2024 Activities

BID General Business Promotion	\$220,000
BID Ambassador/Security Activities	\$120,000
BID Events and Related Activities	\$130,000
BID Total	\$470,000

The RDP Board approved a balanced budget for the fiscal year of July 1, 2023 to June 30, 2024. There may be an operational surplus or deficit carried over from calendar year 2023. In addition to revenue from the assessment, RDP expects to receive approximately \$59,825 from other sources, such as membership activities. RDP only solicits sponsorships for its Annual Meeting and Awards Ceremony to cover award related costs.



RDP Budget Summary

INCOME EXPENSE DETAIL	2020 - 2021 Actual	2021 - 2022 Revised Budget	2021 - 2022 Actual	2022 - 2023 Budget	2022 - 2023 Actual to April	2023 - 2024 Budget
INCOME						
Administration	\$ 4,356.94	\$ 2,650.00	\$ 2,901.74	\$ 2,445.00	\$ 1,326.93	\$ 7,015.00
Membership	\$ 7,300.00	\$ 33,000.00	\$ 36,254.94	\$ 41,250.00	\$ 38,332.10	\$ 42,460.00
BID levy income	\$ 368,145.36	\$ 368,000.00	\$ 439,315.62	\$ 435,000.00	\$ 402,562.40	\$ 470,000.00
Other BID income	\$ 130,512.68	\$ 81,820.40	\$ 86,569.20	\$ 82,820.20	\$ 89,241.00	\$ 10,350.00
TOTAL INCOME	\$ 510,314.98	\$ 485,470.40	\$ 565,041.50	\$ 561,515.20	\$ 531,462.43	\$ 529,825.00
EXPENSE						
Administration	\$ 138,277.41	\$ 139,057.90	\$ 143,530.17	\$ 149,680.79	\$ 125,944.68	\$ 157,967.79
Membership	\$ 1,807.77	\$ 37,195.60	\$ 35,122.00	\$ 43,830.03	\$ 39,746.24	\$ 49,714.02
BID General	\$ 36,516.92	\$ 43,499.91	\$ 45,622.85	\$ 35,418.77	\$ 34,609.28	\$ 54,008.68
BID Parking	\$ 5,647.62	\$ 2,306.44	\$ 5,743.00	\$ 4,930.10	\$ 8,018.08	\$ 6,012.74
BID Beautification	\$ 2,759.47	\$ 7,153.22	\$ 2,023.91	\$ 7,215.06	\$ 2,508.29	\$ 30,954.72
BID Events / Sponsorships	\$ 6,929.89	\$ 30,824.08	\$ 26,421.36	\$ 28,083.69	\$ 32,798.72	\$ 41,800.98
BID Business Promotion	\$ 104,419.53	\$ 81,557.85	\$ 80,992.40	\$ 88,348.59	\$ 62,663.46	\$ 109,447.97
BID Security	\$ 317,017.29	\$ 285,480.40	\$ 281,366.06	\$ 207,271.82	\$ 205,221.47	\$ 79,918.10
TOTAL EXPENSES	\$ 613,375.90	\$ 627,075.40	\$ 620,821.75	\$ 564,778.85	\$ 511,510.22	\$ 529,825.00
NET INCOME	\$ (103,060.92)	\$ (141,605.00)	\$ (55,780.25)	\$ (3,263.65)	\$ 19,952.21	\$ -



Fiscal years of July 1 to June 30



Riverside Downtown Parking and Business Improvement Area

Thank you for your support!

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