

ANNUAL REPORT
On the
Riverside Downtown Parking and Business Improvement Area

Renewal of the BID levy
For the year January 1 – December 31, 2024

Prepared by the
Advisory Board
Of the Riverside Downtown Parking
And Business Improvement Area
And approved on July 12, 2023



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 July 12, 2023. 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 2024 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 2024 calendar year. All activities and new efforts are within the boundaries of the RDPBIA.

Assessment and focus for the 2024 calendar year

The assessment levy of the RDPBIA has been at the 100% statutorily authorized level since July 1, 2000, which means the base business license tax levied by the City of Riverside is increased by 100%. There is no proposed change in the assessment levy for the 2024 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. At the time the RDPBIA was established, RDP determined six areas on which to focus its efforts. Those areas were parking, beautification, public events, music in public places, promotion of business activities, and security.

The RDP Board of Directors adopted the Strategic Plan for 2022 to 2026 framework at their July 13, 2022 meeting. With the adoption of the Strategic Plan for 2022 to 2026 framework, the focus

of the RDPBIA shifted in 2023 to reflect RDP's new vision, mission, values, and goals. This focus will continue in 2024.

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 2024

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 that is provided to businesses, hotels, and other locations, and updated regularly (most recent July 2023).
 - The Downtown Riverside Historic Walking Guide illustrating historic sites in downtown that is 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. Promotional collateral is shown in attached Appendix B.

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 conventioners 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 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, tree trimming, and tree replacement where needed.

Assessing the benefits provided by RDP to its RDPBIA members / stakeholders in 2024

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

A number of focus groups and interviews were held with various stakeholders in early 2022 to formulate the initial framework for the strategic plan. Those focus groups and interviews made it clear that communication with the RDPBIA members / stakeholders was critical to the organization moving forward and meeting the needs of downtown businesses. However, during the pandemic and immediately after, both businesses and RDP focused on survival and recovery.

A significant amount of RDP resources, monetary and staff, went into providing additional security in response to increased downtown business needs and reduced police resources. RDP continued to communicate with the monthly BID Bulletin newsletter, monthly luncheons, and emails during that period. RDP also responded to immediate issues such as the concerns over downtown parking rates, and along with downtown businesses and organizations such as the Greater Riverside Chambers of Commerce, pushed successfully for revised downtown parking rates and hours.

However, effective with the July 1, 2023 fiscal year, RDP is now directing 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,
- 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.

Activities and new efforts recommended for the 2024 calendar year

As noted previously, RDP is now redirecting monetary resources and staff time from external security and increasing 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.

Financial information

An estimate of the cost of providing the benefits in calendar year 2024 is shown in the accompanying table and based on anticipated business tax levy revenue for that year.

Activity	2024 Cost
Promotion of Business Activities	\$220,000
Security	\$140,000
Other Benefits	\$130,000
Total	\$470,000

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, 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.

Respectively submitted,

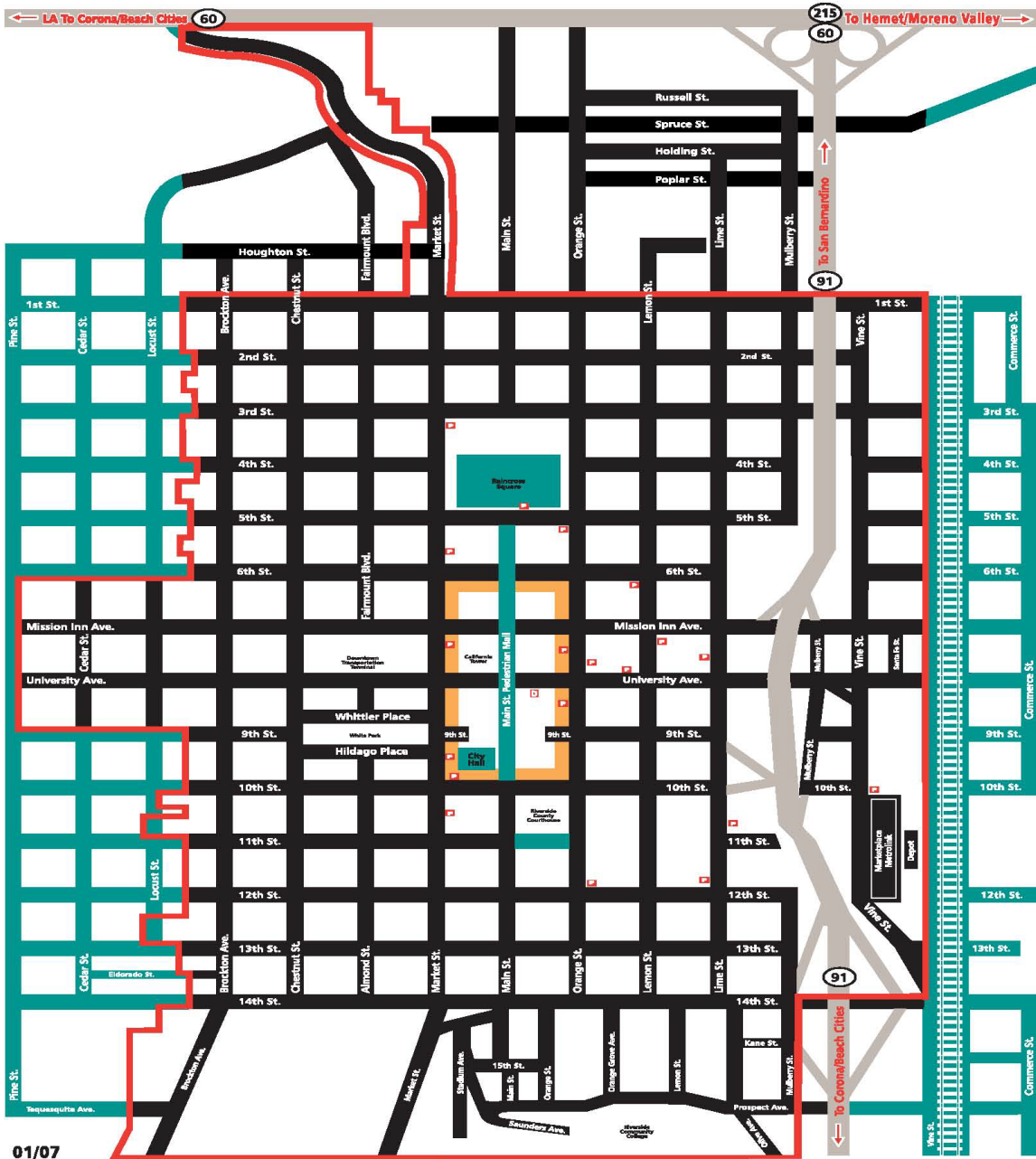
The Board of Directors of the Riverside Downtown Partnership, acting as the Advisory Board for the Riverside Downtown Parking and Business Improvement Area.

Approved at their meeting on July 12, 2023.

Appendix A



BID BOUNDARIES



Appendix B

Downtown is Calling

Good Times Await

STROLL, DINE, SHOP, EXPLORE.
www.RiversideDowntown.org

Discover what keeps locals and visitors coming back again and again. World class dining and retail, exciting events, arts and culture, tours, and charming historic architecture await you in Downtown Riverside.

RIVERSIDE DOWNTOWN PARTNERSHIP
3666 University Ave., Ste. 100 951.781.7335
www.RiversideDowntown.org

Sign Up for our monthly Extra Newsletter at RiversideDowntown.org

DOWNTOWN RIVERSIDE
Historic Walking Guide

Downtown Riverside Historic Walking Guide
Produced by Riverside Downtown Partnership
3666 University Ave., Ste. 100 Riverside, CA 92501 (951) 781-7335
www.riversidedowntown.org
RiversideDowntownPartnership #LoveRiverside

GUIDE AVAILABLE AT:
Mission Inn Museum 3656 Main St. (951) 788-9556
Riverside Metropolitan Museum 3580 Mission Inn Ave. (951) 826-5273
Riverside City Hall 3900 Main Street (951) 826-5311

Information on historic sites generously provided by the Riverside Metropolitan Museum and the Mission Inn Museum

Illustrations by *Martin Tobias*
Published Summer 2017

Downtown is Calling

Good Times Await

POCKET AND DINING GUIDE
STROLL, DINE, SHOP, EXPLORE.
Discover what keeps locals and visitors coming back again and again. World class dining and entertainment, exciting events, arts and culture, tours, and charming historic architecture await you in Downtown Riverside.

RIVERSIDE DOWNTOWN PARTNERSHIP
3666 University Ave., Ste. 100 951.781.7335
www.RiversideDowntown.org

www.facebook.com/RiversideDowntownPartnership

Downtown is Calling

Shop a Riverside

THANK YOU FOR SUPPORTING THIS SMALL BUSINESS

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Riverside & Rocks!

RIVERSIDE ARTSWALK

INTERNATIONAL

ESSEX WINEBAR

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Riverside Downtown Partnership

Posts About Mentions Reviews Followers Photos More +

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BID Bulletin
Riverside Downtown Business Improvement District

July 2023

New International Food Festival
The International Food Festival is a new festival to downtown Riverside. It will take place Saturday, July 29th and Sunday, Aug 1st from 10 am to 5 pm on Mission Inn Avenue from Orange Street to Blue Hill Street.

Lock in Your Love Monument Now on Display
The "Love in New Love" monument is now on display on Main Street between the Street and Liberty Street. The monument was the core project of the Grade Separation and Pedestrian Access Improvements Project.

Third Street Grade Separation Project
The City of Riverside will receive \$10 million in federal funds to help pay for a grade separation project between the Street and Liberty Street.

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Good Times Await

2023 JULY

UPCOMING EVENTS

July 1st
The City of Riverside will receive \$10 million in federal funds to help pay for a grade separation project between the Street and Liberty Street.

July 2nd
The City of Riverside will receive \$10 million in federal funds to help pay for a grade separation project between the Street and Liberty Street.

July 3rd
The City of Riverside will receive \$10 million in federal funds to help pay for a grade separation project between the Street and Liberty Street.

Downtown is Calling

Good Times Await

What's Up with RDP 2023

JANUARY	FEBRUARY	MARCH
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

COMMITTEE MEMBERS

Chair: [Name] Vice Chair: [Name] Secretary: [Name] Treasurer: [Name]