

ANNUAL REPORT

**On the
Riverside Downtown Parking and
Business Improvement Area and
The renewal of the BID levy
For the year
January 1 – December 31, 2012**

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

The art of the City



**Advisory Board of the
Riverside Downtown Parking and Business Improvement Area**

A. Introduction

The Advisory Board of the Riverside Downtown Parking and Business Improvement Area (“RDPBIA”) has caused this Annual Report to be prepared and they have reviewed and approved it at their meeting held on October 12, 2011. 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.

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 attached map.

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%.

B. JANUARY 1 – DECEMBER 31, 2012 PROGRAM

In accord with the above-noted State Code (specifically Section 36533), the Annual Report shall contain the following:

(1) Any proposed changes in the boundaries of the parking and business improvement area or in any benefit zones within the area.

There is no proposed change in the RDPBIA boundaries for the 2012 year.

(2) The improvement and activities to be provided for the year.

In accordance with City Ordinance No. 5303 and Chapter 3.46 of the Riverside Municipal Code, we have outlined the activities, improvements, and new efforts being recommended for the year 2012. In order to better understand the recommended activities, improvements, and efforts for 2012, this report also provides details of the activities and programs of the RDPBIA in 2011.

The recommended activities are planned based upon the 100% tax assessment as it currently exists, and within the boundaries of the RDPBIA as indicated in Section B (1) above.

Overview

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. These areas were parking activities, beautification, public events, music in public places, promotion of business activities, and security.

In 2006, the RDP Board of Directors adopted a vision for downtown Riverside, and a new mission for RDP to reflect that vision. The vision and mission drove the development of goals and a strategic plan for the future.

The vision adopted was as follows: "Downtown Riverside is the regional destination for businesses and service industries. With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities".

The mission adopted was as follows: "The Riverside Downtown Partnership will promote, represent, and manage an environment to support downtown Riverside as a regional destination for economic, arts, cultural, and residential uses."

A strategic plan to achieve the above goals was adopted by the RDP Board of Directors in March, 2008 for the three year period 2008 to 2010. The Strategic Plan was reviewed by the Board of Directors in September, 2009 and minor revisions adopted to reflect changes in circumstances since the original plan was prepared.

In March of 2011, the Executive Committee of the Riverside met to review the existing Strategic Plan and to discuss preparation of the plan for the next three years, 2011, 2012, and 2013. As part of that process, they reviewed the vision and mission and reaffirmed both as being representative of both downtown Riverside and RDP's activities.

The Executive Committee also reviewed the five broad goals previously adopted by RDP and made recommendations for revision when preparing the Strategic Plan for 2011 to 2013. The recommended revisions reduced and simplified the goals and tied them more closely to RDP's Vision and Mission.

RDP's goals for the next three years and the basis of the current Strategic Plan are:

- Promote downtown Riverside as a destination for residents and regional visitors.
- Develop and enhance RDP's influence and activities with downtown stakeholders.
- Promote Riverside as a regional center for private sector commercial and residential development.

The vision, mission, current strategic plan and goals are the foundation of RDP and of the RDPBIA activities. Each goal has specific strategies and tactics that will be integrated into RDP and RDPBIA activities over the next three years.

Parking Activities

Adequate, safe parking is important to the growth and development of any downtown. The RDPBIA is involved with downtown parking through programs such as discount parking tokens for downtown businesses and maps to assist visitors, patrolling of downtown parking garages and lots through the Ambassador Program, and input to the City on specific issues.

Downtown businesses are able to purchase validation stickers for the garages and parking tokens for the meters at a discount of 50%. To assist downtown businesses in purchasing tokens to provide to their customers, the RDPBIA has provided an additional discount, reducing the cost of tokens to \$25 for 100 since 2008. Usage of the program has increased steadily since its introduction and the RDPBIA doubled its financial support of the program for the current fiscal year. The RDPBIA plans to continue this discount in 2012.



To assist visitors in finding their way around downtown, the RDPBIA has produced a map of downtown with specific destinations as well as shops and restaurants identified by address. A copy of the map is located in the Jury Room, the Marriott Riverside and Riverside Convention Center. The map was used as the basis for the map produced by the City of Riverside for map kiosks located on Main Street. The RDPBIA stocks the map kiosks on behalf of the City of Riverside.

Under the Ambassador Program, uniformed personnel patrol the downtown core in an electric vehicle seven days a week from 11 am to 2 am weekdays and from 10 am to 2 am on weekends. Evenings and weekends are focused on patrolling the downtown parking garages and lots with the majority of funding provided through a separate contract. During the weekdays, Ambassadors patrol downtown garages and lots as a part of their downtown route. A portion of the evening and weekend patrols and all of the weekday patrols are funded through the RDPBIA.

A key component of the current Strategic Plan is to work with the City to provide convenient and accessible parking for downtown visitors and patrons. The RDPBIA will provide input to the City and City Council on parking issues such as public parking supply in specific areas of downtown and replacement of public parking lost due to new developments. Businesses can bring concerns regarding parking to the Land Use Committee of the RDPBIA.

The RDPBIA will continue the above noted parking activities through 2012. Other parking initiatives may be considered as proposed by the RDP Land Use Committee in response to issues and concerns raised by downtown businesses.

Beautification

An attractive downtown is a welcoming downtown and the RDPBIA has a number of beautification efforts that are ongoing or specific initiatives.

The RDPBIA installed decorative banners with the theme 'Art of the City' on street poles on Market and on Brockton from First to Fourteenth. These banners were replaced with the

City's destination marketing banners in the fall of 2010. The RDPBIA plans to relocate its banners elsewhere in 2012 with the location dependent on the City's banner program. The RDPBIA also installed decorative banners along Mission Inn Avenue into the Marketplace area to promote the popular monthly event, Riverside Arts Walk on First Thursdays that takes place on both Mission Inn Avenue and University Avenue.

The RDPBIA purchased a large sidewalk sweeper for use by the City in maintaining Main Street and surrounding sidewalks. The RDPBIA will continue to provide the sweeper for use in 2012.



The RDPBIA has allocated funds for two signature landscaping projects at key locations in downtown and will be working with both the City and the property owners to complete improvements in early 2012.

Additional beautification efforts will be considered by the RDPBIA during 2012, including joint initiatives with partners such as the City of Riverside and Keep Riverside Clean and Beautiful, as they arise.

Public Events

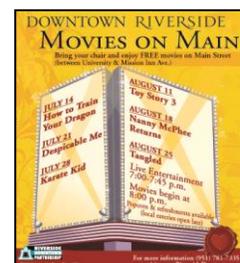
Downtown Riverside is particularly fortunate to be a center for cultural and community organizations. With its wealth of historic buildings and accessible parks, downtown provides a number of opportunities for events. A key component of the current Strategic Plan is to work with arts, cultural, and heritage organizations to support and promote existing events, as well as to develop new ones, to draw local and regional visitors downtown

The RDPBIA provides funding and support for events through direct sponsorship and through promotion of events through print and electronic media. The RDPBIA also supports public events through allocation of internal resources and promotional materials. RDPBIA staff provides marketing and promotional advice to organizations on their events. Downtown events are promoted through a monthly calendar, a website, social media, and emails, print advertising, press releases and editorial opportunities in newspapers and magazines.

Events financially supported by the RDPBIA include the IRC Lunar Fest, Ghostwalk, the Mission Inn Run, the Inland Pride Celebration, the Black History Month Parade and Expo, the Chabad Jewish Community Center's Chanukah celebration, and the Dickens Festival. The activities of the RDPBIA in this area reflect the emphasis on partnering to better leverage available funds and to help other organizations be more successful. These activities will continue in 2012.



In 2011, the RDPBIA continued the event, Movies on Main, to help attract visitors to downtown Riverside and to increase traffic during the historically slow summer months. Family oriented movies were shown in the Civic Plaza on a large outdoor screen on the second, third, and fourth Thursdays of July and August. The RDPBIA plans to continue the event in 2012.



Music in Public Places

Providing free musical entertainment in a family environment is an effective means of drawing people to downtown.

The RDPBIA provided sponsorships to the Rhythm of Riverside summer concerts in Fairmount Park and the Mariachi Festival in 2011. These events, hosted by the Parks, Recreation, and Community Services Department, have become extremely popular, attracting increased audiences each year and the RDPBIA will continue to support them in 2012.



Promotion of business activities

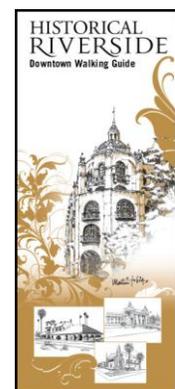
Downtown Riverside is fortunate to be home to a unique collection of businesses, including many one-of-a-kind shops and restaurants, and an increasing number of other services, ranging from health and beauty to professional to culture based. A key component of the current strategic plan is to promote downtown Riverside as a destination for residents and regional visitors and through that, to promote downtown businesses. The RDPBIA promotes downtown, downtown businesses, and downtown attractions and offerings through print media, electronic media, and other communications and marketing methods.

In 2011, the RDPBIA continued its destination marketing campaign promoting downtown Riverside as the urban getaway right next door. The campaign consists of print ads with a 'day trip' focus featuring a type of trip; such as girls' day out, date night, or weekender, consistent with marketing downtown as a destination. The print ads are placed in select magazines in target areas and scheduled in 'pulses' through the spring and fall shoulder seasons to create maximum awareness and have maximum impact. The destination marketing campaign will continue throughout 2012.



The RDPBIA produces a Pocket and Dining Guide that lists all downtown shops and most services, and provides information on downtown restaurants by category. The Guide mirrors the destination marketing campaign design. The Guide is provided to the Convention and Visitors Bureau, the City's concierge desk in City Hall, downtown hotels and shops, attractions such as museums, and to the Jury Room in the Justice Center. The Pocket Guide is also available for download from www.riversidedowntown.org. The Pocket and Dining Guide is one of the most effective marketing pieces for downtown Riverside with 15,000 copies distributed in 2011. The RDPBIA will continue to produce the Guide in 2012.

The RDPBIA produces Historical Riverside Downtown Walking Guide which is a self-guided tour of historic downtown buildings with illustrations by noted Riverside artist, Marty Tobias. The Walking Guide is available free of charge to visitors to the City's concierge desk in City Hall, the Mission Inn Museum, the downtown Public Library, the Metropolitan Museum, and through the Convention and Visitors Bureau, and is available for download from



www.riversidedowntown.org. The RDPBIA will continue to distribute the Walking Guide in 2012 to downtown visitors. The next reprinting in 2012 will add the historic Citrus Belt Savings and Loan building, future home of the Mine Okubo gallery for the Riverside City College.

Electronic media efforts by the RDPBIA include a website to promote downtown and its attractions, Facebook pages for the organization and specific events, and a new feature introduced in 2011 to promote locally owned downtown businesses, Shop Downtown. The feature is changed regularly to spotlight different businesses. The RDPBIA will be exploring other electronic media enhancements including coordinating with the Smart Phone application being developed by the City of Riverside.



Communication and marketing methods include press releases to various media outlets on downtown attractions, editorial content on downtown activities in selected magazines, and a monthly newsletter distributed to all businesses in the RDPBIA to communicate items of interest and importance and to announce new businesses in the area.

The RDPBIA also works with downtown restaurants and retailers on promotional opportunities and works closely with the Riverside Convention and Visitors Bureau to distribute information and special offers to conventioners and visitors. The RDPBIA worked with the Bureau to secure the annual conference of the California Downtown Association in October 2011 and will continue to work with them in 2012 on their 'Bring it Home' campaign.



For the 2010 Festival of Lights event, the RDPBIA introduced a promotion to encourage people to come downtown by giving away family packs of ice rink tickets through Instant Riverside. The RDPBIA will offer the same promotion in 2011 and plans to continue it in 2012.



In 2011, the RDPBIA committed to producing several seasonal events to draw visitors in targeted demographic groups to downtown Riverside. The first such event was the Easter Egg-stravaganza for families. The RDPBIA partnered with the Art Institute of California – Inland Empire to produce 'Downtown Riverside Celebrates Fashion's Night Out' in September and coordinated Halloween activities with the Riverside Arts Council's haunted house and the RDPBIA's Zombie Crawl. The RDPBIA plans to continue these events in 2012 and to develop new events as appropriate and in partnership with other organizations including the City of Riverside.



The current Strategic Plan identifies specific strategies to promote downtown Riverside and its businesses and attractions as a destination for residents and regional visitors, and these strategies will drive the RDPBIA promotional efforts in 2012. The RDPBIA will explore cooperative marketing efforts and tourism initiatives with the City of Riverside, and work with

educational institutions such as the Riverside Unified School District, Riverside City College, and UC Riverside to promote downtown to students.

Security

The Ambassador program is the most significant security effort of the RDPBIA. The Ambassadors patrol the downtown core weekdays from 11 am to 6 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues.

The Ambassadors also patrol weeknights from 6 pm to 2 am, and weekends from 10 am to 2 am with specific focus on downtown City parking garages and parking lots. Due to increased activity, there is a second Ambassador shift from 11 am to 5 pm on Saturdays for the Farmers Market, from 6 pm to 10 pm on the monthly Riverside Arts Walk, and a new evening shift each Thursday for the increased activity at hospitality establishments.



Other security activities include a Security Committee with representation from the Riverside Police Department, the Homeless Coordinator's department, and the downtown community. The RDPBIA works with the Riverside Police Department on distributing security bulletins and updates to downtown businesses through the monthly BID bulletin and through an email security alert.

The RDPBIA provided four high end security cameras for installation in the downtown. The cameras are installed in key locations around Garages One and Two, and the Security Committee reviews the locations and viewing areas regularly to ensure they continue to be deployed effectively.



The RDPBIA provides additional lighting in areas to deter crime and inappropriate behavior. The Security Committee reviews all requests for funding of additional lighting and provides financial assistance as funding is available.

One of the key components in the current Strategic Plan is to continue existing security efforts and to expand them as funding allows. One identified effort will be to update the Security booklet and poster for distribution to downtown businesses in 2012. The RDPBIA will continue to work with the Riverside Police Department and with downtown stakeholders to identify and address security concerns as they are raised.

City Match Monies

The City Match monies are used by the RDPBIA for a number of purposes, ranging from equipment purchases, marketing programs, events, and services. The RDPBIA does not take any contribution to overhead or administration from the City Match monies, instead using 100% of the monies for the designated purpose.

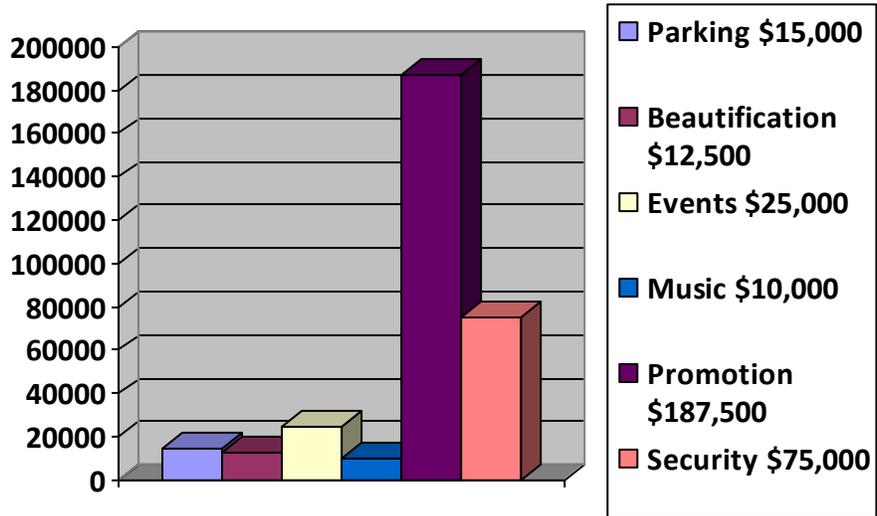
In 2011, the RDPBIA used the City Match monies for print and other promotion, the Rhythm of Riverside summer concerts, security projects, and beautification projects. RDPBIA will continue the use of these funds for the same purposes in 2012.

(3) An estimate of the cost of providing the improvements and the activities for the year.

An estimate of the cost of providing the activities and the improvements for the year 2012 is shown in the table below.

The cost of providing all improvements and activities in 2012 is based on anticipated business tax levy revenue for that year.

Additional revenue received during 2012 will be used to fund additional efforts in the areas of Public Events, Promotion of Business Activities, and Security.



(4) The method and basis for levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for the year.

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%. In order to allow each business owner to estimate the amount of the assessment to be levied against his or her business for the year 2012, the following example has been provided:

100% ASSESSMENT: EXAMPLE BUSINESS TAX PAYMENT				
<i>Base Amount Paid to City</i>		<i>100% amount Paid to RDPBIA</i>		<i>Total Paid by BID Business Owner</i>
\$100	+	\$100	=	\$200

(5) The amount of any surplus or deficit revenues to be carried over from a previous year.

An operational surplus of approximately \$8,218 was reported at the fiscal year-end of June 2011. The budget adopted by the RDPBIA for the fiscal year of July 1, 2010 to June 30, 2011 reflected an operational deficit of \$13,000 due to the decision to use financial reserves to fund additional promotional activities. The RDPBIA Board approved the additional promotion activities to continue to assist downtown businesses during difficult economic times. The actual surplus reported rather than the deficit budgeted was due to greater than anticipated BID levy income.

The RDPBIA Board approved an operational deficit of \$24,980 for the fiscal year of July 1, 2011 to June 30, 2012 to continue additional marketing and promotional activities. As a result, it is anticipated that there will be an operational deficit carried over from calendar year 2011. This operational deficit will be funded through use of financial reserves.

(6) The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

The Board of Directors of the Riverside Downtown Partnership, a California non-profit corporation, acts as the Advisory Board for the RDPBIA and has caused this report to be prepared. In addition to funds from the 100% tax assessment, the Riverside Downtown Partnership receives funds and contributions from sources other from tax assessments. The contribution sources are listed below. Said funds are in addition to the assessments described above and covered by this part, however, they are spent on improvements and activities within the RDPBIA.

- Parking Security Contract
- Membership Dues)
- Sponsorships, Promotions and Events
- City of Riverside Match
- Marketplace Maintenance Grant

TOTAL CONTRIBUTIONS FROM OTHER SOURCES **\$189,410**

Respectively submitted,

Advisory Board
Riverside Downtown Parking and Business Improvement Area



BID BOUNDARIES

