



Annual Report 2015

DOWNTOWN
RIVERSIDE

The *art* of the City



**RIVERSIDE
DOWNTOWN
PARTNERSHIP**

Message from the Chair

On behalf of the Board of Directors, Executive Committee, and our staff, we are pleased to present the 2015 Annual Report of the Riverside Downtown Partnership.

As a downtown property and business owner, and a downtown resident, I am encouraged by the residential and retail developments planned for downtown. They are indicative of the positive future for downtown and reinforce our goal of making downtown Riverside a regional destination for economic, cultural and residential uses. The addition of almost seven hundred residential units will provide a broader customer base for our downtown businesses while the thousands of square feet of retail and restaurant space will make downtown more attractive as a destination.

We will continue to work with our partners and business constituents to achieve our goals and objectives, and to do our best for our downtown community in the upcoming year. We thank all of you for your continued support.

Justin Tracy
RDP Chair



Message from the Executive Director

Our activities in 2015 continued to emphasize promoting downtown Riverside as a destination for residents and visitors. We continued our retail initiative with a spring and fall fashion show, and once again partnered with the City of Riverside and the Arlington Business Partnership on a city-wide Riverside Restaurant Week. We partnered with the City on providing free lunchtime concerts at City Hall and free movies on Main Street during July.

In 2015 we maintained our efforts to build business capacity with the second session of the downtown intern program in partnership with California Baptist University and Dr. Mary Ann Pearson, and with the City of Riverside on their business oriented seminars.

It would be impossible for us to provide service to downtown businesses and continue to expand our programs and services without the support and participation from the RDP Executive Committee, Board of Directors, committee members, and partners. We also must acknowledge the support and contributions of our downtown businesses in our efforts. Thank you all.

Janice Penner
Executive Director



WHO WE ARE

The Riverside Downtown Association was formed in 1981 when downtown business owners and others saw a need for an organization to oversee promoting and managing the downtown area. The Riverside Downtown Association later changed its name to the Riverside Downtown Partnership in 1996 to reflect the organization's ongoing practice of partnering with other entities such as the City of Riverside, the Riverside Convention and Visitors Bureau, the Chamber of Commerce and Keep Riverside Clean and Beautiful, and many others.

When the Downtown Parking and Business Improvement District was created in 1986, the Riverside Downtown Association was charged with the responsibility of managing the District, commonly referred to as the Downtown BID. RDP still continues to manage the Downtown BID. The BID Assessment, equal to 100% of the Business Tax, must be approved by the City Council for the beginning of each calendar year.

HOW WE WORK

The RDP team consists of 2.75 FTE employees, an Executive Director, an Office Manager/Bookkeeper, a Communications and Events Liaison, and five part-time contract employees who serve as Downtown Ambassadors.

The Board of Directors of RDP consists of up to 35 members representing a cross-section of downtown stakeholders. Four Officers and up to four at-large Directors are elected by the voting members of RDP each year. A Nominating Committee comprised of Board and community representatives recommends a slate of Directors for appointment to the Board each year. These Directors represent the City, the County, property owners, educational institutions, health care, hospitality industry, and the retail sector as well as downtown residents and stakeholders.

The Board has three committees that meet monthly; the Executive Committee, the Land Use Committee, and the Security Committee. The Strategic Initiatives Committee and the Marketplace Security Committee meet quarterly. The Executive Committee provides operational guidance to staff and handles personnel-related issues. The other Committees review issues and provide policy and/or other recommendations to the Board of Directors as required.

The Finance Committee and Nominating Committee are formed each year for specific responsibilities relating to preparation and approval of the annual budget and to the composition of the Board of Directors. New committees may be established to deal with particular issues or to oversee new initiatives and activities.

WHAT WE DO

Our Strategic Plan and Goals

The foundation of RDP and its activities are its vision, mission, Strategic Plan, and goals. RDP's vision for downtown reflects the growing importance of Riverside as a regional economic hub and the significant increase in residential development.

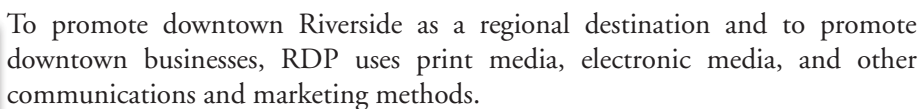
"Downtown Riverside is the regional destination for businesses and service industries. With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities."

RDP's mission for the organization reflects our belief that strong businesses, a vibrant cultural community, and residential developments are key economic drivers for downtown.

"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."

The vision and mission are incorporated into RDP's strategic plan. The current strategic plan was adopted in December 2013 to cover the three year period from 2014 to 2016. RDP's goals and the basis of the 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.*



RDP continued its destination marketing campaign in 2015 using print ads in select magazines such as the hotel editions of Palm Springs Life and Inland Empire, and target demographics such as Palm Springs.

RDP also placed ads to promote specific events targeted at key demographics such as 'Movies on Main for families and 'Riverside Zombie Crawl' for young adults.

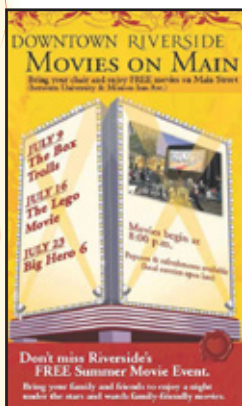


In 2015, RDP improved its website, making it mobile friendly, adding a mapping feature, and improving navigation. RDP refreshed its ads in late 2015 to reflect the look of the website.



RDP also continued to expand its social media efforts through more frequent postings to engage its audience, and its monthly email events guide.

These efforts were particularly successful for RDP's main page as well as for its event themed Facebook pages.



RDP hosted several events throughout the year to draw targeted demographic groups to downtown. These events included Movies on Main during July, targeting families. Movies on Main attracted near capacity crowds, drawn by the movies shown and by the pre-movie activities. Several partners participated in the 2015 event to provide school supplies and other items to children attending the event.

The Riverside Zombie Crawl drew its largest attendance ever, thanks to the expanded Zombie themed carnival games and the 'Zombie Crawl Parade' of zombies and survivalists.



In 2015, RDP in partnership with the City continued the lunchtime concert series, Concerts at City Hall, a series of 6 concerts that took place each Tuesday and featured local performers. The free concerts encouraged downtown employees and visitors such as jurors to enjoy a ‘To-Go’ lunch from downtown restaurants while listening to music by the Clock Tower Fountain at City Hall.



RDP continued the outdoor concert, 'Summer Street Jam' in 2015. The event drew approximately 1,500 people, down from previous years. RDP plans to hold the outdoor summer concert again in 2016 but will implement a number of changes including rescheduling to the second weekend in September to avoid the summer heat and to source a third party booking agent for the entertainment.



RDP's retail initiative was launched in 2012 to build the brand of downtown Riverside as a destination fashion district for the Inland Empire and promote downtown retailers and salons. The initiative was continued in 2015 with two fashion shows.

In 2015, 100 plus outfits were featured in the spring show and 70 plus in the fall show. Riverside City College's Cosmetology school provided services for



hair and makeup, giving students practical experience on models. Mezcal Cantina Y Cocina supported the shows by providing a red carpet photo op in front of the restaurant.

RDP coordinated a portion of the Riverside Community Hospital Red Dress Fashion Show in February 2015. As a result of that effort, RDP repositioned its 2016 fashion shows to highlight women's health issues. The spring show is folded into the Riverside Community Hospital's Red Dress Fashion Show and Luncheon in support of heart health. The fall show will be a partnership with the Riverside Community Health Foundation in support of breast cancer awareness.

In addition to producing the two fashion shows, RDP worked with downtown retailers to promote their activities on the Fashion District Downtown Riverside Facebook page, and to promote downtown as a desirable location for fashion related retailers.



RDP's restaurant initiative was launched in June 2013 with Downtown Riverside celebrates Restaurant Week, a promotion to raise awareness of downtown Riverside as a dining destination and to encourage patrons to visit downtown restaurants during the slower summer months.

In 2015 RDP once again partnered with the City of Riverside and the Arlington Business Partnership on a city-wide promotion.



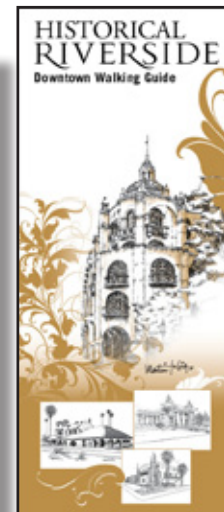
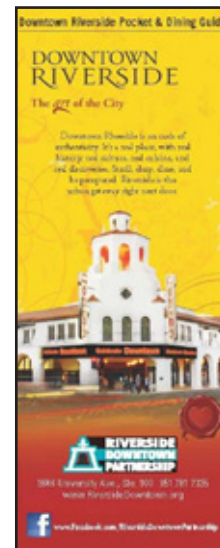
RDP sponsored a number of events in 2015 to encourage visitors to downtown. The events included the Riverside Lunar Fest, Dickens Festival, Rhythm of Riverside Summer Concerts at Fairmount Park, the Mission Inn Run, and the Chabad Jewish Community Center's Chanukah celebration.





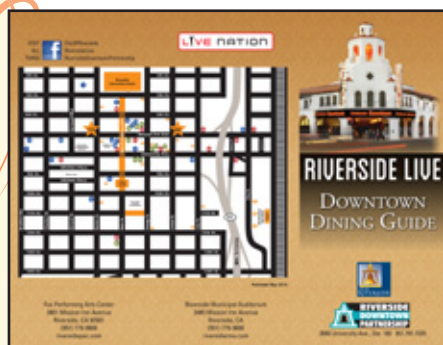
supporting bids and providing special incentives for conventions and sporting events, and providing guides and other materials for visitors.

RDP worked with the Riverside Convention and Visitors Bureau and Riverside Sports Commission, the Riverside Convention Center, downtown hotels and others to increase tourism and visitation by



These guides include the Pocket and Dining Guide that lists all downtown shops and most services, and provides information on downtown restaurants by category, and the Historical Riverside Downtown Walking Guide, a self-guided tour of historic downtown buildings with illustrations by noted Riverside artist, Marty Tobias.

RDP also produces a special dining guide targeted toward patrons of the Fox Performing Arts Center and the Riverside Municipal Auditorium. This guide is distributed through the City and through both venues.



RDP works with other organizations to promote downtown businesses. These efforts include working with the Riverside Arts Council to cross market venues and restaurants during the monthly Arts Walk.

RDP's efforts in promoting business activities include building business capacity through workshops, seminars, and other initiatives. Seminars offered in 2015 included topics such as access to capital, the Affordable Care Act, and the workforce of the future. RDP also promoted City workshops on Social Media and Demographic Marketing.



Promoting downtown Riverside as a destination includes enhancing the perception that it is a safe place to visit. RDP Ambassadors patrol the downtown core, 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 and weekends with specific focus on downtown City parking garages and parking lots.

In 2015, the City installed signage on the garages to differentiate them. This action was generated in part by a suggestion from the RDP Land Use Committee.

RDP also worked with the City's Police Department to host several information meetings with hospitality establishments on security concerns and issues related to the growth of the downtown hospitality district.



Our Voice

To accomplish its mission, RDP acts as an advocate on behalf of downtown and its stakeholders, and works with partners on issues and initiatives that are critical to downtown growth and development. RDP's strategic goal of developing and enhancing its influence and activities with downtown stakeholders is critical to its success as an advocate for downtown.

RDP worked on keeping the downtown community informed of issues and developments of importance through the monthly BID Bulletin newsletter, our website and Facebook pages, our monthly luncheon meetings with speakers, as well as periodic workshops and emails on topical matters.

Also critical to RDP's success as an advocate is the strategic goal of promoting Riverside as a regional center for private sector commercial and residential development. RDP staff and Board/Committee members participate on a number of committees and projects related to those efforts.



Our Management Role

As the Manager of the Downtown BID, RDP implements activities and programs funded by the BID levies. Businesses within the BID pay a levy equal to 100% of their business tax to fund activities and programs in six main areas of focus: parking, beautification, downtown events, music in public places, promotion of business activities, and security. All of these activities and programs are consistent with RDP's Strategic Plan goals but certain of them have specific objectives over and above those goals.

Parking

To improve the perception of downtown as a convenient place to visit, RDP provides a discount on the purchase of parking tokens by downtown businesses to provide to their customers. Downtown businesses purchase parking tokens for meters at a 50% discount. RDP then provides an additional discount, reducing the cost of tokens to \$25 for 100, to further reduce the cost of parking tokens to downtown businesses.

RDP, in partnership with the City of Riverside and the Riverside Convention and Visitors Bureau, supplies maps of downtown that are stocked in stands on Main Street for easy access by visitors. These maps provide information on places to park as well as shops, restaurants, services, and facilities downtown.



Security

The Ambassador program is RDP's most significant security effort. The Ambassadors patrol the downtown core weekdays from 11 am to 6:30 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 6:30 pm to 2:30 am, and weekends from 10:30 am to 2:30 am with specific focus on downtown City parking garages and parking lots.

Beautification

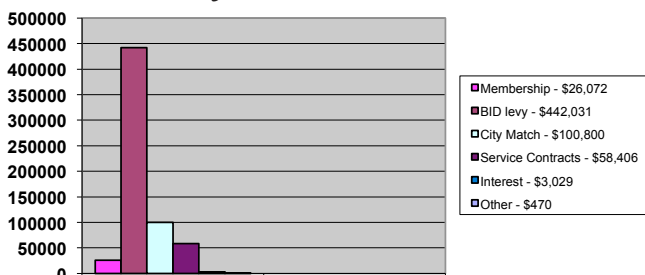
To improve the perception of downtown as an attractive place to visit, RDP provides a large sidewalk sweeper for use by the City in maintaining Main Street and surrounding sidewalks.

WHAT IT COSTS

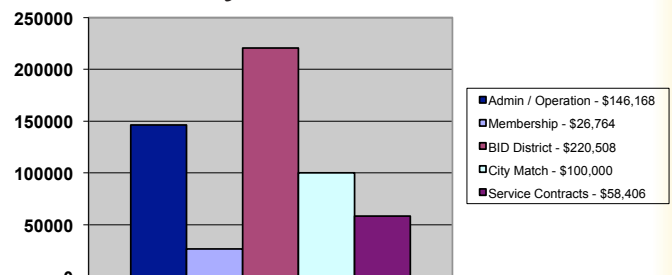
The Treasurer of the Board of Directors reviews the financial statements for RDP each month, and provides a report to the Board at its monthly meeting. Each year, RDP submits its financial statements to an accounting firm for a review.

The financial results at June 30, 2015 showed a surplus of approximately \$78,163 compared to a balanced budget. The operational surplus reported was due to timing of budgeted income as the June 2015 BID levy payment was significantly greater than budgeted. The July 2015 BID levy payment was lower than budgeted which effectively balanced out the operational surplus.

**Operating Revenue for Fiscal Year
ended June 30, 2015 = \$630,092**



**Operating Expenses for Fiscal Year
ended June 30, 2015 = \$551,846**





ADDRESS SERVICE REQUESTED

3666 University Avenue
Suite 100
Riverside, CA 92501



Back Row L-R – Charity Schiller, Justin Tracy, Steve Wollman
Front Row L-R – Shalini Lockard, Shelby Worthington,
Kris Whitehead, David St. Pierre

2015 Board of Directors

Executive Committee

Chair.....Justin Tracy – PIP Printing
Vice-Chair.....David St. Pierre – Delights and Invites
Secretary.....Charity Schiller – Best Best & Krieger
TreasurerStephen Wollman – Citizens Business Bank
Past Chair.....Kris Whitehead – Curves on Main
Member ...Shalini Lockard – Riverside Legal & Prof. Mgmt.
MemberShelby Worthington – Worthington's Tavern

Staff

Janice Penner – Executive Director



Shirley Schmeltz – Office Manager/Bookkeeper



Emily Minnick – Communications and Events
Liaison

Ambassadors

Peter Brown
Tony Garcia
Eleanor Rangel

Jack Ferguson
Daniel Perez

Directors

Chuck Beaty – Member
Bruce Blomdahl – Riverside Police Department
Patrick Brien – Riverside Arts Council
Cherie Crutcher – Riverside Community Hospital
Gerald Douglass – DANA Representative
John Field – Supervisor Tavaglione's Office
Michelle Freeman – The Freeman Company
Bill Gardner – Creative Metal Works
Mike Gardner – City Council Ward One
Debbi Guthrie – Raincross Hospitality
Laurie Hitt – Old Spaghetti Factory
Wolde-Ab Isaac – Riverside City College
Jeff Kraus – UC Riverside
Nanci Larsen – Mission Inn Foundation
Kirk Lewis – Riverside Unified School District
Marco McGuire – McGuire LLC
Andy Melendrez – City Council Ward Two
Stan Morrison – Security Bank
Robert Nagle – RJN Investigations
Brian Percy – Lawyer
RJ Rodriguez – Vanity Haus
David St. Pierre – Delights and Invites
Cara Swearingen – Tilden-Coil Constructors
Ellie Uli - Member
Al Zelinka – City Community Development
Andrew Guerra – Arlington Business Partnership, Ex-Officio