



# Annual Report

# 2014

## 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 2014 Annual Report of the Riverside Downtown Partnership. RDP was formed in 1981 as the Riverside Downtown Association and has worked to improve and promote downtown Riverside since its inception. The services and programs we provide to the downtown community and to the Downtown Business Improvement District (BID) are outlined in this report.

Our goal is to make downtown Riverside a regional destination for economic, cultural, and residential uses. Many of our activities are focused on that goal including our retail and restaurant initiatives. These were continued in 2014 with two extremely successful fashion shows and the expansion of Restaurant Week to include the City as a whole. We also launched a new outdoor concert series in partnership with the City of Riverside to encourage people to enjoy a 'To-Go' lunch from downtown restaurants while listening to music by the Clock Tower Fountain at City Hall.

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

Kris Whitehead

RDP Chair



## Message from the Executive Director

While our activities in 2014 continued to emphasize our strategic goal of promoting downtown Riverside as a destination for residents and visitors, we also expanded our efforts to build the business capacity of our Downtown BID members. In partnership with California Baptist University, we launched an intern program that placed CBU students with downtown businesses to assist with marketing campaigns, social media, event planning, and other promotions. We also partnered with the Small Business Majority on seminars on the Affordable Care Act and its impact on businesses, and with the City of Riverside in promoting their Shop Local seminars.

Our promotional activities also were expanded in 2014 to include a new dining guide targeted towards patrons of the Fox Performing Arts Center and the Riverside Municipal Auditorium. We also launched a special promotion to encourage people to come back downtown on the Saturday following the fashion shows and patronize our retailers.

We appreciate 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. Without this support, it would be impossible for us to provide service to downtown businesses and continue to expand our programs and services. 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 six 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 four committees that meet on a regular basis. Committees of the Board include the Executive Committee, the Strategic Initiatives Committee, the Land Use Committee, and the Security Committee. The Executive Committee provides operational guidance to staff and handles personnel-related issues. The Strategic Initiatives, Land Use, and Security Committees review issues and provide policy and/or other recommendations to the Board of Directors.

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.

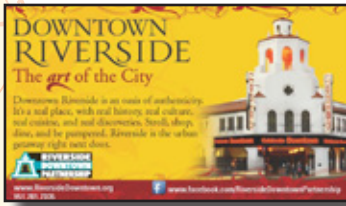
*“Downtown Riverside is the regional destination for businesses and service industries. With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities.”*

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.”*

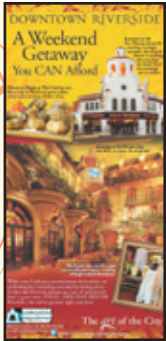
The vision and mission are incorporated into RDP's strategic plan. The current strategic plan was adopted in December 2013 to cover the three year period from 2014 to 2016. RDP's goals and the basis of the Strategic Plan are:

- *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.*



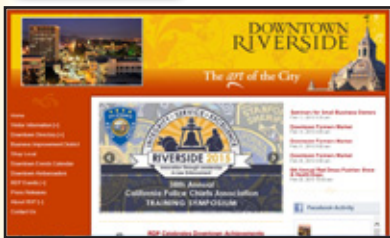
To promote downtown Riverside as a regional destination and to promote downtown businesses, RDP uses print media, electronic media, and other communications and marketing methods.

In 2014, RDP refreshed its 'look' by changing the icon used in its materials from the Historic Mission Inn Hotel and Spa to the Fox Performing Arts Center. The new look was used in ads, the Pocket and Dining Guide, the monthly BID Bulletin newsletter, and other materials.



RDP continued its destination marketing campaign in 2014 using print ads in select magazines such as Inland Empire hotel edition and target areas such as Palm Spring. Ads were scheduled to also promote specific events targeted at key demographics such as 'Movies on Main for families and 'Riverside Zombie Crawl' for young adults.

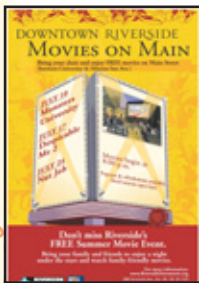
Advertising in the AAA Westways magazine over the summer was continued to raise awareness of downtown Riverside as a desirable and affordable destination for the travelling public.



RDP continued to improve its website, www.riversidedowntown.org. Changes in 2014 included posting PDFs of the downloadable PDF files of the Downtown event calendar, the Convention Center Calendar, and the monthly BID Bulletin newsletter.



RDP also continued to expand its social media efforts through more frequent postings to engage its audience, as well as launching an email events guide. These efforts were particularly successful for RDP's main page as well as for its event themed pages such as the Riverside Zombie Crawl.



RDP hosted several events throughout the year to draw targeted demographic groups to downtown. These events included Movies on Main during July, targeting families, and the fourth annual Riverside Zombie Crawl, targeting young adults. Movies on Main attracted near capacity crowds, drawn by the movies shown and by the pre-movie activities.

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

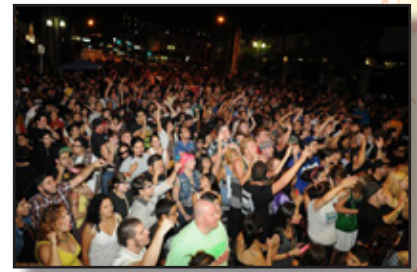


In 2014, RDP in partnership with the City launched a lunchtime concert series, Concerts at City Hall, a series of 8 concerts that took place each Tuesday and featured local performers. The intent was to encourage downtown employees and visitors such as jurors to enjoy a 'To-Go' lunch from downtown restaurants while listening to music by the Clock Tower Fountain at City Hall.





RDP also continued the outdoor concert, 'Summer Street Jam' in 2014. The August 2nd event drew over 4,000 during the day, including over 2,500 for the headline band. Participating hospitality establishments reported increases in sales ranging from two to three times their normal Saturday sales.



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 2014 with two fashion shows.

The spring fashion show featured over 100 outfits from 30 plus retailers with 100 outfits while the fall fashion show had over 120 outfits from downtown retailers. Riverside City College's Cosmetology school provided services for hair and makeup, giving students practical experience on models.



RDP also promoted the Saturday after the October 2nd fashion show as a special shopping day, encouraging people to come back and visit the participating retailers.

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 2014 the City of Riverside, the Arlington Business Partnership, and RDP partnered to expand the promotion city wide. Seventy-three restaurants in 15 neighborhoods participated. The significant online and radio advertising resulted in millions of digital and Pandora impressions and was very effective in raising awareness of Riverside as a dining destination.

RDP sponsored a number of events in 2014 to encourage visitors to downtown. The events included the Riverside Lunar Fest, Dickens Festival, Rhythm of Riverside Summer Concerts at Fairmount Park, Mariachi Festival, the Mission Inn Run, California Riverside Ballet's Ghost Walk, and the Chabad Jewish Community Center's Chanukah celebration.

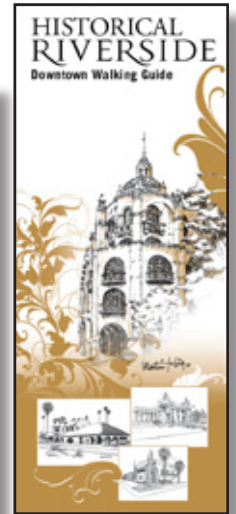
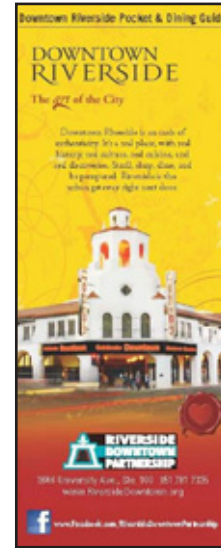
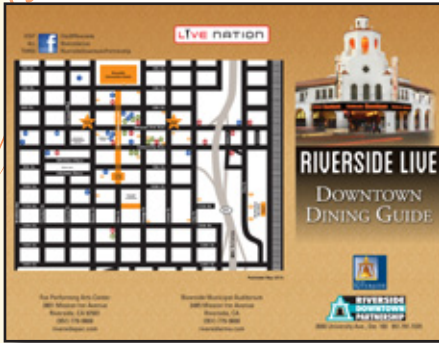




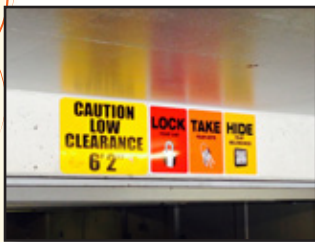
RDP worked with the Riverside Convention and Visitors Bureau and Riverside Sports Commission, the Riverside Convention Center, downtown hotels and others to increase tourism and visitation by supporting bids and providing special incentives for conventions and sporting events, and providing guides and other materials for visitors.

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.

In 2014, RDP prepared a special dining guide targeted toward patrons of the Fox Performing Arts Center and the Riverside Municipal Auditorium that showed downtown restaurants in proximity to both venues and categorized them by pre and post show offerings.



RDP worked with educational institutions to support and assist downtown businesses by partnering with California Baptist University to provide interns to support downtown businesses in the development of social media programs. The program won a Capella Award in the category of Community Relations at the 2014 Public Relations Society of America Inland Empire Chapter Polaris Awards.



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. On the recommendation of RDP, the City installed cautionary signage in the garages in 2014 to help reduce car break-ins and theft of valuables.

In 2014, RDP formally donated the security cameras it had purchased and installed in various locations to the City of Riverside. The donation enabled the security cameras to be integrated with the City's security cameras and to be more effectively used. RDP also worked with the City's Police Department to promote the 'Know Your Limit' program, launched in late November to educate bar patrons on DUI levels.

### 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 participated on a number of committees and projects including the City's Strategic Plan "Seizing our Destiny", Riverside Reconnects.

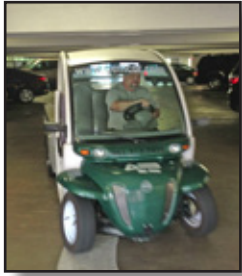
## Our Management Role

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

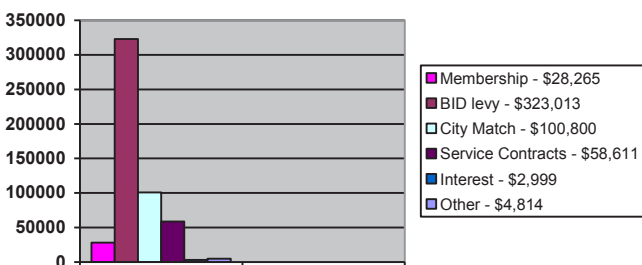
To improve the perception of downtown as an attractive place to visit, RDP provides a large sidewalk sweeper for use by the City in maintaining Main Street and surrounding sidewalks.

## WHAT IT COSTS

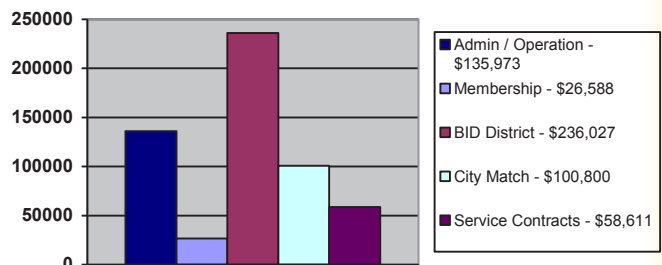
The Treasurer of the Board of Directors reviews the financial statements for RDP each month, and provides a report to the Board at its monthly meeting. Each year, RDP submits its financial statements to an accounting firm for a review.

The financial results at June 30, 2014 showed a deficit of approximately \$39,498 compared to a balanced budget. The operational deficit reported was due to timing of budgeted income as the June 2014 BID levy payment was lower than expected. The July 2014 BID levy payment was greater than budgeted which effectively balanced out the operational deficit.

**Operating Revenue for Fiscal Year ended June 30, 2014 = \$518,502**



**Operating Expenses for Fiscal Year ended June 30, 2014 = \$557,999**





ADDRESS SERVICE REQUESTED

3666 University Avenue  
Suite 100  
Riverside, CA 92501



Left to right – Kris Whitehead, Justin Tracy, Steve Wollman, Shelby Worthington, Barry Hildebrandt



## 2014 Board of Directors

### Executive Committee

- Chair.....Kris Whitehead – Curves on Main
- Vice-Chair.....Justin Tracy – PIP Printing
- Secretary..... Kirk Lewis – RUSD
- Treasurer ..... Stephen Wollman – Citizens Business Bank
- Past Chair..... Charity Schiller – Best Best & Krieger
- Member ..... Barry Hildebrandt – WCI Real Estate
- Member .....Shelby Worthington – Worthington’s Tavern

### Staff

Janice Penner – Executive Director



Shirley Schmeltz – Office Manager/Bookkeeper



Robbie Silver – Communications and Events Liaison

### Ambassadors

- Peter Brown
- Jack Ferguson
- Daniel Perez
- Alvin Collins
- Tony Garcia
- Eleanor Rangel

### Directors

- Chuck Beaty – Member
- Patrick Brien – Riverside Arts Council
- Marcia Campbell – CPA
- Miguel Cruz – Cruz Custom Tailors
- 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
- Vance Hardin – Riverside Police Department
- Wolde-Ab Isaac – Riverside City College
- Jeff Kraus – UC Riverside
- Nanci Larsen – Mission Inn Foundation
- Andrew Lazarz – Tilden-Coil Constructors
- Shalini Lockard – Riverside Leg. & Prof. Management
- Andy Melendrez – City Council Ward Two
- Stan Morrison – Security Bank
- Robert Nagle – RJN Investigations
- Brian Percy – Lawyer
- RJ Rodriguez – Vanity Haus
- Cherie Russell – Riverside Community Hospital
- David St. Pierre – Delights and Invites
- Ellie Uli - Member
- Al Zelinka – City Community Development
- Andrew Guerra – Arlington Business Partnership, Ex-Officio