# DOWNTOWN RIVERSIDE The *art* of the City

# Annual Report





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#### Message from the Chair

On behalf of the Executive Committee, the Board of Directors, and our staff, we are pleased to present the 2012 Annual Report of the Riverside Downtown Partnership. This Report outlines the services that RDP has provided to the downtown community as well as the programs within RDP's six broad areas of activities; parking, beautification, music in public places, public events, promotion, and security. RDP has worked to both improve and promote downtown Riverside since RDP's inception in 1981.

2012 saw RDP continuing to build on its destination marketing efforts with the continuation and expansion of events designed to draw visitors to downtown. The Downtown Easter Egg-stravaganza returned for its second year, and Movies on Main returned for its third season. Both of these family-oriented events were extremely popular. Downtown Riverside Celebrates Fashion's Night Out returned as well, tripling attendance over last year and drawing a crowd of over 1,200 people, through a signature fashion show on the Civic Plaza. The success of Fashion's Night Out led to a new initiative to celebrate downtown Riverside as a fashion district, "Destination STYLE."



RDP will continue to work with its partners and its business constituents to make downtown Riverside a regional destination for economic, cultural, and residential uses. We will continue to do our best for our downtown community in the upcoming year, and we thank all of you for your continued support.

Charity Schiller RDP Chair

#### Message from the Executive Director

In 2012, we continued our focus on returning the investment of our downtown businesses in the Downtown Business Improvement District, with particular attention to our strategic goal of promoting downtown Riverside as a destination for residents and visitors. We continued our destination marketing campaign, both hosted and sponsored events to bring people to downtown, and increased our use of social media to promote downtown businesses and activities.

Our destination marketing campaign promotes downtown Riverside and our unique shops, restaurants, services, and attractions. We host and sponsor a number of unique events such as Downtown Riverside celebrates Fashion's Night Out, Riverside Zombie Crawl, Riverside Lunar Fest, Dickens Festival, and the CRB's Ghost Walk to support that campaign. Our use of social media has provided broader, more effective reach in promoting these events and resulted in doubling and tripling of attendance.

The significant contributions of the RDP Executive Committee, Board of Directors, committee members, and partners are critical to our success. Their commitment



to downtown enables RDP to provide service to downtown businesses and continue to expand our programs and services. We thank all of you for your support.

Janice Penner Executive Director



#### History

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 Chamber of Commerce, the Riverside Convention and Visitors Bureau, 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.

"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."

ission

"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."

Joals

RDP uses its Strategic Plan to develop its goals and guide its activities. The first Strategic Plan was adopted in 2008. The current strategic plan was adopted in September 2011 to cover the three year period from 2011 to 2013.

Rdp's goals based on the current Strategic Plan are to:

- 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.

Each goal has specific strategies and tactics that are integrated into RDP operations and activities. RDP staff reports quarterly to the Board of Directors on the progress towards these goals and the activities to support them.

#### Administration

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 Cultural Committee, the Land Use Committee and the Security Committee. The Executive Committee provides operational guidance to staff and handles personnel-related issues. The Cultural, Land Use, and Security Committees review issues and provide policy and/or other recommendations to the Board of Directors.

The Finance and Nominating committees are created 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

We act as an advocate for downtown and manage the Downtown Business Improvement Area (referred to as the Downtown BID).

#### Advocacy

RDP's mission is to promote, represent, and manage an environment to support downtown Riverside as a regional destination for economic, arts, cultural, and residential uses. To accomplish this, we act as an advocate on behalf of downtown and its stakeholders, and work with partners on issues and initiatives that are critical to downtown growth and development.

To successfully advocate, we must keep the downtown community informed of issues and developments of importance. We do so 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.





Our staff and Board/Committee members are often asked to provide input and assistance to the City on downtown issues and developments. In 2012, one specific issue was the adoption of a Retail and Entertainment Strategy and the establishment of a Downtown Entertainment District as part of the update of the Downtown Specific Plan.

RDP works with a number of other downtown stakeholders on various initiatives for the benefit of downtown. These stakeholders include the Greater Riverside Chambers of Commerce, the Raincross Group, and the Downtown Area Neighborhood Alliance (DANA).

#### **Downtown BID**

In its function as 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 these activities and programs. There are six main areas of focus: parking, beautification, downtown events, music in public places, promotion of business activities, and security.

#### Parking

RDP is involved with downtown parking through programs such as discount parking tokens for downtown businesses, distribution of maps to assist visitors, patrolling of downtown parking garages and lots through the Ambassador Program, and input to the City on parking and related issues.



Downtown businesses can purchase parking tokens for meters at a 50% discount. RDP provides an additional discount, reducing the cost of tokens to \$25 for 100, to further reduce the cost to downtown businesses to purchase tokens for their customers. Usage of the program has increased steadily since its introduction in 2008.

RDP, in partnership with 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.

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 RDP.

A key objective for RDP is to work with the City to provide convenient and accessible parking for downtown visitors and patrons. RDP provides input to the City Council and the City's Transportation Board 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 RDP's Land Use Committee for consideration and referral to the City when appropriate.

#### **Beautification**

RDP undertakes beautification programs and initiatives both by itself and in partnership with other downtown stakeholders.

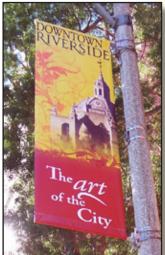
Decorative banners with the theme 'The Art of the City' used in RDP's destination marketing



campaign are placed on street poles on Brockton from First to Fourteenth, and are placed along Market Street when space is available.

RDP provides a large sidewalk sweeper for use by the City in maintaining Main Street and surrounding sidewalks.

In partnership with the Riverside Arts Council and the City of Riverside, RDP provided funds for outdoor murals in downtown. RDP provides funds for ongoing maintenance of these murals.



#### **Downtown Events**

RDP both hosts and sponsors downtown events. In addition, RDP promotes downtown events through a monthly calendar, website, social media, print advertising, press releases and editorial opportunities in newspapers and magazines. Where possible, RDP also supports downtown events through allocation of internal resources and promotional materials.

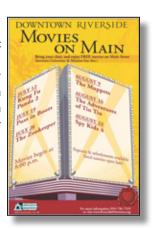


Events sponsored by RDP include the Riverside Lunar Fest, Dickens Festival, Black History Month Parade and Expo, the Mission Inn Run, California Riverside Ballet's Ghost Walk, and the Chabad Jewish Community Center's Chanukah celebration. RDP activities in this area reflect our emphasis on partnering with other organizations to make downtown more attractive as a destination for residents and visitors.





In 2010, RDP launched Movies on Main to increase traffic during the normally slower summer months. Family oriented movies are shown on the Civic Plaza on a large outdoor screen on Thursdays during July and August. Movies on Main has proven successful in bringing families to downtown Riverside and providing them with an opportunity to see what downtown has to offer.





#### **Music in Public Places**

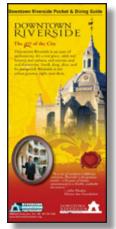
Free concerts have always been an effective means of drawing people to downtown. RDP provides sponsorships to the Rhythm of Riverside summer concerts in Fairmount Park and to the Mariachi Festival. These events, hosted by the Parks, Recreation, and Community Services Department, are extremely popular, attracting increased audiences each year.

#### **Promotion of Business Activities**

One of our major goals is to promote downtown Riverside as a destination for residents and regional visitors and through that, to promote downtown businesses. Promotion of downtown, downtown businesses, and downtown attractions and offerings is done through print media, electronic media, and other communications and marketing methods.

RDP's destination marketing campaign promotes downtown Riverside as the urban getaway right next door and 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. The campaign includes print ads featuring downtown Riverside as the perfect destination for a girls' day out, date night, or weekend trip. Downtown businesses appropriate to the specific theme are showcased in the ads. Print ads are placed in select magazines in target areas within a 90 minute drive area.





RDP 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 over 30,000 copies distributed in 2012.

RDP also produces the Historical Riverside Downtown Walking Guide, a selfguided tour of historic downtown buildings with illustrations by noted Riverside artist, Martin Tobias. The Walking Guide is available free of charge to visitors and is available at 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. The Walking Guide is also available for download from www.

riversidedowntown.org. The 2012 reprinting added the historic Citrus Belt Savings and Loan building, home of Riverside City College's Center for Social Justice and the Mine Okubo collection.





Electronic media efforts include a website to promote downtown and its attractions,

Facebook pages for the organization and specific events, and a new feature introduced in 2012 to promote locally owned downtown businesses, Shop Downtown. The feature is changed monthly to spotlight different businesses.

RDP also promotes the Smart Phone application, Explore Riverside, 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 the BID Bulletin monthly newsletter distributed to all businesses in the Downtown BID with information on issues,



business matters, events, and other topics.

RDP 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 conventioneers and visitors. RDP works with the Bureau to help bring conventions and meetings to downtown Riverside such as the successful History Day California event in 2012.

To draw residents and visitors to downtown Riverside, RDP committed to producing several seasonal

events to draw visitors in targeted demographic groups.

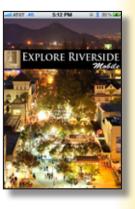
These events include Love in Riverside, the Downtown Easter Egg-stravaganza for families, and the Riverside Zombie Crawl.

The Zombie Crawl in 2012 was co-promoted with the Riverside Arts Council's haunted house and doubled

attendance over the previous year, largely due to the use of social media.









RDP first participated in Vogue's national retail event, Fashion's Night Out, in 2011. In 2012, 'Downtown Riverside Celebrates Fashion's Night Out' tripled attendance with over 1,200 at the fashion show held on the Civic Plaza.

The success of Fashion's Night Out demonstrated that downtown Riverside had the concentration of fashionrelated retailers and services to attract

fashionistas. Based on that success, RDP launched a new retail initiative, Destination STYLE, to brand downtown Riverside as a destination fashion district. As part of that initiative, RDP in partnership with Aurea Vista, a new retail concept, produced a fall fashion show. RDP is now working with a committee of retailers to expand the initiative to include a spring fashion show and related events.

#### **Downtown Security**

The Ambassador program is RDP's most significant security effort. 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 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. In late 2012, RDP established a second committee to deal specifically with Marketplace security issues. RDP 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.

RDP had previously funded the installation of four high end security cameras in key locations downtown and in the parking lot of North Park. RDP recently funded the installation of three additional security cameras to cover the downtown hospitality core and its increased activity.

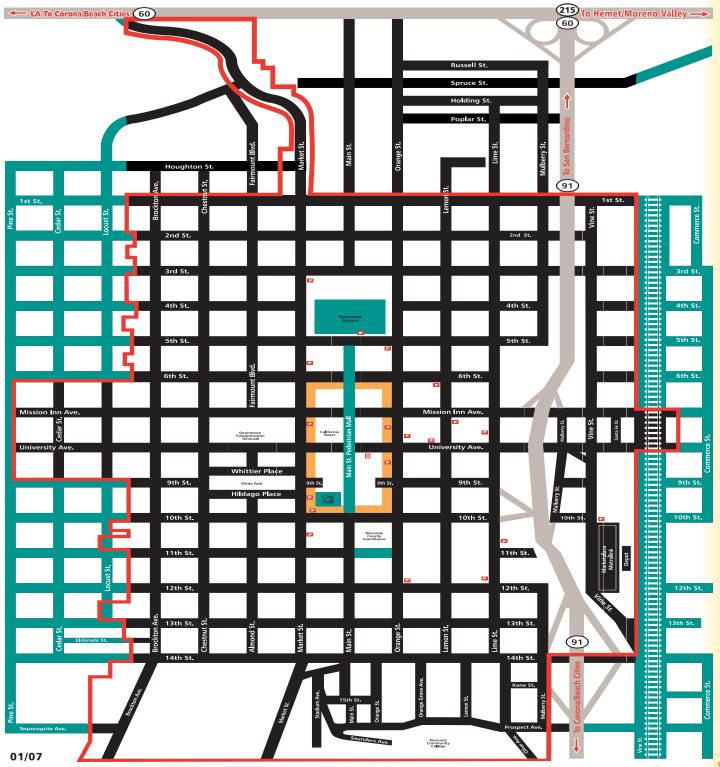
RDP provides additional lighting in areas to deter crime and inappropriate behavior. Four downtown locations were provided with security lighting in 2012. The Security Committee reviews all requests for funding of additional lighting and provides financial assistance as funding is available.

#### **BID Boundaries**

The boundaries of the Downtown BID are shown in the adjacent map. In 2012, the Downtown BID included the area from First Street on the North, the boundaries of Tequesquite Arroyo on the South, the railway tracks on the east and generally the first tier of lots on the west side of Brockton Avenue on the West, and extended along both sides of Market Street from First Street to the 60 Freeway.







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#### **New Businesses Downtown**

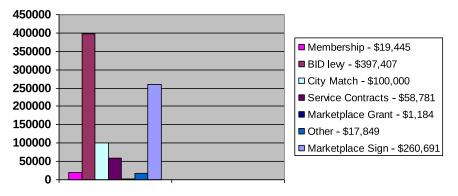
RDP welcomed 63 new businesses downtown. We provided them with various marketing materials including the Downtown Pocket Guide and monthly BID Bulletin newsletter. Below are the businesses that were welcomed to Downtown Riverside over the past year, categorized by business type.

• Restaurants-4 • Rental Properties-7 • Retail-11 • Service Entities-24 • Professionals-17

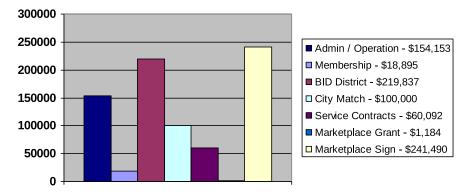
### Finances

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.

In 2012, the operating revenue for the organization was increased by \$260,690.59 due to a one-time occurrence of RDP managing the upgrade of the 91 Freeway Marketplace Electronic Sign at the request of the City of Riverside. Management of this upgrade produced approximately \$18,000 of income for RDP. The financial results at June 30, 2012 showed a surplus of approximately \$60,000 compared to a balanced budget. The surplus was almost entirely attributable to the timing of BID levy income, with a large payment received in June 2012 rather than July 2012.



#### Operating Revenue for Fiscal Year ended June 30, 2012 = \$855,357



#### Operating Expenses for Fiscal Year ended June 30, 2012 = \$795,651

## 2012 Board of Directors

#### **Executive Committee**

Charity Schiller, BB&KChair
Kris Whitehead, Curves on Main Vice-Chair
Kirk Lewis, RUSDSecretary
Marcia Campbell, CPA Treasurer
Justin Tracy, PIP Printing Member at Large
$\label{eq:stephen} \ensuremath{Stephen}\xspace{\ensuremath{Wollman}\xspace}, \ensuremath{Citizens}\xspace{\ensuremath{Bask}\xspace{\ensuremath{Stephen}\ensuremat$
Shelby Worthington, Worthington's Tavern $\ldots {\sf Member}$ at Large

#### Directors

Cynthia Azari – Riverside Community College Chuck Beaty - RUSD School District Patrick Brien – Riverside Arts Council Lyn Cloninger – Phood on Main Miguel Cruz – Cruz Custom Tailors Gerald Douglass – DANA Representative John Field – Riverside County Representative Michelle Freeman – The Freeman Company Bill Gardner – Creative Metal Works Mike Gardner - City Council Ward One Tera Harden – Lawyer Vance Hardin – Riverside Police Department Barry Hildebrandt, WCI Real Estate Jeff Kraus – University of California at Riverside Greg Lackey - Tilden-Coil Constructors Shalini Lockard – Riverside Leg. & Prof. Management Marty Lueking – Electronics Warehouse Andy Melendrez - City Council Ward Two Oscar Moreno – Oscar Capelli Salon Stan Morrison – Security Bank of CA Robert Nagle - RJN Investigations Cherie Russell – Riverside Community Hospital David St. Pierre – Delights and Invites Sharon Sola-Ahluwalia, Riverside Convention Center Ellie Uli - Member Al Zelinka – City of Riverside Community Development Director Teresa Rosales - Arlington Business Partnership Russ Walling – Director Emeritus



#### **Committee Chairs**

Charity Schiller - Executive Committee Brian Pearcy - Land Use Committee David St. Pierre - Cultural Committee Vance Hardin - Security Committee Marcia Campbell - Finance Committee Charity Schiller - Nominating Committee

#### Staff

Janice Penner, Executive Director Shirley Schmeltz, Office Manager/Bookkeeper Robbie Silver, Communications and Events Liaison

#### Ambassadors

Peter Brown Jack Ferguson Tony Garcia Daniel Perez Eleanor Rangel Marvin Woodward



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## Thank You For Your Support!