



Annual Report

2013

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 2013 Annual Report of the Riverside Downtown Partnership. RDP has worked to both improve and promote downtown Riverside since its inception in 1981. This Report outlines the services that we provide to the downtown community as well as the programs within our six broad areas of focus; parking, beautification, music in public places, public events, business promotion, and security.

In 2013, we expanded our promotional efforts with two significant initiatives to brand downtown Riverside as a fashion district and as a dining destination. As part of the fashion district initiative, we produced two fashion shows under the banner, Destination STYLE, to showcase downtown retailers. We also coordinated the first downtown 'Restaurant Week' to raise awareness of new and existing dining options downtown.

Also in 2013, we made significant investment in the safety and security of downtown Riverside with the purchase and installation of a number of security cameras for use by the Riverside Police Department. We also worked with the City to organize a downtown security forum that identified issues, such as crime and homelessness, that downtown stakeholders are now working jointly to address.

One of our goals is to make downtown Riverside a regional destination for economic, cultural, and residential uses. 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.

Charity Schiller
RDP Chair



Message from the Executive Director

For the past several years, we have been focused on returning the investment of our downtown businesses in the Downtown Business Improvement District with specific emphasis on our strategic goal of promoting downtown Riverside as a destination for residents and visitors. We believe that 2013 was our most successful year to date as evidenced by the response to the expansion of our retail initiative and the launch of both Restaurant Week and the Summer Street Jam.

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

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 Greater Riverside Chambers 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.

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 seven 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 and Nominating Committees are assembled 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. In December 2006, the RDP Board of Directors adopted a vision for downtown that reflected 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.”

The Board also adopted a mission for the organization that reflected RDP’s emphasis on arts and culture as an economic driver for downtown and its emphasis on downtown residents.

“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.”

RDP adopted its first Strategic Plan in March 2008 with five broad goals to work towards the achievement of its vision and mission. In 2010, RDP updated its Strategic Plan to cover the period 2010 to 2013 and reduced its goals to three, each with a specific focus, and each with specific strategies and tactics to be integrated into RDP operations and activities. These goals were to:

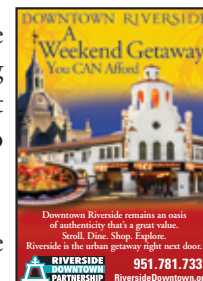
- *Promote downtown Riverside as a destination for residents and regional visitors.*
- *Develop and enhance RDP’s influence and activities with downtown stakeholders.*
- *Promote Riverside as a regional center for private sector commercial and residential development.*



In 2013, RDP made significant progress towards the goal of promoting downtown Riverside as a destination for residents and regional visitors.

RDP continued its destination marketing campaign promoting downtown Riverside as the urban getaway right next door. The campaign was refreshed with two new ads showcasing downtown Riverside as an affordable destination. The print ads were placed in select magazines in target areas and scheduled in 'pulses' through the spring and fall seasons to create maximum awareness and have maximum impact.

The campaign was expanded to include advertising in the AAA Westways magazine over the summer to raise awareness of downtown Riverside as a desirable and affordable destination.



RDP enhanced its online presence by continuing to improve its website, www.RiversideDowntown.org. Changes included providing information on downtown events and activities in a more easily navigable format, and changing the Shop Downtown feature to monthly to increase the rotation of spotlighted businesses.



RDP also increased its social media efforts through more active management of its Facebook pages and more frequent postings to engage its audience. 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 seasonal events throughout the year to draw targeted demographic groups to downtown.



These events included the Easter Egg-stravaganza in March and Movies on Main during July and August, both targeting families.

RDP also launched its first "Summer Street Jam" outdoor concert to draw young adults. The concert was held on the first Saturday in August and featured four bands playing from 2 pm to 9 pm. The event drew over 3,000 attendees during the day, including over 2,000 attendees for the headline band. Participating hospitality establishments reported increases in sales ranging from two to three times normal Saturday sales.



RDP hosted its third Riverside Zombie Crawl for families and young adults in mid October prior to Halloween. Activities were expanded to include survivalist training and a partnership with the Culver Center of the Arts Zombie Film Festival.





RDP continued and expanded its retail initiative to brand downtown Riverside as a destination fashion district by producing two fashion shows featuring downtown retailers, one in May and one in October, coinciding with the monthly Arts Walk.

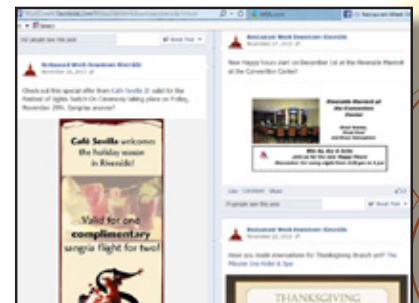
The October show saw a significant increase in participation and attendance as well as the launch of a partnership with the Riverside City College School of Cosmetology that provided hair and make-up services.



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



RDP continued and expanded its restaurant initiative to brand downtown Riverside as a destination dining district by promoting downtown restaurants through the first annual Restaurant Week during the last 10 days of June. Twenty restaurants participated in Restaurant Week with social media impressions well over half a million. RDP continued to use social media after Restaurant Week by promoting downtown restaurants on the Facebook page.



RDP worked with a number of organizations to support and promote their events with sponsorships, marketing assistance, and other means as appropriate. These included RDP's monthly calendar, website, social media, print advertising, press releases and editorial opportunities in newspapers and magazines.



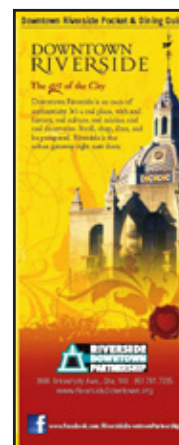
Events sponsored by RDP included the Riverside Lunar Fest, Dickens Festival, Rhythm of Riverside Summer Concerts at Fairmount Park, Mariachi Festival, the Long Night of Arts and Innovation, the Mission Inn Run, California Riverside Ballet's Ghost Walk, and the Chabad Jewish Community Center's Chanukah 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, 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.



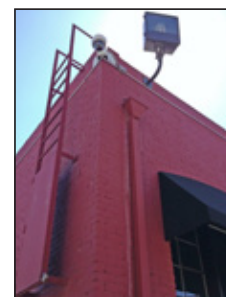
RDP worked with educational institutions to support and assist downtown businesses by partnering with California Baptist University to provide interns to support downtown businesses in the development of social media programs.

RDP also sponsored college student targeted events such as the Amazing College Race.



RDP added seven security cameras in downtown to augment the four cameras already in place in key locations around Garages One and Two. RDP also installed additional lighting in two areas to deter crime and inappropriate behavior.

RDP worked to improve the perception of downtown Riverside as a safe place to visit by hosting a downtown security forum in partnership with the City in October 2013 to meet with downtown stakeholders and identify and address security concerns.



RDP also worked with the City and other downtown stakeholders on cooperative security measures such as a strategic plan for security cameras and a security alert system.

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. Over the past year, RDP has worked on enhancing its perception and relevance by maintaining contact with media outlets and issuing press releases, and responding promptly to requests for information and position statements. RDP also 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 are frequently asked to provide input and assistance to the City on downtown issues and developments, and to participate on committees and in projects. In 2013 these included the City's Strategic Plan "Seizing our Destiny", the Clean and Safe Strategy for the Downtown Riverside Entertainment District, the review of the City's Sign Code, and public parking.

Our Management Role

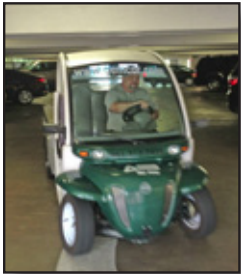
As the Manager of the Downtown BID, RDP implements activities and programs funded by the BID levies. Businesses within the BID pay a levy equal to 100% of their business tax to fund activities and programs in six main areas of focus: parking, beautification, downtown events, music in public places, promotion 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 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 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.

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.

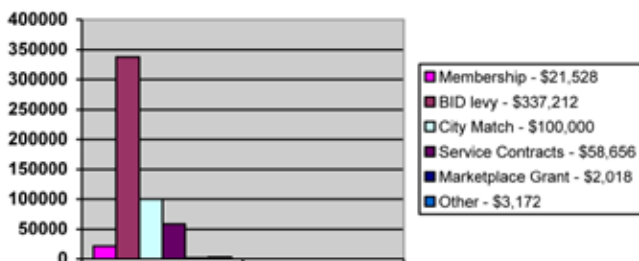
RDP also partnered with the City in the improvement of the pergola located in front of the new Heroes Restaurant and Brewery at Mission Inn Avenue and Lime Street. After the City trimmed the vines from the pergola, RDP installed pedestrian lighting on the pergola and committed funds for the repair of the rebar within the pergola structure.



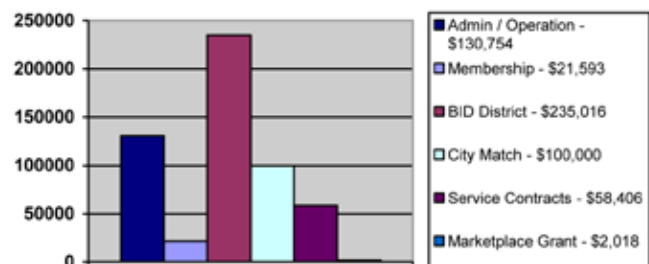
WHAT IT COSTS

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, 2013 showed a deficit of approximately \$25,200 compared to a balanced budget. The deficit was due to unbudgeted but approved expenses such as sponsorship of \$5,000 for the inaugural Long Night of Arts and Innovation celebration, \$4,500 for pedestrian lighting on the pergola on Mission Inn Avenue at Lime, \$10,000 for security cameras over and above funding through the City Match funds, and \$9,000 for three months of advertising in AAA's Westways magazine.

**Operating Revenue for Fiscal Year
ended June 30, 2013 = \$522,586**



**Operating Expenses for Fiscal Year
ended June 30, 2013 = \$547,787**





ADDRESS SERVICE REQUESTED

3666 University Avenue
Suite 100
Riverside, CA 92501



2013 Board of Directors

Executive Committee

Chair..... Charity Schiller – Best Best & Krieger
Vice-Chair..... Kris Whitehead – Curves on Main
Secretary..... Kirk Lewis – RUSD
Treasurer Stephen Wollman – Citizens Business Bank
Member Justin Tracy – PIP Printing
Member Marcia Campbell – CPA
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
Tony Garcia
Armando Lomeli
Daniel Perez
Eleanor Rangel
Marvin Woodward

Directors

Chuck Beaty – Member
Patrick Brien – Riverside Arts Council
Miguel Cruz – Cruz Custom Tailors
Gerald Douglass – DANA Representative
John Field – County Supervisor Tavaglione's Office
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
Wolde-Ab Isaac – Riverside City College
Jeff Kraus – UC Riverside
Andrew Larzaraz – Tilden-Coil Constructors
Shalini Lockard – Riverside Leg. & Prof. Management
Marty Lueking – Electronics Warehouse
Andy Melendrez – City Council Ward Two
Stan Morrison – Security Bank
Robert Nagle – RJN Investigations
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