

# 2017 ANNUAL REPORT



DOWNTOWN  
RIVERSIDE  
*The art of the City*



## Message from the Chair

We are pleased to present the 2017 Annual Report of the Riverside Downtown Partnership on behalf of our Board of Directors and staff.

As a downtown business owner, I am excited by the growth and development we have seen in downtown during 2017. The Imperial Hardware Lofts project started construction in 2017, signaling a new era of commercial and residential developments. The Stalder Plaza development started their staging for start of construction in early 2018 as did the two new hotels planned for Market Street. Foodies anticipated the Spring 2018 opening of the Riverside Food Lab and its unique dining options adjacent to the Fox Performing Arts Center.

My own belief in the potential of downtown Riverside has led to the expansion of my businesses including two new event venues. I know that other downtown businesses owners feel that downtown Riverside will continue to grow as a premier regional destination.

Thank you to the support and participation of our RDP Board of Directors, our committee members, and our partners and sponsors. It would be impossible for us to provide our programs and services without you.

Shelby Worthington  
RDP Chair



## Message from the Executive Director

RDP continues to work with others to both improve and promote downtown Riverside as a destination for residents and visitors. In 2017 we agreed to provide funding for the new Safety Patrol program initiated by the City of Riverside. We also continued our partnerships to showcase downtown's heritage and historic architecture with the second annual Doors Open Riverside, the only event of its type in California.

RDP continued to support organizations through sponsorships and other means, and encouraged downtown initiatives such as quarterly meetings with the Riverside Police Department and hospitality establishments in the entertainment district. We also worked with Riverside's Arlington Business Partnership on issues of importance to businesses. RDP was also pleased to be a sponsor of the Mission Inn Hotel & Spa float in the 2017 Rose Parade.

We are fortunate in having a superb Board of Directors as well as dedicated individuals who serve on our committees. We thank you for your commitment to downtown Riverside.

Janice Penner  
Executive Director



## WHO WE ARE

The Riverside Downtown Association was formed in 1981 when downtown business owners and others saw the need for an organization to promote and manage the downtown area. The name was changed in 1996 to the Riverside Downtown Partnership to reflect the organization's commitment to partnering with other entities such as the City of Riverside, the Riverside Convention and Visitors Bureau, the Chamber of Commerce, the Riverside Arts Council, as well as 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 continues to manage the Downtown BID, and its activities are funded by the BID levy paid by businesses in the District. The BID levy is equal to 100% of the Business Tax assessed on downtown businesses and must be approved by City Council annually each calendar year.

## HOW WE WORK

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

The Board of Directors of RDP consists of up to 33 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 recommends a slate of Directors for appointment to the Board each year. These Directors represent downtown stakeholders including property owners and business owners, as well as government, educational institutions, health care, and downtown residents. Certain Directors are Ex-Officio and include the two City Council representatives of Ward One and Ward Two, and the representative of the Arlington Business Partnership.

In addition to the Board, RDP has a number of committees that include directors and downtown community and stakeholder representatives. Three of these committees meet monthly: the Executive Committee which has seven members including the four officers, the Land Use Committee, and the Security Committee chaired by the North Area Police Commander. The Executive Committee provides operational guidance to staff and handles personnel-related issues. Both the Land Use and the Security Committees review issues and provide policy and/or other recommendations to the Board of Directors.

The Board has two committees that meet periodically. The Strategic Initiatives Committee meets quarterly and oversees certain projects and initiatives undertaken by RDP. The Marketplace Security Committee monitors security and related issues in the Marketplace area adjacent to the downtown core meets every six months or as needed.

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, and goals. RDP's vision reflects the economic and cultural importance of downtown Riverside and its desirability as a place to live, work, and play.

*“Downtown Riverside is the regional destination for businesses and service industries.*

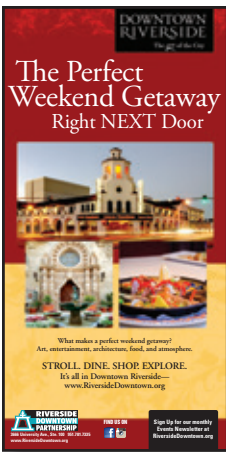
*With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities.”*

RDP's mission for the organization reflects the belief that an environment that encourages strong businesses, a vibrant cultural community, and residential developments is critical to a vibrant 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 goals that are the basis of its activities. These goals are as follows:

- *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.

RDP's destination marketing campaign targets specific geographic areas with print ads in select magazines such as the hotel editions of Palm Springs Life and Inland Empire. The campaign also includes ads in lifestyle and entertainment magazines.

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



RDP also promotes downtown Riverside through its website and its expanded social media efforts.

In addition to its main Facebook page, RDP has themed pages specific to its retail and restaurant initiatives and to its popular Zombie event.



A monthly calendar of events is produced and posted in various locations downtown as well as on RDP's website.



Also to promote downtown Riverside as a destination, RDP hosts several events throughout the year to draw targeted demographic groups to downtown. These events included Movies on Main during July, targeting families. In 2017, four movies were shown and the event attracted near capacity crowds, drawn by the movies shown and by pre-movie activities.



Riverside Zombie Crawl was launched in 2011 to target families and young adults who were increasingly interested in zombies and zombie-themed entertainment.

The event has grown increasingly popular with entire families coming dressed up as Zombies.



RDP is committed to music as an element of vibrant public places. The lunchtime concert series, Concerts at City Hall, is a part of that commitment. The series is a partnership with the City of Riverside and brings downtown visitors and employees to the City Hall area to hear local performers and patronize nearby restaurants on Tuesdays during June and July.

RDP continued as the title sponsor for the 2017 Rhythm of Riverside summer concerts in Fairmount Park. The event draws thousands of people to enjoy local talent and family activities. RDP also sponsored the videotaping of the Riverside Sings competition.





The second annual Riverside Art and Music Festival was held on September 9, 2017. RDP partnered with the Riverside Arts Council to celebrate arts and music in downtown Riverside.

Local artists and arts groups offered demonstrations, workshops, and sales on the street. The event included a Chalk Art Festival at University and Main featuring local artists who demonstrated chalk art to young aspiring artists.



The second annual Doors Open Riverside was held in May 2017. The event provides an opportunity to discover hidden architectural gems and to see behind doors that are rarely open to the public. The first Doors Open Day took place in France in 1984 and the concept has spread to other places in Europe, North America, Australia and elsewhere.

Doors Open Riverside is a partnership between the City of Riverside, the Mission Inn Museum and Foundation, the Old Riverside Foundation, the Riverside Arts Council, and RDP. It is the only event of its type in California. The tours were expanded in 2017 to include two locations outside the downtown core; Camp Anza and Evergreen Historic Cemetery. An estimated 1,200 people took advantage of tours during the 2017 event.



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. Each year RDP produced a spring show and a fall show featuring outfits and accessories from downtown retailers. The shows were repositioned in 2016 to highlight women's health issues. The spring show was folded into the Riverside Community Hospital's Red Dress Fashion Show and Luncheon in support of heart health, while the fall show was a partnership with The Pink Ribbon Place, a program of the Riverside Community Health Foundation in support of breast cancer awareness.



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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. The 2017 promotion was once again a partnership with the City of Riverside and the Arlington Business Partnership.

RDP sponsored a number of events in 2017 to encourage visitors to downtown. The events included the Riverside Lunar Fest, Dickens Festival, the Mission Inn Run, and the Chabad Jewish Community Center's Chanukah celebration.

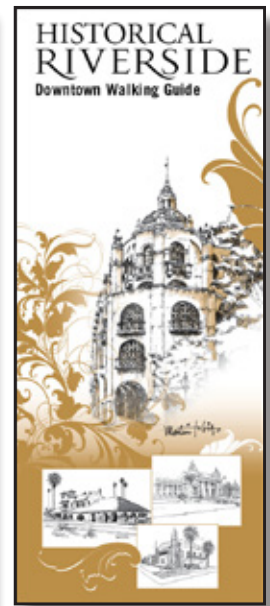
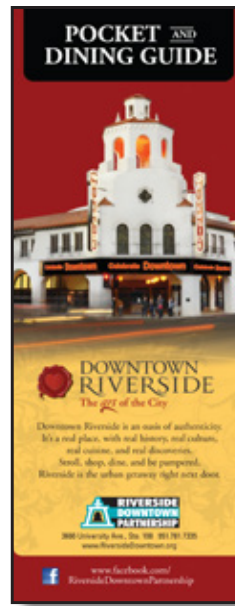




RDP works with the Riverside Convention and Visitors Bureau and Riverside Sports Commission, the Riverside Convention Center, downtown hotels and others to increase tourism and visitation by supporting bids and providing special incentives for conventions and sporting events, and providing guides and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



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.

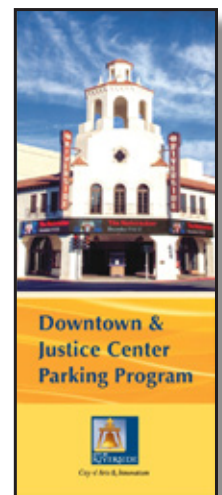
RDP works with partners such as the City of Riverside, the Arlington Business Partnership, the Small Business Majority, the Inland Empire Small Business Development Center and others to offer workshops and seminars of interest and information to businesses.



Adequate, safe parking is important to the growth and development of any downtown. RDP is involved with downtown parking through programs such as maps to assist visitors, patrolling of downtown parking garages and lots by its Ambassadors, and input to the City on specific issues.

To assist visitors in finding their way around downtown, RDP partners with the City and with the Riverside Convention and Visitors Bureau to produce a downtown directory map. The map is distributed in a number of locations including the Jury Room, downtown hotels, the Riverside Convention Center, and the map stands located on Main Street.

RDP provides input to the City Council and the City's Transportation Committee on parking issues such as public parking supply and also provides suggestions for the improvement of parking overall. Businesses can bring concerns regarding parking to RDP's Land Use Committee.



## 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 goals but certain of them have specific objectives over and above those goals.

## Security

The Ambassador program is RDP's most significant security effort. The Ambassadors patrol the downtown core weekdays from 9 am to 5 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.



RDP agreed to make a significant financial commitment to a new safety initiative undertaken by the City of Riverside, a downtown Safety Patrol provided through StreetPlus, a national company providing Clean and Safe Services to BIDs and other organizations. Safety Patrol duties also include security patrols through downtown City Parking Garages between 9 PM and 5 AM from Thursday through Sunday. Those patrols will be in addition to those provided by the RDP Downtown Ambassadors.

RDP is providing \$50,000 each year for two years in support of the City annual funding of \$338,172.

## Beautification

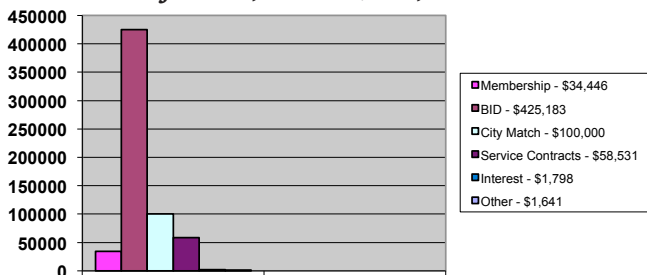
To improve the perception of downtown as an attractive place to visit, RDP provides a large sidewalk sweeper for use by the City in maintaining Main Street and surrounding sidewalks.

## WHAT IT COSTS

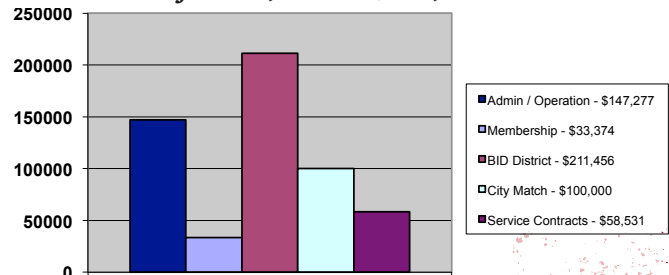
The Treasurer of the Board of Directors reviews the financial statements for RDP each month, and provides a report to the Board at its monthly meeting. Each year, RDP submits its financial statements to an accounting firm for a review.

The financial results at June 30, 2017 showed a surplus of approximately \$70,961 compared to a balanced budget. The surplus was due to higher than anticipated BID income.

**Operating Revenue for Fiscal Year ended June 30, 2017 = \$621,599**



**Operating Expenses for Fiscal Year ended June 30, 2017 = \$550,638**





3666 University Avenue, Suite 100  
Riverside, CA 92501

# 2017 Board of Directors

## Executive Committee

Chair.....Shelby Worthington – Loft.84/Worthington’s Tavern  
Vice-Chair .... Shalini Lockard – Riverside Legal & Prof. Mgmt  
Secretary ..... Charity Schiller – Best Best & Krieger  
Treasurer ..... Bud Sketchley – Provident Bank  
Past Chair .....David St. Pierre – The Menagerie  
Member ..... Justin Tracy – printmystuff.com  
Member ..... Michelle Freeman – The Freeman Company

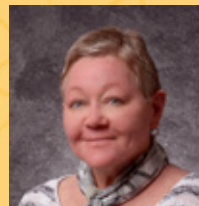
## Directors

Chuck Beaty – Member  
Kevin Townsend – Riverside Police Department  
Patrick Brien – Riverside Arts Council  
Cherie Crutcher – Riverside Community Hospital  
Ian Davidson – IDLA Inc.  
Erin Edwards – DANA Representative  
Corinne Awad – Supervisor Tavaglione’s Office  
Michelle Freeman – The Freeman Company  
Bill Gardner – Creative Metal Works  
Lou Monville – Raincross Hospitality  
Irving Hendrick – Riverside City College  
Jeff Kraus – UC Riverside  
Nanci Larsen – Mission Inn Foundation  
Sergio San Martin – Riverside Unified School District  
Marco McGuire – McGuire LLC  
Stan Morrison – Pacific Premier Bank  
Robert Nagle – RJN Investigations  
Brian Percy – Lawyer  
Cara Swearingen – Tilden-Coil Constructors  
Rafael Guzman – City Community Development

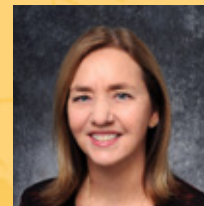
## Ex-Officio

Andrew Guerra – Arlington Business Partnership  
Mike Gardner – City Council Ward One  
Andy Melendrez – City Council Ward Two

## Staff



Janice Penner,  
Executive Director



Shirley Schmeltz,  
Office Manager/  
Bookkeeper



Kate Stovicek,  
Communications  
and Events Liaison

## Ambassadors



Peter Brown



Jack Ferguson



Tony Garcia



Daniel Perez



Eleanor Rangel