

Our Vision, Mission 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.

Our goals are ambitious ones and cannot be done alone. To achieve them takes the ideas and energy from many individuals, businesses, and groups working together as partners. That's why RDP members are so important. Our members have a common ideal – a better downtown – and work together in partnership with other downtown stakeholders towards realization of that ideal. If you believe in that ideal, then become a member of RDP and an advocate for downtown Riverside. You can be directly involved and participate in areas that benefit your personal and professional interests as well as advance the betterment of downtown.

Become a partner with fellow business owners, professionals, property owners, and other downtown stakeholders to create a vibrant downtown for all.



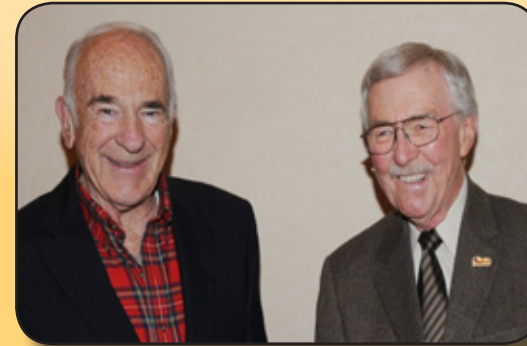
"As a downtown business owner, I am excited by the growth and development we are seeing in downtown.

The Imperial Hardware Lofts signals a new era of commercial and residential developments, as does The Stalder Plaza development. New hotels are planned for Market Street for Mission Inn Avenue while new culinary options will please our foodies.

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."

- Shelby Worthington-Loomis, RDP Chair

**Riverside Downtown Partnership
has been serving the community
of Downtown Riverside for
over 35 years.**



**Founding and longtime
RDP members:
Bill Gardner and Chuck Beaty**



**RDP Executive Committee June 2018
Justin Tracy, Charity Schiller, Shelby Worthington-
Loomis, David St. Pierre, Cara Swearingen,
Shalini Lockard, Geoff Neely**



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June 2018

**DOWNTOWN
RIVERSIDE**
The art of the City

Membership Application



**Be a Voice for Downtown,
become an RDP Member!**

RDP...

A Brief History

The Riverside Downtown Partnership (RDP) is a non-profit organization that has been in existence since 1981. RDP was formed by a group of downtown business owners who recognized that downtown Riverside needed to be a project area of its own. They felt that there needed to be a focus on economic development, business recruitment and retention, arts and cultural enhancement, and promotion of downtown Riverside as a regional destination.

The group gained momentum and drew attention to a number of potential downtown projects. Recognizing that a structure needed to be in place to achieve their goals, the group worked successfully to establish the Downtown Business Improvement District (BID) in 1986. The original organization formed in 1981 was renamed the Riverside Downtown Partnership in 1996. The name change was made to reflect the philosophy of working together with other downtown stakeholders towards a common goal of improving downtown Riverside.

The original boundaries of the Downtown BID were approximately one mile square, centered by the historic Downtown core. The BID boundaries have been expanded twice, in 2002 to include the Marketplace District east of the 91 Freeway from 1st to 14th Streets, and in 2006 to include portions of Market Street to the 60 Freeway. Businesses within the boundaries of the Downtown BID pay an amount equal to 100% of their business tax to fund improvements and programs administered by RDP.

About RDP

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 property owners and business owners, as well as government, educational institutions, health care, and downtown residents.

RDP has a number of committees that include directors and downtown community and stakeholder representatives. Three of these committees meet monthly: the Executive Committee, the Land Use Committee, and the Security Committee.

...working to build

Committees that meet periodically are the Strategic Initiatives and the Marketplace Security Committee. The Finance Committee and Nominating Committee are formed each year for preparation and approval of the annual budget and for the composition of the Board of Directors. New committees can be established to deal with particular issues or to oversee new initiatives and activities.

RDP's Role

RDP acts as an advocate for downtown and manages the Downtown Business Improvement District.

Downtown Advocacy

RDP acts on behalf of its downtown stakeholders by addressing issues of importance and initiatives which improve the quality of life downtown.

Managing the BID

As the manager of the Downtown BID, RDP provides activities and programs in the following areas of service to BID members.

Parking – RDP is involved with downtown parking by providing maps to assist visitors, patrolling of downtown parking garages and parking lots through the Ambassador Program, and input to the City on specific issues.

Beautification – RDP provides a large sidewalk sweeper for use by the City in maintaining Main Street and surrounding sidewalks. RDP also supplies decorative light pole banners and support for various ad hoc projects as they come up. Past projects have included outdoor murals and restoration of historic pergolas.

Public Events - RDP provides funding and support for downtown events through several ways; direct financial sponsorship, allocation of internal resources, and promotion of events through print and electronic media. A monthly calendar of events is produced and posted in various locations downtown as well as on its website.

Music in Public Places – RDP partners with the City on the annual concert series, ‘Summer Lunches in Downtown,’ featuring local performers, and also sponsors the City’s Rhythm of Riverside summer concerts in Fairmount Park each year. RDP partners with the Riverside Arts Council on the annual Riverside Art and Music Festival each September.

Promotion of Business Activities - RDP promotes downtown Riverside as a destination for residents and regional visitors and through that, promotes downtown businesses.

...a more vibrant Downtown!

Promotional collateral includes destination marketing ads, a Pocket and Dining Guide listing all downtown shops and most services, and a special dining guide targeted toward patrons of the Fox Performing Arts Center and the Riverside Municipal Auditorium.

RDP also has a website which is mobile friendly with a mapping feature, and uses other electronic media such as Facebook for promotion. RDP also produces the Downtown Riverside Historic Walking Guide to promote downtown’s many heritage buildings.

RDP produces and partners on several seasonal events to draw visitors to downtown Riverside. These events include Doors Open Riverside with free docent-led tours of historic buildings, Movies on Main with family oriented movies shown in the Civic Plaza on a large outdoor screen, the fall Fashion Show with The Pink Ribbon Place, and the Halloween themed Zombie Crawl.

RDP’s efforts in promoting business activities also include working with other organizations to promote downtown businesses, and building business capacity through workshops, seminars, and other initiatives.

Security - The Ambassador program is the most significant security effort of RDP. 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 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, and coordinates information meetings for businesses.

Join us and become a member

If you believe in building a better downtown, then join us and become a member of RDP. Our members are essential to helping us build a better downtown Riverside for the benefit of all of those who work, visit, and live here. We look forward to working with you towards our common goal of creating a vibrant downtown.

We appreciate and value your support.

Join us and become a member

RDP MEMBERSHIP APPLICATION					
Business Name:					
Member Name:					
Mailing Address:					
City, State, Zip Code:					
Phone:				Fax:	
Email:					



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Please return this application with your check made payable to: Riverside Downtown Partnership.

Annual Membership Dues: \$150.00

RDP dues may be tax deductible as an ordinary and necessary business expense.
Dues paid are not a charitable tax deduction for federal income tax purposes.