

*Downtown is
Calling*

Good
Times
Await



**RIVERSIDE
DOWNTOWN
PARTNERSHIP**

2018 ANNUAL REPORT



Message from the Chair

I am pleased to present the 2018 Annual Report of the Riverside Downtown Partnership on behalf of our Board of Directors and staff.

The past year has been an exciting one for downtown Riverside. The Imperial Hardware Lofts project opened in August and brought new residents to live, work, and play downtown. Two new residential developments, Main + Ninth and Stalder Plaza, started construction as did two new hotels on Market Street. The City also approved a new boutique hotel at the site of the old downtown fire station. And adjacent to downtown, the Mission Lofts project was well under way to bring over 200 new urban living units to Riverside.

The Riverside Food Lab opened for business in time for Festival of Lights and immediately became a hot spot for downtown diners eager to experience the various cuisines offered. New restaurants to open shortly in the downtown core include Retro Taco featuring unique street tacos, a gourmet donut and craft beer restaurant, and an all day breakfast concept. More restaurants are planned for the downtown core, adding to the vibe of Riverside's premier entertainment district.

I believe strongly in the potential of downtown Riverside and have continued to expand my business interests downtown on that belief as have other downtown business owners. We know that downtown Riverside will continue to grow as the Inland Empire's primary destination.

We thank our RDP Board of Directors, our committee members, and our partners and sponsors for their support and participation. We could not accomplish what we do without you.

Shelby Worthington-Loomis
RDP Chair



Message from the Executive Director

We continued to expand our partnerships with other organizations in 2018. In addition to our existing partnerships with the City, we expanded our partnerships with both the City and the Arlington Business Partnership, and established new ones. In 2018 RDP offered two workshops on Active Shooter Events and on Earthquake Resiliency in partnership with the City and the Arlington Business Partnership. RDP also partnered on a new event, Riverside Halloween Fest, with the group producing the annual Day of the Dead event.

RDP was pleased to continue supporting events downtown such as the Summer Concerts in Fairmount Park, the Mission Inn Run, and the Chanukah Festival at the historic Riverside County Courthouse, to name a few. Our support was consistent with our goal of promoting downtown Riverside as a destination for residents and visitors.

Our Board of Directors and the dedicated individuals who serve on our committees are committed to the improvement and elevation of downtown Riverside. Together we are better.

Janice Penner
Executive Director



OUR BACKGROUND

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.

WHO WE ARE

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. Four of these committees meet monthly: the Executive Committee which has seven members including the four officers, the Land Use Committee, the Security Committee chaired by the North Area Police Commander, and the Security – Entertainment District Committee co-chaired by the North Area and East Area Police Commanders. The Executive Committee provides operational guidance to staff and handles personnel-related issues. The Land Use and the two Security Committees review issues and provide policy and/or other recommendations to the Board of Directors.

The Board has several committees that meet periodically. The Strategic Initiatives Committee meets quarterly and oversees certain projects and initiatives undertaken by RDP. 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.

OUR MANAGEMENT ROLE

RDP manages the Downtown BID and as the manager, implements activities and programs funded by BID levy income. 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: beautification, downtown events, music in public places, parking, promotion of business activities, and security.

OUR 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 such as Inland Entertainment Review.

The destination ads are periodically updated and refreshed. The most recent update reflects an emphasis on promoting downtown experiences, which is consistent with current marketing trends.





RDP also places ads to promote specific events targeted at specific audiences; ‘Movies on Main’ for families and ‘Riverside Art and Music Festival’ for young adults.

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

The website is the repository of RDP’s organizational information, publications, calendars, and other materials. Information on the website is more static in nature with Facebook and Instagram used for topical information on the organization and its activities.



RDP is in the process of consolidating its Facebook pages to make it easier for people to find information on news and events. Rather than a separate page for each event, people will be able to find the information on the main Facebook page.

Instagram is used to share photos of downtown experiences and various events.



To promote the many events and activities downtown, RDP produces a monthly calendar that is posted in various locations downtown as well as on RDP’s website.



To promote downtown Riverside as a destination, RDP hosts several events throughout the year to draw target audiences to downtown. These events included Movies on Main during July, targeting families. In 2018, four movies were shown on the Civic Plaza on Main Street with near capacity crowds, drawn by the movies shown and by pre-movie activities.



The Riverside Zombie Crawl was launched by RDP in 2011 to complement the California Riverside Ballet’s Ghostwalk and help brand downtown Riverside as Halloween Central. While the event grew popular with families who enjoyed various Halloween and Zombie themed activities, the numbers remained static.



In 2018 RDP sponsored the new Riverside Halloween Fest event produced by the same group that produces the annual Day of the Dead event. The event was held on the Saturday prior and attracted several thousand people including many families and children.



RDP is committed to music as an element of vibrant public places. In 2018, the lunchtime concert series at City Hall was revamped as Summer Lunches in Downtown with a new look for its marketing material. The series was a partnership with the City of Riverside’s Arts and Cultural Affairs Department and brought 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 2018 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 new Dance Dance Riverside competition. It was RDP’s 10th year of sponsorship.



RDP once again partnered with the Riverside Arts Council on the third annual Riverside Art and Music on Saturday, September 15th from 4 pm to 10 pm. The festival celebrated arts and music with cultural performances on the stage until 7 pm and then local bands until 10 pm. 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.





Doors Open Riverside was introduced in May 2016. The event is a partnership between the City of Riverside, the Mission Inn Museum and Foundation, and RDP. Doors Open Riverside has the distinction of currently being the only event of its type in California.

At the inaugural event, an estimated 1,000 people took the opportunity to tour historic churches and buildings including several private buildings not normally open to the public. The success of the inaugural event led to Doors Open Riverside becoming an annual event. Over 1,500 people attended in 2017 and 2018 with new additions each year including the Camp Anza Officers Club, Evergreen Historic Cemetery, Riverside Woman's Club, the County Courthouse and the Santa Fe Depot.

Based on feedback from surveys and tally sheets in 2018, the decision was made to change the event from the second Thursday in May in the evening to the second Saturday in May from 10 am to 4 pm.

The change allows attendees, particularly families, more time to visit the over 25 venues expected to participate.



RDP's fashion 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 cornerstone of the initiative is a fashion show held outdoors on the first Thursday in October to showcase the outfits and accessories available at downtown retailers. The show also provides an opportunity for the Riverside School of Cosmetology students to gain experience.

In 2016, the event became a partnership with The Pink Ribbon Place, a program of the Riverside Community Health Foundation in support of breast cancer awareness. In 2018, Encore School for the Arts provided entertainment to kick-off the event.



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 number of downtown events such as the Mission Inn Run, the Chanukah Festival and the Riverside Dickens Festival have received cash sponsorships annually for a number of years. This reflects RDP's emphasis on partnering to help other organizations be more successful.

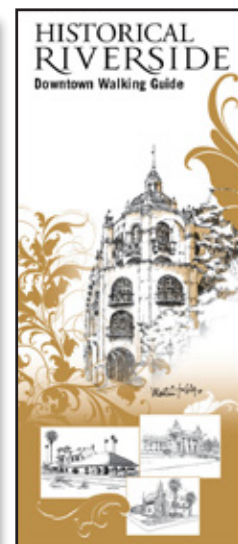


RDP works with the Riverside Convention and Visitors Bureau and Riverside Sports Commission, the Riverside Convention Center, downtown hotels and others to increase tourism and visitation by supporting bids and providing guides and other materials for visitors.



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, Martin Tobias.

Other materials include an annual coupon page for distribution to conventioners. This coupon page features specific discounts and offers from downtown restaurants, retailers,



and service businesses.

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 at both venues through Live Nation.



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 by distributing maps to assist visitors, providing input to the City on specific issues, and its Ambassadors patrolling downtown parking garages and lots.

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.

Security

The Ambassador program is RDP's most visible 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.

Other security activities include Security Committee for downtown and for the Entertainment District specifically with representation from the Riverside Police Department, the Homeless Coordinator's department, and the business community. RDP works with the Police Department to distribute security bulletins and updates to downtown businesses through various means.

RDP also helps coordinate periodic information meetings for hospitality establishments held by the RPD North Area commander. Meeting topics include issues such as licensing, vice inspections, and ABC concerns.



RDP also coordinates safety and security workshops for the benefit of both downtown and other businesses.

RDP agreed to a \$50,000 financial contribution to Year 1 and Year 2 of the Streetplus Safety Patrol. This funding is in support of the City's funding of \$338,172 annually. City Council approved a Professional Consultant Services Agreement with Streetplus for a Downtown Safety Patrol starting effective August 14, 2017 for a term of two years with two one-year options to extend. Safety Patrol duties include offering assistance, information and directions; conducting business checks; providing personal safety escorts; and identifying and reporting conditions and incidents that impact safety primarily in the Entertainment District.



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.

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 keeps the downtown community informed of issues and developments of importance through the monthly BID Bulletin newsletter, its website and Facebook pages, and the monthly luncheon meetings with speakers. Topics during 2018 included the County's Economic Development Agency, downtown developments, the Riverside Police Department, the new Main Library plans, the new Cheech Marin Center for Chicano Art, Culture, and Industry, and the City's Housing First strategy.



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 committees and projects related to those efforts as needed.

RDP also recognizes downtown achievements with its signature event, the Annual Meeting and Awards Ceremony. In 2018, the 31st annual event recognized achievements in Arts & Culture, Business Activity, Downtown Event, Downtown Improvement and Safety and Security.



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 independent CPA for a review. The CPA also prepares all required regulatory forms and submits on RDP's behalf.

The Riverside Downtown Partnership operates on a July 1st to June 30th fiscal year. The financial results at June 30, 2018 showed a surplus of approximately \$55,591 compared to a balanced budget. The surplus was due to higher than anticipated BID income.

<p>Operating Revenue for the fiscal year ended June 30, 2018 was \$679,641 and was broken down as follows:</p> <ul style="list-style-type: none"> Membership – \$32,980 BID levy - \$476,740 City match - \$100,000 Service contracts – \$58,656 Interest - \$2,026 Other - \$9,239 	<p>Operating Expenses for the fiscal year ended June 30, 2018 were \$624,050 and were broken down as follows:</p> <ul style="list-style-type: none"> Administration / Operations – \$161,953 Membership - \$33,925 BID District – \$269,516 City match - \$100,000 Service contracts – \$58,656
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The Riverside Downtown Parking and Business Improvement Area (referred to as the Downtown BID) is managed by RDP and operates on a calendar year. A submission is made annually to City Council for renewal of the levy on businesses in the Downtown BID equal to 100% of the business tax payable.

At the end of 2018, RDP's assets were as follows:

- Checking and Money Market - \$224,529
- Certificates of Deposits - \$320,113
- Accounts Receivable - \$38,342
- Property and Equipment - \$4,031

And its liabilities were \$23,042.



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2018 Board of Directors

Executive Committee

Chair.....Shelby Worthington-Loomis, SS Loomis, LLC
Vice-ChairShalini Lockard – Riverside Legal & Prof. Mgmt
Secretary Charity Schiller – Best Best & Krieger
Treasurer Cara Swearingen, Tilden-Coil Constructors
Past ChairDavid St. Pierre – The Menagerie
Member Justin Tracy – printmystuff.com
Member Geoff Neely, Heroes Restaurant and Brewery

Directors

Corrine Awad – Supervisor Tavaglione’s Office
Chuck Beaty – Member
Patrick Brien – Riverside Arts Council
Cherie Crutcher – Riverside Community Hospital
Ian Davidson – IDLA Inc.
Erin Edwards – DANA Representative
Nathan Freeman – City Community Development
Bill Gardner – Creative Metal Works
Irving Hendrick – Riverside City College
Daniel Iglesias – Maxi Foods
Jeff Kraus – UC Riverside
Nanci Larsen – Mission Inn Foundation
Philip Makhoul – IE Rental LLC
Brandy Marion – Tranquil Blossom Massage
Marco McGuire – McGuire LLC
Amir Mertaban – Live Nation
Lou Monville – Raincross Hospitality
Stan Morrison – Pacific Premier Bank
Robert Nagle – RJN Investigations
Brian Percy – Lawyer
Sergio San Martin – Riverside Unified School District
Kevin Townsend – Riverside Police Department

Ex-Officio

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



Charity Schiller, Cara Swearingen, David St. Pierre, Shelby Worthington-Loomis, Geoff Neely, Shalini Lockard, Justin Tracy

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