

*Downtown is  
Calling*

Good  
Times  
Await



**RIVERSIDE  
DOWNTOWN  
PARTNERSHIP**

# 2019 ANNUAL REPORT



## Message from the Chair

On behalf of our Board of Directors and staff of the Riverside Downtown Partnership, I am pleased to present our 2019 Annual Report.

Downtown Riverside has seen so many exciting changes in 2019. The Main + Nine project opened bringing both residents and new office tenants downtown. Adjacent to downtown, the Mission Lofts project brought over 200 new urban living units to Riverside. The Hampton Inn opened in time for the Festival of Lights, adding needed hotel rooms to the inventory, and announced plans for another hotel.

The Riverside Food Lab opened the Riverside Game Lab, enticing new visitors with retro video games and virtual reality rooms. The Donut Bar and the relocated Salted Pig are now open, while more hospitality establishments were announced to add to the vibe of Riverside's premier entertainment district. We look forward to the opening of Slater's 50/50, Hotz Kitchen | Cocktails, and more.

Construction of the new Main Library started in 2019, accompanied by planning for the Cheech, anticipated to draw 300,000 visitors annually. The City announced plans for Riverside Live, a development of the Convention Center location that would add much needed space to the Convention Center as well as two hotels, Class A office and retail space, over 2,000 parking stalls, plus 146 housing units. The growth of downtown Riverside as a destination for residents, workers and visitors will continue in 2020 and beyond.

RDP continues to work for the betterment of downtown Riverside. We could not accomplish what we do without our RDP Board of Directors, our committee members, and our partners and sponsors. We thank them for their support and participation.

Shelby Worthington-Loomis  
RDP Chair



## Message from the Executive Director

RDP continued to work with other organizations in 2019, both co-producing events and activities and sponsoring others. Doors Open Riverside, our joint event with the City of Riverside and the Mission Inn Museum, won the 2019 Governor General's Award for Historic Preservation. We were pleased to continue supporting events downtown such as the Summer Concerts in Fairmount Park, Riverside Halloween Fest and Day of the Dead, the Mission Inn Run, and the Chanukah Festival at the historic Riverside County Courthouse. Our support was consistent with our goal of promoting downtown Riverside as a destination for residents and visitors.

Since the preparation of its last Strategic Plan, there have been significant changes in downtown Riverside, along with new opportunities and new challenges. In 2019 RDP undertook a review of its Bylaws that led to changes in the Board nominating process and its composition to prepare for a Strategic Plan process to cover the period from 2020 to 2024.

We appreciate our Board of Directors and the dedicated individuals who serve on our committees and are committed to the improvement and elevation of downtown Riverside. We thank you.

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 six part-time employees who serve as Downtown Ambassadors.

The Board of Directors of RDP consists of up to 33 voting members representing a cross-section of downtown stakeholders. In 2019, RDP undertook a review of its Bylaws that led to changes in the Board nominating process and composition to prepare for a Strategic Plan process to cover the period from 2020 to 2024. Under those changes, all Directors must be voting members and stand for election for a two-year term. Directors represent property owners, business owners, the healthcare sector, the entertainment and hospitality sector, the education sector, the arts, the public (government) sector including the County, the City and its departments, and downtown residents.

Nine Directors are elected as members of the Executive Committee which includes the four Officers. Up to twenty-four Directors constitute the remainder of the Board. There are three non-voting Ex-Officio positions that 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, downtown community, and stakeholder representatives. Four of these committees meet monthly: the Executive Committee which has nine 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 also chaired by the North Area Police Commander. 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 one committee that meets once a year for specific responsibilities relating to preparation and approval of the annual budget. 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 VISION, MISSION, AND GOALS

RDP's last Strategic Plan covered the period from 2014 to 2016. Since then, there have been significant changes in downtown Riverside, along with new opportunities and new challenges. RDP will be preparing a new Strategic Plan to cover the period from 2020 to 2024, with Board and committee members participating in the process, and providing input on issues, opportunities and challenges.

No changes are expected to RDP's vision or mission. 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 energetic 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. The new Strategic Plan may result in some additional goals or adjustment of the existing goals. The current goals are:

- 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 the Inland Entertainment Review.

Destination marketing ads showcase downtown Riverside as an attractive and entertaining destination to raise awareness and drive people to the website for more information. The destination ads are periodically updated and refreshed. The current ads reflect 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 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 used for topical information on the organization and its activities.

RDP's Facebook page makes it easy for people to find information on news and events.



Constant Contact is used to communicate information on various events to our email list.

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 2019, four movies were shown on the Civic Plaza on Main Street.



In 2019, RDP sponsored both the Riverside Halloween Fest event and the annual Day of the Dead event. The Halloween event attracted several thousand people including many families and children, while Day of the Dead attracted approximately 30,000.



The lunchtime concert series at City Hall is a partnership between RDP and the City's Arts and Cultural Affairs. In 2019 an arts component was added as well as a new look for its marketing material. The event encourages downtown employees and visitors to enjoy their lunches outdoors while listening to local performers and participating in arts activities.

RDP continued to sponsor the Rhythm of Riverside summer concerts in Fairmount Park as well as the videotaping of the Riverside Sings competition.



RDP once again partnered with the Riverside Arts Council on the Riverside Art and Music Festival in 2019. The festival celebrated arts and music with cultural performances on the stage until 7 pm and then local bands until 10 pm. Art and cultural exhibits were on Ninth Street from Lemon to just before City Hall and featured local artists and arts group offering demonstrations, workshops, and sales.



Performances by cultural groups took place at the intersection of Ninth and Orange from 4 pm to 7 pm. After that, Inland Empire favorite bands played on the stage until 10 pm. In 2019, Beyond Rhythm, The Sleeping Sea King, and Eva and the Vagabond Tales were featured.



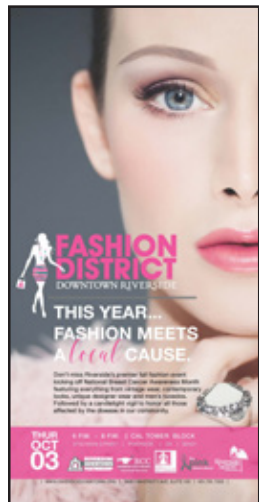
Doors Open Riverside was introduced in May 2016. The event is a partnership between the City of Riverside, the Mission Inn Museum and Foundation, and RDP. Doors Open Riverside has the distinction of currently being the only event of its type in California.

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 with new additions each year.



In 2019 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 allowed attendees, particularly families, more time to visit the over 25 venues expected to participate. The event won the 2019 Governor General's Award for historic preservation.

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.

A fashion show is 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 2019, the event was moved to the block between Mission Inn Avenue and University to be closer to businesses.

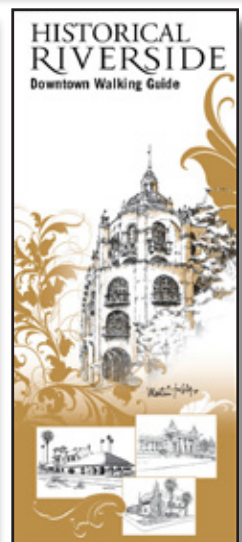
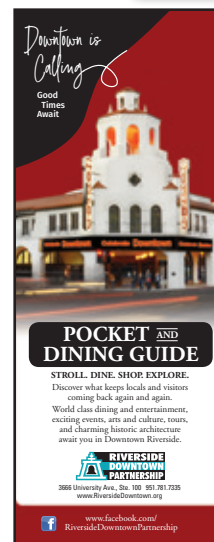
RDP provides funding and support for downtown events through several ways; direct financial sponsorship, allocation of internal resources, and promotion of events through print and electronic media.

A number of downtown events such as the Riverside Art Market, Mission Inn Run, and the Chanukah 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 hotels and RDP.

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.



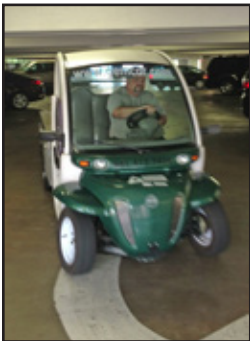
Adequate, safe parking is important to the growth and development of any downtown. RDP is involved with downtown parking by distributing maps to assist visitors, providing input to the City on specific issues, and its Ambassadors patrolling downtown parking garages and lots.

To assist visitors in finding their way around downtown, RDP partners with the City 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 Committees 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 also 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 helps promote workshops for the benefit of both downtown and other businesses.



The RDPBIA 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 for a term of two years with two one-year options to extend, starting effective August 14, 2017. That agreement was extended for a third year and the RDPBIA agreed to extend its \$50,000 financial contribution.

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. RDP also provides support for ad hoc projects. These projects are addressed as they come up, and monitored through the RDP Land Use Committee. One such project is the removal of Ficus trees and replacement with Goldenrain trees. Ten trees on University Avenue were removed in 2019 and other locations are being considered.

## 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 2019 included Riverside Public Utilities, Riverside County District 2, Riverside City College, UC Riverside, Riverside Community Hospital and updates on downtown developments.

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 2019, the 32nd annual event recognized achievements in Arts & Culture – Mission Inn Museum, Business Activity – Riverside Food Lab, Downtown Event – Riverside Art Market, Downtown Improvement – Imperial Hardware Lofts, and Safety and Security – Riverside Fire Department OEM.



## 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, 2019 showed income of approximately \$427 compared to a balanced budget.

<p><b>Operating Revenue</b> for the fiscal year ended June 30, 2019 was \$658,870 and was broken down as follows:</p> <ul style="list-style-type: none"> <li>Membership – \$38,871</li> <li>BID levy - \$449,882</li> <li>City match - \$100,000</li> <li>Service contracts – \$58,656</li> <li>Interest - \$4,842</li> <li>Other - \$6,619</li> </ul>	<p><b>Operating Expenses</b> for the fiscal year ended June 30, 2019 were \$658,443 and were broken down as follows:</p> <ul style="list-style-type: none"> <li>Administration / Operations – \$167,418</li> <li>Membership - \$37,547</li> <li>BID District – \$294,822</li> <li>City match - \$100,000</li> <li>Service contracts – \$58,656</li> </ul>
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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 2019, RDP's assets were as follows:

- Checking and Money Market - \$211,656
- Certificates of Deposits - \$324,114
- Accounts Receivable - \$38,468
- Property and Equipment - \$6,940

and its liabilities were \$10,706.



3666 University Avenue, Suite 100  
Riverside, CA 92501

# 2019 Board of Directors

## Executive Committee

Chair.....Shelby Worthington-Loomis, SS Loomis, LLC  
Vice-Chair .... Shalini Lockard – Riverside Legal & Prof. Mgmt  
Secretary ..... Charity Schiller – Best Best & Krieger  
Treasurer .....David St. Pierre – The Menagerie  
Member ..... Daniel Iglesias – Maxi Foods  
Member ..... Geoff Neely – Heroes Restaurant and Brewery  
Member ..... Philip Makhoul – Diamond National Realty

## Directors

Bill Gardner – Creative Metalworks  
Brandy Marion – Tranquil Blossom Massage  
Brian Percy – Law Office  
Cherie Crutcher – Riverside Community Hospital  
Chuck Beaty – Individual / downtown resident  
David Bristow – Mission Inn Hotel and Spa  
Deborah Rose – County of Riverside, District 2  
Donna Stephenson – DANA  
Gregory Anderson – Riverside Community College  
Jeff Kraus – UCR  
Jesse De La Cruz – Tilden-Coil Constructors  
Justin Tracy – printmystuff.com  
Kevin Townsend – City of Riverside Police  
Lou Monville – Raincross Hospitality Corporation  
Nanci Larsen – Mission Inn Museum  
Nathan Freeman – City of Riverside, Econ Develop  
Nick Pacific – Riverside Food Lab  
Patrick Brien – Riverside Arts Council  
Paul Gill – Ruhnau Clarke Architects  
Randall Hord – Randall Hord Assoc.  
Robert Nagle – RJN Investigations  
Sergio San Martin – RUSD  
Stan Morrison – Morrison Consulting  
Thomas Portugal – Provident Bank  
Todd Turoci – The Turoci Firm

## Ex-Officio

Oz Puerta – Arlington Business Partnership  
Erin Edwards – City Council Ward One  
Andy Melendrez – City Council Ward Two

## Staff



Janice Penner,  
Executive Director



Shirley Schmeltz,  
Office Manager/  
Bookkeeper



Sarah Hom,  
Communications  
and Events Liaison

## Ambassadors



Peter Brown



Jack Ferguson



Tony Garcia



Daniel Perez



Sandra Pleasure



Eleanor Rangel