

*Downtown is
Calling*

Good
Times
Await



**RIVERSIDE
DOWNTOWN
PARTNERSHIP**

2020 ANNUAL REPORT



Message from the Chair

Our message in the 2019 Annual Report was optimistic, citing the many exciting changes that occurred downtown in 2019. New residential units, new hotel rooms, new additions to downtown's Entertainment District, plus plans for Riverside Live - the growth of downtown Riverside as a destination for residents, workers and visitors seemed unstoppable. Then COVID-19 hit and suddenly downtown Riverside was deserted with most of its daytime working population working remotely and its nightlife shuttered.

For most of us, 2020 has been a year of tremendous challenge. Most of us have been touched by the COVID crisis in some way, while some have been profoundly changed by the loss of loved ones or livelihood. One thing is certain – life post COVID will be different from pre-COVID for some time.

Despite these significant challenges, Riverside's business owners are tenacious, talented, and dedicated, and I know we are all looking forward to re-establishing and re-building the vibrancy of our downtown business district.



On behalf of our Board of Directors and staff of the Riverside Downtown Partnership, I am pleased to present our 2020 Annual Report. We could not accomplish what we do without our RDP Board of Directors, our committee members, and our partners and sponsors. We thank them so much for their support and participation, especially during this year when it means so much!

Shelby Worthington-Loomis
RDP Chair

Message from the Executive Director

RDP curtailed many of its activities in 2020 in accordance with COVID restrictions. However, in response to business concerns, there was an increased focus on security. There was also a shift to more online marketing and promotion, reflecting the change in consumer trend. This Annual Report provides a description on our actions in those areas.

2020 was a challenging year and we greatly appreciate our Board of Directors and the dedicated individuals who serve on our committees who helped us through it. Thank you for your commitment to the improvement and renewed elevation of downtown Riverside.

Janice Penner
Executive Director

OUR BACKGROUND

The then Riverside Downtown Association (later the Riverside Downtown Partnership or RDP) was charged with the responsibility of managing the District, commonly referred to as the Downtown BID, when the Downtown Parking and Business Improvement District was created in 1986. 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 staff team is made up of an Executive Director and an Office Manager/Bookkeeper, and part-time employees who serve as Downtown Ambassadors.

The Board of Directors of RDP consists of four Officers plus five Directors serving as the Executive Committee, and up to 24 voting members representing a cross-section of downtown stakeholders. Directors are voting members and stand for election for a two-year term. There are three non-voting Ex-Officio positions that include the City Council

representatives of Ward One and Ward Two, and a representative of the Arlington Business Partnership.

In addition to the Board, RDP has three committees that meet monthly and include directors, downtown community, and stakeholder representatives. The Executive Committee provides operational guidance to staff and handles personnel-related issues. The Land Use and the Security Committees review issues and provide policy and/or other recommendations to the Board of Directors. The Board and the three committees met virtually during most of 2020.

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 vision for downtown Riverside is that: "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 is that: "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's goals are 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.*

While the vision, mission, and goals remained the same in 2020, RDP's activities shifted to reflect and respond to the COVID-19 pandemic.

THE COVID-19 PANDEMIC IN 2020 IN RIVERSIDE

While 2020 started on a positive note, by the end of January concerns were being raised about a potential virus threat. The first case relating to the COVID-19 pandemic in California was confirmed on January 26th. By March 8th, Riverside County had announced a local health emergency which was followed by a mandatory statewide stay-at-home order. That order issued by California Governor Newsom on March 19th stayed in effect through 2020. A mandatory order to cover one's face when in public followed on April 4th.

Within a few days after the stay-at-home order, downtown Riverside was almost deserted. Many large offices had their employees work remotely. State, County and City governments had many employees in the non-emergency sectors work from home, while those organizations linked to governments closed offices and either furloughed employees or had them work remotely. The reduction in office and government employees working downtown had a significant negative impact on downtown businesses that depended on those employees to patronize their establishments.

The impact on downtown businesses was worsened by the canceling of special events such as festivals and the closure of museums, plus cultural and entertainment venues. That, coupled with the closure of the Riverside Convention Center and the loss of scheduled conventions, meant the loss of thousands of people from those special events, performances, and conventions coming to downtown Riverside.

Riverside's Downtown Entertainment District was particularly hard-hit with its concentration of hospitality establishments, most of which were subject to operating restrictions. However by the end of May and mid-June, restrictions had eased and many downtown businesses reopened, albeit subject to various guidelines including capacity, social distancing, and masks for entry. Unfortunately, loosening of restrictions resulted in an upsurge of cases and by July 1st, most businesses were back to restrictions on operating.

On August 28th, Governor Newsom announced the 'Blueprint for a Safer Economy', California's retooled strategy for the incremented reopening of the economy with revised criteria for loosening and tightening restrictions on activities. Each county fell into one of four colored tiers – Purple (Widespread), Red (Substantial), Orange (Moderate), and Yellow (Minimal) – based on how prevalent COVID-19 was in each county and the extent of community spread. That color dictated how various sectors could operate.

Riverside County fell into the Purple (Widespread) tier which meant most businesses serving the public were under restrictions for at least 21 days. By September 23rd, Riverside County entered the Red Tier which lessened restrictions on businesses. Unfortunately another surge of cases resulted in Riverside County moving back to the Purple Tier and businesses having to once again restrict operations by October 20th.

On November 19th, Newsom announced that a curfew, or “limited stay-at-home order”, would take effect in all counties in the Widespread tier from November 21st to December 21st. The order restricted all “non-essential work, movement and gatherings” between the hours of 10:00 p.m. and 5:00 a.m. PST nightly. That order was extended on December 22nd and didn’t end until January 2021. The cancelation of most Festival of Lights activities plus the stay-at-home order was a further hit to downtown shops and restaurants that normally saw increased sales during that time.

For downtown businesses, 2020 was a roller-coaster – and not a fun ride. Open, closed, open somewhat ... many businesses saw precipitous drops in sales and revenue that resulted in not only staff lay-offs but in some cases, closures. Government grants and loans helped somewhat but not all qualified or received what they hoped. Shops, restaurants, and service businesses such as salons were particularly hard hit as many regular customers were no longer working downtown to patronize them.

RDP curtailed many of its activities in 2020 in accordance with COVID restrictions, and shifted the rest in response to the COVID-19 pandemic. In response to the needs of businesses, RDP dipped into its financial reserves and invested additional funds in several enhanced security efforts, providing external security patrols in and around the downtown core. RDP also maintained online advertising and social media presence, primarily Facebook, to draw people downtown to patronize shops and restaurants during the pandemic.

SECURITY ACTIVITIES IN 2020

RDP Ambassadors patrol the downtown core weekdays from 9 am to 5 pm, providing a visible safety presence and reporting as needed to the police with respect to panhandling and other security issues. Ambassadors assist with moving transients along and other problems encountered by downtown businesses. In 2020, 70% to 80% of their time was spent dealing with issues related to increased homeless presence downtown.

In 2020, the Ambassadors also patrolled downtown City parking garages and parking lots weeknights from 5 pm to 1 am, and weekends from 9 am to 1 am. The parking patrols were funded by a contract with the parking management company appointed by the City and by an allocation of BID levy income assigned to security activities. That contract ended in January 2021 along with the garage patrols.

RDP had agreed to a \$50,000 annual contribution to the Streetplus Safety Patrol for three years until the contract ended on June 30, 2020. That contract was not renewed by the City.

Recognizing the need for security of outdoor dining areas during the pandemic, the RDP Board agreed to approve \$50,000 to be used for a safety patrol in the Entertainment District. The funds allocated provided for an external one-person patrol for the Entertainment District from 4 pm to Midnight 7 days a week effective August 25th and continuing through the fiscal year to June 30, 2021.

However security concerns escalated. Fortunately RDP was successful in obtaining two CARES Act grants; a City CARES Act grant of \$15,000 and a County CARES Act grant of \$10,000, to fund security patrols to December 31, 2020. The first funded an external one-person security patrol of the Entertainment District seven days a week from 11 am to 7 pm, while the second funded an external two-person security patrol of the outer boundary of the downtown core seven days a week from Noon to 8 pm.

RDP engaged Multi-Housing District Patrol, a Riverside security company, to provide all external security patrols. The external patrols continue in the first half of 2021, due to additional allocation of funds by the RDP Board with \$130,000 expected to be spent in the fiscal year.

Other security activities include a downtown Security Committee and a Security – Entertainment District Committee with representation from the Riverside Police Department, the Homeless Coordinator’s department, and the business community. Both the committee meetings and hospitality meetings were not held in person during most of 2020. The Security Committee meetings resumed via Zoom in the fall.

Other security activities such as safety and security workshops for the benefit of both downtown and other businesses were not held in 2020 due to the pandemic.



PROMOTION OF BUSINESS ACTIVITIES IN 2020

RDP promotes downtown Riverside as a destination for residents and regional visitors and through that, promotes downtown businesses. RDP promotes downtown, downtown businesses, and downtown attractions and offerings through print media, electronic media, and other communications and marketing methods.

Destination marketing ads showcasing downtown Riverside as an affordable destination are usually placed in select magazines in target areas to raise awareness of downtown Riverside as a destination and drive people to the website for more information. In April 2020, in recognition of the business closures and event cancellations, RDP adjusted its marketing message and moved to online advertising through digital magazine editions. The destination ad used in spring 2020 reflected the closures and cancellations with the message that downtown was waiting to reopen.

In July 2020, in recognition of the partial reopening, the destination ad was revised to portray that businesses were open to a degree and include the encouragement to support them. The ad also included pictures of people wearing protective face masks to support the message 'to mask up'. The ad was adjusted as restrictions changed.

RDP also issued a Downtown Restaurant and Shopping Guide, updated as needed, to provide information on what businesses were currently open, plus a monthly calendar of online events and activities.



Electronic media efforts include a website to promote downtown and its attractions. The website is mobile friendly. The website is primarily the repository of information about the organization such as Annual Reports, Board agendas and minutes, and other details.

It is updated monthly with the current newsletter and events calendar. In 2020, the online directory of businesses and services served as the electronic version of the Pocket and Dining Guide. Printing of an updated physical Guide was postponed

until after the pandemic.

RDP also maintains a Facebook page for the organization. During 2020 the Facebook emphasis was on sharing information and posts from local businesses and from government sources on pandemic issues.



RDP normally produces several events to draw visitors in targeted demographic groups to downtown Riverside. Those events include Doors Open Riverside, which is a 2019 Governor's Historic Preservation Award winner, as well as Movies on Main, and the Fall Fashion Show. All of the events listed were canceled in 2020 due to COVID-19.

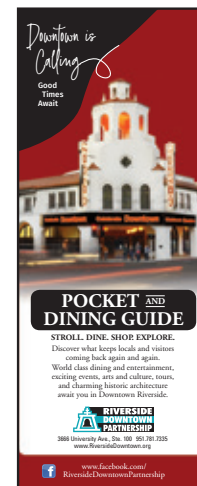
The Riverside Halloween Fest and the Day of the Dead are events which RDP sponsors. The latter normally attracts over 30,000 people to downtown Riverside and is a significant cultural celebration. The Riverside Halloween Fest was canceled while the Day of the Dead held a virtual event with 15 segments highlighting local artists and performing groups. RDP provided a small sponsorship to assist that virtual event.



Due to the pandemic, certain RDP activities to promote businesses were halted due to the closure of the Riverside Convention Center and limitations on hotel meetings. Normally, 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. Other materials include an annual coupon page for distribution to conventioners, featuring specific discounts and offers from downtown restaurants, retailers, and service businesses.

RDP 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.

RDP also produces a special dining guide targeted toward patrons of the Fox Performing Arts Center and the Riverside Municipal Auditorium. Copies of the above guides were available on request throughout 2020.

Many of RDP's activities with partners to promote and educate downtown businesses were adjusted somewhat in 2020 due to the pandemic. The monthly Arts Walk went virtual as did workshops hosted by the City of Riverside, the Small Business Majority, the Inland Empire Small Business Development Center and others. RDP promoted these events by emails and on Facebook.

PARKING ACTIVITIES IN 2020



Adequate, safe parking is important to the growth and development of any downtown. RDP distributes downtown directory maps to assist visitors, and its Ambassadors assist parkers who have questions or need directions.

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.

The Ambassador Program performed an essential service during 2020; patrolling the downtown core and the parking garages. The patrol of downtown City parking garages and lots during evenings and weekends was funded through a contract. During the weekdays, Ambassadors patrolled downtown garages and lots as a part of their

downtown route and as a value-added to that contract. That contract ended in January 2021 and parking patrols ceased.

PUBLIC EVENT ACTIVITIES IN 2020

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 on the RDP website, and was posted in various locations downtown pre-pandemic.

Unfortunately the COVID-19 pandemic resulted in many 2020 events being postponed and ultimately canceled. Some events were held virtually, such as the monthly Arts Walk and First Sundays family events, albeit on a reduced level. The 2020 Mission Inn Run was held virtually as well, while the Chanukah Festival was held as a drive-in event at the RCC parking lot.

RDP supported virtually held events by listing them on its monthly calendar, and in certain cases, providing financial sponsorship.

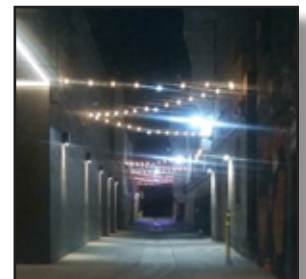
MUSIC IN PUBLIC PLACES ACTIVITIES IN 2020

The lunchtime concert series at City Hall was intended to encourage downtown employees and visitors to enjoy their lunches outdoors while listening to local performers and participating in arts activities. The event was not held in 2020 due to the COVID-19 pandemic.

Similarly, the Rhythm of Riverside summer concerts in Fairmount Park and videotaping of the Riverside Sings competition, plus the September 2020 Riverside Art and Music Festival, a partnership with the Riverside Arts Council, were canceled in 2020.

BEAUTIFICATION

In 2020, RDP provided funding toward the improvement of the three alleys between Main and Orange from Mission Inn to 10th. The improvement included new lighting and public art.



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 monthly luncheon meetings with speakers. Unfortunately, only the January 2020 luncheon was held before meetings were canceled.

As part of RDP's role as an advocate, 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. RDP was able to hold its 33rd annual event in February 2020 prior to the cancelling of most events. At that event, RDP recognized the following achievements in Arts & Culture – Riverside Arts Academy, Business Activity – Riverside Visitors and Convention Bureau, Downtown Event – Riverside's Got Talent, Downtown Improvement – Main+Nine, and Safety and Security – Riverside Fire Department. Also recognized were Fire Chief Michael Moore with the RDP Chair's Award, and Jerry Hurley with the Roy Hord 'Volunteer of the Year' Award.

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>Operating Revenue for the fiscal year ended June 30, 2020 was \$642,708 and was broken down as follows:</p> <table> <tr> <td>Membership</td> <td>\$30,260</td> </tr> <tr> <td>BID levy</td> <td>\$448,984</td> </tr> <tr> <td>City match</td> <td>\$100,000*</td> </tr> <tr> <td>Service contracts</td> <td>\$58,656</td> </tr> <tr> <td>Interest</td> <td>\$4,246</td> </tr> <tr> <td>Other</td> <td>\$562</td> </tr> </table> <p><i>*This was the last year of the City Match monies. The City discontinued its commitment to both RDP and the Arlington Business Partnership.</i></p>	Membership	\$30,260	BID levy	\$448,984	City match	\$100,000*	Service contracts	\$58,656	Interest	\$4,246	Other	\$562	<p>Operating Expenses for the fiscal year ended June 30, 2020 were \$606,460 and were broken down as follows:</p> <table> <tr> <td>Administration / Operations</td> <td>\$166,652</td> </tr> <tr> <td>Membership</td> <td>\$28,541</td> </tr> <tr> <td>BID District</td> <td>\$252,611</td> </tr> <tr> <td>City match</td> <td>\$100,000</td> </tr> <tr> <td>Service contracts</td> <td>\$58,656</td> </tr> </table>	Administration / Operations	\$166,652	Membership	\$28,541	BID District	\$252,611	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.

As of June 30, 2020, RDP's assets were as follows:

Checking and Money Market	\$269,852
Certificates of Deposits	\$328,031
Accounts Receivable	\$9,959
Property and Equipment	\$5,488
Deferred Expense	\$500
Total	\$613,830

And its liabilities were \$3,620.

Note should be made of RDP's increased commitment to security during the latter part of 2020 and continuing into 2021. RDP's original budget called for 25% of operating funds to be spent on security. Its revised budget to June 30, 2021 saw that number double to 50%.



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2020 Board of Directors

Executive Committee

Chair..... Shelby Worthington-Loomis, SS Loomis, LLC
Vice-Chair... Shalini Lockard, Riverside Legal & Prof. Mgmt
SecretaryCharity Schiller, Best Best & Krieger
Treasurer.....David St. Pierre, The Menagerie
MemberDavid Bristow , Mission Inn Hotel and Spa
Member Erin Phillips, Erin Phillips Consulting
Member Lou Monville, Raincross Hospitality Corporation
MemberPhilip Makhoul – Diamond National Realty

Directors

Bill Gardner – Creative Metalworks
Brian Percy – Law Office
Cherie Crutcher – Riverside Community Hospital
Chris Wagner – Riverside Police Department
Chuck Beaty – Individual / downtown resident
Deborah Rose – County of Riverside, District 2
Donna Stephenson – DANA
Geoff Neely – Heroes Restaurant & Brewery
Gregory Anderson – Riverside Community College
Jeff Kraus – UCR
Jesse De La Cruz – Tilden-Coil Constructors
Justin Tracy – printmystuff.com
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
Per Nilsson – Riverside Marriott
Randall Hord – Randall Hord Assoc.
Robert Nagle – RJN Investigations
Sergio San Martin – RUSD
Stan Morrison – Morrison Consulting
Todd Turoci – The Turoci Firm

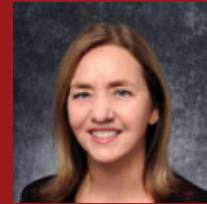
Ex-Officio

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

Ambassadors



Peter Brown



Jack Ferguson



Tony Garcia



Daniel Perez



Sandra Pleasure



Eleanor Rangel