



Riverside Downtown Parking and Business Improvement Area

Annual Renewal Report for the year January 1 to December 31, 2022

Background

The Riverside Downtown Association (later Riverside Downtown Partnership - RDP) was formed in 1981 by downtown businesses and stakeholders to advocate on important downtown issues.

The Riverside Downtown Parking and Business Improvement Area, or Downtown BID, was established in 1986 as a vehicle to improve downtown.

RDP was charged with the responsibility for the Downtown BID and identified six areas in which to focus its efforts;

Promotion of business activities

Public events

Beautification

Security

Music in public places

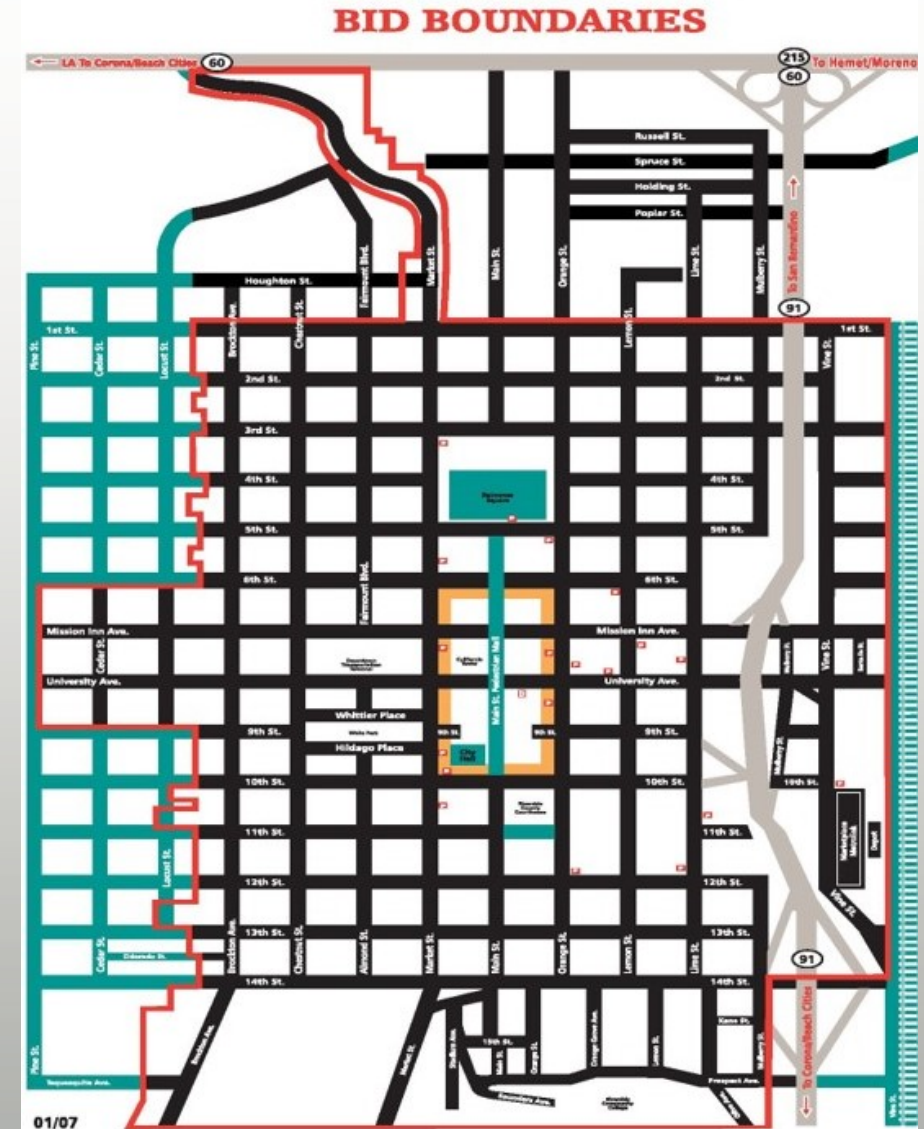
Parking activities

Boundaries

The initial boundaries were the Tequesquite Arroyo on the South, First Street on the North, the 91 Freeway on the east and generally the west side of Brockton Avenue on the West.

Since then, the boundaries have extended to include the Marketplace area and both sides of Market Street from 1st to the 60 Freeway.

Downtown is Calling
Good Times Await



Benefits Provided by the BID

Benefits in a business-license based BID are based on the goals of the organization and what can be provided financially. They can be direct such as advertising or security, or indirect such as advocacy, events to bring visitors, or improving the downtown physical environment. They can also be intangible such as making downtown more attractive to work and live in.

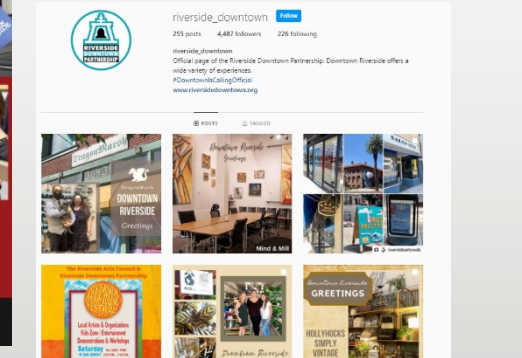
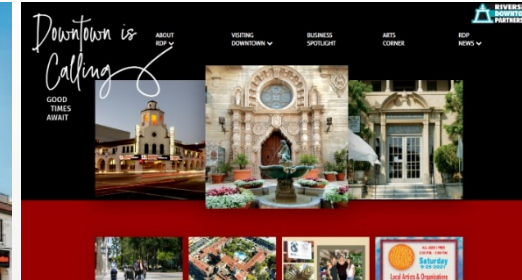
This differs from a property-based improvement district where benefits are based on a formula tied directly to an assessment on property footage or value and incorporated within a management plan.

RDP as the Downtown BID manager provides benefits in its six areas of focus; promotion of business activities, security, public events, music in public places, beautification, and parking activities. It also provides other benefits as circumstances arise. The following illustrates deliverables of these benefits.

Promotion of Business Activities

Direct benefit – RDP promotes downtown, downtown businesses, and downtown attractions and offerings through print media, electronic media, and other communications and marketing methods. Marketing includes ads, website, Facebook and Instagram pages plus Constant Contact event updates. RDP has 4,000 followers and 3,400 likes on Facebook and 4,500 followers on Instagram.

Direct benefit – RDP produces a monthly newsletter to communicate items of interest and importance, and to help build business capacity. The print edition goes to 900+ businesses and individuals while the online edition can be viewed by anyone.

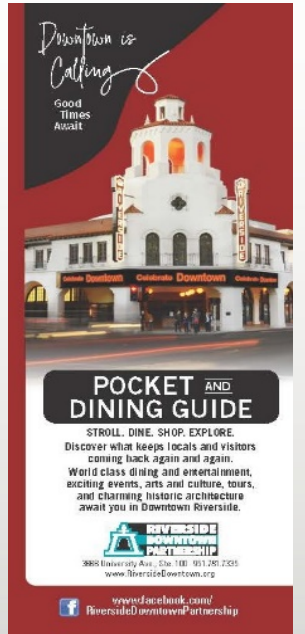


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Promotion of Business Activities

Direct benefit – RDP produces a Pocket and Dining Guide that lists all downtown shops and most services, and information on downtown restaurants by category. The guide is provided to businesses, hotels, and other locations and can also be downloaded from the website. The Downtown Riverside Historic Walking Guide is a companion piece.

Direct benefit –RDP sends out a welcome package to all new businesses and announces them in the BID bulletin. The welcome package includes copies of all printed materials including the organization’s annual calendar, “What’s Up with RDP”, and its Annual Report.



Direct benefit – RDP offers and co-promotes workshops and seminars of interest and information to businesses. Past workshops/seminars include business development and marketing as well as security situations such as active shooter.

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RDP also works with other organizations such as the City, Riverside Convention and Visitors Bureau, and arts and cultural groups to promote downtown businesses.

Security

Direct benefit – RDP Ambassadors patrol the downtown BID area from 9 am to 5 pm Monday to Saturday. They assist with moving transients along and other problems encountered by downtown businesses, and assist both businesses and visitors as needed.

Direct benefit – Recognizing the need for extra security during the pandemic, RDP funded additional external safety patrols. RDP spent \$168,337 on such patrols during the fiscal year that ended June 30, 2021, and allocated an additional \$67,160 for the remainder of calendar 2021. Continuing the external patrols in 2022 will be dependent on funding.

Direct benefit – Under a contract funded by the City, RDP has sub-contracted Multi-Housing District Patrol to patrol City parking garages downtown Thursday to Sunday from 8:30 pm to 5:30 am.

Indirect benefit – RDP monitors security issues through a committee, distributes updates, and holds workshops as necessary.



Public Events/Music in Public Places

Indirect benefit – RDP produces and sponsors events that bring visitors and business patrons to downtown, providing more sales for businesses as well as more stays in hotels.

Indirect benefit – RDP promotes downtown events through various media including a monthly calendar of events and an event guide, encouraging visits to downtown.

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2021 SEPTEMBER

LIBRARY AND MUSEUM EVENTS

Main Library
Info at www.riversidepubliclibrary.org
or 951-950-5021

The Main Library is offering Virtual Programs for people viewing. Please check the library's Facebook (www.facebook.com/riversidepubliclibrary) or Instagram (www.instagram.com/riversidepubliclibrary) or Twitter (twitter.com/riversidepubliclibrary) for links and updates to these programs. All programs held can be viewed at www.riversidepubliclibrary.org.

Early Book Store
Wednesday, September 1, 10 to 11 am
Religious Story Time
Wednesday, September 8, 10 to 11 am
Children's Craft Activity
Every Wednesday at 2 pm
Evening Story Time
Every Thursday at 5 pm
Logic Challenge
Every Saturday at 10 am
Museum Services
Saturday, September 11, 10 to 11 am
Riverside Public Library
Tuesday, September 14, 10 to 11 am
Book Store Hours
Tuesday - Saturday 11 am to 5 pm
Library is closed on Sundays
For more information, go to <https://www.riversidepubliclibrary.org/>

Islandia Institute
Info at www.islandiaonline.org
or 951-358-1554

First Thursday Arts Walk with Islandia Institute and Riverside Public Library
2020 Writing from Islandia Book Launch Celebration
Free and in person at the New Main Riverside Public Library. Community hours, meals required. Thursday, September 2, 10 to 11 am
Islandia Institute Creative Writing Fall Workshop
Fall Workshop Registration
Visit www.islandiaonline.org for a complete list of dates and times for the various creative writing classes taking place from September-December 2021

Islandia Institute Presents: Expressions From Our Soul: Teen Creative Writing Workshop
Final Reading with the **Dear Mr. Campbell** and Teen Workshop Participants
Free and in person at www.islandiaonline.org
or 951-464-7111

Riverside Art Museum
Info at www.riversideartmuseum.org
or 951-977-9999

The Riverside Art Museum is open with modified hours and entry requirements.

Building Character: Works from the Riverside Art Museum Permanent Collection
Now thru Sunday, September 5, 2021
Golden Frame, California
Photography from the Los Angeles County Museum of Art
Now thru Sunday, September 20, 2021
Waking of the Buddha
2021 Suicide Prevention Exhibition
Sunday, September 19, 10 to 11 am
Old Lady @ BAM: An Art Talk
Sunday, September 19, 10 to 11 am
Southwestern Museum Day
Saturday, September 18, 10 am - 4 pm
Visit www.southwesternmuseumday.com
Celebrating California
Sunday, September 19, 10 to 11 am
Camp AART @ BAM
11 AM - 5 PM
Saturdays, September 25 No Cost Event

PERFORMING ARTS
Lauda Performing Arts Center
Info at www.laudaperformingarts.org
or 951-422-8300

No events are scheduled to take place in September

Riverside Community Players
Info at www.riversidecommunityplayers.com
or 951-686-0026

Inspector Drake and the Black Widow
September 11, 18, 24, 25, Oct. 1, 8, 9, 15, 16, 22, 23, 29, 30
September 19, 24, Oct. 2, 8, 15, 22, 29

RIVERSIDE LIVE
Paula Performing Arts Center
Info at www.riversidelive.com
or 951-979-9600

Sweeney: The Remastered Tour
Friday, September 10 at 7 pm
Jeffrey Osborne
Saturday, September 11 at 7 pm
An Evening with the Winos
Friday, September 17 at 7 pm
RB Music Presents: Bands a Caballero
Saturday, September 18 at 7 pm
Joe Turner
Thursday, September 16 at 7 pm
The Essence of Whitney
Saturday, September 18 at 7 pm
Get the Last Out: A Celebration of The Highway
Thursday, September 23 at 7 pm
Riverside Music Center
Info at www.riversidemusiccenter.com
or 951-977-9999

Phonetic Records
Friday, September 10 at 7 pm

Mon. Later - MS Two 2021
Friday, September 24 at 7 pm
Angie & Friends
Wednesday, September 22 at 6:30 pm
RCC Heavy 10, Cal. Sr. and Allie Edna Call
Sundays for the Arts Concert Hall
Info at www.calltheartsconcerts.com
or 951-522-8793

Events are scheduled to take place in September

SPECIAL EVENTS
Riverside Arts Walk
Thursday, September 2, 10 to 11 am
www.riversideartwalk.com
for more information

8th Annual Riverside Tansale Festival @ White Park
Saturday, September 18 from 11 am - 7 pm
Visit tansalefest.com or call 951-255-5586 for more information.

Spencer Art Walk
Free admission but registration required.
Register at www.spencerartwalk.com
Friday, September 24 from 5 pm - 10 pm
Riverside Art and Music Festival
@ White Park
Sunday, September 27 from 2 pm - 7 pm
Visit www.facebook.com/riversideartandmusicfestival for more information.

Sketchbook Paring Live
Tuesdays from 6 pm - 7 pm on RAMP
Registration at www.riversideartandmusicfestival.com

Explore Riverside Together: Discovery Day
Saturday, September 25 Check in from 8:00 am to Noon at City Hall. Visit www.exploretogether.com for more details.

County of Riverside Farmers Market
Every Wednesday from 8:30 am to 1:30 pm on the corner of Lorton and 10th Street
For info call 714-845-5827

Downtown Farmers Market
Every Saturday from 8 am to 1 pm on Main Street between 10th and 15th Street
For info call 951-464-0703

Riverside Downtown Partnership Monthly Lunches
Reserve on September 28, 2021 at the Hyatt Place Riverside at Noon.
Guest Speaker will be Carlos Cervantes, Ward Two Councilmember
Call 951-701-2334 for more information.

UCR Arts
Culver Center of the Arts, 3024 Main Street
Info at www.ucr.edu/arts or 951-427-5287

UCR Arts is open
They are continuing to provide virtual exhibition tours and activities, as well as limited capacity public admission. Visit www.ucr.edu/arts for continuing information.

RIVERSIDE ARTS & MUSIC FESTIVAL

ALL AGES | FREE
2:00 P.M. - 7:00 P.M.
**Saturday
9-25-2021**

Local Artists & Organizations
Kids Zone | Entertainment
Demonstrations & Workshops

White Park in Downtown Riverside, CA

RiversideArtandMusicFestival.com

MISSION INN RUN
OCT 23 & 24

www.missioninnrun.org

Chabad Jewish Community Center

**CHANUKAH
DRIVE-IN**
AT RIVERSIDE CITY COLLEGE

RIVERSIDE HALLOWEEN FESTIVAL
SAT * OCT * 16 * 2PM - 10PM

Costume Contest Kids & Adults
Live Entertainment
Halloween Vendors
Kids Zone Free Crafts & Games
Food & Beer Garden

TICKETS: \$10
Kids 12 and under FREE



White Park Downtown Riverside
Location for Both Events

RIVERSIDE DAY OF THE DEAD



Family Friendly • FREE • 18th Annual
Art • Aztec Dancers • Altars • Dance Performances
Food • Catrina Pageant • Live Music • Lucha Libre

SAT * NOV * 06 * 1pm - 10pm

www.riversidedayofthedeath.com • www.riversidehalloweenfest.com

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Beautification

Indirect benefit – RDP has funded outdoor murals, assisted in repairing a historic pergola, and purchased cleaning equipment for the City to use.

Recently RDP removed Ficus trees that were damaging sidewalks and replaced them with Goldenrain trees. RDP also improved the three alleys between Main and Orange from Mission Inn to 10th with new lighting and public art.

The alley adjacent to The Mark will be considered for improvement with lighting and public art in 2022.

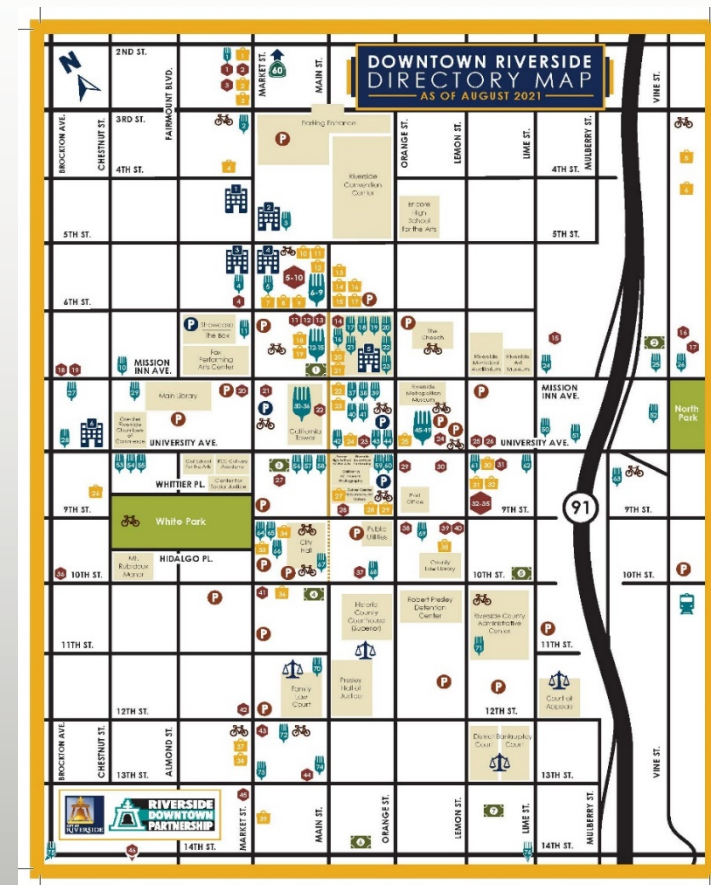
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Parking Activities

Direct benefit - To assist visitors in navigating downtown, RDP partners with the City on a downtown directory map available online and updated periodically.

Indirect benefit – RDP advocates on issues such as the potential loss of 325 parking spaces from the downtown parking inventory by the sale of garages 1 and 2, and on appropriate actions and parking rates for a clean and safe environment in parking garages, lots, and metered street parking downtown.



Responding to Emerging Needs

The needs of businesses in the Downtown BID can change as downtown changes, with certain sectors becoming more or less prominent. Or they can emerge in response to environmental changes such as the COVID-19 and variant pandemic. The RDP Board is reflective of downtown businesses and sectors and along with staff, identifies and responds to those emerging needs. In addition, businesses contact RDP directly with concerns, issues, and specific requests that evolve into goals and ultimately benefits.

For example, RDP redirected its resources and dipped deep into its reserve funds to make business and patron security a top priority during the pandemic. This was driven by concerns from businesses to RDP staff and Board about increasing issues caused by transients, particularly in the flex dining spaces in the Downtown Entertainment District and in business properties within the broader BID area.

With COVID mask restriction in place, RDP identified a need for disposable masks, and thanks to the County providing a source, was able to supply businesses with disposable masks as needed.

Vision, Mission, and Goals

To achieve the *current* vision of Downtown Riverside as a regional destination for business and service industries that is recognized for its quality of cultural life and urban living opportunities, RDP promotes, represents, and manages a supportive environment.

RDP's *current* goals are to promote downtown Riverside as a destination, enhance RDP's influence and activities with downtown stakeholders, and promote Riverside as a regional economic, cultural, and residential center. Progress is tracked by effectiveness of advertising, event attendance, awareness of downtown Riverside, name recognition of RDP, and partnerships with other downtown stakeholders.

With respect to *future* goals, RDP is in the process of preparing a strategic plan to cover 2022 through 2026. RDP's assessment of and response to current and emerging needs will be reflected in that plan.

Looking Forward

RDP's strategic planning process for 2022 to 2026 has started. It is expected to be completed by the end of 2021 with implementation starting January 2022.

One of the first components of the process was a survey of Board members and committee members. Some initial findings include RDP increasing its advocacy efforts and outreach to businesses, adding new 'clean and safe' efforts, and providing more promotion of downtown businesses and attractions.

Adding new clean and safe programs echoed responses from businesses in a previous survey on security issues. Providing those types of programs will require RDP to find new sources of funding. That will be a key component of the 2022 to 2026 Strategic Plan, and may require a new organizational model such as a Community Benefit District (CBD), or public-private partnership with property owners to supplement the basic level of services provided by the City.

Estimated cost of 2022 Activities

| | |
|---|------------------|
| BID Promotion of Business Activities | \$180,000 |
| BID Security | \$142,000 |
| BID Public Events | \$18,500 |
| BID Music in Public Places | \$13,500 |
| BID Beautification | \$9,500 |
| BID Parking | \$4,500 |

Total BID Levy allocation = \$368,000

The RDP Board approved a budget for the fiscal year of July 1, 2021 to June 30, 2022 that included an operational deficit of \$67,160 to cover external security patrols during calendar 2021. It is anticipated that there will be an operational deficit carried over as a result.

Summary

RDP is pleased to be the manager of the Downtown BID and provide the benefits as outlined in the areas of promotion of business activities, security, public events and music in public places, beautification, and parking activities. As indicated, the benefits were achieved by specific deliverables in each area.

RDP responded to the need emerging during the pandemic by providing additional external security patrols funded through reserve funds. During the comeback, RDP is responding by increased promotion through advertising and social media, and resuming public events. However RDP is still committed to security and will provide additional security as funding becomes available.

RDP will continue to communicate with business to listen to their issues and concerns, and advocate on their behalf. This is essential to RDP responding to their needs and incorporating them in our goals, programs, and activities. RDP will provide ongoing reports to its stakeholders on its progress.



Riverside Downtown Parking and Business Improvement Area

Thank you for your support!