

To say 2021 was a year of ups and downs would be an understatement. We entered 2021 with high hopes that the pandemic would soon be behind us and restrictions loosened. Those high hopes became cautious optimism as California reopened in mid-June and life returned to the new normal. The steps forward reversed somewhat as new variants arose but the downtown business community persevered. In fact, new businesses opened their doors in anticipation of downtown emerging stronger than ever.



It's been said before but worth repeating - Riverside's business owners are tenacious, talented, and dedicated, and the downtown business community remains strong. We believe that 2021 showed the strength of our downtown business owners and we know that strength will result in growth and prosperity in 2022.



On behalf of our Board of Directors and staff of the Riverside Downtown Partnership, here is our 2021 Annual Report. RDP greatly appreciates the support and participation of its committee members, partners, and sponsors. Thank you all, and thanks to the downtown community that makes downtown Riverside so special!



2021 Challenges & Highlights

The mission of the Riverside Downtown Partnership is to promote, represent, and manage an environment to support downtown Riverside as a regional destination for economic, arts, cultural, and residential uses. Like many others, RDP focused on recovery and adapting to the new normal during 2021. We approached our mission by focusing on what our downtown businesses and organizations needed to make it through the pandemic.

Many government offices and larger companies continued to work remotely during the first half of 2021, affecting downtown in two major ways. The decrease in the daytime working population meant fewer patrons for downtown businesses and fewer people around to deter criminal and other concerning behavior. Businesses continued to report concerns with homeless individuals camping out in and around their property and disturbing their customers. RDP reached out to downtown businesses with several surveys and a downtown forum to hear their concerns. In response, RDP continued to dip into its financial reserves to provide external security patrols in and around the downtown core.

With in-person activities curtailed due to the continuing pandemic, RDP and other organizations were unable to hold events and draw visitors to downtown. The Doors Open Riverside event was canceled for a second year, while other events were postponed until the fall in the hope in-person events could return.

To encourage downtown visits, RDP focused on promotion of downtown businesses throughout the year, placing a limited number of ads in regional magazines. The ads included messages about safety protocols with photos of masked employees and customers.

RDP also launched a Facebook and Instagram initiative over the summer and fall to encourage visits to downtown by highlighting various businesses on social media.

RDP also encouraged residents to 'Shop Local' and distributed special posters to downtown businesses.



Once California officially reopened on June 15, 2021, RDP resumed in-person meetings and events. In partnership with the Riverside Arts Council, RDP held the

2021 Board of Directors

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.

Executive Committee

- Chair Shelby Worthington-Loomis, SS Loomis, LLC
- Vice-Chair Shalini Lockard, Riverside Legal & Prof. Mgmt.
- Secretary Charity Schiller, Best Best & Krieger
- Treasurer Nanci Larsen, Mission Inn Museum
- Member Andrew Walcker, Overland Development
- Member David Bristow, Mission Inn Hotel and Spa
- Member Patrick Brien, Riverside Arts Council
- Member Lou Monville, Raincross Hospitality Corporation
- Member Philip Makhoul, Diamond National Realty



Directors

- Bill Gardner, Creative Metalworks
- Brian Percy, Law Office
- Cherie Crutcher, Riverside Community Hospital
- Chad Milby, Riverside Police Department
- Chuck Beaty, Individual / downtown resident
- Deborah Rose, County of Riverside, District 2
- Jean Eiselein, DANA
- Gregory Anderson, Riverside Community College
- Jesse De La Cruz, Tilden-Coil Constructors
- Justin Tracy, PIP Printing / Printmystuff.com
- Sherry Shimshock, City of Riverside, Econ Develop
- Teryn Henderson, Riverside Food Lab
- 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
- Val Ceballos, Heroes Restaurant & Brewery

Ex-Officio

- Erin Edwards, City Council Ward One
- Clarissa Cervantes, City Council Ward Two
- Oz Puerta, Arlington Business Partnership

Staff

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.

- Janice Penner, Executive Director
- Shirley Schmeltz, Office Manager/Bookkeeper
- Daniel Perez, Ambassador
- Eleanor Rangel, Ambassador



Downtown is Calling

Good Times Await

Annual Report - 2021 in Review -

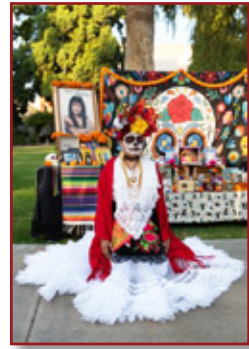




Riverside Art and Music Festival on September 25th in White Park. The free event featured local arts groups, artisans, and performers, and attracted over 3,000 during the day.



RDP sponsored the return of two popular events; the Riverside Halloween Festival on October 16th in White Park and the Day of the Dead festival on November 6th in White Park and along Market Street. The Riverside Halloween Festival offered children's activities, spooky exhibits and performances, and of course, costume contests.



The Day of the Dead festival featured altars honoring deceased family members, traditional costumes, as well as cultural performances, and festival activities. Both events saw thousands return to downtown Riverside to enjoy the festivities.

For the second year in a row, the Festival of Lights was held on a reduced level with the Mission Inn Hotel & Spa lighting their property but not holding a switch-on ceremony. The City added

lighting and decorations along Main Street but there were no food vendors or entertainment. Regardless, downtown businesses reported increased traffic and sales as families came down to enjoy the holiday lighting as well as the shops and restaurants.



To encourage businesses to 'light-up' for the holidays, RDP sponsored a window decorating contest with cash prizes.

RDP continued to distribute masks to downtown businesses without charge thanks to the County of Riverside

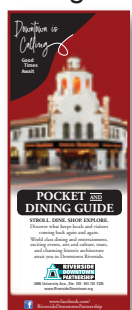
making them available.

RDP's 2021 Activities

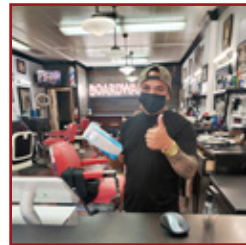
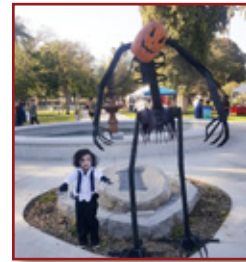
RDP manages the Downtown Business Improvement District, and its activities are funded by the BID levy paid by businesses in the district. The BID levy is equal to 100% of the Business Tax assessed on downtown businesses and approved by City Council annually. As the Downtown BID manager, RDP provides benefits in six areas of focus; promotion of business activities, security, downtown events and music in public places, beautification, and parking activities.

Promotion of Business Activities

- 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 produces a monthly newsletter in print and online to communicate items of interest and importance, and to help build business capacity.
- 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.

- RDP offers and co-promotes workshops and seminars of interest and information to businesses. RDP also works with other organizations to promote downtown businesses.

- 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 Annual Report.

Security

- 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.

- Recognizing the need for extra security during the pandemic, RDP funded additional external safety patrols during 2021.

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

Downtown Events / Music in Public Places

- RDP produces events such as the Riverside Art and Music Festival and sponsors other events that bring visitors and business patrons to downtown.

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

Beautification

- RDP funds various beautification efforts such as outdoor murals, and alley improvements with new lighting and public art.

Parking

- To assist visitors in navigating downtown, RDP partners with the City on a downtown directory map available online.
- RDP advocates on issues such as the need for additional convenient parking downtown, and improved technology for on-street and structured parking.

Our Mission & Goals

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 mission, and goals remained the same in 2021, RDP's activities shifted to reflect and respond to the COVID-19 pandemic. RDP conducted several surveys during 2021 and held a downtown forum in November 2021 to get in-person responses and concerns from downtown businesses and constituents about issues and priorities. Some initial findings included RDP increasing its



advocacy efforts and outreach to businesses, as well as adding new programs such as 'clean and safe' efforts.

Recognizing the need for a new Strategic Plan in light of the shifting environment and business needs, RDP engaged the services of a consultant in January 2022 and strategic planning efforts began.

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, 2021 showed a deficit of \$122,789 compared to a balanced budget. The deficit was due to the decision to augment security efforts with external patrols.

Operating Revenue for the fiscal year ended June 30, 2021 was \$510,315 and was broken down as follows:

Membership	\$7,300
BID Levy	\$384,591
Service Contracts	\$74,067
Grants	\$40,000
Interest	\$4,339
Other	\$18

Operating Expenses for the fiscal year ended June 30, 2021 were \$633,104 and were broken down as follows:

Administration / Operations	\$157,936
Membership	\$1,808
BID – security related	\$231,151
BID – program & other	\$242,209
Checking & Money Market	\$190,522
Certificates of Deposits	\$330,212
Accounts Receivable	\$11,113
Property & Equipment	\$4,334
Petty Cash	\$250
Deferred Expense	\$500
Total	\$536,931

And its liabilities were \$49,510 including accrued benefits.

RDP's assets decreased by \$122,789 during the fiscal year, reflecting the impact of the organization's commitment to downtown safety and security and hiring of external patrols.

While RDP operates on a July 1 to June 30 fiscal year, the Riverside Downtown Parking and Business Improvement Area (referred to as the Downtown BID) managed by RDP operates on a calendar year. A submission is made annually to City Council to renew the levy on businesses in the Downtown BID, equal to 100% of the business tax payable, effective January 1. RDP's assets at December 31, 2021 were as follow:

Checking & Money Market	\$195,311
Certificates of Deposits	\$273,254
Accounts Receivable	\$7,099
Property & Equipment	\$3,475
Petty Cash	\$250
Deferred Expense	\$500
Total	\$479,889