



# **Riverside Downtown Parking and Business Improvement Area**

**Annual Renewal Report for the year  
January 1 to December 31, 2023**

# 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.

RDP's efforts within the Downtown BID are primarily focused on:

Promotion of business activities  
Public events  
Beautification

Security  
Parking activities  
Advocacy

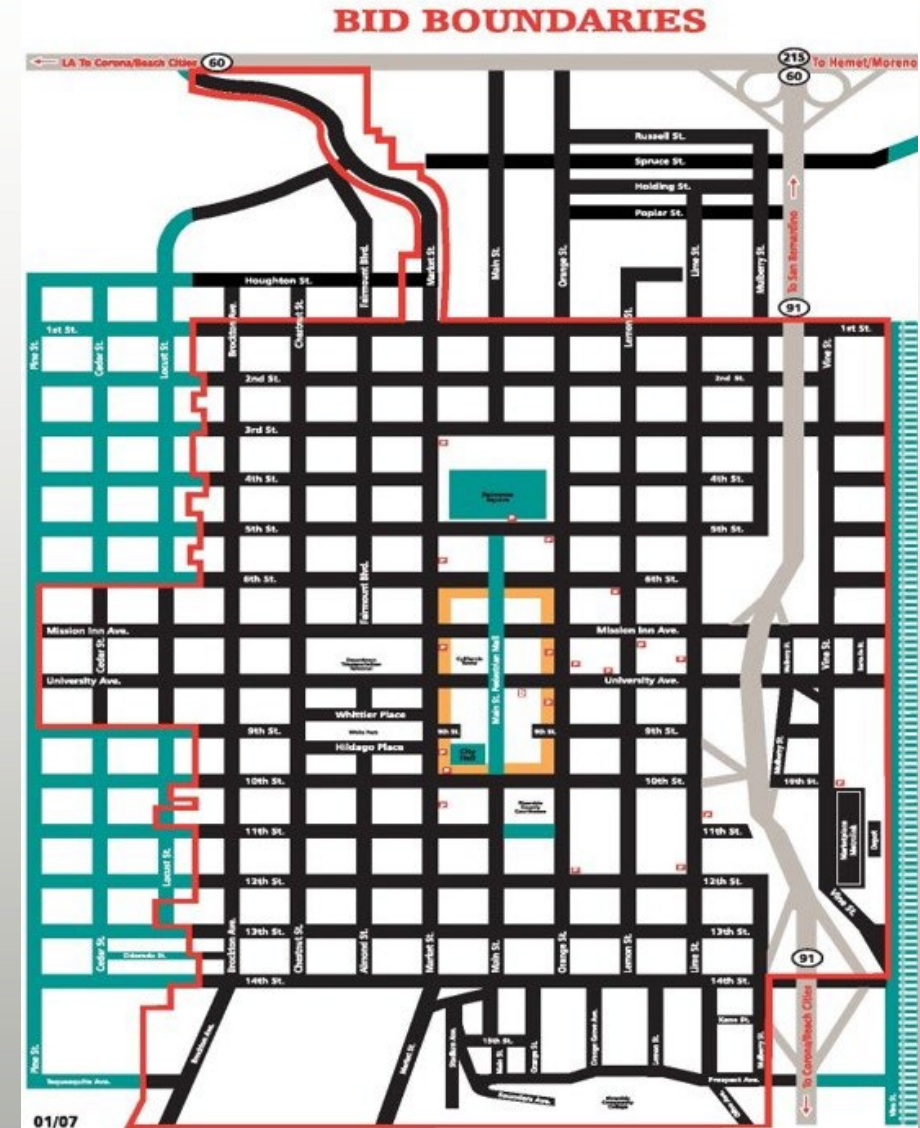
# Boundaries and Assessment

Since its inception, the Downtown BID boundaries have expanded twice, and now include the area shown on the map. No changes are proposed for 2023.

The assessment levy for the Downtown BID has been 100% of the base business license tax levied by the City of Riverside since July 1, 2000. There is no proposed change in the assessment levy for the 2023 calendar year.

The recommended activities and new efforts are based upon the current assessment levy.

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Good Times Await



# Strategic Planning

With the assistance of a consultant and with input from stakeholders, RDP developed a strategic plan framework for 2022 to 2026 which was adopted by the Board of Directors at their July 13, 2022 meeting. With the adoption, the focus of RDP shifted to reflect its new vision, mission, values, and goals. Its activities and efforts in 2023 will continue to do so.

One important aspect of RDP's strategic planning was adopting values and descriptive phrases reflecting desired actions for the first time. These values are:

- **Welcoming** – We embrace those within our community and those who visit.
- **Advocacy** – We are a champion for our community's needs and priorities.
- **Responsive** – We are supportive, helpful and add value to our members.
- **Connected** – We encourage dialogue, and cooperation within our community.
- **Proactive** – We continually seek ways to support and enhance our community.

# Vision, Mission, and Goals

RDP's new vision statement reflects its aspiration - *"Downtown Riverside is a welcoming and exciting destination to work, live, and play while celebrating heritage and inspiring business innovation and success"*.

RDP's new mission statement reflects its expectations - *"Riverside Downtown Partnership's mission is to foster a vibrant, safe, and successful business and cultural community in downtown Riverside by celebrating our past and defining our future"*.

RDP's new goals broadly reflect what it should do to serve its members / stakeholders:

- To serve as the essential liaison between downtown businesses and local government representing our members' interests.
- To create an effective partnership with local government that advances downtown business priorities.
- To expand our services and value for our members.

# Benefits Provided by the Downtown BID

## *Promotion of business activities:*

Benefits include promotion of downtown, downtown businesses, and downtown attractions and offerings through print media, digital / social media, and other marketing and communications methods.

These methods include destination and event ads, a monthly newsletter, monthly event calendars as well as Constant Contact emails, plus social media including a website, Facebook, and Instagram pages.

The Pocket and Dining Guide lists all downtown shops and most services, and information on downtown restaurants by category, and can also be downloaded from the website.

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# Benefits Provided by the Downtown BID

## *Promotion of business activities:*

Benefits include a welcome package to all new businesses and announcement 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.

Benefits include 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.

Benefits include working with other organizations such as the City, Riverside Convention and Visitors Bureau, and arts and cultural groups to promote downtown businesses.

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**Attention all Businesses and staff**


You are invited to a training session on **Tuesday, July 12, 2022** from 1:30 pm to approximately 5 pm at the Fox Performing Arts Center. The session will provide training by the Riverside Police Department on how to handle Active Shooter Events, plus training on how to "Stop the Bleed" during emergencies.

**Agenda:**

- 1:30 pm to 2:15 pm - Active Shooter Training**  
Receive training on how you and your staff should handle an active shooter type event. These events are unpredictable and evolve quickly, and knowing what to do can save lives.
- 2:15 pm to 2:45 pm - Stop the Bleed**  
Receive training on bleeding control to citizens in the event of an active shooter, bombing, or other natural disaster.
- 2:45 pm to 3 pm - Q & A Period**

Please RSVP by Friday, July 8<sup>th</sup>  
SO we have an approximate head count.  
Janice Perrier at 951-281-7339 or [Janice@RiversideDowntown.org](mailto:Janice@RiversideDowntown.org)

Training provided by  
Riverside Police Department and Riverside Community Hospital  
Fox Theater provided courtesy of Live Nation  
Doors at the Fox Theater open at 12:30 pm.



# Benefits Provided by the Downtown BID

## *Security:*

RDP Ambassadors patrol the downtown BID area from 9 am to 5 pm Monday to Saturday, and Sunday from 10 am to 5 pm. They assist with moving transients along and other problems encountered by downtown businesses, and assist both businesses and visitors as needed.

Benefits include additional safety patrols of the BID area provided by an external security company. These patrols are from 5 pm to 1:30 am daily on both foot and vehicle.

Under a contract funded by the City, RDP sub-contracts an external security company to patrol City parking garages downtown Thursday to Sunday from 8:30 pm to 5:30 am.

Benefits also include monitoring security issues through a committee, distributing updates, and holding workshops as necessary.



# Benefits Provided by the Downtown BID

## *Other Benefits:*

Benefits include advocating and mobilizing on parking issues that affect downtown businesses, employees, and customers such as loss of downtown parking inventory and parking rates and schedules.

Benefits include RDP's informational luncheons held each month on the fourth Tuesday with the exception of March, August, and December.

Benefits include hosting and sponsoring events that bring visitors and business customers to downtown. RDP hosted events include Doors Open Riverside and the Riverside Art and Music Festival.

Benefits include promoting downtown events and activities through various media including a monthly calendar of events and an event guide, encouraging visits to downtown.

Benefits include beautification efforts such as outdoor murals, alley lighting, and tree trimming and replacement where needed.

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# Assessing the Benefits

## *Methods Include:*

- Monitoring responses to ads, requests for the Pocket and Dining Guide as well as the Downtown Historic Walking Guide, and usage of calendar information.
- Reviewing daily reports by both the Ambassadors and the external safety patrol on their activity and encountered incidents and compiling data.
- Counting attendance at hosted events.
- Monitoring calls for assistance / advice from members / stakeholders.
- Receiving input and information from Board and Committee members as well as luncheon attendees.
- Receiving input and information from members / stakeholders.
- Surveying members / stakeholders periodically.
- Visiting members / stakeholders periodically.
- Assessment by partners and other organizations is also taken into consideration.

# Responding to Emerging Needs

As part of its initial strategic planning, RDP conducted several surveys and held a downtown forum to get in-person responses and concerns from downtown businesses and constituents about issues and priorities. Initial findings included RDP increasing its advocacy efforts and outreach to businesses, as well as adding new programs such as ‘clean and safe’ efforts.

A number of focus groups and interviews were held by the consultant with various stakeholders and the responses used to formulate the initial framework for the strategic plan with the assistance of the consultant.

In future, emerging needs will be identified and responded to through the strategic goal of expanding our services and value to our members.

# Focus for 2023

*Expand our services and value for our members:*

- Set-up quarterly 'town hall' meetings for businesses to hear information, voice concerns, and network with each other.
  - Implement changes to both the Security committee and Land Use committee to make them more relatable to businesses, increase attendance, and improve effectiveness.
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- Expand security efforts.
  - Survey businesses more frequently for concerns and issues.
  - Implement a Business Visitation Program.
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- Establish a Downtown Parking Committee to address concerns and make recommendations.
  - Extend activities and efforts beyond the downtown core.
  - Help businesses expand their customer base through workshops and promotions.
  - Help attract more visitors to downtown.

# Estimated cost of 2023 Activities

<b>BID Security</b>	<b>\$225,000</b>
BID Promotion of Business Activities	\$140,000
BID Other	\$70,000
<b>BID Total</b>	<b>\$435,000</b>

The RDP Board approved a budget for the fiscal year of July 1, 2022 to June 30, 2023 that included an operational deficit of less than \$5,000. As a result there may be an operational deficit carried over from calendar year 2022. In addition to revenue from the BID assessment, RDP expects to receive approximately \$82,820 from other sources.





# Riverside Downtown Parking and Business Improvement Area

***Thank you for your support!***