

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, 2022 showed a deficit of \$55,780 compared to a budgeted deficit of \$141,328. Both the budgeted and actual deficits were due to the decision to augment security efforts with external patrols.

Operating Revenue for the fiscal year ended June 30, 2022 was \$565,042 and was broken down as follows:

Membership	\$36,255
BID Levy	\$439,316
Service Contracts	\$81,259
Sale of Equipment	\$4,500
Interest	\$2,267
Other	\$1,445

Operating Expenses for the fiscal year ended June 30, 2022 were 620,822 and were broken down as follows:

Administration / Operations	\$143,532
Membership	\$35,123
Strategic Plan Framework	\$12,795
BID – program & other	\$148,006
BID – security related	\$204,454
Security Contract	\$76,912

At June 30, 2022, RDP's assets were as follows:

Checking & Money Market	\$182,240
Certificates of Deposits	\$273,932
Accounts Receivable	\$16,402
Property & Equipment	\$2,617
Petty Cash	\$250
Deferred Expense	\$0
Total	\$475,441

And its liabilities were \$43,801 including accrued benefits.

RDP's assets decreased by \$61,491 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, 2022 were as follow:

Checking & Money Market	\$114,084
Certificates of Deposits	\$274,364
Accounts Receivable	\$51,742
Property & Equipment	\$1,758
Petty Cash	\$250
Deferred Expense	\$154
Total	\$442,352

2022 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	Brian Percy, Law Office
Treasurer	Nanci Larsen, Mission Inn Museum
Member	Andrew Walcker, Overland Development
Member	David Bristow, Mission Inn Hotel and Spa
Member	Lou Monville, Raincross Hospitality Corporation
Member	Philip Makhoul, Diamond National Realty

Directors

AJ Licon, Heroes Restaurant & Brewery
Amy Hoyt, Best Best & Krieger
Bryan Crawford, Riverside Police Department
Cherie Crutcher, Riverside Community Hospital
Chuck Beaty, Individual / downtown resident
Collette Lee, Windermere Tower Realty
Deborah Rose, County of Riverside, District 2
FeRita Carter, Riverside Community College
Jean Eiselein, DANA
Jesse De La Cruz, Tilden-Coil Constructors
Joseph Guzzetta, Parkfront Properties
Justin Tracy, PIP Printing
Paul Gill, Ruhnau Clarke Architects
Rachael Dzikonski, Riverside Arts Council
Randall Hord, Randall Hord Assoc.
Robert Nagle, RJN Investigations
Sergio San Martin, RUSD
Sherry Shimshock, City of Riverside, Econ Develop
Stan Morrison, Morrison Consulting
Teryn Henderson, Riverside Food Lab

Director Emeritus

Bill Gardner

Ex-Officio

Erin Edwards, City Council Ward One
 Clarissa Cervantes, City Council Ward Two
 Oz Puerta, Board Member, 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

RDP can only move forward on its path with the support and participation of its Board, committee members, partners, and sponsors, and of course the downtown community that makes downtown Riverside so special.

We thank you all for your efforts in 2022!



Downtown is Calling

Good Times Await

Annual Report - 2022 in Review -



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On behalf of the Board of Directors and staff of the Riverside Downtown Partnership, we are pleased to present our 2022 Annual Report.

In many ways, 2022 was the year of recovery for downtown Riverside. While safety concerns in the beginning of the year led to postponement of a number of events, those concerns were abated by late spring, leading to a resurgence of activity. A number of employees who were working remotely returned to their offices, and returned as customers to downtown restaurants, shops, and services. Downtown saw 70 new businesses open in 2022, bolstered not only by the returning workforce, but by the increased activity at the Riverside Convention Center.

RDP recognized the need to adjust to the changes of a post-pandemic downtown, and engaged the services of a consultant in January 2022 to begin strategic planning efforts. A number of focus groups and interviews were held with various stakeholders in early 2022, and the responses were used to formulate a framework for RDP's strategic plan moving forward. The framework was adopted by the RDP Board in July, 2022 and set the path for RDP moving forward in the future.

RDP's Vision, Mission, Values, and Goals

As part of its strategic plan framework, RDP redefined its vision, mission, and for the first time, adopted a set of values to guide its desired actions. 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 values and descriptive phrases reflect its desired actions:

- 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.

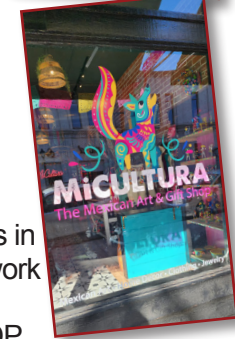
With those values as its guide, RDP developed new goals to reflect what it should do to serve its members / stakeholders:

- 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.

During 2022, RDP provided specific services and value to its members and stakeholders in a number of areas.

Services and Value Provided in 2022

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 several 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 its Annual Report.



Security

- RDP Ambassadors patrol the downtown BID area from 9 am to 5 pm Monday to Saturday, and from 10 am to 5 pm on Sundays. They assist visitors to downtown, and assist downtown businesses as needed including moving transients along.
- Recognizing the need to augment security, RDP funded additional external safety patrols during evening hours in 2022.

- 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.

2022 Highlights

Events blossomed downtown in 2022. January saw the return of the Lunar Festival and the year of the Tiger, while the Riverside Dickens Festival enchanted attendees in February, and children hunted for Easter eggs at the Spring Eggstravaganza in April.



RDP's Annual Meeting and Awards Ceremony returned on April 20th, recognizing a number of achievements including the County Health Department's efforts with the pandemic. Doors Open Riverside also returned after a two-year hiatus, taking place the same time as the state-wide event on June 11th.

A number of events occurred in the fall including the popular Riverside Tamale Festival in September, and Ghost Walk and the Mission Inn Run in October.

RDP partnered with the Riverside Arts Council in September on the Riverside Art and Music Festival, and was a sponsor of the signature cultural event, Riverside Day of the Dead, hosted by Division 9 Gallery and Cosme Cordova. The Day of the Dead event featured altars honoring deceased family members in White Park, as well as traditional costumes and performances.



June 2022 saw a significant addition to downtown Riverside's cultural amenities with the opening of the Cheech Marin Center for Chicano Art and Culture. A public-private partnership between the Riverside Art Museum, the City of Riverside, and comedian Cheech Marin - one of the world's foremost collectors of Chicano art - the center is an integral part of downtown's cultural diversity.

The 2022 Festival of Lights returned full force to celebrate its 30th anniversary. The Mission Inn Hotel & Spa lighted their property and held a switch-on ceremony. The City added lighting and decorations along Main Street and arranged for several food vendors and Santa Claus on Main Street. In response to requests from downtown businesses, RDP partnered with the Riverside Arts Council and Division 9 Gallery to provide local entertainment and artisan vendors during the event. To encourage businesses to 'light-up' for the holidays, RDP sponsored a window decorating contest with cash prizes.



During 2022, RDP also worked towards advancing downtown business priorities, particularly in the area of advocating for accessible and affordable parking downtown. Working in partnership with the Greater Riverside Chambers of Commerce, RDP developed a survey on parking that was distributed to downtown businesses, employees, and visitor. RDP also worked with others to convince the City Council to reconsider the parking rate increase introduced July 1. RDP continues to work with other stakeholders on addressing the decrease in parking inventory and its impact on businesses in the downtown core.

