

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, 2023 showed a surplus of \$18,753 compared to a budgeted deficit of \$4,111. The actual surplus was largely due to higher BID Levy income than expected.

Operating Revenue for the fiscal year ended June 30, 2023 was \$622,330 and was broken down as follows:

Membership	\$43,477
BID Levy	\$474,234
Service Contracts	\$101,259
Interest	\$2,044
Other	\$1,316

Operating Expenses for the fiscal year ended June 30, 2023 were \$603,578 and were broken down as follows:

Administration / Operations	\$154,100
Membership	\$44,561
Strategic Plan Framework	\$10,000
BID – program & other	\$163,334
BID – security related	\$154,671
Security Contract	\$76,912

At June 30, 2023, RDP's assets were as follows:

Checking & Money Market	\$210,856
Certificates of Deposits	\$275,306
Accounts Receivable	\$15,549
Property & Equipment	\$2,130
Petty Cash	\$250
Deferred Expense	\$0
Total	\$504,091

And its liabilities were \$53,698 including accrued benefits.

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, 2023 were as follow::

Checking & Money Market	\$213,036
Certificates of Deposits	\$279,618
Accounts Receivable	\$192
Property & Equipment	\$1,143
Petty Cash	\$250
Deferred Expense	\$0
Total	\$494,239

2023 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 four non-voting Ex-Officio positions that include the Mayor's Office, 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 Pearcy, Law Office
Treasurer	Nanci Larsen, Mission Inn Museum
Member	Andrew Walcker, Overland Development
Member	Lou Monville, Raincross Hospitality Corporation
Member	Philip Makhoul, Diamond National Realty
Member	Randall Hord, Raincross Financial

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
FeRita Carter, Riverside Community College
Jean Eiselein, DANA
Jeff Greene/Damian Fussel, County of Riverside, District 1
Jesse De La Cruz, Tilden-Coil Constructors
Joe Ramos, Miracles and Dreams Foundation
Joseph Guzzetta, Parkfront Properties
Justin Tracy, PIP Printing
Rachael Dzikonski, Riverside Arts Council
Robert Nagle, RJN Investigations
Sergio San Martin, RUSD
Sherry Shimshock, City of Riverside, Econ Develop
Stan Morrison, Morrison Consulting

Director Emeritus

Bill Gardner

Ex-Officio

Sarai Arellano, Mayor's Office
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
Hector Raul San Deigo Medina, Ambassador

It is the support and participation of its Board, committee members, partners, and sponsors that enables RDP to achieve its goals and to build upon them. It is also the downtown community of businesses, organizations, and stakeholders that makes downtown Riverside so special.

We thank you all for your efforts in 2023!



Downtown is Calling

Good Times Await

Annual Report - 2023 in Review -



On behalf of the Board of Directors and staff of the Riverside Downtown Partnership, we are pleased to present our 2023 Annual Report.

Downtown Riverside in 2023 can be summed up in one word – vibrant. In addition to 95 new businesses opening and existing businesses expanding, downtown saw more people on the streets and at events.



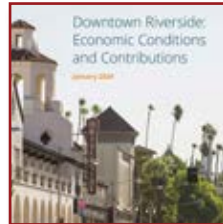
The Riverside Convention Center continued to attract more large events such as Anime Riverside, which returned for its second year. July saw the first International Food Festival, while the city expanded its summer concert series to include both Fairmount Park and the City Hall breezeway as locations.



In September Cosme Cordova and the Division 9 Gallery team launched Mucho Gusto, a music fest without borders. The Historic Mission Inn Hotel & Spa and the City of Riverside ended 2023 with a spectacular Festival of Lights that started a week early with almost 50% more lights and decorations, and the return of the ice skating rink!



During 2023 RDP focused on its goals from its strategic plan. Doing so led to RDP reprioritizing the allocation of its financial resources, and discontinuing the external security patrol RDP had been funding since the start of the pandemic to free up funds for other uses. Fortunately the City recognized that the need for security was still there and later established a Security Resource Pilot Program that included external security patrols.



RDP reviewed and revised its By-Laws and Board and Committee structure to make RDP more relatable to downtown businesses and its members. RDP also commissioned an economic impact study through Beacon Economics to show the positive financial contribution of downtown. Advocacy was a main focus for RDP during 2023, particularly regarding parking rates and the decreasing parking inventory.

RDP's Vision, Mission, Values, and Goals

RDP's 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 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 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.

RDP's goals were developed to reflect how it should serve its members / stakeholders:

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

During 2023, RDP provided specific services and value to its members and stakeholders in a number of areas.

Services and Value Provided in 2023

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 daily from 9 am to 5 pm in an electric vehicle. They assist visitors to downtown, and assist downtown businesses as needed including moving transients along.
- 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. In 2023 it funded two murals by a local artist at two gateways to downtown



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 adequate, affordable, and accessible additional parking downtown, and improved technology for on-street and structured parking.



2023 Highlights

The year's events kicked off with the Riverside Lunar Festival in January, followed by the Black History Parade and Expo in February, and then a new event in March, The Inland Empire Strikes Back. April saw the Riverside Insect Fair at the Main Library, the Riverside Tamale Festival and Riverside Art Market at White Park, while May saw Show and Go and then Riverside Anime with record attendance. July 4th fireworks returned to Mount Rubidoux which pleased downtown residents and businesses, while the City provided free concerts in July and August.



Doors Open Riverside provided entry to many of Riverside's architectural gems in September while Riverside Pride was strong at the Riverside Inland Pride Festival. October saw the Riverside Art and Music Festival and the first Barktober Fest at White Park, the Mission Inn Run through downtown, and the new Monster Fest at North Park. November opened with the Riverside Day of the Dead Festival and then launched into the holiday season with the Festival of Lights which led into December with Miracle on Main Street and the annual Chanukah Festival. Whew – downtown Riverside was where everything was happening in 2023!



RDP continued to reach out to the community with monthly luncheons featuring speakers on a variety of topics including District Attorney Hestrin in April, Ready Riverside in May. City Manager Mike Futrell spoke in June followed by presentations on The Cheech, Mission Inn Foundation and Miracles and Dreams Foundation, Spanish Heritage Foundation and the Riverside Main Library.



RDP recognized downtown achievements at its Annual Meeting and Awards Ceremony on March 15th at the Mission Inn Hotel & Spa where community icon Dell Roberts was recognized with the RDP Chair's Award and long-term RDP stalwart Bill Gardner was presented with Director Emeritus status. Other award recipients included Ruben Ayala with the Roy Hord 'Volunteer of the Year' Award, as well as Cosme Cordova, the Mission Inn Museum docents, Spring Eggstravaganza, Beautify Riverside, and the County Gang Impact Team.



During 2023, RDP worked towards advancing downtown business priorities. A major focus was parking rates and their impact on downtown businesses, employees and visitors. RDP discussed the proposed rates, circulated information, and attended stakeholder meetings.

RDP has three committees; Executive, Land Use, and Security, that meet monthly to review and discuss issues of interest and concern for downtown. In addition to those monthly meetings, RDP held its first 'Town Hall' meeting in July so businesses could voice their concerns with other businesses and City representatives in attendance. RDP also worked in partnership with the Greater Riverside Chambers of Commerce and the Downtown Area Neighborhood Alliance on issues of importance and future collaborations.