

ANNUAL REPORT
On the
Riverside Downtown Parking and Business Improvement Area

Renewal of the BID levy
For the year January 1 – December 31, 2026

Prepared by the
Advisory Board
Of the Riverside Downtown Parking
And Business Improvement Area
And approved on



Downtown is Calling
Good Times Await

Introduction

The Advisory Board of the Riverside Downtown Parking and Business Improvement Area (“RDPBIA”) is responsible for the preparation of this Annual Report, and has reviewed and approved it at their meeting held on September 10, 2025. The purpose of this Annual Report is to comply with the provisions of the State of California Streets and Highways Code Division 18, Part 6, City of Riverside Ordinance No. 5303, and the Riverside Municipal Code Chapter 3.46, all of which require preparation of this Annual Report.

In accordance with the above-noted State Code (specifically Section 36533), the Annual Report shall contain any proposed changes in the boundaries of the parking and business improvement area or in any benefit zones within the area.

Further, in accordance with City Ordinance No. 5303 and Chapter 3.46 of the Riverside Municipal Code, the Annual Report shall outline the activities and new efforts being recommended for the 2026 calendar year based on the revenue generated by the assessment levy of the RDPBIA for that year.

RDPBIA Boundaries

The RDPBIA was established on January 1, 1986 with the boundaries of Tequesquite Arroyo to the South, First Street to the North, the 91 Freeway to the East and generally the first tier of lots on the west side of Brockton Avenue to the West. The boundaries of the RDPBIA have been changed twice since that date to extend the boundaries East past the 91 Freeway to the railway tracks, North from 6th Street to 1st Street, and South from University Avenue to 14th Street, and then to include both sides of Market Street from First Street to the 60 Freeway. The current boundaries of the RDPBIA are as indicated on the map attached as Appendix A.

There are no proposed changes in the RDPBIA boundaries for the 2026 calendar year. All activities and new efforts are within the boundaries of the RDPBIA.

Assessment and focus for the 2026 calendar year

The assessment levy of the RDPBIA has been at the 100% statutorily authorized level since July 1, 2000. A business owner consequently pays an amount equal to the base business license tax levied by the City of Riverside as a RDPBIA levy, which is collected by the City with the business license tax. There is no proposed change in the assessment levy for the 2026 calendar year. The recommended activities and new efforts are based upon the assessment as it currently exists.

The RDPBIA is administered by the Riverside Downtown Partnership (RDP), a non-profit organization that was formed in 1981 by a group of downtown business owners and stakeholders. RDP was charged with the responsibility for the RDPBIA when it was created in 1986. RDP determined certain broad areas in which to focus its efforts. Those areas included parking, beautification and maintenance, general promotion, public events and music, and its Ambassador program.

The RDP Board of Directors adopted the Strategic Plan for 2022 to 2026 framework at their July 13, 2022 meeting. RDPBIA’s activities in 2026 will continue to reflect RDP’s vision, mission,

values, and goals as outlined in the Strategic Plan. RDP's Strategic Plan will be reviewed and updated in 2027.

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 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 to be provided by RDP to RDPBIA members / stakeholders in 2026

General Promotion:

Benefits include promotion of downtown, downtown businesses, and downtown attractions and offerings through print media, digital / social media, and other marketing and communications methods. In 2025, RDP refreshed its branding with a design change that extended to all print material and social media.

- Print media consists of destination ads showcasing downtown Riverside as an attractive destination for residents and regional visitors, plus ads featuring downtown events.
- Digital / social media consists of digital ads, website, Facebook, Instagram, and monthly Constant Contact event updates.
- Other marketing and communications methods include:
 - RDP's Pocket Guide listing downtown restaurants by category, shops, most services, and useful information for visitors. The Pocket Guide was updated in July, 2025 with RDP's design change.
 - The Downtown Riverside Map and Directory was also updated and produced in partnership with the Riverside Convention and Visitors Bureau.

- A new piece was developed for visitors, a postcard with QR Codes for RDP's website, Facebook, and Instagram, so they can easily access up-to-date information on downtown Riverside,
- The Downtown Riverside Historic Walking Guide illustrating historic sites in downtown provided to hotels and other locations.
- A monthly newsletter in print and online to communicate topics of importance and interest to businesses and stakeholders. The newsletter includes business tips and strategies, security updates, events and arts activities, as well as updates from the County and City.
- A monthly calendar of events in downtown Riverside and those at the Riverside Convention Center.

All of RDP's collateral and information are available for download from the RDP website located at <https://www.riversidedowntown.org/> Promotional collateral is shown in attached Appendix B.

Social media links include <https://www.facebook.com/riversidedowntownpartnership/> and https://www.instagram.com/riverside_downtown/

Benefits include a welcome package to all new businesses that includes copies of all printed materials including the organization's annual calendar and Annual Report. New businesses are also announced in the monthly newsletter. See Appendix B for additional collateral.

Benefits include an Ambassador program patrolling seven days a week from 9 am to 5 pm in the downtown core and broader RDPBIA area. The Ambassadors provide information to downtown visitors, serve as a liaison with downtown businesses, and assist with RDP events and programs.

Benefits include working with the Riverside Convention and Visitors Bureau to distribute information and special offers to conventioners and visitors, and co-promoting downtown businesses on social media.

Other Benefits:

Benefits include advocating and mobilizing on parking issues that affect downtown businesses, employees, and customers such as downtown parking inventory, rates, and schedules, as well as safety and security, and downtown appearance.

Benefits include monitoring security issues through a committee, distributing updates, and holding workshops as necessary. In addition, during their patrols the RDP Ambassadors assist with moving transients along and other problems encountered by downtown businesses.

Benefits include RDP's informational luncheons held each month on the fourth Tuesday with the exception of February, August, and December. Topics at the luncheons in 2025 have included the City's Green Business Program, the new Blue Zones Initiative, the City's General Plan, and Riverside Community Players with Riverside Community Hospital, the Civil Rights Institute of Inland Southern California, and Police Chief Gonzalez planned for the remainder of the year. The luncheons provide businesses and stakeholders with different perspectives on issues.

Benefits include working with other groups as appropriate to promote downtown businesses, events, and attractions, as well as provide workshops and seminars of interest and information to businesses.

Benefits include hosting and sponsoring events that bring visitors and business customers to downtown. RDP hosts events including Doors Open Riverside and the Riverside Art and Music Festival. RDP also sponsors events such as the Day of the Dead, Mission Inn Run, Miracles on Main, and others.

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, tree trimming, and tree replacement where needed.

Assessing the benefits provided by RDP to its RDPBIA members / stakeholders in 2026

RDP uses several methods to assess how benefits are provided to its RDPBIA members / stakeholders. These methods include:

- Monitoring responses to ads, requests for the Pocket Guide as well as the Downtown Historic Walking Guide, and usage of calendar information.
- Reviewing daily reports by the Ambassadors 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.

RDP also takes into consideration assessment by its partners and by other organizations. This has become particularly helpful with RDP's increased partnerships and joint efforts.

RDP identifying and responding to emerging needs in the RDPBIA

Communication with the RDPBIA members / stakeholders is critical to the organization moving forward and meeting the needs of downtown businesses.

RDP communicates with the monthly BID Bulletin newsletter, monthly luncheons, and emails during that period. RDP also responds to concerns raised by members of the downtown business community and stakeholders. These concerns range from parking issues, development concerns, interactions with the City and County, and dealings with various government departments.

RDP directs monetary resources and staff time to activities that provide direct benefits to RDPBIA members, and expand our services and value. These activities include meeting with downtown businesses and stakeholders to share information, hear concerns, and network, and liaising between downtown businesses and local government to represent downtown interests. The expanded and ongoing communication with downtown businesses and stakeholders enables

RDP to more readily identify and respond to emerging needs in the RDPBIA, and develop an advocacy plan to advance downtown business priorities with local government.

Activities and new efforts recommended for the 2026 calendar year

In 2025, RDP increased its partnership and joint efforts with other organizations, most notably the Mission Inn Foundation and the Miracles and Dreams Foundation, while continuing its long standing partnership with the Riverside Arts Council. These efforts included the Metrolink Holiday Express Train event at the Downtown Riverside Station in December 2024 and RDP’s planned participation in 2025. These activities provided more visibility for RDP and increased promotion of downtown events and activities.

RDP formed an Events Committee in 2025 with the intent of reviving Downtown Riverside’s Restaurant Week in 2026, with the date to be determined after a survey of downtown restaurants. RDP also plan to revive the Downtown Fashion Show in the fall of 2026, in partnership with downtown retailers and the Pink Ribbon Place.

RDP will continue to support beautification efforts and cleanliness efforts with Keep Riverside Clean and Beautiful and the City’s efforts.

RDP will increase its sponsorship of downtown events, and will expand promotion of downtown businesses and attractions through social media while continuing print advertising. RDP significantly increased its Instagram presence by hiring an external firm and leveraging posts with the Riverside Convention and Visitors Bureau.

RDP will also increase promotion to highlight downtown Riverside as a destination through Visit Riverside, Explore Riverside, and other organizations and attractions such as museums.

Financial information

An estimate of the cost of providing the benefits in calendar year 2026 is shown in the accompanying table and based on anticipated business tax levy revenue for that year.

| Activity | 2026 Cost |
|----------------------------------|------------------|
| Promotion of Business Activities | \$230,000 |
| Ambassador Program | \$150,000 |
| Other Benefits | \$130,000 |
| Total | \$510,000 |

It is proposed that the existing 100% business tax assessment be continued within the existing boundaries of the RDPBIA. The method for levying this 100% tax assessment is to take the base business tax levied by the City of Riverside and increase it by 100%.

To provide information to new and renewing business owners on the benefits of the RDPBIA, a handout is provided to the Business Tax Department to distribute with business license and tax applications.

The RDP Board approved a balanced budget for the fiscal year of July 1, 2025 to June 30, 2026. There may be an operational surplus or deficit carried over from calendar year 2025. In addition to revenue from the assessment, RDP expects to receive approximately \$60,025 from other sources.

Respectively submitted,

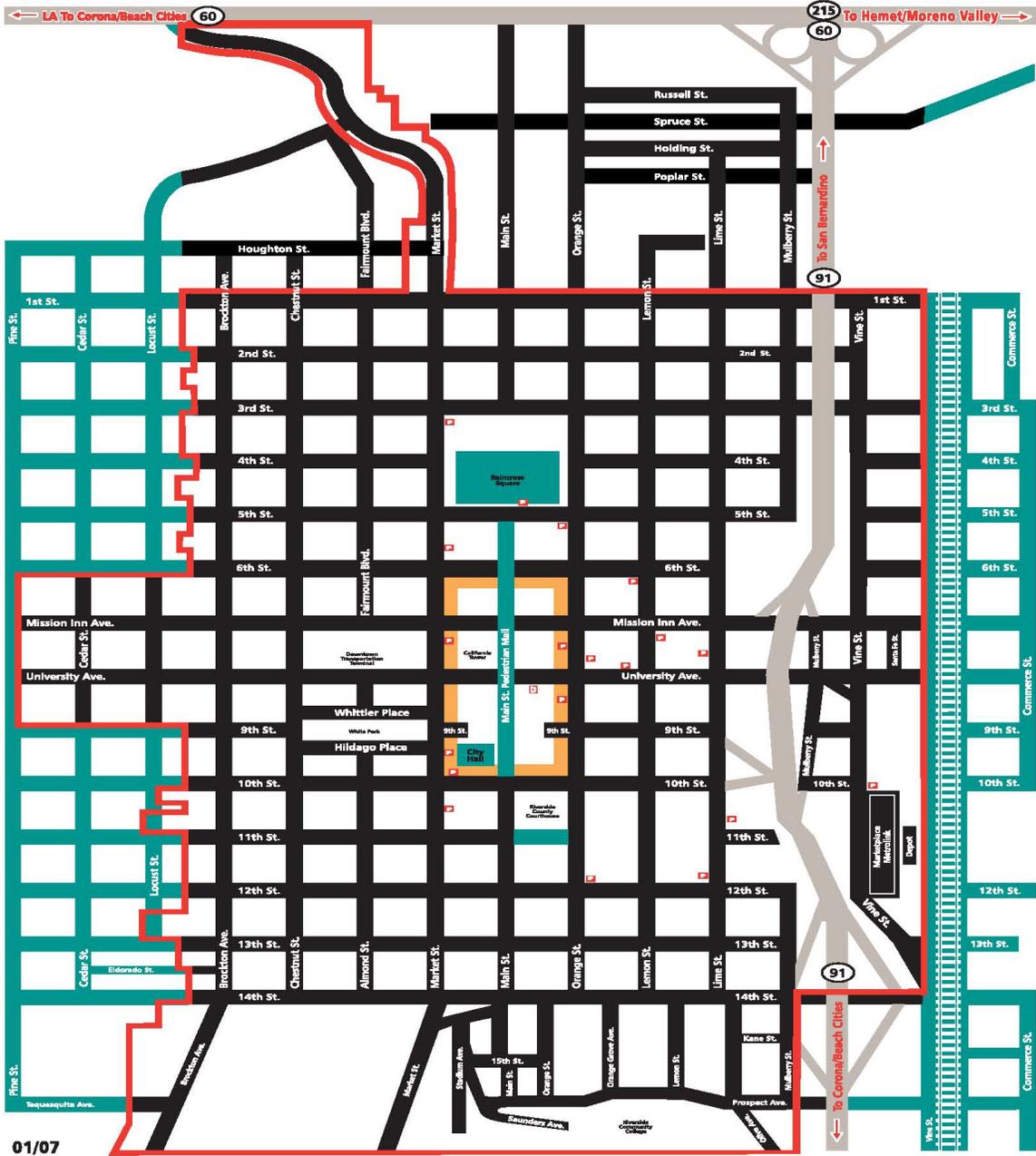
The Board of Directors of the Riverside Downtown Partnership, acting as the Advisory Board for the Riverside Downtown Parking and Business Improvement Area.

Approved at their meeting on September 10, 2025.

REPORTING REQUIREMENTS FOR THE DOWNTOWN BID PER R 24097

| | Requirement | Where Found |
|-----|---|-------------------------|
| 1 | Existing board policies and board members. | Supplemental document 1 |
| 2 | Mission statement | Supplemental document 2 |
| 3 | Strategic goals of the BID | Supplemental document 3 |
| 4 | Community Engagement Plan | Renewal Report |
| a. | Specific and tangible benefits the BID is providing to businesses. | Pages 3 to 5 |
| b. | Description of how the advisory board determined the benefits are needed and related outcomes have been achieved. | Page 5 |
| c. | Clarify how BID staff and activities respond to emerging needs and how those needs are identified. | Page 5 |
| d. | Clarify how progress is tracked over time. | Page 5 |
| 5 | Any proposed changes in the boundaries or assessment amounts within the district. | Page 2 |
| 6. | If a website is in place for the BID, provide a link to the website and a description of the resources, financials, and other information that is available to the public through the site. | Pages 3 and 4 |
| 7. | The method and basis of levying the assessments in sufficient detail to allow each business owner to estimate the amount of assessment to be levied against his or her business. | Page 2 |
| 8. | An estimate of the cost of providing the improvements and activities for that fiscal year. | Page 6 |
| 9. | The improvements and activities to be provided for that fiscal year. | Page 6 |
| 10. | The amount of any surplus or deficit revenues to be carried over from a previous fiscal year. | Page 7 |
| 11. | The amount of any contributions to be made from sources other than the levied assessments. | Page 6 |
| 12. | List of sponsors in prior fiscal year and expected sponsors in upcoming fiscal year. | Supplemental document 4 |
| 13. | Detailed line-item budget for the prior fiscal year and upcoming fiscal year. | Supplemental document 5 |

Appendix A



01/07

Listing of Supplemental Documents for 2026 BID Renewal Reporting Requirements:

1. Existing Board Policies
2. Board members as of September 2025
3. Strategic Plan Framework for 2022 to 2026
4. List of Sponsors
5. Detailed line-item budget

RDP Board Policies

NON-DISCRIMINATION POLICY

Preamble:

The Riverside Downtown Partnership (RDP) affirms that it does not condone discrimination or harassment directed toward any person or group within its community – volunteers, Board Members, staff, employees, or others associated with the RDP. Every individual in the RDP community ought to refrain from actions, conduct, or comments that are discriminatory or may reasonably be perceived as discriminatory or harassing. All members of the RDP community are responsible for the maintenance of a social environment in which people are free to work and volunteer without fear of discrimination. The RDP acknowledges its obligation to safeguard and enhance the dignity of every member within its community.

Policy:

The RDP prohibits discrimination in all of its programs, activities, and employment on the basis of race, color, national origin, gender, religion, age, physical, or mental disability, sexual orientation, marital or family status, or other arbitrary factors. The RDP endeavors to create a safe and productive work and volunteer environment that excludes actions or comments that may intimidate, demean, or undermine the security or self-esteem of others. RDP is an equal opportunity employer.

Process:

To report complaints of perceived discrimination on any of the above bases, or any other perceived discriminatory conduct, write to the Executive Director of the RDP at #100, 3666 University Ave., Riverside, CA, 92501. Written complaints received by the Executive Director will be referred to the Executive Committee who will form a sub-committee for the purposes of investigating the complaint. Complaints not received in writing will not be followed up on. The sub-committee shall consist of 3 or more RDP Board members who may or may not be Executive Committee members, and others as appropriate, for investigation into the alleged discrimination. Alternatively, an independent consultant or other appropriate person(s) may be engaged to conduct the investigation. The investigation shall include, where practicable, an interview with the complainant.

Results of any investigation shall be reported to the Executive Committee for determination, action, and resolution, as appropriate.

All reports of alleged discrimination will be kept in confidence, except with respect to all disclosures to law enforcement agencies required by any local, county, state or federal ordinance, regulation, rule or statute, and except as laid out above.

Written complaints received shall be kept on file at the offices of the RDP for the period of five (5) years after the complaint is received, or for the time required by law. Except as required by law, no records maintained by the RDP will be released without the written consent of the complainant and the alleged actor.

ENDORSEMENT POLICY

The Riverside Downtown Partnership advocates for Downtown Riverside, and in particular, for those projects that will enable Downtown to realize its full potential.

As part of its advocacy role, the Riverside Downtown Partnership may periodically endorse a project or a proposed development, and as part of that endorsement, may provide verbal and written support. This support may take the form of letters or of public statements of endorsement.

The Riverside Downtown Partnership has the following objectives for downtown development:

- Compliance with the Downtown Specific Plan
- Effective and efficient land use
- Broad mix of economic activities
- High density of activity
- Contribution to the economic strength of downtown
- Benefits to the existing tax base
- Creation of an urban streetscape
- Elimination of urban blight
- Accessible parking
- Art in public places

Projects or proposed developments being considered for endorsement will be assessed on the degree to which they achieve one or more of these objectives.

In determining if a project or proposed development contains desired components, the Riverside Downtown Partnership may also consider the following additional objectives:

- Inclusion of a residential component
- Contribution to diversity of experience and culture
- Promotion of a safe, healthy and clean environment
- Extension of hours and days of downtown activity

It is recognized that due to the representative nature of the Board of Directors of the Riverside Downtown Partnership, there may be instances in which a member of the Board of Directors is directly involved in a project or proposed development that is seeking endorsement. Such direct involvement of a Board member will not preclude endorsement by the Riverside Downtown Partnership. However, the Board member must declare the potential conflict of interest to the Chair and to the Board of Directors. The Board member may participate in any committee or Board discussions pertaining to the endorsement of the particular project or proposed development but must abstain from any vote regarding endorsement.



**March 1, 2024 to February 29, 2026
Slate of Board of Directors**

Executive Committee:

| | |
|-------------|---|
| Chair: | Shalini Lockard, Leg. & Prof. Mgt |
| Vice Chair: | Andrew Walcker, Overland Development Corporation |
| Treasurer: | Nanci Larsen, Mission Inn Foundation |
| Secretary: | Brian Percy, Law Office |
| Members: | Lou Monville, Raincross Hospitality Corporation Philip Makhoul, Diamond National Realty Randall Hord, Raymond James Financial Services Shelby Loomis, SS Loomis, LLC |
| Past Chair | |

Directors:

| | |
|---------------------------------|---|
| Amy Hoyt | Best Best & Krieger |
| Cesar Gomez | County of Riverside, District 1 |
| Chad Colopy | Riverside Police Department |
| Cherie Powell | Riverside Community Hospital |
| Chuck Beaty | Individual / downtown resident |
| Collette Lee | Windermere Tower Realty |
| Jean Eiselein | DANA |
| Jennifer Gamble | Windermere Tower Realty |
| Jesse De La Cruz | Tilden-Coil Constructors |
| Joe Ramos | Miracles and Dreams Foundation |
| John Adkins | Riverside City College |
| Joseph Guzzetta | Parkfront Properties |
| Justin Tracy | PIP Printing |
| Mercedes Serrano / Broc Yoshida | Riverside Food Lab / Riverside Game Lab |
| Rachael Dzikonski | Riverside Arts Council |
| Robert Nagle | RJN Investigations |
| Ron Loveridge | UCR, Faculty |
| Sorrelle Williams | Toni Moore/How She Wore It |
| Stan Morrison | Morrison Consulting |

Ex-Officio:

| | |
|--------------------------------|--|
| Riverside City Council | Philip Falcone, Ward One Clarissa Cervantes, Ward Two |
| Mayor's Office | Zoe Ridgway |
| Arlington Business Partnership | Oz Puerta / Board member |
| Director Emeritus | Bill Gardner |



Strategic Plan Framework for 2022 to 2026

Background

The Riverside Downtown Partnership (RDP) is a non-profit organization that was formed in 1981 by a group of downtown business owners and stakeholders. RDP was charged with the responsibility for the Riverside Downtown Parking and Business Improvement Area (Downtown BID) when it was created in 1986. At the time the Downtown BID was established, RDP determined six areas on which to focus its efforts. These areas were parking, beautification, public events, music in public places, promotion of business activities, and security.

In 2007, RDP adopted a vision, mission, and five broad goals for the organization and developed its first strategic plan for 2008 to 2010. The vision and mission were reaffirmed in the strategic plan for 2011 to 2013 but the goals were refined to three that were considered more actionable. The strategic plan adopted for 2014 to 2016 was the last comprehensive one prepared and used the same vision, mission, and goals as before.

In late 2019, RDP acknowledged the need for a new strategic plan that would reflect the changes in downtown Riverside. It was decided to begin planning in March 2020 coincident with the new Board of Directors. However that was derailed by the onset of the pandemic and the shutdown of many activities to stop the spread of COVID-19. The continuation of the pandemic through 2020 and 2021 further delayed strategic planning as RDP's activities shifted to reflect and respond to the COVID-19 pandemic.

By the latter part of 2021, it was clear that the downtown environment had changed and RDP's priorities needed to reflect those changes. 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. RDP engaged the services of a consultant in January 2022 and strategic planning efforts began.

Process

RDP engaged Matt Lehrman of Social Prosperity Partners as the consultant for its strategic planning. The intent was to focus on what RDP's purpose should be in the future, considering the changes in downtown and the post-pandemic environment.

Accordingly, the strategic planning process was developed to enable RDP to consider the fundamental question of **"Who are our stakeholders and how shall we work to advance their interests?"**

To answer that question, RDP's Executive Committee, Board of Directors, and Staff needed to determine:

- What is our **VISION** – i.e., what is RDP’s greatest aspiration?
- What is our **MISSION** – i.e., what is RDP’s clear, crucial & compelling purpose?
- What are our organizational **VALUES** – i.e., what organizational culture is expected to permeate RDP’s relationships at every level?
- What are our organizational **GOALS** – i.e., what high-level objectives does the Board expect RDP to achieve over time?

To determine the answers to those questions, a number of focus groups and interviews were held by the consultant with various stakeholders during February and March. The questions asked and responses were as follows:

What are some specific things that Riverside Downtown Partnership (RDP) does right now that you consider highly valuable or very important?

Valuable and important functions that were identified included advocating for businesses, keeping businesses informed, representing business interests, and providing services to businesses such as security patrols.

What immediate priorities or challenges must be addressed before RDP can turn its attention to long-term opportunities?

Key priorities and challenges that RDP needs to address included helping businesses recover from the pandemic effects, addressing security concerns including those related to homeless, making it easier for businesses to work with the city, advocating for improvements in parking supply and operation, and improving the appearance of downtown.

What is the ideal role of RDP?

RDP’s ideal role is seen as a voice of diverse downtown interests, an open forum that brings people together, and a forum that brings people together to educate, share concerns and increase attention to shared challenges.

How well does “Our mission is to cultivate, preserve, and promote a healthy, safe, and prosperous Downtown” fit your expectations of RDP?

Most of those responding felt the current mission statement did not match the expectations of RDP.

Since strategic planning is about the long-term future (5-10+ years), what goals or projects or anything should RDP prioritize as a long-term goal and start working on today?

Responses were varied but included security and homeless, parking, advocating for businesses interests, connecting downtown to the broader region, extending activities and efforts beyond the downtown core, attract more visitors to downtown, and helping businesses expand their customer base.

The Executive Committee held a retreat on April 26th to discuss the findings and formulate an initial framework for the strategic plan with the assistance of the consultant. Materials prepared included examples from other cities and the responses from the focus groups and interviews. The initial framework was then refined by the Executive Committee at their May 31st meeting to move forward with preparation of the first draft of the Strategic Plan for 2022 to 2026.

The Strategic Plan Framework will be continually reviewed and refined to reflect progress and necessary adjustments in response to emerging needs and environmental factors.

Vision Statement

The previous vision statement read “Downtown Riverside is the regional destination for businesses and service industries. With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities”.

The consensus was the vision should be aspirational and concise. Accordingly, the new vision statement is *“Downtown Riverside is a welcoming and exciting destination to work, live, and play while celebrating heritage and inspiring business innovation and success”*.

Mission Statement

The previous mission statement read “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”.

We were told that our mission statement should reflect our expectations. Accordingly, the new mission statement is *“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”*.

Values

Previously, RDP did not espouse specific values. The consultant pointed out that values were essential in defining and developing RDP’s organizational culture. The Executive Committee spent time reviewing the responses from stakeholders and discussing key words and phrases to encapsulate RDP’s value.

The values and descriptive phrases that were agreed upon 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.

Objectives / Goals

RDP’s previous goals were broad and in retrospect, did not address the needs of its stakeholders.

- 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.

Again, the Executive Committee spent time reviewing the responses from stakeholders and discussing what RDP could do to serve its stakeholders, and how the goals could be phrased to lead to specific actions.

After due consideration, the goals for RDP are:

- 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.

Achieving RDP's Stated Goals

RDP has several challenges in achieving the stated goals, including organizational challenges such as limited funding and reduced staff. Staff will be looking at ways to increase funding, through eligibility for grants as an example, and to leverage capacity through partnerships. A plan for both will be developed and presented to the Board.

Achieving the goals will also require a greater degree of board commitment and engagement of the business community in particular. One way of engaging the business community is to involve them directly in the organization through the Board and committees. In the case of the Board, this will mean reviewing Board composition and adopting term limits so that new members can be cycled on and others cycled off. Staff will bring a proposed change to the Board for consideration.

In the following section, the actions to move forward on the goals over the next few years, specifically to the end of 2023 are listed. It should be noted that these actions could be adjusted should the study regarding the feasibility of a Property-based Business Improvement District indicate establishment should proceed.

To serve as the essential liaison between downtown businesses and local government representing our members' interests.

- Identify key individuals in the local governments, including City, County, and State, and initiate meetings to introduce RDP and its role and goals.
- Monitor both City Council and County Board of Supervisors agendas for items of importance to RDP and downtown businesses, and submit comments and / or attend and speak as needed.
- Establish a Governmental Affairs committee with representatives from the Board and the business community to determine the priorities and issues to discuss with local governments.
- Establish a forum through which businesses can advise of their concerns and issues with local governments, and request assistance if needed.

To create an effective partnership with local government that advances downtown business priorities.

- Governmental Affairs committee will take the lead on this goal with the Executive committee overseeing its work and staff providing coordination.

To 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.
- Expand security efforts.
- Survey businesses more frequently for concerns and issues.
- Implement a Business Visitation Program.
- 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.

Reporting and Measurements of Success

Metrics will be established and Staff will provide the Executive and Board with regular reports on progress and on successes as well as possible failures.

RDP Annual Meeting Sponsors for February 20, 2025

Roy Hord 'Volunteer of the Year' Award Sponsor – Raincross Financial Partners
Arts and Culture Award Sponsor - Best Best & Krieger
Business Activity Award Sponsor – Dwight Tate & Kathy Wright
Downtown Event Award – Riverside Convention and Visitors Bureau
Downtown Improvement Award Sponsor – MBG Lifestyle Group
Safety and Security Award Sponsor – SS Loomis, LLC
Chair's Award – Dhalla Orthopedic Center

Event Sponsors:

El Pollo Taco Peruvian Cuisine
Overland Development Company
The Menagerie Riverside
Tower Agency

Print Sponsor - PIP PrintMyStuff.com
Floral Sponsor – Delights & Invites

Opportunity Drawing Donors:

A.D. Jewelry Creations
Aquarium of the Pacific
Back to the Grind
Castle Park
City of Riverside - Arts & Cultural Affairs
Dept.
City of Riverside - City Council Ward 1
Creative Metal Works
Dave & Buster's
Division 9 Gallery
Downtown Bookstore
Farmer Boys
GLO Mini Golf
Heroes Restaurant & Brewery
Hyatt Place Riverside
Inlandia Institute
Kathy Wright
Killer Queens Social House
Lake Alice Trading Company

Lorenzi Estate Vineyard & Winery
Michael Elderman Studio
MiCultura
Miracles & Dreams Foundation
Mission Inn Foundation & Museum
Mrs. Tiggy Winkles
Riverside Arts Council
Riverside Art Museum
Riverside City College
Riverside Community Arts Association
Riverside Community Players
Riverside Convention & Visitors Bureau
Riverside Police Department
SS Loomis, LLC
T. Elliott Design Studio
Taco Station
The Fox Riverside Theater Foundation
The State Restaurant
Toni Moore/How She Wore It

Riverside Downtown Partnership - Budget For the fiscal year July 1, 2025 to June 30, 2026

| INCOME EXPENSE DETAIL | 2022 - 2023 Actual | 2023 - 2024 Budget | 2023 - 2024 Actual | 2024- 2025 Budget | 2024 - 2025 YTD May 31 | 2025- 2026 Budget |
|--|-------------------------------|-------------------------------|-------------------------------|------------------------------|-----------------------------------|------------------------------|
| INCOME | | | | | | |
| ADMINISTRATION | | | | | | |
| Administrative Income | \$ 448.75 | \$ 400.00 | \$ 806.13 | \$ 475.00 | \$ 440.75 | \$ 525.00 |
| Interest/Dividend | \$ 1,595.78 | \$ 6,500.00 | \$ 9,476.86 | \$ 8,500.00 | \$ 8,458.92 | \$ 8,200.00 |
| Other | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Donation | \$ 114.71 | \$ 115.00 | \$ 226.15 | \$ 150.00 | \$ 172.06 | \$ 150.00 |
| Total Administration | \$ 2,159.24 | \$ 7,015.00 | \$ 10,509.14 | \$ 9,125.00 | \$ 9,071.73 | \$ 8,875.00 |
| MEMBERSHIP | | | | | | |
| Membership Dues | \$ 7,950.00 | \$ 7,000.00 | \$ 7,450.00 | \$ 7,000.00 | \$ 5,600.00 | \$ 6,400.00 |
| Monthly Luncheons | \$ 11,297.19 | \$ 12,960.00 | \$ 11,350.74 | \$ 12,150.00 | \$ 10,285.00 | \$ 12,150.00 |
| Luncheon sponsorships | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Annual Meeting | \$ 24,230.00 | \$ 22,500.00 | \$ 28,855.00 | \$ 27,000.00 | \$ 33,490.00 | \$ 31,500.00 |
| Total Membership | \$ 43,477.19 | \$ 42,460.00 | \$ 47,655.74 | \$ 46,150.00 | \$ 49,375.00 | \$ 50,050.00 |
| BID | | | | | | |
| BID-Parking | \$ 10,907.40 | \$ 10,000.00 | \$ 10,892.37 | \$ 10,000.00 | \$ 9,104.69 | \$ 10,000.00 |
| BID-Beautification/Maintenance | \$ 16,361.08 | \$ 45,000.00 | \$ 48,938.91 | \$ 50,000.00 | \$ 45,523.37 | \$ 30,000.00 |
| BID-Events/Music | \$ 49,083.28 | \$ 75,000.00 | \$ 81,615.98 | \$ 75,000.00 | \$ 68,329.68 | \$ 90,000.00 |
| BID-General Promotion | \$ 152,608.66 | \$ 220,000.00 | \$ 239,376.18 | \$ 230,000.00 | \$ 209,496.81 | \$ 230,000.00 |
| BID-Ambassador Program | \$ 245,273.87 | \$ 120,000.00 | \$ 130,554.88 | \$ 125,000.00 | \$ 113,853.06 | \$ 150,000.00 |
| sub-total BID levy income | \$ 474,234.29 | \$ 470,000.00 | \$ 511,378.32 | \$ 490,000.00 | \$ 446,307.61 | \$ 510,000.00 |
| Other BID income | | | | | | |
| Lot 44 lights | \$ 125.00 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Promotion - Ads | \$ 500.00 | \$ 600.00 | \$ 900.00 | \$ 500.00 | \$ 450.00 | \$ 500.00 |
| Promotion - other | \$ 576.00 | \$ 750.00 | \$ 1,750.00 | \$ 600.00 | \$ 300.00 | \$ 600.00 |
| Promotion - FOL | \$ 9,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Economic Impact Study | \$ 11,000.00 | \$ 9,000.00 | \$ - | \$ - | \$ - | \$ - |
| Garage Security contract | \$ 81,259.20 | \$ - | \$ - | \$ - | \$ - | \$ - |
| sub-total other BID income | \$ 102,460.20 | \$ 10,350.00 | \$ 2,650.00 | \$ 1,100.00 | \$ 750.00 | \$ 1,100.00 |
| Total BID levy and other income | \$ 576,694.49 | \$ 480,350.00 | \$ 514,028.32 | \$ 491,100.00 | \$ 447,057.61 | \$ 511,100.00 |
| TOTAL REVENUES | \$ 622,330.92 | \$ 529,825.00 | \$ 572,193.20 | \$ 546,375.00 | \$ 505,504.34 | \$ 570,025.00 |
| EXPENSES | | | | | | |
| ADMINISTRATION | | | | | | |
| Audit | \$ 3,225.00 | \$ 3,500.00 | \$ 3,400.00 | \$ 3,650.00 | \$ 3,625.00 | \$ 3,800.00 |
| Internet Service | \$ 441.91 | \$ 600.00 | \$ 513.60 | \$ 600.00 | \$ 560.86 | \$ 900.00 |
| Telephone | \$ 10,455.48 | \$ 14,400.00 | \$ 3,192.48 | \$ 7,203.52 | \$ 4,427.86 | \$ 6,000.00 |
| Letterhead | \$ 123.09 | \$ 500.00 | \$ 796.05 | \$ - | \$ - | \$ - |
| Postage | \$ 642.94 | \$ 825.00 | \$ 840.26 | \$ 800.00 | \$ 599.68 | \$ 800.00 |
| Supplies | \$ 2,328.16 | \$ 2,500.00 | \$ 2,470.35 | \$ 2,250.00 | \$ 1,453.50 | \$ 2,250.00 |
| Operating | \$ 3,235.23 | \$ 4,000.00 | \$ 3,767.04 | \$ 5,000.00 | \$ 3,120.62 | \$ 4,000.00 |
| Computers | \$ 333.97 | \$ 1,000.00 | \$ 287.97 | \$ 2,000.00 | \$ 551.07 | \$ 3,500.00 |
| Equipment | \$ 80.46 | \$ 200.00 | \$ 1,090.56 | \$ 750.00 | \$ - | \$ 750.00 |
| Equipment Maintenance | \$ 433.53 | \$ 500.00 | \$ 279.30 | \$ 500.00 | \$ 307.13 | \$ 500.00 |
| Dues/Subscriptions/Licenses | \$ 2,093.19 | \$ 2,000.00 | \$ 1,426.29 | \$ 2,000.00 | \$ 1,449.24 | \$ 2,000.00 |
| Bank fees | \$ 371.19 | \$ 350.00 | \$ 479.87 | \$ 425.00 | \$ 388.43 | \$ 425.00 |
| Property & Misc. Tax | \$ - | \$ 30.00 | \$ - | \$ 30.00 | \$ 50.00 | \$ 30.00 |
| Rent | \$ 19,200.00 | \$ 19,200.00 | \$ 19,200.00 | \$ 19,200.00 | \$ 16,000.00 | \$ 27,000.00 |
| Janitorial | | | | | | \$ 3,000.00 |
| Insurance | \$ 8,104.00 | \$ 8,200.00 | \$ 8,275.00 | \$ 8,500.00 | \$ 8,340.00 | \$ 11,000.00 |
| Bad Debt write-off | \$ 80.00 | \$ - | \$ - | \$ - | \$ - | \$ - |
| subtotal Administration | \$ 51,148.15 | \$ 57,805.00 | \$ 46,018.77 | \$ 52,908.52 | \$ 40,873.39 | \$ 65,955.00 |
| SALARIES AND BENEFITS | | | | | | |
| Allocated Wage | \$ 59,211.09 | \$ 46,860.00 | \$ 64,791.41 | \$ 84,726.25 | \$ 75,846.43 | \$ 86,588.48 |
| Accrued Benefit Paid | | | | | \$ 23,000.00 | \$ 27,600.00 |
| Payroll Taxes | \$ 3,459.65 | \$ 3,584.79 | \$ 3,813.10 | \$ 6,837.41 | \$ 5,469.34 | \$ 6,987.69 |
| ADP Fee | \$ 707.56 | \$ 750.00 | \$ 621.92 | \$ 700.00 | \$ 513.26 | \$ 700.00 |

Riverside Downtown Partnership - Budget For the fiscal year July 1, 2025 to June 30, 2026

| INCOME EXPENSE DETAIL | 2022 - 2023 Actual | 2023 - 2024 Budget | 2023 - 2024 Actual | 2024 - 2025 Budget | 2024 - 2025 YTD May 31 | 2025 - 2026 Budget |
|---|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-----------------------------------|-------------------------------|
| Salaries and Benefits cont'd | | | | | | |
| Workers Comp | \$ (631.58) | \$ 1,000.00 | \$ 1,741.92 | \$ 3,200.00 | \$ 2,563.33 | \$ 3,750.00 |
| Medical | \$ 33,611.36 | \$ 40,278.00 | \$ 36,746.88 | \$ 40,500.00 | \$ 31,741.72 | \$ 44,500.00 |
| Life Insurance | \$ 1,844.40 | \$ 1,850.00 | \$ 1,844.40 | \$ 1,900.00 | \$ 1,537.00 | \$ 2,200.00 |
| Dental | \$ 612.55 | \$ 700.00 | \$ 624.66 | \$ 650.00 | \$ 359.56 | \$ 650.00 |
| Add'n staff as needed | | | | \$ 10,000.00 | \$ - | \$ 10,000.00 |
| subtotal Salaries & Benefits | \$ 98,815.03 | \$ 95,022.79 | \$ 107,884.29 | \$ 120,913.66 | \$ 95,030.64 | \$ 127,776.17 |
| BUSINESS | | | | | | |
| Parking | \$ 1,470.00 | \$ 2,040.00 | \$ 2,070.00 | \$ 2,400.00 | \$ 2,087.00 | \$ 2,760.00 |
| Conference / Travel | \$ - | \$ - | \$ - | \$ 2,000.00 | \$ - | \$ 10,000.00 |
| Depreciation | \$ 1,777.11 | \$ 1,975.00 | \$ 796.00 | \$ 750.00 | \$ 472.40 | \$ 650.00 |
| Bus. Develop / Mktg. | \$ 135.42 | \$ 250.00 | \$ 487.00 | \$ 750.00 | \$ 591.66 | \$ 750.00 |
| Prof. Development/Seminars | \$ - | \$ - | \$ 10.00 | \$ 100.00 | \$ - | \$ 100.00 |
| subtotal Business | \$ 3,382.53 | \$ 4,265.00 | \$ 3,363.00 | \$ 6,000.00 | \$ 3,151.06 | \$ 14,260.00 |
| MEETINGS | | | | | | |
| Committees | \$ 154.43 | \$ 175.00 | \$ 224.98 | \$ 500.00 | \$ - | \$ 250.00 |
| Directors | \$ 598.99 | \$ 700.00 | \$ 163.90 | \$ 500.00 | \$ 204.57 | \$ 300.00 |
| Staff | \$ - | \$ - | \$ 32.55 | \$ 200.00 | \$ 89.26 | \$ 150.00 |
| subtotal Meetings | \$ 753.42 | \$ 875.00 | \$ 421.43 | \$ 1,200.00 | \$ 293.83 | \$ 700.00 |
| TOTAL ADMINISTRATION | \$ 154,099.13 | \$ 157,967.79 | \$ 157,687.49 | \$ 181,022.18 | \$ 139,348.92 | \$ 208,691.17 |
| MEMBERSHIP | | | | | | |
| Misc. Expenses | \$ - | \$ 500.00 | \$ 409.18 | \$ 500.00 | \$ - | \$ 200.00 |
| Monthly luncheons | \$ 10,284.52 | \$ 12,852.00 | \$ 10,547.97 | \$ 11,934.00 | \$ 9,060.38 | \$ 11,934.00 |
| Annual Meeting | \$ 20,347.13 | \$ 22,850.00 | \$ 24,450.60 | \$ 27,000.00 | \$ 23,621.91 | \$ 30,700.00 |
| Allocated Wage | \$ 12,903.94 | \$ 12,551.80 | \$ 14,044.36 | \$ 13,568.25 | \$ 15,543.92 | \$ 16,173.76 |
| Allocated Payroll Tax | \$ 1,025.30 | \$ 960.21 | \$ 1,162.37 | \$ 1,094.96 | \$ 1,241.51 | \$ 1,305.22 |
| subtotal Membership | \$ 44,560.89 | \$ 49,714.01 | \$ 50,614.48 | \$ 54,097.21 | \$ 49,467.72 | \$ 60,312.98 |
| BID | | | | | | |
| General | | | | | | |
| Strategic Plan | \$ - | \$ 12,500.00 | \$ - | \$ 7,500.00 | \$ - | \$ 2,500.00 |
| Economic Impact Study | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 2,500.00 | \$ - | \$ - |
| Allocated Wage - General | \$ 27,466.36 | \$ 29,269.56 | \$ 29,764.48 | \$ 30,006.00 | \$ 23,700.29 | \$ 31,091.84 |
| Payroll Tax - General | \$ 2,189.71 | \$ 2,239.12 | \$ 2,420.19 | \$ 2,421.48 | \$ 1,852.11 | \$ 2,509.11 |
| subtotal BID General | \$ 39,656.07 | \$ 54,008.68 | \$ 42,184.67 | \$ 42,427.48 | \$ 25,552.40 | \$ 36,100.95 |
| Parking | | | | | | |
| Promos | \$ 215.20 | \$ 3,500.00 | \$ - | \$ 2,000.00 | \$ - | \$ 1,500.00 |
| Allocated Wage | \$ 8,448.87 | \$ 2,334.18 | \$ 4,871.88 | \$ 2,459.00 | \$ 2,759.76 | \$ 2,569.06 |
| Payroll Tax | \$ 671.51 | \$ 178.56 | \$ 386.19 | \$ 198.44 | \$ 214.30 | \$ 207.32 |
| subtotal Parking | \$ 9,335.58 | \$ 6,012.74 | \$ 5,258.07 | \$ 4,657.44 | \$ 2,974.06 | \$ 4,276.38 |
| Beautification | | | | | | |
| Beaut./Maint. Initiatives | \$ 2,173.37 | \$ 25,000.00 | \$ 23,181.95 | \$ 13,500.00 | \$ 17,396.60 | \$ 4,500.00 |
| Allocated Wage | \$ 843.16 | \$ 5,531.56 | \$ 787.01 | \$ 1,551.50 | \$ 994.86 | \$ 1,629.81 |
| Allocated Payroll tax | \$ 65.76 | \$ 423.16 | \$ 64.40 | \$ 125.21 | \$ 76.12 | \$ 131.53 |
| subtotal Beautification | \$ 3,082.29 | \$ 30,954.72 | \$ 24,033.36 | \$ 15,176.71 | \$ 18,467.58 | \$ 6,261.34 |
| Events | | | | | | |
| Event sponsorships | \$ 8,100.00 | \$ 20,000.00 | \$ 11,450.00 | \$ 20,000.00 | \$ 15,087.54 | \$ 23,000.00 |
| Doors Open Riverside | \$ - | \$ 2,000.00 | \$ 1,649.13 | \$ 2,500.00 | \$ 845.48 | \$ 1,200.00 |
| Night of Arts and Innovation | | | | \$ - | \$ - | \$ - |
| Art and Music Festival | \$ 5,861.85 | \$ 9,000.00 | \$ 9,327.29 | \$ 12,000.00 | \$ 12,412.74 | \$ 13,000.00 |
| FOL window decorating | \$ 510.00 | \$ 750.00 | \$ 700.00 | \$ 1,000.00 | \$ 925.00 | \$ 1,200.00 |
| FOL entertainment/vendors | \$ 10,900.63 | \$ - | \$ (125.00) | \$ - | \$ - | \$ - |
| Allocated Wage | \$ 6,890.75 | \$ 9,336.72 | \$ 7,498.22 | \$ 5,371.75 | \$ 8,921.30 | \$ 7,486.25 |
| Allocated Payroll Tax | \$ 535.49 | \$ 714.26 | \$ 608.87 | \$ 433.50 | \$ 693.82 | \$ 604.14 |
| subtotal Public Events | \$ 32,798.72 | \$ 41,800.98 | \$ 31,108.51 | \$ 41,305.25 | \$ 38,885.88 | \$ 46,490.39 |
| Promotion of Business Activities | | | | | | |
| Public Promotion | \$ 40,214.81 | | \$ 44,968.55 | | \$ 39,973.47 | |
| BID Bulletin | \$ - | \$ 41,000.00 | | \$ 47,000.00 | | \$ 34,500.00 |
| Historic Walking Guide | | \$ - | \$ - | | | \$ - |
| Social Media | \$ - | \$ 8,000.00 | \$ 1,071.40 | \$ 2,490.00 | \$ - | \$ 19,000.00 |

Riverside Downtown Partnership - Budget For the fiscal year July 1, 2025 to June 30, 2026

| INCOME EXPENSE DETAIL | 2022 - 2023 Actual | 2023 - 2024 Budget | 2023 - 2024 Actual | 2024- 2025 Budget | 2024 - 2025 YTD May 31 | 2025- 2026 Budget |
|--|-------------------------------|-------------------------------|-------------------------------|------------------------------|-----------------------------------|------------------------------|
| Public Promotion cont'd | | | | | | |
| Promo items | \$ - | \$ 3,527.67 | \$ - | \$ 3,000.00 | \$ - | \$ 3,000.00 |
| Retail Promotion | \$ 849.59 | \$ 12,780.00 | \$ 7,323.87 | \$ 12,000.00 | \$ 3,563.73 | \$ 7,500.00 |
| Pocket and dining guide | \$ - | \$ 6,500.00 | | \$ 5,000.00 | \$ - | \$ 3,500.00 |
| Website | \$ 1,484.36 | \$ 2,500.00 | \$ 2,082.63 | \$ 2,500.00 | \$ 1,929.97 | \$ 3,000.00 |
| Allocated Wage | \$ 30,334.04 | \$ 32,643.10 | \$ 33,495.33 | \$ 32,655.25 | \$ 27,535.34 | \$ 33,881.84 |
| Allocated Payroll Tax | \$ 2,405.38 | \$ 2,497.20 | \$ 2,688.15 | \$ 2,635.28 | \$ 2,152.42 | \$ 2,734.26 |
| subtotal Public Promotion | \$ 75,288.18 | \$ 109,447.97 | \$ 91,629.93 | \$ 107,280.53 | \$ 75,154.93 | \$ 107,116.10 |
| Ambassador Program | | | | | | |
| Program Expenses | \$ 4,699.83 | \$ 7,100.00 | \$ 4,774.30 | \$ 8,850.00 | \$ 4,966.40 | \$ 5,369.26 |
| Ambassador payroll | \$ 43,935.79 | \$ 49,092.00 | \$ 48,072.53 | \$ 53,700.89 | \$ 42,317.07 | \$ 55,006.88 |
| Ambassador payroll tax | \$ 3,669.15 | \$ 4,000.00 | \$ 4,138.50 | \$ 4,333.66 | \$ 3,669.20 | \$ 4,439.06 |
| Workers Comp | \$ 3,457.96 | \$ 4,000.00 | \$ 3,924.62 | \$ 8,900.00 | \$ 6,965.49 | \$ 8,900.00 |
| GEM Repair | \$ 6,704.88 | \$ 2,500.00 | \$ 5,050.00 | \$ 7,210.00 | \$ 5,349.00 | \$ 8,500.00 |
| GEM insurance | \$ 3,010.00 | \$ 4,000.00 | \$ 2,966.00 | \$ 4,000.00 | \$ 2,966.00 | \$ 6,500.00 |
| Allocated Wage | \$ 13,678.49 | \$ 8,570.46 | \$ 12,746.89 | \$ 12,412.00 | \$ 11,484.13 | \$ 11,159.88 |
| Allocated Payroll Tax | \$ 1,087.91 | \$ 655.64 | \$ 1,031.76 | \$ 1,001.65 | \$ 899.45 | \$ 900.60 |
| External Security | \$ 87,600.00 | \$ - | \$ - | \$ - | \$ - | \$ - |
| External Garage Security | \$ 76,912.00 | \$ - | \$ - | \$ - | \$ - | \$ - |
| subtotal Ambassador Program | \$ 244,756.01 | \$ 79,918.10 | \$ 82,704.60 | \$ 100,408.20 | \$ 78,616.74 | \$ 100,775.68 |
| subtotal BID | \$ 404,916.85 | \$ 322,143.20 | \$ 276,919.14 | \$ 311,255.61 | \$ 239,651.59 | \$ 301,020.84 |
| TOTAL EXPENSES | \$ 603,576.87 | \$ 529,825.00 | \$ 485,221.11 | \$ 546,375.00 | \$ 428,468.23 | \$ 570,025.00 |
| NET INCOME | \$ 18,754.05 | \$ 0.00 | \$ 86,972.09 | \$ 0.00 | \$ 77,036.11 | \$ 0.00 |
| Event sponsorships | | | | | | |
| Day of the Dead | | \$ 2,500.00 | | \$ 3,500.00 | | \$ 3,500.00 |
| Miracle on Main | | \$ 2,500.00 | | \$ 3,500.00 | | \$ 3,500.00 |
| Mission Inn Run | | \$ 1,500.00 | | \$ 2,500.00 | | \$ 2,500.00 |
| Chanukah | | \$ 1,000.00 | | \$ 1,500.00 | | \$ 1,500.00 |
| Ad Hoc | | \$ 12,500.00 | | \$ 10,000.00 | | \$ 12,000.00 |
| | | \$ 20,000.00 | | \$ 21,000.00 | | \$ 23,000.00 |