

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



**RIVERSIDE
DOWNTOWN
PARTNERSHIP**

BID BOUNDARIES



