



Riverside Downtown Parking and Business Improvement Area

**Annual Renewal Report for the year
January 1 to December 31, 2026**

Background

The Riverside Downtown Association (later Riverside Downtown Partnership - RDP) was formed in 1981 by downtown businesses and stakeholders to advocate on important downtown issues.

The Riverside Downtown Parking and Business Improvement Area, or Downtown BID, was established in 1986 as a vehicle to improve downtown. RDP was charged with the responsibility for the Downtown BID.

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

Promotion of business activities

Events / Music

Beautification

Ambassador Program

Parking

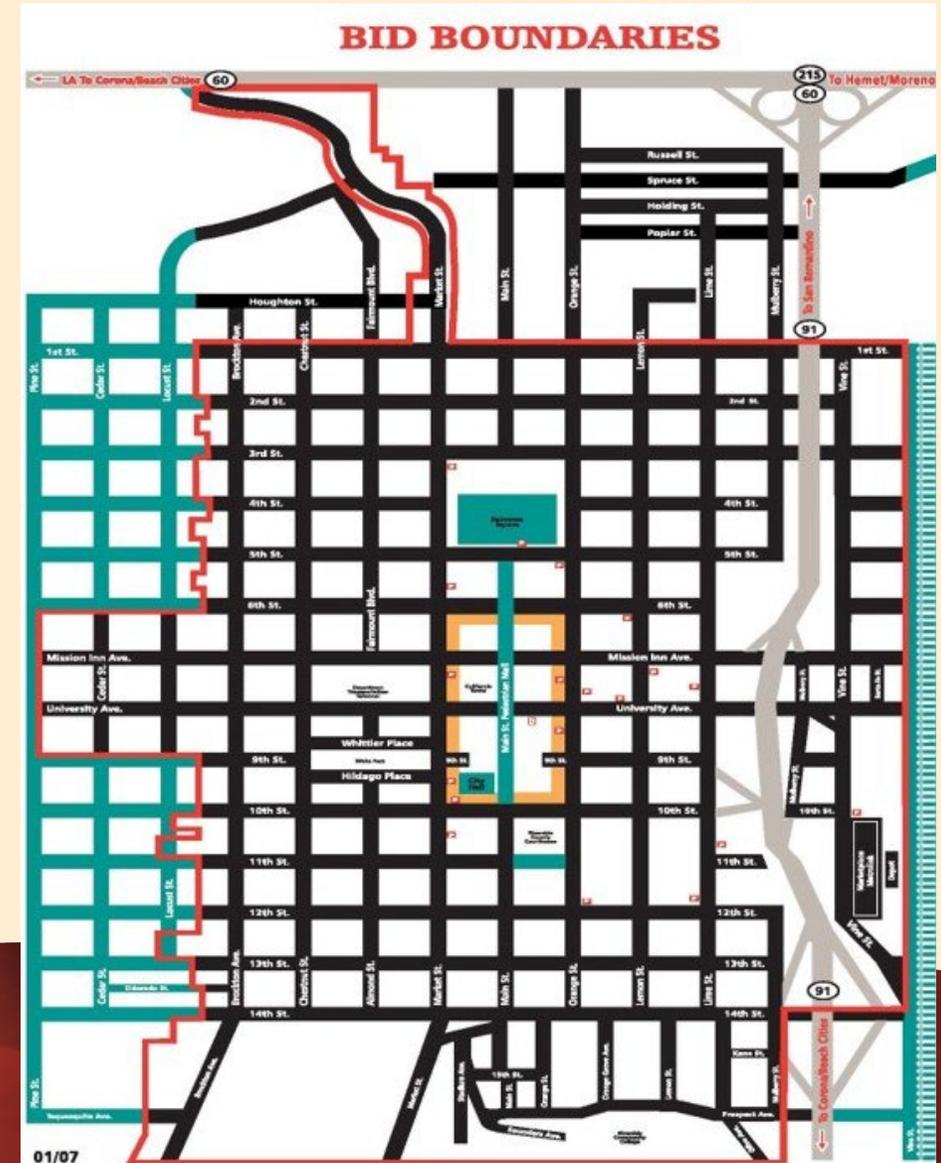
Advocacy

Boundaries and Assessment

The Downtown BID boundaries include the area shown on the map. No changes are proposed for 2026.

The assessment levy for the Downtown BID has been 100% of the base business license tax levied by the City of Riverside since July 1, 2000. There is no proposed change in the assessment levy for the 2026 calendar year.

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



Board of Directors

Executive:

Shalini Lockard, Chair
Andrew Walcker, Vice-Chair
Nanci Larsen, Treasurer
Brian Pearcy, Secretary
Lou Monville
Philip Makhoul
Randy Hord
Shelby Loomis, Past Chair

Directors:

Amy Hoyt
Cesar Gomez
Chad Collopy
Cherie Powell
Chuck Beaty
Collette Lee
Jean Eiselein
Jennifer Gamble
Jesse De La Cruz
Joe Ramos

John Adkins
Joseph Guzzetta
Justin Tracy
Mercedes Serrano
Rachael Dzikonski
Robert Nagle
Ron Loveridge
Sorrelle Williams
Stan Morrison

Ex-Officio:

Riverside City Council: Philip Falcone, Ward One
Clarissa Cervantes, Ward Two

Arlington Business Partnership: Oz Puerta
Director Emeritus: Bill Gardner

Board Information and Policies

There are a minimum of 25 and a maximum of 33 Directors, including up to nine Executive members.

Directors are elected for two-year, renewable terms. Executive members serve one-year renewable terms except for the Chair and Vice-Chair who may serve a maximum of two consecutive terms.

Board policies include:

- A non-discrimination policy to protect Board, staff, volunteers, and/or program participants. RDP also has an Employee Handbook.
- An endorsement and conflict of interest policy regarding providing support to projects, initiatives, or other endeavors of possible benefit to downtown.

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.

Focus and Goals

RDP adopted a strategic plan framework for 2022 to 2026. The focus of RDP reflects its vision, mission, and values as do its goals. RDP's activities and efforts in 2026 are based on its broad goals as outlined in the current Strategic Plan. The plan will be reviewed and updated in 2027.

RDP's goals are:

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

Ultimately RDP strives to serve its members / stakeholders and downtown.

Benefits Provided by the Downtown BID

Benefits include a welcome package to all new businesses and announcement in the BID bulletin. The welcome package includes copies of all printed materials including the organization's annual calendar, "What's Up with RDP" and its Annual Report.

What's Up with RDP 2025

Updated calendar for 2025 showing months from January to December. Each month includes a grid of dates with various symbols (stars, triangles, circles) indicating events or holidays. The calendar is titled "Downtown is Calling" and "Good Times Await".

Annual Report - 2024 in Review -

Annual Report - 2024 in Review - featuring photos of community events and the Riverside Partnership logo. The report is titled "Downtown is Calling" and "Good Times Await".

Welcome to Riverside Downtown Directory Map

Map showing the downtown area with various icons for services, banks, places to stay, restaurants, courthouses, bus stations, and parking. The map is titled "RIVERSIDE DOWNTOWN PARTNERSHIP" and "DOWNTOWN IS CALLING".

Downtown Directory Listing

Directory listing with categories for Restaurants, Shopping, Services, and Banks. The listing includes names and addresses of various businesses in the downtown area.

Benefits include working with other organizations to promote downtown and its businesses. In 2025 RDP partnered with the Riverside Convention and Visitors Bureau to update the downtown map and directory.

Logos for Discover Riverside Convention & Visitors Bureau, Riverside Downtown Partnership, and Riverside California.

Benefits Provided by the Downtown BID

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

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 advocating and mobilizing on issues that affect downtown businesses as well as employees, customers, and residents. These issues include safety and security concerns, downtown parking inventory and rates, and quality of life.

Benefits Provided by the Downtown BID

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

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



Assessing the Benefits

To assess benefits provided by the BID, RDP:

- Monitors responses to ads, requests for collateral including the Pocket Guide and Historic Walking Guide, and usage of calendar information.
- Reviews daily reports on Ambassador activity and compiling data.
- Monitors calls for assistance / advice from members / stakeholders.
- Receives input and information from Board and Committee members, members / stakeholders, and luncheon attendees.
- Surveys and visits members / stakeholders periodically.
- Includes assessment by partners and other organizations

The above methods of assessment allow RDP to adjust benefits and also identify emerging needs. RDP then meets with downtown businesses and stakeholders to share information, hear concerns, and consider what changes might be needed in future.

Focus for 2026

RDP will continue its increased partnership and joint efforts with other organizations, most notably the Mission Inn Foundation and the Miracles and Dreams Foundation, as well as its long-standing partnership with the Riverside Arts Council.

RDP newly formed Events Committee will revive both the Downtown Riverside' Restaurant Week and the Downtown Fashion Show in 2026.

RDP will continue to sponsor downtown events, and expand promotion of downtown businesses and attractions through social media.

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

Estimated Cost of 2026 Activities

Activity	Amount
BID General Promotion	\$230,000
BID Ambassador Program	\$150,000
BID Events/Music	\$90,000
BID Parking & Beautification	\$40,000
Total	\$510,000

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. RDP expects to receive approximately \$60,025 from other sources, such as membership activities. RDP only solicits sponsorships for its Annual Meeting and Awards Ceremony to cover award related costs.

RDP Budget Summary

INCOME EXPENSE DETAIL	2022 - 2023 Actual	2023 - 2024 Budget	2023- 2024 Actual	2024- 2025 Budget	2024- 2025 Actual	2025 - 2026 Budget
INCOME						
Administration	\$2,159.24	\$7,015.00	\$10,509.14	\$9,125.00	\$11,409.09	\$8,875.00
Membership	\$43,477.19	\$42,460.00	\$47,655.74	\$46,150.00	\$52,610.00	\$50,050.00
BID levy income	\$474,234.29	\$470,000.00	\$511,378.32	\$490,000.00	\$527,545.35	\$510,000.00
Other BID income	\$102,460.20	\$10,350.00	\$2,650.00	\$1,100.00	\$1,150.00	\$1,100.00
TOTAL INCOME	\$622,330.92	\$529,825.00	\$572,193.20	\$546,375.00	\$592,714.44	\$570,025.00
EXPENSE						
Administration	\$154,099.13	\$157,967.79	\$157,687.49	\$181,022.18	\$165,390.92	\$208,691.17
Membership	\$44,560.13	\$49,714.01	\$50,614.48	\$54,097.21	\$52,968.23	\$60,312.98
BID General	\$39,656.07	\$54,008.68	\$42,184.67	\$42,427.48	\$30,562.33	36,100.95
BID Parking	\$9,335.58	\$6,012.74	\$5,258.07	\$4,657.44	\$3,960.02	\$4,276.38
BID Beautification	\$3,082.29	\$30,954.72	\$24,033.36	\$15,176.71	\$18,558.92	\$6,261.34
BID Events / Sponsorships	\$32,798.72	\$41,800.98	\$31,108.51	\$41,305.25	\$40,534.90	\$46,490.39
BID Business Promotion	\$75,288.18	\$109,447.97	\$91,629.93	\$107,280.53	\$102,400.45	\$107,116.10
BID Ambassador Program	\$244,756.01	\$79,918.10	\$82,704.60	\$100,408.20	\$91,975.79	\$100,775.68
TOTAL EXPENSES	\$603,576.87	\$529,825.00	\$485,221.11	\$546,375.00	\$506,351.56	\$570,025.00
NET INCOME	\$18,754.05	\$0	\$86,972.09	\$0	\$85,362.88	\$0

Riverside Downtown Parking and Business Improvement Area

Thank you for your support!

