

## 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 1 to June 30 fiscal year. The financial results at June 30, 2025 showed a surplus of \$86,363 compared to a budgeted zero balance. The actual surplus was largely due to higher BID Levy income than expected.

Operating Revenue for the fiscal year ended June 30, 2025 was \$592,714 and was broken down as follows:

<b>Membership</b>	<b>\$52,610</b>
<b>BID Levy</b>	<b>\$528,695</b>
<b>Interest</b>	<b>\$10,748</b>
<b>Other</b>	<b>\$661</b>

Operating Expenses for the fiscal year ended June 30, 2025 were \$506,351 and were broken down as follows:

<b>Administration / Operations</b>	<b>\$165,391</b>
<b>Membership</b>	<b>\$52,968</b>
<b>BID – program &amp; other</b>	<b>\$287,992</b>

At June 30, 2025, RDP's assets were as follows:

<b>Checking &amp; Money Market</b>	<b>\$384,419</b>
<b>Certificates of Deposits</b>	<b>\$294,514</b>
<b>Accounts Receivable</b>	<b>\$180</b>
<b>Property &amp; Equipment (net)</b>	<b>\$767</b>
<b>Total</b>	<b>\$670,880</b>

And its liabilities were \$56,151 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, 2025 were as follows:

<b>Checking &amp; Money Market</b>	<b>\$822,153</b>
<b>Certificates of Deposits</b>	<b>\$349,467</b>
<b>Accounts Receivable</b>	<b>\$272</b>
<b>Property &amp; Equipment</b>	<b>\$572</b>
<b>Petty Cash</b>	<b>\$250</b>
<b>Deferred Expense</b>	<b>\$0</b>
<b>Total</b>	<b>\$1,172,714</b>

RDP assets increased significantly due to resolution of outstanding BID Levy payments. RDP received a check for the outstanding payments on December 29, 2025. The amount received was \$529,896.95 representing outstanding payments for 2021 through 2025 plus the payment for 2026. The amount was reflected on the balance sheet as unrestricted funds but not yet reflected in the 2025 financial statements.

## 2025 Board of Directors

The Board of Directors of RDP consists of four Officers plus up to 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 five non-voting Ex-Officio positions that include the City Council representatives of Ward One and Ward Two, a representative from the Mayor's Office and from the Economic Development Department, and a representative of the Arlington Business Partnership. There is also a non-voting Director Emeritus position.

### Executive Committee

Chair	Shalini Lockard, Riverside Legal & Prof. Mgmt.
Vice-Chair	Andrew Walcker, Overland Development
Secretary	Brian Percy, Law Office
Treasurer	Nanci Larsen, Mission Inn Foundation
Member	Lou Monville, Raincross Hospitality Corporation
Member	Philip Makhoul, Diamond National Realty
Member	Randall Hord, Raincross Financial Partners
Past Chair	Shelby Loomis, SS Loomis, LLC

### Directors

Amy Hoyt, Best Best & Krieger  
 Cesar Gomez, County of Riverside, District 1  
 Chad Collopy, Riverside Police Department  
 Cherie Powell, Riverside Community Hospital  
 Chuck Beaty, Individual / downtown resident  
 Collette Lee, Tower Agency  
 Jean Eiselein, Downtown Area Neighborhood Alliance  
 Jennifer Gamble, Tower Agency  
 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, Riverside Food Lab  
 Rachael Dzikonski, Riverside Arts Council  
 Robert Nagle, RJN Investigations  
 Ron Loveridge, UC Riverside Faculty  
 Sorrelle Williams, Toni Moore / How She Wore It  
 Stan Morrison, Morrison Consulting

### Director Emeritus

Bill Gardner

### Ex-Officio

Mayor's Office, Zoe Ridgway  
 Economic Development, Desiree Massei  
 Riverside City Council, Philip Falcone, Ward One and  
 Clarissa Cervantes, Ward Two  
 Arlington Business Partnership, Oz Puerta / Board member

### Staff

The RDP staff team is made up of an Executive Director, an Office Manager/Bookkeeper, and three part-time employees who serve as Downtown Ambassadors.  
 Janice Penner, Executive Director  
 Shirley Schmeltz, Office Manager/Bookkeeper  
 Daniel Perez, Ambassador  
 Eleanor Rangel, Ambassador  
 Matthew Healy, 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 2025!

*Downtown is  
Calling*



Good  
Times  
Await

*Annual Report  
- 2025 in Review -*



On behalf of the Board of Directors and staff of the Riverside Downtown Partnership, we are pleased to present our 2025 Annual Report.

## 2025 Highlights



Although the genesis of the Riverside Arts and Culture District (The ACD) began much earlier, it was first formalized in 2024. The area from 3rd Street to 10th Street and from Fairmount Boulevard to Lime Street was already home to arts organizations, cultural spaces, historic buildings, special events and more. The City officially declared 2025 to be the Year of Arts and Culture with the banners and signage along Main Street, the mural on the Lime Street pedestrian bridge, and the banners on University Avenue giving visual recognition to the importance of arts and culture to downtown Riverside. The ACD was designated as one of 10 new California Cultural Districts by the California Arts Council in December 2025 with the application noted for its authentic community partnerships. RDP was honored to be involved in the application process with the City and the Riverside Arts Council.



RDP recognized downtown achievements at its Annual Meeting and Awards Ceremony on February 20th at the Riverside Convention Center where Rose Mayes was recognized with the RDP Chair's Award. Other award recipients included Collette Lee with the Roy Hord 'Volunteer of the Year' Award, UCR's Culver Center with the Arts and Culture Award, Riverside Arts Council's Artswalk with the Business Activity Award, the Miracles and Dreams Foundation Backpack Giveaway with the Downtown Event Award, The Mark residential development with the Downtown Improvement Award, and the Riverside Police Department's National Night Out with the Safety and Security Award.



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 on the Riverside Art and Music Festival. These efforts included the Dickens Festival, Riverside Pride Festival, and the Metrolink Holiday Express Train event at the Downtown Riverside Station. These activities provided more visibility for RDP and increased promotion of downtown events and activities.



RDP also supported the Miracles and Dreams Foundation with its Easter Egg Hunt, Backpack Giveaway, and Miracle on Main Christmas event. RDP supported the Mission Inn Foundation's 48th Mission Inn Run. Sponsored events also included the annual Day of the Dead festival and the Chanukah festival at the historic County Courthouse. RDP sponsorships represent about 6.3% of its operating budget.

RDP formed an Events Committee in 2025 to revive Downtown Riverside's Restaurant Week in Spring 2026, and the Downtown Fashion Show in the Fall of 2026, in partnership with downtown retailers and the Pink Ribbon Place / Riverside Community Health Foundation.

RDP continued to reach out to the community with monthly luncheons featuring speakers on a variety of topics including the City's Green Business Program and the new Farmhouse Collective adaptive reuse of a former motel, Erin Edwards on the Blue Zones initiative for healthy living, the City's General Plan Update, Council member Clarissa Cervantes on Ward 2, Charlotte McKenzie on Riverside's oldest theater – Riverside Community Players, Peter Hemstead on Riverside Community Hospital's expansion, Sabrina Gonzalez on Civil Rights institute of Inland Southern California, and Riverside Police Chief Larry Gonzalez.



Downtown Riverside in 2025 continued to thrive with 84 new businesses opening. New businesses included Stray Dogs Coffee and Copper Goat Coffee, solidifying downtown as a coffee shop mecca. The State Restaurant opened its Riverside location, 1LoveIE opened its fourth location on Main Street,



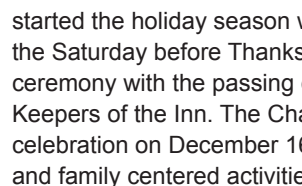
and the Mission Inn Foundation returned to Main Street across from the Mission Inn Hotel & Spa.



Events activated downtown throughout 2025 starting with the Riverside Lunar Festival in January followed by the Black History Parade and Expo in February.



Art events included the monthly Riverside Arts Walk, the Riverside Art Museum's Art Market in the Spring, and the Riverside Art and Music Festival in the Fall. Fall also saw Doors Open Riverside and the Mission Inn Run, with the largest number of runners in its history.



The Historic Mission Inn Hotel & Spa and the City of Riverside started the holiday season with a spectacular Festival of Lights the Saturday before Thanksgiving. It was a somber lighting ceremony with the passing of Duane Roberts, one of the Keepers of the Inn. The Chanukah Festival held its annual celebration on December 16th with the lighting of the Menorah and family centered activities.



### 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 2025 RDP continued to focus on the goals identified in its strategic plan. RDP concentrated on advocacy regarding issues of importance such as parking accessibility and on assistance to downtown businesses as a liaison in areas such as planning and code enforcement.

### Services and Value Provided in 2025

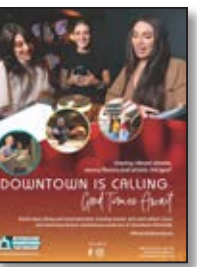
RDP provides specific services and value to its members and stakeholders in a number of areas. RDP manages the Downtown Business Improvement District, and its activities are funded by the BID levy paid by businesses in the district. The BID levy is equal to 100% of the Business Tax assessed on downtown businesses and approved by the 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.

- In 2025, RDP refreshed its branding with a design change that extended to all print material and social media.
- 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.
- 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.
- 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.
- RDP also lists monthly events at the Riverside Convention Center so businesses can plan for increased customer traffic.



### Beautification

- RDP funds various beautification efforts. It has funded murals, window wraps, and tree trimming and continues to work with the City on various projects.



### 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 parking downtown, and improved technology for on-street and structured parking.
- In 2025 RDP worked with the City on enhancing the parking experience downtown. The Valet program was introduced as a pilot in January 2026.



### Committees

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 facilitates other meetings so businesses could voice their concerns with other businesses and City representatives in attendance. RDP also works in partnership with the Greater Riverside Chambers of Commerce and the Downtown Area Neighborhood Alliance on issues of importance and future collaborations.