ANNUAL REPORT
On the
Riverside Downtown Parking and Business Improvement Area

Renewal of the BID levy
For the year January 1 – December 31, 2027

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

RIVERSIDE DOWNTOWN PARTNERSHIP

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 9, 2026. 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 2027 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 2027 calendar year. All activities and new efforts are within the boundaries of the RDPBIA.

Assessment and focus for the 2027 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 2027 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 include promotion, Ambassador program, events and music, beautification and maintenance, and parking,

The RDP Board of Directors adopted the Strategic Plan for 2022 to 2026 framework at their July 13, 2022 meeting. The Board decided to begin their 2027 strategic planning process in 2026 to incorporate additional outreach and board engagement into the process. To ensure continuity,

the consultant who was engaged for the 2022 to 2026 Strategic Plan framework was also engaged for the 2027 to 2031 Strategic Plan.

Initial work started in May 2026 with in-person stakeholder and board sessions held in August 2026. The Executive reviewed initial findings as part of their update to the Board and preparation for the Board retreat planned for October 14, 2026 where the plan will be presented to the Board for approval. RDP's activities in 2027 will adjust to reflect the 2027 to 2031 Strategic Plan.

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.

The draft strategic plan contemplates certain revisions to the vision, mission, values, and goals in response to the outreach and board engagement during the planning process.

Benefits to be provided by RDP to RDPBIA members / stakeholders in 2027

General Promotion:

Benefits include promotion of downtown, downtown businesses, and downtown attractions and amenities through print media, digital / social media, and other marketing and communications methods.

- 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 website, Facebook, Instagram, digital ads, 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.
  - A postcard with QR Codes for RDP's website, Facebook, and Instagram so visitors and others can easily access up-to-date information on downtown Riverside,
  - The Downtown Riverside Map and Directory updated and produced in partnership with the Riverside Convention and Visitors Bureau and posted on RDP's website for reference.
  - The Downtown Riverside Historic Walking Guide illustrating historic sites in downtown provided to hotels and other locations.
  - The monthly BID Bulletin 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 various updates.
  - A monthly calendar of events in downtown Riverside and at the Riverside Convention Center included in the BID Bulletin and posted on RDP's website for reference.

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 BID Bulletin. 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 conventioneers 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 problems encountered by downtown businesses such as moving transients along.

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 2026 have included influencing with Integrity, the City's Economic Development department, employment opportunities through Options for All, the City's Green Business Program, and Councilmember Clarissa Cervantes. Topics planned for the remainder of the year include updates from Riverside Community Hospital, the City's Sign Code, and the Fire Department. 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 partnering on and sponsoring events that bring visitors and business customers to downtown. RDP partners with others on events including the annual Riverside Art and Music Festival and Doors Open Riverside. In 2026 RDP revived both Riverside Restaurant Week in March and the Fall Fashion Show in October to benefit downtown restaurants and retailers respectively. RDP sponsors a number of events and supports others by purchasing program ads, most notably the annual Backpack Giveaway at the Library, Mission Inn Run, Day of the Dead, and Miracle on Main.

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 2027

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.

Since the 2027 to 2031 Strategic Plan is expected to focus on strengthening RDP's value and service to members, and producing measurable results on collaboration with members, partners, and others, assessment methods in 2027 will adjust accordingly.

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 through the monthly BID Bulletin newsletter, monthly luncheons, and emails. 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. RDP's outreach and engagement will expand in 2027 as part of the focus on strengthening RDP's value and service to members. That expansion will enable RDP to more readily identify emerging needs in the RDPBIA, and adjust its response.

Activities and new efforts recommended for the 2027 calendar year

RDP has increased its partnership and joint efforts with other organizations, most notably the Riverside Arts Council, the Miracles and Dreams Foundation, and the Mission Inn Foundation, while continuing its long-standing relations with the Riverside Convention and Visitors Bureau and Convention Center and the Greater Riverside Chambers of Commerce. These efforts include participation and attendance at an increased number of events, providing more visibility for RDP and increased sponsorship and promotion of downtown events and activities.

RDP will continue to host downtown's Riverside Restaurant Week in spring 2027 and the Fall Fashion Show as the 2026 events had excellent participation from downtown hospitality establishments and downtown retailers. As RDP implements its strategic plan, it will identify potential opportunities to promote downtown and its members,

The strategic plan outreach and engagement identified member and stakeholder concerns about safety and cleanliness downtown. While RDP will continue to support safety and cleanliness efforts with the City and others, RDP will also consider how it can best augment those efforts.

RDP will continue to expand promotion of downtown businesses and attractions through social media while continuing print advertising, particularly with the addition of a senior administrative position. 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 2027 is shown in the accompanying table and based on anticipated business tax levy revenue for that year.

Activity	2027 Cost
Promotion	$265,000
Ambassador Program	$175,000
Events/Music	$110,000
Other Benefits	$40,000
Total	**$590,000**

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, 2026 to June 30, 2027. There may be an operational surplus or deficit carried over from calendar year 2026. In addition to revenue from the assessment, RDP expects to receive approximately $76,500 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 9, 2026.

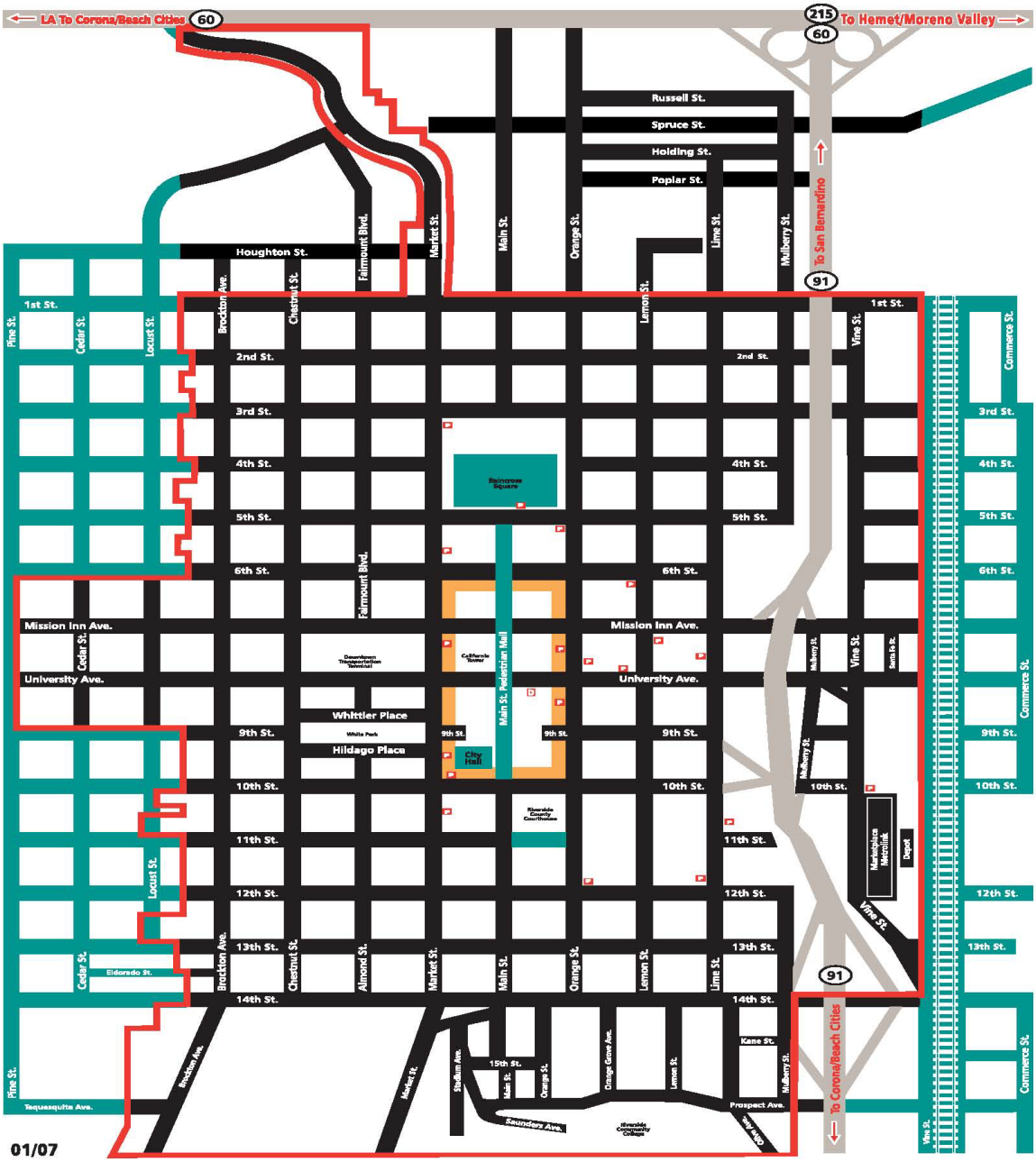
REPORTING REQUIREMENTS FOR THE DOWNTOWN BID PER R 24097

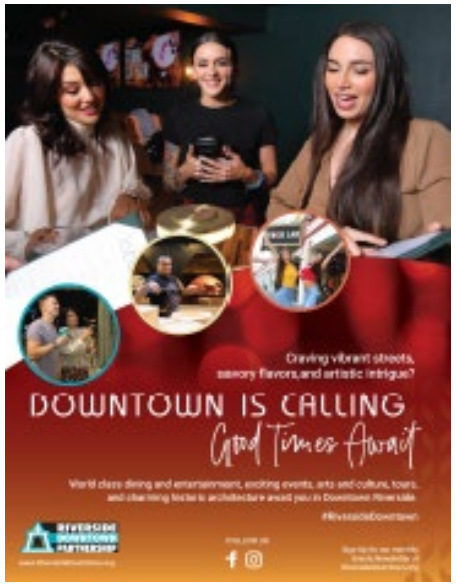
	Requirement	Where Found
1	Existing board policies and board members.	Supplemental documents 1 and 2
2	Mission statement	Page 2
3	Strategic goals of the BID	Page 2 / Supplemental 3
4	Community Engagement Plan	Renewal Report
a.	Specific and tangible benefits the BID is providing to businesses.	Pages 3 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 to 6
d.	Clarify how progress is tracked over time.	Page 6
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.	Page 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

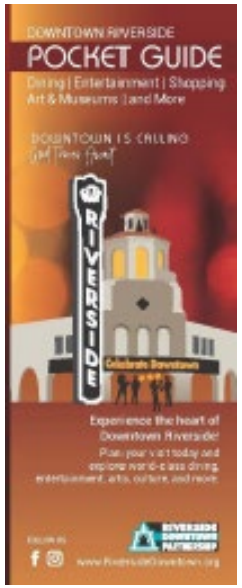
Appendix A

RIVERSIDE DOWNTOWN PARTNERSHIP

BID BOUNDARIES




Craving vibrant streets, savory flavors, and artistic intrigue?
DOWNTOWN IS CALLING
Good Times Await


DOWNTOWN RIVERSIDE
POCKET GUIDE
Dining | Entertainment | Shopping
Art & Museums | and More
Experience the heart of Downtown Riverside!


DOWNTOWN RIVERSIDE
Historic Walking Guide


Welcome to Riverside
Downtown Directory Map


Downtown Directory Listing


BID BULLETIN
Riverside Civil Rights Walk


your Downtown, your way!
DOWNTOWN IS CALLING


Connect with us
online and on social media –
jump in and make some memories!



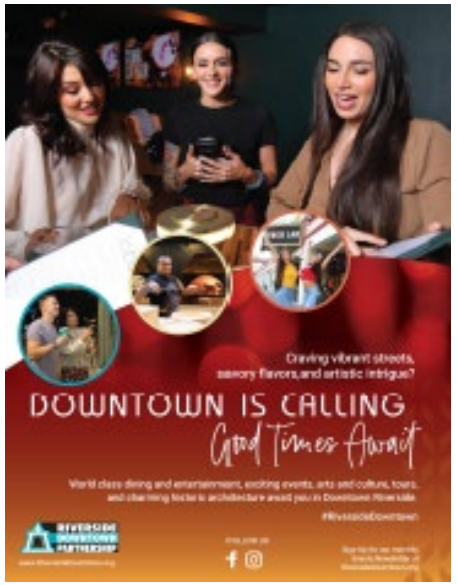

DOWNTOWN is calling
SHOP | EVENTS
DINE | ARTS & CULTURE
Riverside Downtown Partnership

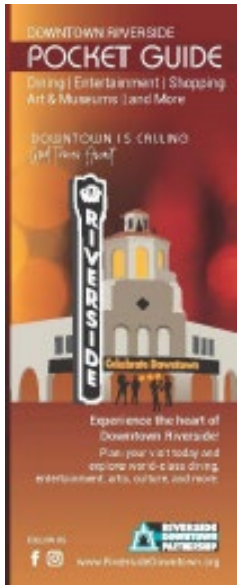

2026 Calendar
What's Up with RDP


Annual Report
- 2025 in Review -


2025
SEPTEMBER

Appendix B


Craving vibrant streets, savory flavors, and artistic intrigue?
DOWNTOWN IS CALLING
Good Times Await


DOWNTOWN RIVERSIDE
POCKET GUIDE
Dining | Entertainment | Shopping
Art & Museums | and More
Experience the heart of Downtown Riverside!


DOWNTOWN RIVERSIDE
Historic Walking Guide


Welcome to Riverside
Downtown Directory Map


Downtown Directory Listing


BID BULLETIN
Riverside Civil Rights Walk


your Downtown, your way!
DOWNTOWN IS CALLING


Connect with us
online and on social media –
jump in and make some memories!




DOWNTOWN is calling
SHOP | EVENTS
DINE | ARTS & CULTURE
Riverside Downtown Partnership


2026 Calendar
What's Up with RDP


Annual Report
- 2025 in Review -


2025
SEPTEMBER

Appendix B

Listing of Supplemental Documents for 2027 BID Renewal Reporting Requirements:

1. Current Board Policies May 2026
2. Board members as of September 2026
3. Strategic Plan Framework for 2022 to 2026 (to be replaced in October with new Strategic Plan for 2027 – 2031)
4. List of Sponsors for Annual Meeting on February 19, 2026
5. Detailed line-item budget for Fiscal July 1, 2026 to June 30, 2027

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

CONFLICT OF INTEREST POLICY

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.

CONTRIBUTION TO DOWNTOWN BEAUTIFICATION AND/OR MURAL POLICY

To be eligible, each proposed project must satisfy all of the following minimum program qualifications:

- **City of Riverside Approval.** The proposed mural project must receive approval from the City of Riverside Planning Department and the Ward 1 Council Office prior to the commencement of any work. All sign copy and mural content shall be subject to the City's independent review and approval process. RDP shall not participate in or be responsible for the review or approval of mural content, imagery, or sign copy.
- **Competitive Bidding Requirement.** The applicant must obtain a minimum of three (3) written bids from local, qualified mural artists. Each bid shall include the artist's qualifications, a description of the proposed materials, a detailed scope of work, and the total project cost. RDP reserves the right to request additional information regarding any submitted bid.
- **Artist Workmanship Guarantee.** The selected artist must provide a written guarantee that all workmanship and materials shall be free of defects for a minimum period of five (5) years from the date of mural completion and final acceptance. This guarantee shall cover, without limitation, paint fading, lifting, peeling, cracking, or any other defects arising from workmanship or material failure. This guarantee does not extend to damage caused by vandalism, graffiti, or other third-party acts.
- **Property Owner Agreement and Hold Harmless.** The owner of the wall, structure, or appurtenance upon which the mural will be applied must provide written agreement authorizing the mural installation. The property owner must also provide RDP with a Certificate of Liability Insurance with RDP, its directors, and its employees named as Additional Insured and with a minimum of $1,000,000 Commercial General Liability.
- **RDP Contribution Limitation.** RDP shall contribute a maximum of up to twenty percent (20%) of the actual mural cost only. The mural cost shall be defined as the direct cost of the mural artwork, including artist labor and materials applied to the wall surface. If building repairs, wall preparation, structural modifications, or any other ancillary work is required to prepare the surface for the mural application, those costs shall be the sole responsibility of the applicant and/or property owner and shall not be borne by RDP.

Board Members for
March 1, 2026 to February 29, 2028 Term

Executive Committee

Chair:	Andrew Walcker, Overland Development Company
Vice Chair:	Amy Hoyt, Best Best & Krieger
Treasurer:	Nanci Larsen, DANA
Secretary:	Brian Pearcy, Law Office of Brian C. Pearcy, APC
Members:	Philip Makhoul, Diamond National Realty
	Randall Hord, Raymond James Financial Services
	Joe Ramos, Miracles and Dreams Foundation
	Joe Guzzetta, Parkfront Properties
Past Chair	Shalini Lockard, Leg. & Prof. Mgt

Directors

Broc Yoshida	Riverside Food Lab/Riverside Game Lab
Cesar Gomez	County of Riverside, District 1 (designate)
Chad Collopy	Riverside Police Department (designate)
Cherie Powell	Riverside Community Hospital
Chuck Beaty	Individual / Downtown resident
Collette Lee	Downtown Resident / Realtor
Jennifer Gamble	Tower Agency
Jesse De La Cruz	Tilden-Coil Constructors
John Adkins	Riverside City College
Jungmiwha Bullock	Downtowne Book Store
Justin Hudson	1LoveIE
Justin Tracy	PIP Printing
Kristina Vanaman	Raincross Hospitality Corporation
Mario Cortez	Taco Station
Mark Long	UCR
Melissa Lopez	MBG Lifestyle Group
Rachael Dzikonski	Riverside Arts Council
Ron Loveridge	UCR
Shelby Loomis	SS Loomis, LLC
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
Economic Development	Desiree Massei
Arlington Business Partnership	Oz Puerta / Board member
Director Emeritus	Bill Gardner

As of September 2026

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 the Ambassador program.

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 of downtown businesses 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 Sponsors for Annual Meeting on February 19, 2026

Roy Hord 'Volunteer of the Year' Award Sponsor – Raincross Financial Partners
Arts and Culture Award Sponsor - Best Best & Krieger
Business Activity Award Sponsor – Overland Development Company
Downtown Event Award – Riverside Convention and Visitors Bureau
Downtown Improvement Award Sponsor – MBG Lifestyle Group
Safety and Security Award Sponsor – SS Loomis, LLC

Other Sponsors:
Event - Collette Lee / Tower Agency
RJN Investigations
Floral – Blooming Wonders Florals and Events
Print - PIP Printing Print My Stuff

Opportunity Drawing Donors:

A.D. Jewelry Creations
AAMCO
Antonious Pizza Cafe
Aquarium of the Pacific
Back to the Grind
Carol Tobias
Castle Park
Cheba Hut
Creative Metal Works
Dave & Busters
Division 9 Gallery
Farmer Boys
Fox Riverside Theater Foundation
GLO Mini Golf
Heroes Restaurant & Brewery
Hyatt Place Riverside
Janice Penner
Killer Queens Social House
Lake Alice Trading Company
MBG Lifestyle Group
Michael Elderman Studio
Mission Inn Foundation & Museum
Mission Inn Hotel & Spa
Mrs. Tiggy Winkles
Ontario Reign - Hope Reigns Foundation
Riverside Arts Council
Riverside City College
Riverside Community Arts Association
Riverside Community Players
Riverside Convention & Visitors Bureau
SS Loomis, LLC
Taco Station
The State Restaurant
Tilden-Coil Constructors
Whatley Strategies

Riverside Downtown Partnership - Budget For the fiscal year July 1, 2026 to June 30, 2027

INCOME EXPENSE DETAIL	2023 - 2024 Actual	2024- 2025 Budget	2024 - 2025 Actual	2025- 2026 Budget	2025 - 2026 YTD May	2026 - 2027 Budget
INCOME						
ADMINISTRATION						
Administrative Income	$ 806.13	$ 475.00	$ 488.75	$ 525.00	$ 1,009.75	$ 600.00
Interest/Dividend	$ 9,476.86	$ 8,500.00	$ 10,748.28	$ 8,200.00	$ 10,607.11	$ 25,000.00
Donation	$ 226.15	$ 150.00	$ 172.06	$ 150.00	$ 1,145.93	$ 1,000.00
Total Administration	**$ 10,509.14**	**$ 9,125.00**	**$ 11,409.09**	**$ 8,875.00**	**$ 12,762.79**	**$ 26,600.00**
MEMBERSHIP						
Membership Dues	$ 7,450.00	$ 7,000.00	$ 7,050.00	$ 7,000.00	$ 5,550.00	$ 7,000.00
Monthly Luncheons	$ 11,350.74	$ 12,150.00	$ 12,070.00	$ 12,150.00	$ 8,180.00	$ 10,800.00
Annual Meeting	$ 28,855.00	$ 27,000.00	$ 33,490.00	$ 31,500.00	$ 32,100.00	$ 32,100.00
Total Membership	**$ 47,655.74**	**$ 46,150.00**	**$ 52,610.00**	**$ 50,650.00**	**$ 45,830.00**	**$ 49,900.00**
BID						
BID-Parking	$ 10,892.37	$ 10,000.00	$ 10,761.94	$ 10,000.00	$ 13,627.08	$ 10,000.00
BID-Beautification/Maintenance	$ 48,938.91	$ 50,000.00	$ 53,809.62	$ 30,000.00	$ 40,881.25	$ 30,000.00
BID-Events/Music	$ 81,615.98	$ 75,000.00	$ 80,767.17	$ 90,000.00	$ 122,713.40	$ 110,000.00
BID-Promotion	$ 239,376.18	$ 230,000.00	$ 247,629.81	$ 230,000.00	$ 313,562.22	$ 265,000.00
BID-Ambassador Program	$ 130,554.88	$ 125,000.00	$ 134,576.81	$ 150,000.00	$ 204,475.95	$ 175,000.00
sub-total BID levy income	**$ 511,378.32**	**$ 490,000.00**	**$ 527,545.35**	**$ 510,000.00**	**$ 695,259.90**	**$ 590,000.00**
Other BID income						
Lot 44 lights	$ -	$ -	$ -	$ -		
Promotion - Ads	$ 900.00	$ 500.00	$ 850.00	$ 500.00	$ 520.00	$ 600.00
Promotion - other	$ 1,750.00	$ 600.00	$ 300.00	$ 600.00		
Promotion - FOL	$ -	$ -		$ -		
Economic Impact Study	$ -	$ -		$ -		
sub-total other BID income	**$ 2,650.00**	**$ 1,100.00**	**$ 1,150.00**	**$ 1,100.00**	**$ 520.00**	**$ 600.00**
Total BID levy and other income	**$ 514,028.32**	**$ 491,100.00**	**$ 528,695.35**	**$ 511,100.00**	**$ 695,779.90**	**$ 590,600.00**
TOTAL REVENUES	**$ 572,193.20**	**$ 546,375.00**	**$ 592,714.44**	**$ 570,625.00**	**$ 754,372.69**	**$ 667,100.00**
EXPENSE						
ADMINISTRATION						
Audit	$ 3,400.00	$ 3,650.00	$ 3,625.00	$ 3,800.00	$ 3,900.00	$ 4,100.00
Internet Service	$ 513.60	$ 600.00	$ 699.96	$ 900.00	$ 765.05	$ 1,200.00
Telephone	$ 3,192.48	$ 7,203.52	$ 5,053.45	$ 6,000.00	$ 6,877.90	$ 8,000.00
Letterhead	$ 796.05	$ -	$ -	$ -	$ -	$ 500.00
Postage	$ 840.26	$ 800.00	$ 692.26	$ 800.00	$ 900.22	$ 900.00
Supplies	$ 2,470.35	$ 2,250.00	$ 2,031.60	$ 2,250.00	$ 2,348.35	$ 2,250.00
Operating	$ 3,767.04	$ 5,000.00	$ 3,674.57	$ 4,000.00	$ 3,726.07	$ 4,500.00
Computers	$ 287.97	$ 2,000.00	$ 551.07	$ 3,500.00	$ 2,405.08	$ 2,000.00
Equipment	$ 1,090.56	$ 750.00	$ -	$ 750.00	$ 222.52	$ 750.00
Equipment Maintenance	$ 279.30	$ 500.00	$ 307.13	$ 500.00	$ -	$ 500.00
Dues/Subscriptions/Licenses	$ 1,426.29	$ 2,000.00	$ 1,619.53	$ 2,000.00	$ 1,492.26	$ 2,000.00
Bank fees	$ 479.87	$ 425.00	$ 426.43	$ 425.00	$ 487.31	$ 500.00
Property & Misc. Tax	$ -	$ 30.00	$ 50.00	$ 30.00	$ -	$ 30.00
Rent	$ 19,200.00	$ 19,200.00	$ 19,200.00	$ 27,000.00	$ 24,750.00	$ 28,500.00
Janitorial				$ 3,600.00	$ 3,110.17	$ 3,600.00
Insurance	$ 8,275.00	$ 8,500.00	$ 8,340.00	$ 11,000.00	$ 8,307.00	$ 11,000.00
Bad Debt write-off	$ -	$ -	$ -	$ -		
subtotal Administration	**$ 46,018.77**	**$ 52,908.52**	**$ 46,271.00**	**$ 66,555.00**	**$ 59,291.93**	**$ 70,330.00**
SALARIES AND BENEFITS						
Allocated Wage	$ 64,791.41	$ 84,726.25	$ 91,682.34	$ 86,588.48	$ 86,105.14	$ 100,480.73
	$ (2,300.00)	$ (27,600.00)	**$ 23,000.00**	$ (27,600.00)	$ (27,600.00)	
Accrued Benefit Paid			$ 27,600.00	$ 27,600.00	$ 25,300.00	$ 27,600.00
Payroll Taxes	$ 3,813.10	$ 6,837.41	$ 6,422.10	$ 6,987.69	$ 6,371.72	$ 8,108.79
ADP Fee	$ 621.92	$ 700.00	$ 626.28	$ 700.00	$ 612.15	$ 800.00
Workers Comp	$ 1,741.92	$ 3,200.00	$ 3,095.10	$ 3,750.00	$ (1,138.71)	$ 1,500.00

INCOME EXPENSE DETAIL	2023 - 2024 Actual	2024- 2025 Budget	2024 - 2025 Actual	2025- 2026 Budget	2025 - 2026 YTD May	2026 - 2027 Budget
Salaries and Benefits cont'd						
Life Insurance	$ 1,844.40	$ 1,900.00	$ 1,844.40	$ 2,200.00	$ 1,727.15	$ 3,200.00
Dental	$ 624.66	$ 650.00	$ 417.46	$ 650.00	$ 506.92	$ 2,100.00
Contract staff		$ 10,000.00	$ -	$ 10,000.00	$ -	$ 5,000.00
subtotal Salaries & Benefits	**$ 107,884.29**	**$ 120,913.66**	**$ 114,732.42**	**$ 127,776.17**	**$ 106,094.35**	**$ 143,589.52**
BUSINESS						
Parking	$ 2,070.00	$ 2,400.00	$ 2,517.00	$ 2,760.00	$ 2,530.00	$ 3,360.00
Conference / Travel	**$ -**	$ 2,000.00	**$ -**	$ 10,000.00	$ 6,149.62	$ 8,500.00
Depreciation	$ 796.00	$ 750.00	$ 566.88	$ 650.00	$ 303.16	$ 300.00
Bus. Develop / Mktg.	$ 487.00	$ 750.00	$ 956.75	$ 750.00	$ 233.49	$ 400.00
Prof. Development/Seminars	$ 10.00	$ 100.00	$ -	$ 100.00	$ 150.00	$ 200.00
subtotal Business	**$ 3,363.00**	**$ 6,000.00**	**$ 4,040.63**	**$ 14,260.00**	**$ 9,366.27**	**$ 12,760.00**
MEETINGS						
Committees	$ 224.98	$ 500.00	**$ -**	$ 250.00	$ 221.98	$ 300.00
Directors	$ 163.90	$ 500.00	$ 257.61	$ 300.00	$ 309.31	$ 400.00
Staff	$ 32.55	$ 200.00	$ 89.26	$ 150.00	$ 78.32	$ 150.00
subtotal Meetings	**$ 421.43**	**$ 1,200.00**	**$ 346.87**	**$ 700.00**	**$ 609.61**	**$ 850.00**
TOTAL ADMINISTRATION	**$ 157,687.49**	**$ 181,022.18**	**$ 165,390.92**	**$ 209,291.17**	**$ 175,362.16**	**$ 227,529.52**
MEMBERSHIP						
Misc. Expenses	$ 409.18	$ 500.00	**$ -**	$ 200.00	$ -	$ 200.00
Monthly luncheons	$ 10,547.97	$ 11,934.00	$ 10,607.88	$ 11,934.00	$ 7,943.85	$ 9,996.00
Annual Meeting	$ 24,450.60	$ 27,000.00	$ 23,621.91	$ 30,700.00	$ 24,717.19	$ 28,425.00
Allocated Wage	$ 14,044.36	$ 13,568.25	$ 17,358.06	$ 16,173.76	$ 14,908.49	$ 22,172.95
Allocated Payroll Tax	$ 1,162.37	$ 1,094.96	$ 1,380.38	$ 1,305.22	$ 1,191.57	$ 1,789.36
subtotal Membership	**$ 50,614.48**	**$ 54,097.21**	**$ 52,968.23**	**$ 60,312.98**	**$ 48,761.10**	**$ 62,583.31**
BID						
General						
Strategic Plan	$ -	$ 7,500.00	$ -	$ 2,500.00	$ -	
Economic Impact Study	$ 10,000.00	$ 2,500.00	$ -	$ -	$ -	
Allocated Wage - General	$ 29,764.48	$ 30,006.00	$ 28,354.30	$ 31,091.84	$ 25,057.52	$ 44,187.49
Payroll Tax - General	$ 2,420.19	$ 2,421.48	$ 2,208.03	$ 2,509.11	$ 1,980.25	$ 3,565.93
subtotal BID General	**$ 42,184.67**	**$ 42,427.48**	**$ 30,562.33**	**$ 36,100.95**	**$ 27,037.77**	**$ 47,753.42**
Parking						
Promos/projects	$ -	$ 2,000.00	$ -	$ 1,500.00	$ 346.79	$ 1,500.00
Allocated Wage	$ 4,871.88	$ 2,459.00	$ 3,675.61	$ 2,569.06	$ 3,168.02	$ 3,202.39
Payroll Tax	$ 386.19	$ 198.44	$ 284.41	$ 207.32	$ 251.02	$ 258.43
subtotal Parking	**$ 5,258.07**	**$ 4,657.44**	**$ 3,960.02**	**$ 4,276.38**	**$ 3,765.83**	**$ 4,960.82**
Beautification						
Beaut./Maint. Initiatives	$ 23,181.95	$ 13,500.00	$ 17,487.94	$ 4,500.00	$ 508.30	$ 20,000.00
Allocated Wage	$ 787.01	$ 1,551.50	$ 994.86	$ 1,629.81	$ -	$ 2,230.29
Allocated Payroll tax	$ 64.40	$ 125.21	$ 76.12	$ 131.53	$ -	$ 179.98
subtotal Beautification	**$ 24,033.36**	**$ 15,176.71**	**$ 18,558.92**	**$ 6,261.34**	**$ 508.30**	**$ 22,410.27**
Events						
Event sponsorships	$ 11,450.00	$ 20,000.00	$ 14,975.00	$ 23,000.00	$ 18,800.00	$ 25,000.00
Doors Open Riverside	$ 1,649.13	$ 2,500.00	$ 845.48	$ 1,200.00	$ 15.02	$ 2,500.00
Art and Music Festival	$ 9,327.29	$ 12,000.00	$ 12,412.74	$ 13,000.00	$ 12,879.80	$ 15,000.00
FOL window decorating	$ 700.00	$ 1,000.00	$ 925.00	$ 1,200.00	$ 1,100.00	$ 1,500.00
FOL entertainment/vendors	$ (125.00)	$ -	$ -	$ -	$ -	$ -
Restaurant Week	$ -	$ -	$ -	$ -	$ 5,258.20	$ 7,500.00
Fall Fashion Show						$ 6,500.00
Allocated Wage	$ 7,498.22	$ 5,371.75	$ 10,557.65	$ 7,486.25	$ 15,551.85	$ 18,663.03
Allocated Payroll Tax	$ 608.87	$ 433.50	$ 819.03	$ 604.14	$ 1,104.14	$ 1,506.11
subtotal Public Events	**$ 31,108.51**	**$ 41,305.25**	**$ 40,534.90**	**$ 46,490.39**	**$ 54,709.01**	**$ 78,169.14**

Riverside Downtown Partnership - Budget For the fiscal year July 1, 2026 to June 30, 2027

INCOME EXPENSE DETAIL	2023 - 2024 Actual	2024- 2025 Budget	2024 - 2025 Actual	2025- 2026 Budget	2025 - 2026 YTD May	2026 - 2027 Budget
Promotion						
Public Promotion	$ 44,968.55		$ 58,046.89		$ 57,414.43	
BID Bulletin		$ 47,000.00		$ 34,500.00		$ 36,000.00
Historic Walking Guide	$ -			**$ -**		
Social Media	$ 1,071.40	$ 2,490.00	$ -	$ 19,000.00		$ 22,000.00
Promo items	$ -	$ 3,000.00	$ -	$ 3,000.00	$ 544.87	$ 1,500.00
Retail Promotion	$ 7,323.87	$ 12,000.00	$ 4,860.19	$ 7,500.00	$ 254.34	$ 3,500.00
Pocket and dining guide		$ 5,000.00	$ -	$ 3,500.00	$ -	$ 3,500.00
Website update	$ 2,082.63	$ 2,500.00	$ 2,370.63	$ 3,000.00	$ 3,018.15	$ 5,700.00
Allocated Wage	$ 33,495.33	$ 32,655.25	$ 34,866.75	$ 33,881.84	$ 30,038.24	$ 44,886.03
Allocated Payroll Tax	$ 2,688.15	$ 2,635.28	$ 2,713.22	$ 2,734.26	$ 2,475.02	$ 3,622.30
subtotal Public Promotion	**$ 91,629.93**	**$ 107,280.53**	**$ 102,857.68**	**$ 107,116.10**	**$ 93,745.05**	**$ 120,708.33**
Ambassador Program						
Program Expenses	$ 4,774.30	$ 8,850.00	$ 6,174.89	$ 5,369.26	$ 5,197.93	$ 6,500.00
Ambassador payroll	$ 48,072.53	$ 53,700.89	$ 50,355.32	$ 55,006.88	$ 48,983.82	$ 57,805.13
Ambassador payroll tax	$ 4,138.50	$ 4,333.66	$ 4,284.12	$ 4,439.06	$ 4,233.33	$ 4,664.87
Workers Comp	$ 3,924.62	$ 8,900.00	$ 8,307.88	$ 8,900.00	$ 2,564.12	$ 3,000.00
GEM Repair	$ 5,050.00	$ 7,210.00	$ 5,364.00	$ 8,500.00	$ 3,600.00	$ 8,500.00
GEM insurance	$ 2,966.00	$ 4,000.00	$ 2,966.00	$ 6,500.00	$ 5,741.28	$ 6,500.00
Allocated Wage	$ 12,746.89	$ 12,412.00	$ 13,472.04	$ 11,159.88	$ 12,354.37	$ 14,806.12
Allocated Payroll Tax	$ 1,031.76	$ 1,001.65	$ 1,051.54	$ 900.60	$ 976.00	$ 1,194.85
subtotal Ambassdor Program	**$ 82,704.60**	**$ 100,408.20**	**$ 91,975.79**	**$ 100,775.68**	**$ 83,650.85**	**$ 102,970.98**
subtotal BID	**$ 276,919.14**	**$ 311,255.61**	**$ 288,449.64**	**$ 301,020.84**	**$ 263,416.81**	**$ 376,972.96**
TOTAL EXPENSES	**$ 485,221.11**	**$ 546,375.00**	**$ 506,808.79**	**$ 570,625.00**	**$ 487,540.07**	**$ 667,085.80**
NET INCOME	**$ 86,972.09**	**$ 0.00**	**$ 85,905.65**	**$ 0.00**	**$ 266,832.62**	**$ 14.20**
Event sponsorships						
Day of the Dead		$ 3,500.00		$ 3,500.00		$ 2,500.00
Miracle on Main		$ 3,500.00		$ 3,500.00		$ 3,500.00
Mission Inn Run		$ 2,500.00		$ 2,500.00		$ 2,500.00
Chanukah Festival		$ 1,500.00		$ 1,500.00		$ 1,500.00
Ad Hoc		$ 10,000.00		$ 12,000.00		$ 15,000.00
Total		$ 21,000.00		$ 23,000.00		$ 25,000.00