Riverside Downtown Parking and Business Improvement Area

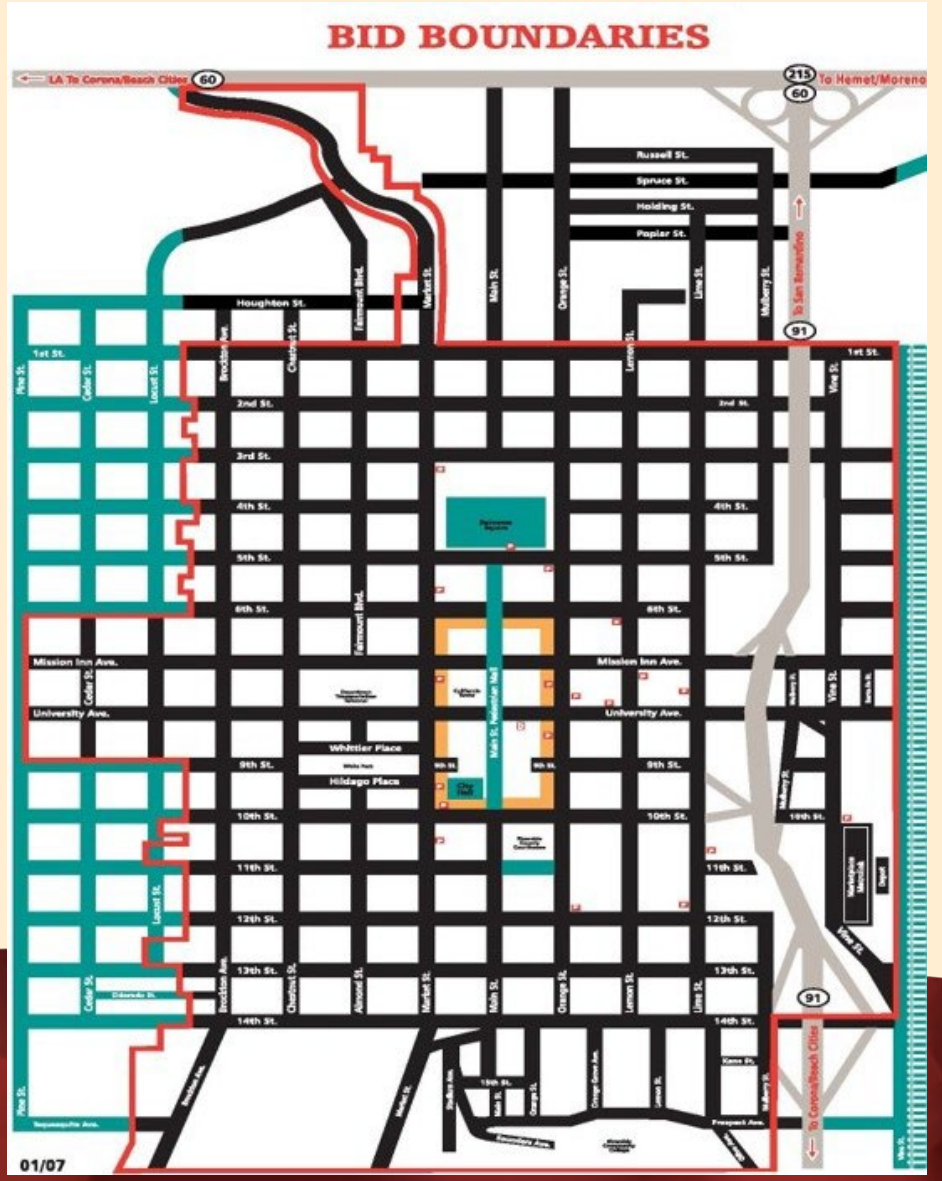
Annual Renewal Report for the Year January 1 to December 31, 2027

Boundaries and Assessment

The Downtown BID boundaries include the area shown on the map. No changes are proposed for 2027.

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 2027 calendar year.

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



Board of Directors

Executive:

Andrew Walcker, Chair
Amy Hoyt, Vice-Chair
Nanci Larsen, Treasurer
Brian Pearcy, Secretary
Joe Guzzetta
Joe Ramos
Philip Makhoul
Randy Hord
Shalini Lockard, Past Chair

Directors:

Broc Yoshida
Cesar Gomez
Chad Collopy
Cherie Powell
Chuck Beaty
Collette Lee
Jennifer Gamble
Jesse De La Cruz
John Adkins
Jungmiwha Bullock
Justin Hudson
Justin Tracy
Kristina Vanaman
Mario Cortez
Melissa Lopez
Rachael Dzikonski
Ron Loveridge
Shelby Loomis
Sorrelle Williams
Stan Morrison

Ex-Officio:

Riverside City Council: Philip Falcone, Ward One
Clarissa Cervantes, Ward Two
Mayor's Office: Zoe Jameson
Economic Development: Desiree Massei
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.**

Strategic Plan

The Board of Directors began their 2027 strategic planning process in 2026 to add additional outreach and board engagement to 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.

In-person stakeholder and board sessions were held in August 2026. The draft plan reviewed by the Executive was presented to the Board for approval at the Board retreat on October 14, 2026. RDP's activities in 2027 will adjust to reflect the 2027 to 2031 Strategic Plan, including any revisions to the previous plan.

The draft strategic plan contains certain revisions to the vision, mission, values, and goals in response to the outreach and board engagement during the planning process. These have not yet been incorporated.

Vision, Mission, Values, and Goals*

Vision - **“*Downtown Riverside is a welcoming and exciting destination to work, live, and play while celebrating heritage and inspiring business innovation and success*”.**

Mission - “*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”*.

***As of October 5, 2026**

Values and Goals*

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 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.**

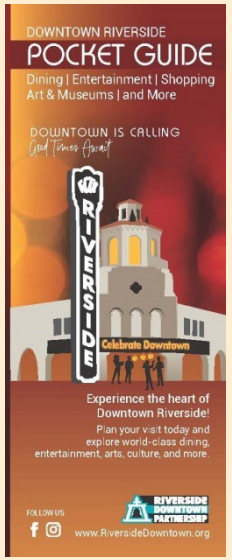
***As of October 5, 2026**

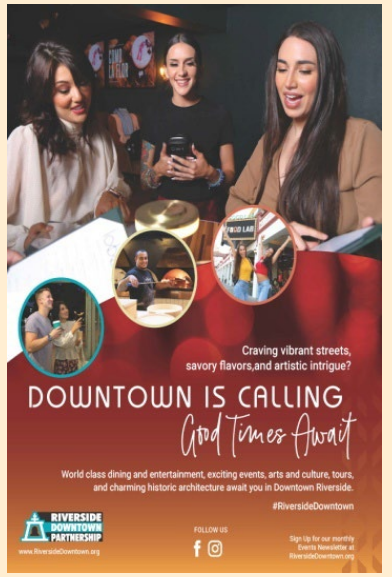
Benefits Provided by the Downtown BID

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

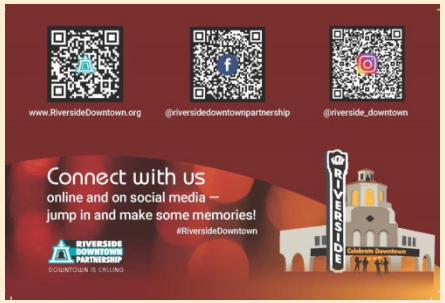
RDP collateral includes a postcard with QR codes for its website, Facebook, and Instagram pages to provide easy access to up-to-date information about downtown.

The Pocket Guide lists all downtown shops and most services, and information on downtown restaurants by category. It complements RDP's Historic Walking Gude.





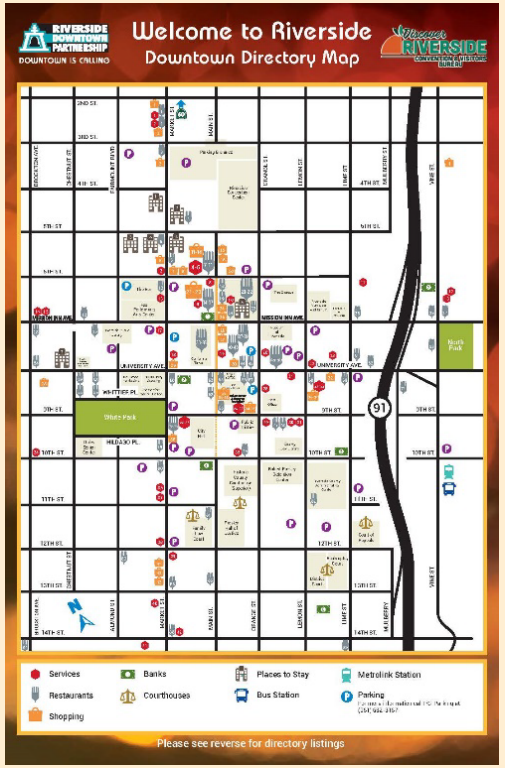




Benefits Provided by the Downtown BID

RDP provides the Business Tax Department with a handout to distribute to new businesses. RDP also sends a welcome package to all new businesses with an 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.

Benefits include working with other organizations to promote downtown businesses such as partnering with the Riverside Convention and Visitors Bureau on the downtown map and directory.





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 and addressing security issues through a committee, as well as distributing updates. 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.

These include:

- Backpack Giveaway,
- Riverside Art and Music Festival,
- Mission Inn Run,
- Doors Open Riverside,
- Day of the Dead,
- Miracle on Main, and
- numerous other smaller sponsorships.

Assessing the Benefits

To assess benefits provided by the BID, RDP currently:

- 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. Assessment methods will be revised and enhanced in 2027 following adoption of the 2027 to 2031 Strategic Plan.

Focus for 2027

RDP's focus in 2027 will include developing an action plan to achieve the goals identified in the Strategic Plan for 2027 to 2031.

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 will continue both the Downtown Riverside Restaurant Week and the Downtown Fashion Show in 2027.

RDP will continue to sponsor downtown events and expand promotion of downtown businesses and attractions through social media. RDP will continue its promotion highlighting downtown Riverside as a destination through Visit Riverside, Explore Riverside, and other organizations and attractions such as museums.

Estimated Cost of 2027 Activities

Activity	Amount
BID General Promotion	$265,000
BID Ambassador Program	$175,000
BID Events/Music	$110,000
BID Parking & Beautification	$40,000
Total	$590,000

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. RDP expects to receive approximately $76,500 from other sources, such as interest income and membership activities. RDP only solicits sponsorships for its Annual Meeting and Awards Ceremony to cover award related costs.

RDP Budget Summary

INCOME EXPENSE DETAIL	2023 - 2024 Actual	2024 - 2025 Budget	2024 - 2025 Actual	2025- 2026 Budget	2025- 2026 Actual	2026 - 2027 Budget
INCOME						
Administration	$10,509.14	$9,125.00	$11,409.09	$8,875.00	$18,151.20	$26,600.00
Membership	$47,655.74	$46,150.00	$52,610.00	$50,650.00	$47,855.00	$49,900.00
BID levy income	$511,378.32	$490,000.00	$527,545.35	$510,000.00	$817,286.90	$590,000.00
Other BID income	$2,650.00	$1,100.00	$1,150.00	$1,100.00	$920.00	$600.00
TOTAL INCOME	$572,193.20	$546,375.00	$592,714.44	$570,625.00	$884,213.10	$667,100.00
EXPENSE						
Administration	$157,687.49	$181,022.18	$165,390.92	$209,291.17	$196,694.91	$227,529.52
Membership	$50,614.48	$54,097.21	$52,968.23	$60.312.98	$50,921.17	$62,583.31
BID General	$42,184.67	$42,427.48	$30,562.33	$36,100.95	$47,092.02	$47,753.42
BID Parking	$5,258.07	$4,657.44	$3,960.02	$4,276.38	$3,942.85	$4,960.82
BID Beautification	$24,033.36	$15,176.71	$18,558.92	$6,261.34	$556.09	$22,410.27
BID Events / Sponsorships	$31,108.51	$41,305.25	$40,534.90	$46,490.39	$56,142.85	$78,169.14
BID Business Promotion	$91,629.93	$107,280.53	$102,857.68	$107,116.10	$104,186.29	$120,708.33
BID Ambassador Program	$82,704.60	$100,408.20	$91,975.79	$100,775.68	$89,873.48	$102,970.98
TOTAL EXPENSES	$485,221.11	$546,375.00	$506,808.79	$570,625.00	$549,409.66	$667,085.80
NET INCOME	$86,972.09	$0	$885,905.659	$0	$334,803.44	$14.20

Riverside Downtown Parking and Business Improvement Area

Thank you for your support!