



# **Riverside Downtown Parking and Business Improvement Area**

**Annual Renewal Report for the year  
January 1 to December 31, 2025**

# 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

Public events

Beautification

Security

Parking activities

Advocacy

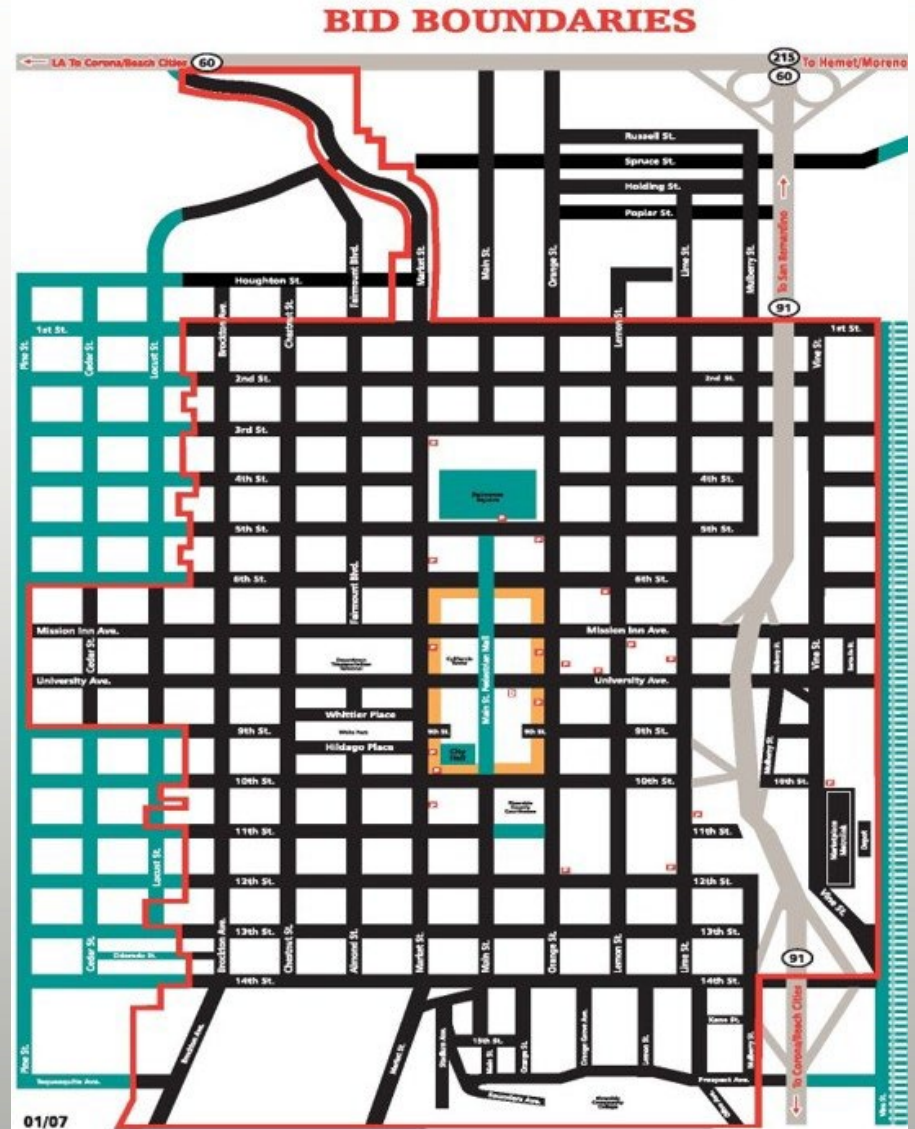
# Boundaries and Assessment

The Downtown BID boundaries include the area shown on the map. No changes are proposed for 2025.

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 2025 calendar year.

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

*Downtown is Calling*  
Good Times Await



# Board of Directors

## Executive:

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

## Directors:

<b>Amy Hoyt</b>	<b>Jesse De La Cruz</b>
<b>Bryan Crawford</b>	<b>Joe Ramos</b>
<b>Cherie Crutcher</b>	<b>Joseph Guzzetta</b>
<b>Chuck Beaty</b>	<b>Justin Tracy</b>
<b>Claire Oliveros</b>	<b>Mercedes Serrano / Broc Yoshida</b>
<b>Collette Lee</b>	<b>Rachael Dzikonski</b>
<b>Denise Hamet</b>	<b>Robert Nagle</b>
<b>Jean Eiselein</b>	<b>Samuel Precie</b>
<b>Jeff Greene / Lynn Anderson</b>	<b>Sorrelle Williams</b>
<b>Jennifer Gamble</b>	<b>Stan Morrison</b>

## 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 2025 are based on its broad goals.

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

These methods include destination and event ads and a monthly newsletter, monthly event calendars as well as Constant Contact emails, plus social media including a website, Facebook, and Instagram pages.

The Pocket and Dining Guide lists all downtown shops and most services, and information on downtown restaurants by category.

*Downtown is Calling*  
Good Times Await



*Downtown is Calling*  
Good Times Await

Craving vibrant streets, savory flavors and artistic intrigue? Downtown Riverside is Calling!

[www.RiversideDowntown.org](http://www.RiversideDowntown.org)

World class dining and entertainment, exciting events, arts and culture, tours, and charming historic architecture await you in Downtown Riverside.

Share your Riverside downtown moments with #RiversideDowntown

Sign up for our monthly newsletter! [RiversideDowntown.org](http://RiversideDowntown.org)



**RIVERSIDE DAY OF THE DEAD**

TWO DAY EVENT

SATURDAY NOVEMBER 2  
2024 \* 1PM - 10PM

SUNDAY NOVEMBER 3  
2024 \* 11AM - 7PM

Art \* Aztec Dancers  
Dance Performances  
Altars \* Food \* Live Music  
Catrina Pageant \* Lucha Libre

CELEBRATED IN HISTORIC  
DOWNTOWN RIVERSIDE  
ON MARKET ST. BETWEEN  
UNIVERSITY AVE. & 14TH ST.

FOR INFO: 951.965.4392  
@RIVERSIDEYOFTHEAD  
@DIVISIONSGALLERY \* #RVDDO  
@riverside\_downtown



*Downtown is Calling*  
Good Times Await

**BID Bulletin**  
Riverside Downtown Business Improvement District

October 2024

**Exciting News from the Mission Inn Foundation!**

We're thrilled to announce the upcoming opening of our new store on Main Street in Downtown Riverside at 2700 Market Street. Get ready for a grand opening celebration filled with fun and surprises. Stay tuned for the official site! (We'll have an eye out for the new vintage shop along Market and University as part of the Arts and Culture District branding).

**Don't Miss This Incredible Event!**

- Frank Meier Civic Achievement Award: Join us on November 14th as we honor the remarkable Kathy Adams. Secure your tickets today for this inspiring event!
- Discover Riverside's Rich History: New Historic Tours: Embark on a captivating exterior tour of Downtown Riverside, exploring the Mission Inn's legacy and the surrounding area's fascinating past. Book your tour today!

**Fall Events**

**Doors Open Riverside** takes place on Saturday, October 5th from 2 pm to 7 pm at 10 locations within and near downtown. The event is sponsored by the Riverside County Courthouse as a participating location as does the Grip Pavilion on the 7th Floor of City Hall, as well as both the Riverside Art Museum and The Green. For a full list of participating locations and their tour times (which do vary), please check the website for information: <https://riverside.gov/doorsopen/>

**The Mary S. Roberts Pat Adolphson Carter's Birthday** will be held on Saturday, October 12th from 12 pm to 4 pm at White Park in Riverside. This is a dog-friendly fundraising event with the proceeds, providing second chances to homeless pets and resources to the community by Animal Services and our two love alike will come together to enjoy tastings from some of the best local craft breweries, pastries in delicious shops available for purchase, live music, participate in special

continued on page 2

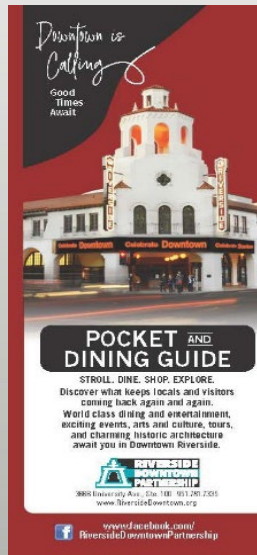


*Downtown is Calling*  
Good Times Await

**2024 OCTOBER**

Discover what keeps locals and visitors coming back again and again. World class dining and entertainment, exciting events, arts and culture, tours, and charming historic architecture await you in Downtown Riverside.

[www.RiversideDowntown.org](http://www.RiversideDowntown.org)



*Downtown is Calling*  
Good Times Await

**POCKET AND DINING GUIDE**

STROLL. DINE. SHOP. EXPLORE.  
Discover what keeps locals and visitors coming back again and again. World class dining and entertainment, exciting events, arts and culture, tours, and charming historic architecture await you in Downtown Riverside.

[www.RiversideDowntown.org](http://www.RiversideDowntown.org)



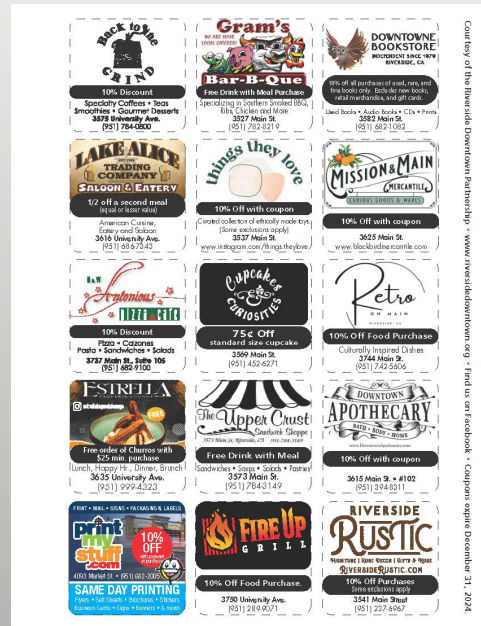
# Benefits Provided by the Downtown BID

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.



Benefits include working with other organizations such as the City, Riverside Bureau, and Visitors Convention and Visitors Bureau, and arts and cultural groups to promote downtown businesses.

*Downtown is Calling*  
Good Times Await



Courtesy of the Riverside Downtown Partnership - www.riversidedowntown.org - Find us on Facebook - Coupons expire December 31, 2024

### 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 review. The CPA also prepares all required regulatory forms and submits on RDP's behalf.

The Riverside Downtown Partnership operates on a July 1st to June 30th fiscal year. The financial results at June 30, 2023 showed a surplus of \$18,753 compared to a budgeted deficit of \$4,111. The actual surplus was largely due to higher BID Levy income than expected.

Operating Revenue for the fiscal year ended June 30, 2023 was \$622,330 and was broken down as follows:

Membership	\$43,477
BID Levy	\$474,224
Service Contracts	\$101,259
Interest	\$2,044
Other	\$1,316

Operating Expenses for the fiscal year ended June 30, 2023 were \$603,578 and were broken down as follows:

Administration / Operations	\$154,100
Membership	\$44,661
Strategic Plan Framework	\$10,000
BID - program & other	\$163,234
BID - security related	\$156,671
Security Contract	\$76,912

At June 30, 2023, RDP's assets were as follows:

Checking & Money Market	\$210,856
Certificates of Deposits	\$276,206
Accounts Receivable	\$156,549
Property & Equipment	\$6,130
Petty Cash	\$250
Deferred Expense	\$0
Total	\$604,091

And its liabilities were \$59,698 including accrued benefits.

While RDP operates on a July 1st to June 30th 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, 2023 were as follows:

Checking & Money Market	\$213,006
Certificates of Deposits	\$278,618
Accounts Receivable	\$192
Property & Equipment	\$1,143
Petty Cash	\$250
Deferred Expense	\$0
Total	\$494,229

### 2023 Board of Directors

The Board of Directors of RDP consists of four Officers plus 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 four non-voting Ex-Officio positions that include the Mayor's Office, City Council representatives of Ward One and Ward Two, and a representative of the Arlington Business Improvement Partnership.

#### Executive Committee

- Chair: Shelby Worthington-Loomis, SS Loomis, LLC
- Vice-Chair: Shari Luskoff, Riverside Legal & Prof. Mgmt.
- Secretary: Brian Peary, Law Office
- Treasurer: Nanci Larsen, Mission Inn Museum
- Member: Andrew Wassley, Oakland Development
- Member: Lou Monville, Riverside Hospitality Corporation
- Member: Philip Malhotra, Diamond National Realty
- Member: Ronald Hunt, Riverside Financial

#### Directors

- AJ Lizon, Hoola Restaurant & Brewery
- Andy Hogg, Best Beer & Kegerator
- Bryan Crawford, Riverside Police Department
- Chris Outcher, Riverside Community Hospital
- Chris Brady, Industrial Downtown Resident
- Collette Lee, Windemere Tower Realty
- FRB's Carter, Riverside Community College
- Justi Tracy, RDP Planning
- Joseph Guzzola, Parkfront Properties
- Michael Czizkowski, Riverside Arts Council
- Robert Hogg, RDP Investigations
- Sergio Martin, RDP
- Sherry Stankovich, City of Riverside, Econ Develop
- Stan Monson, Monson Consulting

#### Director Emeritus

- Bill Gardner

#### Ex-Officio

- Steph Arslan, Mayor's Office
- Em Edwards, City Council Ward One
- Clara Cervantes, City Council Ward Two
- Ce Puentes, Board Member, Arlington Business Partnership

#### Staff

The RDP staff team is made up of an Executive Director and an Office Manager/Bookkeeper, and part-time employees who serve as Downtown Ambassadors:

- Janice Penner, Executive Director
- Shirley Schmitt, Office Manager/Bookkeeper
- Daniel Perez, Ambassador
- Elisavinda Peralta, Ambassador
- Hector Paul San Diego Medina, Ambassador

The RDP staff team is made up of an Executive Director and an Office Manager/Bookkeeper, and part-time employees who serve as Downtown Ambassadors:

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 its success. 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 2023!

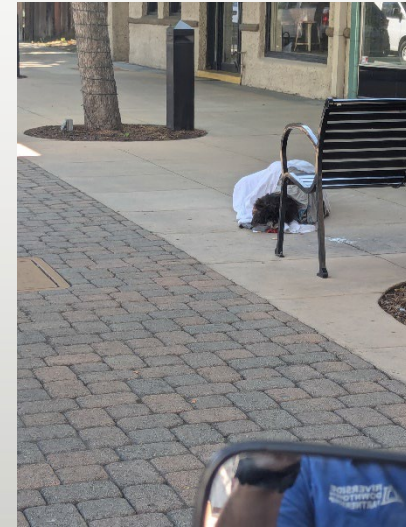


# Benefits Provided by the Downtown BID

Benefits include an Ambassador program patrolling seven days a week from 9 am to 5 pm in the downtown core and broader 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 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 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.



*Downtown is Calling*  
Good Times Await



# 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.



**SATURDAY, SEPTEMBER 28<sup>TH</sup>**

ALL AGES | FREE | 2-9PM  
WHITEPARK, RIVERSIDE, CA

**ART & MUSIC FESTIVAL**

**MAIN STAGE**

2:00 - 2:30PM  
POCHO

3:00 - 3:30PM  
THE FRICK FRACKS

4:00 - 4:45PM  
SAILOR'S SONGBOOK

5:05 - 5:50PM  
RED STORE BUMS

6:10 - 6:55PM  
THE DEBONAIRES

7:30 - 8:45PM  
THE SKELETONS

**RAC.** + **RIVERSIDE DOWNTOWN PARTNERSHIP**

**THANKS TO OUR SPONSORS**

ROTHNAU CLARKE ARCHITECTS | Manheim by Cox Automotive | RIVERSIDE 100 YEARS

RIVERSIDEARTSCOUNCIL.COM

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



Benefits include beautification efforts such as public art and clean-up events in partnership with Keep Riverside Clean and Beautiful.

*Downtown is Calling*  
Good Times Await

# Assessing the Benefits

**To assess benefits provided by the BID, RDP:**

- **Monitors responses to ads, requests for the Pocket and Dining Guide as well as the Downtown 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 2025

**RDP will continue to direct monetary resources and staff time to increase its activities and efforts in:**

- **Beautification efforts.**
- **Additional sponsorship of downtown events.**
- **Expanded promotion of downtown businesses and attractions through print advertising and social media.**
- **Increased social media to highlight downtown Riverside as a destination. RDP engaged an external resource to expand its Instagram presence.**

**RDP will also continue to expand its partnerships and joint endeavors with other organizations such as the Riverside Convention and Visitors Bureau, and attractions such as the Mission Inn Foundation in its new location.**

# Estimated cost of 2024 Activities

<b>BID General Business Promotion</b>	<b>\$230,000</b>
<b>BID Ambassador/Security Activities</b>	<b>\$125,000</b>
<b>BID Events and Related Activities</b>	<b>\$135,000</b>
<b>BID Total</b>	<b>\$490,000</b>

The RDP Board approved a balanced budget for the fiscal year of July 1, 2024 to June 30, 2025. There may be an operational surplus or deficit carried over from calendar year 2024. RDP expects to receive approximately \$56,375 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	2021 - 2022 Actual	2022 - 2023 Budget	2022 - 2023 Actual	2023- 2024 Budget	2023 - 2024 Actual	2024- 2025 Budget
<b>INCOME</b>						
Administration	\$ 2,901.74	\$ 2,445.00	\$ 2,159.24	\$ 7,015.00	\$ 10,509.14	\$ 9,125.00
Membership	\$ 36,254.94	\$ 41,250.00	\$ 43,477.19	\$ 42,460.00	\$ 47,655.74	\$ 46,150.00
BID levy income	\$ 439,315.62	\$ 435,000.00	\$ 474,234.29	\$ 470,000.00	\$ 511,378.32	\$ 490,000.00
Other BID income	\$ 86,569.20	\$ 82,820.40	\$ 102,460.20	\$ 10,350.00	\$ 2,650.00	\$ 1,100
<b>TOTAL INCOME</b>	<b>\$ 565,041.50</b>	<b>\$ 561,515.20</b>	<b>\$ 622,330.92</b>	<b>\$ 529,825.00</b>	<b>\$ 572,193.20</b>	<b>\$ 546,375.00</b>
<b>EXPENSE</b>						
Administration	\$ 143,530.17	\$ 149,680.79	\$ 154,099.13	\$ 157,967.79	\$ 157,711.57	\$ 181,022.18
Membership	\$ 35,122.00	\$ 43,830.03	\$ 44,560.89	\$ 49,714.01	\$ 50,614.48	\$ 54,097.21
BID General	\$ 45,622.85	\$ 35,418.77	\$ 39,656.07	\$ 54,008.68	\$ 42,184.67	\$ 42,427.48
BID Parking	\$ 5,743.00	\$ 4,930.10	\$ 9,335.58	\$ 6,012.74	\$ 5,258.07	\$ 4,657.44
BID Beautification	\$ 2,023.91	\$ 7,215.06	\$ 3,082.29	\$ 30,954.72	\$ 24,033.36	\$ 15,176.71
BID Events / Sponsorships	\$ 26,421.36	\$ 19,083.69	\$ 32,798.72	\$ 41,800.98	\$ 31,108.51	\$ 41,305.25
BID Business Promotion	\$ 80,992.40	\$ 88,348.59	\$ 75,288.18	\$ 109,447.97	\$ 91,629.93	\$ 107,280.53
BID Security	\$ 281,366.06	\$ 207,271.82	\$ 244,756.01	\$ 79,918.10	\$ 82,704.60	\$ 100,408.20
<b>TOTAL EXPENSES</b>	<b>\$ 620,821.75</b>	<b>\$ 555,778.84</b>	<b>\$ 603,576.87</b>	<b>\$ 529,825.00</b>	<b>\$ 485,245.19</b>	<b>\$ 546,375.00</b>
<b>NET INCOME</b>	<b>\$ (55,780.25)</b>	<b>\$ 5,736.56</b>	<b>\$ 18,754.05</b>	<b>\$ -</b>	<b>\$ 86,948.01</b>	<b>\$ -</b>

*Downtown is Calling*  
Good Times Await

**Fiscal year of July 1 to June 30**



# Riverside Downtown Parking and Business Improvement Area

*Thank you for your support!*

*Downtown is Calling*  
Good Times Await