

## 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 1st to June 30th fiscal year. The financial results at June 30, 2024 showed a surplus of \$86,973 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, 2024 was \$572,194 and was broken down as follows:

<b>Membership</b>	<b>\$47,656</b>
<b>BID Levy</b>	<b>\$514,028</b>
<b>Interest</b>	<b>\$9,477</b>
<b>Other</b>	<b>\$1,033</b>

Operating Expenses for the fiscal year ended June 30, 2024 were \$485,221 and were broken down as follows:

<b>Administration / Operations</b>	<b>\$157,688</b>
<b>Membership</b>	<b>\$50,614</b>
<b>BID – program &amp; other</b>	<b>\$276,919</b>

At June 30, 2024, RDP's assets were as follows:

<b>Checking &amp; Money Market</b>	<b>\$331,799</b>
<b>Certificates of Deposits</b>	<b>\$284,505</b>
<b>Accounts Receivable</b>	<b>\$326</b>
<b>Property &amp; Equipment</b>	<b>\$1,334</b>
<b>Total</b>	<b>\$617,964</b>

And its liabilities were \$80,598 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, 2024 were as follows:

<b>Checking &amp; Money Market</b>	<b>\$300,852</b>
<b>Certificates of Deposits</b>	<b>\$289,672</b>
<b>Accounts Receivable</b>	<b>\$5,895</b>
<b>Property &amp; Equipment</b>	<b>\$1,051</b>
<b>Petty Cash</b>	<b>\$250</b>
<b>Deferred Expense</b>	<b>\$0</b>
<b>Total</b>	<b>\$597,720</b>

## 2024 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 four non-voting Ex-Officio positions that include the City Council representatives of Ward One and Ward Two, and a representative of the Arlington Business Partnership.

### 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	Andrew Walcker, Overland Development
Member	Lou Monville, Raincross Hospitality Corporation
Member	Randall Hord, Raincross Financial Partners
Past Chair	Shelby Loomis, SS Loomis, LLC

### Directors

Amy Hoyt, Best Best & Krieger  
 Bryan Crawford, Riverside Police Department  
 Cherie Crutcher, Riverside Community Hospital  
 Chuck Beaty, Individual / downtown resident  
 Collette Lee, Tower Agency  
 Claire Oliveros, Riverside City College  
 Jean Eiselein, Downtown Area Neighborhood Alliance  
 Jeff Greene, County of Riverside, District 1  
 Jennifer Gamble, Tower Agency  
 Jesse De La Cruz, Tilden-Coil Constructors  
 Joe Ramos, Miracles and Dreams Foundation  
 Joseph Guzzetta, Parkfront Properties  
 Justin Tracy, PIP Printing  
 Kyle Warsinski, City of Riverside, Economic Development  
 Mercedes Serrano, Riverside Food Lab  
 Rachael Dzikonski, Riverside Arts Council  
 Robert Nagle, RJN Investigations  
 Ron Loveridge, UC Riverside Faculty  
 Samuel Precie, Riverside Unified School District  
 Stan Morrison, Morrison Consulting

### Director Emeritus

Bill Gardner

### Ex-Officio

Zoe Ridgway, Mayor's Office  
 Philip Falcone, City Council Ward One  
 Clarissa Cervantes, City Council Ward Two  
 Oz Puerta, Board Member, Arlington Business Partnership

### 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  
 Hector Raul Sandigo Medina, 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 2024!



*Downtown is Calling*

**Good Times Await**

*Annual Report  
- 2024 in Review -*



On behalf of the Board of Directors and staff of the Riverside Downtown Partnership, we are pleased to present our 2024 Annual Report.

## 2024 Highlights

The City launched a new destination initiative in February to promote the city, its amenities and attractions, and reasons to visit. The "Visit Riverside" website offered businesses and other entities the opportunity to list themselves on the website, offering an invaluable means of promotion at no cost. The Riverside Convention and Visitors Bureau also launched a new website, "Discover Riverside", to promote the city and the Convention Center as a great location for conventions, meetings, and other events. It also offered opportunities for businesses and other entities to promote themselves at no cost. RDP encouraged downtown businesses, amenities, and events to list themselves on both websites. RDP also contracted with the Bureau's Instagram manager to provide services to RDP's Instagram, allowing both organizations to leverage posts.

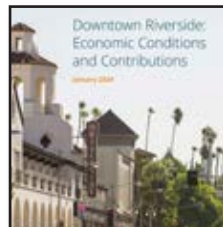


RDP recognized downtown achievements at its Annual Meeting and Awards Ceremony on March 20th at the Mission Inn Hotel & Spa where David St. Pierre was recognized posthumously with the RDP Chair's Award. Other award recipients included Dwight Tate with the Roy Hord 'Volunteer of the Year' Award, as well as The Cheech Marin Center for Chicano Art & Culture, Riverside Convention Center, Riverside Insect Fair, Civil Rights Institute of Inland Southern California, and Project Connect. (Shelby Loomis with Peggy Roa, Joshua Roa St. Pierre, and Pam Vieyra accepting 2024 Chair's Award in memory of David St. Pierre – photo credit Michael Elderman)



The Mayor's Ball for the Arts returned in March with a fresh new look and purpose, honoring the hardworking, dedicated, and talented artists who made an impact in the community over the past year. Special recognition was made in memoriam of David St. Pierre and Ofelia Yeager-Valdez for their contributions to the arts community. The Riverside Arts Council relaunched the event with the Office of the Mayor. RDP was a sponsor and helped promote the event.

RDP released an economic impact study through Beacon Economics to show the positive financial contribution of downtown. RDP commissioned the study to provide data on the financial contributions of the downtown economy to the city as a whole to provide the rationale for investment in Riverside's downtown. While RDP was the lead, funders included Raincross Hospitality Corporation, the Greater Riverside Chambers of Commerce Downtown Business Council, Overland Development, and the Raincross Group. The Riverside County Office of Economic Development provided the data for the study. Key findings from the study were presented to various groups and the study itself made available on RDP's website.



RDP continued to reach out to the community with monthly luncheons featuring speakers on a variety of topics including the City's Community and Economic Development Department staff, new Council member Philip Falcone, Riverside Community College President Dr. Claire Oliveros, Mayor Patricia Lock Dawson, Andrea De Leon of KRCB and Amy Metcalf of UCR Arts, Riverside Community Hospital CEO Peter Hemstead, and Riverside Police Chief Larry Gonzalez.



Downtown Riverside in 2024 continued to thrive with 69 new businesses opening. The Lobby expanded with its Room 77, while others rebranded under new owners such as Retro on Main and Dapper Dining and Lounge.



The Riverside Convention Center provided customers for downtown businesses with conventions and events throughout the year. Considered one of the best convention centers in the area, it consistently attracts repeat clients such as Anime Riverside, a whimsical event that delights all of downtown.



The City officially branded downtown as the Arts and Culture District of Riverside with banners and signage on Main Street from University to Fifth Street. The branding supports the launch of 2025 as the Year of Arts & Culture and the events centered in downtown.



Events activated downtown throughout 2024 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. The Chanukah Festival held its annual celebration on December



30th 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.

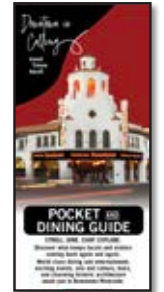
During 2024 RDP continued to focus on the goals identified in its strategic plan. RDP concentrated on advocacy regarding issues of importance such as parking accessibility and on assistance to downtown businesses as a liaison in areas such as planning and code enforcement.

## Services and Value Provided in 2024

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.
- 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.
- 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. In 2024 it funded two murals by a local artist at two gateways to downtown.



### 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.

### 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 worked in partnership with the Greater Riverside Chambers of Commerce and the Downtown Area Neighborhood Alliance on issues of importance and future collaborations.