

City makes saving its history a priority

One of the greatest challenges of any city is moving forward while preserving its past. Riverside has taken on a unique responsibility to maintain its vibrant history while showing itself as an innovative, progressive 21st Century city.

Riverside delicately balances its commitment to new construction while maintaining homes and structures that are part of its living history. The preservation of key city buildings such as the Fox Performing Arts Center, The Mission Inn Hotel & Spa, Municipal Auditorium, Metropolitan Museum and Main Street would not have happened without the City's strong commitment to historic preservation backed by City funding through its redevelopment agency.

From city landmarks to family homes, the city has committed itself to preserving Riverside's past. The City recently received a Best Practices Award from the Inland Empire Section – American Planning Association for its Historic Preservation Program. The program consists of a recently adopted Historic Preservation Overlay Zone to aid in public awareness through zoning. Additionally, the Cultural Resources Ordinance, Title 20, just went through a comprehensive update, approved in January 2011 and now covers over 13 Historic Districts and more than 3,000 resources.

Thanks to the City Council's continued support of the Mills Act Program, property tax incentives are



available for historic home owners. This best practices model has helped preserve historic structures over the last two decades.

Riverside continues to demonstrate that a City with a strong Historic Preservation Program is a City that views the community and its history as an ingredient for success.

Riverside continues high level of services in new budget



Riverside is in better fiscal shape than most cities. As a direct result of the City Council's judicious management over the last several years, Riverside is uniquely positioned with a balanced budget and healthy reserve for the coming fiscal year.

The City will close-out its current fiscal year with a balanced budget and an additional \$1.5 million more than the projected reserve, bringing the year-end reserve to \$42 million or 20% of General Fund expenditures. This was made possible by all City departments carefully working within

their budget parameters and managing spending below levels approved in the budget.

Under the City Council's leadership, the City has continued the Riverside Renaissance providing a dramatic improvement to the City's physical environment, increased responsiveness to citizen needs through our nationally recognized 311 Call Center program, preserved safety in our community and prioritized staffing and services based on direct citizen benefits.

The proposed budget for fiscal year 2011/12 is balanced, with general fund spending projected at \$211.2 million. The budget has been crafted to sustain existing public service levels provided to City residents and even enhance certain City Council

priorities including: public safety, libraries, parks and community service programs, tree trimming, economic development, and arts and culture.

Key indicators of the City's stability include bond ratings that have been affirmed or upgraded in the last year, maintenance of a \$42 million General Fund reserve, and recognition by Competitive Analytics that Riverside is the most fiscally sound city in the State on a per capita basis.

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Broadway at the Fox: Tailoring Theater to the Inland Empire

The Inland Empire is a diverse Southern California community with eclectic interests and unique buying habits — case in point: the rebirth of the Fox Performing Arts Center. Season one was eye-opening and exciting. Testing our market and discovering what it meant to be the premier theater experience brought challenges and successes amplified by both recession and civic enthusiasm.



When Bill Malone of FX Arts Management and the Nederlander organization saw that their standard formula for presenting a theatrical series was not the best fit for Riverside audiences, they did what any successful business would do—reach out to partners and begin reinventing the model. The answer came when they hit on the idea of bringing Nederlander affiliate McCoy Rigby from La Mirada on board.

This new structure keeps decision-making and sales functions local and incorporates McCoy Rigby's in-depth knowledge of our regional market to create a more seamless and satisfying experience for customers. This season will feature subtle differences in programming, scheduling and pricing—touches that enable management to tailor entertainment offerings to the tastes and interests of Riverside patrons.

Season ticket-holders will be able to renew their subscriptions and maintain their prime seating but a change in purchasing flexibility will allow a “build your own season” option and the fluid availability of single ticket buying as well.

This strategic transition is an innovative response to the needs of the community aimed at ensuring that Broadway Theater is successful and accessible in Riverside.

The Fox Performing Arts Center is proud to announce the 2011/2012 Broadway Series. This series features four enduring shows with spectacular music and classic stories that continue on the touring circuit by popular demand! Hit performances for this second season of the Fox include: Forever Plaid (October 2011), Smokey Joe's Café (November 2011), Ring of Fire (February 2012) and Miss Saigon (May 2012).

Watch for ticket sales and subscription opportunities to become available on July 15, 2011. For updated information, call the Fox Box Office at 951-779-9800 or check for new announcements at www.foxriversidelive.com

Riverside exceeds goal to help quake victims in Sister City

Thanks to Riverside's generous residents, businesses and organizations, the City not only met but exceeded its \$500,000 goal to help the earthquake and tsunami victims in its Sister City Sendai, Japan.

Immediately following the devastating earthquake, tsunami and nuclear crisis, the community of Riverside joined together to raise funds to provide direct assistance to its long-time Sister City. On May 5, Mayor Loveridge and five other community members traveled to Sendai, Japan to personally deliver a check for \$500,000 to Sendai Mayor Okuyama. The funds given will be managed by the Sendai Social Welfare Council.



During his visit, the Mayor toured affected areas of the city and met with community groups including the Orange Club, the sister city organization that is a counterpart to the International Relations Council of Riverside.

Sendai became Riverside's first Sister City on December 10, 1957, making this relationship the oldest in the nation. Over the past five decades there have been museum, citizen, youth and governmental exchanges between the two cities. In 2007, on the 50th anniversary of the relationship, Sendai gave Riverside the gift of a Japanese Garden at White Park in Downtown Riverside.

As of May 31, an astounding \$565,216 had been raised by the community. A supplemental check will be sent at the close of the campaign.

To view the list of donors, visit the Web site at Riversideca.gov/SendaiRelief.

New and expanding companies bring activity & jobs to Riverside

At a time when businesses are seeking a location with a competitive advantage, a number of companies have found the best choice is Riverside, California. The activity has created a dramatic turnaround in the City's industrial market as businesses discover the City's municipally-owned utility and competitive real estate costs along with a pro-business attitude can make a real difference in their bottom line.

New development and expansion activity for industries such as high-tech plastics recycling, food manufacturing and plastic injection molding has driven close to 2 million square feet of new activity and \$300 million in investments and created more than 1,250 new jobs for the region.

The following is a summary of recent developments:

Castle & Cooke Cold Storage, a leader in the public refrigerated warehouse industry, will be operating in Riverside from a new 500,000-square-foot warehouse / packaging facility and bringing 350 new jobs to Riverside. Competitive electrical rates from Riverside Public Utilities' (RPU) were a significant factor in the new development.

In its new 220,000-square-foot manufacturing facility, **CarbonLite Industries, LLC** will become the largest bottle-grade PET producer in the Western US with an annual capacity of 100 million pounds. They will create close to 100 new jobs when the plant comes on line this year. The company is a growing leader in recycling for single-use packaging.

AMA Plastics, a 40-year-old custom plastics injection molding company, purchased its 150,000-square-foot building in Riverside citing the cost savings of both RPU Economic Development electric rates and the City's competitive real estate prices. The firm made the decision to relocate and expand in Riverside bringing 350 jobs to the community.

Almost as important as creating new jobs is retaining the ones that currently exist in the area. A recent win for Riverside came when **JBT Foods**, a manufacturer of protective fruit coatings, announced it would be staying in Riverside after an extensive search that nearly forced the company to leave the City. In addition, the **State Insurance Compensation Fund** chose to consolidate to its location on Day Street in Riverside, keeping 130 professional and administrative jobs in the Riverside area, with plans to add approximately 150 more jobs within three years.

As we continue to compete against other states to keep and attract businesses, it is vital that Riverside maintain the ability to redevelop areas of the City for new growth. Thanks to redevelopment, Riverside remains a strong choice for expansion and relocation.

Learn more at www.riversideca.gov/econdev.

HRC seeks nominations

Do you know someone who has made a difference in the City? The Riverside Human Relations Commission (HRC) is seeking nominations of individuals who have done just that. These selected "Riverside Heroes" will be honored at the Second Annual Awards Ceremony on December 1, 2011.

The Commission is looking to honor Riverside residents who have given selflessly of their time for the well-being of the community, thus enhancing and enriching this great City we proudly call home.

Nominations can be made by contacting Eric Ustation in the Mayor's office at EUstation@riversideca.gov or 826-5897. The nomination deadline is 5 p.m. on October 1, 2011.

Coming Summer 2011



JUN 18



JUN 26



AUG 3



JUL 23

FOX
Performing Arts Center
Riverside, California

FoxRiversideLive.com

AN OZ AFFAIRE
July 22 & 23, 2011

FOX
Riverside Theater Foundation
Riverside, California



3801 Mission Inn Avenue, Riverside CA 92501

A celebration of a timeless tale.
Proceeds will support community education at the Fox.

**Purchase tickets at the Fox Box Office or
on FoxRiversideLive.com**

Tree Power...



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**Call 951.826.5485 or visit
RiversidePublicUtilities.com**

**restrictions apply*

WATER | ENERGY | LIFE



PUBLIC UTILITIES

Community Events Calendar

June

17
RCC Culinary Academy Food Tour
Mission Inn Hotel & Spa
6 – 8 p.m.
For more info call 328-3807

Bike Night
Skip Fordyce Harley-Davidson
6 – 9 p.m.
For more info call 785-0100

18
Family Fishing Derby
Fairmount Park
6 – 10 a.m.
For more info call 826-2000
Curves Open House &

Blood Drive Benefiting Make-a-Wish
Curves Downtown Riverside
9 a.m. – 1 p.m.
For more info call 276-7100

Shining Stars of the Community Gala
Riverside Convention Center
6 – 9 p.m.
For more info call 682-2753

Faith Evans with Special Guest: Avant
Fox Performing Arts Center
8 p.m.
For more info call 779-9800

22
Rhythm of Riverside Summer Concert Series Latin Society
Fairmount Park
6 – 9 p.m.
For more info call 826-2000

23
World Olympic Day
Riverside Plaza
5 – 8 p.m.
For info JimJ@MultiSportRed.org

24
Concerts in the Park: King Jazz Combo
Citrus State Historic Park
6:30 – 8 p.m.
For more info call 780-6222

25
Dairy Queen Grand Opening
2610 California Ave.
10 a.m. – noon
For more info call 826-5374

RCARA Ham Radio Field Day 2011
Martha McLean Anza Narrows Park
11 a.m.
For more info call 734-1485

Council Regatta and Hot Dog BBQ
Fairmount Park
Izaak Walton Building
1 – 2:30 p.m.
For more info call 826-2000

2011 Sea No Evil Art Show
Riverside Municipal Auditorium
6 – 9 p.m.
Visit SeaShepherdArtShow.com

The Capitol Steps
Landis Performing Arts Center Arts Center
8 p.m.
For more info call 955-4900

26
Brian Regan
Fox Performing Arts Center
7 p.m.
For more info call 779-9800

27
Golf Marathon
Victoria Country Club
7:30 a.m. – 5 p.m.
For more info call 688-4340

29
Rhythm of Riverside Summer Concert Series: Blue Breeze Band
Fairmount Park
6 – 9 p.m.
For more info call 826-2000

July

1
Concerts in the Park: Riverside Swing Band
Citrus State Historic Park
6:30 – 8 p.m.
For more info call 780-6222

2
Red, White & Brew Fest
White Park
Noon – 4 p.m.
For more info call 680-1345

3
First Sundays
Riverside Art Museum & multiple locations along Main Street
1 – 4 p.m.
For more info call 684-7111

4
Founder's Day Front Row Fireworks
Evergreen Memorial Historic Cemetery
5 – 10 p.m.
For more info call 522-6462

4th of July Spectacular
Mt. Rubidoux
9 – 10 p.m.
For more info call 826-2000

4th of July Spectacular
La Sierra Park
9 – 10 p.m.
For more info call 826-2000

5
55+ Breakfast Club
La Sierra Senior Center
9:30 – 10:30 a.m.
For more info call 351-6435

6
Rhythm of Riverside Summer Concert Series: Lights (Journey Tribute)
Fairmount Park
6 – 9 p.m.
For more info call 826-2000

7
Riverside Arts Walk
Downtown Riverside
6 – 9 p.m.
For more info call 682-6737

8
Concerts in the Park: Andy Rau Bluegrass Band
Citrus State Historic Park
6:30 – 8 p.m.
For more info call 780-6222

9
fitDay Family Boot Camp
Bobby Bond's Sports Complex
9 – 11:30 a.m.
For more info call 323-3888

11
Storytime
Arlanza Library
3:30 p.m.
For more info call 689-0389

13
Rhythm of Riverside Summer Concert Series: Stone Soul (Motown)
Fairmount Park
6 – 9 p.m.
For more info call 826-2000

14
Movies & Music on Main: How to Train Your Dragon
Main St. between University & Mission Inn Ave.
7 – 9:30 p.m.
For more info call 781-7335

15
Movies in the Park: How to Train Your Dragon
La Sierra Park
6 p.m.
For more info call 826-2000

Concerts in the Park: Dakota Country Band
Citrus State Historic Park
6:30 – 8 p.m.
For more info call 780-6222

16
Movies in the Park: How to Train Your Dragon
Bobby Bonds Park
5:30 p.m.
For more info call 826-2000

17
Lyric Opera Program Final Concert
César Chávez Community Center
3 p.m.
For more info call 250-2954

20
Rhythm of Riverside Summer Concert Series: Southbound (Rock & Roll)
Fairmount Park
6 – 9 p.m.
For more info call 826-2000

21
Movies & Music on Main: Despicable Me
Main St.
7 – 9:30 p.m.
For more info call 781-7335

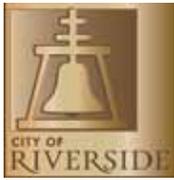
21
Movies in the Park: How to Train Your Dragon
Reid Park
6 p.m.
For more info call 826-2000

TO SUBMIT EVENTS AND SEE MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT **RiversideCa.gov**

SHOP RIVERSIDE
ShopRiversideNow.com

1% of all taxable sales come back to the City to support Fire, Police, Museum, Parks, Libraries and Youth Programs.

Downtown Farmers Market Riverside
Saturdays 8 a.m. - 1 p.m.
Main Street
between Fifth and Sixth Streets



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City of Arts & Innovation

Riverside Outlook

June 2011

Published by the
City of Riverside
3900 Main Street
Riverside, CA 92522

Mayor:
Ronald O. Loveridge
City Council Members:
Mike Gardner Ward 1
Andy Melendrez Ward 2
Rusty Bailey Ward 3
Paul Davis Ward 4
Chris Mac Arthur Ward 5
Nancy Hart Ward 6
Steve Adams Ward 7
City Manager:
Bradley J. Hudson

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826-5311
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To receive weekly Outlook updates, sign-up at RiversideCa.gov

RIVERSIDE 4TH OF JULY SPECTACULAR!

MT. RUBIDOUX AERIAL FIREWORKS SHOW
4706 Mt. Rubidoux Street. Fireworks begin at 9 p.m. - FREE
Fireworks show in sync with KOLA FM 99.9 radio broadcast.
(Public access will not be permitted on Mt. Rubidoux.)

LA SIERRA PARK AERIAL FIREWORKS SHOW
5215 La Sierra Avenue. Fireworks begin at 9 p.m. - FREE
(Public access will not be permitted in La Sierra Park.)

 Parks, Recreation and Community Services Department
www.riversideca.gov/park_rec
 951-826-2000

**Parks
Make
Life
Better!**