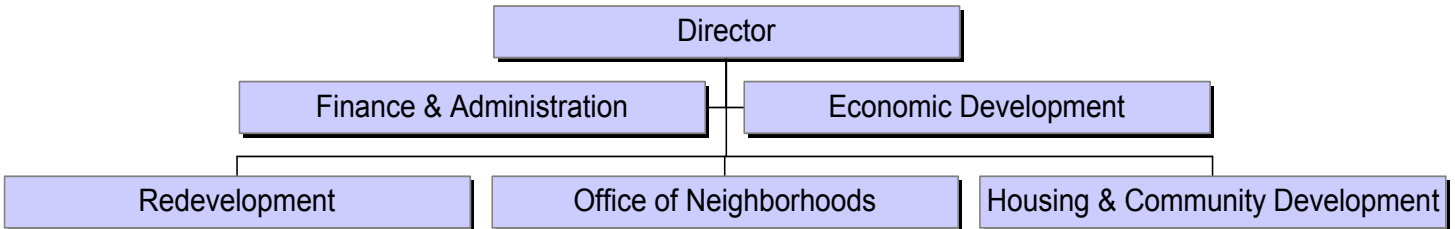


# Development



## Description of the Service

The Development Department includes the Redevelopment Agency of the City of Riverside, the Economic Development division whose efforts are for the entire City, the Office of Neighborhoods, and the Housing and Community Development program, which oversees the federal programs funded by the U.S. Department of Housing and Urban Development (HUD).

The Finance and Administrative Division provides departmental support, financial analysis, project financial structuring, cash flow planning for the Agency's operations, and preparation of legally required reports to federal and state agencies.

The Redevelopment Agency encourages and facilitates activities of a public nature through the promotion of new development and rehabilitation of existing structures in private and public development projects in the redevelopment project areas of the City. Redevelopment exists to eliminate urban blight, increase the tax base, create more jobs, attract a diversity of people and businesses and encourage preservation of significant historical structures. The Agency has established several project areas within the city: Arlington, Casa Blanca, Magnolia Center, University Corridor/Sycamore Canyon, Downtown/Airport and Hunter Park/Northside. The Eastside Project Area time limit has expired and the project area is now inactive except for debt service payments.

Economic development activities include business and marketing outreach to retain, expand and attract businesses and jobs in the city. The division also administers numerous economic development programs and services, including the Enterprise Zone Programs, the Industrial Development Bond Program and the Office of Small Business Assistance.

Riverside is an entitlement city for funds from the U.S. Department of Housing and Urban Development. The City receives entitlement funds for the Community Development Block Grant (CDBG) and HOME program for activities within the City of Riverside. In addition, the City receives Emergency Shelter Grant funds for homeless services and the Housing Opportunities for Persons with Aids (HOPWA) funds the entire area of Riverside and San Bernardino Counties. The Housing and Community Development division administers all the entitlement programs, as well as the low/moderate housing funds for the Redevelopment Agency.

The Office of Neighborhoods recently moved from the City Manager's Office to the Development Department to provide for better alignment among services and programs. The Office of Neighborhoods provides neighborhood organizing support, leadership training, and a direct link between neighborhood groups and the services and resources available to them in addressing quality of life issues at the neighborhood level.

# Development

## Mission Statement

The mission of the Development Department is to provide a variety of economic development, redevelopment, community development and housing programs so that residents and businesses may enjoy economic prosperity and a safe, attractive community environment.

## Strategic Priorities Addressed

- Preserve and Improve our Quality of Life
- Address Riverside’s Social Concerns with Community Involvement
- Beautify the City

## Major 2004/05 Priorities

- Successfully complete the priorities of the redevelopment project areas:
- Arlington – Magnolia Avenue Streetscape Project and California Square.
- Casa Blanca – Learning Center campus and Indiana Avenue business expansion.
- Magnolia Center – Riverside Plaza completion.
- University Corridor – University Village and University Lodge property.
- Downtown/Airport – Retail/restaurant opportunities, “Heliport” site, Stalder Building site and Municipal Airport expansion.
- Project area formation - Arlanza/La Sierra.
- Implement city branding campaign in coordination with other internal and external partners.
- Conduct targeted business attraction efforts in Orange, Los Angeles and San Diego Counties.
- Promote Riverside to upscale restaurants and retail stores.
- Identify and pursue options for expanding commercial/industrial land inventory.
- Establish consistent business targeting policies and Business Retention Program.
- Facilitate education and workforce development collaborations.
- Develop cluster industry strategies, including technology transfer programs .
- Secure approvals and funding for 100 units of very low-income family housing on Janet Street in the Arlanza neighborhood.
- Complete the rehabilitation of the Topaz and Turquoise project.
- Construct 75 units of very low-income senior housing adjacent to the Town Square shopping center in the Eastside Neighborhood.
- Assist 30 households to purchase new homes with existing programs.

## **Programs and Program Goals**

### FY 2004/05

**Finance and Administration:** To provide departmental support, administration, and fiscal management to the Development Department’s programs so that program outcomes are achieved in compliance with federal, state and local objectives and legal reporting requirements.

**Redevelopment:** To stimulate economic investment by participating in real estate-based development projects and public improvements that increase economic vitality and improve physical conditions in target redevelopment project areas for the benefit of the entire city and its residents in order to eliminate physical and economic blight as defined by the California Community Redevelopment Law (CRL).

**Economic Development:** To provide business outreach marketing activities and business attraction, expansion and retention services for new and existing businesses and developers in order to increase private investment, augment job creation, and enhance city revenues.

**Housing and Community Development:** To support the revitalization of the community through the administration and oversight of federal programs, development of affordable housing opportunities, preservation of the City’s existing affordable housing stock, and administrative support to non-profit organizations to assist low and moderate income individuals.

**Office of Neighborhoods:** To act as liaison and advocate for City neighborhoods at City Hall; encourage and facilitate the formation of neighborhood associations citywide; and provide support to the Riverside Neighborhood Partnership in order to enhance citizen participation in local concerns.

Department Summary

# Development

## Performance Measures

	<b>Actual</b>	<b>Estimated</b>	<b>Target</b>
	<b>2002/03</b>	<b>2003/04</b>	<b>2004/05</b>
% of legally required housing, grant, and other reports prepared within established timeframes.	100%	100%	100%
# of jobs created, attracted or retained	1,688	1,700	1,700
\$ increase in taxable sales (in millions)	\$126	\$100	\$110
\$ private investment generated (in millions)	\$117	\$150	\$160
# of businesses retained, expanded or relocated	31	20	25
% of federal funds used to assist low and moderate income individuals	100%	100%	100%
% of required reports filed by deadlines	80%	100%	100%
% of subrecipients monitored	100%	100%	100%
# of affordable housing units produced or rehabilitated	136	46	137
% increase in assessed property valuation in all project areas	6%	3%	5%
% Agency investment to total project value	30%	25%	20%
# of residents participating in Neighborhood Conference	385	425	500
# increase in neighborhood groups registered with the City	89	50	50

## Recent Accomplishments

- Facilitated implementation of Riverside Plaza Renovation.
- Structured financial assistance for successful opening of Toad-in-the-Hole Restaurant in Downtown.
- Completed Market Street gateway improvements.
- Attracted over 2 million square feet of new industrial, distribution and commercial business.
- Attracted numerous retailers generating over \$1 million total in sales tax revenue to City.
- Attracted 3 new upscale restaurants downtown.
- Provided assistance/referrals to over 100 existing firms, including 25 small businesses.
- Designated one of the top 20 Economic Development Teams in the nation by Site Selection Magazine.
- Received 2 Addy marketing awards and two CALED awards for the Restaurant Assistance Program and the \$hop Riverside Campaign.
- Partnered with Public Utilities on executing 5 Economic Development Electrical Rate contracts.
- Planned and coordinated Riverside Neighborhood Conference leadership training for 275 residents.
- Implemented the Neighborhood Matching Grant Program.
- Identified site, services, and partial funding for the Arlanza Neighborhood Resource Center (Arlanza Neighborhood Initiative).
- Continued the award winning "Riverside Community At Home" community development newsletter that is sent to all city residents twice annually.
- Eastside senior citizens housing project was awarded \$8.9 million in construction funding and a \$1.5 million operating subsidy through the federal 202 housing program.
- Topaz and Turquoise rehabilitation project awarded \$2.9 million in Multifamily Housing Program funds by the State of California Department of Housing and Community Development.
- Began implementation of the City's Homeless Action Plan.
- Completed construction of 2 houses with Habitat for Humanity Riverside.

Development

# Department Summary

<b>Budget Summary</b>	<b>Actual 2002/03</b>	<b>Budget 2003/04</b>	<b>Approved 2004/05</b>	<b>Change</b>
Personnel Services	2,145,986	3,149,655	3,801,152	20.7%
Non-Personnel	7,056,572	7,812,828	8,934,652	14.4%
Special Projects	21,849,087	7,099,707	7,223,054	1.7%
Equipment Outlay	12,504	7,740	19,740	155.0%
<i>Direct Operating</i>	<u>31,064,149</u>	<u>18,069,930</u>	<u>19,978,598</u>	10.6%
Debt Service	10,757,682	11,116,847	11,736,830	5.6%
Capital Outlay	6,100	0	0	---
Charge From Others	4,112,676	12,339,280	14,423,005	16.9%
<i>Gross Budget</i>	<u>45,940,607</u>	<u>41,526,057</u>	<u>46,138,433</u>	11.1%
Charge To Others	<u>(4,135,158)</u>	<u>(12,526,864)</u>	<u>(15,065,494)</u>	20.3%
<b>Net Budget</b>	<b>41,805,449</b>	<b>28,999,193</b>	<b>31,072,939</b>	<b>7.2%</b>

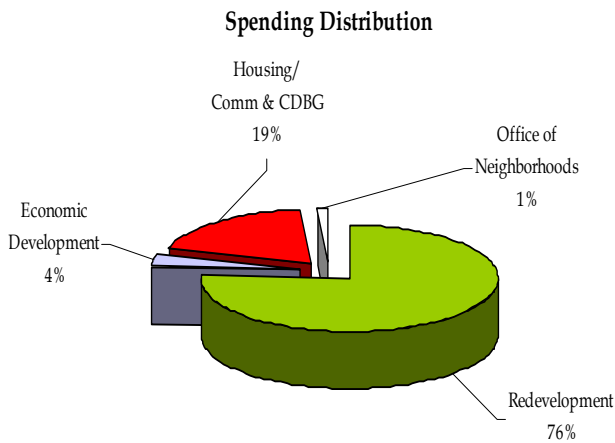
## Expenditure Summary (Gross Budget)

Redevelopment	33,428,381	30,239,523	35,021,633	15.8%
Economic Development	1,096,133	1,355,146	1,786,799	31.9%
Parking Facilities	1,059,134	0	0	---
Housing/Comm & CDBG	10,356,959	9,502,099	8,865,663	-6.7%
Office of Neighborhoods	0	429,289	464,338	8.2%

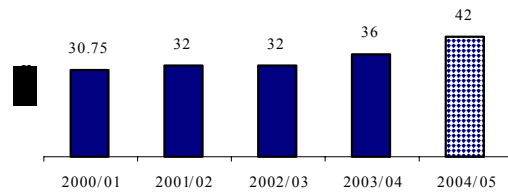
<b>Expenditure Total</b>	<b>45,940,607</b>	<b>41,526,057</b>	<b>46,138,433</b>	<b>11.1%</b>
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<b>Personnel Summary</b>	<b>32.00</b>	<b>36.00</b>	<b>42.00</b>	<b>6.00</b>
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## Program Summary



### Personnel Summary



### Historical Budget Expenditures

