



Why Arts & Culture?

327,728

Riverside
Population (2017)



\$146,150
Sponsorship Dollars
Given to 65+ 501(c)'s



\$280K
Arts and Culture Grants
for Operating Support



Home of the
**Dixie Cup
Landmark**

The Mission Inn Hotel & Spa Presents
26TH ANNUAL
Festival of Lights
Riverside, CA

750K+
Attendees
at 2018 FOL



\$10K
Emerging Artists Grants
for Public Art

\$129.7M
2017 Economic Impact
Report Findings

The Mission Inn Hotel & Spa Presents
26TH ANNUAL
Festival of Lights
Riverside, CA
↑ 175%
Increase Over
2014



\$42.9M

Arts & Economic Prosperity Study
– Americans for the Arts Study
↑ Increase of 20% from 2010



45+
Partnerships/
Collaborations



ARTISANS
COLLECTIVE

40

Artisan Booths
Each Weekend of FOL



209
Performances and Events
at Fox and RMA – FY 17/18



1M+
Special Event
Attendees



147 Average Special Event
Permits per Year

(Día de los Muertos, Lunar Festival,
Dickens Festival, Black History Month
Parade and Expo, etc.)



\$29.05
Average Amount
Attendees Spent

per Person at Nonprofit Arts and Culture Events
(Not Including Ticket Price)



2,500 Average
Monthly
Attendees

FOX

Riverside Theater Foundation
Riverside, California

4,200+

Students at Broadway
and Outreach Programs



FOX
Performing Arts Center
Riverside, California

RMA
RIVERSIDE MUNICIPAL AUDITORIUM
AND SOLDIER'S MEMORIAL BUILDING

47% of Attendees

From Outside of Riverside

Famous Artists from Riverside



Juan Felipe Herrera, Poet
Etta James, Singer
Darci Kistler, Ballet
Gabriel Roth, Musician
Jeff Soto, Contemporary Artist

CULTURAL TOURISM

6

Statues on
Main Street



César Chávez



Dr. Martin Luther King, Jr.



Dosan Ahn Chang-Ho



Mahatma Gandhi



Eliza Tibbets



Ysmael R. Villegas

5 Facilities
Under Our Direction



Benoit Malphettes

Public Art
Installations
in City Facilities



2 National
Historic
Landmarks

Harada House and
The Mission Inn Hotel and Spa



9
Sister Cities

Sendai, Japan; Cuautla, Mexico;
Ensenada, Mexico; Jiangmen, China;
Gangnam, Korea; Hyderabad, India;
Obuasi, Ghana; Erlangen, Germany;
Can Tho, Vietnam



45
Film Permits



3 Artifacts/Objects
Came Back to Riverside From
Smithsonian



Ranked 7th
Most Popular US City Where
Everyone Wants to Live
- Business Insider