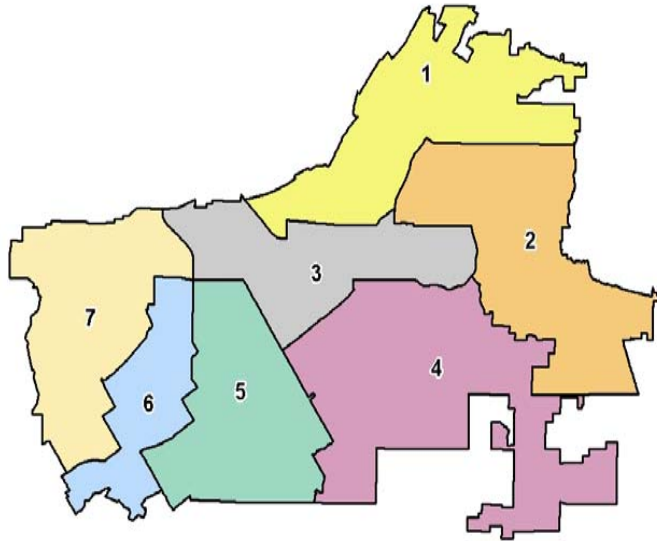
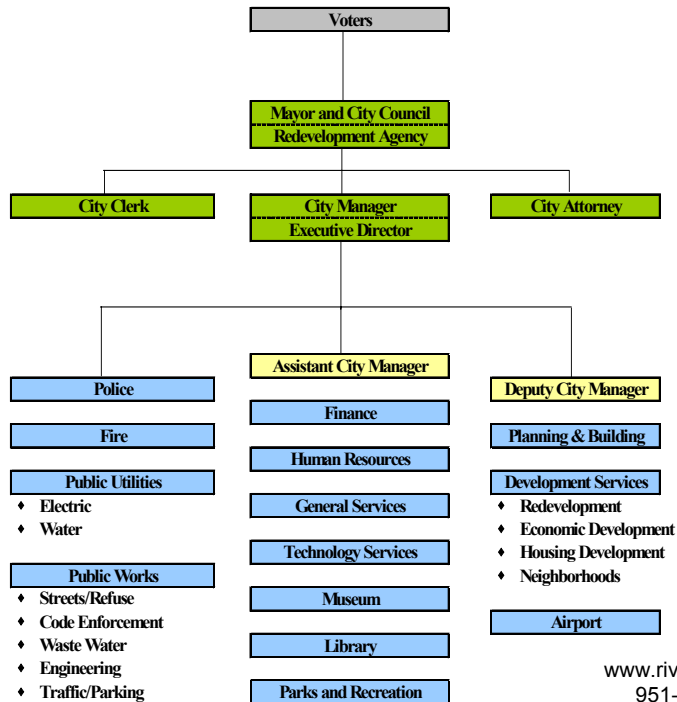


Mayor and City Council

- Ronald O. Loveridge - Mayor
- Dom Betro - Ward 1
- Ameal Moore - Ward 2
- Art Gage - Ward 3
- Frank Schiavone - Ward 4
- Ed Adkison - Ward 5
- Nancy Hart - Ward 6
- Steve Adams - Ward 7
- George A. Carvalho – City Manager

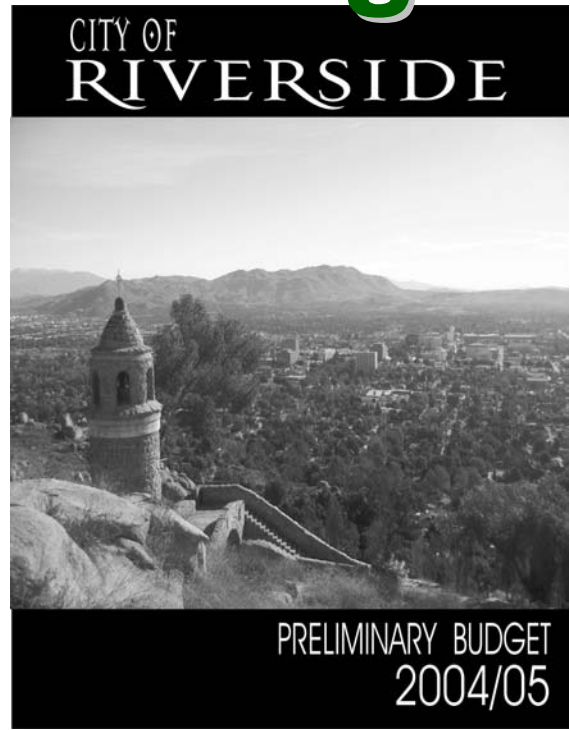


Citywide Organizational Chart



www.riversideca.gov
951-826-5938

Budget



in Brief

The annual budget is a key communication tool that shows the public what they are getting for their money and where the City is headed in the future. The Budget is linked to the City's Strategic Plan, which was developed with widespread Council and community involvement. The Strategic Plan contains five goals:

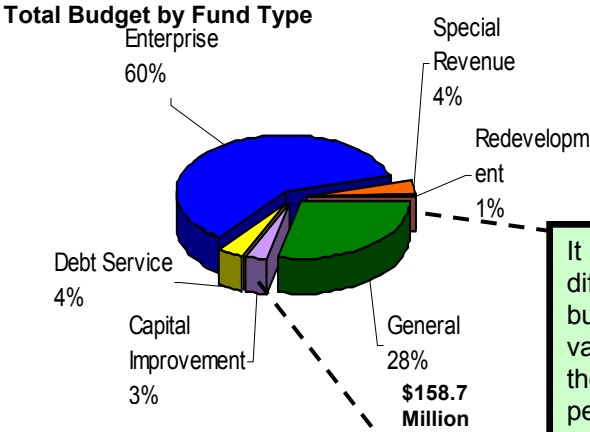
Strategic Goals

- Improve and Preserve our Quality of Life
- Reduce Transportation Congestion and Improve Traffic
- Address Riverside's Social Concerns with Community Involvement
- Beautify the City
- Increase our Investment in Youth and Children

These goals are at the heart of what our community expects from its local government. In turn, these goals are woven throughout the FY 2004/05 Preliminary Budget, which allocates the resources necessary to achieving our shared vision.

General Fund Business in Brief

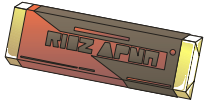
Multiple businesses



The City's total combined annual budget for FY 2004/05 is \$555.7 million.

It may be helpful to think of the different city funds as multiple businesses. Just as businesses vary by size and revenue, so do the various city funds, with some performing better financially than others. There is a tendency to equate the City's General Fund with the City's financial status as a whole, but it is important to remember that the General Fund is just one of many funds, or places of city business.

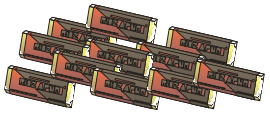
Value of sales tax



A \$1.00 candy bar sold within Riverside city limits



A penny in sales tax goes to the City of Riverside



City of Riverside's share of sales tax from 32 million candy bars sold

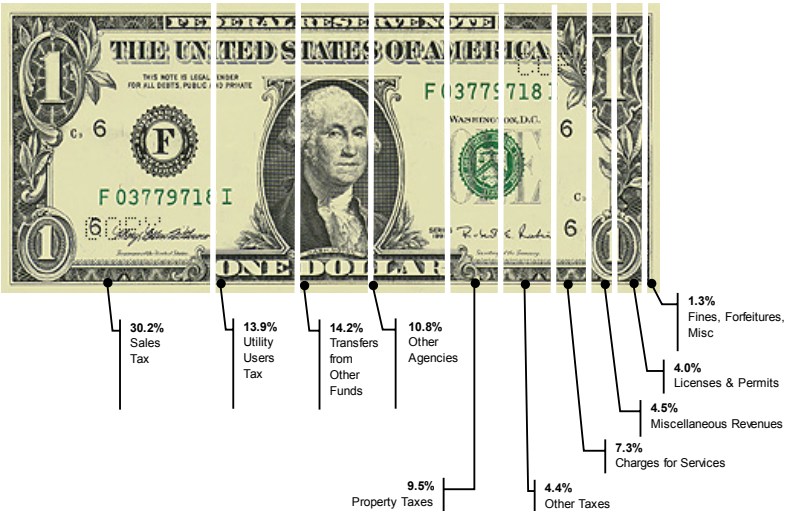


Could pay for a \$320,000 fire truck

The City's principal **General Fund** revenue sources include taxes (mainly sales, utility users, and property taxes), license and permit fees, and intergovernmental revenues. Combined, these revenues comprise approximately 70 percent of the General Fund Revenues.

The **General Fund** provides core city services including police, fire, parks, recreation, street maintenance, planning, and animal control. The FY 2004/05 General Fund budget, including transfers to the Library, Refuse, and Airport Funds totals \$158.7 million.

Where it comes from?



Where it goes to?

