

SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



ITEM: 3.6
(ID # 27825)

MEETING DATE:
Tuesday, May 06, 2025

FROM : BOS DISTRICT 5

SUBJECT: BOS DISTRICT 5: Approve the allocation of Unincorporated Communities Initiative (UCI) funds to supplement the County's participation in the International Shopping Center Conference (ICSC) for the use of marketing services. [\$35,000 Total Cost - 100% District 5 Unincorporated Communities Initiative/General Fund] (4/5 Vote Required)

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve the Fifth District Unincorporated Communities Initiative (UCI) project outlined below; and
2. Direct the Executive Office to utilize \$35,000 from Unincorporated Communities Initiative funds to pay for supplemental marketing materials and services on behalf of the Fifth District.

ACTION:Policy


Supervisor Yxstian Gutierrez 5/1/2025

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Gutierrez, seconded by Supervisor Spiegel and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Medina, Spiegel, Washington, Perez and Gutierrez
Nays: None
Absent: None
Date: May 6, 2025
xc: BOS-D5, EO

Kimberly A. Rector
Clerk of the Board

By: 
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 35,000	\$ 0	\$ 35,000	\$ 0
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0
SOURCE OF FUNDS: 100% Unincorporated Communities Initiatives (UCI)/General Fund			Budget Adjustment:	No
			For Fiscal Year:	24/25

C.E.O. RECOMMENDATION:

BACKGROUND:

Summary

On November 17, 2020, the Riverside County Board of Supervisors (Board) directed the Executive Office to implement an Unincorporated Communities Initiative (UCI). The UCI is a focused, ongoing, and coordinated effort to improve the infrastructure and services provided to the residents of unincorporated communities, with emphasis on Disadvantaged Unincorporated Communities. The program is funded through the General Fund/Net County Cost (NCC) which is allocated during the annual budget and quarterly budget revision process.

Based on the foundational work completed by the UCI Team and further analysis by this office, \$35,000 of the remaining available UCI funding for the Fifth District will be allocated to the following project:

1. \$35,000 to the County of Riverside Executive Office to assist District 5 in developing supplemental materials and marketing services to enhance the District's marketability in meetings with retailers, businesses, brokers, hotels and developers at the International Shopping Center Conference (ICSC).

The Office of Economic Development (RivCoED) has participated in the ICSC Las Vegas conference annually for over 15 years. In May 2025, RivCoED will once again host a 4,200-square-foot county pavilion, providing a collaborative space for 11 city partners to meet with retailers, developers, and brokers.

RivCoED engages with these stakeholders year-round, as well as during the conference, to attract new commercial development. At the conference, RivCoED staff and city partners coordinate full days of meetings focused on expansion and growth opportunities throughout Riverside County.

To support these efforts, RivCoED has created marketing materials, including flyers with demographic data for unincorporated communities and a dedicated webpage highlighting the county's fastest-growing and most development-ready areas. Materials developed by the consultant will serve to supplement these resources, with a specific focus on District 5.

Impact on Residents and the Community

Riverside County's participation at ICSC is a strategic effort to attract needed retail services that enhance the quality of life, stimulate job creation and support growing communities.

The long-term goal of the Unincorporated Communities initiative is to ultimately improve infrastructure and provide quality of life services to all our unincorporated communities.