



10 Ways

The Chamber Promoted the Community

The Chamber is committed to building a stronger local economy by being an advocate for our members and voice for business. Here are 10 ways your investment in the Chamber helped us to improve the Riverside business community.



The Riverside College & Career Fair provides students with opportunities to access colleges and businesses.



KRCB gives the community opportunities to volunteer and beautify public spaces in Riverside to boost quality of life.



The Festival of Lights represents a \$76 million dollar impact due to increased tourism, hospitality, and community activities.

How is the Chamber Adding to Riverside's Quality of Life and Sense of Place?

Festival of Lights Switch-on Ceremony attracts 80,000+ Visitors to Downtown Riverside

The Mission Inn Hotel & Spa, the City of Riverside, and the Chamber partnered together to organize the 25th Anniversary of the Festival of Lights Switch-on Ceremony. The event drew an estimated 80,000 visitors to Riverside's Downtown. Throughout the month, over 750,000 visitors participated in entertainment and recreational activities available, contributing an approximate \$76 million impact to the local economy.

Riverside Showcases Character of "Making a Difference" at 2018 Rose Parade

The Greater Riverside Chamber Foundation partnered with the City of Riverside and community leaders to be part of the 2018 Tournament of Roses Parade. The float showcased Riverside's heritage and vision while paying tribute to Duane and Kelly Roberts for their efforts to enhance the Riverside community.

Beautification Awards Recognizes Riverside Businesses

Keep Riverside Clean & Beautiful (KRCB) presented Beautification Awards to properties throughout the City of Riverside. These awards are a way of recognizing local property owners for their hard work and dedication to community beautification and sustainable business practices.

How is the Chamber Enhancing Education Opportunities to Develop the Future Workforce?

Chamber Champions Local Educational Opportunities

The Chamber was awarded a grant from the James Irvine Foundation to work collaboratively with education partners to bridge the gap between the K-12 curriculum and the essential skills needed in tomorrow's workforce.

Riverside College & Career Fair Invests in Riverside's Future Workforce

The Chamber hosted the 13th Riverside College & Career Fair, presented by Bank of America. The event gave over 7,000 students and their families one-stop access to future career and educational opportunities. Over 180 representatives from an array of colleges and local businesses were featured at the Galleria at Tyler.

Chamber Supports UCR and RUSD Partnership Expanding STEM Education to Enhance Future Workforce

The Business Education Partnership (BEP) Council supported the partnership between Riverside Unified School District (RUSD) and the University of California, Riverside (UCR) to build a state-of-the-art STEM high school facility. With an increasing number of jobs requiring skills in science, technology, engineering, and math (STEM), preparing a highly-educated workforce in STEM fields is a national and local priority.

How does the Chamber Promote Volunteerism and Giving Back to the Community?

Leadership Riverside Empowers Leaders to Advocate for the Region

The Leadership Riverside Class of 2018 is currently going through the 10-month program that empowers the decision-makers of local businesses, government, non-profit organizations, schools, and universities with the knowledge to address critical regional issues such as economic development, education, healthcare, public safety, social services, arts and culture, and others.

Keep Riverside Clean & Beautiful (KRCB) Engages Riverside's Students to Develop Leadership Skills

On-campus beautification projects are coordinated by student leaders through KRCB's Clean Campus Competition (CCC) program. The competition provides students of all ages with the opportunity to develop leadership skills and environmental awareness that can be applied once they enter the workforce.

Recruits Volunteer Readers to Promote Early Literacy

The Chamber recruited business and community leaders to volunteer as readers for Read Across America Day in celebration of Dr. Seuss's life and legacy. The readers read their favorite childhood stories to local students to promote literacy and invest in the education of Riverside's future workforce.

Keep Riverside Clean & Beautiful (KRCB) Supports Volunteerism and Community Cleanups

KRCB organizes projects throughout Riverside to pick up trash, remove graffiti, clean city waterways, plant trees, and promote green space in the community. Over 9,000 volunteers participate in several beautification projects per year and dedicated 10,000 community service hours to remove 151,000 pounds of litter.

