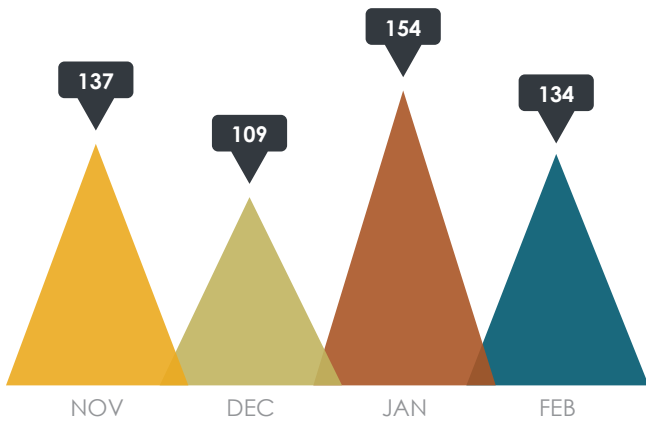
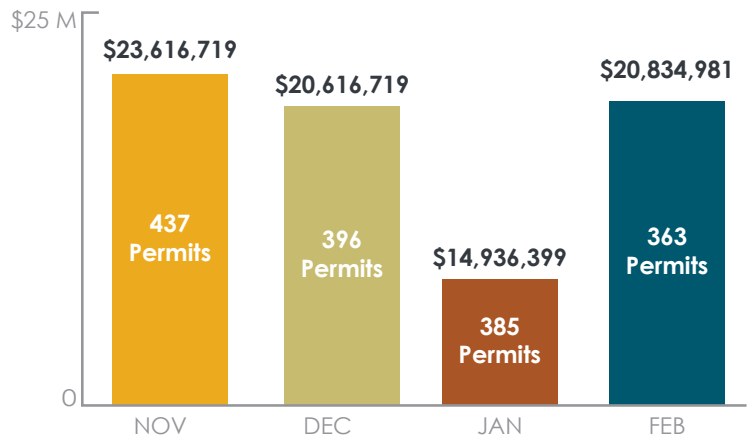


Business Licenses Issued



Source: City of Riverside Finance Dept.

Permit Activity



Source: City of Riverside Community & Economic Development Dept.

Quarterly Sales Tax



3rd Quarter 2016

Up 5.6% from
3rd Quarter 2015

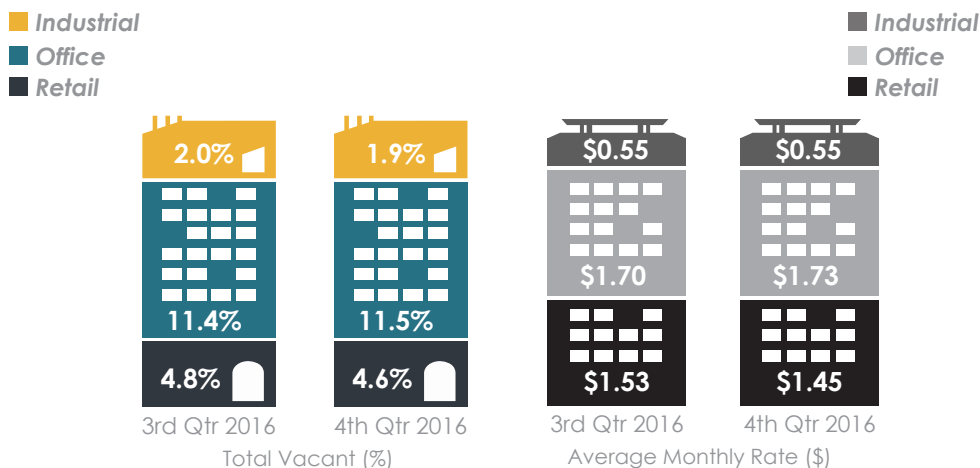
Source: HdL Companies

Residents Employed



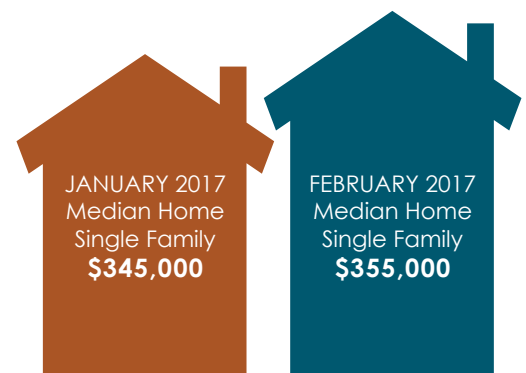
Source: Employment Development Dept. (State of California)

Current Rates: Vacancy/Lease



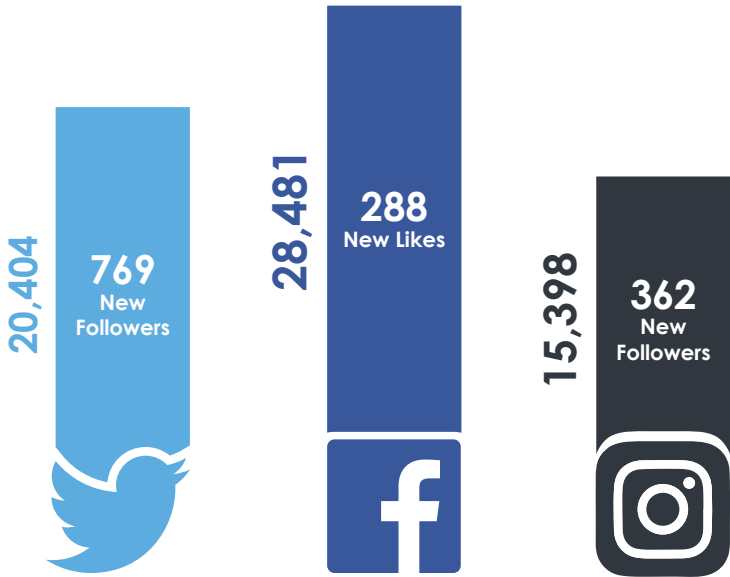
Source: Costar

Housing Prices



Source: Inland Valleys Association of Realtors

City of Riverside Social Media



Since JULY 2015



followers grew by

93.8%



LIKES INCREASED BY

50.8%

since JULY 2015



FEBRUARY 2017
ECONOMIC
DEVELOPMENT
E-NEWS

5,913
subscribers

29.32%
open rate

TOP STORY:

Sales Tax Increase
Effective
April 1st, 2017

RIVERSIDECA.GOV

276,627
page views

123,836
website visits

91,321
unique visitors

RIVERSIDEPUBLICUTILITIES.COM

37,398
page views

67,766
website visits

27,925
unique visitors

RIVERSIDECA.GOV/ECONDEV

5,627
page views

2,587
website visits

2,171
unique visitors



FEBRUARY 2017
WEB TRACKING
& ANALYTICS

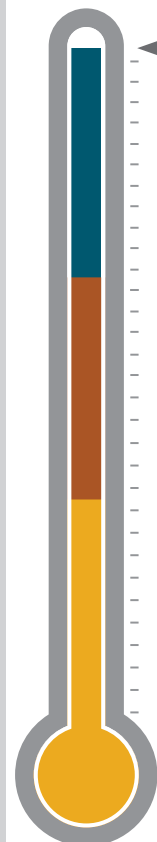
33,597

February
2017 YTD
Customer
Contacts

**Economic
Development**

Planning

**Riverside
Public
Utilities**



Source: City of Riverside
Planning Division and
RP Account Managers

Source: Google Analytics