



WE ARE **Upstream
From Ordinary**

2014 PROGRESS REPORT

WELCOME.

The City adopted our “upstream from ordinary” brand nearly six years ago as part of a major marketing and re-branding effort. Our goal was to shine a light on the remarkable transformation our community has undergone.

To us, it's more than a slogan: the “new” Riverside was built upon upstream moments. Not only did we endure the devastating Great flood of 1993; we went on to land the first riverboat casino in the Kansas City area in 1994. On the heels of that win, city leaders chartered a new course that included an economic and infrastructure plan to elevate the quality of life for the entire community.

When I think about just how far we've come in 20 years, I'm humbled and overwhelmed. And while it's true that much, if not most, of what we've accomplished can be attributed to gaming revenue received from our partnership with the Argosy, it wouldn't have happened without the upstream from ordinary vision and commitment of our residents and businesses. Riverside believes that there are solutions to every challenge, and we “can” and “will” get things done.





Perceptions about our city have changed. Recognition and accolades abound, and are gratefully received. Like the Mighty Mo, our “upstream” journey has twists and turns, ebbs and flows, and highs and lows. And we are, together, better for it. Thank you for your support as we continue the “Upstream from Ordinary” ride!

All the best,

Kathy Rose
MAYOR

WHAT IS UPSTREAM FROM ORDINARY?

Riverside wears our tagline, Upstream from Ordinary, on our sleeve. We think it fits. But what does it really take to be “Upstream?” Is it about bucking the trends? Refusing to accept the status quo? Insisting on reaching for more? Yes, it requires all of that. Yet so much more. To work, Upstream from Ordinary must be a state of mind. A promise.

A commitment to never settle for the expected. To envision what’s possible. And to do all that we, as citizens and as a community, can do to make it reality.

That’s Upstream from Ordinary.

That’s how we do things in Riverside.

And this is our story, circa 2014.





“

IDENTIFYING AND UNDERSTANDING WHAT OUR COMMUNITY WANTS IS ONE THING; BEING ABLE TO DELIVER IT IS ANOTHER. THE HIGH LEVEL OF SATISFACTION WITH CITY STAFF THAT OUR RESIDENTS CITED ON THE CITIZENS SATISFACTION SURVEY IS TO ME WHAT UPSTREAM FROM ORDINARY REALLY MEANS. IT'S GOOD IF YOU CAN TALK THE TALK, BUT WE WALK THE WALK. AND WE KNOW WE DO, BY THE FEEDBACK WE GET FROM THE PEOPLE WHO ARE PAYING FOR IT: THE CITIZENS OF OUR COMMUNITY.”

— Greg Mills
City Administrator, City of Riverside



BUSINESS. UPSTREAM FROM ORDINARY.



Economic Development remained a strong area of emphasis for the City in 2014, both in terms of attracting new businesses, and ensuring existing businesses are not only satisfied, but have an opportunity to grow in Riverside.

Business Brand

This year, the City adopted a business brand for its economic development-based communications. The new brand reflects the City's commitment to new and existing businesses, progressive thinking, business-friendly policies and fast responses.

QuikTrip Evolution

Seven years ago, the City sought to acquire the former QuikTrip property at the north-east corner of Gateway Avenue and Vivion Road. In February 2014, Riverside was able to purchase the property, and this summer the boarded-up structure was demolished. The City is making use of its partnerships in hopes of redeveloping the site in the near future.

Construction on the new QuikTrip facility began in late September, and it is expected to open in March 2015. The City is working

closely with QuikTrip officials to determine what's next for the existing site to ensure that it is consistent with the City's Master Plan and enhances the progress already underway in the downtown corridor.

Riverside Horizons

Riverside Horizons Business Park is one of the metro's premier business parks and is home to companies like Johnson Controls Inc., Premium Waters, Gallagher and Velociti. Since 2011, nearly 2 million square feet of Class A industrial and office space has been constructed and interest in the park continues to be robust. In 2014 the park welcomed automotive supplier Martinrea, which is constructing a 274,000 square foot facility set to employ almost 300 people. Additionally, Spec IV, a 342,000 square foot cross-dock facility, was completed and the first tenant took occupancy in late fall.





“THE TURNAROUND I’VE SEEN IN THE LAST 10 YEARS IS REALLY INCREDIBLE. THE DRASTIC IMPROVEMENTS TO THE INFRA-STRUCTURE AND AESTHETICS OF THE CITY, THE COMMITMENT TO MAKING IT A GOOD PLACE FOR BUSINESSES TO RESIDE; IT’S VERY IMPRESSIVE. YOU HEAR THE PHRASE “LIVE YOUR BRAND” A LOT THESE DAYS. THE CITY OF RIVERSIDE TRULY DOES IT.”

— Phil Jones
President, Industrial Spring Corporation

LIFE. ANYTHING BUT ORDINARY.

A community is shaped by those it surrounds: The residents who live there, professionals who keep it safe, businesses that create jobs, and people who make the environment more inviting. It takes vision, promise and stewardship to make a community truly Upstream from Ordinary. In Riverside, we have it all.

Fire Department ISO Rating Upgraded

This summer the Riverside Fire Department had its ISO insurance rating upgraded from a six to a three. Insurance companies use this rating to establish premiums for fire insurance for homeowners and businesses within a community; generally, the better the rating, the lower the premiums. The upgraded rating places Riverside in the top seven percent of all fire agencies nationally, and is indicative of the changes the City has made since establishing a full-time fire department in 2008.

Riverside Police Department Achieves Missing Kids Readiness Project Status

In November, the Riverside Police Department became the first law enforcement agency in the State of Missouri to achieve Missing Kids Readiness Project status and

was recognized by The National Center for Missing & Exploited Children (NCMEC) at the Board of Aldermen meeting. This distinction signifies a commitment to training and preparedness, and shows our citizens that the lives and safety of the City's children are a top priority with the Riverside Police Department.

YMCA Partnership Expands

Since 2006, the City has partnered with the YMCA on the Healthy Citizens Initiative, paying 75% of residents' membership rates. In 2013, the City began offering expanded YMCA senior programming and the YMCA started hosting their summer day camp at the Riverside Community Center. And in 2014, the City took the partnership to the next level by starting the process of offering the full spectrum of YMCA programs in

Riverside. A full-time Healthy Living Director was hired by the YMCA to focus solely on providing programming in Riverside, and will work out of the Community Center. The City is committed to making it easy for residents and members of our business community to be healthy. Though there are two Y's within a couple of miles of Riverside, the City believes that putting programming in our community center makes it that much more accessible — and inviting — to all.

Community Trail Walks

At the March town hall meeting, a Riverside resident suggested that the City hold community trail walks throughout the summer to provide a safe way for people to explore the growing trail system. The City agreed, and Mayor Rose and staff led five trail walks from May through September.



**RIVERSIDE
FIRE DEPT.**





“ BEING UPSTREAM FROM ORDINARY MEANS BEING A PIONEER: THE FIRST ONE TO DO SOMETHING DIFFERENT. OUR F/PAL (FIRE POLICE ATHLETIC LEAGUE) PROGRAM IS THE ONLY ONE IN THE COUNTRY TO INCLUDE THE FIRE DEPARTMENT AS PART OF ITS PAL PROGRAM. THAT DOUBLES THE NUMBER OF PEOPLE WHO ARE INVOLVED IN THE PROGRAM. KIDS OFTEN ASPIRE TO BE LIKE THOSE WHO MENTOR THEM, SO TO KNOW THAT WE’RE HELPING MAKE A DIFFERENCE IN SOMEONE’S LIFE ... IT’S SO SPECIAL. ”

— Karen Holland
F/PAL Coordinator & Firefighter, City of Riverside

2014 ETC CITIZENS SATISFACTION SURVEY

It's one thing for your City to claim that it is Upstream from Ordinary; demonstrating it is another. Riverside surveyed its citizens and the results show a satisfied community that delivers on the Upstream from Ordinary promise.

HOW RIVERSIDE RATES: LIFE IS GOOD HERE



96% rated the City as an excellent or good place to live, up from 84% in '06

A place to buy next home: 73% in 2014, up from 59% in '06



A place to raise kids: 89%, up from 74% in '06

Overall quality of life: 87%, up from 68% in '06



Value for tax dollars & fees: 82%, up from 68% in '06

Overall image of the City 80%, up from 49% in '06



Overall appearance of the City 73%, up from 42% in '06

SETTING THE STANDARD



Riverside vs. Other Communities



33% higher than the National Average

Scored New High Levels of Satisfaction for the Metro Area:

- Management of Traffic Flow and Congestion (from 78% to 82%)
- Enforcement of Local Traffic Laws (from 82% to 85%)
- Maintenance of Sidewalks (from 82% to 83%)
- Snow Removal on City Streets (from 89% to 93%)



Scored above the National Average in 38 of 39 areas compared*

The best kept secret in the metro is out!

OVERALL SATISFACTION WITH CITY SERVICES



92% with overall quality of FIRE SERVICES up from 81% in '06



89% with overall quality of POLICE SERVICES
• PLUS: Enforcement of local traffic laws = 85%, up from 77% in '06



83% Effectiveness of Communication, up from 64% in '06



82% Traffic Flow/Management, up from 35% in '06



80% Maintenance of City buildings, up from 58% in '06

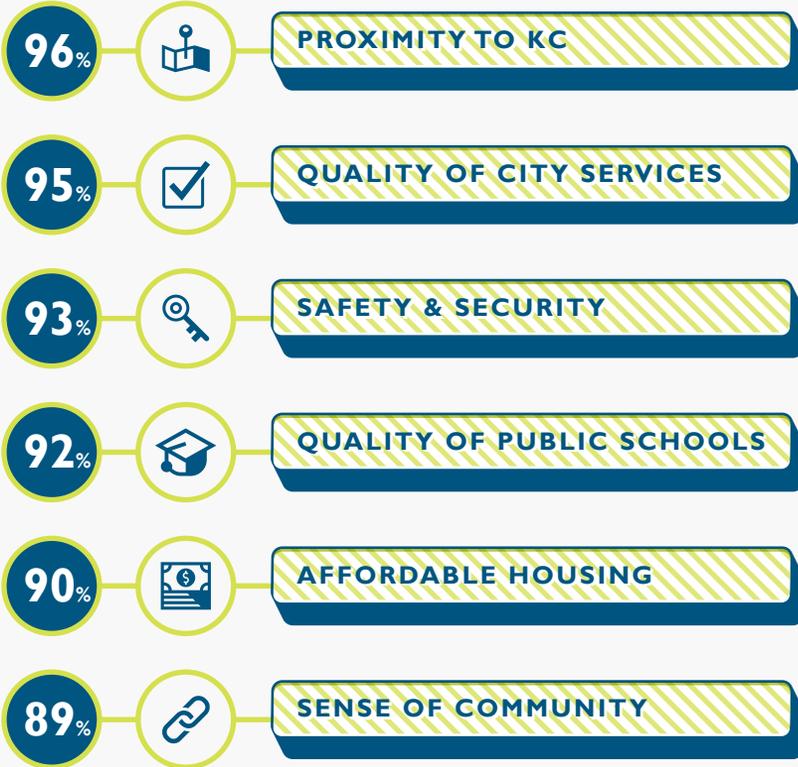


76% Effectiveness of Community Planning, up from 63% in '06



To improve quality of water/utility services, 60%, down from 75% in '06

MEETING RESIDENTS' NEEDS: HOW WE SCORED



WHY RESIDENTS STAY IN RIVERSIDE



Many questions were asked and results scored in the **2014 Citizens Satisfaction Survey**. Here are the issues Riverside citizens cited as the most important in making Riverside a great place to live.

SURVEY SUMMARY: WHAT MATTERS MOST

- Overall quality of water/sewer utilities
- Overall enforcement of city codes and ordinances
- Effectiveness of community planning & development
- Maintenance of city streets/buildings/facilities
- Flow of traffic/congestion management in Riverside

THINKING BIGGER, LIVING BETTER.

When your City is thriving, it's easy to sit back and relax. Unless your city is Riverside. To keep life here "Upstream from Ordinary," we have to expect even more, think beyond the basics and envision what we want the City to be next week, next month, next year and beyond. In 2014, Riverside kept the momentum flowing.

Blight Removal and Reinvestment Program

This year, the City launched the Blight Removal and Reinvestment Program, the goal of which is to encourage property reinvestment. With the initiative, Riverside has funds available to assist private property owners with the removal of blighted structures, both residential and commercial. Property owners who qualify can receive an initial grant to cover 25% of the cost of demolition and an additional grant of 25% if new construction occurs on the property.

Mobile App Debut

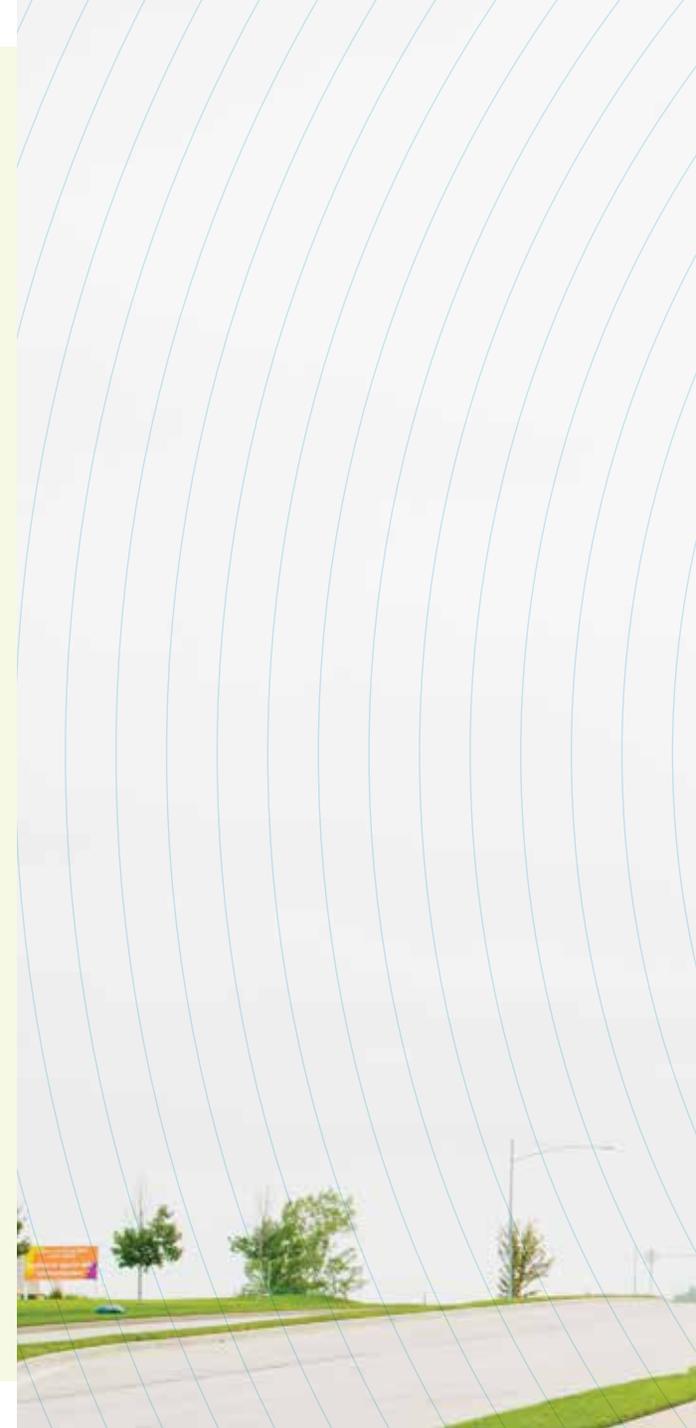
In June, Riverside launched the MyRiverside mobile app, with which residents can report issues such as a pothole or graffiti, then track the resolution of their request via their mobile phone or other web-based device. The MyRiverside app is part of a comprehensive communications strategy the City adopted to improve citizen communication on issues that impact the quality of life in Riverside.

New Website Launched

This summer, the City launched a new website with a fresh design and user-friendly layout. The enhanced site offers several features to make it easier for users to access government services and information. The last comprehensive update to the City website was implemented in 2010.

Northland Recycling Extravaganza

Thanks to a MARC Solid Waste Management District Grant, the 2014 Northland Recycling Extravaganza grew substantially. Co-sponsored by the Cities of Riverside and Parkville, Missouri, the Northland Recycling Extravaganza provides residents the opportunity to sustainably dispose of items that are traditionally hard to recycle. The additional funding helped to better market the event, and attendance grew by 48% and the tonnages collected increased 70% from 2013.







ARGOSY: THE GAME CHANGER.

Celebrating Our **20-Year** Partnership.

Streets, sidewalks, curbs, streetlights, infrastructure, new roads, new homes, expanded public safety, new businesses ... and jobs, lots of jobs. These are the tangibles most cities can only dream of: Riverside has realized them all, and more. And it all began 20 years ago with a big vision, optimistic attitude and possibly the most dynamic partnership in the City's History: Riverside and The Argosy Casino.

Twenty years ago, a small riverboat casino sailed up the Missouri in search of a home where it could prosper and, in return, help a community to do the same. The Argosy chose to drop anchor in Riverside, and an "Upstream from Ordinary" partnership

that would literally transform the City of Riverside began.

From day one, the Argosy organization has pursued growth. Sometimes by small steps, sometimes by giant leaps, the Argosy has expanded from a humble vessel to a nationally recognized Vegas-style casino. But beyond appearances, the Argosy's growth is really about creating a destination that will drive attendance, which in turn creates jobs in the community and funds the City on many levels.

The partnership between the City of Riverside and the Argosy began 20 years ago and continues today. If you ask Argosy leadership, they'll say the City's vision and reinvestment

in the community is a rare achievement. And if you ask Riverside leadership, they'll say that changing the dynamic for its citizens and businesses likely would not have been possible without the Argosy.

Since opening, Argosy has contributed over \$140 million in gaming revenue to the City of Riverside. The result is a true partnership that yielded a vision-turned-reality. And you can experience it at every turn, from nature trails to improved, well-maintained streets, new homes to new and expanding businesses.

Congratulations, Argosy, on 20 shining years. Here's to the next.



“ THE ARGOSY CAME TO RIVERSIDE 20 YEARS AGO WITH A SMALL RIVERBOAT AND A BIG, LONG-TERM VISION OF WHAT COULD BE. RIVERSIDE HAD A LONG-TERM VISION TOO, AND THEY WERE AHEAD OF THEIR TIME. TODAY, THE CITY REFLECTS THAT VISION, AND HAS COME TO EMBODY THE “UPSTREAM FROM ORDINARY” TAGLINE. I HAVE PHOTOS OF THE SIMPLE GRASS FIELD IN RIVERSIDE WHERE THE ARGOSY NOW STANDS. LOOKING BACK ON WHAT WE’VE DONE TOGETHER IS INCREDIBLE. WE’VE BUILT OUR OWN FIELD OF DREAMS, RIGHT HERE IN RIVERSIDE. ”

— Greg Personelli
VP of Operations, Argosy Casino





**June
1994**

The Argosy Arrives

Guests of the Argosy V, Kansas City's first riverboat casino, enjoy video poker and table games during two-hour gambling cruises on the Missouri River. Argosy hosts 2.5 million visitors, employs 600 people, generates \$71.5 million AGR*, and pays Missouri \$19+ million in admission fees and gaming.



**August
1994**

Argosy IV replaces Argosy V

The larger \$24 million, 252-foot boat has video poker, table games and, after voters approve an amendment to allow them in casinos, 800 slot machines.



**February
1996**

Allowed to Dock

A permanent, 85,000 square foot land-based pavilion opens, complete with fine dining, a sports bar, parking garage and more.



**June
2004**

Expansion Begins

A \$75 million expansion project is announced, and will include a nine-story luxury hotel, day spa, and 1200+ space parking garage.



**June
2005**

Significant Contributions, Recognition

Recognized by the American Gaming Association for best architectural redesign, the Argosy hosts 4.5 million guests, generates \$138 million AGR and pays \$37 million in admission fees and gaming taxes.



**April
2006**

Riverside's Budget Benefits

Argosy funds account for 65% of the City of Riverside's budget; Argosy hosts a topping out celebration to commemorate the laying of the last beam atop the hotel and spa.

**November
1996**

Open Boarding Begins

Prior to open boarding, guests could only board for the first 45 minutes of each two-hour gaming session.

**December
2003**

Vegas-style Gaming Begins

A new \$105 million, 62,000 square-foot Las Vegas-style structure opens, employing more than 1,000 and doubling gaming space to 1,700 coinless slot machines and 40 table games.

**April
2007**

Hotel Grand Opening

Argosy opens a new \$66 million, 258-room hotel that includes 3,000 square feet of meeting space.

**November
2013**

The Partnership Continues

Argosy generates over \$152 million AGR and pays over \$39 million in Admission Fees and gaming taxes.

*ADJUSTED GROSS REVENUE

A photograph of a modern, multi-story glass skyscraper with the word "ARGOSY" in large, gold, serif letters mounted on the top edge. The sky is blue with scattered white clouds. The building's facade is a grid of dark window frames reflecting the sky.

ARGOSY

BY THE NUMBERS: 2014-2015 BUDGET.

Revenue

The City budgeted \$24,125,629 in revenues for fiscal year 2014-15. Gaming revenue is budgeted at 5% less than the prior year collections due to declines in the Kansas City gaming market. Last year's collections were also impacted by the harsh winter we experienced from December 2013 to February 2014.

The City continues to see new growth in the Horizons Development, which has translated into a 21% increase in Tax Increment Financing Revenues compared to last year's budget. Both PILOTS (payment in Lieu of Taxes) and TIF payments from the State of Missouri contributed to the increase.

GAMING REVENUE	\$6,032,500
LAND SALE PROCEEDS	\$190,575
TIF REVENUE	\$5,219,500
REAL ESTATE INCOME	\$4,000,000
TAXES	\$2,296,000
BOND PROCEEDS	\$1,100,000
OTHER REVENUE	\$669,054

Expenditures

Total budgeted expenditures of \$27,525,262 represent a significant decrease compared to the amended 2013-2014 budget of \$42,690,612. The FY14 amended budget including funding in the Levee Debt

GENERAL FUND	\$10,056,787
CAPITAL IMPROVEMENT FUND	\$9,190,000
COMMUNITY DEVELOPMENT FUND	\$650,000
CAPITAL EQUIPMENT FUND	\$234,900
LEVEE DEBT REPAYMENT FUND	\$7,218,575
TOURISM TAX FUND	\$175,000

Repayment Fund for refunding the 2004 TIF bonds to achieve lower interest rates.

Board of Aldermen Fiscal Year 2014-2015 Operating Budget Goals

In March 2014, the Board of Aldermen established the following goals for the 2014-2015 budget:

- Ending Fund Balance includes a six month reserve plus \$1.5 million in contingency (the adopted budget includes both)
- Recommend a merit increase that is fair to both the City and the employees (the adopted budget included a 2% merit increase)
- Support the adopted compensation philosophy that recognizes employees should be paid at market value (The adopted budget included an adjustment for employees whose current salary was less than market value and salary bands were adjusted to reflect market rates)





BOARDS & COMMISSIONS.

A City cannot thrive without the hearts and minds of those who listen to the people, and then take up the mantle to go out and lead. Here are the people who make up Riverside's Upstream from Ordinary team.



Kathy Rose
Mayor



Mike Fuller
Ward 1



Ron Super
Ward 1



Aaron Thatcher
Ward 2



Chet Pruett
Ward 2



Brad Cope
Ward 3



Art Homer
Ward 3

Board of Zoning Adjustment

Micah Pope
Dave Thatcher
Rick Euwer
Lowell Hickman
Chris Craig

Industrial Development Authority

Pamela Darata
Leland Finley
Harold Snoderley
Jason Rule

Park Board

Ken Smith
Jerry Pietsch
Terri Dwyer
Elaine Warren
Deborah Leader
Suzanne Johnson
LaNette Ingram
Mike Fuller, Board Liaison

**Planning and
Zoning Commission**

Al Bowman

Jim Frakes

Ray Uhl

Harold Snoderley

Mike Soler

Steven Kaspar

Steven King

Mike Lombardo

Art Homer, Board Liaison

Tourism

Jennifer Goering

Lori Locke

Julie Rule

Hope Carriger

Aaron Thatcher, Board Liaison

**Tax Increment
Financing Commission**

Ron Super, City of Riverside

Kathleen Rose, City of Riverside

Leland Finley, City of Riverside

Scott Springston, School Rep

Paul Kelly, School Rep



**GREG MILLS RECEIVED THE LOCAL
GOVERNMENT PUBLIC ADMINISTRATOR
OF THE YEAR AWARD FROM ASPA**

Riverside City Administrator Greg Mills received the Local Government Public Administrator of the Year Award. The award was presented by the Greater Kansas City American Society for Public Administration (ASPA) and recognizes the outstanding performance in the practice of public administration.

TOWN HALL MEETINGS

New in 2014, the City started holding town hall meetings to give residents and business owners an additional way to provide feedback on City services. Two meetings were held – one in March and one in November.





CITY OF
RIVERSIDE
MISSOURI
Upstream from ordinary.