



Bulletin

Riverside Downtown Business Improvement District

Alert for Upcoming Downtown Events

Riverside International Film Festival

The Riverside International Film Festival will be celebrating its 13th year with ten days of independent cinema showcasing feature, short, documentary and animated films from Hollywood and the rest of the world. The Film Festival will take place from Friday, April 3rd to Sunday, April 12th at The Box in the Fox Entertainment Plaza.

Film festivals are a marvelous way to experience motion pictures before they become known by the rest of the world. There will be panels of industry professionals, as well as live music performances. Noted actor Joe Mantegna will be presented with the Lifetime Achievement Award for Film and Television while original member of the Beach Boys Mike Love will receive the Lifetime Achievement Award for Music at the festival's annual gala on April 4.

For more information please visit www.RiversideFilm.org

A Salute to Veterans Parade

The 10th Annual Salute to Veterans Parade will be held on Saturday April 18, 2015 from 10 am to 12 noon. The Salute to Veterans Parade honors veterans of all ages and eras. The parade will have over 300 entries including marching bands, fly-overs, equestrian units, color guards, marching units, antique cars, military vehicles, floats and of course, veterans. This year's Grand Marshal is Sheriff Stan Sniff.

The parade route is from Riverside Community College along Magnolia Avenue to Market Street, right on 10th Street and then right on Main Street ending at the Old Historic Courthouse. Both Magnolia and Market Street will be closed to traffic to accommodate the parade.

Information on the parade can be obtained from the website: www.asalutetoveterans.com or by calling (951) 687-1175.

RDP is proud to support the parade by sponsoring the broadcast on the City's Government TV Channel along with the Arlington Business Partnership. The parade was recognized by RDP this year with its Downtown Event Award.



Riverside Tamale Festival

After the Salute to Veterans parade, enjoy the Riverside Tamale Festival on Saturday, April 18 from 11 am to 7 pm at White Park. Entrance is only \$1 as a donation to the Spanish Town Heritage Foundation.

Everyone loves a food fair especially when it includes live entertainment, a kids zone, a tamale eating contest, and a Best Home Made Tamale contest. There is a \$20 entry fee for the eating contest and a \$20 entry fee for the Best Home Made Tamale contest.

The Riverside Tamale Festival is the signature event for the restoration and educational outreach for the Trujillo Family Adobe Foundation and future La Placita de los Trujillos "old town" tourist area surrounding the adobe featuring restaurants, retail and educational opportunities for the region.

The Spanish Town Heritage Foundation champions Hispanic legacy by sharing the stories of the Inland Empire's first settlers by creating cultural learning opportunities, leading community efforts to restore and revitalize La Placita de Los Trujillo's, a place of history, learning and entertainment for the arts.

For more information, please visit www.riversidetamalefestival.weebly.com or call 951-235-3586.



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The next monthly luncheon will be on April 28th at the Old Spaghetti Factory and will feature an update on Riverside Public Utilities with Director Girish Balachandran

The cost of the luncheon is \$20 with reservation by Friday prior to the meeting, or \$22 at the door.

Please call the RDP Office at (951) 781-7335 for reservations.

Reservations not cancelled by the prior Friday will be charged



Show and Go Car Show

The 17th Annual Show and Go Car Show for Charity will take place the first weekend of May 2015, Friday, May 1st to Sunday, May 3rd. Presented by LKQ Corporation, Inc. and hosted by Riverside East Rotary and the Old Farts Racing Team of SoCal, Show and Go will showcase some of the hottest classic custom crafted 'Hot Rods' west of the Mississippi.

Show and Go will bring food trucks, vendors, civic groups, and the cruising of at least 1,000 classic and newly restored custom muscle cars and trucks on the designated streets of downtown Riverside. An estimated 40,000 car enthusiasts from all over Southern CA will be lined up along the cruise routes from Market to Orange Street, and 14th to Mission Inn Avenue.

Scheduled activities include:

- Cruise Night on Friday, May 1st from 6 pm to 10 pm
- Grand Marshall Parade and more on Saturday, May 2nd from 8 am to 4 pm including a Pancake Breakfast at 7 am
- Final Laps and Awards on Sunday, May 3rd from 8 am to 2 pm

The Riverside East Rotary Foundation, Inc. is a 501(c) 3 charitable organization and service club. It is part of Rotary, a volunteer organization of over 1,208,660 million business and professional leaders united worldwide to provide humanitarian service and help build goodwill and peace. There are 34,664 Rotary clubs in more than 200 countries and geographical areas.

The Old Farts Racing Team (OFRT) was formed in April 1993 when longtime friends Ron Speer and Dave Barnekow got together and thought "We should form a group who share our interests in Hot Rods and Drag racing..." The rest is history. It began as a loose-knit association, and has grown into a pivotal consortium involved in a number of worthy causes and charities.

For more information on participating, sponsorship, or other related activities for Show and Go Car Show for Charity 2015, go to the website www.ShowAndGo.org or contact May Lynn Davis at ShowAndGoForCharity@gmail.com or (951) 453-3548

Destination STYLE Spring 2015 Fashion Show

The Spring Fashion Show will take place on Thursday, May 7th at 6 pm on Main Street between University Avenue and Mission Inn Avenue in downtown Riverside. The Spring Fashion Show will showcase unique fashions and accessories

Riverside Restaurant Week to Return

RDP, the City of Riverside, and the Arlington Business Partnership (ABP) will be partnering once again on Riverside Restaurant Week, a 10 day celebration of dining in Riverside. Riverside Restaurant Week will run from Friday, June 19th to Sunday, June 28th. Participating restaurants will be able to offer a lunch and/or dinner menu item or combination that is either new for Restaurant Week or specially priced, rather than a multi-course lunch or dinner at a fixed price as required by other 'Restaurant Weeks'.

The City will host the primary website, www.DineRiverside.com.



that are available from retailers in downtown Riverside, and is presented by the Riverside Downtown Partnership. Outfits will range from vintage wear, contemporary looks, unique designer wear and men's formal tuxedos.

Hair and makeup services will be provided by the Riverside Community College School of Cosmetology. "RCC Cosmetology has been partnering with the Riverside Downtown Partnership on their fashion shows for 2 years. So the anticipation and excitement for students to be able to put their skill sets to work in a professional environment highly motivates the students in preparation, delivery and results that this fantastic event provides. Students start talking about the event as soon as they start the program. Students attending the event not only get to see their skills come into fruition but also walk away extremely proud of their work. The event has prompted students to include this work in their portfolios. It's a win-win for the students. The students who are at the event are nearing the end of training at RCC and this show allows experiential learning which prepares them for the next big step; employment," says Peter Westbrook, Director of Cosmetology at RCC.

Signage and a Fashion Show Line Up will be provided so that attendees can easily identify outfits and retailers. Fashionistas can also take advantage of the red carpet photo opportunity at Mezcal Cantina Y Cocina, located next to the outdoor runway. RDP will also be encouraging attendees to return to downtown Riverside on Saturday, May 9th to experience styling expertise, shopping specials, demos, and chances to win one of three specialty gift baskets.

Downtown businesses not in the show are encouraged to participate by offering specials related to the event (such as fashion themed drinks at after-parties) or by having materials at the RDP information table. For more information, please contact the RDP office. To keep connected to Fashion District Downtown Riverside, visit www.Facebook.com/FashionDistrictDowntownRiverside. 

com, which will be the portal through which restaurants can sign up to participate and through which diners can access restaurant offerings and links to Facebook pages. Advertising will include print ads, website banners, Pandora streaming radio, posters and postcards, electronic billboards, as well as email blasts. This year restaurants will be provided with more support including marketing materials and promotions to drive traffic.

Look for more information in the May BID Bulletin. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Disposition of Former Redevelopment Agency Properties:

The City is required to dispose of most former Redevelopment Agency properties as part of the dissolution of the redevelopment process. There are a number of properties scattered around the city and we have begun the process of disposition of them.

The process does not allow the city to dictate how the properties will be used in the future except as controlled by land use regulations. It can, however, market property for a particular use in the sales process. In an effort to help shape future use of the properties in a manner consistent with community desires the city is seeking input on potential uses of the various properties. Several methods are being tried to accomplish this.

The "Restaurant Row" properties on Merrill Avenue across from the Plaza have had two community meetings where potential uses identified by city staff were shared with the community to ask for input. A similar process was used to seek input on properties in Ward 7.

There are two properties to be sold in Ward 1 and City staff is trying a slightly different process. The properties are along the east side of Main Street either side of Second, and a parcel at the corner of Mission Inn and Chestnut. Meetings will be held at 6:30 p.m. at the old Downtown Fire

Station at Lime and Mission Inn on April 8 and April 22 to discuss these properties. No potential development ideas will be brought forward by staff for these properties. Interested parties will be asked to consider the properties a blank slate and to suggest what they would like to see there.

There is some time pressure on the city to complete sale of these properties. Currently, the Redevelopment Dissolution process is overseen by a board of local officials. In June of 2016 the local Oversight Boards will be consolidated into a single countywide board. We would like to market the properties while we have the most local control on their future use.

Please plan to participate in these meetings if you have an interest in the properties or in how they are used in the future.

The variety of methods of seeking public input is partly to determine the best way to proceed with other parcels in the city including the large properties at the former Riverside Golf Course and the Ab Brown Sports Complex. Your input on the methodology will also be appreciated.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Did somebody say, TAMALES!?

Yes, we did! Come join me and the Spanish Heritage Foundation for the 3rd Annual Riverside Tamale Festival taking place April 18th in Downtown at White Park. The event will be from 11am to 7pm with a \$1 dollar entry fee, children under 12 are free. The Spanish Town Heritage Foundation champions the Hispanic legacy of the Inland Empire's first settlers by sharing their stories, creating cultural learning opportunities, and leading community efforts to restore and revitalize La Placita de los Trujillos, a place of history, learning, entertainment and the arts. For more information please visit <http://riversidetamalefestival.weebly.com/> or LIKE their Facebook page at www.facebook.com/Riverside-Tamale-Festival

Eastside HEAL Zone Announcement:

I would like to invite and welcome everyone to join the Eastside HEAL Zone Collaborative and local faith based churches to the 2nd Annual Walk by Faith Route on Sunday, April 26 at 2:00 pm! The route is 3.4 miles around Riverside's Eastside Neighborhood that connects seven local churches. The celebration begins at Park Avenue Missionary Baptist Church located at 1910 Martin Luther King Blvd. Celebration will last from 2:00 pm to 6:00 pm

with the walk starting at 2:30 pm. For questions please call 951.788.3471 or visit <http://healthyriversidecounty.org/ehz>

Cesar Chavez Mini Film Festival Recap:

Thank you to the Riverside Downtown Partnership and all other sponsors who came together to support the Riverside School of the Arts and inaugural Cesar Chavez Mini Film Festival that took place March 27-28 at the UCR ARTSblock and Chavez Monument. All film screenings were completely SOLD OUT due to popular demand and community support. Thank you to the City of Riverside, Parks and Community Services Department, the Riverside Community Services Foundation, Arts N Kids, and many others for all your time and efforts.

By supporting the Riverside School of the Arts we are promoting life through art, music, dance and culture in the City of Arts & Innovation. To join us in our efforts or to contribute to the school please contact Clarissa Cervantes at ccervantes@riversideca.gov or by calling 951.826.5419.

Andy Melendrez



Riverside Public Utilities Offers Small Business Conservation Incentives

Riverside Public Utilities (RPU) realizes that small business owners need a little extra help sometimes. That's why the consumer-owned utility created its Small Business Direct Installation (SBDI) program, which provides funding and assistance for conservation measures that help businesses reduce their energy and water usage.

"For more than a decade, Riverside Public Utilities has offered a variety of programs and services to assist all of our commercial customers," said RPU's Assistant General Manager for Marketing/Customer Relations, Michael Bacich. "Our SBDI program makes it easier than ever for our smaller commercial customers to take advantage of the helpful measures this program offers without the need for a lot of cash up front," Bacich said.

The award winning program, which started in 2011 and is funded by public benefits monies, has assisted more than 4,000 RPU small business customers to date.

After contacting the utility, SBDI participants are met by the

program's vendor, who professionally evaluates onsite energy and water usage. Once the use rates are determined, qualified businesses can receive up to \$2,000 in energy upgrades and \$500 in water efficiency upgrades for things like lighting retrofits, HVAC system tune-ups; and high efficiency toilet replacements.

"These energy and water savings are not just beneficial to the customers," Bacich said, "they are also helping us to reach, and surpass, ever changing state-mandated goals for energy and water reductions for utilities."

RPU small to mid-sized commercial customers can find out more about these, and other energy and water conservation rebate programs and incentives Riverside Public Utilities offers by calling their account representative, going online at GreenRiverside.com, or by contacting the utility at (951) 826-5485.

For additional information about Riverside Public Utilities follow us on Facebook and on Twitter at #RPUNews 

ADA Compliance/Access

On March 6th, Senator Richard Roth and the Greater Riverside Chambers of Commerce co-hosted a special seminar on ADA Compliance in the County Board of Supervisors Chamber. The seminar was free to Property Owners, Business Leaders, and the Public. The featured speakers were Kimberly Stone, President of the Civil Justice Association of California and Ida Clair, Senior Architect, Certified Access Specialist Program, Division of the State Architect.

Ms. Stone's presentation introduced the Civil Justice Association of California as an organization that works to protect California business owners from frivolous lawsuits, and educates the public about lawsuit abuse and how it harms consumers and businesses. She prefaced the main part of her presentation by stressing that the information provided was for education only and businesses should obtain legal advice when served with an ADA violation.

Ms. Claire's presentation dealt with the Certified Access Specialist program and the benefits to a business of hiring one when dealing with non-compliance issues. This information is available from their website at www.dgs.gov/casp

The top ten demand letters and claims on ADA access violations were provided by the California Commission on Disability Access. These were:

1. Loading zone/van access aisles are non-compliant or non-existent.
2. Existing parking spaces are non-compliant.
3. Signage in parking lot is non-compliant. Spaces are not designated as reserved by a sign showing the symbol of accessibility.
4. Curb ramps or entrance ramps are non-compliant or non-existent.
5. Parking lot does not contain the minimum number of accessible parking spaces.
6. Access heights: heights of surfaces such as counters, bars or tables are non-compliant.

7. Routes to and from parking lot or public right of way are not accessible and may include uneven surfaces or lack of detectable warning signs.
8. Accessible features are not maintained.
9. Entry doors are not accessible or are not on an accessible route.
10. Entry doors are not accessible or missing sign/symbol of accessibility.



Businesses must remove all barriers to access if readily achievable. Every ADA violation is a violation of California's Unruh Act with a potential \$4,000 Statutory Penalty plus attorney's fees, plus the cost of becoming compliant, so it is cheaper for businesses to become compliant and avoid being hit with a lawsuit.

There are tax incentives available for businesses that improve accessibility for customers or employees with disabilities. The Architectural Barrier Removal Tax Deduction provides up to \$15,000 a year for qualified expenses that normally would be capitalized. There is also a Disabled Access Credit for small businesses. Information on these tax incentives is available from www.irs.gov

One of the most frequent violations cited in lawsuits is non-compliant signage. ADA compliant signs can be obtained from www.stopsignsandmore.com. For those that prefer to patronize a downtown Riverside business, PIP Printing on Market Street will match the regular price listed on the website plus a \$10 set up fee for the first sign.

The above is for information only and not intended to take the place of a CAS or lawyer.



Business Buzz

5 CAN-SPAM Rules Small Business Owners Need to Understand

Did you know that there are very specific laws when it comes to email marketing? The CAN-SPAM Act, signed into law in 2003, created a clearly defined set of rules for commercial email. While it's certainly not new any longer, it is surprising how many small business owners are still not aware of the rules when it comes to using email to communicate with current and potential customers.

Not only can it harm your reputation, but violation can also cause penalties of up to \$16,000 per email in violation of the law. Not only is your business subject to these fines, but so is any email marketing service you use to collect email addresses and distribute your messages.

Make sure you protect your business by reviewing these important points in the CAN-SPAM Act and ensure you're staying within the law every time you send an email.

NOTE: These rules apply to all email messages that are classified as "commercial content." Commercial content means the message advertises or promotes a commercial product or service, including content on a website operated for a commercial purpose.

1. Headers and subject lines cannot be misleading.

The headers of your email messages -- "From," "To," "Reply-To," and the routing information including the originating domain name and email address -- must accurately identify the person or business who initiated the message.

The subject lines of your email messages must also accurately reflect the content of the message and not be misleading.

2. Advertisements must be disclosed.

You can do it in many different ways, but if your email message is an advertisement, you must disclose it clearly in

your message.

3. A postal address must be included.

All commercial email messages must include a valid physical postal address. It can be your current street address, a registered post office box, or a private mailbox that adheres to Postal Service regulations.

This is a requirement of most email marketing services, so if you are using a platform to collect addresses and send messages, your address is typically included automatically by your provider.

4. Recipients must be able to opt out.

Your messages must include a clear explanation of how the recipient can opt out, or unsubscribe, from getting email from you in the future. You can do this in a number of ways as long as it's easy to find and easy to understand.

5. Opt outs must be handled quickly.

As part of the opt-out process, you must be able to process opt-out requests for at least 30 days after you send a message. Then, you must honor a recipient's opt-out request within 10 business days without making the subscriber take any other steps.

The good news is that if you're using a third-party email marketing service, which is a smart move for all small business owners, opt outs are typically handled automatically by your provider.

From The Register, a complete resource for navigating the world of payment card acceptance, provided by Community Merchants USA

For more information, visit www.communitymerchantsusa.com



Shop Local Business Spotlight



Downtown Cleaners and Shoe Repair

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Check out the article at <http://www.riversidedowntown.org/buy-local/>

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What is Apple Pay?

Apple Pay is a new way for customers to make payments with their credit and debit cards. Customers with the new iPhone 6 and iPhone 6 Plus are able to store their card information on their phone and make payments at participating retailers by touching their phones to a special point-of-sale terminal.

How does it work?

Apple Pay relies on a technology called Near Field Communications (NFC), also known as “contactless payments,” to allow consumers to make payments using their phones, without ever having to take their wallets out. A customer makes a payment by holding his or her phone up to the NFC terminal. Then, the customer touches a finger to the fingerprint reader installed on the iPhone in order to verify his or her identity. That’s it!

Who already accepts Apple Pay?

Many large retailers have started accepting Apple Pay. This group includes companies like McDonalds, Foot Locker, Subway, Office Depot, Whole Foods, Toys R Us and more.

Is Apple Pay secure?

Given all the data breaches that have been in the news recently, security is a major concern for many consumers. Fortunately, Apple Pay makes use of a number of security technologies. In addition to the fingerprint requirement, Apple Pay uses “tokenization.” This means that every time a customer makes a payment through Apple Pay, the transaction is processed using a random string of digits—a “token”—instead of the customer’s actual card number. The retailer

never sees or stores the real account number. Each token is only good for one or a limited number of transactions, so the tokens are useless to a criminal who might steal them. This makes a Target-style data breach much less likely.

What are the costs and benefits of accepting Apple Pay?

The main benefit of accepting Apple Pay is that it may help attract new customers and grow your business. First, some customers appreciate the convenience of being able to pay with their phones, and they may frequent retailers that accept Apple Pay. This technology eliminates the need for consumers to handle cash or even carry around a wallet, making the checkout process faster and easier.

The main cost of accepting Apple Pay stems from the need to have point-of-sale terminals equipped with NFC technology.

How can I start accepting Apple Pay?

Talk to your card processor to find out about the NFC and Apple Pay options they offer. Be sure to inquire about all related costs, such as equipment and transaction fees.

For more information, use the CMUSA Ask an Expert tool or check out some of the other articles we’ve shared about Apple Pay.

From The Register, a complete resource for navigating the world of payment card acceptance, provided by Community Merchants USA

For more information, visit www.communitymerchantsusa.com



Office of Economic Development: CALED in Riverside April 20 to 22

The California Association for Local Economic Development (CALED) is hosting its annual conference of economic developers in Riverside to discuss how economic developers can work with businesses to ensure economic success and community vitality. The conference will take place April 20 to 22, 2015 at the Riverside Convention Center and the Mission Inn Hotel and Spa in Downtown Riverside and will include opening remarks from the Riverside Mayor, Rusty Bailey.

“We are excited to hear what Mayor Bailey has to say,” said CALED President & CEO Gurbax Sahota. “The City of Riverside is a great example of how a local community can support existing businesses, nurture the entrepreneurial spirit, and engage the community through economic development. It is an ideal location for our annual conference.”

The California Association for Local Economic Development is California’s premier economic development association with over 800 members. It is one of the largest economic development associations in the country. Since 1980, when it was created, CALED has led the way in teaching economic developers, local elected officials, and state representatives the value of economic development,



California Association for
Local Economic Development

and how it is used to create quality jobs, help businesses, and generate revenue to support community development programs. For additional information, please visit www.caled.org.

The two and a half-day conference will include three breakout session tracks: Tried & True, How To, and Next Gen. Some conference highlights include CALED’s 35th Anniversary dinner, a Culinary Crawl through downtown Riverside, an early-morning fun run starting at the Mission Inn, and a ‘Deal Making’ session that focuses on financing projects and businesses. Over 350 economic developers are expected to attend the conference.

We encourage downtown businesses to welcome CALED conference attendees to downtown Riverside and to consider offering specials. If you do plan to offer specials, let us know and we will pass that on to the local organizers.



CITY OF RIVERSIDE MICRO-LOAN PROGRAM

Through the generous efforts of the city of Riverside and AmPac Tri-State CDC, the Riverside Micro-Loan Program is available to service small business owners in the City of Riverside. A reflection of the city's "Business First" Philosophy, this program is designed to help build, maintain, and ensure the success of local business owners in Riverside, CA.



ELIGIBLE BUSINESSES	Small businesses located in the city of Riverside and seeking micro-growth capital for expansion
LOAN RANGE	\$5,000-\$10,000
INTEREST RATE	Rates tied to WSJ Prime plus up to four points, depending on credit and repayment ability. Rates will be fixed for the term of the loan.
TERM	One to five year term
APPLICATION FEES	\$100 application fee and \$25 credit check (per guarantor)

Note: The application fee, less any out of pocket expenses,* will be reimbursed in the event the application is not approved. Application fees will not be refunded under any circumstance if the borrower declines the loan after it has been approved.

*Out of pocket expenditures including legal fees, title, and other related costs are at the expense of the borrower.

LOAN PARAMETERS

The Micro-Loan program may be used for:

- Acquiring or relocating a business
- Purchasing equipment, obtaining inventory, or related capital needs
- Financing closing costs or down payment for other more suitable loans, i.e. SBA or State guarantee loan program

REQUIREMENTS

Eligible businesses must:

- Have been in existence for six months and be profitable (Projections must reflect profitability)
- Possess a reliable credit history
- Have not filed or declared bankruptcy or foreclosure in the past 12 months
- Be current on all payments dated within the last 12 months
- Exhibit a steady cash flow with the ability to support the monthly loan payments (or projections that demonstrate repayment ability)

Note: Loans for businesses that do not show a 1.2 Debt Coverage Ratio (DCR) must show a secondary source of income revealing the ability to repay the loan. **A qualified co-signer may be used, but also must be a guarantor on the loan.**

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909.915.1706 | www.ampac.com

22365 Barton Road, Suite 210, Grand Terrace, CA 92313

Fax: 909.752.3140 | Email: info@ampac.com



3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org

Submit press releases to:
Janice Penner by email at Janice@riversidedowntown.org
or fax at (951) 781-6951.

Press deadline is the 15th of each month prior to publication.

For Downtown News Alerts email Janice@riversidedowntown.org

For Events email Janice@riversidedowntown.org.



RDP Facebook Page

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RAGTIME

★ THE MUSICAL ★

April 3-12, 2015

Riverside Community College District is committed to providing access and reasonable accommodations to all District programs and activities. Accommodations for persons with disabilities may be requested by contacting the program manager or contact: Jennifer Larson at (951) 222-8100 or the office of Diversity, Equity and Compliance at (951) 222-8029 at least five business days before your chosen date of attendance. Requests received after this date will be honored whenever possible.