

BID Bulletin

January 2013

Riverside Downtown Business Improvement District

DOWNTOWN
RIVERSIDE
The art of the City

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The next luncheon will be
Tuesday, January 22, 2013
at Noon

Topic:
**University Community
Health Center**

Location:
The Old Spaghetti Factory

The cost of the luncheon is \$18 with reservation by Friday prior to the meeting, or \$20 at the door. The luncheon includes choice of one of three entrees. Reserve by calling the RDP Office at (951) 781-7335. *Reservations not cancelled by the prior Friday will be charged.*



RDP Celebrates Downtown Achievements

The Riverside Downtown Partnership (RDP) will be hosting its 26th Annual Meeting and Awards Ceremony on Thursday, February 21st at the Riverside Auditorium and Events Center. This annual event recognizes outstanding individuals and organizations for their excellence in leadership and service to the downtown community.

RDP will be honoring the following with its "Downtown Awards of Distinction":



Arts and Culture Award – The Dickens Festival organization for their ongoing contributions to the literary arts including the annual Dickens Festival and other cultural activities.

Business Activity Award – Curves on Main for business promotion and community involvement.

Downtown Event Award – Riverside Lunar Fest for their annual free event celebrating Asian culture bringing thousands to downtown from outside Riverside.

Downtown Improvement Award – Mark Rubin for revitalizing a derelict corner with the Class A office building, Citrus Tower.

Safety and Security Award – Riverside Police Department, North Area: Lieutenant Hardin, Detective Smith, and Officers Sturdavant, Dillon, Hammer, Tavaglione, Thomas and Robinson for their beat knowledge and quick action that led to the identification and arrest of three violent robbery suspects.

Chair's Award – Chuck Beaty for his dedicated service to the downtown community, to RDP, and to various organizations.

RDP will also be hosting the presentation of the annual Roy Hord 'Volunteer of the Year' Award. This award was established in 2003 in honor of the late



Roy Hord who was a RDP Board member and an outstanding volunteer on behalf of the Riverside community. The Hord family selects the recipient each year from nominations received. The recipient will be announced in the February 2013 BID Bulletin.

The RDP Annual Meeting and Awards Ceremony begins with a no-host reception at 5:30 pm, followed by a dinner buffet, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. Tickets are \$60 per person or \$550 for a table of ten. To make a reservation, call the RDP office at 951-781-7335. 

Tax Planning for the Year Ahead

Contributed by Marcia Campbell, CPA

New Taxes for 2013

As this article is being written Washington is still working on year-end tax legislation. It is unclear whether Congress will vote to preserve some or all of the current low tax rates. The IRS has cautioned that the start of the 2013 filing season could be delayed for many taxpayers because of the late tax legislation.

There are some new taxes that are scheduled to start in 2013.

2013 Higher Capital Gains Taxes

Starting in 2013, taxes on long-term capital gains are scheduled to increase under current tax laws. First, the current maximum 15% federal capital gains rate will rise to 20%. Second, the federal healthcare insurance tax will impose a new 3.8% tax on capital gains for high earners. Third, there remains the maximum 9.3% California income tax rate on all income including capital gains.

New Healthcare Tax on Capital Gains

Beginning in 2013 the Health Care and Reconciliation Act of 2010 imposes a new 3.8% tax on net investment income, which will include net long-term capital gains. The new healthcare tax applies to taxpayers with modified adjusted gross income over \$200,000 and to married taxpayers filing jointly over \$250,000.

For estates and trusts this new 3.8% tax applies at the much lower threshold point when the estate or trust has income in excess of an estimated amount of \$11,950.

Net investment income includes gross income from interest, dividends, annuities, royalties and rents, provided this income is not derived in the ordinary

course of an active trade or business. It also includes gross income from a trade or business that is a passive activity and gross income from a trade or business of trading in financial instruments. Lastly it includes net gains from the disposition of property, other than property held in an active trade or business.

Additional 0.9 Percent Medicare Tax

Effective January 1, 2013, higher income individuals will be subject to an additional 0.9 percent HI (Medicare) tax. This additional Medicare tax should not be confused with the 3.8 percent Medicare surtax, also enacted as part of the Affordable Care Act. The additional Medicare tax means that the portion of wages received in connection with employment in excess of \$200,000 (\$250,000 for married couples filing a joint return and \$125,000 for married couples filing separately) will be subject to a 2.35 percent Medicare tax rate. The additional Medicare tax also attaches to self-employed individuals.

Planning for the additional Medicare tax is complicated by the fact that it is imposed on the combined wages of the employee and his/her spouse. Married couples who have filed joint returns in past years may want to explore the benefits, if any, of filing separate returns for 2013 if their combined incomes make them liable for the additional Medicare tax.

Talk to Your Tax Advisor

Tax advice is unique to each individual tax payer. The information above is based on current law before the year-end tax legislation is complete. For the best 2013 tax planning for your individual tax return, please talk to your tax preparer at the beginning of 2013 to discuss how the new laws affect you and your tax situation. 

Riverside Dickens Festival News

Mr. Pickwick's Pub Night Goes Classic

Mr. Pickwick and friends have been busy organizing a back-to-basics Pub Night, which will be held in the Life Arts Building on February 1, 2013. Pub Night will return to the classic rowdy music hall format including plenty of fun, food and frivolity! The "adults only" evening promises delicious dining and loads of laughs, for the much reduced price of only \$35.

Sleary's Circus

Magic, music, and montebanks pop from the pages of Hard Times when Sleary's Circus confounds the crowds with juggling, tumbling, and gob-gaping, gyroscopic acrobatics on the gravity-defying, belief-

suspending Cyr Wheel. Christopher Yates will appear as Sleary, the ringmaster.

New This Year - Attend all events in the Municipal Auditorium between 10:00 a.m. and 5:00 p.m. on your chosen day for one low price of \$5. This includes the Victorian Fashion Show, Sleary's Circus, entrance to the Marquis of Granby Ale Pub and the Crummies never before seen version of Hard Times.

Visit www.dickensfest.com and view all the exciting events that are part of the 2013 Festival. Visit the Dickens Festival Ticket Order page to purchase event tickets and the Muni Day Pass for either Saturday or Sunday or one for each day. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

At my house it was Christmas and our family had a wonderful time. Whatever it was at your house I hope it was equally good. So now we begin 2013: what do we have to look forward to?

The Riverside Fire Department will wind up its 125th anniversary and will move into the new Downtown Fire Station. (What is the proper term for a 125th anniversary – there is one. If you don't know it's at the bottom of the column. Actually it is at the bottom of the column even if you do know.)

The black box theater and the 12,000 square foot museum exhibit space at the Fox Performance Plaza will open and begin holding events. The city should select an operator and the restaurant should open too.

Riverside Community Hospital will begin construction on its major expansion.

Caltrans should be near completion on replacing the 14th Street Bridge over the 91 Freeway.

Riverside will hold regularly scheduled elections for City Council in Wards 2, 4 and 6, plus a special election in Ward 3 to replace Rusty Bailey.

The Convention Center expansion will near completion and you will be able to see first-hand what the new building will look like.

UCR will see a new Chancellor.

The UCR Med School will officially open and admit its first students.

Ryan Bonaminio Park will open; nearly 40 years after the site was given to the city to replace Evans Park which now sports medical office buildings and parking lots.

Gasoline prices will go up, down, remain the same, or all three. My Segway will log its 10,000th mile and, on a personal level, I won't care so much about gas prices.

May each of you have a joyous, safe and prosperous new year. 2013 will be another exciting year for downtown Riverside. Who knows what else lies in store for us?



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Ward 2 wishes all of you a Happy New Year!!! Although Christmas shopping is done and all the joys of Christmas and New Years Day are grateful memories, there is still time to extend the joys of shopping and begin the New Year with fresh new stores in Ward 2. Visit the Canyon Crest Town Center and check out a few new stores that have opened. The Book Cellar is an independently owned book store which carries popular books as well as a section on local authors. It is well worth the visit to buy that special book for that newborn, nephew, or special friend. Linda, the owner, will be happy to help you find that special gift. Summers Place is a new children's boutique located right around the corner from the Book Cellar and has all children sizes and a large variety of clothing options that will complete a children's outfit or enhance it. It's a great place to browse and buy. Kelly's Cupcakes is a great addition to the Shopping Center. You can buy a wide variety of cupcakes for that holiday party or enjoy a cupcake while shopping. Come out and support your local small business. You will be glad

you did.

During the Month of January we will be celebrating Martin Luther King's birthday with a walk from Boardwell Park located on MLK Boulevard in Riverside. The walk will begin at 8 am and will be completed in the downtown area. Shuttles will be made available for a return trip to the starting point. A variety of speeches will be presented commemorating the wonderful life of Dr. King. The walk is planned for January 14th, 2013.

If you have not gone out to see our UCR men's or women's basketball team in action take the time. They are currently in pre-season play with league play just around the corner. Check out the action at www.gohighlanders.com

Go Highlanders!!!



Downtown Riverside is an oasis of authenticity. Stroll, shop, dine, and be pampered. www.RiversideDowntown.org

The *art* of the City



DOWNTOWN RIVERSIDE



Plan Your Event in Sevilla!

Sevilla of Riverside is a perfect place for your corporate and social events...

Let our expert event coordinators plan an unforgettable evening. We provide an extensive menu, entertainment, a gorgeous location—all we need from you is the date!

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20th Annual
- RIVERSIDE
DICKENS
- FESTIVAL -
In Historic Downtown Riverside

Voted "Press Enterprise
Readers' Choice
Best Festival for 2011 and 2012"

Returning to the
Riverside Municipal Auditorium
and Historic Downtown Riverside

Feb. 1, 2013 - Pub Night
Main Days
Feb. 2 - 10am to 5pm
Mr. Fezzwig's Ball -
Feb. 2 - 8pm to Midnight
Feb. 3 - 10am to 5pm

Celebrating
Charles Dickens' book
"Hard Times"
800-430-4140
For complete schedule of events visit
www.dickensfest.com

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New Restaurants and Bars Draw for Downtown

Restaurants and bars are important to the vitality of a downtown, particularly those establishments that are open evenings and weekends to enhance nightlife and events. Downtown Riverside is fortunate that a number of new restaurants and bars have opened or will be opening in the New Year and will be a significant draw for visitors downtown.

9th Street Italian opened just recently on the corner of 9th Street and Market and has already garnered positive reviews for their authentic homemade Italian food. Owned by David and Regina Powell, the restaurant is open Monday to Friday from 11 am to 3 pm and on Fridays and Saturdays for dinner from 5 pm to 9 pm.

Pixel's Video Bar on University in the old Relish space opened quietly before Thanksgiving but has already attracted a following for the entertainment and unique atmosphere. Owner Warren Klure will be adding a menu of healthier alternatives to typical bar food.

ProAbition is a new Prohibition-era speakeasy concept that will open in the old Crescent Jewell space on Main in January, 2013. Brothers Daniel and Marco McGuire's restaurant will be a kitchen and whiskey bar and will serve burgers, flat breads, pizzas and salads. There's already major buzz about the new addition to downtown's nightlife ... their Facebook page has over 1,300 likes and they're not even open!

Mission Martini will also open in January, 2013 next door to Elephant Thai Cuisine. Owner Pooh Patanesak is expanding the Elephant Thai Cuisine space into 3720 Mission Inn Avenue but as a new martini bar.

Owners Darryl Hurt and Laurie Bower will be opening Ddogs at 3557 University in early 2013. The fast and casual sports restaurant will feature gourmet hotdogs and burgers, an extensive selection of specialty beers and wine, and a family-friendly atmosphere.

Euphony located across from Café Sevilla in the Marketplace district is also scheduled to open in early 2013 with a lounge and entertainment. There are also plans for a new fast casual restaurant downtown, as well as the renovation of the old Royal Falconer space, and a significant change in an existing restaurant.

Nine new hospitality establishments in downtown Riverside will be a significant draw for visitors and residents alike. As mentioned in last month's BID Bulletin, RDP will be setting up a restaurant committee to discuss promotions and events to highlight our downtown restaurants and bars, and to complement our destination fashion district initiative. RDP staff will be contacting hospitality establishments about participating but encourages them to contact us directly at 951-781-7335 to join the committee. 

2013 Lunar Fest

On Saturday, January 26, 2013, the Year of the Snake will be celebrated at the Third Annual Asian Pacific Lunar New Year Festival (Lunar Fest 2013). The annual event is hosted by the Asian Pacific Cultural Association (APCA), which promotes awareness and increases understanding of the Asian/Pacific American cultures and its diversity through education.

The streets in the heart of downtown Riverside will be transformed to the beautiful Orient to commemorate and celebrate the contributions of Asian Pacific Americans. Past and recent members of these diverse groups built the railroads, worked in the citrus groves, and contributed to international education and exchange. Lunar Fest 2013 celebrates Riverside's ties to the Pacific Rim.

The 2013 Lunar Fest will feature a spectacular Parade of Nations beginning at 10:00 am, then traditional performances in martial arts, song, dance, music, fashion and cultural demonstrations throughout the day. Ethnic trade goods and foods from the Pacific Rim will be provided by Inland Region small businesses at

the street market. The Children's Village activities are free and include origami, calligraphy, arts and crafts, games, and other educational activities for children to experience and enjoy. Melding Medicine with the Arts - Health Expo is a new element that has been added to the event to allow families to explore the importance of Mind, Body and Spirit, stemming from ancient holistic medicines to modern technological health.

To conclude the festivities, the Year of the Snake will be welcomed with a spectacular fireworks display launched from the roof top of the Main Library on Mission Inn Avenue. Fireworks are a tradition within the Asian culture where it's said the sights and sounds of the fireworks ward off the evil spirits and welcome prosperity, joy and luck in the Lunar New Year.

For more information on the 2013 Lunar Fest, including the Golden Dragon VIP Gala and Fundraiser, and sponsorship opportunities, visit www.LunarFestRiverside.org or contact Theresa Birkett at (951) 712-6301 or Taffi Brandriff at (909) 215-3011. 

BUSINESS BUZZ

Five Ways to Maximize Word of Mouth Advertising

Word of mouth marketing and business referrals or recommendations are not only powerful ways to grow your small business but they may be among the most cost effective ways too. Think about it for a minute. All it takes for effective word of mouth marketing is a happy customer who feels compelled to share his or her story with others. It is that simple!

If you can create an army of these happy customers shouting about your company from rooftops, you can find yourself with more business than you can handle. And this is possible to do with word of mouth marketing.

Some instances of word of mouth marketing happen on their own with little or no involvement from you. A happy client may just feel compelled to spread the word about you and your business. But you don't need to wait for your clients to do it on their own. There are a few things you can do to encourage a client to promote your business through word of mouth marketing.

1. **Shatter Expectations:** We know that in order to benefit from effective word of mouth marketing, you need an exceptionally happy customer. How do you make a customer that happy? Well, it's not enough to do excellent work or provide a top notch product – you need to do more. Here are a few things you can try.
 - Provide responsive, comprehensive, and consistent customer service.
 - Send your clients relevant information that is meant to fulfill a need or solve a problem, not promote your services.
 - Get to know your clients and their businesses so that you can offer the most well-rounded service possible.
 - Ask for feedback and do something with the results to help you improve.
2. **Ask:** Sometimes all it takes to encourage a referral is a request. Explain what you hope to accomplish, what your long-term goals are for new business, and how referrals fit into your plan. Then make it very easy for your clients to refer you by providing all of the information they may need ...

your product/service list, your contact information, relevant links, business cards, brochures, etc. And most importantly, make sure you individually thank each client for every single referral they send your way.

3. **Identify Influencers:** Among your client base and in your professional and social networks, there are people who garner the attention of others without even trying. They are magnetic, respected and heard. These are the people you want supporting you. Reach out to these influencers to ask for support. Having them as your megaphone getting the message to otherwise hard to reach people can be invaluable to your word of mouth marketing campaign.
4. **Refer your own clients:** Do you see the value in what your clients are providing to their own clients? Do you know a few people who could benefit from your clients' services? Make an introduction, promote relevant products/services to your network, and refer your clients to others whenever appropriate. This will start a trend of mutual referrals that can grow and benefit both you and your clients.
5. **Focus on Relationships:** It may sound simple but developing meaningful relationships with clients and colleagues will make it easier for people to recommend you. Be genuine, respectful and honest, and put the emphasis on relationships. You may be surprised how this can lead to referrals.

Just like any other type of marketing, effective word of mouth requires a marketing plan and a targeted approach. Make sure that you have developed a workable marketing plan so that you can incorporate word of mouth into your strategy.

Information from Alyssa Gregory

About.com Small Business Guide

Visit <http://sbinformation.about.com/> for more small business information and to sign up for their newsletters.



Marketplace Security Committee

The first meeting of the new Marketplace Security Committee was held on Tuesday, December 11 at Lee and Associates. A number of issues were discussed at the meeting including the planned fencing around North Park and measures to deter homeless sleeping in entryways of buildings. The Riverside Police Department and RDP will be conducting a lighting assessment of the area to determine areas for additional security lighting.

The Marketplace Security Committee will meet regularly on the second Tuesday of the month at 8:30 am in the Boardroom at Lee and Associates. All businesses in the Marketplace are encouraged to participate in the Committee by attending meetings and/or bringing security and safety issues to its attention. To participate or pass on security concerns, please contact Janice Penner at RDP at 951-781-7339 or at Janice@riversidedowntown.org



RPU Commercial Customer Lighting Incentive

Riverside Public Utilities offers customers incentives when they replace older, inefficient lighting with the most energy-efficient fixtures available. And now RPU is expanding this incentive program to include daylight and occupancy sensors, along with solar tubes and sky lighting.

Here's how the program works:

To greater incentivize the use of new lighting technologies, the new tiered system offers three levels of incentives:

Level 1

\$0.06 per kWh saved using standard energy efficiency lighting fixture replacements

Level 2

\$0.08 per kWh saved for projects that incorporate all of the following:

- New energy-efficient lighting fixtures
- Daylight and/or occupancy sensors

Level 3

\$0.10 per kWh saved for projects that incorporate all of the following:

- New energy-efficient lighting fixtures
- Daylight and occupancy sensors
- Daylight harvesting using solar tubes or sky lighting with appropriate electronic controls

Customer Benefits

- Monetary Incentive - Incentives that help offset the cost of purchasing new high-efficiency equipment.
- Return on Investment - Daily savings on your energy consumption and electric bill from the installation of new high-efficiency equipment.
- Managing your Resources - Effectively managing your resources can help your business or institution save money and increase efficiency.

Cash Incentive

Incentives are based on the amount of kWh saved over the course of one year. Rebate amount cannot exceed \$25,000 or 50% of the cost of materials, whichever is less.

How do you apply?

Download the Commercial Rebate Programs Application from the Green Riverside website, www.greenriverside.com, attach any required documentation and mail to:

Riverside Public Utilities Programs & Services
3901 Orange Street, Riverside, CA 92501

Give your account manager a call today at (951) 826-5485 for full details on the existing programs or to inquire about future programs, or send them an email at callcenter@riversideca.gov.



Date: Tuesday, January 29, 2013

Time: 8:30am – 10:00am

Location: 3700 Sixth Street, 2nd Floor



Your Bottom Line:

What Healthcare Reform Means to Your Small Businesses

Are healthcare costs going up? Do I have to offer health benefits? Why did I get a rebate from my insurance company?

Check out this free event to get all your pressing healthcare questions answered.

Arlington Business Partnership, Riverside Downtown Partnership and Small Business Majority are holding a free workshop to help local small business owners and self-employed entrepreneurs learn what the new healthcare law, the Affordable Care Act, means for small businesses.

Topics include:

- Small business tax credits—who's eligible for them and how to claim them
- State Health Insurance Exchange
- Employer Responsibilities
- Cost Containment
- Small Employer Wellness Programs
- Tools and resources available for small businesses interested in learning more about the law

A question and answer period will follow.

Speakers include:

- Jason Andrew, Founder, [Stone Meadow Benefits & Insurance Associations](#)
- David Chase, California Outreach Director, [Small Business Majority](#)

RSVP to Janice Penner at the Riverside Downtown Partnership at 951-781-7339 or at Janice@riversidedowntown.org

There is a new tax credit for small businesses offering health insurance...

Are you capitalizing on it?



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.

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RDP Facebook Page

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SAVE THE DATE !!!

DOWNTOWN RIVERSIDE
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LUNAR FEST 2013

SAT, JAN. 26, 2013
10 AM - 7 PM

www.LunarFestRiverside.com