



# Bulletin

Riverside Downtown Business Improvement District

## Business Tools from the Office of Economic Development

The Office of Economic Development (OED) is pleased to announce the launch of a newly redesigned website, RiversideOED.com that was built around the philosophy of Business First by keeping the needs of business foremost in the design and function of the site. The website was developed by MAVEN, a Riverside-based digital creative agency and anchor tenants of Riverside.io.

*“Having had the chance to work closely with the Office of Economic Development, we were able to see firsthand how passionate their team is about innovation and creating an environment for businesses to flourish here in Riverside,”* says Ralph Richardson, CEO of MAVEN. *“We were challenged to design a website that was intuitive, informative, and reflected the City’s innovative brand image, and we definitely feel that our highly skilled team of Digital Craftsmen were able to accomplish this.”*

The redesigned website furthers the City’s long term vision of Seizing Our Destiny and illustrates both of the City’s values of arts and innovation. It contains valuable information for existing and prospective businesses such as demographics and market data, blog posts, incentives, a directory of our community partners and information relating to our business ombudsman services. The economic development team also made a distinct effort to include the use of videos and testimonials to share the stories of successful businesses in Riverside.

One of the primary goals for the Office of Economic Development (OED) is to make available tools and resources that will help our local businesses grow and prosper. This includes the following **FREE ONLINE TOOLS** that can be accessed through the website:

**Size-Up:** This online tool allows businesses to use big-business data to help them determine the prime location for their new business,

identify customers and tailor marketing to specific zip codes where they are located as well as to find local suppliers. Further, it allows businesses to compare their business-fundamentals to their competition across the city, state and country to see how they match up and identify areas where improvement may be necessary. Normally, this information is only available to large corporations. The Size-Up tool allows the City to provide big-business data to our small businesses free of charge.

**Riverside Prospector:** The OED has contracted with GIS Planning, the world leader in online economic development solutions, to provide businesses with real estate, demographic and industry data that is geographically displayed on maps and available 24-7 on our website free of charge. Businesses can utilize this tool to understand the demographic profiles of local retail markets, neighborhoods and regional supply chains. For example, users looking for the number of businesses and employees in Hunter Industrial Park can produce a heat map that displays the information graphically.

**Cal Gold:** This online tool allows users to automatically compile a comprehensive list of city, county and state permits needed based upon the type of business that is being started. This system helps entrepreneurs understand the permitting process and assists them by providing contact information and links for each of the regulatory agencies. This tool is also available on our website and is free of charge.

Additionally, the Office of Economic Development was focused on providing



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Get Ready for Small Business Saturday

The next monthly luncheon will be  
**Tuesday, October 28, 2014**

**at Heroes Restaurant and Brewery**  
on Mission Inn Avenue at Lime

There will be a presentation by Riverside Transit Agency on the proposed operational change to a grid system from the current hub system.

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.

**S** The October Luncheon is sponsored by Security Bank of California

*Reservations not cancelled by the prior Friday will be charged*



an opportunity for businesses to connect with us through several different channels of communication. The website includes links to all of our social media outlets, the weekly electronic newsletter and includes message forms which can be found on several pages throughout the site and allow for direct communication between businesses and the economic development team.

Our mission is to help businesses create jobs for our community and we are confident that the new website offers the necessary information, tools and resources to help businesses grow and thrive in Riverside.

*Submitted by the City of Riverside  
Office of Economic Development*



## Mayor's Celebration for Arts and Innovation

The region's largest fundraiser in support of the arts returns on Saturday, October 11 as the Riverside Arts Council, SmartRiverside and the City of Riverside present the Mayor's Celebration for Arts and Innovation. Featuring performances and exhibitions from some of the city's finest organizations, as well as demonstrations by several technology firms, the event is designed to bring the arts and innovation to life. The Art of Food, featuring restaurants from throughout Riverside, a silent and live auction that includes art, trips and unique memorabilia, round out the evening. For tickets or more information, visit [MayorsCelebrationRiverside.com](http://MayorsCelebrationRiverside.com) or call 951-680-1345.



## Riverside Zombie Crawl Returns

The fourth annual Riverside Zombie Crawl will take place on Saturday, October 18th from 2 pm to 6 pm on the Civic Plaza and this year is bigger than ever. The children's Halloween crafts provided by DragonMarsh and professional face painters and balloon artists will move to an expanded area under a canopy by the Ahn Chang Ho memorial. DJ Albert Figueroa will provide appropriate creepy music and act as MC for the event.

In addition to the above activities, the Riverside Zombie Crawl will feature a Zombie themed carnival area with games and activities for both Zombies and Survivalists alike. Later, attendees will be able to choose a side and battle it out during the actual crawl around the Plaza. Then at 5 pm, a panel of judges will choose first, second, and third place in three age groups for the costume contest.

We encourage downtown businesses, particularly restaurants and hospitality establishments, to celebrate Halloween by decorating and offering specials, particularly those designed to appeal to the Zombie palate (Brain martini anyone?). If you are planning to offer specials, please contact Robbie Silver at [rdprobbie@sbcglobal.net](mailto:rdprobbie@sbcglobal.net) or at 951-341-6550 so that they can be listed on the Riverside Zombie Crawl Facebook page.

RDP will also have an information table so if you wish to display brochures, coupons or other items, please contact Robbie Silver and arrange for delivery to our office. Expected attendance is around 1,000 so please provide at least 500 copies of any items.



## Downtown Business Improvement District

Each October the Riverside Downtown Partnership (RDP) submits an annual report to City Council outlining the planned activities for the Riverside Downtown Parking and Business Improvement District (Downtown BID) in the upcoming calendar year. The activities of the Downtown BID are funded by an assessment on all businesses within the boundaries, equal to 100% of the annual business tax levied by the City of Riverside.

City Council sets a date for a public hearing in late November to review the report and approve the continuation of the Business Improvement District levy. The City collects the levy on behalf of the Downtown BID and provides up to \$100,000 of matching money annually for improvements downtown.

RDP has administered the Downtown BID since its establishment in 1986. RDP works with the City and with other organizations to best utilize available resources and to work towards the effective implementation of programs and activities funded by the Downtown BID in six specific areas, parking, beautification, music in public areas, public events, promotion of business activities, and security. The activities, improvements, and any new efforts being recommended for the year 2015 are based on 2014 programs and on the Strategic Plan adopted by the RDP Board of Directors for 2014 to 2016.

The RDP Board of Directors will be reviewing the annual report outlining the 2015 planned activities for the Riverside Downtown Parking and Business Improvement District (Downtown BID) at its October 8th meeting at The Center for Arts and Philanthropy, 3700 Sixth Street, at 7:30 am.

Once the RDP Board of Directors has approved the report, it will be posted for public viewing on the RDP website, [www.riversidedowntown.org](http://www.riversidedowntown.org) and will be submitted to the City for scheduling of the required Public Hearing. The City will send out a notice to all downtown businesses advising of the date of the Public Hearing once it has been scheduled, likely in early November. The November BID Bulletin will include a summary of the report's contents.

If you have any question regarding the BID renewal process or the report, please contact Janice Penner at the RDP office at 951-781-7339.



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Mountain View-Riverside-1906

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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Quality of Life Issues

The team of police officers Riverside has addressing quality of life issues around the city continues to work and is having a positive impact. We have had a recent increase in issues on the downtown mall and in the area of the library and museum. The team is aware of this and is attempting to address it. If you are having problems please let the city know. If it requires immediate action please call the non-emergency number 354-2007. If it is a general or ongoing problem that is not immediate please email our Police Area Commander Lt. Vance Hardin at vhardin@riversideca.gov and copy Sgt. Bryan Dailey at bdailey@riversideca.gov. Please feel free to copy or call me as well.

### Council to Revise Code of Ethics Complaint Process

On September 23 the Council voted to create an ad hoc committee to make recommendations for revision of the city's Code of Ethics and Conduct complaint and hearing process. Currently complaints against elected officials are heard by a panel composed of chairs of city boards and commissions. This has placed a burden on the commission chairs who are all volunteers and did not sign up to be judge and jury over elected officials. The ad hoc committee will be composed of one person from each ward to be appointed by the councilmember, with the concurrence of the Mayor's Nominating and Screening Committee, and two at large members. The City Clerk will be accepting applications for this important committee. If you are interested in serving please let your councilmember or the City Clerk know.

### Brockton Restriping Project Nearing Completion

The Brockton Avenue restriping project is nearing completion in

the segment between Mission Inn Avenue and Jurupa Avenue. Right of way is still needed from the railroad to complete the portion of the project between Jurupa and Merrill Avenues. The project will convert this section of Brockton to one lane of traffic in each direction with a shared center left turn lane. This will make Brockton much safer for traffic as currently anyone wanting to turn left must wait in the fast lane for a break in oncoming traffic. It will also help reduce speeding on Brockton as there is no way for speeders to go around the car in front of them. Emergency vehicles can use the center turn lane which will be faster and safer for them and the other vehicles on the road.

The block adjacent to Community Hospital, between Tequesquite Avenue and 14th Street will continue to have two lanes of traffic in each direction to better accommodate large traffic volumes generated by the hospital. At 14th Street the northbound right hand lane will be a right turn only lane and Brockton will drop back to a single traffic lane each direction north of 14th Street.

The project also includes installation of marked bicycle lanes and retiming of the traffic signals to provide better traffic flow.

This has been a controversial project and it will be interesting to see how people view it once it is complete.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

*Autumn days have arrived to Riverside! Happy fall to all!*

### **Special Announcement: Ward 2 will host Outdoor Roller Skating Rink all through October**

This month at John North Park, the Riverside Community Parks Association and its Collaborative Partners will have an Outdoor Roller Skating Rink, with skating for all ages, music, vendors and family fun for everyone. Special activities highlighting National Roller Skating Month and theme nights throughout the month of October will include several surprises planned for your enjoyment. There will be special Entertainment and loads of fun! Come out and enjoy; John North Park is located right next to the Old Spaghetti Factory in Downtown Riverside on the corner of Mission Inn and Vine. The rink will operate from October 1 to October 31, 2014. For more information please contact: 951.264.8300

**Community Soccer Clinic:** The Riverside Police Department's El Protector Program will be hosting its Annual Community Soccer Clinic at Bobby Bonds Park on the City's Eastside. On Saturday, October 25th the local youth will enjoy a full day of soccer and interaction with local law enforcement; children between the ages from 7 to 16 are eligible to participate! There will be vendors, booths and educational presentations available to parents along with a kid's zone filled with activities for children under age 7. Free hot dogs and beverages will be provided! Be sure to come out and see firsthand a special appearance and landing by one of our local law enforcement helicopters! Registration is taking place at Bobby Bonds Park in the main office. For more

information please call, 951.353.7962.

**Fall Festival:** Come one, come all to the Fall Festival! The event is free and open to the community; children of all ages are welcome. The Riverside Parks, Recreation and Community Services Department will be hosting the event on October 24th at Bobby Bonds Park where families can enjoy carnival game booths, arts and crafts, jumpers, musical entertainment and participate in a costume contest! The event will take place from 5:00 pm to 8:00 pm. For more information please contact the Cesar Chavez Community Center at 951.826.5746.

**The Riverside School of the Arts** will be participating for a 2nd year in the **GIVE BIG RIVERSIDE** event that will be coming this November! I will share more information on the event as it becomes available. In the meantime be sure to check out the School of the Arts nonprofit page where you will be able to donate at <http://www.razoo.com/story/Riverside-Community-Services-Foundation>. And be sure to **LIKE** the Riverside Community Services Foundation page on Facebook! Search for us and **LIKE** us! Every **LIKE** helps to spread the word! Lastly I would like to thank all of those who have already contributed to the School of the Arts as without you we would not be here today.

Sincerely,

Andy Melendrez



# Dickens Festival Special Events in November

On November 14th and 15th, 2014, the Riverside Dickens Festival will again welcome Gerald Dickens, internationally acclaimed actor, director and producer as well as the great-great grandson of literary master, Charles Dickens. This will be Gerald's 7th visit to Riverside, the first being in 1998. Over the years, he has performed *A Christmas Carol*, *A Child's Journey with Dickens*, *Mr. Dickens is Coming*, *Nicholas Nickleby* and *The Republic of My Imagination*. He was most recently here in 2011 for a performance of *A Christmas Carol* and *Mr. Dickens is Coming*, both of which were performed to "sold out" audiences.

Mr. Dickens returns to the U.S. for his 2014 tour that will take him to fourteen states across the country. He will transform manufacturing facilities, churches, hotel ballrooms and lobbies into scenes straight out of the classic holiday tale, much as Scrooge was transformed from a dispirited miser to a joyous soul after his Christmas Eve encounter with ghosts from the past, present and future. His performance is produced by Byers' Choice Ltd., makers of the nationally-known Carolers® and Kindles® figurines, located in Chalfont, PA. For more information on Mr. Dickens' 2014 tour calendar, visit [www.byerschoice.com](http://www.byerschoice.com) or phone 215-822-6700.

Gerald bears more than a passing resemblance to his famous ancestor, who originally toured the U.S. in 1867 reading his literary works before spellbound audiences. The historians report that *A Christmas Carol* was his favorite piece to perform. According to Gerald, his great-great grandfather adored theater and initially wanted to be an actor but pursued writing as a career for practical purposes. For many years Gerald says that he himself "avoided anything to do with Dickens like the plague." But in 1993 when a friend asked him to do a reading of *A Christmas Carol* on its 150th anniversary of publication to help raise money for a historical restoration project, he couldn't turn him down. To his surprise, he

enjoyed doing it and has been delighting audiences around the world with his rendition ever since.

Gerald Dickens will perform *Sikes and Nancy* on Friday, November 14th at 7 pm at the Evergreen Masonic Center. The event will include a dessert and wine reception and book signing. Tickets are \$50 for adults and \$25 for students.

On Saturday, November 15th at 11:30 am at the Riverside Convention Center, Gerald Dickens will bring *A Christmas Carol* to life. The event includes the performance and luncheon, and book signing. Tickets are \$70 for adults and \$35 for students.

And then on Saturday, November 15th at 6 pm at the Oak Quarry Golf Club, Gerald Dickens will perform *Top Hole!*,

based on the legendary and much loved golfing stories of PG Wodehouse. This clever 2-act play is based on four of the funniest golfing tales written between 1922 and 1937 and this performance is the United States premiere of *Top Hole!* The event includes a buffet dinner and book signing.

Tickets for all of these performances can be purchased online at [www.dickensfest.com](http://www.dickensfest.com) and are expected to sell out quickly. You may also call (951) 781-3168 or 1-800-430-4140. Please note that all three events are not suitable for children. For more information, contact Linda Dilday at [ld4dickens@gmail.com](mailto:ld4dickens@gmail.com) or call (951) 788-0256.

*Submitted by the Riverside Dickens Festival*





**SAVE THE DATE**  
**Feb. 21 & 22, 2015**

Visit us at  
[www.dickensfest.com](http://www.dickensfest.com)

**800-430-4140**

**Dickens comes to America again!**



Gerald Dickens performs  
3 Captivating Shows November, 2014

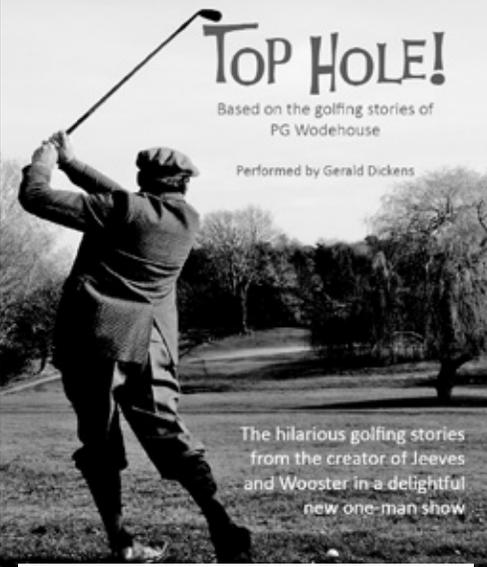
**Sikes & Nancy** - Dessert & Wine Event  
Nov. 14th - 7:00 p.m.

**A Christmas Carol** - Luncheon Event  
November 15th - 11:30 a.m.

*U.S. Premiere*  
**Top Hole!** - Dinner Event  
November 15th - 6:00 p.m.

See our website for more information & tickets.

**U.S. PREMIERE**



**TOP HOLE!**  
Based on the golfing stories of PG Wodehouse  
Performed by Gerald Dickens

The hilarious golfing stories from the creator of Jeeves and Wooster in a delightful new one-man show

**Saturday, November 15 at 6:00 p.m.**  
Oak Quarry Golf Club, 7151 Sierra Ave., Riverside  
Adults: \$65.00 (includes buffet dinner)  
\*This performance is not appropriate for children\*

**Top Hole!** is based on the legendary and much loved golfing stories of PG Wodehouse, the creator of such popular characters as Jeeves and Wooster, as well as the eccentric residents of Blandings Castle.

The audience will join "The Oldest Member" as he settles into his favourite chair and begins to tell the story of "The Coming of Gowf". However, as is so often the case in such circumstances, the old gentleman is soon rambling as he remembers the tale of George Mackintosh, not to mention Mitchell Holmes, and how could he not fail to talk about Wilmot Byng?

Slow players, incessant talkers, those for whom the rule book is the 14th club in the bag and many other universally recognizable golfing types people his reminiscences.

With the full permission of the Wodehouse Estate, internationally renowned performer Gerald Dickens has cleverly crafted a two-act script based on four of the funniest golfing tales written between 1922 and 1937, which is sure to delight golfers throughout the country.

See our website for more information & tickets.  
[www.dickensfest.com](http://www.dickensfest.com)  
or call 800-430-4140

# BUSINESS BUZZ

## Five Ways to Keep Employees Motivated and Challenged

One of most valuable skills you can hone as a small business manager is the ability to engage and challenge the people you employ. When you hire the right team and manage well, the result is a workforce characterized by outstanding performance and growth. On the other hand, failure to motivate your employees can lead to unwelcome turnover and generally ensure your business is in a constant state of flux and chaos.

To keep everyone motivated, small business owners can encourage employees to participate as partners in the business. This doesn't mean they have joint ownership in the company, but it does mean that everyone who works for you is personally invested in the company's success and growth.

When employees are respected for the talents and skills they bring to the business, it has a motivating effect that can be contagious, and it builds a sense of partnership among coworkers. Other hallmarks of a motivating manager include: building trust among employees at all levels, including workers in decisions (especially decisions that call for change directly affecting job duties), and maintaining open communication.

Challenging employees starts with understanding the different factors that influence each individual's workday. Once you've got that down, you can be the boss who challenges everyone without stressing out anyone. Here are five ways to get started.

### 1. Provide consistent feedback.

Start by letting your employees know how you feel about their performance at work. Praise is a great motivator, but constructive criticism also pushes employees to make improvements in areas that could use a little more attention.

Don't wait for an annual review. Praise and criticism should be offered frequently because they communicate that you care about the business, the assigned tasks, and employee.

### 2. Communicate problems and issues affecting the company.

Sometimes the best solutions don't come from managers and owners at all. Many times, they come from the employees you've got working in the trenches. For that reason, it's a good idea to keep everyone informed when problems and issues

surface.

Again, trust is the key. Sometimes you have to resist the urge to protect employees from the hardships that come with small business ownership. Though you might be tempted to do this with the best of intentions, withholding important information can have a demoralizing effect on staff.

### 3. Ask for suggestions and solutions.

If you give feedback, you should also be willing to receive it. Let employees offer their ideas for fixing systems that aren't working and developing new programs that you need as the business takes off. Challenge them to make the small business even better.

### 4. Whenever possible, let employees define their duties.

This one could sound scary at first, but it's not. When you bring on a new hire, they understand that certain essential tasks must be done (and done well) for them to remain employed.

But what about those special tasks that pop up? Need someone to volunteer for a charity event, design a storefront display or do some painting? Ask for volunteers and then delegate. People will be happier about taking on non-routine assignments when it's something they have an interest in.

### 5. Don't take advantage of employees.

Challenge your employees without any reward or encouragement, and they probably won't stick around for long. That doesn't mean money is your only option. Using non-monetary incentives like flex-time, employee discounts, and recognition programs (such as employee of the month) are ways you can reward a job well done.

Ultimately, employees bear some responsibility for staying motivated and challenged within their positions. However, as the boss, your job is to create an environment that encourages and rewards the hard work and innovation of the people who keep your business functioning from day to day.

*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*



## Get Ready for Small Business Saturday

The Shop Small Shop Local movement is growing so get ready for this year's Small Business Saturday. American Express who launched the movement has a number of tools available for small businesses on their website, <https://www.americanexpress.com/us/small-business/Shop-Small/>. These tools include printable signage and free online ads, plus loads of tips on how to promote your small business.

Check <https://www.facebook.com/SmallBusinessSaturday> as well for more information on how other small businesses are getting ready and encouraging customers to Shop Small Shop Local.

And look for information from Riverside's Office of Economic Development for how the City plans to support and promote the Shop Small Shop Local movement.



## Shop Local Business Spotlight



### Sweet Epies



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

## Hacked Email

You get a flood of messages from friends and family. They're getting emails from you with seemingly random links or messages with urgent pleas to wire you money. It looks like your email or social media account might have been taken over. What do you do? For starters, make sure your security protections are up to date, reset your password, and warn your friends.

### How You Know You've Been Hacked

You might have been hacked if:

- friends and family are getting emails or messages you didn't send
- your Sent messages folder has messages you didn't send, or it has been emptied
- your social media accounts have posts you didn't make
- you can't log into your email or social media account
- In the case of emails with random links, it's possible your email address was "spoofed," or faked, and hackers don't actually have access to your account. But you'll want to take action, just in case.

### What To Do When You've Been Hacked

1. Update your system and delete any malware and make sure your security software is up-to-date. If you don't have security software, get it. But install security software only from reputable, well-known companies. Then, run it to scan your computer for viruses and spyware (aka malware). Delete any suspicious software and restart your computer.

Set your security software, internet browser, and operating system (like Windows or Mac OS) to update automatically. Software developers often release updates to patch security vulnerabilities. Keep your security software, your internet browser, and your operating system up-to-date to help your computer keep pace with the latest hack attacks.

2. Change your passwords. That's IF you're able to log into your email or social networking account. Someone may have gotten your old password and changed it. If you use similar passwords for other accounts, change them, too. Make sure you create strong passwords that will be hard to guess.
3. Check the advice your email provider or social networking site has about restoring your account. You can find helpful advice specific to the service. If your account has been taken over, you might need to fill out forms to prove it's really you trying to get back into your account.
4. Check your account settings. Once you're back in your account, make sure your signature and "away" message don't contain unfamiliar links, and that messages aren't being forwarded to someone else's address. On your social networking service, look for changes to the account since you last logged in — say, a new "friend."
5. Tell your friends. A quick email letting your friends know they might have gotten a malicious link or a fake

plea for help can keep them from sending money they won't get back or installing malware on their computers. Put your friends' email addresses in the Bcc line to keep them confidential. You could copy and send this article, too.

### What to Do Before You're Hacked

Use unique passwords for important sites, like your bank and email. That way, someone who knows one of your passwords won't suddenly have access to all your important accounts.

Choose strong passwords that are harder to crack. Some people find password managers — software that stores and remembers your passwords for you — a helpful way to keep things straight. If you use a password manager, make sure to select a unique, strong password for it, too. Many password managers will let you know whether the master password you've created is strong enough.

Safeguard your usernames and passwords. Think twice when you're asked to enter credentials like usernames and passwords. Never provide them in response to an email. If the email or text seems to be from your bank, for example, visit the bank website directly rather than clicking on any links or calling any numbers in the message. Scammers impersonate well-known businesses to trick people into giving out personal information.

Turn on two-factor authentication if your service provider offers it. A number of online services offer "two-factor authentication," where getting into your account requires a password plus something else — say, a code sent to your smartphone — to prove it's really you.

Don't click on links or open attachments in emails unless you know who sent them and what they are. That link or attachment could install malware on your computer. Also do your part: don't forward random links.

Download free software only from sites you know and trust. If you're not sure who to trust, do some research before you download any software. Free games, file-sharing programs, and customized toolbars also could contain malware.

Don't treat public computers like your personal computer. If it's not your computer, don't let a web browser remember your passwords, and make sure to log out of any accounts when you're done. In fact, if you can help it, don't access personal accounts — like email, or especially bank accounts — on public computers at all. (Also be careful any time you use public Wi-Fi.)

*Information from OnGuardOnline.gov*  
*The Federal Trade Commission manages OnGuardOnline.gov, in partnership with a number of federal agencies. OnGuardOnline.gov is a partner in the Stop Think Connect campaign, led by the Department of Homeland Security, and part of the National Initiative for Cybersecurity Education, led by the National Institute of Standards and Technology.*

# Is your small business ready for the new healthcare law and Covered California?

How it impacts you, your family, and your small business

The City of Riverside, the Riverside Downtown Partnership, Small Business Majority, Arlington Business Partnership, Riverside Black Chamber of Commerce, Greater Riverside Hispanic Chamber of Commerce, and California Hispanic Chamber of Commerce are partnering to provide a detailed look at how the new healthcare law will affect you, your family, and small business in the coming years.



City of Arts & Innovation



**Wednesday, October 22, 2014**

**9:00 AM to 11:00 AM**

City Hall, Seventh Floor, Mayor's Ceremonial Room  
3900 Main Street, Riverside, CA 92522

Topics will include:

- The healthcare law and Covered California
- Small business tax credits
- Premium assistance
- What is your responsibility?
- How the law protects you
- Tools and resources available for small businesses
- Question and answer period will follow

Free expert assistance available to answer your questions and concerns about how best to comply with the new healthcare law.

*Light refreshments provided*

RSVP to Janice Penner at (951) 781-7339  
or [rdpjanice@sbcglobal.net](mailto:rdpjanice@sbcglobal.net) by Monday, October 20



CALIFORNIA HISPANIC CHAMBERS OF COMMERCE



COVERED CALIFORNIA  
CoveredCA.com

Covered California is the new online "marketplace" that will make it simple and affordable to purchase high-quality health insurance and get financial assistance to help pay for insurance.



3666 University Avenue  
Suite 100  
Riverside, CA 92501

Ph.: (951) 781-7335  
Fax: (951) 781-6951  
Email: [rdpoffice@sbcglobal.net](mailto:rdpoffice@sbcglobal.net)  
[www.RiversideDowntown.org](http://www.RiversideDowntown.org)

**Submit press releases to:**  
Janice Penner by email at [Janice@riversidedowntown.org](mailto: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](mailto:Janice@riversidedowntown.org)

For Events email [Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



RDP Facebook Page

ADDRESS SERVICE REQUESTED



**STAFF**

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Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

*Communications and Events Liaison*  
Robbie Silver

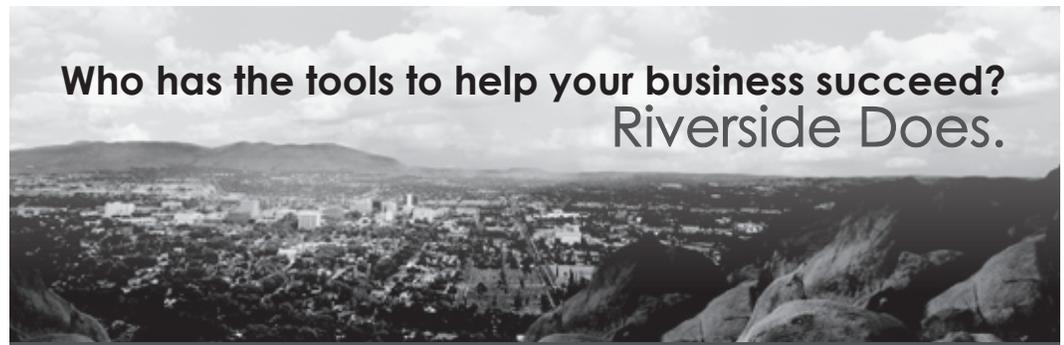
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