



Bulletin

Riverside Downtown Business Improvement District

Upcoming Downtown Events

Information provided by event organizers

Riverside Restaurant Week
Riverside Restaurant Week is coming back. From Friday, June 17th to Sunday June 26th, diners can enjoy either a special menu item or a combination of items at a special price at participating restaurants.



encouraged to promote Riverside Restaurant Week on their social media and to join in the conversation with #DineRiverside.

There will also be print materials for you to use, again absolutely FREE. This will include posters and postcards, table talkers for your Host/Wait Stations so people can see that you are participating the moment they walk in your establishment. Contact Emily Minnick at RDP to get the materials and the social media graphics.

It is expected that approximately 100 restaurants will participate city-wide. Downtown restaurants that participated in the 2015 Riverside Restaurant Week and plan to do so again include the four restaurants in the Mission Inn Hotel and Spa, as well as ProAbition and Mezcal Cantina y Cocina, and Pixels Bar and Eatery. New downtown participants include Maddilicious Catering, looking forward to participating in their first Riverside Restaurant Week. We strongly encourage you to sign up and participate ... it's free and great promotion. 🏠

Unlike many other Restaurant Weeks, participating Riverside restaurants do NOT have to commit to a three course lunch or dinner menu at certain price points and it is completely FREE for restaurants to participate. Restaurants can sign up to participate at www.DineRiverside.com now. This is also the portal through which diners can find out what restaurants are offering during Riverside Restaurant Week.

The City of Riverside is coordinating the promotion with the Arlington Business Partnership, and Riverside Downtown Partnership. There will be over \$45,000 in advertising. The City, ABP and RDP will also be promoting Riverside Restaurant Week specials on their websites, Facebook, and other social media channels. Restaurants are

Summer Concerts in Fairmount Park

Enjoy summer concerts in Fairmount Park starting June 15th and every Wednesday until July 27th (except July 6th). Each concert begins with the Riverside Sings vocal competition.

The lineup includes:

- June 15 – The Wanted Bon Jovi Tribute
- June 22 – The Band Chico Latin
- June 29 – The Swing Cats Big Band
- July 13 – Stone Soul Motown (shown in photo)
- July 20 – Southbound Classic Rock
- July 27 – Neo Nation 80's Pop



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The next monthly luncheon will be on Tuesday, June 28 at the Chabad Jewish Community Center and will feature Supervisor John Tavaglione as the speaker

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.



Music Downtown

Concerts at City Hall

RDP and the City of Riverside will once again partner on providing free outdoor concerts at the Clock Tower at City Hall. The concerts will start on Tuesday, June 21st and run until Tuesday, July 26th. All concerts will be held from Noon to 1 pm. Performers from Riverside with different music backgrounds and styles will be featured. The concerts are designed to encourage people to enjoy their lunch outside while listening to music. Tables and chairs will be provided, so pick up lunch from a nearby downtown restaurant and enjoy the music.

The lineup features local Riverside talent.

Tuesday, June 21 Chase Walker (television show *The Voice* contestant)

Tuesday, June 28 Jenny Garcia

Tuesday, July 5 Charles Lenida

Tuesday, July 12 Cadillac Phil

Tuesday, July 19 FolShum

Tuesday, July 26 Jessica Holtzclaw Music

For more information visit www.RiversideDowntown.org and www.RiversideCA.gov. See you this summer! 



Pink on Parade

Riverside Downtown Partnership would like to correct the dates for the Pink on Parade. It was brought to our attention that the date posted for May 21st was incorrect. The Pink on Parade will take place on October 15, 2016 at Ryan Bonaminio Park. For more information, you can visit www.pinkonparade.org



RDP Welcomes New Businesses to Downtown

Los Novillos Market (Food) • R & R Holistic Wellness LLC (business Services)

Law Office of David T. Ruegg (legal services) • Wireless Communication Consultants (counseling, consulting)

Trung Q Vu (antiques) • Last Chance Collectibles (antiques)



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Preschool Director
Lic# 330907502

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COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

June Elections:

The election is just around the corner and it is a very long ballot. There is everything from the Presidential Primary where California may actually make a difference when we usually don't, to federal, state and local offices to be decided. In Riverside we have the Mayoral election with six candidates on the ballot. If no candidate gets more than 50% of the votes cast there will be a runoff in November.

We also have two City Charter Amendments on the ballot. Measure A would give the City Attorney authority to prosecute misdemeanors committed within the city limits. If the measure passes the city prosecutor's office would also work to solve neighborhood issues with a variety of misdemeanors as well as work toward innovative sentencing of those that are convicted of or plead guilty to misdemeanors.

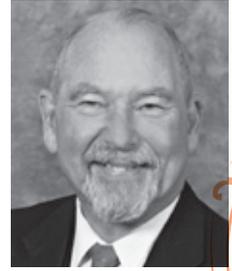
Measure B would increase the salary of City Council

Members to 80% of the Mayor's salary. Councilmembers currently make just under \$42,000 a year. If passed, the measure would increase that to about \$66,000 a year.

There are also numerous state level measures on the ballot.

The election is important to each of us at every level of government. Please read the candidate statements and arguments for and against the various measures. The more you know the more likely you will be happy with the end result of your vote. No matter how you vote, please be sure to exercise your right to do so. To me it is an obligation. If you don't vote, you have little reason to complain about the outcome.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Ward 2 Community Meetings: Has always been an active ward dealing with a variety of Housing, Traffic and Social issues. Please join me this month at our community meetings where I will be in attendance to discuss our communities concerns. The groups listed below came together initially as a result of some of the concerns listed above. If there is an issue in an area of ward 2 that the community feels needs to be addressed please contact my office at 951-826-5419 and we can set up a neighborhood meeting to discuss our residents' concerns.

Meeting

- Eastside Neighborhood Forum Meeting
- University Neighborhood Meeting
- Paisley Court Neighborhood Meeting
- Sycamore Canyon Neighborhood Meeting
- Pear Blossom Neighborhood Meeting
- Lincoln Park Neighborhood Meeting
- Canyon Crest Neighborhood Meeting
- Colony East Neighborhood Group
- University Knolls Neighborhood Group

Tamale Festival 2016: The Riverside Tamale Festival was a huge success this year with thousands of community members who attended. This year some of the activities included a Best Tamale Contest, Tamale Eating Contest, Tamale Juggling Contest, Music, Art, and many other FUN activities for the family.

The Riverside Tamale Festival works to provide Riverside with an innovative and unique experience for Riverside residents to learn and share the culture of our city's rich Latino heritage with our elected leaders. Proceeds from the

event go toward the restoration and rehabilitation of the Trujillo Adobe, a structure of historical significance. A vision that includes not only the restoration of the first established adobe in Riverside and San Bernardino County, but the area surrounding it known as La Placita de los Trujillos, the agricultural community founded in 1842 by Lorenzo Trujillo. The first settlers that arrived from New Mexico in 1842 built the Trujillo Adobe and had their first church service, a Catholic Mass, the next year, according to the San Bernardino Catholic Diocese.

Thank you to all who joined us this year & for supporting the Spanish Town Heritage Foundation. To learn more about the Trujillo Adobe and the Spanish Town Heritage please visit the website <http://riversidetamalefestival.weebly.com>.

16th Annual Juneteenth Celebration: The Riverside Juneteenth Committee since 1993 has worked tirelessly to bring the accomplishments of African-American people to the Inland Empire. This event is to recognize June 19, 1865, when the Union Col. Gordon Granger rode into Galveston, Texas with a contingency of Buffalo Soldiers. Their mission was to inform the area's Black inhabitants of the Civil War's end two months earlier. This news came two and a half years after Abraham Lincoln signed and issued the Emancipation Proclamation. The event is now celebrated across the United States of America with Milwaukee and Minneapolis now hosting two of the largest Juneteenth celebrations in the nation.

Juneteenth Celebrations are a time for communities to come together. In this light, community health and service

continued on next page

WARD TWO *from page 3*

organizations dispense information, local talent perform, while food and merchandise vendors add favor to this colorful day of family and community fun.

Please join us on Saturday June 4th, 2016 from 12:00 PM to 6:00 PM for this wonderful and free event which will be held at the Bordwell Park Stratton Community Center, 2008 Martin Luther King Blvd, Riverside, CA 92507.

Go Highlanders: The Woman's UCR Basketball Team did a fantastic job and won the Big West Championships!

Thank you to everyone who came out to support the team this year. Be sure to join us again to support the Woman's & Men's Golf team who just won the Big West Championships in May and will be continuing in the NCAA games. This year the Woman's Track and Field team finished in 3rd place which is the 2nd highest finish in the history of the team. To purchase tickets or to see which other sports are currently competing please visit the website gohighlanders.com.

Andy Melendrez



Riverside Public Utilities Seeking Power Partners to Save Energy This Summer

To prepare for possible natural gas delivery shortages that could affect when, and how long its local power plants can run this summer, Riverside Public Utilities (RPU) is encouraging its residential and commercial energy customers to become "Power Partners" with the utility and voluntarily agree to reduce energy consumption during peak demand times or when called upon.

"Once again we find ourselves in a situation we can't control, and once again we will look to our customers for assistance," said RPU General Manager Girish Balachandran. "While we do not yet know the full impact of how the gas shortages may affect us, we're confident that our energy customers will step up, as they have in the past, to conserve and stabilize both the regional and local energy grids when needed."

The possible threat to Riverside's power availability comes from the aftermath of a four-month long natural gas leak at the Aliso Canyon natural gas storage facility (the second largest natural gas storage facility in the nation), near Porter Ranch, CA and its subsequent closure.

During the summer, more than 40 percent of RPU's peak energy demands are met by natural gas fired turbines at its Riverside Energy Resource Center (RERC) and Springs power generation facilities within the city of Riverside. Regional curtailments in natural gas deliveries could greatly

affect the utilities' summer service commitments to its customer-owners.

Developed in 2012, the Power Partners program asks RPU electric customers to voluntarily commit to shed or shift a specific amount of energy during peak demand times (e.g. late afternoons and early evenings when summer energy demands spike) from July 1 to Sept. 30 each year.

Businesses participating in the Power Partner program can receive one-on-one support from an RPU account manager who can assist with energy reduction and energy load shedding plans.

Meanwhile, all RPU energy customers who commit to being Power Partners this summer will be able to sign up for email and/or text alerts from the city and the utility that will inform them of when conservation efforts will be needed. For complete details on how to become a Power Partner, and how to sign up, visit online at www.RiversidePublicUtilities.com/PowerPartners

While RPU is hoping that natural gas curtailments will not occur, the combined preparations and commitments of its Power Partners will help to reduce the demands on the regional energy grid and lessen the likelihood of any planned temporary outages.

by RPU <http://www.riversideca.gov/utilities/news>



Business Spotlight: Just Pastries & L Bistro

Bonjour!

Just Pastries along with L Bistro bring a little French to downtown Riverside. The owners Gabriela Rodriguez and Laurent Bailor are found

a unique selection of pastries. Pastries are made fresh daily and with their early hours you can enjoy a cup of coffee with a chocolate croissant. Go into L Bistro and try a new soup every day. Chef Laurent says "come and discover our food, location and décor."

at either location during the day. L Bistro came to downtown about a year and a half ago and specializes in French food with daily specials, catering services and to go options. Just Pastries came to downtown in November of 2015 and specializes in pastries that can also be catered and taken to go. L Bistro food is fresh and not fried, while Just Pastries is

Just Pastries is located at 3540 9th Street. Monday-Friday 7:30 am to 5 pm. Closed Saturday and Sunday.

L Bistro is located at 3750 University Ave. Suite M. Monday-Friday 7:30 am to 5 pm Saturday 8:30am to 5 pm. Closed Sunday.



BUSINESS BUZZ

How to Find the Best Hashtag to Use on Social Media

A Hashtag is a word or phrase that comes after a hash mark or a pound sign (#) and is used on social media platforms to group messages related to the same topic (i.e., #smallbiz is a hashtag used to identify a post that has information related to small businesses). Hashtags started on Twitter, but many other social platforms have followed suit, adding hashtags functionality to allow users to find messages related to specific topics. In fact, the list of social media sites currently using hashtags is extensive: Twitter, Facebook, Instagram, Pinterest, Google+, YouTube, Tumblr and Vine.

Most social platforms are getting busier and noisier, and it can be a significant challenge to attract the attention of your target audience. In order for your content marketing efforts to be fruitful, you will need to find a way to get your content in front of the right people. This is where hashtags come in. Hashtags are very important for small businesses on social media because they provide a way to give your content added visibility.

Now that we covered the value of hashtags, the next question becomes: How do I find the best hashtags for my content? Here are six tactics to try as you get started with your search for the best hashtags for your small business social media activity.

Use Twitter Search

Although hashtags are used on many social platforms, Twitter is the originator, so the site has the most extensive collection of hashtags in use. Twitter also has an excellent built-in search engine. You can search for keywords relevant in your industry, or look for words that are directly related to your content. You can even search to see if a specific hashtag is in use and to make sure it's relevant for your content. The key when you're searching for hashtags is to look for options that are used often and in relevant messages. The more popular a hashtag is, the better the chances that members of your target audience will do their own search for that hashtag and find your content.

Use a Hashtag Tool

If you're starting with a blank slate, it can seem like the hunt for the right hashtags will never end. Lucky for us, there are tools out there to help streamline the hashtag search by collecting usage data, sharing popularity metrics and giving you an opportunity to explore the meanings of certain hashtags. Try these tools:

- Hashtags.org - A hashtag analytics tool that allows you to search for hashtags, explore trending and popular hashtags and find definitions for popular options.
- Hashtagify.me - A hashtag search engine that analyzes effectiveness of hashtags so you can find the best hashtags to reach your audience.
- [What the Trend](#) - A tool to explore what is trending on Twitter and why it's trending.
- [Trendmap](#) - This tool tracks what's trending on Twitter globally, nationally and locally.

You may want to use a combination of tools to get a comprehensive view and to compare the results in order to make sure the information you are collecting is accurate.

Create Your Own Branded Hashtags

Another option when it comes to hashtags is creating your own that you can use repeatedly to promote your business and content. Typically, the best hashtags in this case are those that are unique (you can use one of the tools in the section above to check if your desired hashtag already exists) and directly related to your brand. An example of this is #smallbizspark. I created this hashtag to group together motivational graphic tiles I posted on social sites from the Small Business Bonfire. It's also important to note that you don't need to do anything special to create a hashtag. All you need to do is start using it consistently in your social messages and you're on your way.

Track What Your Competitors Use

We can learn a lot from our competitors in business, and hashtag research is a great example of this. While you obviously don't want to copy what your competitors are doing, keeping an eye on the hashtags they use repeatedly can give you some ideas for your own hashtag use. And while you're tracking your competitors' hashtags, take some time to check in on influencers in your industry and see what they're using, too. Both searches should provide you with a great list to explore further.

See What's Trending on Twitter

When you are logged in on Twitter.com, you will see a Trends column on the right side of your screen. These trends are a collection of popular topics that people are talking about on Twitter. You can view trends worldwide, in one of 150 locations, or even see trends that are tailored specifically to you based on your location and who you follow on Twitter. View this column often to discover hashtags that may be relevant for your content.

Run Your Own Test

When you have a list of potential hashtags, it's time to put them to the test. A common best practice is not to use more than three hashtags per post; in fact, one or two hashtags per post is optimal. Once you have a few options from your hashtag research, share your content in multiple messages (spread out over the course of a week or two), and use a different hashtag each time to see which performs best.

Next time you are ready to share your content on social media, try one or more of the tactics above to find the most relevant hashtags to amplify your message. And don't forget that you can use hashtags outside of social media in other marketing tactics you execute both on and offline for branding consistency and awareness.

Alyssa Gregory | AboutMoney.com

SECURITY CORNER

Don't Invite Theft: A Guide to Business Security

If you own or manage a business, here's a few ways to prevent theft.

Burglary –

1. Doors and Windows: Use deadbolt locks on all exterior doors. Those with glass should have double cylinder deadbolts.

- Check all doors and windows each day before closing.
- Make sure all keys issued are signed for and turned in when an employee leaves the company. You may even want to change locks and combinations. Do not use written labels on keys.
- If you have doors with outside hinges, use non-removable hinge pins. Install panel doors lined with metal to resist drilling.
- Place steel-reinforced bars on doors and windows on the sides and rear of buildings.
- Check all exterior openings such as fire escapes, roof openings, air ducts, loading docks, etc. to ensure everything is secure.
- Before leaving, check all potential hiding places such as bathrooms, closets and storage areas to make sure no one gets locked inside.

2. Lights:

- Light up all entrances with vandal-proof fixtures.
- Keep some lights on inside, and place them near the rear so that an intruder's silhouette can be seen from the street.

3. Alarm Systems

- Install a good alarm system and have it checked regularly. Make sure it has sensors at all potential points of entry, including doors, windows, roof openings, loading docks and vents.

4. Your Cash

- Keep as little cash on hand as possible. Make bank deposits frequently, but irregularly so as not to establish a discernible pattern.
- Securely anchor your safe in a highly visible, well lit location.
- Empty your cash drawers and leave them open after hours.
- Keep the premises visible from the street; avoid blocking the interior view with high window displays and/or advertisements on windows.
- Keep trees and shrubs around entranceways trimmed.
- Don't leave ladders or tools outside.

Some additional tips -

- If a burglar does get in, don't make it easy to remove items. Bolt racks to the floor, alternate hangers on the rack and lock small valuables in cabinets.
- If you discover a break-in, call the police immediately. Don't enter the premises until police arrive. The thief may still be inside, or you may disturb evidence.

Shoplifting

1. Watch for them

- Install convex mirrors, closed circuit TV cameras, or if your business merits it, use security officers.
- Train your personnel to spot shoplifters and encourage them to be on the lookout.
- If possible, greet each person that enters your business and maintain eye contact so they know you are aware of their presence.
- Pay particular attention to fitting rooms and other isolated areas.

2. Physical Arrangements

The way you arrange counters and displays can deter shoplifters.

- Put displays in full view of all employees.
- Lock small items that can be easily slipped into a pocket or handbag in counter cases if possible.
- Keep expensive items away from entrances.

3. Prosecute

Shoplifters must know that you mean business. Decide on a policy of prosecuting offenders. Follow through with it and advertise that you have done so.

Robbery –

1. Be Calm

- Your own personal safety and that of your employees is most important. If confronted by an armed robber, stay calm and cooperate. Do not risk physical harm.

2. Be Observant

- A good description will be vital to police so try to remember everything you can about the robber. Do not compare notes with other witnesses, which make it easier to become confused. Use information may include:
 - o Clothing (shirt, coat/jacket, trousers, shoes)
 - o Vehicle (color, make, license number)
 - o Direction of escape
 - o Weapon (right or left-handed)
 - o Physical Appearance (hair color and cut, complexion, eye color, eyeglasses, height, weight, age, scars, tattoos, facial hair)
 - o Speech (accent, lisp)

3. Be Cautious

- Try not to work alone but if you must, leave a radio playing in a back room to create the impression that someone else is there.
- If possible, arrange counters so that customers face the street in full view of people passing by.
- Avoid turning your back on customers to answer the phone or do paperwork.



Riverside Police Department
and City residents working
together to prevent crime

- Keep some ‘bait money’ in the cash drawer with recorded dates and serial numbers which can be traced by police.

Employee Theft –

Many businesses suffer substantial losses each year from employee theft. Make sure this doesn't happen to you.

- When hiring, thoroughly check references.
- Do not tempt employees by having careless security or overlooking losses. Surveillance cameras will also deter

employee theft.

- Run irregularly scheduled surprise audits or have a third party audit your books once a year.

Although this information has been provided before, it is still timely and pertinent for business owners.

It is recommended that it should also be shared with employees.

To report a crime in progress, call Emergency 911.

Otherwise call non emergency 354-2007 or report on line.



BUSINESS BUZZ

7 Ways to Use Pinterest in Your Small Business

Pinterest is an image-based social network that focuses on the power of visual images. Since this network is so different from its counterparts, namely Twitter and Facebook, a whole new set of rules and best practices apply. So doing research into how other small business owners are using Pinterest is vital. Along with research, it's important to have a well-developed marketing plan first and then you can begin to incorporate new social media activity into your marketing strategy. If you don't have a marketing plan, or need to refine your existing one, start with this marketing plan tutorial. When you're ready to get started with Pinterest, browse these seven ideas to get inspired with different ways you can use Pinterest to promote your business and strengthen your brand online.

1. Promote Your Products

If you sell physical products, one of the most obvious ways to use Pinterest is to share images of your products. You can share photos of your products, different variations of colors and styles, and even photos of your customers using your products. In order to designate a pin as a product, add a price with the dollar sign (i.e., \$1) to the description of your products. This will also allow them to go into the Pinterest gifts section.

2. Feature Your Blog Posts

Bloggers are using Pinterest to highlight their blog posts, and create visual directories of content they publish. In order to do this, you need to use photos or other graphics on your blog so Pinterest has the right image to pull in when your post is pinned.

3. Share Videos

Video promotion works exactly the same as a blog promotion, except you can actually embed your videos right into Pinterest. We all know that online videos can be very powerful for small business owners, so this is the perfect way to use Pinterest for many.

4. Conduct Market Research

Once you get the hang of pinning, it's time to take a look at what happens after you pin something. Are people liking

it or repinning it? Are you getting new followers? Take a look at the profiles of anyone who interacts with your pins to see who they are, what they do, and what other interests they may have. This is a great way to tailor the content you pin going forward.

5. Create a Space for Collaboration

Pinterest can also be a group activity. You can designate boards that are collaboration spaces and add contributors for group pinning and discussions. This is the perfect way to bring your team together to brainstorm, share ideas and learn from each other.

6. Expand Your Website

Your activity on Pinterest doesn't have to be self-contained. You can use Pinterest to build on other online marketing activities you're doing in your business. One idea is to create visual versions of the static content you already have on your company website. You can create an About Us board, testimonials, and even document the history of your business in photos.

7. Highlight Clients, Colleagues and Others

Although your goal may be to promote your own business and drive traffic to your website or blog, you should also consider creating boards that highlight great images, content and information from others. One way to do this is by creating a board that features your own clients or customers. You can also create general boards that appeal to your target audience and pin a variety of images from a number of different resources. A great example is this board that includes pins linked to various marketing advice. For more general tips on using social media in your small business, read *Tips for Getting Started with Social Media and What Not to Do When Using Social Media for Business*. (<http://sbinformation.about.com/od/marketingsales/a/pinterest-for-small-business.htm>)

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

For Downtown News Alerts email Janice@riversidedowntown.org

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RDP Facebook Page

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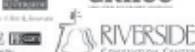
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