



# Bulletin

Riverside Downtown Business Improvement District

## Upcoming Downtown Events

Information provided by event organizers

### 2016 Riverside Art Market

The 3rd Annual Riverside Art Market will be held on Saturday, May 7th from 10 am to 4 pm at the Riverside Art Museum, 3425 Mission Inn Avenue, Riverside. Vendor booths will be set up inside the beautiful, historic museum, as well as on the ground surrounding the Art Museum. Meet local artists and artisans, hear their stories, and buy their art. There will also be art demonstrations, children's



art projects, and local food trucks.

Last year over 1,000 people attended and shopped from over 30 artist and vendors. This year we will have over 50 booths! The event is free but there is a small fee for some of the children's art projects.

For more information and to check out a partial list of vendors visit:

[RiversideArtMuseum.org](http://RiversideArtMuseum.org) and [RiversideArtAlliance.org](http://RiversideArtAlliance.org)

### Doors Open Riverside

On Thursday, May 12th from 6 pm to 9 pm, a select number of historic buildings in downtown Riverside are opening their doors. Guests will be taken on a riveting tour of certain buildings and will learn about their intriguing history. Be sure to stop by one of the six information stations located at: the Main Library, Main and Mission Inn, Lemon and Mission Inn, Lemon and University, Orange and University, and Mission Inn and Vine. A number of downtown restaurants located in historic buildings will be offering specials before, during, and after the tours.



Buildings that will be opening their doors include: Fox Theater, Metropolitan Museum, Municipal Auditorium, First Church of Christ Scientist, First Congregational Church, Universalist Unitarian Church, Riverside Art

Museum (former YWCA), the Life Arts Building (former YWCA), the Culver Center for the Arts (former Rouse Department Store), and the California Museum of Photography (former Kress Department Store), the Arcade Building occupied by Krieger & Stewart, Loft.84 in the Aurea Vista Building, and the Bonnett Building.

Visit [www.DoorsOpenRiverside.com](http://www.DoorsOpenRiverside.com)

### Inland Empire Salsa Festival

The Inland Empire is going to be sizzling during the 2nd annual Inland Empire Salsa Festival, on Saturday May 14, 2016 from 11 am to 6 pm in historic downtown Riverside in the beautiful White Park.



Salsa Festival 2016 will have the chance to taste dozens of salsas from businesses and restaurants in surrounding communities. Attendees will vote to help determine which ones are the best our city has to offer. The event will also feature a Kids Fun

Ready your taste buds... attendees of IE Zone, Beer garden, and wonderful live



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The next monthly luncheon will be on Tuesday, May 24th at Mission Inn Hotel & Spa and will feature Sarah Mundy, speaking about the Metropolitan Museum

The cost of the luncheon is \$22 with reservation by Friday prior to the meeting, or \$25 at the door.

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

Reservations not cancelled by the prior Friday will be charged.



entertainment.

The main stage will feature a variety of live professional and local community entertainment. Amateur and professional Salsa Chefs will compete for fun, prizes and Salsa Glory, at the mouth watering and exciting Salsa Tasting and Competition and the FREE SALSA TASTING TENTS.

**Saturation | Arts | Music | Culture**

The 16th Annual Saturation Arts & Music Festival will take place Friday, May 27 to Sunday, May 29, 2016 in downtown Riverside. Saturation Fest is a DIY art and music festival that occurs annually. Events are held at venues around downtown Riverside, with a majority of the participants based in the Inland Empire. Saturation includes concerts, films, workshops, exhibitions, organized bike rides and handcrafted art. Saturation Fest was started by Alaska Quilici in 2001. "I launched Saturation Fest as a weekend event of every local band and artist I knew, and people were really excited about it," says Quilici. The audience has steadily grown



Along with tasty salsa, local restaurants will also offer their delicious fares throughout the day and local breweries will be on site selling some of their popular brews.

The IE Salsa Festival guarantees a fun-filled day of tongue-tlingling salsa, great activities, music, entertainment, dancing, food, beverages, and a wonderful time for the entire family from 11 am until 6 pm.

over the years, going from a few hundred the first year to an expected 10,000 in 2016. "It has grown to the massive project it is now because people believe in it, they look forward to it, they get involved, contribute and play."

As a mostly all-ages and largely cost-free festival, Saturation pushes for the de-commodification of culture, concentrating instead on the value of the experience. Saturation is a Do-It-Yourself festival, meaning that it is participant-created. Organizers work behind the scenes to connect venues, performers, artists, art vendors, event curators and volunteers.

**Pink on Parade**

On Saturday, May 21st from 8 am to Noon, join the 5th Annual Pink on Parade - Riverside's Breast Cancer Awareness Walk. The walk benefits Riverside's local breast cancer resource center-The Pink Ribbon Place. For more information visit: [thepinkribbonplace.org](http://thepinkribbonplace.org)



**Restaurant Week Returns**

Look for information on how to sign up and more shortly.

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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Projects Update

There are lots of exciting projects in the downtown area and we will be seeing a lot of positive change in the next year or so. Here is a quick summary of a few of the projects.

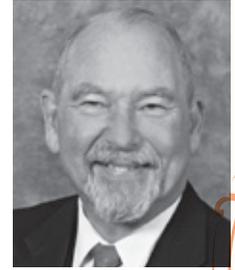
**Stalder Plaza:** This project is moving rapidly now. It is proposed to provide 165 apartment units and 22,000 square feet of retail on the ground floor. There will be 363 subterranean parking spaces. The project proponents believe construction could start as early as this November.

The project has been controversial because it was originally entitled as a six story complex that would require demolition of the entire façade of the Stalder Building and rise straight from the sidewalk to its maximum height. This raised two concerns: first, the Stalder façade would have been lost although a small portion on the Mission Inn Avenue side would have been reproduced, and second, the building would have blocked views of the tower of the Fox Theater from westbound Mission Inn Avenue and the building would have been the dominant feature on the corner rather than the Fox holding that position.

The new design shown below preserves the façade in its entirety and steps the height of the new construction back from the corner. This addresses both of the main concerns with the prior design and offers a project that should be easily approvable and pleasing to most.



**Centerpointe:** This is actually three projects; a 125 unit apartment complex on the block bounded by Market, First, Fairmount and Second, a small commercial project at the corner of Second and Market at the site of the current Sav-a-Minit Market, and a nine unit townhome project at the corner of First and Market. The project is being held up by the need to relocate two historic homes on the main block of the project. Cost and feasibility are the primary factors. Hopefully this will be resolved in the next couple of months.



**Imperial Lofts:** This project is on the site of the former Imperial Hardware Building and the current Tumbleweed parking lot on the Main Street Mall at University. It consists of 92 apartment units and 4850 square feet of retail space on the ground floor. There will be underground parking for the residential units. Construction should begin within 90 days.

**Culver Mixed Use Project:** The parking lot next to the Culver Center is proposed to become the site of a new project composed of 3000 square feet of Office space, 1850 square feet of retail and 43 residential units. The project is in the early design phase. Construction could happen next year.

**New Downtown Hotels:** Two new hotels are proposed at the corner of Fifth and Market across the street from the Hyatt. A Hampton Inn would have 112 guest rooms and a Home2Suites extended stay hotel would offer 147 rooms. The additional 259 rooms will help with Convention Center business as we currently do not have sufficient hotel rooms close to the Convention Center to support all the activity they have to offer. The project is in the permitting phase.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

**Sports, Sports and more Sports in Ward 2.** Our newest Professional Sport Team in Riverside is Coras USA. They are a semi-professional team that plays their home games at UCR Soccer Complex. They are currently 2 wins and 1 loss in league play. They are members of the National Premier Soccer League and compete in the Western Region. Soccer is a growing sport and Coras has reflected the growth with good attendance during their first games. Their next soccer match is on May 15, 2016 at 6:30pm at the UCR Soccer Complex. Come out and join the excitement and cheer on the home team. Tickets are \$5.00 for students and children and \$7.00 for adults.

Congratulations to UCR's Women's Softball Team who currently have a 28-14-1 record and have played some major Universities this season among them Yale and Northwestern and many more. Come out and cheer on the only NCAA Division 1 School in the Inland Empire.

Congratulations to all those that made this year's Tamale

Festival a tremendous success. The lines to get in to the event were amazing, not to mention the Tamales were delicious. We look forward to next year and another successful event.

Our Riverside Arts Academy continues to grow and provide outstanding opportunities for children. We currently have over 340 students learning all different kinds of music, dance and arts. We continue our instrument drive and any instrument you donate will be put to good use. We have recently been accepted as a Harmony Affiliate which will entitle us to a closer working relationship with this tremendously successful non-profit organization that provides music and art lessons throughout the Los Angeles area.



Andy Melendrez



# Riverside Public Utilities Reminds Customers What to Do & Not Do When Power Goes Out.

Riverside, Calif. – Whatever the cause, tree branches, birthday balloons, car accidents or strong winds and rain, power outages don't always come at the most convenient times. But knowing the right and wrong things to do when the power goes out is essential to get through the outage safely.

First off, stay calm and do not call 911 (unless there is an emergency requiring services, like someone's life being threatened by a downed power line). This helps to keep 911 lines open to receive emergency fire and police service calls. Instead, call Riverside Public Utilities' Customer Service line at (951) 782-0330. You can find out more about power outages affecting you or your neighborhood and report water and power emergencies 24-hours a day.

When high winds throw tree branches and other debris into power lines, or even tips trees over into the lines and cause service disruptions, do not try to remove the debris yourself. Instead, report the issue to RPU immediately.

If circuit breakers need to be turned off or on, DO NOT stand in water when doing so or when your hands are wet. You can shut down or unplug appliances to avoid damaging them from electrical surges. And, if the power outage was the result of an earthquake, DO NOT use candles or an open flame for lighting, as natural gas lines may be affected. Only use flashlights or electric lanterns until you've determined that is safe.

In power outages lasting for extended periods, use perishable food first. Most foods in refrigerators can last 4-6 hours without power. Those in freezers can last 1-2 days if properly stocked. Stay off the roads if you can, but if you need to drive, remember to remain alert at intersections where traffic signals may be out, especially near schools, checking for traffic and pedestrians in the crosswalk.

Customers should also take care when using portable generators during outages. While they are helpful tools in outage situations, they must be used properly to avoid injury or death. Always read operating manuals and use and store generator fuels outside only. And never wire a generator to a home's electrical system nor use them inside or in enclosed spaces.

Get with your family to plan what to do in both power outages and emergency situations. Create a plan you can use to stay in touch with your family, and to stay informed about ongoing outage situations. And remember to stay informed to changes in outage status by visiting [RiversidePublicUtilities.com](http://RiversidePublicUtilities.com) or by following us on Facebook and Twitter @RPUNews.

For additional emergency preparedness alerts, tips and more from RPU and the City of Riverside, visit [www.ReadyRiverside.com](http://www.ReadyRiverside.com), or contact the city's Call Center by dialing 311 (or 826-5311). 



## Business Spotlight

## Business Spotlight: PIP Printing Riverside | [PrintMyStuff.com](http://PrintMyStuff.com)

"Yes, we can do that too!" PIP Printing Riverside is your one stop for all your printed business needs. At PIP Printing Riverside, you

will be provided a service that enables you to communicate a message to clients, prospects, friends or family, all in the form of PRINT! They have a diverse range of printed products and services that will help you achieve any message effectively and efficiently. PIP Printing Riverside can do posters, signs for interior and exterior, POP in-store displays, stationery items (letterhead, envelopes and business cards). They also offer mailing services, legal document services, graphic design, fine art reproduction and much more!

PIP Printing Riverside first opened in 1968 on 9th and Orange. In 1973 they moved to 4023 Main Street and in

2004, they bought and renovated the old Millers Outpost at 4093 Market Street. You will be surprised to know that PIP Riverside is the tenth largest in the quick printing franchise, and first to introduce INSTANT digital color print output in the area. The owner, Justin Tracy, lives on site in a 110 year old home behind the PIP Store. According to Sam Tracy, "We are also the guys who you see running through Downtown on Segways (Sorry Mike G). We are the original Downtown Segway delivery guys!"

PIP Printing Riverside mentioned that, "We care about our community, our city and Riverside as a whole. We try to improve the world around us one inch at a time."

Bring this copy of the BID Bulletin in to Riverside Location only and receive 10% off your next order. Exp: 7/29/16 ST. 

## RDP Welcomes New Businesses to Downtown

Jose Zavala-Body Evolution • G&E Real Estate Management • FBA Engineering

SoCal Rehab Associates Inc. • Documents Ink, Inc. • Tanya Luong-Don Carlos Hair Design

Marissa Martinez-Preferred Documents Express • Jade Professional Services • Geografio, LLC.

Something Different by Kym • Cari Brown (Retail) • Peggy Walker (Retail).

## 3 Supposedly “Old Fashioned” Internet Marketing Methods that Still Work

Instagram, social media, big data and mobile marketing to cell phones... these are the marketing channels that grab the headlines these days. And it's so tempting to think that these are the only channels that are effective in getting your message out in the world and seen by potential customers.

But slow down.

While I always advocate testing new marketing methods, there are plenty of so-called “old school” online marketing strategies that are still very effective.

They are cheap and easy to use. And they are ideal for building your email list and your business using direct response marketing.

A caveat. Remember that none of these marketing channels or any others out there should be used alone.

A good marketing mix is essential to the success of your business – you might even throw in one of the hot marketing channels like social media in your recipe. Which strategies you use depends on what engages your audience and makes them take action. Try different approaches to figure out what works.

### Email Marketing

The very first sales email was sent in 1978 to sell computers to users of Arpanet, the forerunner of the Internet. The mailing made \$13 million!

It's no surprise that since then, as the Internet and e-commerce took off in the 1990s, email was right there. So-called experts have been saying “email marketing is dead” for years. But the truth is it's still a very viable channel. A study from Mailigen found that for 89% of marketers, email is their primary lead generation tool.

And according to a recent report 61% of consumers like to receive advertising emails on a weekly basis – 28% would like to receive them more frequently.

And here's the kicker: **for every \$1 that is spent with email marketing, the average return is \$44.25, says Email Expert.** That's a huge return on investment!

Email has kept up with the times. Customer Relationship Management systems like InfusionSoft allow you automate many parts of your email marketing. You can have long sequences of emails that warm up your prospects and then eventually compel them to take action. There's really no better way to set up your email marketing once and let it run on autopilot to grow your list and sales.

### Ways to use email:

- Warm up your list and get them ready to buy.
- Build a relationship with your prospects with eletters.
- Direct sales (usually to your own list).

### Best practices:

- Copy is very important. You have to grab their attention and compel them to open your email with enticing subject lines. Then your email has to include well-crafted copy that engages the prospect and causes them to click through.
- Industry watcher Litmus says that in 2015 people 55% of email opens were on mobile. So the format

and size of your message should fit the smaller screen.

- Provide a clear call to action. If you want the prospect to buy something or read something on your website or blog... make sure they know where to click.

Banners – those big, bright ads splashed across web pages – used to be the meat and potatoes of online marketing in the early days of the web. The novelty of the internet and online shopping meant pioneering internet marketers didn't have to do much to get those clicks and resulting sales.

Of course, display ads are still around and growing. Emarketer estimates that spending on display ads will reach \$37.36 billion by 2017 compared to \$27.05 billion in 2015.

These days there are more display ad networks – and more websites and blogs to show them on – than ever. Like other “old school” marketing channels, displays ads have “grown up.” And these new networks are very sophisticated. Your campaigns can be customized and dialed in to specific demographics so that your ads only appear in front of relevant prospects.

For example, if you are in the organic gardening niche, you want people with a so-called green thumb seeing your ads, or those into organic foods. Or if you are targeting older women who live in south Florida – you can do that, too. By laser-targeting your audience, they will be more likely to click and take action. And that means you spend less on your display advertising and get better results – that's a great ROI.

There are many, many display ad networks out there. Google AdWords and AdSense, of course, are some of the big daddies. As one of the most heavily visited sites by users around the globe, YouTube is huge right now.

You also have Advertising.com, which places ads on thousands of websites. For targeting niche audience, BlogAds allows you to put your ads on very select blogs, from mommy bloggers to conservative politicians and everything in between. This is just scratching the service – there are hundreds of display ad networks out there.

### Ways to use display ads:

- Lead generation. Grab the lead and then use follow up marketing for future sales.
- Make direct sales using discounts and special offers.
- Brand your business and build awareness.

### Best practices:

- Make sure to include an eye-catching headline and an attention grabbing visual image if the ad network allows images.
- Your ad should have a clear call to action and click to a landing page... not your full website.
- Use the tools provided by the ad network to dial in your ad so it's shown to your specific audience.
- Track results so you know what works and what doesn't as far as copy, offer, image, or the effectiveness of the ad network you advertised on.

Quick question. When you need information about a topic... or are trying to solve a problem... what do you do?

You go to a search engine (most likely Google) and type in

# BUSINESS BUZZ

your query. A long list of relevant web pages pops up. How did they get there? Search engine optimization, or SEO.

In a nutshell, that's why this marketing tactic is still going very strong. According to imFORZA, search engine traffic is still the number one driver of traffic to content sites.

And leads from SEO have a 14.6% close rate – that's huge!

Every time someone goes to Google to solve a problem they have or find something they want or need ... your online business could be right there waiting for them with the solution.

To get the best SEO results, you must use "content marketing" to consistently and regularly posting relevant information to your site and blog. Google (which owns more than 70% of the global search engine market, according to trade journal Digital Marketing) has also let slip that social media efforts have an affect on your SEO – all the more reason to coordinate your various marketing channels.

The "organic" traffic is very valuable. Customers who come in from Google searches are more likely to buy and have a higher lifetime value (measured as how much they buy, on average, while they are your customer).

## Ways to use SEO:

- Makes your business more credible by rising in the

search engine rankings.

- Drive traffic to your website.
- Convert leads into customers.

## Best practices:

- When adding content to your site, use keyword analytics tools to figure out which keywords you should optimize for to reach your audience.
- Add useful, relevant content regularly.
- Make sure to capitalize on organic traffic by having a clear call to action to capture leads when people visit your site.

There you have it. So-called old school marketing channels that are still going strong in the age of mobile and social media. As you've seen, they have adapted to the times and that's what keeps them relevant.

For your online business, you should definitely consider making them part of your marketing campaigns. Remember that one strategy alone might not make an impact. You should test until you find the combination of channels that resonates with your audience..

*by Brian Edmondson, Online Business/Hosting Expert*



## 4 Ways to Easily Stay on Top of Business News and Trends

As a business owner, you need to keep your thumb on the pulse of your industry and remain aware of what's happening in the world of business. This gives you a solid view of the industry, early insight into what changes may be coming and a chance to adjust your business to stay ahead of the competition. There are many ways you can keep yourself up to date, but some of them — like attending small business conferences and events on a regular basis, or tracking industry data and statistics — are not exactly practical for an over-scheduled business owner. Here are four ideas to keep you in the loop on business news and trends with just a little bit of dedicated time.

### 1. Read Business Publications

Industry publications are a great way to track news and trends because that is exactly why they exist! Some general business publications worth checking out include Harvard Business Review, Forbes, Fast Company, Wired, The Economist, Fortune, Inc. and Entrepreneur. Most of these magazines have online or app versions that make it quick and easy to absorb your business news. You should also check out industry-specific magazines and journals to make sure you're reading the most relevant content. And don't forget about reading the newspaper, too.

### 2. Use Twitter Lists

Another way to track business news and trends is by using social media. Twitter, in particular, is great for this because you can compile a wealth of bite-size information quickly in order to determine what is worth your time to read through. This Forbes list of 30 Twitter sources for business and marketing news is an excellent place to start. Make sure you organize your news sources into a Twitter lists within your account so you can easily track and review

posts. And when you're really pressed for time, try using the Favorite function in Twitter to create a bookmarked list of articles to read later.

### 3. Leverage Google Alerts

There are so many ways to use Google Alerts. You can set alerts to manage your online reputation, track mentions of your brand and to keep tabs on the competition. You can also use Google Alerts to track business news. Start by creating an alert for your specific business industry, "construction business" for example. You can also track things like "marketing trends" or "business technology" to hone in on topics you are especially interested in. As you play around with different alerts, keep in mind that using quotes around a group of words will search for that specific term, and you can use a minus sign in front of words that you want to exclude. This will help you fine-tune your alerts.

### 4. Use an RSS Reader

Yes, RSS readers still exist. Despite the hubbub in 2013 when Google shut down Google Reader, RSS is still alive and well. And it's one of the most efficient ways to keep up with what's happening in the business world. Of course, Google Reader was one of the most popular ways to aggregate relevant content, but there are alternatives out there.

Check out Feedly, NetNewsWire for Mac, or NewsBlur. While some of these techniques require a little work up front, they will make it easier for you to streamline the process of tracking business news and trends consistently, keeping you on top of important things happening in your industry and the business world.

*by Alyssa Gregory | AboutMoney.com*



# SECURITY CORNER

## Information Security Benefits for Employees

It seems as if every week, another data breach has occurred at a government office, consumer credit card numbers are stolen by online criminals, and various forms of personal identification data are accidentally released to the masses. Information security is growing as a concern for not only companies, but also individuals. It is for this reason that many more companies are stepping up to provide low cost, yet effective information security benefits for employees. But, let's take a closer look at the world of information and identity theft and why information benefits are critical to the safety and well-being of employees. According to the Federal Bureau of Investigations (FBI), information theft occurs when an individual's personal information of any kind is obtained without permission and used for making unauthorized purchases, receiving benefits or other financial gain that belongs to another, committing a crime of any kind, stealing customers or business, or assuming a false identity.

### What is personal information?

Personal information that can be stolen can include:

- Names (including maiden names, names of children, spouses, etc.)
- Home and Business Addresses
- Social Security Numbers
- Dates of Birth
- Birth or Death Certificates
- Drivers' License or Permit Numbers
- Passport Information
- Mail and Checks
- and more

The FBI's Internet Crime Complaint Center advised, as of its most recent reports, that in 2014 there were 269,422 complaints filed by consumers and companies regarding information and indent theft. Of these claims, there were a total of \$800 million in losses, with the average loss per complaint being \$2,971. However, these numbers are just a drop in the bucket, as the FBI advised that, "only an estimated 15 percent of the nation's fraud victims report their crimes to law enforcement."

### Protecting employees with information security benefits

While there isn't anything that can fully stop internet crime

and the theft of millions of Americans' information each year, there are steps that any employer can take to protect employees and the business from falling prey.

### #1 – Education

Employers can do much to prevent information theft by educating employees about the dangers surrounding personal and business information. When employees know how their information can be potentially stolen and used, they are better able to take steps to avoid this problem. Bring in an information security consultant to provide onsite training or have employees participate in eLearning that addresses this matter. Expose employees to the various ways that information is stolen, such as through email phishing scams and fake telephone calls that probe for information.

### #2 – Procedures

Putting a set of procedures in place for protecting information can go a long way toward preventing information from getting into the wrong hands. For example, a procedure for sending information via encrypted email can be a start. Have a set of procedures established for the storage, sharing, and receiving of information. Also, institute a central person who can investigate information breaches and where employees can get help if they think someone has stolen their information. This is especially important for employees who use smart phones and other mobile devices at work and may accidentally lose a device or send a file through an unsecured channel.

### #3 – Protection

Give employees access to a low cost voluntary benefits program for information security, through a number of information security providers on the market. These are programs that enable employees to take control of their information, get alerts of potential threats and changes to credit, and receive ongoing education about keeping personal information safe. Information security benefits can be extended to the spouses and family members of employees to protect the entire family.

When companies help employees with information security benefits, they can be better educated so that they are less likely to become victims to this growing problem.

by Tess Taylor





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**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

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Bring a chair.  
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**Concerts at City Hall**  
Clock Tower Fountain

Every Tuesday at Noon  
June 21st to July 26th

Featuring music and dance  
from local Riverside talent

For more information, please  
visit [RiversideCa.gov](http://RiversideCa.gov) or  
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