

BID Bulletin

Riverside Downtown Business Improvement District



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There will be no monthly luncheon for December due to the Holidays.

The next monthly luncheon will be on Tuesday, January 23 2018 at noon at the Life Arts Center at 3585 University Avenue.

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.



Downtown Riverside Brings Holiday Cheer

The Festival of Lights celebrates its 25th Anniversary this year. More people are expected this year with the Mission Inn Hotel & Spa going all out on lighting and decoration. The theme for 2017 is 'Sweet 25' and includes the Candy Stroll that will take visitors down the main walkway with candy décor and more. The hotel is also offering new official merchandise with branded hats, shirts, ornaments, and toys.

The City of Riverside enhances the event with additional holiday lighting, specialty food vendors, and family friendly entertainment to encourage people to stay and shop and dine downtown. Family friendly entertainment includes horse-drawn lighted carriages, train rides, a Century Wheel, Go-Round Carousel, entertainment, and photos with Santa.

Just a reminder that the following streets will be closed every Thursday through Saturday starting at 2 pm throughout the Festival:

- Mission Inn Avenue between Orange and Market
- Orange Street between 6th and Mission Inn Avenue
- 6th Street between Market and Orange
- Main Street between 6th and 5th

In addition, 9th Street between the City Hall alleyways will be closed Monday, November 20, 2017 and reopen Wednesday, January 10, 2018. Additionally, 6th Street between Main and Orange Streets will be closed starting on Switch-On and will have Mission Inn Valet access only until January 7, 2018.

These closures are for pedestrian safety. In addition, a caravan approach will be implemented on weekends with the horse-drawn carriages. The caravan will have three carriages with a person walking in front and one walking in back to help with pedestrian control.

Parking will be \$10 per vehicle entry to the parking garages on Fridays from 5pm to 11 pm, Saturdays from 2 pm to 11 pm and Sundays from 2 pm to 10 pm. Since permits do not cover Saturdays or Sundays, businesses and downtown employees will need to pay the \$10 entry fee. However, business owners will be allowed in and out privileges after showing their receipt for initial payment and if space is available.

The three County of Riverside parking structures, one located on Ninth Street and two on Twelfth Street, will open to the public during the duration of the festival. The parking rate and hours of operation will mirror the City parking garages. Parking lots and street parking will continue to be free of charge weekdays after 5 pm and all day on weekends as per usual.

Streetplus and the RDP Ambassadors will be patrolling the parking facilities for the duration of the event. Nevertheless, please advise employees and customers to store valuables out of sight prior to arriving to any parking facility, always lock the car doors, and roll up the windows when parking the vehicle.

But the Festival of Lights isn't the only family friendly holiday event in Downtown Riverside.

Miracle on Main Street

On December 10th, the fifth annual Miracle on Main Street Christmas Event and Health Fair will take place from 10:30 am to 2:00 pm between 5th and 6th Streets. The event will include Santa distributing toys, a Healthy Kids Zone featuring games and prizes, and free health screenings for adults and children in attendance. Last year's event provided toys, health screenings, and a day of fun for nearly 1,000 families. Pre-registration is required.

If your business would like more
continued on next page

HOLIDAY CHEER from page 1

information on how to make a donation or become a sponsor, please contact the Riverside Community Health Foundation. All donations made to the event are tax-deductible to the fullest extent of the law. Donations can be made payable to Riverside Community Health Foundation Tax ID Number 23-7276444.

13th Annual Chanukah Festival

The 13th Annual Chanukah Festival will be on Monday, December 18th from 6 pm to 8 pm at the Riverside County Historic Court House at 4050 Main Street. Activities include a Grand Menorah Lighting, live music, traditional foods and family friendly activities. The event is free and all are invited to attend.

The eight-day holiday, which begins at sundown December 12th this year, celebrates the ancient victory of a militarily weak but spiritually strong Jewish people over Syrian Greek invaders who tried to restrict Jewish life and impose a foreign religion. During their occupation, the invaders defiled the Holy Temple in Jerusalem. When the liberators prepared to rededicate the temple, they discovered there was only enough oil to light the Menorah for one day, but miraculously it burned for eight days until more could be obtained.

“Chanukah represents the universal message of light triumphing over darkness, good overcoming evil, perseverance and hope defeating adversity,” said Rabbi Shmuel Fuss of the Chabad Jewish Community Center of Riverside, which sponsors the festival.

And coming up in 2018

With "Great Expectations" we celebrate our
25 Silver Jubilee
Years of Wit & Wisdom
1993 - 2018
Feb. 24 & 25
10am to 5pm
Our theme book for 2018 is...
Charles Dickens
portrayed by Paul Jacques
RIVERSIDE
DICKENS
FESTIVAL
Main Street Pedestrian Mall
near City Hall
in Historic Downtown Riverside
Visit our website @ www.dickensfest.com for more information
A non-profit, 501(c)(3) educational organization
Pay by MasterCard, Visa, Discover or Check

Riverside Dickens Festival - Silver Jubilee • 25 Years of Wit & Wisdom

ju – bi – lee, a special anniversary of an event, especially one celebrating twenty-five or fifty years of a reign or activity.

In 1992, Joan Patton, Carolyn Grant and The Friends of the Library board conceived the idea of a three-day festival. After a year and a half and hundreds of hours later, the Riverside Dickens Festival was born on a hot Saturday afternoon in September 1993 on the downtown library lawn. And, in 1994, Riverside Dickens Festival, Inc. was established as a nonprofit organization.

Why Dickens? Charles Dickens was the most influential and famous writer of the 19th century. He made a difference in changing society and making a better world in which to live. The festival would highlight the library and encourage reading, promote literacy and enjoyment of the dramatic and cultural arts by the general public.

Over the years, through the dedicated work of hundreds of volunteers and the generous financial contributions of individuals, businesses, the city and county the festival has grown to a Friday night kick-off at Mr. Pickwick's Pub Night, 2 full days of activities on Saturday and Sunday with Mr. Fezziwig's Ball on Saturday night and ending on Sunday evening with the Evensong musical program.

In addition, events are carried out throughout the year including performances by Mr. Dickens and Mr. Poe, and essay and drama activities in local middle and high schools; participation in the annual Festival of Lights and the bi-annual Long Night of Arts and Innovation; Tales from the Victorian Crypt; and, of course, visits from our friend and gifted performer Gerald Charles Dickens, great-great-grandson of the esteemed author himself.

So as the 2018 Riverside Dickens Festival approaches, plan to join in the celebration, our Silver Jubilee, a special anniversary indeed marking 25 years of Dickens' wit and wisdom.

February 24 & 25, 2018

Historic Downtown Riverside on the Pedestrian Mall between University Avenue and Eleventh Street



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CITY OF
RIVERSIDE

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

The Festival of Lights Switch-On Ceremony came off with very few problems despite the late addition of a vintage aircraft flyover and a performance by Kenny Loggins. As always, parking was an issue and there were some problems with visitors parking in neighborhoods and displacing residents, but there were no real incidents, no significant injuries and no crowd control issues.

A very big thank you to Kelly and Duane Roberts, the Keepers of the Inn, for their gift of this event to our city. It brings tens of thousands of people to Riverside and many return later to see more of what we have to offer. Thanks and congratulations also to the team that plans and handles the details of this complex event. This includes the Mission Inn, the Greater Riverside Chambers of Commerce, RDP, the police and fire departments, and most other city departments at some point and in some form. It is a very big effort and it always comes off practically flawlessly.

The Stalder Project will break ground very shortly if it has not already. Most recently, construction fencing was added to keep people out of the doorways of the building

as it was becoming a camping site. Expect to see building demolition, façade bracing and a lot of excavation over the next several months followed by the beginning of construction of the new building.

The Imperial Hardware Project is nearing its ultimate height and it will look more like a building than a construction project in the near future. It is anticipated that it will begin occupancy about May of 2018.

The Centerpoint Project is nearing completion of the commercial phase of the project. There is interest in restaurants at each of the end cap locations. This will take essentially all of the parking designed for the project as initially it was anticipated that the spaces would be retail not restaurant. The city is working with the developer to identify methods of meeting the increased parking demand.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Season's Greetings!

Annual Nuestra Navidad Breakfast:

Latino Network will once again be hosting their Annual Nuestra Navidad Breakfast on Wednesday December 13th from 7:30 A.M. – 9:00 A.M. at the Stratton Community Center, 2008 Martin Luther King Boulevard, Riverside, CA 92507. For details about sponsorships and ads or to purchase tickets contact Ninfa Delgado at ninfa@rchf.org or via phone at 951-288-4037.

Lincoln Park Neighborhood Group:

Thank you to everyone who volunteered and helped with the Annual Thanksgiving Dinner that took place at the Lincoln Park Community Center. The next community event will be the Annual Christmas in the Park on December 23rd. Registration for gifts are being taken at the Stratton Community Center. If you have questions or are interested in attending their regular meetings please call (951)-826-5355.

Patterson Park Holiday Posada!

Come out and join us on December 16th from 12:00 PM – 2:00 PM at Patterson Park, 1843 Linden Street, Riverside, CA for a Holiday Posada. There will be Food, Music, Piñata, Arts & Crafts for kids, Zumba and of course a special appearance by Santa Claus! For more information or to donate please feel free to call 951-788-3471.

UCR Highlanders Victory over Berkeley!

Please join me in congratulating our UCR student athletes! Our UCR Men's Basketball team started the season with a 74-66 victory over UC Berkeley. For information on ticket sales contact the UC Riverside Athletics Ticket Office at (951) 827-4653 or highlandertickets@ucr.edu. For information on all upcoming games visit www.gohighlanders.com - GO HIGHLANDERS!!!

Canyon Crest Towne Center Christmas!

'Tis the season for Christmas Joy. Come out to the Canyon Crest Towne Center Christmas event on Saturday December 2nd from 11:00 AM – 2:00 PM. Enjoy a fun filled day of activities and crafts for kids, holiday music and free photos with Santa! For more information about the Christmas event and local businesses visit www.shopcanyoncrest.com.

Wishing everyone a Merry Christmas, Happy Hanukkah and Happy New Year!


Andy Melendrez



Reminder about Roy Hord Volunteer of the Year Award Nominations

The late Roy Hord was a former RDP board member who faithfully served the community of Riverside for over 25 years. RDP established the Volunteer of the Year Award in his memory in 2003. The award is given to those individuals who exemplify his spirit of volunteerism and presented each year at RDP's Annual Meeting and Awards Ceremony which will take

place on February 21, 2018.

RDP is currently accepting nominations for this award until Friday, January 5, 2018. Nominees should be dedicated to the community and have a history of volunteerism, particularly with youth. Nomination forms can be obtained by emailing Janice Penner at Janice@riversidedowntown.org. 



Business Spotlight: The Parlour by Dollhouse

As best friends in the 7th grade, Tommie and Ashley's dreams began of doing hair and makeup together. Shortly after high school, Ashley received her cosmetology license and started doing hair


and Tommie started doing makeup at a cosmetic store. The two decided to join forces and created Dollhouse Hair and Makeup Design, an on-location hair, makeup and airbrush tanning team. They each had such a strong passion for making people feel good, and having been friends for so long, worked very well together. They started primarily with weddings, becoming local vendors at wedding venues, then they started styling for more red carpets, special occasions and became sponsors of some film festivals in Los Angeles.

As the demand increased, they began expanding the team. Today all nine team members work at THE PARLOUR BY DOLLHOUSE; Dollhouse's first brick-and-mortar location in Downtown Riverside. Here all artists have come together to offer Salon services, doing hair, makeup, express makeup services, eyelash extensions and customized airbrush tanning. One very unique attribute that Dollhouse has is that the team still continues to go on location. Dollhouse didn't want to stop there, they have also designed a false eyelash line called "Dollhouse Lashes" that is a comfortable, non-detectable and affordable false lash that woman can apply to feel more confident or to enhance their makeup looks. These lashes are for sale at www.beautydollhouse.com and at The Parlour by Dollhouse.

The most amazing component of Dollhouse is their talented team, which consists of phenomenal people. Dollhouse's



mission is to spread empowerment through words, actions and talent. They hope to make people feel better so they can spread the positivity amongst others in the community. This sets them apart from other salons and makeup artists because they strive to uplift each individual they come in contact with. Their talent speaks for itself and is the reason people are drawn in. Their kindness and compassion contribute to how people walk away from the experience with Dollhouse, feeling complete, happy, enriched and beautiful, giving clients terrific reason to return.

You can visit the Dollhouse Team at The Parlour by Dollhouse located at 3532 University Ave. Riverside, CA 92501. For more information, call 951-233-0308 or visit www.dollhousehairandmakeupdesign.com. 

RDP Welcomes New Businesses to Downtown

- Crème De La Crème Café • Gm Wireless (Electronics) • I.E. Media Group
- Mission Tobacco Lounge (Change of Ownership) • Tesla, Inc (Retail)
- Tobias and Noelle (Antiques) • Jannat Threading Salon (Skin Care)
- Kesewah Fund (Vehicle Sales) • Psav (Audio Visual)
- Wealth of Confidence (Counseling, Consulting)

Holiday Greetings from RDP Board and Staff



Enclosed with our compliments:
What's Up with RDP in 2018
2018 Pocket Calendar

Top 5 Ways Retailers Lose Customers

by Matthew Hudson

Without customers, we wouldn't be in business. That is why it is surprising how easily retail stores drive customers away. And with the onset of online retailing, the competition for the customer has never been greater. The demand for an exceptional shopping experience has never been higher from customers. In a recent study I conducted, we found there is only a 50/50 chance that a customer will return to a retail store if that store meets their expectations. That is less than half even when you meet their expectations!

Simply put customers want their expectations exceeding not met. But too often, retailers have practices in place that work against an exceptional buying experience.

Here are five simple ways to lose your customers:

1 Wrong Product Pricing

Besides cost, some of the things to consider when choosing the best strategy for your retail business are the market, the channels of distribution and the competition.

2 Terrible Customer Service

It's inevitable that there will be the occasional disgruntled customer. No matter how wonderful your products are or how committed you are to provide the best customer service, problems do occur. You need to diffuse a situation and save the customer, as well as the sale.

3 Poor Store Atmosphere

As retailers, we can't afford to turn off a single customer and image is everything. Take a look around your retail store. Are the aisles crowded? Is it difficult to find items?

4 Not Knowing Your Competition

It's important for new businesses to complete a competitive analysis during the business planning stage, but competitive intelligence can also be useful for marketing, pricing, managing and other strategic planning for retailers. Before you can know your competitive edge, you must know your competitor.

5 Lack of Product Knowledge

It is difficult to effectively sell to a consumer if we cannot show how a particular product will address a shopper's needs. Learn some of the benefits of knowing the products you sell. And remember to feature the benefits that mean the most to the customer, not to you.

Closing the Sale

In my 26 years of working in retail, I used and tried countless closing techniques. And with the advent of online and omnichannel retail, you would think the sales techniques would have to change. But after all these years, there is still one true champion in this world - the assumptive close. But before we dive into that technique, let's talk about the bigger issue in closing a sale.

Regardless of how good the closing technique is - you have to use it!

It amazes me to study retail sales floors and see that 75% of the time it is the customer who is closing the sale and not the salesperson. For example, the salesperson just stands

and waits until the customer says, "Okay, I'll take this one." Frankly, that's not selling; that is clerking. In another article I wrote, *The Biggest Crime in Retail*, the point is made that unfortunately you do not have to be a professional salesperson to make a living in retail. Why would you need to be if the customer does all the work? And to me, that is a crime.

The Internet has made it worse. It's very easy for a customer to come into your retail store after having done all his research online. Truly, you are just ringing up the sale. Your job is to 'Ask for the Order (AFTO)'. But everyday that I'm in a store somewhere I simply do not see this happening. We are not asking for the order; we are not closing the sale.

So, no matter how effective the sales technique is, it only works if you use it. Don't be afraid. The customer is expecting you to ask. It's okay.

The assumptive close is my favorite because it exudes professionalism. To use it you must have done a proper job researching the customer's needs and desires beforehand. If you have listened well and matched the customer up with the perfect product or solution for their project, then there really is nothing to discuss is there? That's why assuming the sale works so well.

To assume the sale, you start with these three words - "Since we've agreed" These words make sense because you have been selling to this end (the close) the whole time using other sales techniques like tie-downs and benefit statements. You have spent the entire sales process confirming and gathering agreement from the customer that you were on the right track. So, now, when it's time to close, you are simply recapping everything you and the customer have agreed on.

After the phrase, "Since we've agreed", next list the key benefits you covered in the sales presentation. Try to keep this to three or less. Too many and it makes the decision seem bigger than it truly is. Remember, there is a point of diminishing return on features and benefits. Don't fall into the trap that the more features the better the deal. The truth is most customers only use 15% of the available features on any product they buy. So, if you nail those 15%, then you are on your way. Use them in the close.

I have seen salespeople geek out on a new technology and just go on and on with a customer about it. And the problem is the customer could care less. My parents have a smartphone not because of all the apps or the GPS, but because they can get pictures of the grandkids really easy. If you spent any time trying to sell my parents on the billion apps store for the mobile device, they would shutdown. And they certainly wouldn't buy. Sell only the features the customer wants and then close through an assumptive sales process on only those benefits. After all that is true customer service.

The Balance Small Business www.thebalance.com



What is Social Media?

by Matthew Hudson

Social media is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time. Most people today define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps. In fact, 50% of online users never engage social media.

The ability to share photos, opinions, events, etc in real-time has transformed the way we do life and it is also transforming the way we do business. Retailers who engage social media as part of their marketing strategy have seen great results. But the key to success with social media is to treat it with the same care, respect and attention you do all of your marketing.

In the early days of social marketing, there was little competition for the dollar. Today, there is tons. You can spend thousands of dollars on a Facebook ad campaign, for example, and get no return on your investment. Just like competing for space in the newspaper years ago, you are not competing for eyes on social media. And since social media by its very nature is a “short attention span” media, it is 10 times harder to get their attention than it was with a newspaper ad. The ad headlines and copy are harder to write on Twitter or Instagram than in print.

For retailers, most case studies involving social media are either about very large organizations who have very large budgets or a food truck who tells its customers what street corner it will be on. The fact is that for the majority of retailers, social media is a virtual and literal black hole.

One of the biggest mistakes retailers make is to open up an account with every social media platform they think is relevant and then leave them with no activity.

Having an account with social media does not make you “into” social media any more than owning golf clubs makes you ready for the PGA tour. In fact, social media users are turned off by the retailer who opens accounts and does not engage and therefore becomes labeled as a pretender. The

truth is, it is better to not have a social media icon on your website if you are not going to actively engage it.

The other big mistake retailers make is by using social media to talk about what is important to them rather than talking about what is important to the customer. As a retailer, you may think it is great to shout that you have a sale going on - and in some regards this would be true. But if that is the reason you are getting involved in social media it will do nothing for you.

Your goal should be to provide content that is relevant to your customer and engages them to the point that they want to share your post to others. If you engage social media, engage your customer. Involve them in a dialogue. Ask them their opinions. Post a picture of two items you are considering to carry in the store and ask your customers which one they like better. It creates a conversation and a dialogue which leads to shared posts which leads to engaged followers.

Plus with the example we just shared, it also leads to enhanced margin because it might prevent you from buying that item that you end up practically giving away to sell it.

Another thing to consider is that the most commonly shared content on social media involves an image. So always include an image with your post. It dramatically increases your chances someone will share it with their network. While building up a large network of followers is great, ultimately what you are after is for the followers you do have - however many that is - to share what you are posting with their network. It is the new form of “word of mouth” advertising and it still costs the same - FREE!

Think of it this way, a post or tweet that you put out there might get read, but when it has been shared or forwarded or favorited by someone who got it, it now has that person's endorsement.

And we all listen to our friends a LOT more than we listen to a retail store.

The Balance Small Business www.thebalance.com



SECURITY CORNER

Don't Skimp on Cellphone Security

With just a few simple and effective steps, you can secure your phone and keep hackers, thieves, or other malicious invaders from stealing your personal information.

Adding a screen lock, whether it's a PIN, a swipe pattern, a fingerprint scan or something more elaborate, is the easiest way to make certain that if your phone is misplaced or stolen, no one else can use it, or gain access to your contacts, photos, or other sensitive information you have stored. For most smartphone or iPhone users, the device manual or the “Quick Tip” guide you received with your phone will provide simple, step-by-step instructions on how to set up this protection.

You'll also want to make sure that any passwords you're using are both varied and complex enough to not be easily deciphered. Longer passwords, using a combination of upper and lower case letters, numbers, and symbols, are best. There are even “password manager” applications you can use to help

create, store, and secure all of your passwords. Search for these in the App Store or Google Play Store to find one that works best for you.

In addition, while using Wi-Fi is always a terrific way to save your data, make sure that any Wi-Fi network you're connecting to is using network encryption and password protection before you perform any sensitive tasks. For added security, don't use public Wi-Fi connections when you're making purchases using credit or debit cards, or using banking websites or applications.

Taking the right steps to be sure your phone is secure is as essential as placing it in a case or applying a screen protector. It's nearly as easy to do—and it provides far more important protection.

Thanks to Consumer Cellular for the tips.



SECURITY CORNER



ACTIVE SHOOTER EVENT

QUICK REFERENCE GUIDE

An “active shooter” is an individual who is engaged in killing or attempting to kill people in a confined and populated area; in most cases, active shooters use firearms(s) and there is no pattern or method to their selection of victims.

- Victims are selected at random*
- Event is unpredictable and evolves quickly*
- Knowing what to do can save lives*

3 FIGHT

- Fight as a last resort and only when your life is in imminent danger
- Attempt to incapacitate the shooter
- Act with as much physical aggression as possible
- Improvise weapons or throw items at the active shooter
- Commit to your actions . . . your life depends on it

The first officers to arrive on scene will not stop to help the injured. Expect rescue teams to follow initial officers. These rescue teams will treat and remove injured.

Once you have reached a safe location, you will likely be held in that area by law enforcement until the situation is under control, and all witnesses have been identified and questioned. Do not leave the area until law enforcement authorities have instructed you to do so.

ACTIVE SHOOTER EVENTS

When an Active Shooter is in your vicinity, you must be prepared both mentally and physically to deal with the situation.



You have three options:

1 RUN

- Have an escape route and plan in mind
- Leave your belongings behind
- Evacuate regardless of whether others agree to follow
- Help others escape, if possible
- Do not attempt to move the wounded
- Prevent others from entering an area where the active shooter may be
- Keep your hands visible
- Call 911 when you are safe

2 HIDE

- Hide in an area out of the shooter’s view
- Lock door or block entry to your hiding place
- Silence your cell phone (including vibrate mode) and remain quiet

When law enforcement arrives:

- Remain calm and follow instructions
- Drop items in your hands (e.g., bags, jackets)
- Raise hands and spread fingers
- Keep hands visible at all times
- Avoid quick movements toward officers, such as holding on to them for safety
- Avoid pointing, screaming or yelling
- Do not ask questions when evacuating

Information to provide to 911 operations:

- Location of the active shooter
- Number of shooters
- Physical description of shooters
- Number and type of weapons shooter has
- Number of potential victims at location

For questions or additional assistance contact:

Your local law enforcement authorities or FBI Field office :



Department of Homeland Security
3801 Nebraska Ave, NW
Washington, DC 20528



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

For Downtown News Alerts email Janice@riversidedowntown.org

For Events email Janice@riversidedowntown.org.



RDP Facebook Page

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Call 951-354-2007 or 9-1-1
in case of an emergency.

if you
SEE something
SAY something™

