

# RDP Bulletin

Riverside Downtown Business Improvement District



**DOWNTOWN  
RIVERSIDE**  
*The art of the City*

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There is no monthly meeting in February

The next monthly luncheon will be  
Tuesday, March 28, 2017  
at ProAbition Kitchen and Cocktails  
3597 Main Street

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.*



## Volunteer of the Year Award to Be Presented at RDP Annual Meeting

RDP is pleased to announce on behalf of the Hord Family that Michael Mihelich has been selected as the recipient of the Roy Hord 'Volunteer of the Year' Award. This award is presented annually to an individual who exemplifies the spirit of volunteerism in the Riverside Community. Mr. Mihelich is being recognized for his years of volunteer service with the Kiwanis Club of Riverside and as the club's liaison to Longfellow School.

Mr. Mihelich joins past winners of the Roy Hord 'Volunteer of the Year' Award including the Hord family, Bill Gardner, Doug Shackelton, Barbara Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbi Guthrie, Henry W. Coil, Jr., Suzanne Ashley, Kathy Wright, Margot Chabot, the late Ardie Bailor, and Doris Morton.. The Roy Hord 'Volunteer of the Year' Award will be presented to Mr. Mihelich at the RDP 30th Annual Meeting and Awards Ceremony on Wednesday, February 15th at the Mission Inn Hotel and Spa. The award is co-sponsored by the Kiwanis Club of Riverside.

RDP will also be presenting the following Downtown Achievement Awards:

**Riverside Community College District – Center for Social Justice and Civil Liberties** with the Arts and Culture Award (Award sponsored by the Mission Inn Hotel & Spa)

**Live Nation for Fox PAC and RMA programming** with the Business Activity Award (Award sponsored by Loft.84)

**Show and Go Car Show for Charity** with the Downtown Event Award

(Award sponsored by the Arlington Business Partnership)

**Riverside Community College District – Centennial Plaza: Culinary Arts Academy, District Offices, and Henry W. Coil Sr. and Edna Alice Coil School for the Arts** with the Downtown Improvement Award (Award Sponsored by Tilden-Coil Constructors, Inc.)

**Riverside Police Foundation** with the Safety and Security Award (Award sponsored by Worthington's Tavern)

**Dr. Wolde-Ab Isaac - President, Riverside City College** with the RDP Chair's Award (Award sponsored by Best Best & Krieger)

Riverside Community Hospital returns as the title sponsor for the RDP Annual Meeting and Awards Ceremony. The event will begin with a no-host reception at 5:30 pm, followed by dinner, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. Tickets are \$73 per person or \$675 for a table of ten. To purchase tickets or a table, call the RDP office at 951-781-7335.

Sponsorship opportunities are available and all sponsors receive a number of complimentary tickets, recognition in print material and social media depending on the level of sponsorship. RDP is also looking for donated items such as tickets, gift certificates, and gift baskets for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards. To sponsor or donate, contact the RDP Office at 951-781-7335. 

## RDP Welcomes New Businesses to Downtown

Colorglassblock.com (Repair and Wholesale Manufacturer)  
Anna Hernandez (Hair Stylist) • Living Sober Room & Board (Personal Care)  
Romano's Downtown (Restaurant)  
The Campus Culture Group (Counseling) • Viva Dental

# Riverside Dickens Festival Returns February 25th & 26th

In 1992, Carolyn Grant, Joan Patton and The Friends of the Library Board of Directors began to explore the creation of a festival for Riverside. A five-person steering committee was formed and the Riverside Dickens Festival was born in September 1993.

Over the years, The Riverside Dickens Festival has grown, but our mission remains the same....to promote literacy, provide educational entertainment, and expand awareness of social similarities between Victorian times and the present. Why Dickens, you might ask? He was the most famous writer of the 19th century and he made a difference in changing society and making the world a better place. The featured book for this year's festival is American Notes which contains Charles Dickens' impressions of his visit to the United States. You can visit our website at [www.dickensfest.com](http://www.dickensfest.com) to follow Dickens' journey in several installments.

This year, festival events begin with our Pickwick's Pub Night Fundraiser which features a new venue and entertainment that will not be seen at any other time during the festival. Entertainment favorites that will be at the festival include Looney's Fortune, Everything Celtic, Bob's Yer Uncle, Sportive Tricks, Simon Spalding and Christopher Yates. New entertainment at the festival this year will feature Merry Wives of Windsor, Quartermaster, and Princess Petunia's Players! While strolling through the festival grounds, visitors can expect to meet up with many famous 19th century authors who will join Mr. Dickens for a debate, conversation or some ranting and raving in the Authors' Salon, at Hyde Park Corner or on one of the stages.

We will have two fashion shows; Saturday's Victorian Dreamers and Sunday's Steampunk Fantasia. Back by popular demand are two trials held in the historic Riverside Courthouse: The Trial of Jack the Ripper and the Trial of John Wilkes Booth. More favorite activities and events include The Royal Victorian Tea Room and Music Hall, Evensong, Oliver's Alley (just for kids!), Fezziwig's Ball, a London Market Place featuring many new vendors, Madame Babs' Tavern, a Character Parade, an opportunity to meet the Queen, educational environments, lectures, roaming Street Performers and so much more!

Please visit our website at [www.dickensfest.com](http://www.dickensfest.com) to see schedules, purchase tickets for events, and get more information. Come join us for a wonderful event the whole family will enjoy!

*Submitted by the Dickens Festival*



**24th Annual RIVERSIDE DICKENS FESTIVAL**  
**Main Street Pedestrian Mall near City Hall in Historic Downtown Riverside**  
**Feb. 24, 2017 - Pub Night**  
**Main Days - Feb. 25 & 26 - 10am to 5pm**  
**Mr. Fezziwig's Ball - Feb. 25 - 8pm to Midnight**  
*Celebrating Charles Dickens' book "American Notes"*  
**Tickets make Great Christmas Gifts**  
 Sponsors - City of Riverside • Riverside Arts Council  
 Riverside County Supervisors  
 P. O. Box 113, Riverside, CA 92502-0113  
 Office: (951) 781-3168 (lv. message)  
[www.dickensfest.com](http://www.dickensfest.com)  
 A non-profit, educational organization 501(c)(3)  
 Pay by MasterCard, Visa, Discover or Check

## RCH Red Dress Fashion Show and Health Expo

RDP is pleased to be a sponsor of the Riverside Community Hospital's (RCH) Red Dress Fashion Show and Health Expo on Saturday, February 18th. We are coordinating the fashion show component of the event as a long-term partnership with Riverside Community Hospital in support of women's health issues. The event includes presentations and guest speakers, free cardiac risk screenings (no fasting required), and health related vendor booths. The event is ticketed at \$25 which includes lunch.

The fashion show's theme is Casino Royale glamor which

will be reflected in hair and makeup provided by professors and students from the Riverside City College School of Cosmetology. Models in the fashion show will include 'celebrity' women from the community who will wear either their own red outfit or be dressed from downtown Riverside fashion retailers. The fashion show will also feature models from RDP's fashion community.

To reserve your seat today, you can register on line at [www.RCHRedDressFashionShow.com](http://www.RCHRedDressFashionShow.com) or by calling (951) 788-3463.

**WATER**  
 Watering restrictions have been lifted.  
 For more info visit:  
[BlueRiverside.com](http://BlueRiverside.com)

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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

**Riverside's Parking Program Updated:** After more than half a decade the Riverside City Council has voted to make some updates to the parking program for the city. This affects primarily downtown Riverside. City staff recommended a wide range of changes to the parking program and fee structure. After much discussion the Council voted to:

- Retain the 90 minute free parking in city owned garages (Staff had suggested reducing this to 60 minutes)
- Establish a \$5 flat rate charge to be paid upon entering the in the garages from 9 pm 3 am on Thursday, Friday and Saturday nights to discourage drinking and other undesirable activity (Staff had proposed 6 pm to Midnight, but this would adversely affect the shops and dinner crowd)
- Increase the charge for reserved parking spaces by 50%. There will be no change in monthly permit parking or hourly rates at this time.
- Limit discounted tokens to 200 per business per month.
- Establish a flat rate for parking in garages during Festival of Lights of \$5 if prepaid or \$10 at the door on Friday nights and all day Saturday and Sunday. This will help encourage people to come to Festival of lights at times when the crowds are smaller.
- End charging for metered parking in the Justice Center at 5:00 p.m. rather than the current 6 pm. This will make the paid hours the same in the Justice Center and the rest of the downtown. (Staff had recommended extending the hours of

paid metered parking in the remainder of downtown to 6 pm to obtain this consistency.

- Direct staff to come back to the council with a proposed fee structure that will incentivize long term parking in the garages by creating a significant differential cost between on street and structure parking. The goal is to try to keep most on street parking available for short term (less than four hours) parking for people patronizing downtown businesses and offices.
- Ask staff to try to create more 20 minute parking spaces in the downtown core for those that want to make a quick delivery or pick up something.
- Ask staff to better delineate available handicapped parking in the downtown
- Support an improved way finding program and better use of technology for the parking program. This would include using smart phone apps to direct people to available parking and automating the garages.



Most of these changes will take effect April 1, 2017. The way finding, technology and creation of additional handicapped and 20 minute parking spaces will take longer. The discussion of a revised rate structure will be well publicized and I encourage all who are interested to participate in the discussion when it occurs.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### *Greetings from Ward 2!*

The Riverside Arts Academy: The Riverside Arts Academy provides instructional courses on arts, music and dance at an affordable rate for families throughout the City. The Riverside Arts Academy currently has over 325 students enrolled for the fall semester with a number of classes being offered such as: Introduction to Ballet, Ballet I, Ballet II, Hip Hop, Teen Dance, Guitar, Drum, Keyboard, Art Building Blocks and many more! To participate or sign up please visit [https://www.riversideca.gov/park\\_rec/](https://www.riversideca.gov/park_rec/) and LIKE the City of Riverside's Parks and Recreation Facebook page by searching, "City of Riverside – Parks and Recreation." You will be able to receive updates, view photos and hear about the ongoing events and wonderful programs taking place at our facilities.

The Riverside Arts Academy now has the Harmony Project with instructional classes on Saturdays for children 7 – 18

who live on the Eastside or who have access to transportation. For any youth interested in making a commitment to music the Harmony Project will have high level professionals training our youth and also providing an instrument that can be taken home to practice. Thank you to all the community members and partner organizations who have continued to support the Riverside Arts Academy. To become a member or sponsor the Riverside Arts academy visit [www.riversideartsacademy.com](http://www.riversideartsacademy.com).

Riverside Coras USA: Our Riverside Semi-Pro Soccer team ranked 2nd place in last year's National Premier Soccer League, 4th division of the U.S. Soccer Federation. After an



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## WARD TWO from page 3

11 game battle from April through June our Riverside Coras USA team came out on top as the 2nd place in its division. This year we hope to be in 1st place. Be sure to come out and support our team in what will be a promising and exciting lineup of games this 2017. For more information on ticket sales and game schedules visit [www.deportivocorasusa.com](http://www.deportivocorasusa.com) or call 951-500-5729.

Highlander Athletics: UCR Men's and Women's Basketball, Men's Baseball, Softball, Women's and Men's Golf, and Men's and Women's Tennis all have several exciting games coming

up this month! Be sure to come out and join us to support them! Visit [www.gohighlanders.com](http://www.gohighlanders.com) for a full list of games and ticket prices. Don't forget to take a look at the season tickets where you can save money and attend more games. If you would like to become a member of the Riverside Athletics Association and support our students please contact 951-827-6823 or email [athleticsassociation@ucr.edu](mailto:athleticsassociation@ucr.edu).

GO HIGHLANDERS!!!

Andy Melendrez



## City Creates Measure Z Informational Website

The City of Riverside has created a new website to provide information to residents and business owners about the Measure Z sales tax. Measure Z is a one-cent-per-dollar increase in the sales tax on taxable goods purchased in Riverside and was approved by voters on Nov. 8 to take effect April 1. The website – [www.RiversideCA.gov/MeasureZ](http://www.RiversideCA.gov/MeasureZ) -- explains why Measure Z was placed on the ballot, including information on cuts that were made last summer to City services and a backlog of unfunded critical needs.

Measure Z, which is expected to raise about \$50 million per year, needed more than 50 percent of votes to pass, and received 59.6 percent approval. Now that Measure Z is poised to take effect, the City Council must determine how to spend the additional revenue. Options include restoring some or all of the budget cuts made last summer, enhancing public safety, paying down debt and taking care of critical infrastructure such as roads and tree trimming. The need to properly balance such priorities was encapsulated in the City

Council's Responsible Spending Vision Pledge approved late last year.

Some of the City's unfunded critical needs that were identified during the last budget cycle included funding for repair and replacement of first responder vehicles (police and fire) funding for 60 additional police officers; repair and maintenance of City facilities, such as police and fire stations, recreation centers and libraries, the Convention Center and many others; tree trimming; and street repair and maintenance. The City already has returned to service a Fire Department squadron that was cut during last year's budget formulation, in the interest of increasing public safety.

The Measure Z workshop that took place on January 31st at Riverside City Hall will be available for viewing on [www.watchriverside.com](http://www.watchriverside.com) or on the following cable channels: Charter Spectrum 3, Frontier 21 or AT&T U-verse 99.

*from City of Riverside website – Press Releases*



## Business Spotlight: Mind & Mill

Mind & Mill is a digital marketing agency, specializing in helping businesses grow. But we've also done something special at our headquarters. We've built a vision for a community wrapped around

several entities, our digital marketing agency, a co-working space, an art gallery, a classroom and an event space. We believe that these entities will help a rich community of driven people thrive and grow. It's a community and habitat for smart people to come together and collaborate, grow business and learn.

As an agency, we're a team of marketers and creatives, consumed with creating content to captivate. We dream, build and execute ideas that reach your customers and grow your brand.

As a co-work, we've built this vision for a community that has the freedom or flexibility of working at a coffee shop, but also captures dedication to creativity, quality, collaboration and co-working. We've created a place for you to dedicate time to being productive and a community to jump into.

Mind & Mill's walls are covered in art from local artists

and we offer a monthly art show which coincides with Riverside's art walk. Hosting a gallery at our agency/co-work creates a juxtaposition of art and entrepreneurship which contributes to the City of Riverside as the City of Arts and Innovation.

We feel it also creates an ideal space to breed creativity and collaboration among the enterprising, innovative and entrepreneurial.

As a classroom, we offer classes that are practical and affordable. They are applicable to real life. We're demystifying technology and are providing ways to challenge and develop creativity.

Mind & Mill is located at 3615 Main Street, Suite 103 and is open Monday through Saturday 7:30 am to 7 pm. For more information, phone 951-384-1881 or email [info@mindandmill.com](mailto:info@mindandmill.com).

*Submitted by Mind & Mill*



# BUSINESS BUZZ

## How to Write a Small Business Marketing Plan: A Step-by-Step Guide

A marketing plan is an essential marketing tool for every small business. To create a plan, answer these 10 questions:

- 1. Marketing Strategy:** How will your marketing plan support your business goals?
- 2. Mission Statement:** What are you trying to accomplish, and why?
- 3. Target Market:** Who are you trying to reach with your marketing activities?
- 4. Competitive Analysis:** Who are you up against, and where do you rank?
- 5. Unique Selling Proposition:** What makes your business unique?
- 6. Pricing Strategy:** What will you charge, and why?
- 7. Promotional Plan:** How will you reach your target market?
- 8. Marketing Budget:** How much money will you spend, and on what?
- 9. Action List:** What tasks do you need to complete to reach your marketing goals?
- 10. Metrics:** How are you implementing, and where can you improve?

Once you have done so, you will have a marketing plan that you are ready to use as a blueprint for your marketing activities in your small business.

### **Marketing Strategy: How will your marketing plan support your business goals?**

Before you start developing your marketing plan, you need to have a very clear idea of what you want to accomplish. This is your marketing strategy, and it is directly related to your business goals and objectives. Your marketing strategy outlines what you want to do, and the rest of this marketing plan will provide details on how you will do it.

For example, let's say one of your business goals is to expand your brick-and-mortar retail store into an e-commerce website. Your marketing strategy for that goal could be to introduce your products to a new national market segment. You would then break down your strategy even further into short- and long-term objectives, while defining what your specific marketing message will be. Read more about how a marketing strategy and a marketing plan work together.

If you don't have specific business goals yet, walk through this business goal setting guide to get started. Also, make sure you are attaching a specific timeline to your goals (i.e., a 90-day plan). That will help you create a more targeted and realistic marketing plan.

### **Mission Statement: What are you trying to accomplish, and why?**

Your mission statement answers the questions: What you're trying to do? Why you are doing it? You may have already

created a mission statement as part of your business planning process. If so, you will want to add it to your marketing plan.

In your marketing plan, your mission statement is the foundation. Although it may not play a direct role in your marketing activities, your mission statement focuses on your business goals and helps you make sure that the marketing activities you conduct support the business's overall objectives. It's an effective tool to refer back to whenever you start to question if you are still on the right track.

### **Target Market: Who are you trying to reach with your marketing activities?**

Your target market is the specific audience you want to reach with your products and services; the group you will be attempting to sell to. The more details you include as you answer this question, the more targeted your marketing plan will be.

Take time to conduct market research so you can identify:

- Who your target audience is
- Where you can find them
- What they value as important
- What they are worried about
- What they need right now

It's helpful to create a sketch of the person or business that you would consider your "ideal customer." Not only can this help you identify specifics about them, but it can also help you personalize your marketing messaging.

### **Competitive Analysis: Who are you up against, and where do you rank?**

One of the best ways to research your target market and prepare your own marketing activities is by looking at your competition. You should know who is out there selling something similar to what you are selling, especially if they are selling it to consumers that fit your ideal customer profile. Take a hard look at what they are doing right, and what they may be doing wrong.

One way to conduct a competitive analysis is with a SWOT analysis, which is a strategic tool that evaluates a company's strengths, weaknesses, opportunities and threats. Take time to measure the SWOT of your top competition as well as your own business to get a clear picture of your competition and how you measure up.

Conducting a thorough analysis of your competition will help you identify areas where you can beat the competition, fine-tune your niche market, and make sure you are prepared to address the challenge posed by your competition.

### **Unique Selling Proposition: What makes your business unique?**

Once you know what you're up against in the market, you need to identify the approach that will set you apart from everyone else. What makes your business, products and

*continued on next page*

services unique and desirable to your target market?

A unique selling proposition (USP) is a statement that outlines how your business, products or services are different from your competition. It identifies what makes your business the better choice, and why your target clients should choose you over the competition.

### **Pricing Strategy: What will you charge, and why?**

If you have a traditional business plan, then you have already spent a great deal of time researching the best price point for your products and services. Now, it's time to relate that pricing information to your marketing activities.

One of the most important factors to evaluate is how you will work your pricing strategy into your marketing message. In most cases, you want to be able to support the price points you have chosen by providing your customers with a clear idea of the value and benefits they will get in return. A high value proposition is often the factor that leads a customer to the decision to purchase.

### **Promotional Plan: How will you reach your target market?**

As a key element of the marketing mix, your promotional plan covers all of the communication that will take place with the consumer. Essentially, your promotional plan answers the question: How will you get the word out about your unique selling proposition to your target market?

Your promotional plan should combine a variety of marketing activities and may include:

- Advertising
- Packaging
- Public relations
- Direct sales
- Internet marketing
- Sales promotions
- Marketing materials
- Other publicity efforts

While you don't want to throw too many variations into your promotional plan in the beginning, you should start by selecting 3-5 specific activities that will help you execute the marketing strategy that you outlined in the first step.

For example, if one of your goals is to provide five free initial consultations within three months, then your promotional plan may include focusing on targeted leads through a cold calling campaign, a social media outreach plan and a direct mail campaign. This step should be completed at the same time as the next step since your budget will impact what activities you can include on your plan.

### **Marketing Budget: How much money will you spend, and on what?**

As you outline a promotional plan, you will need to have a budget in place so you can determine which activities you can afford while staying within your budget. Unfortunately, most new small businesses have a limited budget when it comes to marketing, so creating a promotional plan that works with the funds you have available is vital.

You may have an annual marketing budget, but it will also be necessary to break it down into separate monthly budgets

so you can track results and modify the promotional plan to focus on the activities that provide you with the biggest return on investment.

### **Action List: What tasks do you need to complete to reach your marketing goals?**

Outlining exactly what you need to do and when you need to do it is an important part of your marketing plan. This will become your task list that guides you through every one of your promotional activities. Your action steps will help you stay on track so you can make consistent progress, without having to regroup and recreate the wheel every time you're ready to take a step.

To create your marketing plan action list, you will follow the same process you use when you manage your regular daily tasks: You will take the end goal, and break it down into a series of single-step tasks that will lead you to achieving your goal.

For example, if one of the activities outlined in your promotional plan is to launch a direct mail campaign, your first few action steps may look like this:

- Determine your budget for the campaign
- Clarify your objective of the campaign
- Determine the type of direct mail you will send
- Hire a designer or firm to create your collateral
- Write (or hire out) the copy for the direct mail piece
- Clarify the call to action
- Have a draft of the direct mail piece created

Your action list can take a number of different forms, as long as it is created in a way that supports progress. Each action item should also include a due date that works with the timeline you created for your marketing plan. And typically, the smaller the steps, the easier it will be for you to complete tasks and build momentum.

### **Metrics: What results have you achieved, and where can you improve?**

All of this work you've put into creating a marketing plan for your small business will go out the window if you can't track and measure the results of your activities. This step will allow you to take your marketing plan from a one-time, static document and turn it into a breathing blueprint that will grow and develop with your business.

The way you track and measure your results will depend on the type of marketing tactics you engage in. For example, online marketing can be tracked using analytics and other Internet-based metrics, while tracking offline marketing methods will require a more manual approach.

In general, the more standardized your system for tracking, the more relevant your results will be ... and the more successful you will become at tailoring your marketing activities to focus on the areas where you will have the most success.

### **Additional Marketing Plan Tips**

Here are a few more tips to help you create an effective marketing plan for your small business:

- Use your marketing plan on a regular basis as you plan your marketing activities.

- Avoid thinking of your marketing plan as a concrete document. It should be flexible enough to accommodate changes in your business.
- Don't ignore your current customer base. Creating repeat customers should also be one of your marketing goals.
- Don't be distracted by what your competition may be doing (or not doing). What works for your competition will not necessarily work for you.
- Avoid adding too many tactics to your promotional

plan. The fewer you have at one time, the easier it will be to measure results and fine-tune activities.

- Give it time. You won't know immediately if a particular marketing activity or strategy is going to be successful.
- Be open to learning from each success and failure, and apply it forward every time.

by Alyssa Gregory/www.thebalance.com



## Cheech Marin's Chicano Art Collection Comes to Riverside

The Riverside Art Museum (RAM) proudly presents *Papel Chicano Dos: Works on Paper* | From the Collection of Cheech Marin, running from February 2 to May 7, 2017. The exhibit will be launched with a free, open-to-the-public Opening Reception on Thursday, February 2, 2017 from 7 pm to 9 pm. *Papel Chicano Dos* is generously supported by Altura Credit Union and the City of Riverside.

*Papel Chicano Dos: Works on Paper*, from the collection of Cheech Marin, presents 65 artworks by 24 established and early-career artists whose work demonstrates a myriad of techniques from watercolor and aquatint to pastel and mixed media.

"Cheech Marin has assembled a brilliant collection of work by Chicano artists and is so very generous in his willingness to share them," says Todd Wingate, RAM's Curator of Exhibitions and Collections. "We are thrilled to have this new exhibition at RAM, which includes several artists whose work is in our permanent collection."

Featured artists are Carlos Almaraz, Charles "Chaz" Bojórquez, Pablo Andres Cristi, Carlos Donjuán, Gaspar Enríquez, Sonya Fe, Emmanuel Galvez, Margaret García, Roberto Gil de Montes, CiCi Segura González, Raúl Guerrero, Roberto Gutiérrez, Adán Hernández, Benito Huerta, Leo Limón, Gilbert "Magu" Luján, Cesar A. Martínez, Glugio "Gronk" Nicondra, Wenceslao Quiroz, Frank Romero, Sonia Romero, Ricardo Ruiz, John Valadez, and Vincent Valdez.

"We are extremely proud to be the second stop after San Diego for this exhibition featuring treasures from Cheech's collection," says Drew Oberjuerge, RAM's Executive

Director. "RAM has a longstanding history of collecting and exhibiting works on paper and *Papel Chicano Dos* continues that."

The visual arts were integral to the Chicano movement and continues to be a powerful tool for Mexican-American and Chicano communities to voice the issues that affect them today. These pieces evince a special focus on activism--highlighting how Chicano artists provide access to the arts by creating posters, flyers, printed statements, and newsletters with elaborate aesthetic compositions and designs.

Primarily known as an actor, director, and performer, Cheech Marin has developed the finest private collection of Chicano art in the United States. He states, "Chicano art is American art. My goal is to bring the term 'Chicano' to the forefront of the art world." A third generation Mexican American, Cheech has received numerous awards for his work on behalf of Latinos.

The Riverside Art Museum integrates art into the lives of people in a way that engages, inspires, and builds community by providing high quality exhibits and art education programs that instill a lifelong love of the arts. RAM relies on the generosity of members and donors to support its exhibitions, education programs, and special events. A 60-plus-year-old, non-profit cultural arts institution housed in a National Historic 1929 building designed by Hearst Castle and AIA Gold Medal-winning architect Julia Morgan, the museum welcomes over 50,000 visitors a year.

Excerpt from the Riverside Art Museum's Press Release



## Riverside Black History Parade and Expo Returns to Downtown

The Riverside Black History Parade and Expo takes place on Saturday, February 11th from 10 am to 5 pm. The event brings inclusiveness within the community by celebrating Black History and attracting thousands of attendees annually. The Parade route starts at Riverside City College at the corner of Terracina and Magnolia Avenue and ends at the Historic County Court House located on Main Street between 10th and 11th Streets. The Expo and Car Show includes cultural food, music and fun-filled family activities.

The Adrian Dell and Carmen Roberts Foundation (Black History Month Committee of Riverside) is a 501(c) 3 not-for-profit organization, consisting of dedicated volunteers focused on the development of events and activities that promote positive family and cultural interaction in a cross section of communities. 2017 will mark the 38th anniversary of dedicated service to the community. For more information visit [www.adcrfoundation.org](http://www.adcrfoundation.org).





ADDRESS SERVICE REQUESTED



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

**STAFF**

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Janice Penner

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