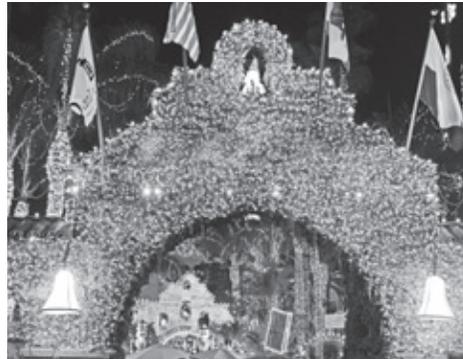


Bulletin

Riverside Downtown Business Improvement District



23rd Annual Festival of Lights



The 23rd Annual Riverside Festival of Lights will take place from Friday, November 27, 2015 through Saturday, January 2, 2016 in downtown Riverside. The event will be kicked off by the Switch-On Ceremony on the evening of Friday, November 27th. The ceremony itself will start at 4:30 pm with the actual switch-on and fireworks at 5:15 pm. The ceremony is produced by The Mission Inn Hotel & Spa, the City of Riverside, and the Greater Riverside Chambers of Commerce and is expected to draw over 50,000 people.

NOTE: Businesses in the downtown core will be impacted by street closures on the day of the Switch-on Ceremony. Streets will start closing down at 4 am and will not reopen fully until 11 pm. Access will be prohibited or limited after noon so plan your deliveries accordingly.

The Mission Inn Hotel and Spa decorates both inside and out with over 4 million holiday lights, 400 plus animated figures, and elaborately decorated Christmas trees. The addition of the ice rink took the Festival of Lights event to a new level, attracting people of all ages from the Inland Empire and Southern California. The City of Riverside has continued to enhance the event with additional holiday lighting, specialty food vendors, and family friendly entertainment.

This year, Santa's House will move from the building at Main and 6th to the corner of Main Street and 9th Street by City Hall. There will be a daily 'KidZone

on Main Street between University Avenue and 9th Street. It will be joined by the Artisans Collective on Saturday and Sundays through December 20th with a special extension on Monday the 21st and Tuesday the 22nd for holiday shopping.

Due to safety concerns with increased traffic and pedestrians, the City did close streets on weekends during the event last year. These closures will continue this year with streets closed Thursday through Sunday from 3 pm to Midnight. Businesses within the event footprint should plan accordingly. Carriage routes will stay the same as will the three pickup/drop-off locations. Bus drop-off and pickup locations will also remain the same.

To help minimize traffic congestion and direct visitors to available parking during the weekend of the Switch-on Ceremony, the City of Riverside parking garages and surface lots will be staffed with parking attendants. Parking will be \$5 upon entry. This rate will be effective from Friday, November 27, 2015 through Sunday, November 29, 2015. Local business and their employees will have in-out parking privileges on the same day that entry was purchased as long as spaces are available.

Throughout the remainder of the Festival of Lights, parking will be \$5 upon entry in the City of Riverside parking garages on Thursday and Friday evenings starting at 6 pm, and Saturdays starting at 2 pm through the evening hours. Surface lots and on-street parking will remain free of charge weekdays after 5 pm and all day on weekends. As an added convenience, patrons may reserve a parking space for \$10 using ClickAndPark.com on the days when parking is \$5 upon entry.

As in past years, Parking Services will be preparing a map indicating garages and surface lots and the cost of parking, if any, in each. RDP will distribute a copy of the map to downtown businesses for posting in their windows.



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Business Spotlight – Riverside Art Museum

The next monthly luncheon will be Tuesday, November 24, 2015 at noon

Hyatt Place Hotel
Market Street at Fifth

Featured Speaker:
Police Chief Sergio Diaz

The November luncheon
is sponsored by
Tilden-Coil Constructors



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 Improvement District

On October 14th, the Board of Directors of the Riverside Downtown Partnership (RDP) approved the Annual Report for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) levy for the upcoming calendar year. The activities of the Downtown BID are funded by this levy which is equal to 100% of the annual business tax levied by the City of Riverside and assessed on all businesses within the BID boundaries. The City collects the levy on behalf of the Downtown BID and provides up to \$100,000 of matching money annually for improvements downtown.

The Annual Report has been submitted to the City for City Council and the required public hearing to review the report and approve continuation of the Business Improvement District levy is expected to be set for Tuesday, December 1st. The City sends out notices to all businesses in the Downtown BID to advise them of the date and time of the public hearing. The Annual Report has been posted on the RDP website, www.riversidedowntown.org, for businesses to review in its entirety prior to the public hearing.

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

RDP has allocated \$15,000 for parking activities in 2016 which includes \$9,000 allocated for the discount token program. Other parking activities include maps to assist visitors, patrolling of downtown parking garages and lots through the Ambassador Program, and input to the City on specific issues.

Beautification efforts in the past have included murals and pergola repairs. RDP has allocated \$7,500 for partnerships with other groups on such efforts in 2016.

RDP funds music in public places activities including the lunchtime concert series, Concerts at City Hall, in June and July, the concerts at Fairmount Park, and the outdoor concert, Summer Street Jam. An allocation of \$27,450 through a combination of City matching funds and BID levy income will fund the 2016 activities.

Public events draw people to downtown who then shop and dine at downtown businesses. RDP has allocated \$12,500 in 2016 for funding and support for a number of third party events as well as the popular summer event Movies on Main. In addition to the \$12,500 allocation of BID levy to public event activities, \$5,000 of the City matching BID funds is also allocated.

As part of its Strategic Plan for promotion of business activities, RDP holds specific events to draw visitors in targeted demographic groups to downtown Riverside and showcase downtown businesses. RDP's retail initiative was launched in 2012 to brand downtown Riverside as a

destination fashion district for the Inland Empire and to promote downtown retailers and salons. RDP holds two shows each year and partners with Riverside City College's Cosmetology school for hair and makeup, giving students practical experience on models. In 2016, RDP will partner with Riverside Community Hospital and Riverside Community Health Foundation to promote women's health issues as part of these shows.

RDP's restaurant initiative was launched in June 2013 to raise awareness of downtown Riverside as a dining destination and to encourage patrons to visit downtown restaurants during the slower summer months. Since its launch, it has been expanded city wide in partnership with the City of Riverside and the Arlington Business Partnership. Plans are to expand the restaurant initiative in 2016 with a 'Taste of Riverside' event similar to the popular 'Taste of Claremont'.

One very successful event targeting a specific demographic is the Riverside Zombie Crawl which was started in 2011. The event is designed to draw families and young adults downtown with the popular Zombie theme. The event has been extremely successful, attracting over 900 attendees, and creating a unique vibe for downtown Riverside.

Promotion of business activities include the destination marketing campaign with print ads in targeted markets, press releases to various media outlets, editorial content on downtown activities in selected magazines, a monthly newsletter, and a website promoting downtown and its attractions, and spotlighting local businesses. These also include promoting events through a monthly calendar, website and emails, print advertising, press releases, and editorial opportunities in newspapers and magazines.

RDP also works to promote business activities by building business capacity through workshops, seminars, and other initiatives. RDP partners with the City of Riverside, the Arlington Business Partnership, and other organizations such as the Small Business Majority and California Baptist University on these activities.

RDP has allocated \$185,000 for promotion of business activities in 2016. In addition, \$50,700 of City matching funds is allocated towards these activities.

Security activities in 2016 include RDP's most significant security effort, the Ambassador program. The Ambassadors patrol the downtown core weekdays from 11 am to 6:30 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues. In addition to the \$105,000 allocation of BID levy to security activities, \$12,050 of the City matching BID funds is also allocated.

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

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

CHOW ALLEY AT COURTHOUSE PIAZA

The Land Use Committee recently heard a staff proposal to consider developing a destination outdoor food court on a combination of city and county owned properties on the block bounded by Main, Market, 10th and 11th. This would incorporate city owned surface parking lots fronting Market Street and county owned properties fronting Main Street across from the historic court house. The Former District Attorney's office which is being rebuilt for the Public Defender, the Provident Bank building at 10th and Main and the historic building that formerly housed PIP Printing would remain. The old Michelle's Restaurant building would be demolished.

Conceptually, this open area would house a variety of small food and drink establishments, possibly in modified shipping containers or similar prefabricated structures. This would offer students at the new RCC Culinary Academy and other startups an inexpensive way to test restaurant concepts. Established restaurants that do not have a presence in this part of town could also open small satellite locations here.

There is also consideration of closing the block of Main Street in front of the historic courthouse to traffic and making this block part of the Main Streetwalking mall.

This area could support a variety of benches, tables, shade structures and public art. It could also potentially be a new home for the ice rink during Festival of Lights.

There are many things to consider as this concept is vetted. Loss of parking on Main and in the surface lots, ease of access to the courthouse, and possible negative impact on existing downtown restaurants are areas of concern. Bringing more entertainment to the area south of 10th, providing more space for Festival of Lights to expand and creating a destination venue for Millennials in Downtown are potential plusses.

It is thought that development of the concept would cost about \$1.2 Million and that lease revenue would cover debt service on the investment.

The Land Use Committee recommended that the concept be developed further and brought to the Council for consideration. The Council and I are very interested in your thoughts on the concept. Please let us know what you think.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Happy Fall Greetings to everyone in Ward 2 and the City of Riverside!

The Lincoln Park Neighborhood Group will be hosting their annual community Thanksgiving Dinner on November 20th from 5-8:00pm at Lincoln Park located at 4261 Park Ave, Riverside, CA 92507. The dinner is FREE and open to the public. This has been an annual tradition of the neighborhood group and part of their mission to help feed families in need during the holidays along with building comradery around their community park. Everyone is welcome to attend, please pass the word out and join us for great turkey and food! If you would like to donate food cans to this cause please contact Clarissa at 951-826-5419.

The Riverside County Habitat Conservation Agency in collaboration with the City of Riverside hosted an Endangered Species Day Event on Tuesday, October 20 between the hours of 9:00 a.m. and 2:00 p.m. and Wednesday October 21, 2015 between the hours of 12:00 p.m. and 2:00 p.m. at Sycamore Highlands Park and the Ameal Moore Nature Center. Students from local schools were taken on field trips to immerse in the experience on what can be found in their local parks and backyards. Animals were on site for the children to see, pet and hold. Many of them were taken on hiking and nature walks to explore the Sycamore Highlands Park and concluded with interactive demonstrations in the Nature Center. We are very proud to sponsor and provide this important experience to our youth while teaching them the significance and importance of our wildlife, habitat and park communities.

“The Art of Giving” Gala supporting

the Riverside Arts Academy will be held on November 30th at the Cesar Chavez Community Center at 6:00 pm for a night filled with music and art. We are currently seeking sponsorships that will benefit student scholarships and the ongoing operations of our growing Arts Academy. There is still time to claim the title of Program Sponsor at the \$500 dollar level and Reception Sponsor at a \$1000 commitment. If you are interested in supporting the Riverside Arts Academy I ask that you please contact Clarissa at (951)-826-5419 or email ccervantes@riversideca.gov to request a sponsorship packet. Thank you for your support and I hope you will join us at the Art of Giving Gala this November!

Highlander Sport Update:

Men's Basketball will be playing William Jessup for their Homecoming game on November 14th at 4:00 pm at the SRC Arena. Woman's softball will be playing against Mt. Sac on 11/14 at 11:00 am at the Amy S. Harrison Softball Field. Women's Volleyball will be competing against Cal State Long Beach at UCR on 11/21 at 7:00 pm at the SRC Arena. For information on future games or how to purchase tickets, please visit the Highlander website at <http://gohighlanders.com> – **GO HIGHLANDERS!!!**



Shop Vintage

A Vintage Affair: Travelling Trunk Show™ is the first semi-annual Inland Empire vintage clothing mini expo. This event will take place on Sunday, November 15th inside the Life Arts Building from 8 am to 3 pm and will feature a wonderful array of men's and women's vintage clothing, and accessories. Each piece is handpicked and guaranteed to tell its story through fabrics and details only found in

the production of these one-of-a-kind items. Collectors, enthusiasts, and fashionistas will not want to miss out on this experience. The event also features a fashion show, vinyl records, and a DJ.

The event is coordinated by Victoria and Des Lacey of House of Flames. For more information, email vintageaffairtriv@gmail.com

Shop Local (and Get Ready for Small Business Saturday)

The Shop Local movement is growing so get ready for this year's Small Business Saturday on November 28th. American Express who launched the movement has a number of tools available for small businesses on their website, <https://www.americanexpress.com/us/small-business/Shop-Small/>. These tools include printable signage and free online ads, plus loads of tips on how to promote your small business.



put in their windows to promote the Shop Local movement. We will be distributing these posters to businesses in November.

The City of Riverside will also be promoting the Shop Local movement with a number of events in November. These include a kick-off event featuring Garner Holt, the person behind the company that designs incredible animatronics and special effects for movies and theme parks. Mr. Holt will

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

speak on Thursday, November 5th in the City Hall Council Chambers at 5:30 pm.

American Express is encouraging downtown organizations and others to become local champions by holding events on Small Business Saturday. As Small Business Saturday is the day after the Festival of Lights ceremony and the second day of the Festival of Lights event, the City of Riverside and RDP are partnering to print Shop Small posters for businesses to

The City will also host a series of seminars at 8 am at various coffee shops around the city. On Thursday, November 5th, the topic will be Tools and Resources. On Tuesday, November 10th the topic will be Business First and will be held at Molinos downtown. The series will close on Wednesday, October 18th with Social Media. Look for a schedule on the City's website, www.riversideca.gov.



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Preschool Director
Lic# 330907502

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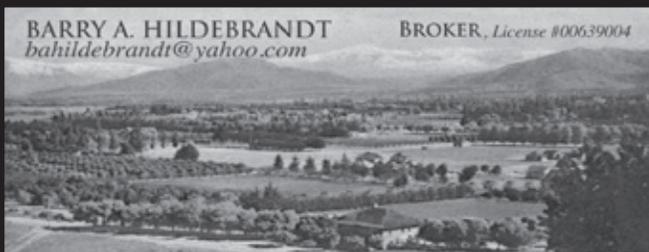
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BUSINESS BUZZ

Five Ways to Better Communicate with Your Employees

While there are many factors that can contribute to the success or failure of a business, effective communication in a small business is necessary if the business is going to succeed. Effective communication includes clear verbal communication, excellent listening skills, and effective business writing. Without these elements, it is very likely that there will be a breakdown in communication.

All businesses, big and small, can be negatively impacted by frequent conflicts caused by miscommunication. Small business owners have an advantage here, though, because they are better positioned to see potential communication problems and address them before damage is done in the business. The tips below will help you improve your communication process with employees so you can avoid problems stemming from miscommunication.

1. Make Sure Every Meeting Has an Agenda

Meeting overload is bad for every business, but meeting overload with no discernible purpose is even worse. And it can be a trigger for miscommunication. Instead of scheduling meetings and hoping things will get accomplished during that time, be purposeful about meetings from the beginning. Create set agendas for every meeting you schedule, and share it with your employees well before the meeting to set the stage for discussion. It's also a good idea to invite your employees to add agenda items they want discussed before the meeting.

2. Share All Presentations/Documents

Not everyone takes notes well during meetings, and not everything discussed will be retained.

This is why it's so important to make sure all participants receive a copy of presentation files or any documents discussed during the meeting. It's even better if you can share these files before the meeting so your employees can take notes and review the information in real-time.

3. Streamline Your Email Messages

Have you ever received a business email that was so long and touched on so many different topics that you were utterly confused when you finished reading it?

Email is one of those modes of conversation that is excellent for productivity, but it can also lead to confusion and miscommunication. Simple habits like keeping one topic per email message, breaking down your message into subheadings and/or bullet points, and being very descriptive when drafting a subject line can be the difference between clarity and confusion.

4. Listen Carefully and Watch for Non-Verbal Cues

Not all communication -- and miscommunication -- happens verbally. We touched on email communication best practices above, and those span to other types of written communication as well. But what about body language? It's vital that you are in tune with your employees and able to pick up on non-verbal cues. This can help you actively address issues that an employee may not be 100% comfortable bringing up with you directly. Remember that along with non-verbal communication, it's important that as a manager you not only communicate effectively with your employees, but that you also listen effectively.

5. Be Accessible

An open door policy can be a benefit to businesses of all types. Being accessible to your employees says that you care about their concerns and want to hear their feedback. An open door empowers your employees to speak to you about things happening in the business that may not be readily visible to you. This type of accessibility can make the possibility of miscommunication less likely in your small business.

Miscommunication can occur very easily in a business environment, but being proactive about the way you communicate with your employees -- and empowering them to communicate openly with you -- can help you avoid the problems that often stem from miscommunication.

When used in tandem with these business communication tips, you are setting the foundation for a business that has the potential to thrive and not be held back by poor communication.

Information in BUSINESS BUZZ is taken from the About.com Small Business Guide

Visit <http://sbinformation.about.com/> for more small business information and to sign up for their newsletters.

Visit <http://onlinebusiness.about.com/> for information about websites and social media.



RDP Welcomes New Businesses to Downtown

Jose Zavala-Body Evolution • Linda's Antique Corner

Michael Hambright-Cosmetologist • Peter Bohem-Attorney • Smile Wide Dental

Starlets & Harlots • Zatyko Case Mgmt Services, Inc.

38th Annual Mission Inn Run

This Signature Event takes place in Historic Downtown Riverside and is an Inland Empire Tradition! The Mission Inn Run offers a 5K, 10K, and a 1/2 marathon. Each course winds through the historic parks, sites and neighborhoods of Riverside, making a picturesque event for participants and spectators alike.



The Event kicks off on Saturday afternoon, November 7, 2015 with the Clark's Nutrition Health & Fitness Expo offering pre-registration, packet pick-up, live demonstrations, booths, and a bench press contest!

On Sunday morning, November 8, 2015, is Race day! The Health & Fitness Expo continues and at the Finish Line Festival, awards will go to the overall men and woman in each race and to the top three male and female finishers in

each age division. Families are encouraged to have their children participate in the 1/2K or 1K events, and have lots of fun at the Kids Fitness Festival!

Note to Downtown Businesses: There will be street closures on Sunday, November 8th for the event. Full street closures will start at 5 am and continue until Noon.

The finish line is in front of the Mission Inn Hotel and Spa. As the event brings thousands of participants and spectators to downtown Riverside, we encourage you to be open and ready for the crowds.

For more information visit www.missioninmuseum.org



Miracle on Main Street

On December 13th, the third annual Miracle on Main Street Toy Drive and Health Fair will take place from 10:30 am to 2:30 pm between 5th and 6th Streets. The event will include Santa distributing toys, a Healthy Kids Zone featuring games and prizes, free health screenings for adults and children in attendance, and complimentary haircuts and styling from The Boardwalk and students from the RCC School of Cosmetology. Last year's event provided toys, health screenings, and a day of fun for nearly 600 families. This year, the event plans to reach nearly 1,000 local children.

Local businesses are encouraged to serve as drop off zones

for toys and donations. All donations made to the event to purchase toys are tax-deductible and can be made to the Riverside Community Health Foundation Tax ID Number: 23-7276444. Sponsorships are also available. If you would like to be considered for a drop off zone or would like more information on how to make a donation or become a sponsor, please contact Janice Penner at Janice@riversidedowntown.org. We encourage businesses to help provide the joy of a toy to children and families in need.

More information will be provided in the December issue of the BID Bulletin.



Business Spotlight: Riverside Art Museum

The Riverside Art Museum's mission is "to integrate art into the lives of people in a way that engages, inspires, and builds community by presenting thought-provoking exhibits and providing quality art

classes that instill a lifelong love of the arts." We strive to be a distinguished, yet accessible, institution that serves as a cultural, collaborative, and educational focal point for our diverse, multi-ethnic community.

RAM's roots date to the early 1950s when a group of artists formed the Riverside Art Association to encourage the study and appreciation of the arts. In 1959, they organized as a 501(c)(3) non-profit, and in 1967, purchased the current building, the former Riverside YWCA. Located in the city's Historic Mission Inn District, this architecturally significant structure was built in 1929 and designed by famed Hearst Castle and AIA Gold Medal-winning architect Julia Morgan, California's first licensed female architect.

Today, the museum engages nearly 50,000 diverse residents and visitors annually, via art exhibits, arts education programming, and community outreach.

RAM also extends its reach beyond the four walls of the museum to bring arts activities to school children, at-risk and justice-involved youth, and local residents at non-traditional sites, such as farmers markets, community centers, and sports fields.

The Riverside Art Museum shows a mix of solo, group, and permanent collection exhibits featuring traditional and contemporary/modern art, and regularly displays the work of some of the best artists in the world, including Robert Williams, Takashi Murakami, Shag, Kathe Kollwitz, James Gurney, Marc Chagall, Millard Sheets, Shepard Fairey, Corita Kent, and Don O'Neill, as well as exhibits highlighting the works of our talented local members and aspiring high school students.

RAM's long-term vision is, as the cultural and social center of our region, to authentically engage a diverse, intergenerational audience through meaningful curation, creation, participation, and dialogue around great art and inspired happenings relevant to our audiences' distinct and shared experiences.

Be inspired. Make art. Go home instilled with a lifelong love of the arts. Come visit the Riverside Art Museum today.





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1MillionCups.com/Riverside





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Submit press releases to:
Janice Penner by email at 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

For Events email Janice@riversidedowntown.org.



RDP Facebook Page

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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 takes place in February.

RDP is currently accepting nominations for this award. Nominees should be dedicated to the community and have a history of volunteerism, particularly with youth. Past recipients include the Hord family, Bill Gardner, Doug Shackelton, Barb Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbie Guthrie, Henry W. Coil, Jr., Suzanne Ashley, Kathy Wright, Margo Chabot, and Add.

Nomination forms can be downloaded from the RDP website, www.riversidedowntown.org and should be sent to: Riverside Downtown Partnership, 3666 University Avenue, Suite 100, Riverside, CA 9250. Nominations can also be emailed in a PDF format to Janice@riversidedowntown.org. The deadline for nominations is Friday, January 8, 2016.