



# Bulletin

Riverside Downtown Business Improvement District

## 24th Annual Festival of Lights

The AAA, Four Diamond Historic Mission Inn Hotel & Spa pays homage to the holidays with the annual, Festival of Lights. Now in its 24th year, The Mission Inn's Festival of Lights is an annual gift to the community from owners Duane and Kelly Roberts who began this beloved tradition in 1992.

The Festival of Lights takes place from Friday, November 25, 2016 through Saturday, January 7, 2017 in downtown Riverside. The event is kicked off by the Switch-On Ceremony on the evening of Friday, November 25th. The ceremony starts 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 75,000 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's Festival of Lights, by the numbers, includes:

- 4.5 million enchanting holiday lights
- 400 animated figures including angels, elves and carolers
- 10 weeks of round-the-clock preparations orchestrated by a crew of 20
- 19' elaborately decorated Christmas tree
- 3 gingerbread villages on display in the hotel lobby
- World's largest man-made mistletoe measuring 12'x8'

This year, the Roberts have incorporated a gingerbread theme within the entire

The Mission Inn Hotel & Spa  
presents  
24TH ANNUAL  
*Festival of Lights*

hotel. This includes the "Gingerbread Dreams Suite" room package, gingerbread spa treatment at Kelly's Spa, three gingerbread villages located in the lobby, gingerbread turndown service, gingerbread martini & dessert available in all four of the hotel's restaurants. Casey's Cupcakes also features delectable holiday confections to include Glamorous Gingerbread cupcakes.

The City of Riverside enhances the event with additional holiday lighting, specialty food vendors, and family friendly entertainment. Santa's House will be located at 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.

Due to safety concerns with increased traffic and pedestrians, streets will be 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.

The 24th Annual Festival of Lights will bring many visitors to Downtown Riverside. To help minimize traffic congestion and direct visitors to available parking, the City of Riverside parking garages and surface lots will be staffed with parking attendants during the Switch-On Ceremony weekend. Parking will be \$5 upon entry. This rate will be effective from Friday, November 25, 2016 through Saturday, January 7, 2017.

Throughout the remainder of the Festival of Lights, the City will be charging in all



### *In This Issue:*

24th Annual Festival of Lights

Downtown Business Improvement District – Public Hearing

39th Annual Mission Inn Run

Council Corner Wards One & Two

City of Riverside – Homeless Services

Shop Local (and get ready for Small Business Saturday)

Mess Hall on Market to Provide Artisanal, Organic, Handcrafted Foods

Business Spotlight: CapTrust

Business Buzz – 5 Ways to Drive More Traffic & Sales by Using Images in Your Marketing

Miracle on Main Street

The next monthly luncheon will be Tuesday, November 22nd with Dulce Gomez of the City's Parking Services Department presenting on the Downtown Parking Study. The luncheon will be held at the Hyatt Place Hotel and catered by Gram's Mission Bar-B-Q.

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. The November luncheon is sponsored by Loft .84*



of the city-owned parking garages on Thursday and Friday evenings starting at 6pm, and Saturdays and Sundays starting at 2pm through the evening hours. Surface lots and on-street parking will remain free of charge weekdays after 5pm and all day on weekends.

Local business employees will have in-out parking privileges on the same day entry was purchased so long as spaces are available.

As an added convenience, patrons may reserve a parking space in a garage for \$10 using ClickAndPark.com. To reserve more than 20 spaces, please contact Central Parking

at (951) 682-3167.

Parking Services will be increasing the number of security officers patrolling the parking facilities. Nevertheless, we want to remind everyone to put valuables out of sight prior to arriving to a facility, always lock the car doors and roll up the windows when parking the vehicle.

We look forward to enhancing our visitors' experience by pointing drivers to available parking garages and reduce cruising as well as congestion.

For more parking related information, please visit [www.riversideca.gov/fol/parking](http://www.riversideca.gov/fol/parking). 

## Downtown Business Improvement District - Public Hearing

On September 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 will be held on Tuesday, November 15th. 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](http://www.riversidedowntown.org), for businesses to review in its entirety prior to the public hearing.

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. 

## Shop Local (and get ready for Small Business Saturday)

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 26th. 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.

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.

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



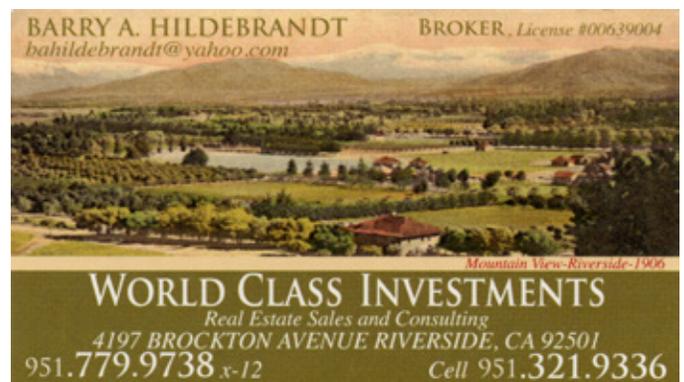
**WATER**

Watering restrictions have been lifted.

For more info visit:  
[BlueRiverside.com](http://BlueRiverside.com)



WATER | ENERGY | LIFE  
CITY OF RIVERSIDE  
PUBLIC UTILITIES



**BARRY A. HILDEBRANDT** BROKER, License #00639004  
[bahildebrandt@yahoo.com](mailto:bahildebrandt@yahoo.com)

Mountain View - Riverside - 1906

**WORLD CLASS INVESTMENTS**  
Real Estate Sales and Consulting  
4197 BROCKTON AVENUE RIVERSIDE, CA 92501  
951.779.9738 x-12 Cell 951.321.9336

# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Imperial Hardware:

The Imperial Hardware building is well into demolition in preparation for construction of the new mixed use project. The historic facade is braced onto the Mall and the remainder of the building is coming down. Once demolition is complete excavation for the underground parking can commence. This will largely be in the former Tumbleweed Parking lot as the building has a basement which will be converted to parking. New construction will begin following the excavation. The project is anticipated to take about 18 months to complete.

### Festival of Lights:

Preparation for this year's Festival of Lights is well underway. Lights are being placed on and around the Mission Inn, vendors are being signed up and new features are being planned. The familiar ice rink will not be back this year as the footprint for the rink and its supporting equipment is occupied by the Imperial Hardware project. For this year a carousel is being added in the Cal Tower block and a Ferris Wheel will be placed on 9th Street just east of the Mall. There will also be a train running on the mall.

As always, the switch on ceremony will be the day after

Thanksgiving and it will be spectacular with entertainment, lights and fireworks. New security and crowd control measures will be implemented this year as the event has grown so much. Last year there were on the order of 70,000 people downtown for the switch on ceremony. This year we anticipate more as the popularity of the event grows.

### Mess Hall:

The Mess Hall project in the vacant space in the parking structure next to the Fox Entertainment Plaza is moving forward. The Council signed an agreement with Artec Partners doing business as Riverside Food Hall to develop the space into a multi vendor common eating space venue similar to the Packinghouse in Claremont. Artec Partners will build out the space and select eight to ten vendors to operate small food and drink establishments. The hope is to have the project open late next year or early in 2018. This will continue the growth of Riverside as a dining destination.

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 18th 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 Miguel at 951-826-5419.

### Annual Nuestra Navidad Breakfast:

Latino Network will once again be hosting their Annual Nuestra Navidad Breakfast on December 14th 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 951-788-3471, or via email at ninfa@rchf.org.

### “The Art of Giving” Gala supporting the Riverside Arts Academy:

The Riverside Arts Academy Gala will be held on December 5th 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 ranging from \$500 Bronze Sponsor level and up to \$10,000 Platinum Sponsor. For more information about the Riverside Arts Academy and or to support current programs visit: [www.riversideartsacademy.com](http://www.riversideartsacademy.com). Thank you for your support and I hope you will join us at the Art of Giving Gala this December!

### Highlander Sport Update:

Women's Volleyball will be competing in their home game against UC Davis on 11/4 at 7:00 pm. Men's Soccer will be playing Big West on 11/5 for their first round of the Semifinals. The softball team will be playing against College of the Canyons on 11/13 at 10:00 am in their home game. Men's Basketball will be competing against Bristol University at UCR on 11/14 at 2:00 pm at UCR. For information on future games or how to purchase tickets, please visit the Highlander website at <http://gohighlanders.com> – GO HIGHLANDERS!!!

Andy Melendrez



# City of Riverside - Homeless Services

The City of Riverside has taken a pro-active approach to addressing homelessness by partnering with a wide-range of non-profit organizations, social service agencies and faith-based institutions. The City created a centralized environment to provide short-term emergency shelter coupled with a range of complimentary supportive services necessary to assist homeless individuals and families in addressing their challenges and achieve housing stability.

The City's Access Center, which is located at 2880 Hulen Place, serves as the entry point and service hub Riverside's Continuum of Care. It provides access to a wide-range of services under-one-roof including homeless street outreach, housing placement, employment development, benefits enrollment, health care access, mental health services, substance abuse recovery, veteran's services, life skills training, financial counseling, legal services, client stabilization resources, computer resources, transportation assistance, basic needs emergency assistance, and homeless prevention resources.

The U.S. Department of Housing and Urban Development (HUD) adopted the Housing First model, which emphasizes moving homeless individuals into housing as quickly as possible and providing the appropriate level of services to support housing stabilization and retention. In support of this approach to eliminate homelessness, the City implemented the following housing programs that help homeless individuals make the transition to permanent housing and independent living:

- **Tenant-Based Rental Assistance Program** provides eligible homeless individuals and families, and those at-risk of becoming homeless, with short-term rental subsidies coupled with home-based case management.
- **Through the HUD Continuum of Care**, the

City offers the Permanent Supportive Housing Program (SHP). Eight SHP units are reserved for chronically homeless individuals and seven units are reserved for homeless people with disabling conditions.

- **Shelter Plus Care**, "Street to Home" provides rental assistance to chronically homeless individuals that are currently living on the streets.
- **The City of Riverside Homeless Street Outreach Team** conducts daily mobile outreach and client service engagement for homeless individuals and families in service venues, and other locations throughout the city. The Outreach Team responds to the issues and concerns of people in need of assistance as well as local residents, businesses and others relative to homelessness in their communities. Focused on the "hardest-to-reach" and "service-resistant" chronically homeless population, the Outreach Team works in partnership with city staff, local service providers, health professionals, law enforcement, and the community at-large to help people get off the streets and connected with the services they need to gain stable housing and achieve self-sufficiency. Local service professionals and community volunteers are welcome and encouraged to participate in a "ride-along" to assist the Outreach Team with engaging people in need of services.

To seek assistance for a homeless individual or family, or to volunteer for a ride along, please contact The City of Riverside Access Center at 951-826-2200 or e-mail at [homelesshelp@riversideca.gov](mailto:homelesshelp@riversideca.gov).



## ARE YOU LOOKING TO

- Build your confidence?
- Grow as a leader?
- Improve your communication & public speaking skills ?

## Talk On Main Toastmasters Invites YOU!

Join us at our Open House on Thursday, November 17th  
From 11:30am-1:00Pm

Where: Riverside City Hall- 5th Floor Conference Room  
3900 Main St. Riverside, Ca 92501

**FREE EVENT & OPEN TO ALL!**

Learn how communication & leadership skills can take you where you want to go! Toastmasters is a friendly, safe way to learn how to speak at meetings, interviews, & make great presentations. You will see how we conduct a Toastmasters meeting, hear some great speeches & enjoy some refreshments.

For more information, please email Monica Roach  
[monica@drymyhousefast.com](mailto:monica@drymyhousefast.com)

[www.toastmasters.org](http://www.toastmasters.org)



# 39th 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 plus Healthy Kids Fun Run. 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 at 1 pm on Saturday, November 12, 2016 with the Clark's Nutrition Health Fair & Fitness Expo offering Run registration, pick-up of timing chips, bibs and t-shirts plus vendor booths and demonstrations, The Health Fair & Fitness Expo continues on Sunday from 5:45 am to noon.

Sunday morning, November 13, 2016, is Race day! Participants and spectators can enjoy the Finish Line Festival with live music and vendor booths. Kids can take part in the Grove Community Church's Kid's Fitness Fair. For more information, go to <http://missioninmuseum.org/mission-inn-run>

**Note to Downtown Businesses:** *There will be street closures on Sunday, November 13th 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.* 

## Mess Hall on Market to Provide Artisanal, Organic, Handcrafted Foods

The Mess Hall on Market project, approved recently by the Riverside City Council, aims to bring 14 independent eateries, experimental menus, food-themed events, cooking demonstrations, guest chefs and live entertainment to downtown Riverside.

Riverside Food Hall LP, an affiliate of Artec Partners of Pomona, said the Mess Hall on Market will specialize in locally-grown, artisanal, organic, and handcrafted foods with communal tables both inside and outside. The project at 3605 Market Street is part of the Fox Performing Arts Center and is immediately adjacent to the historic Fox Theater. For a look at what the project could look like, go to: <http://riversideca.gov/gallery/>

"Artec Partners has done extensive market research and is very confident in the viability of the proposed urban food court plan," said Jerry Tessier, President of Artec Partners, developers of the successful Claremont Packing House. "Downtown Riverside, given all the current and planned developments – from the Fox Performing Arts Center to the coming Imperial Hardware Lofts project -- is the right venue for this type of niche development."

The City Council approved a long-term lease with Riverside Food Hall LP to occupy about 15,500 square feet of restaurant, storage and dining space. Riverside Food Hall will have exclusive use of about 2,500 square feet of outdoor patio space and non-exclusive access to additional ground level plaza space and second-level patio space. A 396-space parking garage is above

the project.

Drawings of the proposed outdoor dining spaces depict state-of-the-art dining facilities with outdoor fireplaces, extensive landscaping and public art. Riverside Food Hall LP seeks to operate the Mess Hall on Market 24 hours per day, 7 days a week to attract patrons for breakfast, lunch, dinner, before and after shows at the Fox Theater, downtown residents and people seeking a late-night bite to eat.

For example, a coffee bar, bakery, or breakfast counter could be open as early as 5 a.m., with the rest of the operators opening between 9 a.m. and 11 a.m. for the lunch crowd. Some businesses would close by 10 p.m., but others could be open until 2 a.m., or later on weekend nights.

The Mess Hall on Market is expected to include established restaurateurs, food entrepreneurs and students from the Riverside City College Culinary Arts Academy. Purveyors will present diverse cuisines in individual spaces ranging in size from 150 square feet to 900 square feet, according to an application for a required conditional use permit filed this week.

The application states that the Mess Hall on Market will be "a culinary showcase that connects Riverside's agricultural roots with the latest trends in foodie culture" in a fun and affordable setting. Tessier hopes to be open for business on or before next year's Festival of Lights, which kicks off in late November, 2017.

*City of Riverside Press Release* 

## Business Spotlight: CAPTRUST



CAPTRUST specializes in providing retirement plan and investment advisory services to retirement plan fiduciaries, executives, and high-net-worth individuals. In serving our individual investors and

families, we have gleaned valuable insights and best practices over the past 29 years acting as a fiduciary and investment advisor to some of the country's biggest retirement plans that we can apply to your wealth planning and investment challenges. Our size provides us with access to best-in-class investment managers that we couple with customized wealth planning services delivered by experienced financial advisors. Our conflict-free business model means that our advisors' interests are aligned with yours. We have no products to sell and are in a position to offer truly objective

advice.

Teri Parker in CAPTRUST's Riverside Office has been in the industry since 1990 and currently acts as vice president, financial advisor. She holds the Certified Financial Planner (CFP®) designation. In her role, Teri is responsible for providing comprehensive wealth management services to high-net-worth investors, corporate executives, and business owners. She serves on the boards of United Way of the Inland Valleys, the Riverside Public Library Foundation, and the Riverside Estate Planning Council, and she is an executive committee member of ProVisors. 



# BUSINESS BUZZ

## 5 Ways to Drive More Traffic & Sales by Using Images in Your Marketing

In today's competitive, information-based economy, Internet marketers must increasingly think "outside the box" to stand out. Therefore, as you seek to establish your online presence, do not underestimate the power of photo marketing, i.e. the use of images, graphics and other visual elements to further your marketing goals.

Thanks to the proliferation of smartphones and tablets, you have the potential to use photo marketing to enhance your profile. In a matter of moments, you can capture photos, add appropriate filtering messages, and make these images go viral by sharing them on your favorite global platforms.

Why should you embrace photo marketing for business and social media marketing purposes? Here are five ways to drive traffic in increase sales by adding more visual elements to your marketing.

### 1. Stand Out on Social Media

While text-based communication (such as email marketing) is often ignored in an "information overloaded" world, photos strike an immediate and powerful chord with people. All it takes is a quick glance from a follower to trigger comments, likes and additional shares with their followers.

Using photos to gain followers and grow brand recognition has worked remarkably well for celebrities, be they entertainers, athletes or politicians. However, you don't have to be a celebrity to implement photo marketing strategies.

### 2. Tap Into an Existing Audience on Social Media

Today, there are well over two billion camera phones in circulation worldwide. This has accelerated the growth of image content and fueled the emergence of photo-centric social networks: Facebook, Instagram, Pinterest, Tumblr and many others.

The popularity of these networks underlies the reasons to get in on the act by following a simple formula: find, create, upload, share and engage.

### 3. Improve Search Engine Optimization with Images

A majority of website visitors prefer to contact businesses that show up with a meaningful, high-quality image during local searches. The reasons are simple:

- Images grab your attention and give the business more credibility.
- Photos of your business and to lesser extent business logos are powerful stimuli.
- Images motivate you to contact them about

their products and services.

Images also give you another opportunity to get ranked with and found in the search engines.

### 4. Increase Article (and other content) Views

There is a good correlation between photo marketing and article marketing, i.e. the use of articles to drive traffic to your blog, websites etc. for specific purposes. Using images in articles is useful in many niches, but not surprisingly, some niches will benefit more than others.

Some popular areas for combining photos with article marketing include:

- News and Current Events.
- Political Events.
- Sports and Entertainment.
- Food-related niche blogs (e.g. cooking, restaurants, nutrition, etc.)

Of course, you really can use photos no matter what market you are in, as long as it's relevant to the content you are using it with.

Tip: Make sure your photos are relevant to the article, and use search-optimized keywords for captioning.

### 5. Use Images for E-commerce Marketing

When it comes to e-commerce, pictures are indeed worth a thousand words. Websites like Amazon.com and eBay owe a large part of their phenomenal success to visuals that pull in prospects and buyers across the business spectrum.

In most retail surveys, consumers claim that they are more influenced by images (and image quality) than other factors like: ratings and reviews, specific product information and detailed descriptions. Apparently, photos on e-commerce sites make the best first impressions.

Photo marketing is at the vanguard of what business insiders have dubbed a "Visual Content Culture". If you are a "bricks and mortar" business owner looking to establish an online presence for the first time, photo marketing is for you.

If you are opening an online store, then consider high-definition HD images to draw in more attention and sales. Overall, to get better response rates, add photos to complement your current text and links updates. They work!

*From [www.thebalance.com](http://www.thebalance.com)*



## RDP Welcomes New Businesses to Downtown

Rubicela Caloca (Advanced Computer Repair)

Shelda Arceneaux (Antique Dealer)

Sandra Solorio (Antique Dealer)

Tin Heart Studios, Inc.

# Miracle on Main Street

On December 11th, the fourth annual Miracle on Main Street Toy Drive 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, 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 1,000 families.

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](mailto:Janice@riversidedowntown.org). We encourage businesses to help provide the joy of a toy to needy children and families.

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



## Save the Fireworks

Each year on the 4th of July the night sky comes alive with multi-hued rockets in a beautiful fireworks display at Mt. Rubidoux and La Sierra Park. The fireworks displays have been an Inland Empire tradition for families and revelers for over 30 years. The fireworks are tuned up with music, and produce amazing colors and designs as the music reaches its crescendo.

Due to recent budget reductions, the annual fireworks show is no longer funded by the City of Riverside and the Riverside Community Services Foundation needs your help to keep this tradition alive! The cost to conduct the events is approximately \$80,000. Any amount of giving is appreciated.

**\$80K** TO CONDUCT EVENT | **200K** SPECTATORS | **SHOWS BEGIN AT 9 PM**

### LOCATIONS

**La Sierra Park**  
5215 La Sierra Ave.

**Mt. Rubidoux**  
Mr. Rubidoux Dr. at 9th St.

#### Departments involved



PRCSD



FIRE



POLICE



LEGAL



CITY CLERK



RISK



ARTS & CULTURE



PUBLIC WORKS

Donate at:

[RiversideCommunityServicesFoundation.org](http://RiversideCommunityServicesFoundation.org)



Erica Green  
Marketing Supervisor  
951.826.2230  
[egreen@RiversideCA.gov](mailto:egreen@RiversideCA.gov)



**Teri Parker, CFP®**  
Vice President | Financial Advisor  
[teri.parker@captrustadvisors.com](mailto:teri.parker@captrustadvisors.com)

3663 Main Street, Suite C  
Riverside, CA 92501  
951.374.5500 office  
[www.captrustadvisors.com](http://www.captrustadvisors.com)

Investing for YOUR future...

## SAVE THE DATE

**RDP Annual Meeting and Awards Ceremony**  
**Wednesday, February 15, 2017**  
**Mission Inn Hotel & Spa**  
**Grand Parisian Ballroom**

Help us Celebrate Downtown Achievements in Arts and Culture, Business Activity, Events, Improvement, and Safety and Security.



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

ADDRESS SERVICE REQUESTED



**STAFF**

*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

*Communications and Events Liaison*  
Kate Stovicek

**BOARD OF DIRECTORS:**

**Executive Committee**

David St. Pierre, Chair  
Shelby Worthington, Vice-Chair  
Charity Schiller, Secretary  
Justin Tracy, Past Chair  
Shalini Lockard, Member  
Kris Whitehead, Member

**Directors**

Chuck Beaty	Bruce Blomdahl
Patrick Brien	Ian Davidson
Cherie Crutcher	Gerald Douglass
John Field	Michelle Freeman
Bill Gardner	Mike Gardner
Debbi Guthrie	Rafael Guzman
Wolde-Ab Isaac	Jeff Kraus
Nanci Larsen	Katie Leal
Kirk Lewis	Marco McGuire
Andy Melendrez	Stan Morrison
Robert Nagle	Brian Percy
RJ Rodriguez	Cara Swearingen
Andrew Guerra – ABP	

## 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, Ardie Bailor, and Doris Morton.

Nomination forms can be downloaded from the RDP website, [www.riversidedowntown.org](http://www.riversidedowntown.org) and should be sent to: Riverside Downtown Partnership, 3666 University Avenue, Suite 100, Riverside, CA 92501. Nominations can also be emailed in a PDF format to

[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org) The deadline for nominations is Friday, January 6, 2017.