

# BID Bulletin

Riverside Downtown Business Improvement District



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The next RDP monthly luncheon will be Tuesday, October 24th at the Mission Inn Hotel & Spa. The presentation will be on the UCR Athletics Department and RPU's rate proposal.

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

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

*Reservations not cancelled prior Friday will be charged.*

*The meeting is sponsored by*



## Downtown Business Improvement District

The Board of Directors of the Riverside Downtown Partnership (RDP) has approved the Annual Report for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) levy for the 2018 calendar year. The report has been submitted to the City for setting of the Public Hearing which is expected to be October 24th. The City will send 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.

The activities of the Downtown BID are funded by the BID 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. 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 recommended for 2018 are based on 2017 programs approved by the RDP Board of Directors.

RDP has allocated \$10,000 for parking activities in 2018 which 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 the purchase of a sidewalk sweeper, installation of murals, and pergola repairs. RDP has allocated \$7,500

for such efforts, including partnerships with other groups, in 2018.

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 Riverside Art and Music Festival in September. An allocation of \$25,000 through a combination of City matching funds and BID levy income will fund the 2018 activities.

Public events draw people to downtown who then shop and dine at downtown businesses. RDP has allocated \$15,000 in 2018 for funding and support for a number of third party events as well as the popular events, Movies on Main and Riverside Zombie Crawl. A portion of the City matching BID funds is also allocated in addition to the allocation of BID levy to public event activities.

As part of its 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 partners with Riverside City College's Cosmetology school for hair and makeup, giving students practical experience on models. RDP partners with Riverside Community Hospital on their Red Dress Fashion Show and Health Expo in February, and then with the Pink Ribbon Place of Riverside Community Health Foundation for the Fall Fashion Show in October to promote women's health issues.

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

*continued on next page*

## FALL EVENT UPDATE from page 1

the slower summer months. The event has been expanded city wide in partnership with the City of Riverside and the Arlington Business Partnership.

Doors Open Riverside, which provided for 'Doors to Open' to a number of historic buildings in downtown Riverside including several private buildings not normally open to the public, was first held in 2016. The event is a partnership between the City of Riverside, the Mission Inn Museum and Foundation, the Old Riverside Foundation, the Riverside Arts Council, and the RDPBIA. The 2017 event drew an estimated 1,500 people to various locations including three outside the downtown core.

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 on these activities. RDP has allocated \$200,000 for promotion of business activities in 2018.

## Market Your Business at RDP October Events


All downtown businesses are encouraged to participate by either having a presence at the following events or by providing materials for the RDP information table. For more information, please contact Kate Stovicek at 951-341-6550 at the RDP office.

**Downtown Riverside Fashion District's Fall Show** will take place on Thursday, October 5th at 6 pm in the City Hall Breezeway on Main Street. The show will feature unique fashions and accessories available from retailers in downtown


The Ambassador program is the most significant security effort of the RDPBIA. The Ambassadors patrol the downtown core weekdays from 9 am to 5 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues. The Ambassadors also patrol weeknights from 6:30 pm to 2:30 am, and weekends from 10:30 am to 2:30 am with specific focus on downtown City parking garages and parking lots

Other security activities include both a downtown Security Committee and a Marketplace Security Committee with representation from the Riverside Police Department, the Homeless Coordinator's department, and the business community. RDP also coordinates information meetings for hospitality establishments and businesses..

RDP has agreed to make a significant financial commitment to the new safety initiative undertaken by the City of Riverside, the Streetplus Safety Patrol. RDP's Board of Directors approved a \$50,000 financial contribution to Year 1 and subject to the renewal of the Business Improvement District (BID), a \$50,000 financial contribution to Year 2 of the Streetplus Safety Patrol. This funding is in support of the City's funding of \$338,172 annually.

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. 

Riverside and from The Pink Ribbon Place's Pink Ribbon Thrift shop. Following the show will be a vigil to honor those who have been impacted by breast cancer in our community.

**The Riverside Zombie Crawl** will be held on Saturday, October 21st from 2 pm to 6 pm on Main St between University and the City Hall Breezeway. DJ Albert Figueroa will MC the event and provide suitably spooky music while attendees enjoy Zombie themed carnival games, Halloween crafts, face painting and balloon art, followed by a costume contest. 

## RDP Welcomes New Businesses to Downtown

Ashley Child Stylist at Jon Michael Salon • Community Restoration Group (Real Estate)  
Cordoba Technologies • Cynthia Cianfrini (Antiques Dealer) • Doraval Discount (Wholesale)  
Dw Landscape Inc. • Eadie & Payne LLP (Accounting) • Flawless Nails (Skin Care) • Kathy's Simple Sweets  
Peter Owen Ton and Catherine Tong (Rental) • Pilea Love (Garden/Floral)  
Ruben & Cecilia Morales (Rental) • Socal United Legal Aid Office • The Rodriguez Law Group



**WATER**

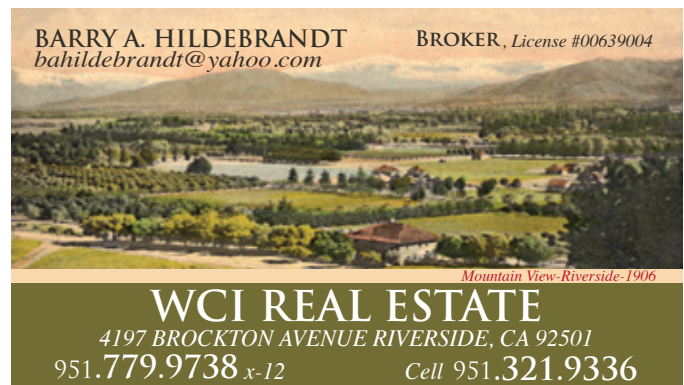
Watering restrictions have been lifted.

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


WATER | ENERGY | LIFE



CITY OF RIVERSIDE PUBLIC UTILITIES



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Mountain View-Riverside-1906

**WCI REAL ESTATE**  
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

### Downtown Goings On

**Ice Rink:** The Council has decided to forgo an ice rink during this year's Festival of Lights. It is not clear what this means for future years. Consideration had been given to expanding the Festival of Lights to White Park and locating the ice rink there. The cost was over \$400,000 in unbudgeted funds and the Council felt there were more pressing needs for that money. White Park will not be added to the Festival of Lights footprint this year.

**Council Vacancy:** The City Council appointed former Councilmember Steve Adams to fill the remainder of John Burnard's term. Mr. Adams will serve until the June 2019 election results are certified and the newly elected councilmember is sworn in.

I urge residents and business owners to participate in the Charter Review process that will take place in 2019. An issue with filling the vacancy created by the resignation of Mr. Burnard was whether to call a special election to appoint a replacement. The language of the Charter seems to require appointment, or at least a good faith attempt to appoint, regardless of the length of time the appointee would serve. There is a strong argument that the residents of a Ward ought to get to pick their representative if the term of service will be more than a few months. Changing this will require a Charter amendment, but I think it is something that should

be considered.

**Rose Parade Float:** For the first time in over half a century Riverside will have an entry in the 2018 Rose Parade. The float is designed to recognize the 25th Festival of Lights, the Mission Inn and Duane and Kelly Roberts' commitment to our city. The design was unveiled at the Mission last month. There will be an opportunity to help decorate the float during the early portions of the Festival of Lights.

**Main Library:** With a vacancy on the Council and Andy Melendrez unable to participate because he has property within 500 feet of the new library site, there were insufficient votes to make a final decision on the library design and funding in September. The item will be on the October 3 Council Agenda for a decision. With the Ward 7 vacancy now filled it is likely there will be sufficient votes to make a decision.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### Happy Autumn Days!

**Eastside Fall Festival:** Come one, come all to the Fall Festival! The event is free and open to the community; children of all ages are welcome. The Riverside Parks, Recreation and Community Services Department will be hosting the event on Friday, October 20 at Bobby Bonds Park from 5:00pm to 8:00pm where families can enjoy carnival game booths, arts and crafts, jumpers, musical entertainment and participate in a costume contest! For more information contact the Cesar Chavez Community Center at 951-826-5746.

**The Nightmare Before Christmas Art of Giving Gala:** Please join us at our 2017 "The Nightmare Before Christmas" Art of Giving Gala presented by the City of Riverside Parks, Recreation and Community Services Department and the Riverside Arts Academy Community Board. At the Riverside Art Academy, music, dance and visual arts changes lives every day. Through collective programs, children from underserved communities explore new avenues and realize their full potential through structured music, dance and visual arts classes. The Art of Giving Gala will take place on Wednesday, October 18 from 6 – 8 p.m. at the Cesar Chavez Community Center located at 2060 University Avenue. The cost of the gala is \$25 per person. For further information about the event please contact the Riverside Arts Academy office at 951-826-2441.

**Ward 2 Neighborhood Meetings:** Come out and join us at various Ward 2 neighborhood meetings. Below is a list of community led meetings that provide a wonderful opportunity for residents to meet and discuss various topics of importance.

- Eastside Neighborhood Forum Meeting, 1st Thursday of month, 5:30 – 6:30 P.M. at the Cesar Chavez Community Center, 2060 University Avenue, Riverside, CA 92507. Contact Miguel Lujano at 951-826-5419 for questions or comments.
- University Neighborhood Meeting, 2nd Thursday of month, 6:30 – 8:30 P.M. at Crest Community Church, 3431 Mt Vernon Ave, Riverside, CA 92507. Contact Guramantra Kahlsa at 951-784-7500 for questions or comments.
- Lincoln Park Neighborhood Meeting, 2nd Thursday of month, 6:30 – 8:30 P.M. at Lincoln Park Community Center, 2903 13th Street, Riverside, CA 92507. Contact Valerie Espinoza at 951-826-5355 for questions or comments.
- Eastside Community Health Partnership Meeting, 4th Wednesday of month on alternating months, 11:30 A.M. – 1:00 P.M. at the Community Settlement Association, 4366 Bermuda Ave, Riverside, CA 92507. Contact Terri Aiken at 951-685-8121 for questions or comments.
- Residents of Eastside Active for Health Collaborative Meeting, 3rd Wednesday of month, 10:30 A.M. – 12:00 P.M. at the Cesar Chavez Community Center, 2060 University Avenue, Riverside, CA 92507. Contact Terri



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## WARD TWO from page 3

Aiken at 951-685-8121 for questions or comments.

**UCR Home of the Highlanders:** Come root for our Gold and Blue UCR athletes and enjoy our fall sports. Featured athletic events to enjoy include our Women's Cross Country, Men's Cross Country, Women's Golf, Men's Golf,

Women's Soccer, Men's Soccer, Women's Volley Ball, Women's Basketball, and Men's Basketball. For a detailed list of all games and to purchase tickets visit: <http://gohighlanders.com/calendar.aspx>

Andy Melendrez



# Great Expectations for The Riverside Dickens Festival Silver Jubilee!

25 Years of Wit & Wisdom

SAVE THE DATE

The Riverside Dickens Festival

February 24th and 25th 2018

Join us for our most popular October Fundraiser:

Tales from the Victorian Crypt IV

The Old West will come back to life—more or less—during the fourth annual Tales from the Victorian Crypt event in Riverside's Historic Evergreen Memorial Cemetery, at the corner of 14th Street and Pine, on October 13 & 14, 2017. The vault opens at 6:00 PM; show starts at 7:00. Tickets go fast, so buy 'em while you can.

Clear the street for the sunset showdown when Code of the West re-enacts haunted history with a spectral shoot-out.

Hear untold tales from the days of saddles and six-shooters when restless spirits tell their unsettling stories: a cache of cursed gold; a hanged man bent on revenge; a murdered saloon girl demanding justice from beyond the grave; and even a colonel in gray dabbling in black magic.

Authors Ambrose Bierce and Edgar Allan Poe will also be there to make sure that you don't get much sleep that night.

The Old West is still with us and there's lots of unfinished business.

They don't call them "ghost towns" for nothing.

Tickets are \$25.00 and will not be issued - Guest list will be at gate.

Seating is limited and event sells out quickly.

Visit our website at [www.dickensfest.com](http://www.dickensfest.com) to purchase tickets or for more information.



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

# Assemblyman Medina and Mayor Bailey Kick Off Mission Heritage Plaza and Civil Rights Institute

Mayor Rusty Bailey and Assemblyman José Medina will introduce the new Civil Rights Institute of Inland Southern California and Mission Heritage Plaza to the public October 23rd at 10 am. The event will take place at 3933 Mission Inn Avenue and RDP members are invited to attend and learn more about this exciting project (see ad back page).



The Civil Rights Institute of Inland Southern California is the marquee component of the 92,000 square foot Mission Heritage Plaza. The project will provide 72 units of urban workforce housing and has been designed to activate the street level along Mission Inn Avenue with new offices for Fair Housing and 4,400 square feet dedicated to the Civil Rights Institute's Diversity Center and Exhibition Center.

Wakeland Housing & Development Corporation, an affordable housing developer headquartered in San Diego, is developing the housing component in partnership with the Fair Housing Council. The land for the project at Mission Inn Avenue and Fairmount Avenue has been acquired and

entitlements for the project are virtually complete at the time of this article.

Funding for the \$32 million project will include a combination of housing tax credits, Cap & Trade loans, federal veterans and affordable housing funds, and a significant contribution from the City of Riverside.

The Civil Rights Institute has just launched a campaign to raise \$2 million to underwrite the costs to open the doors of the Institute.

"This money will build out our space and get our programs started," said Rose Mayes, who wears two hats for this project, vice president of the Institute and CEO of Fair Housing. "People have been very generous during the silent phase of this campaign. We've raised almost half a million dollars, already."


As the voice of civil rights for inland Southern California, the Institute will:

- Provide public programming and children's programs focusing on civil rights and the region's civil rights history

- Program exhibits and performances that support civil rights activities
- House an archive and library of regional civil right materials
- Conduct oral history projects and support the production of civil rights audio and video productions through the media center
- Recognize the region's civil rights leaders and their impacts

One of the most innovative aspects of the project is its ability to create a new home for civil rights activities in the region by providing incubator space for non-profits engaged in civil rights activities and conference and meeting space for

community organizations. Outside the Institute, the Civil Rights Walk of Fame will feature sidewalk panels honoring leaders from the inland region whose work has furthered civil rights on a regional, statewide, national, or international level. To date, twenty of these “civil rights heroes” have been identified and eight donors have subscribed to the Walk of Fame program, underwriting panels to honor specific heroes at \$10,000 each.

For more information about the Civil Rights Institute go to [www.inlandcivilrights.org](http://www.inlandcivilrights.org) or call Rose Mayes at 951 (682-6581 x 101). The Civil Rights Institute of Inland Southern California is a charity under section 501 (c) (3) of the Internal Revenue Code. Tax ID number 45-4850970. 

## Don't Skimp on Cellphone Security

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

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

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

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

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

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

*Thanks to Consumer Cellular for the tips.*



## Business Spotlight: Tranquil Blossom Massage

We are excited to announce the opening of our business, it has taken a lot of hard work to make it happen. We are very excited to be a part of Riverside, and more specifically a part of Downtown Riverside.

Massage therapy is beneficial to all ages. The mission of our business is to always come from a place of compassion, free from judgement, and provide our clients with customized massage sessions according to their individual needs.

Tranquil Blossom Massage is not your typical spa. We customize all massages. The price of our customized massages can include deep tissue, hot stones, prenatal, Swedish, and sports massage to just name a few different techniques.

We are very proud to offer an Appreciation Discount for veterans, military personnel, police officers, fire fighters, and all 1st responders. They receive a Special Discount: \$25 off any service priced higher than \$40, and \$15 off any service below \$40 (must show your service ID as proof)

What sets us apart is that we offer Pediatric Massage Therapy, as well as, provide Infant Massage Classes. I teach parents how to provide their child with a full body massage. Infant Massage is a series of 4 classes, that are each approximately 1



hour long. You will learn to communicate love, comfort, care, and support through the power of TOUCH! It is simple, fun, and effective quality time!

The owner is an internationally Certified Pediatric Massage Therapist (CPMT) and internationally Certified Infant Massage Teacher (CIMT). She was trained and certified by LittleKidz Foundation, and personally trained by the founder and director of LittleKidz, Tina Allen.

Please come by and see the office, and book a massage!  
3995 Brockton Ave. Riverside, CA 92501  
909-314-7212



# SECURITY CORNER

## Downtown Entertainment District Police Patrols

On Friday night August 25, numerous POP Officers and detectives from the Riverside Police Department worked the evening hours and targeted the downtown entertainment area. They were on bicycles, on All Terrain Vehicles, and on foot. During the night, this group did 30 enforcement stops resulting in an arrest for a felony warrant, three arrests for illegal drugs, including one of which the suspect was already



on probation for burglary and in possession of credit cards belonging to someone else, an arrest for drug paraphernalia, and three public intoxication arrests, including on one suspect who was parole for assault with a deadly weapon.

These saturation patrols are in support of the Riverside Police Officers already working the area on foot at night and the new Streetplus Safety Patrols. The Riverside Police Department continues to support the City's and business community's vision of downtown being a vibrant, active, and safe destination for residents, employees, and visitors.


The Police Department was given grant money to have police personnel perform regular patrols around bars called "Know Your Limit." These are typically Traffic personnel who walk the area with a Preliminary Alcohol Screening ("PAS")



device. They ask for volunteers, have customers blow into the device, and then show the person how intoxicated they are. During this process they have a conversation about the customer not drinking and driving.

The grant also paid for the Police Department to paint one of its old police cars as half a taxi cab, with the wording "choose your ride." The point to that message is if you drink you can call a cab and get a ride but if you drive and are impaired the police will give you a ride due to an arrest. This is not about enforcement; this is an educational campaign to hopefully reduce DUI's and DUI related traffic collisions.

Kevin Townsend, Lieutenant  
Riverside Police Department  
North NPC Area Commander  
Desk: 951-826-5775  
Cell: 951-901-7586  
ktownsend@riversideca.gov

And just as a reminder, you can contact the **Streetplus Safety Patrol** at their hotline at 951-314-3802. You can also call their Program Manager, Bill Grace, at 951-314-2695 or email him at [bgrace@streetplus.net](mailto:bgrace@streetplus.net). Their office is located at 3737 Main Street (Cal Tower) Suite 107. 

## National Cyber Security Awareness Month

October is National Cyber Security Awareness Month which is an annual campaign to raise awareness about the importance of cybersecurity. The Internet touches almost all aspects of everyone's daily life, whether we realize it or not. National Cyber Security Awareness Month (NCSAM) is designed to engage and educate public and private sector partners through events and initiatives to raise awareness about the importance of cybersecurity, provide them with tools and resources needed to stay safe online, and increase the resiliency of the Nation in the event of a cyber incident.

**October 2nd to 6th – Theme: Simple Steps to Online Safety.**  
Week 1 will address the top consumer cybersecurity concerns, provide simple steps to protect against these concerns, and help the public understand what to do if they fall victim to cybercrime.

**October 9-13 – Theme: Cybersecurity in the Workplace is Everyone's Business**

Week 2 will showcase how organizations can protect against the most common cyber threats, and how they can strengthen their cyber resilience, including the use of the National Institute of Standards and Technology Cybersecurity Framework.

**October 16-20 – Theme: Today's Predictions for Tomorrow's Internet**

Week 3 will remind citizens that their sensitive, personal information is the fuel that makes smart devices work. While there are tremendous benefits of this technology, it is critical to understand how to use these cutting-edge innovations in safe and secure ways.


**October 23-27 – Theme: The Internet Wants YOU: Consider a Career in Cybersecurity**

Week 4 will encourage students and other job seekers to explore cybersecurity careers.

**October 30-31 – Theme: Protecting Critical Infrastructure from Cyber Threats**

Week 5 will look at cybersecurity in relation to keeping our traffic lights, running water, phone lines, and other critical infrastructure secure.

For more information about the campaign, visit <https://www.dhs.gov/stopthinkconnect>

And for resources on cybersecurity visit <https://www.dhs.gov/topic/cybersecurity>. 

## How Much is Your Time Worth?

by Scott Allen

It's an old cliché that we all know and understand, but to what extent do you really apply it in your business? Be honest with yourself, how much is your time worth?

As a business owner, you can't afford to spend your precious time doing \$10/hr work when your hourly output needs to be \$50/hr in order to turn a profit with your company each week. That's when opportunity management, having a productivity system with regimented rules in place and being willing to hire help comes into play.

For example, do you make a phone call when an email would do just fine? Sure, there's something to be said for spending a little extra time building rapport with your clients, but phone calls often stretch out into 10, 20, 30 minutes when taking five minutes to craft an email would have gotten the job done. Remember, your clients and strategic partners are busy too already. They may appreciate the efficiency of an email instead of a phone call.

On the other hand, are you an "email person," who insists on going back and forth via email, when a phone call is clearly necessary to iron out the issue? If something is going to require a lot of back-and-forth, a phone call may be more efficient. If you're trying to come to an agreement about something and you exchange more than two rounds of email, it's time to just pick up the phone.

What about picking up checks from clients? Entrepreneurs are always in a hurry to get paid, it seems, and again, there's something to be said for building rapport with clients. But often, picking up a check may mean the only person you actually speak to is the receptionist at their office. Is it really worth an hour of your time to say hello to their receptionist and get paid 1-2 days sooner? Just ask them to mail it to you.

### How Much Is Your Time Worth?

Have you figured it out?

If not, you should. To figure the minimum, figure out how much money you're making per year and divide it by 2,000, which is about how many hours the average person works per year. To figure the maximum, consider how much you make for your most productive time — closing a deal, a speaking engagement, billable client time, etc. Somewhere in between, there is the real value of your time.

There's a saying which I recall reading somewhere (I thought it was Harvey Mackay, but I haven't been able to track down the quote):

**Don't pay someone \$25 an hour to do \$7 an hour work.**

Plug your own numbers in there. Maybe it needs to be, "Don't pay someone \$50 an hour to do \$20 an

hour work." You're the first number. Whatever your time is worth, think about each and every activity that you're spending time on a regular basis. Could you outsource it to a bookkeeper, a virtual assistant, a web designer, a copywriter, a part-time employee, your spouse or even one of your kids? It's very difficult for most entrepreneurs to relinquish that control and delegate, but it's one of the best ways that you can ultimately increase your income while decreasing the number of hours you work.

If you're a freelancer,

Remember — most resources are potentially unlimited.

There's no limit to how much money you can make (someone can pass up Bill Gates, right?). There's no limit (other than self-imposed) as to how many customers you can have, or employees, or locations, or products or anything else.

But there are only 24 hours a day, 7 days a week, 52 weeks a year, and you have to spend some of that time sleeping, eating, playing, relaxing and growing with yourself, your friends and your family. Time is an entrepreneur's most precious resource, because it is the only one that is truly scarce. Be stingy with it.



**Riverside Arts Academy** presents

**The Nightmare Before Christmas Art of Giving Gala**

**Honoring Community Impact Award Recipients**

**Councilman Andy Melendrez**  
**Artist, Sae Mitchell**

**Host Committee:**  
**Mayor Rusty Bailey**  
**Councilmen:**  
**Mike Gardner • Mike Sothirots**  
**Chuck Conder**  
**Chris MacArthur**  
**Jim Perry**

*It was early in Fall  
On a Halloween night  
When Riverside's gathered  
To share in delight!*

*The RAA students  
Were practicing at night  
When Christmas came early  
Oh what a fright!*

*Music and fun can be your fate  
A Nightmare before Xmas  
is coming this date:*

**October 18, 6pm**  
**At the Cesar Chavez Center**  
**2060 University Ave, Riverside, CA**

*There will be gifts to be bought  
Food and drink to be had  
The Art of Giving Gala will not be BUD!*

*You can fill your stockings  
That hang by the fire  
With vacations, rest and even fires!*

*Changing lives is our dream  
Won't you join us, as we scheme?  
In raising dollars  
For future scholars  
For futures bright  
Attend this night*

*So open your hearts to the joys of the season  
And give the Arts to the kids  
For all the right reasons  
Increased Academic Performance  
Literacy by 3rd grade  
Building and supporting our kids and community*

*If you don't like grave yards  
And need something new  
This is more fun than just saying BOO!*

**Please purchase tickets online at**  
**riversideartsacademy.com**

**Please consider making your tax deductible gift**  
**online or mail to**  
**7197 Brockton Ave, Riverside, CA 92506**  
**Call 951 826-2441**

*Black and white attire preferred, Business elegant*



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)

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RDP Facebook Page

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Wakeland Housing and Development Corporation  
and the Board of Directors of the  
Civil Rights Institute of Inland Southern California  
cordially invite you to

**A kickoff event to Lay the Foundation  
for the Civil Rights Institute  
of Southern California**

and to celebrate the entitlements for Mission Heritage Plaza

**Monday, October 23, 2017 • 10 a.m. to noon**  
**3933 Mission Inn Avenue • Downtown Riverside**  
**featured Speakers Assemblyman Medina and Mayor Bailey**

Meet our  
development  
team

Refreshments  
will be served

Meet our  
directors



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