

BID Bulletin

Riverside Downtown Business Improvement District



In This Issue:

- Fall Event Update
- Downtown BID Renewal for 2017
- Council Corner Wards One and Two
- People with Developmental Disabilities are an Untapped Resource for Employers
- Business Spotlight: Coffee Court Bistro
- Business Buzz – The Five Kinds of Customers (and how to get them to buy more)
- Business Buzz – Low Budget High Impact Marketing You Need Right Now
- Security Corner – RDP Ambassador Program
- Security Corner – Consumers Want Detailed Info When Purchasing Products Online
- Security Corner – Two Workshops on Cybersecurity Offered in September

The next monthly luncheon will be on Tuesday, September 27th at the new Riverside City College Culinary Academy located in the new Centennial Plaza Building. The luncheon will be on the rooftop dining area with City Manager John Russo presenting a City update.

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 September luncheon is sponsored by Pacific Premier Bank.*



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Fall Event Update



Pokémon Go Third Saturday was launched on August 20th and Riverside was one of six pilot cities worldwide and one of two in the US. RDP and the City of Riverside worked with SMaRT Education and Feu Games to welcome over 5,000 Trainers (what Pokémon Go players are called) to downtown. RDP recognized the potential economic impact of Pokémon Go Trainers downtown and the opportunity to showcase our unique downtown and its shops and restaurants. As noted by Councilman Mike Gardner, as the city of Arts and Innovation, Riverside was proud to have been selected as one of the first cities for a Pokémon Go Third Saturday event.

Pokémon Go Third Saturday runs from 10 am to 2 pm and includes statistics tracking, Gym battles and prizes. RDP will be incorporating Pokémon Go Third Saturday into its September and October events and planning an accompanying event in November to encourage Trainers to stay downtown.

Riverside Art and Music Festival is a partnership between RDP and the Riverside Arts Council that combines the former Mayor's Ball and Summer Street Jam into a new event celebrating arts and music. The inaugural event takes place on Saturday, September 17th. The festival will close University from Lemon to Market in downtown Riverside with a stage located at University and Lemon. Cultural performances will be featured on the stage from 3 - 6 pm when the free concert begins with local favorites Naïve Thieves and Castle Pines opening, followed by the headliner, Allison Iraheta.



+ Halo Circus, at 8 pm.

Art and cultural exhibits will be on University from Orange to Main and will feature local artists and arts groups offering demonstrations, workshops, and sales. There will be a street performance area located at University and Orange featuring performances from cultural and other groups. There will also be a Chalk Art Festival at University and Main featuring local artists who will also demonstrate chalk art to young aspiring artists.

The Pokémon Go Third Saturday component will run from 10 am to 2 pm and will be located on Main Street adjacent to University Avenue and the Cesar Chavez monument.

The Riverside Mariachi Festival will take place on Saturday, September 24th from 9 am to 8:30 pm at Historic Fairmount Park. The festival celebrates Hispanic culture and Mariachi music and features acts from all over Southern California. It also includes a salsa contest, Ballet Folklorico Dance Contest and an art contest. For information about how to

become involved in the 2016 Mariachi Festival, please call 951-826-5303.

And in October:

Downtown Riverside Fashion District's Fall Show will take place on Thursday, October 6th at 6 pm in the City Hall Breezeway on Main Street. Fashion meets a local cause as the Riverside Downtown Partnership partners with The Pink Ribbon Place, a program of Riverside Community Health Foundation, to kick off National Breast Cancer Awareness Month. The show will feature unique fashions and accessories available from retailers in downtown Riverside and from The Pink Ribbon Place's Pink Ribbon Thrift shop. There is no cost to attend the event. Following the show will be a candlelight vigil to honor those who have been impacted by breast cancer in our community.

The **Riverside Zombie Crawl** will be held on Saturday,

October 15th 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, and face painting and balloon art, followed by a costume contest.

The **Pokémon Go Third Saturday** component will run from 10 am to 2 pm and will be located at the City Hall breezeway on Main at Ninth.



Downtown BID Renewal for 2017

Each year the Riverside Downtown Partnership (RDP) submits a report to City Council for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) for the upcoming calendar year. The report outlines the planned activities to be funded by the assessment on all businesses within the boundaries, equal to 100% of the annual business tax levied by the City of Riverside. City Council sets a date for a public hearing to review the report and approve the continuation of the Business Improvement levy. The City collects the levy on behalf of the Downtown BID and provides up to \$100,000 of matching money annually for improvements downtown. This year 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 six specific areas, parking, beautification, music in public areas, public events, promotion of business activities, and security. The activities, improvements, and any new efforts being recommended for

2017 will be based on the 2016 programs and on the current Strategic Plan.

Due to the change in submission of items and reports to City Council, the renewal process has been moved ahead one month. The RDP Board of Directors will review the annual report outlining the planned 2017 activities for the Riverside Downtown Parking and Business Improvement District (Downtown BID) at its September 14th meeting at The Center for Arts and Philanthropy, 3700 Sixth Street, at 7:30 am. Once the RDP Board of Directors has approved the report, it will be submitted to City Council and posted for public viewing on the RDP website, www.RiversideDowntown.org. The City will send out a notice to all downtown businesses advising of the date of the public hearing once it has been scheduled, likely in late October. The October Bid Bulletin will include a summary of the report's contents. If you have any questions regarding the BID renewal process or the report, please contact Janice Penner at the RDP office at 951-781-7339.

RDP Welcomes New Businesses to Downtown

By Design Ornamental • Inland Therapists (Health Care)

Matt Hause Photography • Southern California Sports Rehab, Inc.

The Social Media Solutions • The Castle Emporium (Antiques)

WATER
Watering restrictions have been lifted.
For more info visit:
BlueRiverside.com

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COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Pokémon Go Events Downtown:

Downtown Riverside has now hosted two well planned Pokémon Go events. The first was in Mid July and brought several thousand people to the Main Street Mall and environs. Despite having little warning and not being able to preplan things like police staffing and available public restrooms the event came off without much of a hitch at all. The Pokémon Go players, or Trainers as they are called, were polite and obeyed the traffic signals. Some restaurants ran short of food but planned to have more on hand for future events.

The second event was the first Pokémon Go Third Saturday or Pokémon GOTS event. There were six of these events on Saturday August 20 in different cities around the world. Riverside was one of only two US cities selected to host an event. When you think about it, that is pretty rarified company: one of six in the world, one of two in the United States, the only one west of the Mississippi, etc. Pretty good bragging rights.

The Pokémon GOTS event also drew several thousand people to downtown Riverside. Again, the trainers were polite and followed the traffic rules. Having learned from the prior event Ninth Street was closed to avoid pedestrians interfering with traffic flow at the uncontrolled intersection and RDP brought in several portable toilet facilities.

The city had anticipated there might be 10,000 or more people downtown for this event and planned accordingly. Extra police officers were on duty downtown and Code Enforcement was

on the mall to discourage unlicensed vendors. There was one vendor who did not want to leave, but other than that things worked perfectly and the smaller crowd was actually better as 10,000 in the space of the event would have been too crowded for trainers to enjoy themselves without getting in each other's way.



Riverside has made an effort to be Pokémon friendly for several reasons. First, it brings people to our city who otherwise might never come here. They eat, drink and shop while here and hopefully will plan to return to see more of the city now that they know about us. Second, the game gets people out walking and talking to people they might not otherwise spend time with. It is a good fit with Riverside's Fit, Fresh and Fun program. Third it promotes inclusivity and acceptance of others. I saw people of different ages, genders, races and ethnicities sharing information, talking and having a good time. With the tension we are seeing around the country lately this was refreshing. Last, the game is tech based and is a perfect match for the City of Art and Innovation.

Look for additional Pokémon GOTS events downtown in September, October and November. If they are successful who knows where this may lead.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Welcome Back to School!

It is with great pleasure that I welcome back all the students, parents and faculty from the Riverside Unified School District! Ward 2 is the proud home and location for the following five schools: Emerson Elementary, Castle View Elementary, Highland Elementary, Longfellow Elementary, John W. North High and Riverside Stem Academy. UCR will be welcoming new and returning Highlanders as their school year kicks off. This fall we have the following sports competing from now into early December: Women's Cross Country, Men's Cross Country, Women's Soccer, Men's Soccer and Women's Volleyball. For more information on dates and events for UCR Athletics or to become a member of the Athletics Association, be sure to check out the Highlander's Athletics website, <http://www.gohighlanders.com>.

HEAL (Healthy Eating Active Living) Zone:

The Eastside HEAL Zone has now gone into phase 2 of the grant. The partnership between the City of Riverside Parks and Recreations department and the HEAL Zone has brought over \$250,000 to the Eastside area. These moneys are being used to revitalize and create programs that would not otherwise be available to our communities. So far these funds have created opportunities to build a new park for the Bobby Bonds/Cesar Chavez Community Center, install fitness equipment for the Bordwell and Lincoln parks, and fund new youth and senior programs throughout the Eastside area. With Community input new projects are under way

and will continue to better the lives our Eastside residents.

Riverside Arts Academy & Harmony Project:

The Riverside Arts Academy has a diverse history rich in collaboration between the community and the City of Riverside with a single focus of introducing the visual and performing arts to the underserved at-risk youth of our city.



The Riverside Arts Academy now brings to our community a new project called the Harmony Project; committed to enriching the lives of Riverside's youth by teaching critical life skills through the arts. The Harmony Project will be coordinating an instrument drive that will help to provide instruments and lessons to underprivileged children in the Riverside area. This youth orchestra will have expert musicians training youth and it will start on August 22nd 2016. For more information or to donate visit www.riversideartsacademy.com.

Local Business Spotlight:

Our Local Canyon Crest Shopping Center has an array of wonderful restaurants to choose from. The Canyon Crest Shopping Center has a rich history and wonderful restaurants that provide an array of entertainment to our communities. Three local businesses that have recently caught our attention

continued on next page

WARD TWO from page 3

are Isabella's Cupcakes, Monarch Restaurant and Cellar Door Books. For more details about these wonderful businesses and others in the Canyon Crest Shopping Center visit: www.shopcanyoncrest.com/directory.

We also have some new businesses that have come to the City

People with Developmental Disabilities are an Untapped Resource for Employers

A positive outcome awaits employers who realize the benefit of hiring a person with a developmental disability.

The Arc of Riverside County is vendedored by the state to provide work opportunities for people with intellectual and developmental disabilities in Riverside County and have workers ready to do the job.

Too often these individuals are discounted based on their disabilities but many forward thinking businesses are giving them a chance. However, nationally over 75% of people with a disability are unemployed. But more and more people with developmental disabilities are working alongside people without disabilities in our community and many more are willing and able. They simply need an employer that can see the advantages of putting them to work. They are friendly, loyal, honest, hard-working and rarely absent.

Giving workers with disabilities a chance can benefit everyone. The employer gets a loyal and hard-working employee that doesn't mind doing jobs that others may not want to do. The person with a disability gets a regular paycheck and a feeling of satisfaction that is unmatched. The taxpayers see one more individual who is less of a financial burden on society as the worker becomes more independent.



of Riverside like Smartstyle Hair, Nail and Skin Care, Marthas Elotes, American Window Cleaning and Hung Nguyen Hair, Nail and Skin Care. To learn more about businesses and activities in our city visit www.explorerriverside.com.

Andy Melendrez

There are a couple ways that employers can participate. They can hire one person who comes with a job coach. This coach helps the employee with a disability learn the job. As the person with a disability becomes familiar with the job, the job coach often reduces their management and fades away.

Employers can also hire a small group with a job coach. This person works alongside the group and essentially provides on-the-job training and communication with the employer. In this case, the placement agency provides wages and benefits to the workers and works under a contract with the employer. In this arrangement the placement agency has all the responsibilities.

These employment opportunities make positive impacts. "I wanted a challenge and to show what I am capable of. I am more confident in myself and learn something new on the job every day," says Tiffany Sombrito, an employee managed by The Arc who works at March Air Force Base.

If you need more questions answered or would like to give it a try, email Taylor Lowell, Director of Employment tlowell@arcriverside.org or by cell at 760-505-0215.

Submitted by The ARC of Riverside County



Business Spotlight: Coffee Court Bistro

Coffee Court Bistro is proud to announce it has moved to a new, much larger location at 3607 10th Street; the same building but just a few doors down. The owners, Billy and Dave, offer new and improved

menu choices along with the fantastic lunch specials Coffee Court is known for.

The décor is a fusion of Café Bistro with a comfy relaxed feel, and features a new self-serve coffee bar. Coffee Court is perfect

for a lunch date, staff meeting, or just some quiet personal time. Billy and Dave invite everyone to stop by and see the new digs as well as enjoy their great food.

Open from 7 am to 4 pm, offering breakfast and lunch, as well as a wide range of coffees, smoothies, and frozen yogurt.

3607 10th Street
(951) 328-0866



COFFEE COURT

The logo for Captrust. It features a blue square with a white 'C' icon to the left of the word "CAPTRUST" in a bold, blue, sans-serif font.

CAPTRUST

Teri Parker, CFP®
Vice President | Financial Advisor
teri.parker@captrustadvisors.com

3663 Main Street, Suite C
Riverside, CA 92501
951.374.5500 office
www.captrustadvisors.com

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The logo for Maddilicious Catering. It features a circular design with the words "HANDCRAFTED", "MADDILICIOUS CATERING", "FOOD THAT INSPIRES YOUR SOUL", and "GOODNESS" arranged around a central red banner.

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BUSINESS BUZZ

The Five Kinds of Customers (and how to get them to buy more)

In the retail industry, it seems as though we are constantly faced with the issue of trying to find new customers. Most of us are obsessed with making sure our advertising, displays, and pricing all "scream out" to attract new business. This focus on pursuing new customers is certainly prudent and necessary, but, at the same time, it can wind up hurting us. Therefore, our focus really should be on the 20 percent of our clients who currently are our best customers.

In retail, this idea of focusing on the best current customers should be seen as an on-going opportunity. To better understand the rationale behind this theory and to face the challenge of building customer loyalty, we need to break down shoppers into five main types:

- **Loyal Customers:** They represent no more than 20 percent of our customer base, but make up more than 50 percent of our sales.
- **Discount Customers:** They shop our stores frequently, but make their decisions based on the size of our markdowns.
- **Impulse Customers:** They do not have buying a particular item at the top of their "To Do" list, but come into the store on a whim. They will purchase what seems good at the time.
- **Need-Based Customers:** They have a specific intention to buy a particular type of item.
- **Wandering Customers:** They have no specific need or desire in mind when they come into the store. Rather, they want a sense of experience and/or community.

If we are serious about growing our business, we need to focus our effort on the loyal customers and merchandise our store to leverage the impulse shoppers. The other three types of customers do represent a segment of our business, but they can also cause us to misdirect our resources if we put too much emphasis on them.

Let me further explain the five types of customers and elaborate on what we should be doing with them.

Loyal Customers

Naturally, we need to be communicating with these customers on a regular basis by telephone, mail, email, etc. These people are the ones who can and should influence our buying and merchandising decisions. Nothing will make a Loyal Customer feel better than soliciting their input and showing them how much you value it. In my mind, you can never do enough for them. Many times, the more you do for them, the more they will recommend you to others.

Discount Customers

This category helps ensure your inventory is turning over and, as a result, it is a key contributor to cash flow. This same group, however, can often wind up costing you money because they are more inclined to return product. (see Tips for Handling Store Returns).

Impulse Customers

Clearly, this is the segment of our clientele that we all like to serve. There is nothing more exciting than assisting an Impulse shopper and having them respond favorably to our

recommendations. We want to target our displays towards this group because they will provide us with a significant amount of customer insight and knowledge.

Need-Based Customers

People in this category are driven by a specific need. When they enter the store, they will look to see if they can have that need filled quickly. If not, they will leave right away. They buy for a variety of reasons such as a specific occasion, a specific need, or an absolute price point. As difficult as it can be to satisfy these people, they can also become Loyal Customers if they are well taken care of. Salespeople may not find them to be a lot of fun to serve, but, in the end, they can often represent your greatest source of long-term growth.

It is important to remember that Need-Based Customers can easily be lost to Internet sales or a different retailer. To overcome this threat, positive personal interaction is required, usually from one of your top salespeople. If they are treated to a level of service not available from the Web or another retail location, there is a very strong chance of making them Loyal Customers. For this reason, Need-Based Customers offer the greatest long-term potential, surpassing even the Impulse segment.

Wandering Customers

For many stores, this is the largest segment in terms of traffic, while, at the same time, they make up the smallest percentage of sales. There is not a whole lot you can do about this group because the number of Wanderers you have is driven more by your store location than anything else.

Keep in mind, however, that although they may not represent a large percentage of your immediate sales, they are a real voice for you in the community. Many Wanderers shop merely for the interaction and experience it provides them. Shopping is no different to them than it is for another person to go to the gym on a regular basis. Since they are merely looking for interaction, they are also very likely to communicate to others the experience they had in the store. Therefore, although Wandering Customers cannot be ignored, the time spent with them needs to be minimized.

Retail is an art, backed up by science. The science is the information we have from financials to research data (the "backroom stuff"). The art is in how we operate on the floor: our merchandising, our people, and, ultimately, our customers. For all of us, the competitive pressure has never been greater and it is only going to become more difficult. To be successful, it will require patience and understanding in knowing our customers and the behavior patterns that drive their decision-making process.

Using this understanding to help turn Discount, Impulse, Need-Based, and even Wandering Customers into Loyal ones will help grow our business. At the same time, ensuring that our Loyal Customers have a positive experience each time they enter our store will only serve to increase our bottom-line profits.

From www.thebalance.com/

BUSINESS BUZZ

Low Budget High Impact Marketing Strategies You Need Right Now

The secret to creating a high-impact marketing plan is to optimize your limited budget. A one-time radio ad blitz, a glossy brochure, or a shiny new website will quickly erode your budget and derail your marketing plans. Use low-budget marketing to get your message out to your customers on a regular basis, and watch sales revenue grow.

There are several reasons why a low-budget marketing plan is a must for small business in today's advertising bloated society:

- Expensive ad exposure does not necessarily translate to increased sales. Every marketing dollar spent should produce a good return in sales.
- Your target customers need to hear your marketing messages at least seven times to influence a buying decision. Using marketing strategies outside your budget, doesn't allow you to repeat your message often enough to make an impact.
- Marketing impact can be greatly improved by using multiple marketing channels. Prospects will likely become buyers if they read about your company in the newspaper, attend a seminar, take home a brochure, and visit your small business website.

Ultimately, the further you can "stretch your marketing dollars" to reach your target market in multiple channels, the higher the impact of your marketing message. The following low-budget, high-impact marketing techniques are a great place to start.

1. Get a Piggyback

Hitching a ride on the marketing of another company can save your small business time and capital. When computer reseller franchise, Computer Exchange, was looking for methods to reach price conscious consumers on a low budget, the company followed Wal-Mart openings. Wal-Mart's big budget marketing department would carefully select the new store openings based on demographics and other costly analysis. Cyber Exchange opened stores in the vicinity of Wal-Mart saving real-estate selection costs and piggy backing on Wal-Mart's marketing plan.

2. Find the Right Target

A critical part of your marketing plan is targeting the right customer. For a low-budget high-impact marketing plan to work, you need to find customers who are easy to identify and affordable to reach.

Forget the mass market and go for small niche markets. For example, local, large breed dog enthusiasts can be reached by clubs, special shows and targeted publications. Reaching all dog owners will be ineffective because of limited exposure combined with higher costs of marketing in mass publications.

3. Make Yourself Newsworthy

A mention of your company in the right media can help deliver your marketing message in a low cost manner. My local plumber has mastered the art of self-promotion. When a child's red wagon was stolen, "Pete The Plumber" showed up in his Super-Hero painted van to bring a brand new wagon to the child. It was a good deed; resulting in plenty of media talk.

4. Form a Joint Venture

Joint ventures are too powerful for small businesses to ignore. Forging an alliance with a group of small companies or a large corporation can give your marketing plan the ultimate "bang for the buck." A joint venture will lower your costs, enabling you to enter into new markets and create new distribution opportunities.

5. Maximize Referrals

The most cost-effective method of reaching new customers is by referrals from satisfied customers. A satisfied customer telling others about your small business is more effective than any fancy ad campaign. Spend time to get customer referrals and leverage word of mouth marketing on a regular basis.

These are just a few of many tactics and strategies used by small business to create a high-impact marketing plan on a low-budget.

From the www.thebalance.com/



SECURITY CORNER

RDP Ambassador Program

RDP 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. 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. Please note that the

Ambassadors are not able to deal with issues inside private property such as an individual causing a disturbance within a business. Ambassadors are only able to deal with issues on the public right of way. If you have any questions regarding the role of the Ambassadors, please contact Janice Penner at RDP.



SECURITY CORNER

Consumers Want Detailed Info When Purchasing Products Online

Findings of a recent study highlight the opportunity for retailers to up their game; price ranked third in impacting purchasing decisions. The vast majority (94 percent) of would-be buyers would abandon an e-commerce site if product content is deficient and they are unable to find the information they need, according to a recent survey by Salsify.

The study of more than 1,000 online shoppers also revealed Millennials are 60 percent more likely than other adult age groups to click over to a product based on a friend's social post, and are 72 percent more likely to purchase based on photos of others who have used it. Tellingly, Millennials also are 50 percent more likely to rank ratings and reviews as the most important factor when deciding which site to buy from. A whopping 88 percent demand accurate, rich, and complete product content to buy something on a particular ecommerce site.

"Because product information is so important to shoppers' buying decisions, retailers are putting increasing pressure on brand manufacturers to deliver accurate, detailed product content," Josh Mendelsohn, director of Product Marketing at Salsify, told eWEEK. "The only way to deliver on those demands is to have a single source of truth that the entire go-to-market organization can rely on. Product, sales, marketing, legal, ecommerce—creating, approving and syndicating product content is a cross-functional process that requires a single source of truth."

Mendelsohn noted that having a process for creating high-

quality images of products continues to be a challenge because many manufacturers are not thinking digital-first. "We've talked to many customers who even have to resort to opening boxes and just snapping pictures in their warehouses to get clean images of a product from every angle," he said. "The most innovative customers are switching to an all-CGI, pixel-perfect approach to imagery, meaning the images can be ready across platforms even before the products are manufactured, speeding time to market by several weeks."

Findings highlighted the significant opportunity for retailers to up their online game: Surprisingly, price ranked third with regards to impact on a consumer's decision to make a purchase, after detailed product descriptions (first) and ratings and reviews (second).

"There are a number of brands and retailers looking to create more immersive and personalized experiences for the shopper," Mendelsohn said. "They are experimenting with virtual reality and using machine learning and artificial intelligence to understand where shoppers are on the buyer's journey, and respond with the right information at the right time."

However, he noted these experiences have to be delivered how and when the consumer wants them, whether it's mobile, desktop or in-store. "The consumer is now in charge, and any experience that forgets that is doomed to fail," Mendelsohn said.

Article from eweek.com written by Nathan Eddy

Two Workshops on Cybersecurity Offered in September

The increase in the use of digital data and social media has brought an increase in security breaches and malware. Learn how to avoid and protect your business from security threats and learn how to detect data loss and possible breaches.

The Riverside Downtown Partnership is hosting a free workshop on Cybersecurity on Thursday, September 22nd from 8:30 am to 10 am at the Center for Arts and Philanthropy located at 3700 Sixth Street. George Khalil, Information Security Officer for the City of Riverside, will be the presenter. Mr. Khalil holds a Master's Degree in Information Security Engineering and has over 20 years of experience in managing networks, servers, and security for government entities. Please call the RDP office at 951-781-7335 to register or email janice@riversidedowntown.org

The City of Riverside in partnership with the County of Riverside EDA and other partners is holding a Cybersecurity Summit on Friday, September 30th from 8:30 am to 4 pm at the Bourns Technology Center. There will be networking opportunities, one-on-one consultations, security industry vendors and exhibitors. Registration of \$30 includes breakfast and lunch. To register, go to <https://www.eventbrite.com/e/inland-southern-california-cybersecurity-summit-tickets-26714159771?aff=es2>



Inland Southern California Cybersecurity Summit

Cybersecurity threats are increasing in sophistication and frequency while disrupting businesses of all sizes.

Join us at the Inland Southern California Cybersecurity Summit to learn from industry experts about the current state of these threats and discover how to defend your organization against a range cyber-attacks.

**Friday September 30, 2016
8:30 AM to 4:00 PM**

Bourns Technology Center
1200 Columbia Street
Riverside, CA 92507

Who Should Attend?

Chief Security Officers, Directors of IT, Network and Application Managers, Data Architects and other executives tasked with protecting corporate infrastructure and customer data while bringing a new level of security awareness about hackers and cybersecurity breaches to their organizations.





3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org

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
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RDP Facebook Page

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Brian Pearcy	RJ Rodriguez
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ADDRESS SERVICE REQUESTED



NOTICES:

Just a reminder: We are asking for your input on Downtown and on specific issues of importance. Please go to <https://www.surveymonkey.com/r/222JYLX> to complete the survey online by September 30th.

The City is holding a Downtown Business Meeting on Tuesday, September 27th from 10 am to 11:30 am on the 2016 Festival of Lights event. The meeting will be in the Mayor's Ceremonial Room on the 7th Floor of City Hall. All downtown businesses interested in or impacted by the event are encouraged to attend.