

# BID Bulletin

August 2013

Riverside Downtown Business Improvement District

DOWNTOWN  
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There is no monthly luncheon  
in August.

The next luncheon will be  
**Tuesday, September 24, 2013  
at Noon**

Featured Speaker:  
**Rob Field**  
County of Riverside

Location:

**Euphony Restaurant & Lounge**  
*Look for more details in the next issue*

The cost of the luncheon is \$20  
with reservation by Friday prior  
to the meeting, or \$22 at the  
door. Reserve by calling the  
RDP Office at (951) 781-7335.

*Reservations not cancelled  
by the prior Friday  
will be charged.*



## Riverside Residents Give City High Marks for Livability and Educational Opportunity

The survey conducted as part of the ongoing "Seizing Our Destiny" effort notes immense pride that residents have in their city, and suggests areas for improvement. Riverside residents overwhelmingly feel that Riverside is a good place to live and raise a family, and they strongly believe in the city's schools, colleges and universities, according to the new Riverside Community Quality of Life Study released today as part of the ongoing "Seizing Our Destiny" initiative.

Riverside residents also have tremendous pride in their community and enjoy a sense of belonging to it, according to the survey. They see the city as a good place to be active and healthy, and they view Riverside as offering strong access to arts and cultural events.

"These results confirm what a lot of Riversiders know in their hearts – they love their city and they feel good about living here," Mayor Rusty Bailey said. "The survey also provides valuable insight into where we can do better in changing conditions, perceptions or both. There's always room for improvement."

Among the survey's findings:

- 90.2 percent of Riverside residents who replied to a phone survey agreed or strongly agreed that they are proud to live in Riverside.
- 84.9 percent felt a sense of belonging in their community.
- 88.6 percent agreed or strongly agreed that Riverside is a good place to raise children. 83.8 percent agreed or strongly agreed

that "there are good schools in my neighborhood."

- 98.7 percent agreed or strongly agreed that it is important for young people to go to college or trade school, indicating a strong college completion culture in the city.
- 90.4 percent agreed or strongly agreed that the city is a good place to be active and healthy.
- 84.1 percent agreed or strongly agreed that Riverside is a good place to enjoy arts and culture.

The survey also indicated areas in which Riverside can improve or, in some cases, improve perceptions.

For example, 75.9 percent of people who responded to the phone survey felt that Riverside is a good place to own or operate a business or non-profit organization, but the percentage was lower in a linked online and paper survey (61.2 percent for residents and 70.4 percent for non-residents). That indicates that more can be done to make people aware of the business retention and enhancement efforts underway by local, state, federal and private entities.

In regard to safety, 82.1 percent of respondents to the phone survey said they felt safe to walk in their neighborhood, but perceptions vary across different areas of the city. For example, 92.9 percent of respondents felt safe to walk in the 92506 zip code, compared to 70.6 percent in the 92507 zip code.

Only about half the residents (50.4 percent in the phone survey) felt satisfied with progress being

made in addressing homelessness. About the same amount (51.7 percent) agreed or strongly agreed that Riverside is a good place to find a job.

The survey was conducted with the Institute of Applied Research and Policy Analysis at California State University, San Bernardino. The survey polled 518 residents by phone in March regarding their views on a variety of aspects of life in Riverside. The results of the phone survey provide a statistically valid random sample of Riverside residents that matches the 2010 Census demographic profile. The margin of error was 4.3 percent.

A separate survey effort conducted online and with paper surveys recorded the opinions of people who both live and work in Riverside. The "online" survey was not random and therefore is not as reliable as

the phone survey, but it did provide an opportunity for community engagement and wider participation in the survey process. The paper survey of 304 people was conducted at various events and public venues; the online survey garnered 3,192 responses.

The survey results provide a baseline for long-term measurement of progress toward reaching the goals of the "Seizing our Destiny" community engagement effort. The "Seizing Our Destiny" vision includes four pillars – Intelligent Growth, Catalyst for Innovation, Location of Choice and Unified City.

Survey results can be found at [www.RiversideSurvey.com](http://www.RiversideSurvey.com). More information about the Seizing our Destiny effort can be found at <http://SeizingOurDestiny.com>

Source: City of Riverside News Release



## SECURITY CORNER

### Changes in Personnel at North Policing Center

The North Policing Center will be seeing three officers leave in July as they return to patrol. Officers Joshua Sturdavant, Michael Dillon, and Chris Tavaglione have been great assets to downtown and are three of the NPC officers recognized by the Riverside Downtown Partnership with the Safety and Security Award last February. RDP wishes them the best in their new assignments.

Lieutenant Vance Hardin has advised three officers have been selected for the open North Policing Center's POP (Problem Oriented Policing) /Bike officers spots. Lieutenant Hardin stated, "This spot was very competitive and we were very impressed with all of the officers who competed. The listed officers will start their POP/Bike assignment and will report to their NPC at shift change July 2013".

The three new officers joining the North Police Center are Officer John Allison, Officer Chamroeun Ouk, and Officer Roger Serrato. Officer Dave Hammer continues with the North Policing Center.

### RDP Partners with City and Police to increase security camera coverage.

In the past year, RDP has installed an additional five security cameras in downtown, adding to the four already installed. The five cameras are connected to City through the City's fiber optic network and accessible to police through their own ISP address. Three of the cameras are located in the vicinity of University and Orange to cover the hospitality establishments and two are located on the Raincross Square building located at Main and Fifth to cover the adjacent area including the alley. Thanks to the owners of the Raincross Square building for their partnership in funding one of the two cameras.

RDP will be looking at several other locations for security cameras in the upcoming fiscal year. All locations are based on Riverside Police Department recommendations.



## Shop Local Business Spotlight

Jon Michael Salon



Check out the article at <http://www.riversidedowntown.org/buy-local/>





# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Bonaminio Park Grand Opening

June 29 saw the long awaited opening of Riverside's newest park, Ryan Bonaminio Park at the Tequesquite Arroyo. The park name honors RPD Officer Ryan Bonaminio who was murdered on duty in November of 2010 as well as recognizing the historic name of the arroyo in which it sits. In the photo below you can see the two Little League baseball fields, the basketball courts and the playground. Large open grassy areas invite picnicking, kite flying and pick up sports activities. The 350 space parking lot serves the new park as well as visitors to Mount Rubidoux and the Santa Ana River Trail.



There is a naturally vegetated buffer area at the bottom of the picture that helps separate the active portions of the park from the residential areas to the south. To the left of the photo are a restored alkali meadow and a community garden. The park has about 2 miles of sidewalk and decomposed granite walking trails and has become a popular destination for walkers and runners of both the two and four legged variety.



Bonaminio Park was almost 40 years in the making. The land was contributed by Riverside Community Hospital which had taken a portion of the former Evans Park for an earlier expansion. The hospital bought a 43 acre diary at the corner of Palm and Tequesquite Avenues and donated it to the city as replacement for the park land they converted to hospital uses. For a variety of reasons the city did not develop the park until now. Bonaminio Park is within walking distance to the Downtown, Wood Streets and Grand neighborhoods.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

Hello Riversiders! There are still plenty of summer festivities taking place throughout Downtown and Ward 2, be sure to take advantage of these FREE events while they are here. If you're a music lover, then be sure to make your way over to the Canyon Crest Towne Centre on Tuesday, August 16th for cool Jazz and free crafts for children. The concert begins at 6:30 PM and is welcome to those who RSVP in advance. For more information and a list of other concert dates, please visit the Canyon Crest Towne Centre's website at, [www.cctownecentre.com/calendar\\_and\\_events/towne\\_centre\\_events](http://www.cctownecentre.com/calendar_and_events/towne_centre_events).



Only a short way down from Canyon Crest is the very popular University Village! Here you can find a great selection of lunch options and enjoy hearing young musicians perform in the UV's Summer Concerts! Concerts are held every Thursday, running until August 22nd. For the list of bands and performance times please visit the UV's website at, <http://www.universityvillageriverside.com/>.

The Riverside School of the Arts and I would like to extend an open invitation to the community for our School's 'Summer Ballet Program Reception.' We are all very proud of the students who participated and would like to acknowledge our Parks & Recreation team, along with all the wonderful volunteers who made it happen! I had the pleasure of recently attending the 'Lyric Opera Program Final Concert' at the Cesar Chavez Community Center, and would like to recognize all the students, adults and volunteers who participated. The Lyric Opera Program has grown tremendously and we look forward to an encore! Please join us on July 24th at 11:30 AM for the Summer Ballet Reception, and if you haven't done so yet - please stop by to drop off any used or new instruments for the School's Instrument Drive.

Come one, come all - the Eastside HEAL Zone will be holding a Kickoff Event on July 27th at Patterson Park! This event will be open for Eastside residents and will be sharing information on healthy eating and active living. For more information please see the following website, <http://healthyriversidecounty.org/home/index.php/coalition/ehz>.

Lastly, Ward 2 will be participating in National Night Out! Thus far I have received invitations to attend four neighborhood gatherings, all in one evening. WOW! If you would like to set up a neighborhood event or block party, please visit the Riverside Police Department's website to register! National Night Out will be held on Tuesday, August 6th - I hope to see you then!

Andy Melendrez



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## Summer Entertainment at the Fox

Programming at the Fox Performing Arts Center and the Fox Entertainment Plaza brings people to downtown Riverside, many of who dine either before or after the performances. It also gives them an opportunity to see what downtown Riverside has to offer in terms of retail and services.

The Fox Performing Arts Center is once again showing classic movies during the summer, following up on their successful Humphrey Bogart series of last year. This summer the Fox is presenting a Hitchcock Fridays Film Festival with classic films of the 1940's and 1950's.

The film festival kicked off on July 19th. During August, the films shown will be:

August 2nd – The Wrong Man with Henry Fonda and Vera Miles

August 9th – Suspicion with Gary Grant and Joan Fontaine

August 16th – Strangers on a Train with Farley Granger, Ruth Roman, and Robert Walker

August 23rd – I Confess with Montgomery Clift and Anne Baxter

August 30th – Stage Fright with Jane Wyman, Marlene Dietrich, Michael Wilding, and Richard Todd

Tickets are \$9 plus service fee if purchased through Ticketmaster.



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## “Rock N’ Roll” Thursdays at The Box

Radio legend Brian Bierne, “Mr Rock N’ Roll,” is coming back in August with an exciting summer line-up of tribute bands at the newest venue in Inland Southern California - The Box at the Fox Entertainment Plaza in Riverside.

August 1 - Bella Donna: A Tribute to Stevie Nicks and Fleetwood Mac

August 8 - Surfin’ Safari: The Ultimate Tribute to The Beach Boys

August 15 - Mark Barnett: Revisiting the Orbison Years

August 22 - Creedence Relived: A tribute to Creedence Clearwater Revival

August 29 - Gregory Wolfe as Rod Stewart

Tickets are \$22 plus service fee but there is a multiple show discount that allows patrons to purchase tickets for three performances for \$18 each, for a total of \$54.



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## Forever Dreams for Veterans

‘Forever Dreams for Veterans’ will debut on October 13, 2013 at the Riverside Auditorium and Events Center with a matinee performance at 12:30 pm and an evening performance at 6:30 pm. A multi-sensory “Circus feel, with a touch of Broadway” production, the show features an eclectic array of music, fire spinners, and silk aerialists along with dynamic special effects. The show stars international fire dancer, Rachael Jessee and professional pole dancer and silk aerialist, Suwasit.

NexusWellTainMent is the creative force behind ‘Forever Dreams for Veterans’ with Janet Franco-Dunn as Executive Producer and Brian Havens as Music Producer and Composer. ‘Forever Dreams for Veterans’ was created to benefit the military by raising funds and awareness for the treatment of Post Traumatic Stress Disorder. Each production will showcase the story of a serviceman or servicewoman

who suffers from PTSD. In addition to the two performances, there will be a wellness expo from 10:30 am to 5:30 pm featuring experts and new therapies for the treatment of mental illness and depression.

NexusWellTainMent is aligning with the Riverside National Cemetery Support Committee, a 501(c)(3) operating on behalf of the cemetery, in order to raise money and awareness for the erection of a long-awaited memorial at Riverside National Cemetery honoring the service and ultimate sacrifice of Vietnam Veterans.

Tickets can be reserved online at [www.foreverdreamsforveterans.com](http://www.foreverdreamsforveterans.com) Sponsorship and vendor opportunities are also available by calling 1-888-GTN(486)-0070.







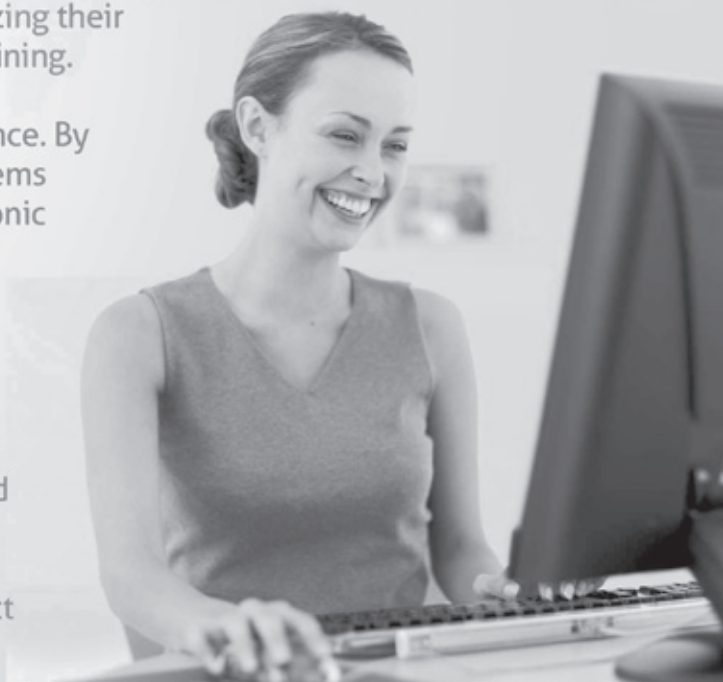
## Digital Inclusion Program Help a Riverside Family get a Free PC

SmartRiverside is a 501(c)(3) non-profit organization established in 2006 providing free computers and free WiFi internet access to low income families in Riverside. The Digital Inclusion program has delivered over 6,000 PCs with a goal of delivering an additional 1,000 annually.

Digital Inclusion staff refurbishes the computers and installs Microsoft Windows, Microsoft Office, and a wireless access device in order to access SmartRiverside's WiFi network. The WiFi network covers over 58 square miles of Riverside providing free wireless Internet service. SmartRiverside gives PCs to families with combined total income levels under \$45,000 and who enroll and complete a free 8-10 hour technology training course. SmartRiverside partners with local community groups and school districts by utilizing their facilities and instructors for the training.

SmartRiverside needs your assistance. By donating your used computer systems and e-waste (TVs and other electronic equipment) you can help provide low income students and senior citizens with computers that they otherwise could not afford.

Please help us achieve this goal by donating your older equipment and e-waste to SmartRiverside. To coordinate a drop off or pickup (for large quantities), please contact SmartRiverside:



**[www.SmartRiverside.org](http://www.SmartRiverside.org)**

**(951) 351-6190**  
2801 Hulen Place  
Riverside, CA 92507

## BUSINESS BUZZ

### Business Marketing – No such thing as B2B?

No matter what you do, you're not marketing and selling to a business, you're marketing and selling to people - to individual decision makers who, on behalf of their businesses, will choose to hire your business. In other words, says Dave Kerpen, chairman of Likeable Media, a social media consultancy, there's no such thing as B2B, only B2P: business to person.

Kerpen believes that these decision makers, like the rest of the country, are using social networks to connect with others and gather information. As such, an effective social media presence focuses on starting conversations and building relationships with those individuals online.

While many B2B marketers are dubious about finding their prospects on Facebook, there are other social media sites where your prospects and customers may be congregating, such as Slideshare, LinkedIn and Foursquare. Customers

air grievances, recommend products, and ask for advice when using their social networks, so searching for keywords on each social media site can help you find those conversations and prospective customers. The key, says Kerpen, is to go to those sites and create value for your prospects and customers. In other words, be informative, entertaining or educational.

Kerpen also believes that social media is like a 24/7/365 focus group, allowing companies to listen to more people than ever before. However, he cautions, being responsive is absolutely essential. "Today's comment cards are Facebook and Twitter posts, and if you don't respond, that's now a response in itself... It means you're a company that doesn't care about a customer."

*Courtesy of PIP Printing and Marketing Services  
Business 2 Business Update July issue*



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### Community Merchants USA Offers Electronic Payment Card Resources to Small Businesses

Community Merchants USA (CMUSA) is a non-commercial organization that seeks to educate small business owners on the value of electronic payments. CMUSA offers free resources, webinars and live events to help business owners understand how payment acceptance can help in starting, managing and growing a business. The URL is [www.communitymerchantsUSA.com](http://www.communitymerchantsUSA.com).

CMUSA assists businesses in managing card

payment processing costs, shopping around for payment services and preventing card fraud. It offers advice on accepting payments online, card acceptance discount programs and mobile payments acceptance.

If you have questions, feel free to call 415 824 0582. Or visit us on the web at [www.communitymerchantsUSA.com](http://www.communitymerchantsUSA.com).



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### Congratulations to Gram's Mission BBQ

Gram's Mission BBQ is celebrating its 26th anniversary and Bobbie Bratton's 70th birthday with a Ho Down on Sunday, August 4th on Main Street.

The event includes music, antique cars, children's activities, games and raffles. The cost is \$25 and includes BBQ and sides.



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### Dance Club at the Showcase

Paladin Promotions will be hosting a Dance Club on Saturday, August 24th from 7 pm to Midnight featuring the sounds of the 80's and Wee Willies Sound and Lights Show. Tickets are \$20 plus service fee. For

more information go to [www.paladinpromotions.com](http://www.paladinpromotions.com)

The Showcase is part of the Fox Entertainment Plaza and can house exhibits, special events and more in its specially designed space.







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**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  
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RDP Facebook Page

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## Market Street Improvements

On April 21, 2012, the City Council approved a three year pavement rehabilitation and preservation program. The program anticipates rehabilitating approximately 24 miles of arterial highways and 26 miles of local streets. One of the next projects to be completed will be Market Street where various repairs will occur to preserve this important downtown corridor.

#### **Project Location:**

Market Street: From Fourteenth Street to Houghton Avenue

#### **Approximate Construction Period:**

August 5, 2013 to September 20, 2013

#### **Lane Closure Hours (Monday thru Friday):**

Northbound reduced to one lane: 7am to 4pm

Southbound reduced to one lane: 8:30am to 4pm

#### **Scope of work includes:**

- Repair of curb, gutter, and sidewalk
- Grind and resurface from Houghton to 6th Street
- Spot repair and slurry seal from 6th to 14th Street
- Wheelchair ramp and bus pad improvements
- New striping, signage, and signal loops

Market Street will be open to through traffic at all times during construction, however some delays may be experienced during lane closure hours.

For additional information please contact Brandi Becker at 826-5341 or [bbecker@riversideca.gov](mailto:bbecker@riversideca.gov) or visit [Riversideca.gov/publicworks](http://Riversideca.gov/publicworks)