

# BID Bulletin

February 2013

Riverside Downtown Business Improvement District

**DOWNTOWN  
RIVERSIDE**  
*The art of the City*

## In This Issue:

RPD Meets with Downtown Hospitality Establishments

RPU Commercial Customer Lighting Incentive

Council Corner Wards One and Two

RDP and Culver Promote 'Love in Riverside'

Downtown Easter Egg-Stravaganza Returns

Roy Hord 'Volunteer of the Year Award' - Katherine Wright

Business Buzz - Small Business Tax Incentives in the Fiscal Cliff Deal

RDP News

Regional Intelligence Report Released

SmartRiverside E-Waste Center

RDP 26th Annual Meeting and Awards Ceremony

There will be no luncheon in February due to the Annual Meeting and Awards Ceremony on Thursday, February 21st at the Riverside Auditorium and Events Center.

The next luncheon will be  
**Tuesday, March 26, 2013  
at Noon**

featuring a presentation on  
Riverside Community Hospital  
Location: **Cafe Sevilla**

The cost of the luncheon is \$18 with reservation by Friday prior to the meeting, or \$20 at the door. Reserve by calling the RDP Office at (951) 781-7335.

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



## RPD Meets with Downtown Hospitality Establishments

On Tuesday, January 15th, the Riverside Police Department met with a number of hospitality establishment owners from the downtown core. Lieutenant Vance Hardin, Commander for the North Area Policing District, arranged the meeting with the assistance of RDP to discuss the downtown area and how the City, police, and the owners could work together to address issues for the benefit of everyone.

Lieutenant Hardin took over as the North Area Commander in August 2012, and met with a number of downtown businesses and the community to determine the issues facing downtown. Through those meetings he determined that the Thursday night bar scene was a major issue with occurrences of intoxication, assaults, and robberies. Assaults were up to 23 per month and robberies were up 40%.

To address the issue, Lieutenant Hardin took an assertive approach and assigned 14 officers to Thursday nights for a period of time. He brought in Vice Officers and personnel from ABC and Code Compliance to monitor compliance with ABC regulations and Conditional Use Permits (CUP). During that period, certain problems were identified including intoxicated individuals entering and exiting bars, overcrowding and loitering in and outside bars, CUP violations including loud music or live entertainment when not allowed, serving of underage

individuals, and non-licensed security personnel.

Both Lieutenant Hardin and Sergeant Bryan Dailey worked closely with Councilman Gardner and RDP to deal with the problems in a positive way. RDP agreed to purchase three additional security cameras, two to be installed at University and Orange with one facing west and the other facing east, and one to be installed at Mission Inn and Orange facing west. The cameras are connected using the City's fiber optic network which allows additional cameras to be installed without compromising the City's WiFi network.

Lieutenant Hardin noted that security cameras are used primarily to investigate crimes. Five violent robbery suspects were identified and apprehended due to footage from downtown security cameras. These robbery suspects were responsible for most of the increase in robberies in the downtown area and are now off the streets thanks to the investigative work of North Area officers.

Also at the meeting were Detective James Barrett from Vice and Agent Esmeralda Loza from ABC. Detective Barrett outlined a number of issues that were of concern to RDP and suggestions to resolve them. Agent Loza explained ABC guidelines and provided information on training and other tools offered by ABC.


The meeting also included an update on the amendment to



the Downtown Specific Plan and the inclusion of an Entertainment District in the DSP by Steve Hayes, Planning Director for the City. The City undertook a survey of interested parties as to what they would like to see in a downtown entertainment district. The results of the survey are available on the City's website at [http://www.riversideca.gov/planning/pdf/SpecificPlanUpdate/ALL\\_SURVEY\\_RESULTS.PDF](http://www.riversideca.gov/planning/pdf/SpecificPlanUpdate/ALL_SURVEY_RESULTS.PDF)

Al Zelinka was previously with the City of Fullerton before joining the City as the Community Development Director. His experience with Fullerton's entertainment district will be extremely helpful in avoiding problems as downtown Riverside establishes its own entertainment district.

The meeting was a positive opportunity for hospitality establishment owners in the downtown core to meet with the police, City staff, and ABC representatives and discuss how best to work together to make the downtown a desirable entertainment destination. It was agreed that another meeting would be arranged in approximately six months and that contact information would be shared so that owners could keep in touch.

RDP will be working with the City and the police to facilitate the next meeting and ongoing contact. We encourage other downtown hospitality owners to participate. Please contact Janice Penner at [Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org) or 951-781-7339 to do so. 

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## RPU Commercial Customer Lighting Incentive

**Riverside Public Utilities** offers customers incentives when they replace older, inefficient lighting with the most energy-efficient fixtures available. And now RPU is expanding this incentive program to include daylight and occupancy sensors, along with solar tubes and sky lighting.

### Here's how the program works:

To greater incentivize the use of new lighting technologies, the new tiered system offers three levels of incentives:

#### Level 1

**\$0.06 per kWh saved using standard energy efficiency lighting fixture replacements**

#### Level 2

**\$0.08 per kWh saved for projects that incorporate all of the following:**

- New energy-efficient lighting fixtures
- Daylight and/or occupancy sensors

#### Level 3

**\$0.10 per kWh saved for projects that incorporate all of the following:**

- New energy-efficient lighting fixtures
- Daylight and occupancy sensors
- Daylight harvesting using solar tubes or sky lighting with appropriate electronic controls

### Customer Benefits

- **Monetary Incentive** - Incentives that help offset the cost of purchasing new high-efficiency equipment.
- **Return on Investment** - Daily savings on your energy consumption and electric bill from the installation of new high-efficiency equipment.
- **Managing your Resources** - Effectively managing your resources can help your business or institution save money and increase efficiency.


### Cash Incentive

Incentives are based on the amount of kWh saved over the course of one year. Rebate amount cannot exceed \$25,000 or 50% of the cost of materials, whichever is less.

### How do you apply?

Download the Commercial Rebate Programs Application from the Green Riverside website, [www.greenriverside.com](http://www.greenriverside.com), attach any required documentation and mail to:

Riverside Public Utilities Programs & Services  
3901 Orange Street, Riverside, CA 92501

Give your account manager a call today at (951) **826-5485** for full details on the existing programs or to inquire about future programs, or send them an email at [callcenter@riversideca.gov](mailto:callcenter@riversideca.gov) 

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## RDP welcomes the following new businesses to downtown

Lolita's Imports • House of Imports • America Barber Shop • Lady Bug and the Turtle • ProAbition  
Pacific Pain and Joint Centers • A Shear Teaze • Red Car Market

# COUNCIL CORNER

## Ward One Council Update


Contributed by Councilman Mike Gardner

Happy New Year everyone. 2013 promises to be an exciting year for Riverside. Major things on the horizon include:

**Selecting the operator for the Fox Performing Arts Center and the Municipal Auditorium.** The contract for the current operator at the Fox runs out in June and the city is asking for bids to operate the facilities. Bidders can also offer to operate the 12,000 square foot exhibit space, the black box theater and the restaurant/catering space at the Fox Performance Plaza next to the Fox Theater. We may end up with a single operator for all the facilities or individual operators for different ones.

**Sale of the cross on top of Mount Rubidoux.** The council has decided to sell the cross and the .43 acres it sits on to the highest bidder to resolve the Constitutional challenge that was raised by Americans United for Separation of Church and State, a Washington DC based advocacy group. The sale will be a public auction. The minimum bid is set at \$10,000 and the property will go to the highest

bidder regardless of what they intend to do with the cross. Deed restrictions will prohibit construction of other structures or any commercial activity on the site. Public access will have to continue to be provided and the private parcel cannot be fenced. Signs will be required showing what is private and what is public.

**Ward Elections.** June will bring elections for councilmembers in Wards 2, 3, 4, and 6. The filing period to run begins February 11 and closes at 5:00 p.m. on March 8. With Rusty Bailey having been elected Mayor and Nancy Hart retiring, the Ward 3 and 6 seats will be open. Typically open seats attract more candidates than seats with an incumbent, increasing the probability of a runoff in the open seats. If required, a runoff would be held in November. 



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

Ward 2 is excited about the coming year. With the East Side School of the Arts recently opened, the UCR Medical School to begin its first class in fall of 2013 and the Sycamore Wilderness Park inching closer to its interpretive center we have a lot to be excited about.

The East Side School of the Arts is holding an instrument drive that will provide instruments for the low income students who are not able to afford renting or purchasing instruments for lessons. We are accepting string and wind instruments currently. We have already received a piano and related orchestra instruments but are in need of more. If you have instruments that you would like to donate contact Randy Solis in our Park and Recreation Department at 951-826-5991.

The development at the corner of Ottawa and University continues to progress steadily and will house Lee's Sandwiches and two other retail spaces and should complete the corner of what used to be the City's worst corner for police calls. It now is very quiet and safe for our neighbors.

SolarMax has now moved in to the old FMC building but continues to upgrade the facility. It is expected to complete the inside of the facility then begin working on the outside of this historic building. It will be a positive impact for the East Side Community and will bring jobs to Riverside at full build out and reinforce the message that Riverside is a clean and green city.

The UCR Sports are in full swing. Basketball, Track and Field, Golf, and Tennis have games throughout the month of February. The Basketball teams for both Men and Women will be competitive this year. The Women's team has the upper hand and is having a much stronger season under the direction of Coach Margaritis. For more Highlander sport actions go to [GOHIGHLANDER.COM](http://GOHIGHLANDER.COM).

Go UCR!!!!

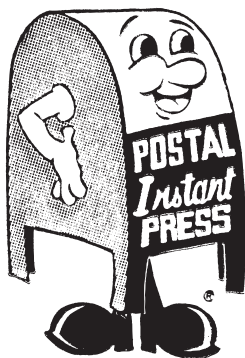




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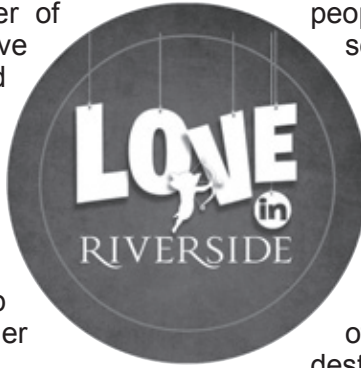
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## RDP and Culver Promote 'Love in Riverside'

Last year, RDP and the Culver Center of the Arts partnered on a new event, 'Love in Riverside', that used technology and social media to encourage people to share their Valentine's Day message for that special someone and to visit downtown restaurants and retailers to celebrate. Participants were able to visit the Culver Center and videotape their message against a special backdrop and then send out a special Tweet under the 'Love in Riverside' Twitter account.



people prefer to shoot their own videos and send their own Tweets. Instead of having to videotape their message at the Culver Center, people can videotape themselves sharing their Valentine's Day message with their special someone and then send us the link so we can post it on our YouTube Channel. By making it easier, we hope to encourage more people to 'Love in Riverside' and build awareness of downtown Riverside as a romantic destination.

This year, RDP is promoting 'Love in Riverside' but we've changed the process in recognition that most

For more information on 'Love in Riverside', visit [www.loveinriverside.com](http://www.loveinriverside.com) or find us on Facebook. 

## Downtown Easter Egg-Stravaganza Returns

RDP will once again host an Easter celebration on Saturday, March 30th which is the Saturday of the Easter weekend. The event will take place from Noon to 4 pm and will encompass the three blocks of Main Street from University Avenue to Fifth Street. There will be no street closures for the event.

The event will include balloon artists, face painters, DragonMarsh's popular Easter 'Peep Show', and the Easter Bunny and photo opportunity. We will also have an Easter egg station in the Civic Plaza where children can try for an opportunity to get a prize egg and win a chocolate



rabbit. Every child will get a candy-filled egg and small chocolate egg regardless.

We are looking for businesses to participate with children's arts and crafts and other activities. Egg decorating and basket making are always popular activities. RDP will provide up to \$50 for supplies and it's a great opportunity to promote your business. And for those businesses who would simply like to have your marketing material out, RDP will have an information table to display flyers and brochures. To participate, contact Janice Penner at 781-7339.


## Roy Hord 'Volunteer of the Year' award – Katherine Wright

RDP is pleased to announce on behalf of the Hord Family that Katherine Wright has been selected as the recipient of the Roy Hord 'Volunteer of the Year' Award. This award is presented annually to an individual who exemplifies the spirit of volunteerism in the Riverside Community.

Ms. Wright serves on a number of boards and committees, providing hundreds of hours of volunteer as well as financial support. These boards include the Mission Inn Foundation, Riverside Dickens Festival, Keep Riverside Clean and Beautiful, Riverside Community College Foundation, UC Riverside Foundation,



La Sierra University Service Learning Council, to name only a few. Ms. Wright has been recognized many times for her contributions as a professional educator and involved community member including the Soroptimists International of Riverside Gold Key Award and the NAACP Promise Freedom Fund Award.

Ms. Wright joins past winners of the Roy Hord 'Volunteer of the Year' Award including the Hord family, Bill Gardner, Doug Shackelton, Barbara Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbie Guthrie, Henry W. Coil, Jr., and Suzanne Ashley. 

# BUSINESS BUZZ

## Small Business Tax Incentives in the Fiscal Cliff Deal

by Karen Mills, SBA Administrator

America's 28 million small businesses are the backbone of our economy. The Taxpayer Relief Act of 2012 delivered them some really good news.

The solution reached by the President and Congress included extensions of several small businesses tax incentives designed to spur innovation, support capital investment, and make it easier to hire new workers. In fact, the legislation extended some of the most important tax credits that the President signed into law during his first term. In addition, under this law, more than 98 percent of Americans and 97 percent of small businesses will not see their income taxes go up, avoiding a negative impact on small business revenues.

Our economy is gaining momentum. Small businesses continue to drive innovation and job creation in industries across the country. Our goal is to make sure these entrepreneurs have the wind at their backs and the access and opportunity they need to grow their operations, reach new customer and create jobs in our communities.

Below are some of the key tax incentive extensions your business could be using today. Whether you've made R&D or equipment investments or hired veteran employees, you stand to benefit from one or more of the extended tax incentives. What's more, small businesses looking for investors can benefit from the 100 percent exclusion of gain on small business stock.

**R&D Tax Credit.** The law extends the research and experimentation tax credit (popularly known as the R&D credit), which had officially expired at the end of 2011, through 2013. In addition the law allows businesses to apply the credit retroactively to investments made in 2012.

**Section 179 Deduction.** Section 179 of the tax code permits small businesses to deduct the cost of certain new and used property placed in service for the year rather than depreciate those costs over time. The new law extends the maximum deduction to \$500,000 for the 2012 and 2013 tax years for companies with under \$2 million in qualifying capital expenditures.

**Bonus Depreciation.** The bonus depreciation provision enables small businesses to recover the costs of qualified new equipment faster than the ordinary schedule, by permitting the depreciation of 50 percent of the cost in the first year. The provision was set to expire at the end of 2012, but has been extended through the end of 2013 (and 2014 for certain types of property).

**Work Opportunity Tax Credit.** The new law extends through 2013 the tax credits for employers who hire military veterans or individuals from underserved communities that have faced barriers to employment.

**Other Small Business Tax Credits.** There are a handful of other targeted tax credits that were extended for 2012 and 2013, including: the new markets tax credit for businesses that invest in certain community development entities and other qualified investments; a reduction in the recognition period for S-corporation built-in gains tax; and a reduction in the time from 39 years to 15 over which a business can recover the cost of certain leasehold improvements and restaurant and retail property; among other targeted provisions.

*Karen Gordon Mills is the Administrator of the U.S. Small Business Administration. The SBA helps both Main Street and high-growth small businesses get access to capital, counseling, federal contracts, disaster assistance and more.*



## RDP News

Congratulations to RDP Board Chair, Charity Schiller, who was recently named as a partner in the Environmental Law & Natural Resources practice group of Best Best & Krieger LLP. Ms. Schiller helps public and private clients navigate through the maze of laws that apply to development projects, so that those projects can be built. Beyond her work for clients, Ms. Schiller teaches several courses in environmental law at the University of California, Riverside, and regularly guest lectures at several other southern California universities. Ms. Schiller is the current chair of the Riverside Downtown Partnership and enjoys working with a number of civic and philanthropic organizations.

The Riverside Rotary Club has established a new annual award, "The Person of Action", for an individual

who has contributed significantly to the improvement of the Riverside Community and is successful in getting things done. The Riverside Rotary Club has announced that the first person to receive this award will be Janice Penner, Executive Director of the Riverside Downtown Partnership. Ken Clark, president of The Riverside Rotary Club stated that Ms. Penner's involvement was instrumental in many improvements and key events such as the now-annual 'Fashion's Night Out'. The Riverside Rotary Club will make the award presentation at a special Rotary Club luncheon to be held at The Mission Inn at noon on February 20th. Persons wanting more information about the Riverside Rotary Club can reach them through their website at [www.riversiderotary.org](http://www.riversiderotary.org).





## Regional Intelligence Report Released

The 36th Annual Mayor's State of the City Address was held on January 24th at the Riverside Auditorium and Events Center. Mayor William R. "Rusty" Bailey gave his first State of the City Address to over 800 people in attendance. The agenda for the event included a presentation by Beacon Economics on highlights from their Regional Intelligence Report prepared for the City of Riverside and the Greater Riverside Chambers of Commerce. Attendees at the event received a copy of the full report which will also be made available in electronic form.

Highlights of the Report include the assessment that the U.S. economy is currently in the midst of a three-year expansion due to growth in the private sector including spending on construction and business investments. The Report notes that there are areas of concern such as the unemployment rate and excess inventory of residential and non-residential space but overall the economy seems to have turned the corner.

Locally, Riverside is seeing improvement in specific areas. Employment in the private sector has started to increase particularly in Professional and Business Services, one of larger industries in Riverside. Taxable sales are also increasing with the latest data available indicating a growth of 7% from second quarter 2011 to second quarter 2012. Automobile sales have increased as have restaurant and hotel taxable receipts.

The Report notes that the rate of defaults and foreclosures in the residential real estate market has continued to trend downward and that based on regional trends, Riverside should start to see an uptick in sales and prices in 2013. The Report states the housing market in Riverside is in an advantageous position when compared to other areas of Southern California since Riverside residents can gain a huge savings on housing costs without sacrificing overall quality of life.

Retail Trade has become the single largest private sector industry in Riverside County. Growth segments include Health and Personal Care, General Merchandise, and Clothing and Apparel. The Report notes that one concern about the growth in Retail Trade is the historically lower wages paid to employees in that sector. One of the conclusions in the Report is that there is a need to increase education levels of residents and target higher wage paying employers such as those in the health care and technology sectors.

Overall the Report has a positive outlook for Riverside, noting that even with the turbulent economic issues of the past few years, most aspects of the local and regional economy have turned the corner. That positive message was reflected in Mayor's Bailey's address as he spoke of Riverside being a catalyst for innovation, a location of choice, and a unified City for common good.



## SmartRiverside E-Waste Center

SmartRiverside is a State Certified E-Waste (Electronic Waste) Collection Facility. Systems that do not meet the minimum requirements for the Digital Inclusion Program are disposed of by a State Approved e-Waste recycling center that pays SmartRiverside for the e-Waste material. The recycling and refurbishment of this material contributes to the operational costs of SmartRiverside, supplies low-income families with free computer systems and assists in protecting the environment in accordance with the nation's Green Initiatives. E-waste is also tax deductible.

SmartRiverside also accepts toner/printer cartridges of any type. Keep the community green by helping recycle toner/printer cartridges.

The facility is located at the Digital Inclusion Facility at 2801 Hulen Place Riverside, CA 92507.

### Hours of Operation

Monday - Friday

8:30 AM - 4:30 PM

Last Saturday of every month

9:00 AM - 2:00 PM



## Keep in Touch with RDP

Want to be updated on what's happening downtown on a regular basis? Send your email to Janice@riversidedowntown.org and we'll add you to our listings for updates on issues of interest, events, and more. And join us as a friend on our Facebook page [www.facebook.com/riverside.bid](http://www.facebook.com/riverside.bid) or like us on [www.facebook.com/riversidedowntownpartnership](http://www.facebook.com/riversidedowntownpartnership)





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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.

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RDP Facebook Page

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## RDP 26th Annual Meeting and Awards Ceremony

Thursday, February 21st

5:30 pm to 6:30 pm - No-host reception

6:30 pm - Dinner Buffet

7 pm - Awards Ceremony

Riverside Auditorium and Events Center  
3485 Mission Inn Avenue

Roy Hord 'Volunteer of the Year' Award  
Katherine Wright

Business Activity Award  
Curves

Arts and Culture Award  
Riverside Dickens Festival

Downtown Event Award  
Riverside Lunar Fest

Downtown Improvement Award  
Mark Rubin for Citrus Tower

Chair's Award  
Dr. Charles Beaty

Safety and Security Award  
RPD North Area NPC Officers  
for investigative work leading to arrest

\$550 table of ten / \$60 per person

RSVP by February 15, 2013

Shirley Schmeltz 951-781-7335 or [shirley@riversidedowntown.org](mailto:shirley@riversidedowntown.org)