RDP Celebrates Downtown Achievements

The Riverside Downtown Partnership (RDP) will host its 27th Annual Meeting and Awards Ceremony on Thursday, February 20th at the Riverside Auditorium and Events Center. This annual event recognizes outstanding individuals and organizations for their excellence in leadership and service to the downtown community.

RDP will be honoring the following with its “Downtown Achievement Award”:

Chair’s Award – Chief Sergio Diaz for his leadership and contributions to the community.

Arts and Culture – The Riverside Art Museum for its innovative programming and outreach to the community.

Business Activity – The Mission Inn Hotel and Spa for the annual Festival of Lights celebration which brings hundreds of thousands of people downtown.

Downtown Event – The Chanukah Festival hosted by the Chabad Jewish Community Center that celebrates the first Festival of Lights and Riverside’s diversity.

Downtown Improvement – Riverside City College for the Center for Social Justice and Civil Liberties and the restoration of a historic building.

Safety and Security – The City of Riverside Community Development Department and the Riverside Police Department for the biweekly sweeps conducted by Homeless Services, Code Enforcement, and the Police Department of homeless encampments in the downtown area.

RDP will also be hosting the presentation of the annual Roy Hord ‘Volunteer of the Year’ Award. This award was established in 2003 in honor of the late Roy Hord who was a RDP Board member and an outstanding volunteer on behalf of the Riverside community. The Hord family selects the recipient each year from nominations received. The recipient will be announced in the February 2014 BID Bulletin.

The RDP Annual Meeting and Awards Ceremony begins with a no-host reception at 5:30 pm, followed by a dinner buffet, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. Tickets are $60 per person or $550 for a table of ten. To make a reservation, call the RDP office at 951-781-7335.

Kathy Wright receives 2013 Roy Hord Volunteer of the Year Award from Trip Hord

RDP Welcomes New Businesses to Downtown

Augie’s Coffee House • Autohaus USA • Fern’z Barbershop • HB Clinics, Inc. • L Bistro • RDG Consultants • The Traveling Table • Wolfgang Puck Catering

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The next luncheon will be Tuesday, January 28, 2014 at ProAbition at 6th and Main

Featuring:
Emilio Ramirez on the Homeless Action Plan
Lt. Vance Hardin on new cooperative safety initiatives
Mike Bacich from Riverside Public Utilities on water conservation

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 Dickens Festival News - A Victorian Reception

The Riverside Dickens Festival will present A Victorian Reception for the 2014 Fezziwig’s Ball on Saturday, February 22nd at the Riverside Auditorium and Events Center. Two hours prior to the ball there will be a social interactive space open to both dancers and observation participants. Attendees to this VIP event have the opportunity to catch up with out of town friends, fill their dance cards, and build their dance sets. Those not dancing have the opportunity to inquire about the ball, the festival, and to hobnob with the dancers.

The setting for the event will be the lower garden courtyard and the inside garden room. Doors to the reception open at 5:30 pm and as an additional incentive, attendees will have access to the auditorium at 7 pm, with non-VIP access entering at 7:30. The reception area will also double as the smoking area and a common gathering space for socializing throughout the ball. No special tickets will be necessary to access the VIP area after 7:30 pm. Dancing will start at 8 pm sharp.

The Mad Marionettes will provide live entertainment from 6 pm – 7 pm. There will also be Vintage Type Photography at 7:30. The reception area will also double as the smoking area and the inside garden room. Doors to the reception open at 5:30 pm.

For more information, please visit www.dickensfest.com

Rose of Love Tribute Campaign Benefits Veterans

The ‘Forever Dreams for Veterans’ event was scheduled for October 13, 2013 at the Riverside Auditorium and Events Center will now take place on Sunday, February 23rd. The event was created to benefit the military by raising funds and awareness for the treatment of Post Traumatic Stress Disorder. The day will begin with a wellness expo from 10 am to 3 pm, expert demonstrations on Post Traumatic Stress Disorder and Traumatic Brain Injury from 3 pm to 4:30 followed by the performance from 5 pm to 7 pm featuring an eclectic array of ‘live’ music, fire spinners, aerial acrobats, with international fire dancer, Rachel Jesse, and Global award winning pole and silk aerialist, Suwasit.

Also taking place on Sunday, February 23rd will be the first ‘Rose of Love Tribute’ bikers run hosted by Riverside Harley Davidson in honor of America, active military, veterans and their families. The ride will include a special trip through the Riverside Cemetery in honor of the fallen, P.O.W.’s, and M.I.A.’s with riders placing a rose at the graves of the fallen or handing a rose to the cadets standing in front of the memorials. Businesses and individuals can participate in the tribute by purchasing roses and placing them outside of their business or home on February 23rd. More information on the ‘Rose of Love Tribute’ will be available during the first week of February as representatives will be visiting downtown businesses to explain how they can participate.

The producer, NexusWellTainMent, is aligning with the Riverside National Cemetery Support Committee, a 501c(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.

For more information, call 888-486-0070 or 702-826-2286 or visit www.ARoseForAVeteran.com or www.foreverdreamsforveterans.com Tickets are available online as is information on being a sponsor or vendor.

Update on County Revised Food Truck Ordinance

On December 10th, the County Board of Supervisors adopted revised Ordinance 580 regulating the operation of mobile food trucks. Due to concerns raised at the public hearing, the Board directed staff to draft additional provisions that will be likely folded into the revised ordinance prior to its effective date of April 8, 2014. Proposed restrictions could include prohibiting food trucks from operating in the wine district, in historic districts, or near schools -- except during special events or when expressly invited by merchants.

Under the revised ordinance, food trucks will be allowed to operate in any unincorporated community and within the County’s 28 cities. However, cities will retain discretion over “time, place, manner” and zoning restrictions that block mobile vendors from selling in certain locations. At this time, the City of Riverside has not indicated when they will be reviewing the revised ordinance to determine what changes if any they will make regarding the operation of food trucks. RDP will be conveying its position on food trucks to the City and advocating for the same restrictions downtown as placed on hot dog and other food carts, namely that they not be allowed within 150 feet of an existing restaurant.
Welcome to 2014!

If you are reading this it means you have successfully survived another Holiday Season. At my house we ate too much, indulged the grand children (OK, we spoiled them but that is what Grand Children are for), and generally had a relaxing and enjoyable time. I hope your Holidays were as good.

2014 promises many important things for Downtown and Riverside in general. The new Convention Center will open and Live Nation will take control of the Municipal Auditorium. The Muni will return to being a place for concerts, shows and other events rather than our fill-in convention location.

We will kick off the process for identifying what should be built on the old Riverside Golf Course and the Ab Brown Soccer Complex. Look for community meetings to discuss what the neighbors would like to see there, what the city's youth sports facility needs are, and what the development community believes makes economic sense to build on the site. The combined 170 acres of these two sites hold the promise of an exciting major development for the city. I expect the initial project definition process to last through the summer and for there to be a RFP or similar bidding process to build the project that comes out of the first phase.

The Community Development Department hopes to roll out what is being called, “Smart Code.” Smart Code moves the more detailed environmental review and planning process for future development forward in the timeline of project approval. It effectively reexamines the General and Specific Plans for an area, defines what sorts of facilities should be built there and lays out any needed mitigation for impacts of that development. Once Smart Code is in place a development can go straight to plan check rather than through the detailed planning approval process that is currently the case. Look for a series of community meetings to discuss Smart Code, what it is and isn’t, and whether we should have it in Riverside.

The RCCD Renaissance Block will break ground in early 2014 and by the end of the year identifiable buildings should be on the site at University and Market. New District offices and Culinary Academy and the Coil School for the Arts are scheduled for completion in 2015.

This is a preview of what I believe will be a banner year for Riverside and our downtown. Climb on board; it will be an exciting ride.

Mike Gardner
The first Strategic Plan for RDP was adopted by the Board of Directors in March 2008. During the preparation of the subsequent Strategic Plan for the period 2011 to 2013, the Executive Committee reaffirmed RDP’s vision and mission and revised the five broad goals previously adopted by RDP. Those three revised goals are considered to be still valid and have been used as the basis for the new Strategic Plan covering the period from 2014 to 2016 which was adopted by the Board at its December 2013 meeting.

The 2014 to 2016 Strategic Plan goals are as follows:

1. Promote downtown Riverside as a destination for residents and regional visitors.
2. Develop and enhance RDP’s influence and activities with downtown stakeholders.
3. Promote Riverside as a regional center for private sector commercial and residential development.

RDP has focused significant resources on the goal of promoting downtown Riverside as a destination. Over the next three years, RDP will continue to work on this goal by:

1) Continuing the destination marketing campaign based on showcasing downtown Riverside as an affordable destination by:
   - Placing print ads in selected magazines in targeted regions within a 90 minute drive.
   - Reflecting the destination marketing campaign in other RDP promotion activities as appropriate.

2) Enhancing RDP’s online presence by:
   - Continuing to improve the RDP website, www.riversidedowntown.org
   - Expanding RDP’s Facebook pages.
   - Implementation of a strategy using Constant Contact to increase electronic reach to visitors.

3) Continuing seasonal events to draw targeted demographic groups, specifically:
   - Easter Egg-stravaganza for families during Spring.
   - Movies on Main for families during July.
   - Summer Street Jam outdoor concert during August.
   - Zombie Crawl for families and young adults during Halloween.

4) Continuing and expanding the retail initiative to brand downtown Riverside as a destination fashion district by:
   - Producing a fashion show featuring downtown retailers each spring and fall.
   - Promoting downtown retailers on the Destination STYLE Facebook page.
   - Promoting downtown as a desirable location for fashion related retailers.

5) Continuing and expanding the restaurant initiative to brand downtown Riverside as a destination dining district by:
   - Promoting downtown restaurants through an annual Restaurant Week at the end of each June.
   - Promoting downtown restaurants on the Restaurant Week Facebook page.

6) Working with organizations to support and promote existing offerings and events, as well as to develop new ones by:
   - Supporting organizations with sponsorships, marketing assistance, and other means as appropriate.
   - Working with organizations using downtown for events to promote both the event and downtown businesses.
   - Assisting in developing and launching new events.

7) Working with the City, the Riverside Convention and Visitors Bureau and Riverside Sports Commission, the Riverside Convention Center, downtown hotels and others to increase tourism and visitation by:
   - Encouraging groups to hold conventions and meetings in downtown Riverside.
   - Offering incentives for convention and meeting attendees to patronize downtown businesses.

8) Working with educational institutions to support and assist downtown businesses by:
   - Partnering with Riverside City College’s School of Cosmetology on the retail initiative to brand downtown as a destination Fashion District.
   - California Baptist University on the Intern Program to provide support to downtown businesses in the development of social media programs.
   - Supporting college targeted events such as the Amazing College Race.

9) Improving the perception of downtown Riverside as a safe place to visit by:
   - Expanding the Ambassador Program as funding allows.
   - Working with the City and other downtown stakeholders on cooperative security measures such as a strategic plan for security cameras and a security alert system.
   - Supporting improvements to downtown lighting and providing financial assistance as funding is available.

10) Improving the perception of downtown as a convenient place to visit by:
    - Working with the City to provide convenient and accessible parking for downtown visitors and patrons.
    - Working with the City on appropriate signage for downtown.

Over the next three years, RDP will also continue to promote
The Affordable Care Act and Covered California: Impacts on Your Small Business

The Riverside Downtown Partnership and Small Business Majority are partnering to provide a detailed look at how the new healthcare law, The Affordable Care Act, will affect your small business in the coming months.

Topics being discussed will include:
- California’s health benefit exchange, Covered California, and its Small Business Health Options Program (SHOP) exchange for small businesses.
- Small business tax credits – who is eligible for them and how to claim them
- High-risk pools
- Shared responsibility
- Cost containment
- Tools and resources available for small businesses interested in learning more about the law

A question and answer period will follow.

Speaker:
Marcia Davalos
California Outreach Manager
Small Business Majority

Tuesday, January 21, 2014
8:30 am to 10 am
3700 Sixth Street, Suite 200
Riverside, CA

The workshop is free. Light refreshments will be served courtesy of RDP

Please RSVP to Janice Penner
Riverside Downtown Partnership
at 951-781-7339 or at
Janice@riversidedowntown.org

Small Business Majority -- SmallBusinessMajority.org -- 866-597-7431
Many small business owners who are using social media in their businesses for marketing have quickly discovered how they can use various networks to expand their customer service processes as well. These businesses have been able to create social media accounts that not only promote the business, but also act as a first-line customer service portal.

There are other small business owners who have been avoiding social media, but are now getting pulled in by their customers as they leave reviews on sites like Google Places and Yelp; or when they share praise or criticism about the company on Facebook and Twitter. It’s not just the large brand name companies that are getting called out on social media sites for issues with their products and services though, all businesses are free game when it comes to social media.

The good news is that you can expand your customer service practices by creating a presence on social media sites, while developing a plan that focuses on providing exceptional customer service.

Here are a few tips that you can use in your customer service-focused social media plan that will help you improve and strengthen your customer relationships while protecting your company’s reputation.

Use Search Tools

In order to use social media to provide customer service, you need to know what your customers are saying about your business. There are many different tools you can use to track mentions of your company name and products across the Web. Here are a few I recommend:

- Google Alerts
- NutshellMail
- TwentyFeet
- TweetBeep

Once you sign up with these services, you need to be consistent about reviewing the results. It doesn’t take long, but it does require regular check-ins to be effective.

Respond Right Away

Social media sites are mostly public, so once someone throws something out there, there is no taking it back. It is vital to act fast, especially when a customer is unhappy about something and is letting everyone know about it.

No matter how you feel about the complaint, you need to respond publicly and immediately. It can be something as simple as, “I’m sorry you are having that problem. Send a message to [your email address] with the details, and I will look into it immediately.”

This also helps you move the issue away from the public eye so you can work with the customer one-on-one to resolve the issue. Don’t forget to follow up to make sure the customer is happy when the issue is resolved. If you’re lucky, he or she will post again about the great customer service received.

Listen Up

You can also be proactive when it comes to customer service on social media sites. Add keywords about your products and services to your lists on the tracking sites above and listen to what people are saying. This can be a great way to find potential customers who need what you provide in your business. Once you do, reach out and offer the solution to his or her problem.

Plus, listening to what customers are saying about your industry and even the competition can be a great way to gather information from your target market that you can use to improve your products and services.

As you get started, remember that consistency and professionalism are the two most important factors that come into play when you’re using social media for customer service. If you keep that in mind, you may be surprised how easy it is to talk to your customers in a new way.

Information from Alyssa Gregory, About.com Small Business Guide

Visit http://sbinformation.about.com/ for more small business information and to sign up for their newsletters.

Don’t forget the informational meeting on Tuesday, January 7, 2014 from 8:30 am to 9:30 am at the Center for Arts and Philanthropy located at the corner of Main St. and 6th. The informational meeting is open to all downtown business that are interested in having a paid or unpaid intern assist with marketing campaigns, social media marketing, communications, public relations, journalism, event planning, etc. If you would like to attend the meeting and learn about the intern program, please contact Robbie Silver at 951-341-6550 or email him at rdprobbie@sbcglobal.net.
Broadband and information technology are powerful tools for small businesses to reach new markets and increase sales and productivity. However, cybersecurity threats are real and businesses must implement the best tools and tactics to protect themselves, their customers, and their data. Visit www.fcc.gov/cyberplanner to create a free customized Cyber Security Planning guide for your small business and visit www.dhs.gov/stopthinkconnect to download resources on cyber security awareness for your business. Here are ten key cybersecurity tips to protect your small business:

1. **Train employees in security principles.** Establish basic security practices and policies for employees, such as requiring strong passwords and establish appropriate Internet use guidelines, that detail penalties for violating company cybersecurity policies. Establish rules of behavior describing how to handle and protect customer information and other vital data.

2. **Protect information, computers, and networks from cyber attacks.** Keep clean machines: having the latest security software, web browser, and operating system are the best defenses against viruses, malware, and other online threats. Set antivirus software to run a scan after each update. Install other key software updates as soon as they are available.

3. **Provide firewall security for your Internet connection.** A firewall is a set of related programs that prevent outsiders from accessing data on a private network. Make sure the operating system’s firewall is enabled or install free firewall software available online. If employees work from home, ensure that their home system(s) are protected by a firewall.

4. **Create a mobile device action plan.** Mobile devices can create significant security and management challenges, especially if they hold confidential information or can access the corporate network. Require users to password protect their devices, encrypt their data, and install security apps to prevent criminals from stealing information while the phone is on public networks. Be sure to set reporting procedures for lost or stolen equipment.

5. **Make backup copies of important business data and information.** Regularly backup the data on all computers. Critical data includes word processing documents, electronic spreadsheets, databases, financial files, human resources files, and accounts receivable/payable files. Backup data automatically if possible, or at least weekly and store the copies either offline or in the cloud.

6. **Control physical access to your computers and create user accounts for each employee.** Prevent access or use of business computers by unauthorized individuals. Laptops can be particularly easy targets for theft or can be lost, so lock them up when unattended. Make sure a separate user account is created for each employee and require strong passwords. Administrative privileges should only be given to trusted IT staff and key personnel.

7. **Secure your Wi-Fi networks.** If you have a Wi-Fi network for your workplace, make sure it is secure, encrypted, and hidden. To hide your Wi-Fi network, set up your wireless access point or router so it does not broadcast the network name, known as the Service Set Identifier (SSID). Password protect access to the router.

8. **Employ best practices on payment cards.** Work with banks or processors to ensure the most trusted and validated tools and anti-fraud services are being used. You may also have additional security obligations pursuant to agreements with your bank or processor. Isolate payment systems from other, less secure programs and don’t use the same computer to process payments and surf the Internet.

9. **Limit employee access to data and information, and limit authority to install software.** Do not provide any one employee with access to all data systems. Employees should only be given access to the specific data systems that they need for their jobs, and should not be able to install any software without permission.

10. **Passwords and authentication.** Require employees to use unique passwords and change passwords every three months. Consider implementing multifactor authentication that requires additional information beyond a password to gain entry. Check with your vendors that handle sensitive data, especially financial institutions, to see if they offer multifactor authentication for your account.

The FCC’s Cybersecurity Hub at http://www.fcc.gov/cyberforsmallbiz has more information, including links to free and low-cost security tools. Create your free small business cyber security planning guide at www.fcc.gov/cyberplanner.

To learn more about the Stop.Think.Connect. Campaign, visit www.dhs.gov/stopthinkconnect.
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 Janice@riversidedowntown.org.

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