

BID Bulletin

July 2013

Riverside Downtown Business Improvement District

**DOWNTOWN
RIVERSIDE**
The art of the City

In This Issue:

Summer Street Jam

2013 SCS Summer Olympics in July

Rhythm of Riverside Returns

RDP News Nuggets

Council Corner Wards One and Two

Explore Riverside Summer — 2013 Fireball Run

Business Buzz — How to Become Known for Excellent Customer Service

Business Buzz — 7 Tips on Keeping Customers for Life

Security Corner — No Trespass/Brochures Available

The next luncheon will be
Tuesday, July 23, 2013
at Noon

Presentation by:
Rabbi Shmuel Fuss
Annual Chanukah Celebration
and Community Programs

Location:
Chabad Jewish Center
3579 Arlington

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.*



Summer Street Jam

Jeff McKee of Lake Alice, Bill Bromley of MTL, and David St. Pierre of Menagerie proposed an outdoor concert downtown during the summer to bring in people during the slower summer months and provide an opportunity to celebrate the longevity of several establishments (Menagerie 30 years, Lake Alice 25 years and MTL over 15 years). And so the Downtown Riverside Summer Street Jam was born.

This free outdoor music festival will take place on Saturday, August 3rd from 2 pm to 9 pm on Orange Street between Mission Inn Avenue and University. Orange Street will be closed to traffic from Mission Inn Avenue to University Avenue to accommodate the stage. This location was selected as it would cause the least disruption to traffic flow and allow access to the two garages near or at Orange and Ninth.

Nine downtown hospitality establishments are co-sponsoring the entertainment. They are D Dogs, Heroes Bar and Grill, Lake Alice Trading Company, Mario's Place, Menagerie, Mission Tobacco Lounge, Pixels, ProAbition and Worthington's Tavern. RDP is covering the other event costs.

Bands will perform at 2 pm, 4 pm, 6 pm, and at 8 pm with recorded music between sets. Participating hospitality establishments will have music and specials throughout the day. The line-up includes:

2 pm – The Pac Men, Southern California's best 80s cover band. They perform all 80s music including dance, rock, pop, new wave, and R&B. It's all about BIG SONGS, BIG HAIR, and BIG FUN.



4 pm – Tribal Lust, an OG hard rock/punk- funk band from the streets of Riverside, CA. The nine piece group, consisting of a rhythm and horn section, incorporates everything from Hard Rock and Rap to hard-core polka with occasional fits of Mariachi thrown in.

6 pm – The Debonaires, a dynamic group of musicians who pay tribute to the classic sounds of Jamaican Ska, Rocksteady, and Reggae through their unique renditions of these early styles.

8 pm – The Aggrolites, out of the Los Angeles school of hard knocks, The Aggrolites have earned a Ph.D in "feel good music." On the road they educate with the thunder and punch of the reggae drums and bass, the ripping, soulful melodies of the organ and guitars, and Jesse Wagner's voice - a gift from the heavens, a perfectly intact gift from Otis, Sam, Ray and Wilson.

RDP will have an information table and encourages downtown businesses to drop off brochures and flyers to display.

For more information, contact either Janice Penner or Robbie Silver at RDP at 951-781-7335 or check the RDP Facebook page, www.facebook.com/riversidedowntownpartnership. 🏠

2013 SCS Summer Junior Olympics in July

The Southern California Swimming Summer 2013 Junior Olympics is coming to Riverside on July 24-28, 2013. This is the 2nd consecutive year that the Riverside Aquatics Association Swim Team will host this five-day championship swim event at the Riverside Aquatics Complex at Riverside City College. The City of Riverside Parks, Recreation and Community Services Department, Riverside Convention and Visitors Bureau, Riverside Community College District, the Riverside Sports Commission and other community groups have been working together to ensure that this high level USA Swimming event is a successful event for the athletes and the City of Riverside.

Last year, the Junior Olympics brought 896 athletes from over 30 swim teams throughout Southern California and western Nevada to Riverside. Travel swim teams utilized over 500 room nights in the downtown Riverside area contributing to estimated revenue of \$495,000 for the City of Riverside. Restaurants and other local businesses will have the opportunity to serve the thousands of athletes and spectators that will be participating in this event. Some of the restaurants/businesses that have pledged their (continued) support so far for 2013 are: Old Spaghetti Factory; Applebee's; Chick-fil-A; Starbucks; Best Thai Restaurant; Yum Yum Donuts and Panera Bread.

The Board of Directors, Coaches, athletes and



families invite Riverside business owners to support this year's competition. Your donations will greatly benefit the RAA Swim Team, as well as provide valuable advertising that will encourage the JO attendees to patronize your business. The many restaurants that contributed to the event reported increased sales for the

week of the Junior Olympics 2012. In addition, all donations are tax deductible under RAA's non-profit 501(c)(3) status. Tax ID Number: 95-6131487.

The Junior Olympics Sponsorship brochure is available on the RAA website at www.raa-swim.org or at the Downtown Partnership Office. If the team may provide any additional information, please feel free to contact Andrew Jones, RAA President and Junior Olympics Meet Director at info@raa-swim.org.

Contributed by Riverside Aquatics Association Swim Team 



Rhythm of Riverside Returns


Rhythm of Riverside returns with free summer concerts in Fairmont Park. The concerts take place every Wednesday from June 19 to August 14 excluding July 3rd. The line-up includes disco on July 10th with Funkomatics, Motown on July 17th with Stone Soul, Buddy Holly Tribute on July 24th with Buddy Holly Review, Latin/Top 40 on July 31st with The Band Fresh, Country on August 7th with Kelly Rae Band, and 80's on August 14th with The Reflexx.

Riverside Sings is part of the entertainment and concertgoers can vote each evening for their favorite youth and adult contestant to move forward. For more information, visit the Rhythm of Riverside Facebook page at www.facebook.com/pages/City-of-Riverside-Rhythm-of-Riverside-Summer-Concert-Series/170607496433181?ref=hl



RDP News Nuggets

Fashion's Night Out on Hiatus in 2013: RDP hosted Downtown Riverside Celebrates Fashion's Night Out in 2011 and 2012, attracting over 1,200 to the last fashion show. Vogue New York announced that Fashion's Night Out would be on hiatus this year to allow retailers and the fashion industry to concentrate on local promotions. RDP will move the fall Destination STYLE fashion show to Thursday, October 3rd as a result and include both the design and hair competitions within that show.

Social Media Workshop scheduled for September: RDP will host a social media workshop on Tuesday, September 17th at 9 am at The Center for Arts and Philanthropy, 3700 Sixth Street, Second Floor. The workshop will be run by Dr. Patricia Hernandez and Dr. Mary Ann Pearson of Cal Baptist University and will focus on how best to use social media for your small business. To attend, contact Robbie Silver at 951-341-6550 or at rdprobbie@sbcglobal.net 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

New Operator for Fox Theater and Municipal Auditorium

The City requested bids for an operator for the Fox Theater and the Municipal Auditorium because the contract with the current operator at the Fox has expired. Seven responses were received and staff feels three are strong proposals. Staff is currently negotiating with Live Nation as the top bidder to see if they can put together a package to bring to the Council for consideration. Live Nation is one of the biggest facility operators in the world and they have a number of sub entities that could add value to the Riverside facilities. Live Nation owns Ticketmaster and House of Blues. They manage a large group of artists and a lot of facilities including the Wiltern Theater in Los Angeles. One thing I hear consistently about the Fox is that people wish it had acts more like the Wiltern. Maybe now it will.



The request for proposals requires that one operator run both the Fox and the Municipal Auditorium. The new black box theater, the 12,000 museum exhibit space and the restaurant pad in the Fox Performance Plaza adjacent to the Fox itself are available for inclusion in the contract or could be operated separately. At this point it is not clear whether a potential agreement with Live Nation would include some or all of these facilities or not. I have asked staff to let us know as soon as they do if the potential operator of the Fox does not want to manage any of the ancillary facilities so that we can seek other operators for them. The staff believes it will have a potential agreement ready for Council consideration within about 60 days. We may know if the Live Nation does not plan to operate any of the smaller facilities before that.

The current operator, FX Arts Management, has been retained on a month to month basis to continue operating the Fox Theater until the new operator is selected and comes on board. Look for a wider variety and larger number of performances as the new facilities begin to be used and the new operator ramps up. Good things are coming!

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Ward 2 is excited to welcome Summer! If you haven't had an opportunity to stop by and visit the Eastside School of the Arts, you are encouraged to do so! The school has reached an astounding enrollment of 500 students and is operating eleven classes throughout the summer. The School of the



Arts is holding an instrument drive and will be accepting new and used instruments. All of the donations will provide instruments for the low income students who are not able to afford renting or purchasing instruments for lessons. If you have instruments that you would like to donate contact Randy Solis in our Park and Recreation Department at 951-826-5991.

We are happy to share that 'Euphony Restaurant & Lounge' has officially opened their doors! The restaurant promises to provide excellent cuisine and a variety of musical talent. They have settled in amongst several of our popular restaurants, just to name a few: Cafe Sevilla's, Old Spaghetti Factory, Mi Tortilla, & Applebee's. Euphony's is located in "Coffee Depot's" former space. They can be found at the following address: 3204 Mission Inn Ave., Riverside, CA, 92507. Be sure to go by and show your support!

If you decide to grab a bite to eat at Euphony's on Friday, well then be sure to make your way down to North Park so that you can enjoy Concerts in the Park! The concerts will be held on the 1st Friday of every month, with different bands performing every hour. The bands will play during the hours of 5:00 PM to 9:00 PM, blankets and lawn chairs are highly encouraged and welcomed! For more information, please contact Cosme Cordova at 951-965-4392. On a side note, John North Park will soon be receiving a decorative fencing around the Park's perimeter. North Park will operate during similar hours as White Park, so that residents and individuals can use and enjoy the park during the day.

SolarMax has made great improvements during their time of construction. When they first began their primary focus was to reconstruct the inside of the facility so that it can meet their needs for operations, which they have now nearly completed. It is important to recognize that during their work, they have still ensured and maintained the historic integrity of the building. There have been discussions as in regards to the utilizations of Commerce Street Bridge in the process, which I will be sharing in continuous updates and community forums. Now up to 90 employees, we are still excited to see their growth in the community!

Councilman Andy Melendrez



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Explore Riverside Summer 2013 Fireball Run

Exciting news for Riverside! The City was selected as the Official Finish Line for the 2013 FIREBALL RUN Adventurally and its Race to Recover America's Missing Children.

FIREBALL RUN is an action packed 2,500 mile trivia game with the goal of aiding in a massive effort to help find America's missing children. The theme for the 2013 event is All Stars and Movie Cars, with notable Hollywood cars being on-hand at the Finish Line event. The event has attracted thousands of viewers as it is streamed live online, with thousands attending the Finish Line event.

The "Most Epic Adventurally in America®", FIREBALL RUN is a life-sized trivia game, where America serves as the game board. 40 driving teams are involved in the competition, moving around the country, solving clues and accomplishing tasks based on the host city points-of-interest, history, and culture.

Although a trivia game, FIREBALL RUN aims to deliver "the most fun you will ever have, doing the most important thing you've ever done". Every team is assigned a missing child from their hometown and tasked with distributing their poster along the 2,500 mile route; the awareness campaign has aided in 38 child recoveries since 2007.

The event is streamed live to a world-audience and is part of an online TV series. As one of only 8 destinations selected, Riverside will serve as the

live-event finish and as the climactic final episode of the series. Beginning September 20th fans can watch the adventure and track teams via RealTrackGPS at FIREBALLRUN.com, as they approach the Official Finish Line in Riverside on September 28th.

As this event is expected to bring thousands to downtown, the City and the Riverside CVB look forward to partnering with downtown businesses to make this a memorable city event. Many partnerships are already leveraged, including the Riverside Downtown Partnership, Show and Go, Mission Inn, Riverside International Automotive Museum, March Air Field Museum, and a Fireball Run version of the "Red, White and Brews" beer garden.

Join us September 28th, at 2:00 p.m. in downtown Riverside for our own Fireball Festival. We'll welcome the Finish Line Procession with a classic car show hosted by Show and Go, food trucks, beer and wine garden, entertainment, and kids' activities. Famous Hollywood-themed cars will also be on site for an up-close and personal look. A special Movies on Main showing of Cars 2 will be held at 7:30 p.m. Visit our web site at ExploreRiverside.com or call 877-RIV-SIDE (877-748-7433) for more detailed information.

See you at the finish line!

Contributed by the City of Riverside



Shop Local Business Spotlight

The Vanity Haus

Located in Aurea Vista, a Shopping Mecca



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



BUSINESS BUZZ

How to Become Known for Excellent Customer Service

Providing excellent customer service is one of the best ways for small businesses to retain clients and get customers coming back again and again. Good customer service can also be a powerful way to differentiate your business from the competition and encourage your target audience to choose your business over the rest.

The principles behind good customer service are fairly simple, but many businesses fail to incorporate these simple actions into their customer relationships and fall short when it comes to providing excellent and memorable customer service. Here are some ways to become known for being a business owner who cares about his/her customers and their satisfaction.

Provide Multiple Lines of Communication

Part of good customer service is being accessible, in all of the ways your customers may want to reach you. This is important whether you run a physical brick-and-mortar store or an online business.

At a minimum you should provide a telephone number, email address and mailing address that are regularly monitored. It may also make sense in your industry to provide a live online support desk, instant message contact information, or links to your company's social media accounts.

Once you have set up your methods of communication, you should make them easily accessible to your customers by including them on your website, in your email signature, and on all of your online and printed marketing materials.

Respond Quickly and Thoroughly

It's not enough to have multiple ways for your customers to contact you; you also need to be responsive to their questions, comments, feedback and complaints. Perhaps one of the easiest ways to fail at customer service is by ignoring customer requests or waiting too long to resolve problems.

Whether the feedback you receive is positive or negative, you should have a standard response process that addresses every customer individually in a timely manner. The perfect turnaround time for responding will depend on your business, your clients and your products and services. A good rule of thumb is to provide some kind of response within two business days, even if it is a statement telling the customer that you received their request and will be back in touch with more information soon.

Walk a Mile In Your Customer's Shoes

You know the saying, "The customer is always right?" Well, that may not be entirely true in every situation, but at a minimum, the customer always thinks he or she is right. If you understand this and try to put yourself in your customer's shoes, you are better positioned to listen and hear what an angry or disappointed customer is really saying without automatically becoming defensive.

Then, once you get to the heart of the problem, you can be accountable for what went wrong, and work with the customer to devise an acceptable resolution.

Ask for Feedback

It's important to find out what your customers think of your products and services, how they think you can improve, and whether or not they would recommend your company to others.

There are many options for asking your customers for feedback. You can ask for feedback informally during one-on-one conversations, create a structured survey, or even ask on a larger scale such as through a focus group. The key is to use any feedback you receive to improve your business, enhance the customers' experience, and minimize the potential for future dissatisfaction.

It's also a good idea to always thank your customers for providing their input, and share the results to your staff or team so everyone has the same information when identifying areas of improvement.

Focus on the Relationship, Not the Sale

One of your business goals may be to generate an impressive revenue stream, but you can't do that without your customers. This is why it's so important to put the focus of your day-to-day activities on your current and prospective customers and not solely on closing the sale. Happy customers are repeat customers, and if you show them how important they are to you -- before, during and after the sale -- they are more likely to come back to your business again and again.

It takes time and consistency to develop a reputation for providing excellent customer service, but with the right foundation of customer service excellence you can position your business for repeat clients and long-term relationships.

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.



RDP welcomes the following new businesses to downtown

Accent Professional Services • Home Financial Services • Index Fresh, Inc.
Kapur Five LLC Keeler Collectibles and Antiques • Kim Brockton Properties LLC • Mousai Studio
Orange Psychiatric Medical • Orangery • Quest Diagnostics • Richard E Webb • Sculptor Body Molding Inc.
Socal Signing Co. Inc. • Telecon Solutions • The Nature of Things



BUSINESS BUZZ

7 Tips on Keeping Customers for Life

Transform a one-shot sale into a lifelong customer. Granted, there are scads of ways to do that, but here are seven that may be just the right fit for your business:

1. Deliver what you say you're going to do. If the business can't deliver on basics, then any other steps will be a wasted effort. Make certain that the core of what you do is deserving of long-term customer loyalty, and then look for ways to nurture it.

2. Expect the best. Many businesses wait for customers to “prove” their worth before they start to take steps to cement the relationship. Instead, assume from the very beginning that this new customer is going to be a long-term loyal customer and treat them as such.

3. From there, go beyond the usual. Once the basics are clicking, one way to win a customer for life is to consistently exceed the expected. Establish a baseline of good, and make it policy to climb to better and beyond.

4. Watch your customer, not your bottom line. A continuing element of lifelong customer loyalty is more attention to the needs and preferences of your clientele and less on your earnings growth. Of course, profits are crucial. But long-term solvency derives from customers who are also there for the long haul.

5. Nurture lifelong employees.

win long-term clientele doesn't exist in a vacuum. Treat your employees as you would a customer who you want to see year after year. Not only does that encourage staff to also do their bit to entice customer loyalty, it's simply a good idea to maintain a consistent emphasis on a supportive, responsive environment.

6. Make customers want to stick around. Great service or products are terrific, but it never hurts to stack the deck to lure customers into the long-term fold. That could mean discounts for repeat customers, a frequent buyer club, partnerships with other businesses your customers might like, etc.

7. Be picky about your lifelong customers. The fact is that some customers are more trouble than they're worth. Monitor what goes into keeping a customer satisfied; if it's too costly or simply too much work, it's probably better to put your lifelong-customer building muscle elsewhere.

<<<<<<<<<<<<<<>>>>>>>>>>>>>>>>

"I now know that I learn by solving problems as they arise. Rarely do we learn significant lessons, or significantly improve, any other way."

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Wold's Retail and Consumer Tips



SECURITY CORNER

No Trespassing

Businesses that are having difficulties with loiterers on their property can fill out a Trespass Arrest Authorization Form. The Trespass Arrest Authorization form has to be filed every 6 months if there are signs on the property and filed monthly if there are no signs on the property. If signs are to be posted on the property, the following wording is suggested according to the City Attorney:

WARNING

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Violators Subject to Arrest

(CPC 602/RMC 9.04.300)

Riverside Police Department

(951) 787-7911


The size of the sign is left up to RPD and the property

owner to agree upon but it must be conspicuous. RDP has a supply of signs available for businesses to purchase at a discounted rate.

Contact Nancy Castillo at (951) 826-8721 or ncast@riversideca.gov for more information and to get a copy of the Trespass Arrest Authorization Form for filing.

Safety Brochures available on City Website

The City of Riverside has a number of Crime Prevention Brochures available on its website. These brochures include 'Don't Invite Theft – A Business Security Guide', 'Vehicle Security', and 'What is Suspicious'. All of the brochures provide tips on what to look for, preventative measures you can take, and when and how to report to the police.

The brochures can be found at <http://www.riversideca.gov/rpd/community/brochures/default.asp> 





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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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