

BID Bulletin

September 2013

Riverside Downtown Business Improvement District

**DOWNTOWN
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The art of the City

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

Euphony Restaurant & Lounge
3204 Mission Inn Avenue

Featured Speaker:
Rob Field

Assistant County Executive
Economic Development Agency (EDA)
"County Projects and Initiatives in
Downtown Riverside"

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.*



The Fireball Run Event Draws Near

With about a month to go, one of the biggest events for Riverside will be taking place downtown – Fireball Run and The Race to Recover America's Missing Children. Fireball Run is an 8-day, 2500-mile "adventurally" and race. Downtown Riverside will serve as the Official Finish Line, and the City is celebrating with its own Fireball Run Finish Line Extravaganza.

How it all began

Fireball Run had its beginnings when producer JJ Sanchez was introduced to the car racing world by Brock Yates – former editor of Car & Driver Magazine, and founder of the original 1972 Cannonball Baker Sea-to-Shining-Sea Memorial Trophy Dash. After entering the racing world, JJ thought it worthwhile to find a way to involve his love of racing, expertise in marketing, and passion for philanthropy into an event that the everyday-driver could get involved in. Putting pencil to paper, JJ sketched out a board game; starting at the same time from the same position, participants move about by solving clues and accomplishing missions. In this case, the game board is our country. With a firm belief to pay-it-forward, and realizing the group could make a difference, the race added on the cause of helping to find America's missing children while moving about the country.

So on Saturday, September 29, 2007 65 teams left on a 3500 mile journey from Orlando, Florida to Beverly Hills, California, pioneering a most unique motoring adventure. Since its launch in 2007, Fireball Run has aided in finding 38 missing children.

Why Riverside?

Riverside serves as an ideal location as the finish line for Fireball Run. With its history and interesting tourist sites, Riverside provides an abundance of "mission sites" for Fireball participants. While here, the participants will visit various sites throughout the City, completing their missions and looking for clues to help them be the first to cross the finish line. Sites can range anywhere from the California Citrus State Historic Park, to one of the City's four universities and colleges, or to one of the many museums, or one of the City's great parks. Only the producers know the challenges that lie ahead for the participants. With its great attractions and history, Riverside provides the ideal backdrop for the adventure that awaits Fireball participants.

The Celebration and the Finish Line – September 28th

While Fireballers will be venturing all over the City – solving clues and completing missions – Riversiders will be celebrating downtown while this epic adventure and great cause comes to a close. On September 28, the finish line will be in place in downtown Riverside. The celebration will begin at noon, with a Fireball Run Finish Line Extravaganza. This fun-filled festival will include a Fireball Brew Fest – a local craft beer and wine garden; food trucks to complement the wide array of restaurants available downtown; live music from the Summer Twins and On Being Human; a classic and exotic car show managed by Show and Go; and Kids Zone with the Tumble Gym Bus, face painting, and the

City of Riverside Fire Department Safety House. The day continues with the Finish Line Procession at around 4:00, when the Fireball cars will cross the finish line. The exciting day ends with the Riverside Downtown Partnership showing Movies on Main at 7:30, featuring Cars 2.

Thank you to the Riverside Community

Many thanks to the sponsors who have helped bring the Fireball Run Finish Line Extravaganza to Riverside, including:

Winners Circle Sponsors – Champion Electric, The Salted Pig, Solar Max

Pit Crew Sponsors – Riverside Downtown Partnership, Show and Go, Walter's Automotive Group, BMW of

Riverside, K&N High Performance Air Filters, Valley Crest Landscape Maintenance

For more information on Fireball Run, visit RiversideFireball.com, email to fireball@riversideca.gov, or call 877-RIV-SIDE. Follow us also on social media using the hashtags #FireballRunRiverside and #FireballRun.

Downtown Riverside Promotion

For downtown businesses, the City of Riverside is happy to promote select specials or discounts offered for the day of the event. Contact us at fireball@riversideca.gov for information on how we can help promote your deal or promotion for Fireball Run.

Submitted by the City of Riverside



Destination STYLE Fall Fashion Show

The Destination STYLE Fall Fashion Show will take place on Thursday, October 3rd at 6 pm on Main Street between University Avenue and Mission Inn Avenue in downtown Riverside. The Fall Fashion Show will showcase unique fashions and accessories that are available from retailers in downtown Riverside. The show is being coordinated by RJ Rodriguez and Brian Hopper of The Vanity Haus located in Aurea Vista, A Shopping Mecca, and presented by the Riverside Downtown Partnership.

Before and after the show, shoppers can visit downtown retailers along Main and the downtown core, and in Aurea Vista to purchase the latest fall styles and accessories. Signage and a program with the Fashion Show Line Up will be provided so that attendees can easily identify outfits and retailers.

As an added feature, the show will include a fantasy hairstyling competition for local salons. Fashionistas can also take advantage of photo ops with red carpet at the show. Afterwards, participating hospitality establishments will hold after parties with special

Destination STYLE cocktails.

Downtown Riverside offers a unique experience with its historic architecture, arts and culture, and wide range of one-of-a-kind restaurants and retailers. Its shops and salons offer an incredible range of fashions and accessories for all ages and all styles. Focusing on fashion is a great opportunity to build the brand of downtown Riverside as a destination fashion district and leverage our unique shops and fashion offerings. Presenting seasonal fashion shows showcases our retailers and brings visitors to downtown.

All downtown businesses are encouraged to participate by either having a presence at the event or by providing materials for the RDP information table. For more information, please contact Janice Penner at 951-781-7339 or Robbie Silver at 951-341-6550 at the RDP office.

Visit www.RiversideDowntown.org or www.facebook.com/destinationstyledowntownriverside for updates on the event.




Security Corner

Door to door sales of alarm systems has become a fast growing business. An alarm system is a valuable tool to protect you and your family, and your business. It is a purchase that should be done with research and much thought. The Riverside Police Department is urging residents and business owners to verify any alarm salesperson, alarm company or alarm installer they hire is licensed by the State of California.

All alarm salespersons, alarm companies and alarm installers doing business in California must be registered by the Bureau of Security and Investigative Services.

Alarm Company Employees are not required to display their registration card, but must carry and show either their state approved license or state registration application if requested. To ensure registration is current and valid, call the Bureau's License Verification Hotline at (800) 952-5210 Monday through Friday, 8 a.m. to 5 p.m. You can also visit the Bureau's website at <http://www.bsis.ca.gov/>.

For further information please contact the Riverside Police Department Alarm Services at 951-826-5600. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

RIVERSIDE GOLF COURSE/SOCCER COMPLEX

Over a year ago the City sent out a RFP for development of the old Riverside Golf Course at Main and Columbia. As you may recall the operator of the golf course went bankrupt several years back and the city has been seeking a reuse of the property. The RFP called for a 60 acre soccer complex, including a stadium, to be built on the golf course property and the respondents were asked to propose development of their choice, except housing, on the remaining approximately 50 acres.

Several prospective respondents attended a site meeting and job walk, and two teams submitted proposals in response to the RFP. Both responding teams originally proposed projects financed with public dollars. The City asked them to go back and respond with what they could do without public financing. One team indicated they could not build a good project without public financing. The other said they could and asked for an Exclusive Right to Negotiate to work out details.

The Council felt the revised project did not measure up to the City's needs and decided to start over with

the project. The process will begin with community meetings to discuss what the neighborhood would like to see on the old golf course and the nearby 55 acre Ab Soccer Complex. Youth sports groups will be included to discuss their needs and the development community will be invited to discuss projects that make sense from a financial perspective.

This will ultimately lead to another solicitation for bids to build a project. The project will require a soccer complex at least matching the Ab Brown Complex in size and number of fields and affordable access for Riverside kids will be required. The location of the fields could change, but the size and number cannot.

I expect this to be a thorough and detailed process that I believe will result in a great project for our city.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

It is with great pleasure that I welcome back all the students, parents and faculty from the Riverside Unified School District! Ward 2 is the proud home and location for the following five schools: Emerson Elementary, Castle View Elementary, Highland Elementary, Longfellow Elementary, John W. North High and Riverside Stem Academy. As we begin September, we can look forward to the regular Friday night football games. Be sure to go out and show your support on September 6th to watch North's Varsity Football team compete against Heritage at 7:00 PM, North High school. Huge Congratulations are in order for the new UCR School of Medicine! It was an honor to attend the inaugural, "White Coat Ceremony" that was held on August 9th. Best wishes and congratulations to the students and future doctors who have been admitted! UCR will be welcoming new and returning Highlanders as their school year kicks off. This Fall we have the following sports competing from now into early December: Women's Cross Country, Men's Cross Country, Women's Soccer, Men's Soccer and Women's Volleyball. For more information on dates and events for UCR Athletics, be sure to check out the following website, <http://www.gohighlanders.com>.

The Riverside School of the Arts is still going strong since it first launched! Last month we shared that the School had reached enrollment of over 500 students. Due to a high demand for the School's programs and positive interest from the community, the School of the Arts will be looking to host a large fundraiser come October. As

more information becomes available, it will be shared and distributed. The School is still holding their Instrument Drive and accepts all new and used instruments. For donations, please contact Randy Solis at rpsolis@riversideca.gov or the Cesar Chavez Community Center at 951-826-5746.

If you take a drive down University you will notice Lee's Sandwiches on the corner of Ottawa. It is anticipated that the construction will be completed within the next 60 days. Keep an eye out for open doors! We also have In N Out that will be joining us where Coco's Restaurant is currently located. Coco's is located on University and Iowa, however will not be renewing their lease. In N Out will be coming in to construct their restaurant and do not anticipate being open until sometime next year. We will keep you updated with that project as we see more progress. Lastly, the old Kawasaki Dealership Building has been sold. We look forward to reviewing different proposals for how this space can be utilized over the next 12 months.

GO HIGHLANDERS & NORTH!!!

Andy Melendrez



Downtown Riverside is an oasis of authenticity.
Stroll, shop, dine, and be pampered.
www.RiversideDowntown.org

The *art* of the City



MAKE STYLE YOUR DESTINATION



October 3, 2013 Fashion Show: 6 p.m. to 7 p.m.
Main Street between University Ave. and Mission Inn Ave.

Don't miss Riverside's premier Fall fashion event.

See new offerings from fashion retailers and enjoy a hairstyling competition with local salons and hairstylists as part of the show.

After the show, visit participating downtown Riverside fashion retailers for specials and enjoy downtown hospitality and after parties.



[/DestinationStyleDowntownRiverside](https://www.facebook.com/DestinationStyleDowntownRiverside)

[@FashionDistrictDTRiverside](https://www.facebook.com/FashionDistrictDTRiverside)

For more information www.RiversideDowntown.org
3666 University Ave., Ste. 100 951.781.7335

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Long Night of Arts and Innovation

On October 10, 2013, for the second time Riverside will showcase the best of its four universities, technologies, innovations, performing arts and visual arts during the Long Night of Arts and Innovation.

The Long Night of Arts and Innovation will feature the best of innovation and creativity in the arts and sciences and include the creative enterprises of Riverside's educational institutions.

To do so, individual exhibits, presentations, demonstrations and artistic performances will be located in numerous downtown venues. All are designed to entertain the community and encourage students to seek careers in the arts and sciences. Because this is destined to become one of the City's signature events, the organizers will use video, photography and interviews to capture and document the enthusiasm brought to downtown Riverside through this inaugural event.

The event will build on last year's and encourage a second Arts Walk for the month of October that

will reflect the idea of arts and innovation. Venues being used include the Culver Center of the Arts, the Fox Performing

Arts Center, the Riverside Metropolitan Museum, and City Hall. Restaurants and businesses in downtown Riverside will benefit from the event by staying open later that evening, and a number of restaurants have signed on as demonstration sites of culinary skills.

We invite you to share in our Vision. Please join us on October 10, 2013 from 4pm to Midnight to enjoy the many presentations of our City's amazing talent in the arts and innovation.

For more information on the Long Night of Arts and Innovation, visit www.longnightriverside.com

Submitted by the City of Riverside



Cal Fire Strike Team Saluted at Riverside Applebee's

As many of you are aware, from local and national news stories, the "Silver Fire" in northern Riverside County Raged out of control for the better part of 5 days. Strike Teams from as far away as Sonoma & Tulare Counties to the north, and San Diego Counties to the south, came in to assist with the containment of this fire. Residents were allowed into their neighborhoods and homes only recently.

With all these Fire Fighters imported from other parts of the state being housed in the local hotels, several of our stores here in the Inland Empire partnered with Cal Fire and welcomed these large Groups of Fire Fighters into our Restaurants. Downtown Riverside was one of these stores.

Too often we take for granted the communities where we do business. Also too often we tend to focus only on the logistical challenges that come with seating and serving large parties.

On this last Sunday Night we were privileged to witness a sight far too infrequent in today's society, and one that made clear the significance of what we do, and that we are lucky to be able to do it.

Several Strike Teams, engines and all, arrived nearly simultaneously at our restaurant. We were prepared for their arrival, so there was virtually no delay as they entered the foyer and we escorted this long line of

nearly 40 Fire Fighters to their Tables.

The Restaurant was fairly full prior to their arrival, and as we walked through the dining room, quite unexpectedly the entire dining room began to cheer and applaud the Fire Fighters. Several of the patrons at the bar left their stools and got to their feet in praise of the teams.

We are fairly removed from the fire area, so relatively few, if any, of our patrons were directly affected by this fire. None the less this show of appreciation to these men that put their lives on the line, protecting homes, property, park lands and the people of California, could be heard throughout the restaurant.

This was one of those moments that reminded us of what a great community we serve, and why we treat each and every guest as if they are special.... because they are, and they deserve it.

Today we are proud to be one of America's Favorite Neighbors, and join Our Community in praise and thanks to the men and women of the Cal Fire Strike teams.

And on a separate note from RDP ... best of wishes to Charlie German who leaves the Riverside Applebee's for Victorville, and warm thanks for all of his partnership efforts downtown.

Submitted by Riverside Applebee's – Eric Wallior




BUSINESS BUZZ

RDP Hosts Free Social Media Seminar

Social media outlets such as Facebook, Twitter, and Instagram have changed the way people connect with one another. Many businesses have taken the opportunity to market their business using social media in order to engage their customers and increase their reach.

The Riverside Downtown Partnership will be hosting a free social media marketing seminar to its downtown

business on Tuesday, September 17th at 9:00 am at the Center for Arts and Philanthropy located at the corner of Main St. and 6th. The social media marketing seminar is being presented by Dr. Patricia Hernandez and Dr. Mary Ann Pearson from California Baptist University.

If you would like to attend the seminar, please contact Robbie Silver at rdprobbie@sbcglobal.net or 951-341-6550. Seating is limited so respond early. 

Small Business Saturday Tool Kit


On November 30th, Small Business Saturday will celebrate local businesses. Shoppers across the U.S. are encouraged to go to their favorite small businesses on the Holiday weekend. Local businesses are important for the economy—they create jobs in the community and help the neighborhoods around them. Over the past 20 years, small businesses have created 65% of all new jobs nationwide. According to the 350 Project, 68% of the money spent in locally owned stores flows back into the community through taxes and payroll.

It's not too soon for you to start planning for your Small Business Saturday. American Express offers a number of free resources to businesses at their website <https://www.americanexpress.com/us/small-business/Shop-Small/>. American Express is also offering small businesses who accept American

Express cards an opportunity to be listed on their Shop Small map.

You can also see what other small businesses are planning on the Facebook page <https://www.facebook.com/SmallBusinessSaturday?fref=ts>

RDP will be promoting Small Business Saturday on our website and Facebook page. We recommend that you also post regular reminders that you're joining thousands of other business in promoting Shop Small. And if you are sourcing your products locally, boast about it to show that you, too, are supporting the local community.

Let us know what you are planning to do and we'll share it. Send your information to rdprobbie@sbcglobal.net or post on www.facebook.com/RiversideDowntownPartnership 



Shop Local Business Spotlight

Lake Alice Trading Company



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

RDP Welcomes New Businesses to Downtown

Antiques Trinkets & More • Artisan Antique Alley • Blackshear Fitness • D Q Stuff • Jay's Handyman Service
Jessica Cianciarusa • Krystle Rowe, Ms, Cht, Lmft • Riverside.lo • Sculptor Body Molding Inc • Something Sweet
Tala Mai Moana Productions • West Coast Motors

BUSINESS BUZZ

Nine Tips for Providing Excellent Customer Service

Excellent customer service can create loyal customers for life who are willing to refer your business to friends, family, and colleagues.

Providing customer service starts with a genuine desire to delight your customers, but you also have to think beyond selling your product or service. You need to consider the cumulative experience your customers have when they visit your store or website, what they think and feel, and what you can do to make it better.

Here are nine ways you can start to create a pattern of excellent customer service in your business.

1. Know Your Product/Service

In order to provide good customer service, you need to know what you're selling, inside and out. Make sure you know how your product or service works. Be aware the most common questions customers ask about your products, and know how to articulate the answers.

2. Be Friendly

As they say, customer service starts with a smile. When you are in a face-to-face situation, a warm greeting should be the first thing your customers see and hear when they ask for help. And even when handling customer service requests via telephone, a smile can come through in your voice, so make sure you're ready to be friendly.

3. Say Thank You

Gratitude is memorable, and it can remind your customers why they shopped at your store or hired your company. Regardless of the type of business you have, saying thank you after every transaction is one of the easiest ways to start a habit of good customer service.

4. Train Your Staff

It's important to make sure all of your employees, not just your customer service representatives, understand the way they should talk to, interact with, and problem solve for customers. Provide employee training that gives your staff the tools they need to carry good customer service through the entire customer experience.

5. Show Respect

Customer service can often involve emotions, so it's important to make sure you and others you have handling your customer service tasks are always courteous and respectful. Never let your own emotions overtake your desire to see your customer

walk away happy.

6. Listen

Listening is one of the simplest secrets of customer service. Listening means hearing what your customers are saying out loud, as well as what they are communicating non-verbally. Watch for signs that they are displeased, as well as what say to you directly.

7. Be Responsive

There may be nothing worse than non-responsiveness to a customer who is trying to get help, resolve an issue, or find out more about what you're selling. It's important to respond quickly to all inquiries, even if it is only to say you are looking into the issue and will be back in touch. Some response is always better than none so the customer doesn't feel ignored.

8. Ask for Feedback

You may be surprised what you learn about your customers and their needs when you ask them what they think of your business, products, and services. You can use surveys, feedback forms and questionnaires, but you can also make it a common practice to ask customers first-hand for feedback when they are completing their orders.

9. Use Feedback You Receive

You need to do something with the feedback you receive from customers in order to make it useful in your customer service process. Take time to regularly review feedback, identify areas for improvement, and make specific changes in your business.

Good customer service often comes down to consistently checking in with your customers and making sure they are happy with not only the products and services you're selling, but also the process of purchasing, ordering, working with you, etc. If you do that successfully, you are on your way to becoming known for providing excellent customer service.

*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.*





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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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Affordable Care Act 101 Webinars

Presented by SBA & Small Business Majority

The Small Business Administration and Small Business Majority are offering Affordable Care Act 101 webinar dates. Business owners can learn the basics of the Affordable Care Act and what it means for their company and employees, including insurance reforms, the small business health care tax credit, the new health insurance marketplaces, and employer shared responsibility provisions. SBA representatives help small business owners understand the facts of the Affordable Care Act so they can make informed decisions about providing health insurance for their employees.

The dates for the webinars are:

- Thursday, September 5 at 2:00 PM ET:
- Thursday, September 12 at 2:00 PM ET:
- Thursday, September 19 at 2:00 PM ET:
- Thursday, September 26 at 2:00 PM ET:

To register, go to:

<https://cc.readytalk.com/cc/s/registrations/new?cid=9sv56e5jv7sd>

For more information on how the new health care law affects small businesses, check out www.businessusa.gov/healthcare.