



Bulletin

Riverside Downtown Business Improvement District

RDP Celebrates Downtown Achievements

The Riverside Downtown Partnership (RDP) will host its 28th Annual Meeting and Awards Ceremony on Thursday, February 19th at the Historic Mission Inn Hotel and Spa. This annual event recognizes outstanding individuals and organizations for their excellence in leadership and service to the downtown community.

Awards will be presented in the following categories:

Chair's Award – Bill Gardner for his promotion of the Raincross as a symbol of Riverside throughout his professional career with the City and as a creative metalworker crafting raincrosses for various decorative purposes.

Arts and Culture – The Old Riverside Foundation for its dedication to the recognition, appreciation, and preservation of the built environment (buildings, feats of engineering, parks, avenues, landscaping features, and archeological remains) throughout Riverside and the Inland Empire.

Downtown Business Activity – Daniel McGuire and Marco McGuire of McGuire LLC for their investments in downtown including the relocation of their Head Office, opening the restaurants ProAbition and Mezcal and the business The Boardwalk, and hosting the Miracle on Main event.

Downtown Event – Bill and Laura Densmore and the Salute to Veterans Parade held each April since 2005 to honor veterans and Riverside's military history.


Downtown Improvement – The Riverside Convention Center for the impact its renovation has had on downtown Riverside.

Downtown Safety and Security – Riverside County Probation for its

program to connect at-risk youth to their community through art and positive influence with a partnership with the Riverside Art Museum.

RDP will also host 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 2015 BID Bulletin.

The RDP Annual Meeting and Awards Ceremony will begin with a no-host reception at 5:30 pm, followed by dinner, 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 if purchased prior to January 31st, and then \$65 per person or \$600 for a table of ten thereafter. To purchase tickets or a table, call the RDP office at 951-781-7335.

Sponsorship opportunities are available, ranging from Event Sponsor at \$1,500 to Friend of RDP Sponsor at \$250. All sponsors receive a number of complimentary tickets and recognition in print material and social media depending on the level of sponsorship. RDP is also looking for donated items such as tickets, gift certificates, and gift baskets for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards. To sponsor or donate, contact the RDP Office at 951-781-7335. 



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RDP Intern Program Wins Award

Historic Loft.84 Now Open for Events

Tools to Help Your Business Succeed

The next monthly luncheon will be
Tuesday, January 27, 2015
at Loft.84

3840 Lemon Street

There will be a presentation on
Riverside City College's
Centennial Plaza

The cost of the luncheon is \$20
with reservation by Friday prior to
the meeting, or \$22 at the door.

Please call the RDP Office
at (951) 781-7335 for reservations.

The luncheon is sponsored by
Parkview Community Hospital



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



Fifth Annual Lunar Fest 2015

On Saturday, January 31, 2015, the Year of the Sheep will be celebrated at the Fifth Annual Asian Pacific Lunar New Year Festival (Lunar Fest 2015). The annual event is hosted by the Asian Pacific Cultural Association (APCA), which promotes awareness and increases understanding of the Asian/Pacific American cultures and its diversity through education.

The streets in the heart of downtown Riverside will be transformed to the beautiful Orient to commemorate and celebrate the contributions of Asian Pacific Americans. Past and recent members of these diverse groups built the railroads, worked in the citrus groves, and contributed to international education and exchange.

The festival will begin with a Parade of Nations at 10 am, opening ceremonies at 10:45 am, then traditional Asian music, Taiko Drums, dance performances, art displays martial arts demonstrations, Anime cosplayers and a range of Asian cultural displays conducted by community and professional groups on four separate stages. Visitors to the festival are encouraged to wear their favorite Asian attire while enjoying all that the festival has to offer.

The Children's Village will offer free arts and crafts such as origami, calligraphy, arts and crafts, games, and other



educational activities. There will also be a Health Expo hosted by local medical professionals to allow families to explore the importance of Mind, Body and Spirit, stemming from ancient holistic medicines to modern technological health. Ethnic trade goods and foods from the Pacific Rim will be provided by Inland Region small businesses at the street market.

For more information on the 2015 Lunar Fest, including the Golden Dragon VIP Gala and Fundraiser, and sponsorship opportunities, visit www.LunarFestRiverside.org



Riverside Dickens Festival News – Pickwick's Pub Night

Mr. Dickens knew that the quality of night life in England should be preserved in Mr. Pickwick's Pub. Once again, we have the opportunity to be transported back to England's night life and through the doors of Mr. Pickwick's Pub. Mr. Dickens invites everyone to join him at Pickwick's Pub Night on Friday, February 20, 2015 to kick off the Riverside Dickens Festival. Last year's "Return to Pub Nights Past" was a rousing success in a larger room with an improved sound system. Mr. Pickwick again promises good food and exciting entertainment.

The ticket price remains the same \$35 per person which includes one drink and will be available on our website in early December. So don't be left out in the cold, order your tickets now and join Mr. Pickwick, along with his faithful band of talented zanies, for an evening of good eats, cold drinks and bawdy entertainments! A buffet will be presented this year so that all participants will have a choice of food to meet their dietary needs. The buffet includes, Pot roast, Sheppard's pie, vegetables, salad, cold cuts, bread and butter.

The beer and ale will be once again provided by Packinghouse Brewing Company. Thanks to steam punk, we have brought a California citrus industry, which was born in the city of Riverside, California, to England. The citrus boom rapidly brought notoriety and prosperity to our region. The Packinghouse Brewing Company was named as a nostalgic tribute to the original citrus packinghouses of our hometown. "Each day we strive to blend our passion for finely crafted micro brews with the pride we have for our cultural heritage. We hope each pint says as much". Our pub night participants will enjoy a drink from the future. Wine will also be available.

In addition to the on stage music and performers, the pub will have a magician who will perform table magic. Our



Pub Night Sing-alongs will include "Ta Ra Ra Boom", "A Drop of Nelson's Blood", "Seven Old Ladies Locked in the Laboratory", "Daisy Daisy", "The Hippopotamus Song", and "King Caraticus". Words will be provided for those who do not know the songs by heart. Opportunity Baskets will be offered as well.

Submitted by the Dickens Festival



**22nd Annual
- RIVERSIDE -
DICKENS
- FESTIVAL -**

**Main Street Pedestrian Mall
near City Hall
in Historic Downtown Riverside**

Feb. 20, 2015 - Pub Night
Main Days - Feb. 21 & 22 - 10am to 5pm
Mr. Fezziwig's Ball - Feb. 21 - 8pm to Midnight

**Sponsors - City of Riverside • Riverside Arts Council
Riverside County Supervisors
P. O. Box 113, Riverside, CA 92502-0113
800-430-4140 • Office: (951) 781-3168 (lv. message)
www.dickensfest.com**

**A non-profit, educational organization 501 (c) (3)
Pay by MasterCard, Visa, Discover or Check**

*Mr. Pickwick portrayed
by Chuck Spiller*

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Welcome to 2015. I hope everyone had wonderful holidays and you have returned invigorated and excited to make good things happen in the New Year. Here are a few things we can look forward to in the downtown area.

The residential project on the west side of Market Street between First and Second looks like it will break ground fairly early in 2015. The project consists of about 125 apartments with a parking structure. An exciting addition to the project is a commercial project on the Sav-A-Minit Market site at Second and Market and another residential development between First and Houghton. The three projects will reshape two and a half blocks of Market Street at an important gateway to the downtown.

No tenants have been signed for the commercial development but the developer, Zion Enterprises, hopes for an upscale neighborhood market as an anchor tenant. The residential portion will be seven townhomes, three of which will be affordable housing units. Each unit will have a garage and there will be five shared guest visitor parking spaces.

Both the commercial and the smaller residential project are independent projects but are proposed by the same developer. The City recently agreed to sell the parcels needed for these projects to Zion. These two projects will be entering the permitting process shortly. Zion already

owns the full square block of the larger apartment development and has the entitlements for the project.

The Festival of Lights was a huge success. As always, having that many people in one area does cause traffic and parking issues. We learn from each year's experiences so if you have comments, observations or suggestions for next year please share them with me.

The Council has approved final design for retrofit of the Main Library and the plaza area in front. A significant change from the previously proposed design includes retention of the current staircase and elevator locations. This will save money and, I think, recognize and honor the original design better than moving them to a side wall as previously proposed. Windows will be cut into the building behind the dove screens, allowing natural light into the interior while still preserving the architecture. The mid-year budget review, coming in February, will include a discussion of funding for engineering and design drawings.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

HAPPY NEW YEAR! To ring in the New Year I will be sharing a few updates about the ongoing progress and plans in Ward 2.

University Village is conveniently located on the North East corner of University Avenue and Iowa Avenue in the city of Riverside. Dine, Shop and Play in the exquisite open-air environment of University Village where fun & function are blended through a unique formula of national stores and local retailers. For information on movie times, business hours or to find out which retailers are offering special discounts, be sure to visit the main website at <http://www.universityvillageriverside.com/home>

The newest restaurant and latest addition to the University Village is The Spot Sports Bar & Grill which can be seen from University Avenue and the main pedestrian walkway. The Spot offers a mix of Mediterranean and American dishes that can be enjoyed while watching the latest games and highlights on one of the many flat screen TV's. The Spot is open until 1:00 am, Sunday through Wednesday and open until 2:00 am on Thursday, Friday, and Saturday. Be sure to check them out and show your support! Students receive a student discount with valid ID.

Projects and Developments: For those who are not familiar with Sycamore Canyon, I would like to briefly share on the business growth and developments that have been emerging and expanding rapidly over the last several years. We have seen new and strong infrastructure develop in this part of

Ward 2 and are excited to hear and share with the community the newly proposed projects that have been discussed for consideration.

The City's Planning Department has received requests from various developers who are interested in initiating and expanding several of our current project sites and looking to develop on new site locations. We have received a request for expansion of the Big 5 Warehouse located in Sycamore Canyon. There have also been discussions of bringing a new medical facility to the area that would be located right off the 215 Freeway traveling southbound. Lastly, we have received a request to build a new four story apartment complex on Sycamore Canyon adjacent to the Raceway Ford located on Sycamore Canyon Blvd. These proposals are still currently being discussed and reviewed. We will be seeking input and feedback from the community and local neighborhood groups as we receive more updates and information. I would like to ask for those who are interested in providing comments or feedback to please email my office at asmelendrez@riversideca.gov or call (951)-826-5991.

Best of luck to the students beginning classes this month at UCR! GO HIGHLANDERS!!!

Andy Melendrez



Main Library Rehabilitation

On December 9th, the City Council received an update on the rehabilitation of the Main Library from Library Director, Tonya Kennon. Ms. Kennon outlined the exterior, interior and plaza concept designs and cost estimates. She noted that at their August 25th meeting, the Board of Library Trustees unanimously approved the exterior and interior concept designs and unanimously approved the plaza concept design at their September 22nd meeting. At the Board's November 24th meeting Trustees unanimously requested that City Council approve funding of the engineering drawings for the Main Library Rehabilitation Project.

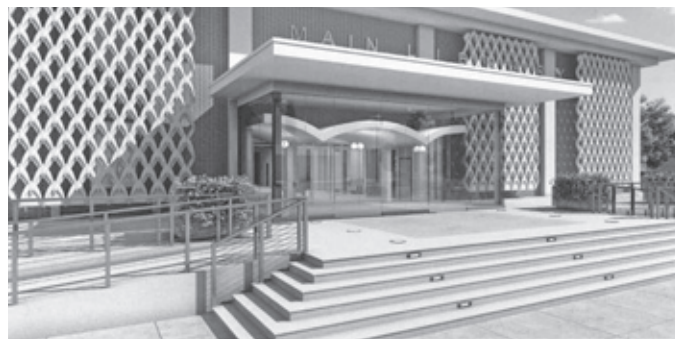
Ms. Kennon advised that the project cost was estimated at \$21,974,197 and included:

Exterior building enhancements, including the introduction of a vestibule, windows behind the concrete screens on the main and second floors, auditorium entry at Lemon Street, rear building development and an additional entry at Sixth Street.

Plaza development for enhanced monitoring and programming space.


Interior building enhancements for maximum flexibility, including relocation of the auditorium from the second level to the main level, use of retractable doors on community and training rooms, visually joining the main and lower levels and collocating technical services.

City Council at a previous meeting had requested pricing for design alternatives. These included increasing the size of the windows behind the concrete screens from 5' by 8' to 8' by 8' at



a cost of \$2,187,360 and rehabilitating the concrete screens at a cost of \$1 million.

Ms. Kennon advised that staff was continuing to look at financing options to cover the cost of the rehabilitation. She noted that once financing was in place, sufficient private donations had been received, or the City provided windfall one-time funding, the construction drawings would commence.

City Council unanimously approved Ms. Kennon's recommendation to approve the concept designs as presented and directed the City Manager to include discussion of Library funding during the mid-year budget review and hold a workshop to discuss overall funding at a future meeting. 

Personal Growth: New Year, New Habits, New You!

Essentially, New Year's resolutions are hopes we have for ourselves, cloaked in terms of our decisions to eat less junk and enjoy more veggies, sit less and move more, and devote less time to the TV and more with family. The key to making healthy behaviors stick is to turn them into habits--something you do almost without thinking. Here are 5 ways to create habits that can mean the difference between New Year's resolutions that stand and those that fall.

1. Define. Set a single well-defined objective. Instead of vaguely deciding to eat "healthier," choose something specific, such as snacking on a piece of fruit in the afternoon, drinking four more glasses of water at work, or having another serving of vegetables at dinner. Make the new habit specific, simple, and small. You have only so much willpower at your disposal, so use it well.

2. Commit. Make sure you choose a habit you really want to develop; otherwise, you won't follow through. Tell yourself, I want to do this--it's my choice. Write your decision down and let others know you're committed to it. Share your goal on self-help online forums and tell your friends.

3. Control. You know the importance of "location, location, location" when buying a house, but it's also important when dealing with habits. Your environment cues routines, very often without your awareness, so put away the cookie jar, store healthy foods front and center, plan your workout schedule--do everything you can to avoid temptation and prepare for success. You've heard the old saying, "If you fail to prepare, you prepare to fail."

4. Monitor. Keep track of your progress. Use a calendar to

check off the habit every day or a digital monitoring device that measures activity, food intake, and sleep--whatever method works best for you. If you quantify your progress, you're more likely to see the habit build over time.


5. Reward. Don't expect your willpower to work when you've depleted it, but do make sure you are satisfying yourself with the perks of a new habit. Reward a thinner you with a stylish new look or a completed workout schedule with an interesting day trip. The cue-routine-reward loop needs to come full circle, so treat yourself well. That way, the new behavior will become automatic and effortless over time. Of course, that's the real power of healthy habits: They become their own reward.

Submitted by Kris Whitehead, Owner Curves

Article content provided by Curves International, Inc. 

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Business Buzz

Making Shopping Enjoyable for Your Customers

Editor's Note: While this information from Barbara Wold is geared towards the holiday season, the advice can be followed year round.

The Christmas and Holiday season easily outshines other times of the year in sales, but it can also be the most exhausting. With proper planning and preparation, it can be not only a successful and memorable season, but in the most positive sense of the word, an enjoyable one for owners, managers, staff, and certainly customers.

LET'S START . . .

Having all salespeople read company ads, catalogs, literature, Facebook, Twitter and Blogs before customers come in with questions and inquiries. An uninformed salesperson is bad for business. Also check out *everything* about the competition.

Establishing dress codes for employees and enforcing these dress codes. (Even if there is a uniform, clean, neat, etc.) Employees are the representatives of the business and should project the image the business wants to convey.

Greeting everyone who walks through the door. Coming up with different greetings -- so customers don't hear the same greeting over and over when shopping in the store.

Making it comfortable for customers to shop. Adjusting the thermostat because customers may be wearing coats and the staff can wear a sweater. Perhaps a rack for customer's coats and a place to check their packages. Offering the customer a basket or shopping tote makes it easy for them to buy more.

Having employees identify themselves when answering the phone. This adds a professional touch and provides the caller with a person to identify with on the other end of the line.

Cleaning up the cash-wrap area as-you-go and putting everything in its place. Customers are concerned about transaction accuracy and your services, i.e., shipping, if this area is a mess with clutter, drinks and food.

Listening, really listening to customers. If you don't really listen and show customers the wrong merchandise --

they will assume you don't have what they are looking for and leave.

Having all cash registers open when the store is busy. An extra staff member can mingle with the customers in line -- making additional suggestions.

Getting everyone on board. Ensuring that everyone in the organization understands what the winning advantage is and what their role is in supporting it.

Getting to know what other merchandise and services are offered around town. Keep customers shopping in your community by knowing what all is available. The customers will be thrilled, always come to you first and will let the other businesses know you sent them.

Build your database and use social media. Use email marketing and social media platforms such as Facebook, Pinterest, Instagram, etc. Keep your brand in front of your customers at all times.

Stocking and cleaning during hours when the store is not open. Doing these chores when the store is open is inconsiderate to shoppers and doesn't convey a professional image. Instead have the staff mingle with the customers and help with suggestions.

LET'S STOP . . .

Trying to get a head start on store closing times. Vacuuming while the store is still open is rude and should be done after the business closes.

Helping phone inquiries while other customers are in the store waiting to be helped. The customer in the store should take precedence. Have someone besides the cashier answer the phone.

Running out of sale items or advertised specials early on the first day of the promotion. A product should not be advertised unless there is sufficient stock.

Using the store phone for personal calls.

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Wold's Retail & Consumer Tips*

Mail to: bwold@ix.netcom.com.



Shop Local Business Spotlight

MP Couture

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



RDP Welcomes New Businesses to Downtown

Cake Box Cake and Candy Supplies • Canary Wireless • Range of Motion Fitness

SECURITY CORNER

Beware of Scam IRS Phone Calls

The Internal Revenue Service continues to warn the public to be alert for telephone scam artists calling and pretending to be with the IRS. Here are some warning signs to tip you off if you get such a call.

These callers may demand money or may say you have a refund due and try to trick you into sharing private information. These con artists can sound convincing when they call. They may know a lot about you, and they usually alter the caller ID to make it look like the IRS is calling. They use fake names and bogus IRS identification badge numbers. If you don't answer, they often leave an "urgent" callback request.

"These telephone scams are being seen in every part of the country, and we urge people not to be deceived by these threatening phone calls," IRS Commissioner John Koskinen said. "We have formal processes in place for people with tax issues. The IRS respects taxpayer rights, and these angry, shake-down calls are not how we do business."

The IRS reminds people that they can know pretty easily when a supposed IRS caller is a fake. Here are five things the scammers often do but the IRS will not do. Any one of these five things is a tell-tale sign of a scam. The IRS will never:

1. Call to demand immediate payment, nor will they call about taxes owed without first having mailed you a bill.
2. Demand that you pay taxes without giving you the opportunity to question or appeal the amount they say you owe.
3. Require you to use a specific payment method for your

taxes, such as a prepaid debit card.

4. Ask for credit or debit card numbers over the phone.
5. Threaten to bring in local police or other law-enforcement groups to have you arrested for not paying.

If you get a phone call from someone claiming to be from the IRS and asking for money, here's what you should do:

- If you know you owe taxes or think you might owe, call the IRS at 1.800.829.1040. The IRS workers can help you with a payment issue.
- If you know you don't owe taxes or have no reason to believe that you do, report the incident to the Treasury Inspector General for Tax Administration (TIGTA) at 1.800.366.4484 or at www.tigta.gov.
- You can file a complaint using the FTC Complaint Assistant; choose "Other" and then "Imposter Scams." If the complaint involves someone impersonating the IRS, include the words "IRS Telephone Scam" in the notes.

Remember, too, the IRS does not use unsolicited email, text messages or any social media to discuss your personal tax issue. For more information on reporting tax scams, go to www.irs.gov and type "scam" in the search box.

Additional information about tax scams are available on IRS social media sites, including YouTube and Tumblr where people can search "scam" to find all the scam-related posts.

Taken from www.irs.gov 'Tax Scams'



RDP Intern Program Wins Award

The Downtown Intern Program (Riverside Downtown Partnership and California Baptist University Online and Professional Studies) received a Capella Award in the category of Community Relations at the 2014 Public Relations Society of America Inland Empire Chapter Polaris Awards on November 19th. The Polaris Awards recognizes the very best in public relations tactics and programs that successfully incorporate sound research, planning, execution and evaluation. These awards represent the highest standards of performance in the public relations profession in the Inland Empire.

Now in its second year, the Downtown Intern Program has accepted a total of 28 students from California Baptist University as interns to assist with social media marketing, marketing campaigns, and public relations. Twenty-five downtown businesses have participated in the Program as well. Dr. Pearson and Dr. Hernandez from California Baptist University Online and Professional Studies work closely with RDP on the Program by interviewing potential interns as well as coaching the participating businesses.

RDP is happy to partner with CBU OPS on this Program as it allows students to gain real-life experience in their field of study. The participating businesses also appreciate having an intern assist them with their efforts. "An internship program is new for us at Arkside Marketing and we were



extremely pleased with the result. It enabled us to test new strategies for our clients while providing a pending college graduate with real world applications of marketing and communication tactics. Since we are new to downtown Riverside, we appreciated the opportunity to help a local student and further integrate ourselves with our new business community," says Nathan Greenberg, CEO of Arkside Marketing.

Downtown businesses are encouraged to contact Robbie Silver at rdprobbie@sbcglobal.net or 951-341-6550 to participate.




Historic Loft.84 Now Open for Events

A new wedding and events venue has opened in downtown Riverside, Loft.84. The venue is located at 3840 Lemon Street in the former BRAVA space in the historic Aurea Vista hotel. The name Loft.84 is based on Aurea Vista being the 84th designated historical landmark in Riverside.

Designed by architect G. Stanley Wilson with a Spanish-Moorish theme, the Aurea Vista Hotel has a roofline with an undulating parapet and a large dome at the corner. Small glass "lights" (windows) stretch above the Lemon Street storefronts and four open grilles flank an ornate balcony adorned with colorful tiles and hanging lanterns. The building underwent a major exterior and main floor renovation in 2012.

Partners Shelby Worthington and Cindy Alden are renovating the space to bring back its old charm and update those areas in need of modernization to host events. The multi-leveled rooms are named after prominent Riverside figures including Ballet Arts alumna Darci Kistler and Aurea Vista's architect and designer G. Stanley Wilson, and to reflect Riverside's heritage with the Citrus Ballroom.

Ms. Worthington and Ms. Alden are limiting events to only one per day. They have a list of preferred vendors to provide catering and other services for events. Personal tours can be arranged by phoning 951-858-9962 or emailing loft84downtown@gmail.com. 



Tools to Help Your Business Succeed

The Office of Economic Development provides many resources to help you find the information and assistance you need in the most efficient manner. These resources include a directory of strategic partners who can provide business development and financing assistance; exclusive data and demographic information; Riverside Prospector, a tool to help you find the right location for your business; Size Up to assess how your business matches up against your competitors; CalGold to help you find the permits and licenses required to start your business; and our Business First initiative to help you navigate City Hall. To start using these tools, go to ExploreRiverside.com

Partner Directory

The Partner Directory is a complete listing of our key partner agencies and organizations and can be filtered by industry. The directory includes organizations focused on business development and financing assistance for startups and well established businesses, chambers of commerce, export assistance agencies, and many more.

Data & Reports

The City of Riverside's Office of Economic Development provides a comprehensive data dashboard to help businesses better understand the economic assets of the region. This data collection includes demographic information, quarterly economic reports, labor market data and other valuable resources.

Business First

The City of Riverside's Office of Economic Development

is taking a proactive approach to better address the increased demands and challenges facing our local businesses by shifting resources and time in order to enhance outreach and ombudsman services through the Business First Initiative.

Riverside Prospector

Looking for the perfect location for your business? Riverside Prospector can help you find the right site to meet your business' needs.

CalGold


CalGold can assist you in finding the permit information you need for your business including contact information for the various agencies administering the permits.

SizeUp Business Tool

If you are a small business owner, you need to know how your business stacks up with the competition in order to succeed. SizeUp will help you manage and grow your business by benchmarking it against others in your industry, mapping your customers, competitors and suppliers and locating the best places to advertise. These tools will provide your business with valuable industry data and research insights.

Incentives

Visit ExploreRiverside.com to learn more about local, state and federal incentives that your business may be eligible to receive.

Submitted by
the Office of Economic Development – City of Riverside 



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RDP Facebook Page

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