Bulletin

Riverside Downtown Business Improvement District

Summer Street Jam Returns

The Riverside Downtown Partnership, along with a number of downtown hospitality establishments, hosted a free outdoor concert last August to attract visitors to downtown Riverside. The concert, titled Summer Street Jam, ran from 2 pm to 9 pm and attracted over 2,500 people. Concert attendees enjoyed the free music and the specials offered by the hosting establishments.

Summer Street Jam will return to downtown Riverside on Saturday, August 2nd. University Avenue will be closed to traffic from Orange Street to Lemon Street and will be the site of the free outdoor concert. This year, the concert will celebrate Riverside bands with performances starting at 4 pm by One Hundred Proof, Shoppy, and a special headliner at 8 pm.

One Hundred Proof is a five piece band that blends rock with hip hop, and has opened up for and shared the stage with bands and rap artists such as Snoop Dogg, Xzibit, Big B, Rehab, John Richter of "The Kotton Mouth Kings" and more. Shoppy is a four piece Alternative Rock Jazz Funk Jam Band that has been together for over ten years and performed at many festivals.

The free concert is made possible by the Riverside Downtown Partnership, the City of Riverside, and by the hosting establishments; D-Dogs, Heroes Restaurant and Brewery, Lake Alice Trading Company, Mario's Place, Mezcal Cantina Y Cocina, Mission Tobacco Lounge, Pixels, ProAbition Kitchen and Cocktails, The Menagerie, and Worthington's. Concert attendees are encouraged to stop by these hospitality establishments during intermissions for entertainment and specials.

RDP will have an information table and encourages downtown businesses to drop offbrochures and flyers to display. For more information, please visit:www.Facebook. com/RiversideDowntownPartnership or www.riversidedowntown.org

Promote Your Business at Movies on Main

RDP's free movie event, Movies on Main, returns this summer. Due to the early start of school in August, movies will be shown only in July. The schedule includes *Monsters University* on July 10th, *Despicable Me 2* on July 17th, and *The Nut Job* on July 24th. Due to the reduced schedule, RDP is scheduling entertainment prior to the start of the movies to encourage people to come downtown earlier to dine.

We encourage all downtown businesses to consider participating in the event by either having a display table or providing material for display at the RDP information table. We are also encouraging restaurants to consider offering 'box suppers' or 'To Go' items for people attending the movies. Children's menu items are particularly encouraged since many of the attendees are families with children. All restaurants offering Movies on Main take-out items (or other specials) will be promoted by RDP using social media and at our RDP information table.

If you wish to have a display space at Movies on Main, please contact Janice Penner at the RDP office so that we can make arrangements. Space is limited and no food items are allowed.

If you plan to offer Movies on Main restaurant take-out items, please contact Robbie Silver at the RDP office so that he can include the information on the RDP website and Facebook page. We also encourage you to cross-promote if you have a website or Facebook page.



In This Issue:

Summer Street Jam Returns

Promote Your Business at Movies on Main New City Park and Recreation Director Council Corner Wards One and Two Business Buzz – Tame the Email Monster Security Corner – LinkedIn Smart Card Business Buzz – How to Create a Mobile

Office for Your Small Business

The next monthly luncheon will be **Tuesday, July 22, 2014**

at Café Sevilla 3252 Mission Inn Avenue

Presentation by Tonya Kennon, Library Director on the Downtown Library

Due to the special menu the cost of the luncheon is \$22 with reservation by Friday prior to the meeting, or \$25 at the door. Please call the RDP Office at (951) 781-7335 for reservations.

Reservations not cancelled by the prior Friday will be charged.



New Parks and Recreation Director

Adolfo Cruz, who served as Deputy Director of Stockton's Community Services Department for nearly four years, has been named Director of Parks, Recreation and Community Services in Riverside. He started work on June 2nd.

City Manager Scott Barber said he hired Cruz because of his ability, leadership style and experience. In addition to his official duties in Stockton, Cruz has handled much of the day-to-day operation of the Community Services Department for the past 30 months, reporting directly to the Assistant City Manager, while the Director position there was vacant.

"Adolfo Cruz has demonstrated an ability to successfully manage a wide range of programs through a 24-year career in Stockton and San Jose," Barber said. "During difficult times, he has maintained a high level of service and successfully balanced budgets, despite significant reductions in both fulltime and part-time staff. I look forward to him joining the City family in Riverside."

Prior to becoming Deputy Director in Stockton in 2010, Cruz served as Recreation Superintendent in the Parks and Recreation Department for six years and as a Recreation Supervisor for four years. Before being hired in Stockton, Cruz worked as a Recreation Program Coordinator for the San Jose Parks and Recreation Department for 10 years.

"I am thrilled to be joining the City of Riverside's management team, and I look forward to continuing a tradition of excellence in the Parks, Recreation and Community Services Department," Cruz said. "From recreation programs to community gardens, the department has a close working relationship with the community, and I am eager to become a part of that."

City of Riverside Press Release

Kathy Boyer

Workforce Development

Mail: KBOYER@rivcoeda.org

Riverside, CA 92507

Principal Development Specialist 1325 Spruce Street, Suite 110

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Workforce Development Centers

The Workforce Development Centers of Riverside County, Business Solutions, offer a variety of services to Businesses. One of the services offered are training incentive programs. On-the-Job Training funds are available to assist your business when hiring and training new employees. On-the-Job Training allows you to hire and train an individual in the skills required for the job while they are actually performing the job. Business Solutions can help offset some of the costs of training by reimbursing up to 50% of the wages to a maximum of 480 hours. For additional information, contact Kathy Boyer at 951 955-3075.



Office: 951.955.3075

RDP Welcomes New Businesses to Downtown

2013-1 IH Borrower LP • AP Plastic • Archaic Chic • Brigitte Baldeon • Caron G Rand – Artist CDK and Associates • Emilee Cleaning Service • First Financial Management Corporation Elite Financial Consultants • Foundation Laboratory • Glen Schnagel • Gonzalez Handyman Hatchet Hall Media • Junk Gypsies • Lady Cordelia's Closet • Law Offices of Langley & Chang Lupe Gonzales • Mega Overstock • N & R Cleaning Services • Oak Hills Trading Co.
Law Office of Michael Geller • Plastic Extrusion Company • PSSI International Inc. • Riverside Radiology Sam's Bann Thai • Scott Tracy, Hairstylist • Sketches and Oils by C. Acid • Sonia Hoth Antiques
Soo Good Seeds • The EZ Car Store • U-Haul of California • Urban Horticultural Supply • Virginia O'Grady William Diehl • X-trm Signs and More

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Ward One **Council Update**

Contributed by Councilman Mike Gardner



Annual Mayor and City Council Regatta

Thanks to everyone who supported the annual Mayor and City Council Regatta this year. We raised \$6690.00

through ticket sales which will split between the Community Sailing Program and the local charities selected by each of the elected officials. There were also a number of boat sponsorships which support the sailing program but are not split with the charities.

Î am pleased to report that I won the ticket sales competition with \$2660 in total sales so my charity, The Arc of Riverside County will get \$1330. I am thrilled to report that I achieved my objectives of not capsizing and not finishing last in the actual sailing race! Mayor Bailey won by a large margin, followed by Andy Melendrez in second place and Mike Soubirous in third. The rest of us straggled in later, but everyone stayed dry during the race.

For the first time we added a challenge race between the police and fire chiefs. Like most of the electeds, neither chief is an experienced sailor. Fire Chief Mike Esparza prevailed in this race.

Following the races, well actually while I was still floating around looking for a breeze, Mayor Bailey was chucked into the lake by Chief Esparza. Chief Esparza then jumped in before anyone could pick him up and throw him in.

In addition to the sailing program the regatta benefitted the Arc of Riverside County, the Community Settlement House, the Janet Goeske Center, the Orange Terrace Park Advisory Committee, Victoria Avenue Forever, Riverside Ending Homelessness and Make a Wish Foundation.

For next year's competition we are considering a triathalon featuring lawn bowling, golf and sailing. Sailing will have to be last as I can't walk, let alone lawn bowl or golf, after being jammed in that little boat for what seems like hours. 本

Mike Gardner

COUNCIL CORNER Ward Two Council Update

Contributed by Councilman Andy Melendrez

ROLLER SKATING RINK UPDATE: The newly proposed Outdoor Roller Skating Rink has postponed its debut and will be coming to your Downtown area in October 2014. The rink will be located at John North Park, within the Downtown Marketplace where you will find several popular restaurants! Come out and enjoy the variety of cuisines that can be found at the Old Spaghetti Factory, Sevilla, Applebees and the new Thai Restaurant that will take the space of the former Mi Tortilla, with much anticipation pending for the grand



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BID Bulletin Rage 3

opening! More information will be shared on the rink, including event information in forthcoming months.

Update on the Chicago Linden Project: The City Council has approved the demolition of two apartment units that will be coming down sometime over the course of the next weeks in July. The City's Riverside Fire Department will be using these units to conduct fire and burn safety/training exercises and demos. The burn will be controlled and maintained at all times, and will help with providing training to our Fire personnel. Once the units are brought down, the site will be clear for the City's Community Development plans to initiate and begin constructing the newly built affordable housing units that will be made available to local residents for occupancy in the later future. For any questions on the project, please email ccervantes@riversideca.gov

The former old Kawasaki Dealership located on University Avenue is currently undergoing exterior improvements and minor renovations with the addition of a new framing component. The first half and front end of the building have been completed however the other half towards the back end has not began work. It has not been decided yet on what they would like to see or do with this space. The building is currently available for rent with potential tenants being sought out. None have been identified at this current time. For more information or further inquiries, please call (951)-826-5419.

OPERATION SPLASH KICK OFF: When you think of Southern California, you think of everyone having pools in their backyards or lying on the beach. But the reality for many children in Riverside is very different. Many don't know how to swim and may never have the opportunity to go to the beach. The City of Riverside Parks, Recreation and Community Services Department has for many years worked to address this disparity in our City by maintaining and staffing seven pools. Kaiser Permanente is helping us do more by partnering with the City through the Operation Splash program to reach out to families who need access to pools the most. Through the generous support of Kaiser Permanente, close to 3,000 youth, adults and seniors will receive free swim lessons, daily swim passes and Junior Lifeguard classes. In addition to the traditional swim programs, the Silver Swimmers Club for seniors, promotes and maintains health through water themed exercises and nutritional information. Be sure to come out and visit us at our Bobby Bonds Park, Sippy Woodhead Pool located at 2060 University Ave., Riverside, CA.

At the City's last Governmental Affairs Committee meeting that took place on July 2nd in the Mayor's Ceremonial Room, I raised the discussion and proposed the recommendation that the observance of Cesar Chavez Day be included in the City's calendar year with the holidays that are currently listed. We were able to receive great support from a variety of community advocates, local union representatives, and residents who believe this is a matter of importance based on what Cesar Chavez championed and advocated for. He was a champion for civil liberties who left a legacy as an educator, environmentalist, and a civil rights leader. It is important that we honor him for what he taught us and show our appreciation to a leader who fought for justice, equality and fairness for all. If you would like to show and state your support for this item, please email me your public comments at asmelendrez@riversideca.gov or to my Legislative Aid, Clarissa at ccervantes@riversideca.gov

Always remember, Chavez's infamous quote: "Sí Se Puede!' "Yes we can!"

Andy Melendrez

BUSINESS BUZZ

Ways to Tame the Email Monster

You may have experienced having half of your day devoured by the email monster before you even see it coming. It can be a constant struggle, but here are a few things you can do to keep the email monster in its place.

1. Tackle Email in Chunks

People who are sending you messages don't know that you're in the middle of a project or about to start a meeting when they hit send. And their intent is probably not to disturb your workflow, but if you check email constantly, you're letting the email monster monopolize your time. Schedule a few dedicated chunks of time throughout your day to check in and respond instead of doing it every few minutes.

2. Turn off Email Notifications

Part of taking control of email and managing it on your terms is making it as unobtrusive as possible. Turning off all notification pop-ups, sounds, and other pings can help you limit the email distraction.

3. Use Rules

Regardless of the email client you use for managing your email, you probably have the ability to set up rules that sort, file, flag, delete and move messages as they come in. Taking some time to set up rules for incoming email can make it much easier for you to read your messages and focus on the most important email priorities.

Deleting liberally and acting immediately on the "quick and easy" messages can also help you manage the email monster. (For more email management tips, refer to our March 2014 issue.)

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



SECURITY CORNER

in LinkedIn Smart Card

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Social Networks -Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share.
- Ensure that your family takes similar precautions with their accounts; their privacy and sharing settings can expose your personal data.
 Avoid posting or tagging images of you or your family that clearly show your face. Select pictures taken at a distance, at an angle, or otherwise concealed. Never post Smartphone photos and don't use your face as a profile photo, instead, use cartoons or avatars.
- Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

Managing Your LinkedIn Profile

LinkedIn is a professional networking site whose users establish connections with co-workers, customers, business contacts, and potential employees and employers. Users post and share information about current and previous employment, education, military activities,



specialties, and interests. To limit exposure of your personal information, you can manage who can view your profile and activities.

Profile Settings

Apply the Profile settings shown with arrows below to ensure that your information is visible only to people of your choosing. Sustomize Your Public Profile Profile PRIVACY CONTROLS SETTINGS Control how you appear when people search for you on Google, Yahoo!, Bing, etc. Turn on/off your activity broadcasts Manage your Twitter settings 😤 Email Preferences Set to no one Select who can see your activity feed HELPFUL LINKS Profile Content Make my public profile visible to no one Select what others see when you've vie Edit your name, location & industry » 🛞 Groups, Companies & their profile Make my public profile visible to everyone Edit your profile » Applications Basics Select who can see your connections Edit your public profile » Name, industry, location, number of recommenda Picture Change your profile photo & visibility » Account lanage your recommendations » E Headline Showfhide "Viewers of this profile also Current Positions iewed" box Interested In Who can see your activity feed hat others see /ien you'ı Your name headline (Recommended) Your activity feed displays actions you've performed on LinkedIn. Select who can see your activity feed Set to Only you Software Developer at ALC: NO. Only you -Washington D.C. Metro Area Save changes racteristics such as industry and title will disable Profile Stats. C An electing this option or Cancel Someone at Who can see your connecti You will be totally anonymous. ption will disable Profile State Set to t**otally** Select who can see your connections. Note: People will always be able to see shared connections Set to Only you Only you * or Cancel Save changes or Cancel Upload a Photo You can upload a JPG, GIF or PNG file (File size limit is 4 MB). Current Photo Choose File No file chosen Viewers of this profile also viewed.. Display "Viewers of this profile also viewed" box on my Profile page 1D2 Uncheck Upload Photo or Cancel Save changes or Cancel In addition to users I message, my profile photo is visible to Edit Photo My Connections Set to My Network Mv Connecti LinkedIn Quick Facts Do not use a C Everyone face photo fo • There are over **100 million** LinkedIn users around the world. Aside Save Settings from the US, LinkedIn is widely adopted in India, Brazil, and the UK.

Users tend to share information related to their careers or jobs as opposed to photographs from parties or social events.

- LinkedIn profiles tend to be more visible and searchable than in social networks such as Facebook.
- Paid LinkedIn accounts have access to more information about other users, such as connections, than free accounts.
- The type of information users can see about each other depends on how closely they are connected (1st, 2nd, or 3rd degree).

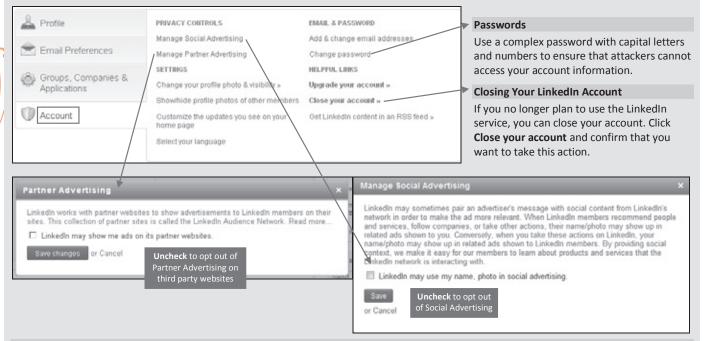


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in LinkedIn Smart Card

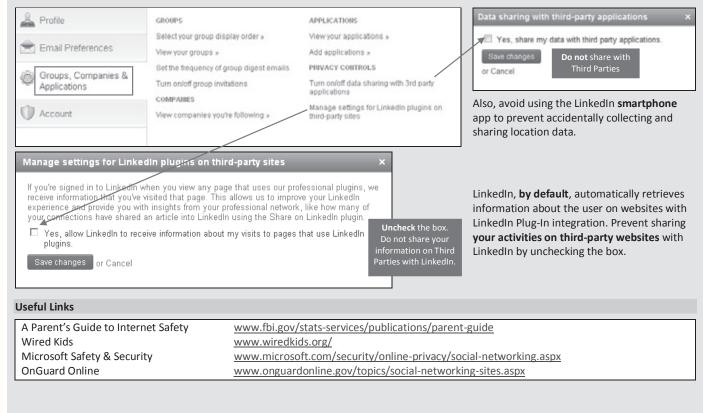
Account Settings

Apply the Account settings shown with arrows below to ensure that your information is shared in a limited fashion.



Application Settings

Third-party applications and services can access most of your personal information once you grant them permission. You should limit your use of applications to ensure that third parties cannot collect, share, or misuse your personal information. Apply the **Application** setting shown with arrows below to ensure that your information is visible only to people of your choosing.



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BUSINESS BUZZ How to Create a Mobile Office for Your Small Business

Technology is a powerful thing for small business owners. Using technology can help entrepreneurs do amazing things, including save money, streamline business processes, promote their products and services in new ways, and work more productively.

Technology also gives many small business owners the ability to leave their home or business offices behind and create mobile offices so they can work from anywhere, at any time. This kind of mobility eliminates geographic challenges, and helps small business owners become nimble and more flexible.

If you are ready to take your business on the road, here is some advice for creating an operational mobile office that allows you to work from anywhere.

Choose the Right Mobile Computer

If your work requires a computer, you will need a light and movable system that you can pick up and take with you when you leave your main office. That eliminates a desktop computer, but you still have other options to consider.

Depending on the work you do, you may need a powerhouse laptop, such as a MacBook Pro. If you won't be doing any heavy lifting from your mobile office, a less expensive and more streamlined netbook, such as an Asus Eee PC, may fit your needs. In some cases, a tablet computer, such as an Apple iPad, may provide enough features to help you bridge the gap between your primary office and your mobile office.

Get a Reliable and Secure Internet Connection

You can't run a business these days without an Internet connection, but free Wi-Fi hotspots are not going to cut it. First, free access points are typically not reliable enough for business work. And second, Wi-Fi hotspots are not secure. Using one with a business computer can put your data at risk.

One alternative is a high-speed mobile access card, or a MiFi (a compact wireless router). You can purchase the device and data plan from your mobile phone service provider, or from a company that offers pre-paid or pay-as-you-go wireless access. Whichever option you choose, make sure you protect your data by using an encrypted password.

Make Your Data Accessible

If you have multiple computers (a desktop in your office and a laptop for mobile working, for example), you will need a way to share files between your computers. You can manually email yourself files, or use a USB drive to move files from one computer to the other. This is tedious, however, and can present version control issues. The best option is using an online backup service that will automatically backup and synchronize your data across multiple devices.

An online backup service makes it easy to access data from a mobile office. And even if you have just one main computer, this is a great way to ensure consistent backup and accessibility of your data in case of a system crash.

Consider Going Virtual Across the Board

Mobile offices need to be easy to break down, pack up and take anywhere. That means you can't drag your double file cabinet along with you on the road. That may leave you in a tough spot if you are traveling though, and find that you need to review a paper document back in your office. If this is a recurring challenge for you, it may be worth transitioning to a paperless (or at least mostly digital) office.

You can create a paperless office and digital document management system by scanning in hard copy files and creating a virtual file cabinet; managing finances, bookkeeping and budgets on your computer; taking meeting notes on your computer, or transferring them later on; and using electronic agreements. Once you create a digital document management system, you will have all of your paper documents accessible and searchable on your computer. And once those files sync to your online backup service, you can access them from anywhere, making your office truly mobile.

You can even use virtual phone lines and digital fax lines to create a telephone system you can bring with you wherever you go. This can help you run a professional and seamless business on the road.

Run System Maintenance Regularly

There is nothing like booting up your computer, only to find that there are a slew of operating system and software updates that need to download and install. This is a major productivity-killer, especially when you're mobile. Make sure you update your system before traveling to avoid this unnecessary downtime.

You should also make sure you have reliable anti-virus software installed and updated. And don't skip those security patches that need to be installed. Keeping your system updated and virus-free is vital for every business, mobile or stationary.

Don't Forget Peripherals

Whether it's a portable printer or scanner, an extra battery, or your favorite mouse, make sure your mobile office is ready to support your work, comfortably and efficiently. You should also bring the power cord for your mobile computer so you can keep it charged and ready to go. And it's a good idea to travel with a small surge protector to protect your computer in case of an unexpected power surge.

Setting up a mobile office can be a very individual process. Start by deciding how much access you really need and work backwards to create your mobile office. Once you perfect your mobile workspace, you may even find that you don't need a stationary central office any longer.

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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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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