

Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be

Tuesday, June 24, 2014

at the Chabad Jewish Community Center

3579 Arlington

Presentation by

Mayor Rusty Bailey

and Rabbi Shmuel Fuss

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 June luncheon is sponsored by



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Summer Means Sports in Riverside

Thanks to the efforts of the Riverside Visitors and Convention Bureau and the Riverside Sports Commission supported by the City of Riverside, summer means sports in Riverside and thousands of visitors patronizing our hotels, restaurants, and shops.

The first major influx of visitors will be for the AYSO National Games 2014. For the first time since the AYSO World Games in 1994, there will be two host venues, Riverside and Torrance. The Games are expected to include over 500 teams for the week-long soccer tournament and festival. In Riverside alone, the Games are expected to generate an economic impact of as much as \$2.5 million. Riverside is a first-time host for the AYSO National Games, but was chosen for its Ab Brown Soccer Complex with 30 side-by-side soccer fields and the annual Locomotion Tournament that brings together over 200 teams every year.

AYSO game activities will run from Sunday, June 29th to Sunday, July 6th with over 3,500 players plus family, and friends expected in Riverside over the course of the week. Teams will check in starting on Sunday, with opening ceremonies being held on Tuesday at Riverside City College. Activities will include a Family Night at Castle Park, games at the Ab Brown Soccer Complex from Thursday to Saturday, and then finals at Reid Park.

The AYSO National Games are a unique event in soccer, based on lottery and bringing together a cross section of all of AYSO, from the most skilled players to athletes with disabilities. Included will be teams from U-10 to U-19 from all AYSO youth soccer programs including EXTRA™ and Very Important Players (VIP). EXTRA is AYSO's competitive soccer brand for more dedicated players, but follows AYSO's philosophies including Everyone Players® with guaranteed playing time. The VIP program is for children and adults whose physical or



mental disabilities make it difficult to successfully participate on mainstream soccer teams. There are nearly 300 VIP programs in AYSO.

And the sports activities don't stop after AYSO. Three large events will follow at the Riverside Aquatics Complex beginning with the UANA Pan American Water Polo Junior World Qualifier, July 7th to 16th, with 1,000 people per day for 10 days featuring the top young water polo players from 20 countries including Canada, Central and South America.

Then it's the USA/So Cal Swimming Junior Olympics from July 23rd to 27th with 1,000 people per day for 5 days.

And the summer closes out with the UANA Pan American Synchronized Swimming Championships from August 8th to 17th with 300 people per day for 10 days, featuring the best Synchro swimmers from 20 countries including Canada, Central and South America.

These sports events are bringing thousands of visitors to Riverside and downtown during our otherwise slow summer months. We encourage downtown shops and restaurants to welcome AYSO and aquatics event participants. If you plan to offer specials or discounts, please let us know so that we can advise the Riverside Convention and Visitors Bureau.




RDP Supports Local Control of Ontario Airport

Ontario International Airport has been under the control of Los Angeles World Airport (LAWA) since 1967. In recent years, local Inland Empire authorities have become increasingly concerned about the drop in annual passenger traffic and airline flights at the airport. Many have likened the drop to a death spiral with passenger traffic declining from over 7 million annually to less than 4 million annually, and flights reduced to less than 30 a day. Most authorities agree that it is important for a local economy to have a fully functioning regional airport to serve both business and tourism needs.

RDP arranged for a meeting between former Mayor Ron Loveridge and Councilman Mike Gardner with the RDP Executive Committee to discuss the work being done by groups on returning control of the Ontario Airport to local authorities. Former Mayor Loveridge is part of a group that has met with LA Mayor Eric Garcetti several times with the assistance of Senator Diane Feinstein to negotiate this return.

The RDP Board of Directors approved RDP supporting local control of Ontario Airport at its May 14th Board meeting and authorized sending a letter to LA Mayor Eric Garcetti on the issue. The letter states that Riverside needs a regional airport to provide better access to the area and thanks the Mayor for being open to negotiation regarding local control of the airport to reflect local priorities. The Board also adopted a recommendation to encourage other entities to send similar letters to LA Mayor Eric Garcetti. A copy of the RDP letter is available on request.

Information on the efforts to return control of Ontario International Airport to local authorities is available at www.setontariofree.com and at www.ontairportalliance.org 




2014 Restaurant Week Goes City Wide

Last June, the Riverside Downtown Partnership (RDP) launched the inaugural Downtown Riverside Celebrates Restaurant Week. The intent of the promotion was to raise awareness of downtown Riverside as a dining destination, particularly with the surge in downtown dining options that opened in early 2013.

Twenty restaurants participated in the first Restaurant Week. Based on the success of the promotion in raising awareness of downtown Riverside's restaurants, the City of Riverside, RDP, and the Arlington Business Partnership decided to partner to expand Restaurant Week beyond downtown. This year, Riverside Restaurant Week will run from Friday, June 20th to Sunday, June 29th for a full 10 days of delicious dining.

The objective is to have 100 restaurants participating city-wide with 25 of those in downtown and 10 in the Arlington Village area. Riverside restaurants can participate without cost and will be listed on the primary website, www.DineRiverside.com. During Restaurant Week, restaurants will offer a special menu, discounted pricing on featured items, or an exclusive item offered only for that period of time. As part of the promotion, there will be Facebook and Instagram contests with gift cards from participating restaurants as prizes.

The City of Riverside, RDP, and the Arlington Business Partnership will be promoting participating restaurants through the primary website, www.DineRiverside.com, through their own websites, and through their Facebook pages. In addition to print and online advertising, all participating restaurants will be provided with posters and postcards.

We encourage downtown restaurants to sign up to participate through www.DineRiverside.com and to promote their offerings through their own Facebook pages. Downtown restaurants should also contact Robbie Silver at the RDP Office at 951-341-6550 or at rdprobbie@sbcglobal.net so that we can include you in our Facebook promotion. 



Shop Local Business Spotlight



Café Sevilla



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

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Developments

The new restaurant and performance venue in the old Shoe Central Space at the Aurea Vista Hotel on the corner of Lemon and University has received planning approval. They are now entering the tenant improvement stage and building modifications to accommodate the new use will take place in the summer. There is not a projected opening date yet. The venue will have full food service as well as a bar. It should be a good additional attraction for the downtown nightlife scene.

Fierro Foods, owners of the Salted Pig, will be opening their latest facility at the site of the former Royal Falconer on Main between 12th and 13th in the near future. Called W. Wolfskill, the venue will be a whiskey bar and restaurant. The whole building has been renovated for the



new restaurant. I have had a peek inside and I think everyone will like it.

These are just the latest in a growing string of new dining and entertainment facilities within the BID.

With the impending start of construction on the new apartments on the west side of Market between 1st and 2nd and two additional housing projects in planning the downtown has really turned a corner. Between the eateries, the drinkeries, the Fox, the Box, the Municipal Auditorium the Convention Center, and the Aquatics Center downtown is a happening place most nights and on weekends. The question for visitors to downtown now is no longer, "Why am I here?" but "What shall I sample and where can I find parking?" It is a nice problem to have.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Come one, come ALL! To the Grand Opening and formal dedication of **The Ameal Moore Nature Center** located at Sycamore Canyon Wilderness Park. Please join us on Saturday, June 14th at 9:00 AM located at 400 Central Avenue.

The Center is named after the Honorable Ward 2 Council Member, Ameal Moore. He served as a Council Member for the City of Riverside, representing Ward 2 from the years of 1994 to 2006. The 'Ameal Moore' Nature Center will stand as a token of appreciation for the years of dedication and servitude that he gave to the residents and City of Riverside – *may his legacy and time always be remembered.*

Message to the Graduating Class of 2014: Graduation day at UCR is quickly approaching! Commencement 2014 will be held June 14, 15, 16 and 17 on the Pierce Lawn, near the Bell Tower at the UCR campus. Best wishes and salutations to the graduating class of 2014! You will be graduating from one of the finest UC institutions located in one of the greatest cities throughout Southern California. We are proud and honored that you chose to stay here in Riverside and in Ward 2. The success and achievements are all yours, and for that I applaud you!

Best of luck in your future endeavors! CONGRATULATIONS & GO HIGHLANDERS!

COMING SOON: Don't forget to keep an eye out for the outdoor skating rink that will be coming to John North Park! The skating rink will operate in the evening hours and is expected to have music, food and entertainment for



all age groups. We will announce the times and hours in the weeks to come! For more information please contact my Legislative aid, Clarissa at ccervantes@riversideca.gov or (951)-826-5419.

The M.Y.SKIPPER Enterprises Life Foundation will be hosting their annual Father's Day Tea on Sunday, June 15 from 3:00 PM to 7:00 PM located at 2490 Prince Albert Drive, Riverside 92507. There will be speakers, entertainment, crafts and games for the youth. For more information on costs please contact, Marilyn Skipper at (951) 742-0655.

Lastly, I would like to recognize and thank everyone who came out to participate in the Greater Chamber's Keep Riverside Clean & Beautiful Event! We had the Eastside HEAL Zone represent with 35 volunteers who picked up 62 bags of trash and 5 bulky items! We also had the University Neighborhood & Friends of Riverside's Hills who partnered with Pi Kappa Alpha of UCR to clean up piles of illegal dumping along the trail beginning at the Riverside Stem Academy. Fifteen tires, bed springs, couches, a camper shell and assorted construction debris illegally dumped were pulled from the trees and piled for pick up. Thank you to all the residents, neighbors & community members who made this possible.

As Ward 2 Resident Gurumantra Khalsa put it, "that's what I call living in the neighborhood of our dreams."

Andy Melendrez



BUSINESS BUZZ

Plan Ahead for Small Business Saturday 2014

It's never too soon to plan ahead for Small Business Saturday. This year it falls on Saturday, November 29th, the day after infamous Black Friday. Small Business Saturday was launched in 2010 by American Express as a way to support small businesses across the country. Since its launch, Small Business Saturday has grown into a movement that individuals, businesses, and communities have embraced and supported every day and not just one day a year.

American Express provides a number of resources to small businesses on both its Small Business Saturday website and Facebook page. Businesses can download both personalized and non-personalized marketing materials from <https://www.americanexpress.com/us/small-business/shop-small/resources?linknav=us-open-shops-small-homepage-getresources>, plus view past success stories and connect with local small businesses to share ideas.

The Facebook page, <https://www.facebook.com/SmallBusinessSaturday>, has over 3.3 million likes and is a great way to share ideas and see what customers of small

businesses are looking for.

RDP will be promoting Small Business Saturday on its website and Facebook page as it approaches. Do you have ideas on how to promote your small business? Share them with your fellow business owners using www.facebook.com/RiversideDowntownPartnership. 

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*Offer ends 6/30/14. A qualified RFP consists of 200 rooms or more for a single meeting, one year history required, gift card issued upon conversion to a solid lead in a participating Riverside hotel. RFP must be sourced directly through Debbie Megna at DMegna@RiversideCVB.com. Not valid on previously submitted RFPs or already booked business. Other rules may apply.

SECURITY CORNER



Smartphone Smart Card

Smartphone 050212_1600

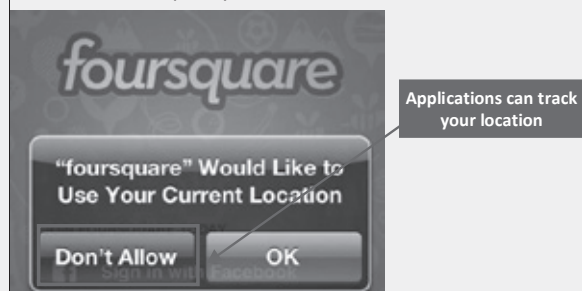
Smart Phone -Do's and Don'ts

- Applications can track your location. Turn off location services to avoid unwanted location tracking.
- Malicious emails and text messages can infect your smartphone with malware. Run anti-virus software periodically on your device.
- The camera and microphone can be remotely activated on a smartphone. Do not take a smartphone near classified information, and you should remove the battery before discussing any sensitive information.
- Wireless networks may be insecure and subject to monitoring. Use VPN when accessing wireless networks, and do not access sensitive information over wireless networks.
- Malicious individuals may gain physical access to your smartphone. Protect your device with a password and run applications such as *lookout* and *find iPhone* to help you recover lost or stolen smartphones.
- Applications that you download may gain access to the data stored on your smartphone. Check to see if the application will access your location and other personal data. Read peer reviews of the application to see if other users experienced trouble after downloading.
- Hackers may be able to exploit your device using a Bluetooth connection. Turn off Bluetooth when you are not using it.

Application and Malware Threats

Your personal information may be compromised by applications that gain access to your data and malware that infects your smartphone

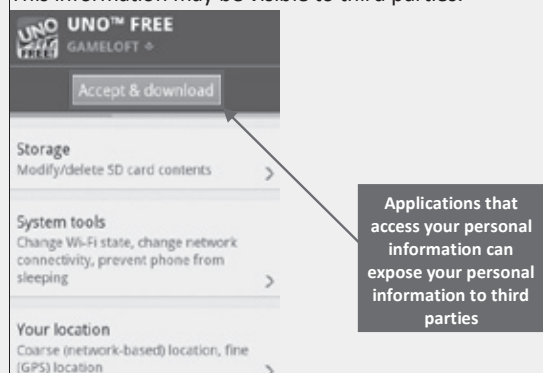
(1) Location threats - Your smartphone is vulnerable to applications that track your location. If you publish your location to smartphone applications it may be possible for other users to exploit your location information.



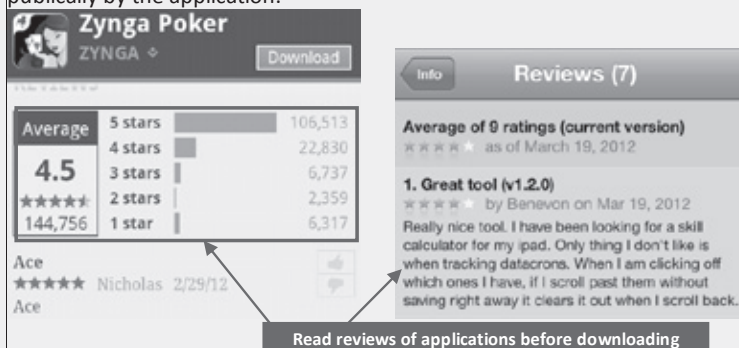
Beware of giving applications access to your location – Go to the settings menu and decide which applications to grant access to location data.



(2) Data-stealing applications - applications that you download may gain access to your personal information. This information may be visible to third parties.



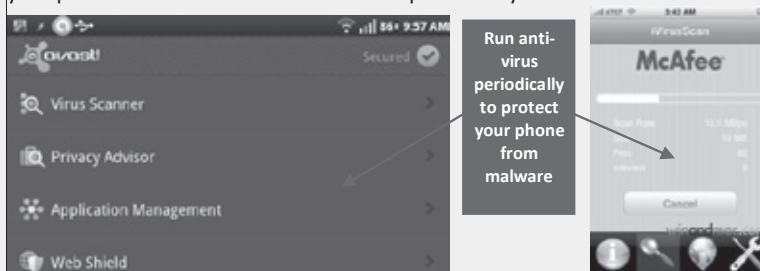
Do not allow unfamiliar applications to access your data - Read ratings and reviews of applications before downloading them to see if other users have experienced problems with the application. See what information is published publicly by the application.



(3) Malware - Like a computer, your smartphone is vulnerable to malware from emails, text messages, applications, and websites.



Run anti-virus - Use anti-virus applications like *avast!* and *iVirusScan* to protect your phone from malware. Run anti-virus periodically to check for infection.





Smartphone Smart Card

Smartphone 050212_1600

Physical and Connection Threats

Malicious parties may compromise the security of your smartphone by gaining physical access to the device, remotely activating the camera or microphone, or by exploiting Bluetooth and wireless network connections.

(4) Microphone and Camera - Hackers may be able to remotely activate the camera and microphone of your smartphone.



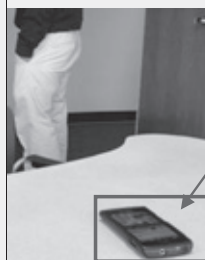
Foreign governments and hackers may be able to record audio or video information remotely. Be careful what you say and do in the presence of your smartphone

Do not discuss sensitive information near your smartphone, or remove the battery first - Avoid talking about classified information near your smartphone; do not bring your smartphone into secure areas. Remove the battery before discussing anything sensitive



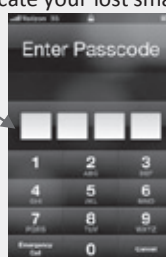
Take out the battery before discussing anything sensitive

(5) Physical access threats - Your smartphone is vulnerable to malicious individuals who can attempt to physically gain access to your smartphone and the information inside of it.



When your smartphone is out of your physical control, your data may be stolen or lost. Third parties may install malware on your phone or copy your information

Password protect your device to make it more difficult for third parties to access your information



Use applications like *lookout* and *find iPhone* to recover lost smartphones



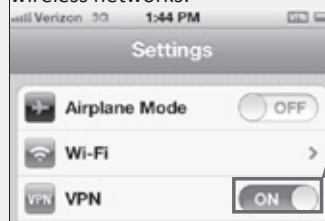
Password protect your device and run applications to help recover lost devices - Use a password to protect your smartphone. Do not let your device out of your physical control. Use the applications *lookout* and *Find iPhone* to help locate your lost smartphone.

(6) Wireless Networks - Wireless networks may be monitored or insecure. The information that you access over a wireless network may be intercepted by third parties.



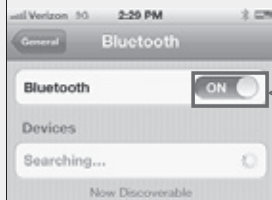
Accessing the internet on insecure wireless networks may compromise your passwords, user names, and data

Use VPN on Wireless networks - Use VPN whenever you access the internet on your smartphone via wireless. Avoid accessing sensitive information on wireless networks; do not log into password protected sites and services via wireless networks.



Go to the settings menu of your smartphone and turn on VPN before using an insecure wireless network

(7) Bluetooth - Hackers may be able to access your contact information, calendars, emails, text messages, photos and videos by exploiting Bluetooth connections.



If you leave Bluetooth turned on, your phone is vulnerable to exploitation

Turn off bluetooth when you are not using it - If you are not connecting to another device, disable Bluetooth. Go to the settings menu of your smartphone and turn off Bluetooth.



Turn off Bluetooth when you are not using it to connect to another device

Smartphone Useful Links

A Parent's Guide to Internet Safety
Wired Kids
Microsoft Safety & Security
OnGuard Online

www.fbi.gov/stats-services/publications/parent-guide
www.wiredkids.org/
www.microsoft.com/security/online-privacy/social-networking.aspx
www.onguardonline.gov/topics/social-networking-sites.aspx

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Kelly Straine at (951) 683-7100 ext. 211
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Submit press releases to:
Janice Penner by email at
Janice@riversidedowntown.org
or fax at (951) 781-6951.

Press deadline is the 15th of
each month prior to publication.

For Downtown News Alerts email
Janice@riversidedowntown.org

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RDP Facebook Page

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 Thursday, June 5th 6pm-9pm Lolita Meetup



 Saturday, June 7th 5pm-9pm Fashion Show

 Sunday, June 8th 12pm-3pm VIP Tea Party

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Monthly Lolita Meet-up
Thursday, June 5th

Sea Adventure
Dream Fashion Show
Saturday, June 7th

Decadent VIP Tea Party
Sunday, June 8th

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