

ABulletin

Riverside Downtown Business Improvement District



In This Issue:

Riverside Restaurant Week Returns

Riverside Sports Commission — Ready for Action

Music Downtown

Council Corner Wards One and Two

Business Buzz – How to Create a Social Media Marketing Plan

Business Buzz – The Summer Time Marketing Guide for Restaurants

Security Corner – Riverside Public Utilities Warns Customers About 'Cut-Off' Scam

Security Corner – Victims of ADA Access Fraud Settlements Urged to Come Forward

The next monthly luncheon will be
Tuesday, June 23rd at
the Chabad Jewish
Community Center
3579 Arlington Ave

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.

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

The June Luncheon is sponsored by



BEST BEST & KRIEGER
ATTORNEYS AT LAW



Riverside Restaurant Week Returns

Riverside Restaurant Week is coming back in 2015. From Friday, June 19th to Sunday, June 28th, diners can enjoy either a special menu item or a combination of items at a special price at participating restaurants.

Unlike many other Restaurant Weeks, participating Riverside restaurants do NOT have to commit to a three course lunch or dinner menu at certain price points and it is completely FREE for restaurants to participate. Restaurants can sign up now to participate at www.DineRiverside.com. This is also the portal through which diners can find out what restaurants are offering during Riverside Restaurant Week.

The City of Riverside is coordinating the promotion with the Arlington Business Partnership, the Greater Riverside Chambers of Commerce, Riverside Downtown Partnership, and KOLA 99.9FM. There will be over \$45,000 in advertising. The City, ABP, the Chamber, RDP and KOLA will also be promoting Riverside Restaurant Week specials on their websites, Facebook, and other social media channels. Restaurants are encouraged to promote Riverside Restaurant Week on their social media and to join in the conversation with #DineRiverside.

There will also be print materials for you to use, again absolutely FREE. This will include posters, postcards, and table talkers for your Host/Wait Stations so people can see that you are participating the moment they walk in your establishment. Contact Janice Penner at



RDP to get the materials and the social media graphics.

It is expected that approximately 100 restaurants will participate city-wide. Downtown restaurants that participated in the 2014 Riverside Restaurant Week and plan to do so again include the four restaurants in the Mission Inn Hotel and Spa, as well as ProAbition and Mezcal Cantina y Cocina, and Pixels Bar and Eatery. New downtown participants include the Woodfire Café with owners Jesse and Debra Cassillas looking forward to participating in their first Riverside Restaurant Week offering two specials. We strongly encourage you to sign up and participate... it's free and great promotion.

Riverside Sports Commission — Ready for Action

Riverside is attracting a lot of attention as "Sports Town USA" and rightfully so. Every year, more and more sports events organizers are learning just how

welcoming, accommodating and helpful our community is and what a great experience their teams have when they compete in Riverside. The success of the

Riverside Sports Commission in bringing groups here relies heavily on reputation and has earned us a great deal of repeat business.

That being said, 2015 will be a banner year for sports events in our city. We want you to be ready to show these groups just how great Riverside is, at the same time capturing all of the business the athletes, coaches, officials and spectators bring with them. Since most sports groups do not use the Convention Center, we have not been providing you with the information as to when events are coming and how many people are anticipated to attend. Remember, these groups eat

and shop primarily downtown. We want to help you staff up for these critical times.

From this month forward, you will see a new feature in your Bid Bulletin each month. At the bottom of each Convention Center calendar, you will see a separate calendar that shows you the details of upcoming sports events. We hope this is helpful to you and please know that we are always very willing to provide you with more information. Thank you for helping us to set Riverside apart from all those other cities.

Contact: Riverside Sports Commission - 951-222-4700 

Music Downtown

Concerts at City Hall return

RDP and the City of Riverside will once again partner on providing free outdoor concerts at the Clock Tower at City Hall. The concerts will start on Tuesday, June 23rd and run until Tuesday, July 28th. The lineup features local Riverside talent.


Tuesday, June 23	Apryle Dalmacio	Pop/Rock
Tuesday, June 30	Cadillac Phil	Rockabilly
Tuesday, July 7	Cougrzz Rock	Rock
Tuesday, July 14	Almost Anywhere	Hard Rock
Tuesday, July 21	Charles Lenida	Folk/Jazz
Tuesday, July 28	Lakin Saucedo	Pop

The concerts are designed to encourage people to enjoy their lunch outside while listening to music. Restaurants are encouraged to offer 'Grab and Go' lunch specials for concert attendees. If you are offering a special 'Grab and Go' lunch, please let us know so we can promote this on our Facebook page.

Rhythm of Riverside Summer Nights in the Park Concert Series

The free family-oriented concerts at Fairmount Park return for another great year. In addition to a great lineup of talent and performance by Riverside Sings! vocal competition contestants, there will also be activities for the entire family. Children can enjoy bounce houses, face painting, and a balloon artist, while adults can taste the flavor of Riverside with local food vendors. Concerts take place on Wednesday evenings at Fairmount Park from 6 pm to 9 pm.

Wednesday, June 17	Stone Soul	Motown
Wednesday, June 24	Lights	Journey Tribute
Wednesday, July 8	Southern Caliber	Country
Wednesday, July 15	Latin Society	Latin
Wednesday, July 22	Southbound	Classic Rock
Wednesday, July 29	Neon Nation	80s Pop

If you are offering a family take-out special on Wednesday evenings for the concert, let us know so we can share on Facebook. 



Laura Parker
Preschool Director
Lic# 330907502

Children's Discovery Center

Phone: 951-781-3621
Fax: 951-781-3677

4850 Jurupa Ave.
Riverside, CA 92504

www.childrensdiscoverycenterchristianpreschool.com

PIP PRINTING
& DOCUMENT SERVICES

Retractable Banner Stand Sale

\$169.99 +TAX

•PORTABLE!
•CONVENIENT!
•EYE CATCHING!

printmystuff
.com

Riverside: 951.682.2005
Corona: 951.737.1820

*Price based on print-ready PDF

BARRY A. HILDEBRANDT
bahildebrandt@yahoo.com

BROKER, License #00639004



WCI REAL ESTATE
4197 BROCKTON AVENUE RIVERSIDE, CA 92501
951.779.9738 x-12 Cell 951.321.9336

Medical Suite Available 4294 Orange Street

1,450 Square Feet including reception area, 4 exam rooms, lab area, office and bookkeeping spaces plus storage and front door parking

AVAILABLE NOW for Lease of 1 year or more
Rent includes water, gas, trash and exterior maintenance
Call Owner at 951-505-4888 or 951-684-6399

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Imperial Hardware Project

The Imperial Lofts project has been approved by the Cultural Heritage Board and the Planning Commission. It will now go to the City Council for consideration of final approval. This is the project on the Main Street Mall that would preserve the façade of the Imperial hardware Building and demo everything behind the façade. There would be two floors of subterranean parking, a ground floor of mixed retail and five stories of residential units. The project would include the current parking lot at the corner of the Mall and University Avenue. If everything goes smoothly construction could start early next year.

Town Houses at First and Main

Zion Enterprises, the developer of the apartment complex on the block between First and Second on the west side of Market Street has filed an application to build several town houses on the vacant strip of land between First and Houghton just north of the planned apartment complex. Architecture will match the apartment complex and a commercial project on the current Sav-a-Minit Market site described below.

Sav-a-Minit Market Site Commercial Project

Zion Enterprises has also filed an application for approval of a project on the site of the Sav-a-Minit Market. This project will include the vacant parcels adjacent to the current market. The

plan is for a small commercial center based on a neighborhood grocery store. The architecture of this project will match the apartments and the planned town houses at First and Market. This will transform the look of about two and a half blocks of the west side of Market Street as you enter downtown from the north.

Monte Vista Terrace Apartment Project

The old Monte Vista Terrace Apartments across from the entrance to Fairmount Park are slated for conversion to senior apartments. There was a very bad fire in the building several months ago. Cleanup of the fire damage has begun and the owner is seeking demolition permits and plan check approval of his proposed modification of the building to a market rate senior complex of about 75 units. A Minor Conditional Use Permit has been issued for the use. The owner believes he will be starting reconstruction in a few months. This building has been an eyesore and a problem for years. Conversion to a nice senior complex will improve this important part of Market Street significantly.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Celebrate UCR's 61st Commencement - Graduating Class of 2015:

Graduation day at UCR is quickly approaching! Commencement 2015 will be held June 12th through June 15th on the Pierce Lawn, near the Bell Tower at the UCR campus. Best wishes and salutations to the graduating class of 2015! 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.

Greater Riverside Transportation NOW (TNOW) Meeting on June 11th in Downtown Riverside, Presentation with the City of Riverside and Riverside Downtown Partnership: Please join us on June 11th at 3:00 PM in City Hall for a meeting with the City and RDP to receive information on the newly proposed Safety Ambassador Program that will provide additional security and safety in the Downtown entertainment district. The Riverside TNOW Chapter has requested this presentation for bus riders and the community so that input and suggestions can be provided that will cover the importance of security at bus stops, benches and standing transfer locations. Please join us to be a part of the movement and provide valuable feedback! For any questions about the location or meeting please contact Greater Riverside TNOW Chair, Clarissa Cervantes at ccervantes@riversideca.gov or by calling (951)-826-5419.

The Greater Riverside TNOW Chapter meets the second

Thursday of each month. This chapter works with local colleges and universities to promote public transit and relieve traffic congestion in the surrounding communities. Group members are also committed to improving access to vital resources, enhancing community mobility, and ensuring that state and federal funding for public transit remains a priority. To learn more contact Clarissa or RTA by calling (951)-565-5000.

Thank you to the City's Community Development Department for hosting two Community Design Workshops for the Development of University Avenue Properties in the months of May and June. Thank you to all the residents and individuals who took the time to come and join us. Your input is greatly appreciated and will assist us as we work towards future planning on University Avenue.

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 over 35 volunteers who picked up over 60 bags of trash! Our team keeps growing more each year and the transformation in the neighborhoods are incredible. Thank you to all the residents, neighbors & community members who made this possible.

Andy Melendrez



Business Buzz

How to Create a Social Media Marketing Plan

You know you need to use social media to grow your business, but as you get started, the work becomes overwhelming and unwieldy, often yielding no results. The problem with most social media marketing resources is that while they do adequately explain the various networks and how to use them, they don't do a very good job at explaining how to make a daily social media plan. If you're struggling with social media, here are tips to making a plan that is effective without taking too much time.

Pre-Planning

Before embarking on any social media campaign, you need to make sure your profiles are ready and you have an idea of what you want from social media. The first step is to visit each of the social networks you use and make sure you've:

- 1) **Uploaded an appropriate picture.** Unless you make bathing suits or sell travel services in your home business, a picture of you in a bikini at Cancun probably won't work. Consider your business and audience and choose a photo that fits. Make sure it's a good quality photo, which doesn't mean it has to be taken by a professional, but it should have good resolution.
- 2) **Completed the majority of the profile sections.** On some sites, you can get away with not filling out everything, such as your favorite movies, but you should complete all the sections that are important to your business.
- 3) **Followed influencers in your industry.** Social media isn't just about people following you, it's about you following others as well. Start by connecting with people who you admire or enjoy particularly in your home business industry.
- 4) **Integrated social media tools on your website or blog.** At a minimum, you should have links to your profiles so that your visitors can follow you and social media share buttons so they can share your content with their followers. However, there are many other great tools you can use to save time and increase results. For example, including a "Click to Tweet" option on your posts (you can use this Click to Tweet generator or a WordPress plugin - search your plugin directory) makes it easy for your reader to tweet your content. Integrating Facebook comments on your WordPress blog can increase engagement with your market. I use a plugin called CoSchedule to create and schedule my blog posts within WordPress. But you can use Hootsuite (which has WP plugin) or Buffer instead. Another WP plugin to consider is Revive Old Post, which after 30 days (or whatever you choose) will randomly pick content in the categories you choose and Tweet it.
- 5) **Establish the results you want from social media.** The short answer to that is sales, but posting "buy my stuff" all the time doesn't work and, in fact, will result in losing followers. Instead, think about things you can post that ultimately lead to sales. Some social media posting goals might be to:

- Increase readership of your blog.

- Get more email subscribers.
- Find more followers across other social media sites (i.e. promoting a Facebook fan page on your Twitter feed).
- Increase influence (credibility and expertise) with your target market.
- Built rapport with your target market (i.e. showing you're fun or friendly).

Every social media post you make should have an end goal result attached to it. So if you post the URL of your most recent blog article, the goal might be to increase readership and influence, and to build rapport.

SHARING ON SOCIAL MEDIA

When it comes to social media, there are actually two jobs. One is to share stuff to meet your goals above and the second is to engage with others. First we'll cover sharing.

Sharing Your Content

The challenge in social media sharing is in maximizing it when each platform is different. Here are some easy steps to planning your sharing strategy:

- **Select 1 to 3 quotes from your content that would make great social media posts.** For example, I might select "Every social media post you make should have an end goal result attached to it."
- **Create an image with your quote(s).** Ideally, you should create a graphic in the size recommended by each social network. For example, according to Buffer, the ideal social media graphic sizes are 1,200 X 628 for Facebook, 1,024 X 512 for Twitter, and 735 X 1,102 for Pinterest. That means creating a graphic for each network because resizing isn't an option without losing graphic quality or staying within the correct dimensions. If you're only going to use one size, pick the one for the network you have the most engagement with. Resources such as Canva and PicMonkey make graphic creation easy. Use the graphic in your blog/website post.
- **Share your post on your networks at the time of the post.**
- **Schedule reposts of content over the next few days.** For example, you might Tweet your various quotes (on a graphic is recommended) with a link to the post once a day over the next three days. When it comes to posting, watch that you don't over post to certain networks. For example, you can get away with sending many Tweets (various content, not just your posts) a day, but that doesn't work as well on LinkedIn. Guy Kawasaki and Peg Fitzpatrick in their book, *The Art of Social Media* (get the ebook as the print version doesn't have URLs to all resources mentioned) recommend casual social media users post to Facebook 1-2 times, Google+ 3-4 times, LinkedIn 1 time, Pinterest 6 times and Twitter 8-12 times a day. These numbers double for hard core users. Finally, don't forget to schedule content for your followers on the other side of the world, especially on Twitter so they're more likely to see it.

Engaging On Social Media

This is the area that many home business owners don't pay enough attention to, but is crucial to social media success. Only posting your content all the time is the same as being at a party and only talking about yourself. So along with preparing content to go out, you need have a plan for commenting, sharing and engaging with others. Here are tips to doing that.

- **Sign up for social media management tool, such as Hootsuite, that allows you see your feeds in one place, as well as schedule posts.** If you use Hootsuite, add the Hootlet to your toolbar so you can easily share content you find online. Using a social media tool that offers scheduling allows you to share (including ReTweets) content at different times, as opposed to posting everything at once.
- **Pick one or two times a day to do social media engagement.** Plan for 15 to 20 minutes a day total (not including preparing your posts as indicated in the section above).
- **Share 2-3 pieces of content as appropriate for your network.** Using an RSS feed-reader such as Feedly or a content curator like AllTop can help you find content in your industry.
- **Share 2-3 three social media posts from people you follow (i.e. Twitter retweet, Pinterest Pin, etc).**
- **Comment on 2-3 posts from your followers.**
- **Reply to others who share or comment on your posts.**
- **Like other people's content as you come across items that appeal to you.** The "Like" (Facebook) or "Favorite" (Twitter) and other similar single click engagement doesn't pack as much punch as sharing or commenting, but it's still engagement.
- **Repeat daily.**

At first, it might seem like a lot to create, share and engage on social media, but if you use a check list, set your goals and follow through, it will become easier the more you do it.

BEST TIMES TO POST TO SOCIAL MEDIA

Internet entrepreneurs are constantly tweaking their social media business strategies in order to better reach their target market. However, they remain a significant challenge. Although aware of its potential to boost traffic, brand awareness, lead generation, and ultimately sales, Internet marketers are often overwhelmed by the task's magnitude. Maintaining a presence on multiple social websites can be a complicated task.

There is no magic formula that will make you a social media wizard overnight, but you can start by optimizing your performance on one social networking service at a time. Take Facebook, for example. Chances are that at least some of your untapped prospects are on Facebook, but you just keep missing them. Perhaps if you knew the best time to post, things would improve?

Do yourself a favor. For thirty (30) days, concentrate using Facebook to market and promote your business. It's arguably the world's biggest online network, so even a slight improvement in your Facebook activity can mean a lot for your business.

Hardcore Facebook Posting Facts

The financial industry often speaks of market timing, however

with social media, you must be conscious of the social timing of posts. Fortunately, many companies have studied Facebook timing trends and accessed its Insights analytics tool. We know that companies, especially online businesses are often 24/7 with a global reach. However, we can still observe several user tendencies regardless of what time zone you are based in:

- The highest average click-through rate (CTR) occurs between 1 pm and 4 pm, peaking on Wednesdays at 3 pm.
- The worst time for posting appears to be weekends, both before 8 am and after 8 pm.
- Adding photos or images boosts engagement - fifty percent more 'Likes' and double the number of comments.

Are you looking to have your material shared? In that case, make your posts at 1 pm. People seem to be in a giving mood at this time, and while they may not go through your post in detail for themselves yet, they are inclined to give work colleagues and friends a look.

While you may get more clicks on a Wednesday, don't count out Thursdays and Fridays for true user engagement. People often need 12-24 hours to warm up to your thoughts, as indicated by a 6-7% increase over the Monday to Wednesday period. Perhaps not surprisingly, Facebook's so-called "Happiness" index is ten percent higher on Fridays than during the rest of the workweek.

How can these factors influence your Facebook strategy? Evidently, you can try posting new material during the daily 'afternoon slump' right after lunch. People are often sluggish after their midday meal and use Facebook to get the juices flowing and catch up with recent events before returning to work. This can be the ideal time to engage them with pure marketing content.

Similarly, why not hold off on your explosive end of workweek Facebook posts until next Monday? Chances are that they'll not be read on the weekend. After all, many people are inclined to take a break from social media in favor of outdoor family activities, household chores and the like. Perhaps you do likewise?

You may want to schedule your posts in advance or hire a social media marketing manager to manage your Facebook presence. A good social media marketing manager can also help you with online reputation management.

Don't neglect Facebook Insights to analyze the best days and times to post for your specific audience.

Conclusion.

Timing your Facebook posts properly can be as important to the success of campaign as the posted content itself. It can mean the difference between an explosive breakthrough and a massive failure. Social media is increasingly a vital part of modern businesses. Given the 24/7 nature of the Internet, you may think that timing your posts is not a big deal. However, this would be a mistake. Review your posting schedule to better reach your target audience.



Business Buzz

The Summer Time Marketing Guide for Restaurants

Summertime offers lots of marketing opportunities for restaurants. Summer marks the start of school vacation, Father's Day and tourist season for many areas in the United States. Farmers markets are in full swing during summer, offering many different fresh fruits and vegetables to incorporate into menu specials. To increase their share of the tourist industry, many restaurants partner with local hotels and shops to offer dining packages for summer guests.

While summer means extra business for many restaurants, it is important to continue to maintain social media sites, networking with customers, both old and new.

Visit the Local Farmers Market

June, July and August are prime time for fresh, local produce. Everything from strawberries to corn are in season during the warmer months. As a restaurant owner or chef, it can be difficult to get out to the farmers market regularly. If that's the case, many local farms will deliver fresh produce right to the restaurant. Another option for buying local, seasonal fruits and vegetables is to participate in a restaurant supported agricultural share (RSA). Similar to a CSA, a restaurant can purchase and RSA share at the end of the winter and start having fresh produce delivered in early spring, continuing until the last of the harvest in the fall. This is a great way to add variety to a menu, as well as a good way to give back to the local community.

Update Menus for Summer

The start of warmer weather is a good time to update your menu.

If you are running a lot of cold weather foods – stews, casseroles and such, now is good time to swap them out for lighter summer fare. This is also a good time to make sure your prices and food cost are where they should be.

Promote Summertime Holidays

While Father's Day may not be the powerhouse holiday that Mother's Day is, it is still an opportunity to garner some extra business. The Fourth of July is another summertime holiday that can generate extra business, especially if it falls near the weekend. There are also lots of fairs and festivals in the summer. If your town or city hosts any of these types of festivals, be sure that your restaurant takes part in the festivities.

Keep Up on Social Networking

For many restaurants, summertime gets busy. However, it is still important to maintain regular updates on social network sites like Facebook, Twitter and Instagram. Be sure to snap photos of summer menu specials and share them with followers.

Network with Other Local Businesses

Summertime isn't only busy for restaurants; lots of other small businesses see an big uptick in business during the summer months. Partner with local hotels and inns to offer their guests discounted meals. If there are popular shops and stores nearby, ask the owners about offering mutual coupons for shoppers – if a customer purchases something a shop, they'll receive a coupon for your restaurant and vice versa.

Start Thinking About Autumn Promotions

It's always good to be planning ahead. Autumn is a fun time of year – the air is cool, the colors are changing and there is a shift from summer to preparation for winter. For restaurants, autumn offers many promotional opportunities, from holidays to harvest themed menus. Start planning for autumn restaurant promotions in late July or early August.

Summertime offers many marketing opportunities for holidays and tourist season. Restaurants should take advantage of the abundance of fresh fruits and vegetables available locally. Partnering with other small businesses and maintaining social networking sites is also important for increasing sales during the summer months.

Information in BUSINESS BUZZ is taken from the About.com Small Business Guide

Visit <http://sbinformation.about.com/> for more small business information and to sign up for their newsletters.

Visit <http://onlinebusiness.about.com/> for information about websites and social media.



WE
ARE IN THIS
TO
GETH
ER.

California is in an epic drought. Do your part to conserve.



BlueRiverside.com

SECURITY CORNER

Riverside Public Utilities Warns Customers About 'Cut-off' Scam

Riverside Public Utilities (RPU) is once again warning all of its water and electric customers about a telephone payment scam which threatens to shut down utility services immediately, unless a payment is made.

"All commercial and residential water and/or electric customers of Riverside Public Utilities must know that we would never call them and ask for personal payment information, nor request payment in person at a customer's home or business," said RPU General Manager Girish Balachandran.

Customers of RPU are only contacted via paper billing statements, online billing emails, through late payment reminder mailings, or green 48-hour Notice notification tags placed at utility property sites only, and any RPU personnel out in the community drive clearly marked city vehicles, wear city uniforms, and display proper photo identification.

Any late payment contact by Riverside Public Utilities would only come from its Credit and Collections Department.

Unfortunately, scams like this have been going on nationwide for several years. Some feature live callers, others

automated messages, that threaten to shut down utility services unless an immediate payment is made by providing personal banking info, credit card info, or a PayPal account (or similar).

Additional utility bill payment scams that have affected RPU customers include: requests by customers to pay for meter change outs to avoid high bills; and the use of telephone number scramblers, which can trick caller identification software to make it look like the calls are coming from the utility, but falsely represent RPU's customer service telephone number of (951) 782-0330. While the number is RPU's main phone for customer accounts and billing questions, for security reasons it will never appear on a customer's caller ID.

Customers who have any questions about suspicious calls demanding payments are encouraged to hang up with callers, and report them by calling the city's call center by dialing 311, or (951) 826-5311.

From Riverside Public Utilities



Victims of ADA Access Fraud Settlements Urged to Come Forward

Members of the Riverside Police Department Economic Crimes Unit, Riverside County District Attorney's Office, The Arc of Riverside County, and the Riverside Commission on Disabilities held a Press Conference on May 7, 2015 at 9:00 AM at the Arc Building in Riverside, CA. The press conference was to provide information on the investigation and arrest of 55-year-old Wildomar resident, Rodolfo DeHoyos.

The investigation on DeHoyos began during the last few weeks of 2014. The initial complaints on DeHoyos came from numerous small businesses within the City and County of Riverside. DeHoyos would represent himself as an advocate for the disabled community and leave "notices of violation" at each business, alleging violation of ADA access laws. DeHoyos identified himself as the owner of "ADA Advocates and Consulting."

The businesses who were contacted by DeHoyos said that he would follow up on the violation notices with emails, letters, phone calls, and even "in person" visits to the business. Victims said that DeHoyos wanted monetary settlements for their ADA violations or he would sue them in court for ADA Civil Rights Violations. DeHoyos told victims that he would be guaranteed an award up to \$40,000 in damages plus attorneys fees if they did not comply with the monetary settlement. He would demand settlements ranging from \$500 to \$10,000 from the various businesses.

On April 30, 2015, the Riverside Police Department and Riverside County District Attorney's Office served a search warrant at DeHoyos' home in Wildomar, CA. Evidence was

recovered which showed that there were about 50 additional victims of extortion and theft. Preliminary information shows that DeHoyos has acquired over \$140,000.00 in "settlements" from various businesses in the city and county of Riverside.

The investigation revealed that DeHoyos was never denied access into any of the locations where he served notices of violation. DeHoyos was able to move about freely inside and outside the businesses without restriction. In fact, it appears that DeHoyos would use paid "runners" and associates to help him find businesses and serve them with violation notices.

After the search warrant was served, investigators arrested DeHoyos for Extortion and booked him into the Robert Presley Detention Center in Downtown Riverside. DeHoyos' initial bail was set at \$250,000.00. Initial charges against DeHoyos included 10 counts of Extortion by Letter and 10 counts of 2nd Degree Burglary.

Investigators have continued to locate additional victims in this case. On May 7, 2015, DeHoyos' bail was increased to \$1 million dollars. The District Attorney's Office added 68 counts of Extortion by Letter, one count of Grand Theft, and one count of Money Laundering against DeHoyos.

The Riverside Police Department and Riverside County District Attorney's Office believe that there are many more victims who have not yet been identified. RPD investigators ask that victims or witnesses contact Detective Brian Money at 951-353-7718.

From Riverside Police Department





3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org

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

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

ADDRESS SERVICE REQUESTED



STAFF

Executive Director
Janice Penner

Office Manager / Bookkeeper
Shirley Schmeltz

Communications and Events Liaison
Whitney Waters

BOARD OF DIRECTORS:

Executive Committee

Justin Tracy, Chair
David St. Pierre, Vice-Chair
Stephen Wollman, Treasurer
Charity Schiller, Secretary
Kris Whitehead, Past Chair
Shalini Lockard, Member
Shelby Worthington, Member

Directors

Chuck Beaty	Bruce Blomdahl
Patrick Brien	Gerald Douglass
John Field	Michelle Freeman
Bill Gardner	Mike Gardner
Debbi Guthrie	Laurie Hitt
Wolde-Ab Isaac	Jeff Kraus
Nanci Larsen	Andrew Lazarz
Kirk Lewis	Marco McGuire
Andy Melendrez	Stan Morrison
Robert Nagle	Brian Percy
RJ Rodriguez	Cherie Russell
Ellie Uli	Al Zelinka
Andrew Guerra – ABP	

2015

RIVERSIDE BUSINESS WEEK

June 16-19

INSIDE Magnolia Center
Tuesday, June 16
7:15 to 8:30 AM
Location: Riverside Plaza-
Regal Movie Theater

INSIDE Magnolia Center will kick off Riverside Business Week by discussing economic development updates and encouraging local businesses to connect to available resources.

Business in Action
Wednesday, June 17
Mike Bishop—California
Baptist University
7:15 to 8:30 AM
Chamber Boardroom

Network with other leaders in the region and make connections to increase your business. Also, learn how to create or expand your internship program.

Riverside Business Expo & Mixer
Thursday, June 18
4:30 to 7:30 PM
Riverside Convention Center

Network with over 50 local businesses and discover a host of resources and services available in Riverside.

Also, grow your business with some of our FREE workshop sessions.

www.riverside-chamber.com

#RivBizWeek