

Bulletin

Riverside Downtown Business Improvement District



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The next monthly meeting will be on March 24th at ProAbition and will feature an update on UCR by Jeff Kraus, Director of Community Relations.

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



RDP Welcomes Its 2015 Board of Directors

At the 28th Annual Meeting and Awards Ceremony held on February 19th at the Mission Inn Hotel and Spa, the Board of Directors for the 2015 – 2016 term of office was announced. This year's Board of Directors consists of seven Executive Committee members, four Elected-at-Large directors from the RDP membership, and 21 directors representing downtown stakeholders. The Arlington Business Partnership Executive Director is an Ex-Officio member of the Board.

Justin Tracy, owner of PIP Printing, will serve as Chair. David St. Pierre, owner of The Menagerie and co-owner of Delights and Invites, will serve as Vice-Chair. Stephen Wollman, Vice-President with Citizens Business Bank, remains as Treasurer while Charity Schiller, an environmental lawyer with Best Best & Krieger, will serve as Secretary. Kris Whitehead, owner of Curves, becomes Past Chair.

Remaining on the Executive Committee is Shelby Worthington of Worthington's Tavern. Joining the Executive Committee is Shalini Lockard, of Riverside Professional and Legal Management.

Two new members have joined the Board of Directors, Laurie Hitt of the Old Spaghetti Factory and Marco McGuire of



Kris Whitehead and Justin Tracy


McGuire LLC which operates several companies including Bail Hotline, ProAbition, Mezcal and The Boardwalk.

The full list of 2015– 2016 Board members can be found on the back cover of the newsletter.

RDP also said goodbye to several members retiring from the Board. They were

Marcia Campbell, CPA who served as Chair and as Treasurer during her tenure, Miguel Cruz of Cruz Custom Tailor, and Barry Hildebrandt of WCI Real Estate who served on the Executive Committee. Their service to RDP is greatly appreciated. Barry Hildebrandt will continue to remain active with RDP on the Land Use Committee.

The RDP Board consists of between 21 to 35 directors who represent various downtown interests such as business, government, healthcare, education, arts, and residents. Each year a Nominating Committee is appointed to recommend appropriate directors to the RDP Board. Four board positions are reserved for directors who are elected from the RDP membership.

If you are interested in becoming a director of the Board in the future, please contact Janice Penner. 

RDP Welcomes New Businesses to Downtown

Amp Nutrition Center • Arkside Marketing • Breann C Yakemonis
Campbell's Furniture • Castaneda & Associates • Daniel Mora
Homeopathic Solutions • Integrity Caregiving, Inc
Law Office of Laura Patterson • Oscar Pallares
Riverside Outpatient Surgical Institute
Sophia D. Hamilton, Attorney at Law


Long Night of Arts and Innovation to Return

By popular demand, the Long Night of Arts & Innovation will return on October 8th. The event will showcase the best that Riverside offers in the arts and sciences. With engaging exhibits, presentations, demonstrations, and artistic performances in many downtown venues, this signature event promises an informative, inspiring, and fun evening.

Attendees will experience:

- Arts and Science Presentations,
- Cooking demonstrations and food tastings,
- Math, Coloring and Engineering Competitions,
- Performances by Choirs and Dance Troupes,
- And much, much more.


The event will bring thousands to downtown Riverside, including adults and families with young children.

RDP encourages businesses on Main between 10th and 5th Streets and on adjacent streets to stay open that evening. We also encourage restaurants in the downtown core to offer family friendly meals and pricing to encourage families to come early and eat downtown. If you plan on offering specials for attendees, please let us know so we can promote them in advance. 



Performance Riverside

On April 3rd, RAGTIME will come to Riverside, thanks to Performance Riverside. Called by Time Magazine "A triumph for the stage," and by the International Herald Tribune "The best musical in twenty years," this acclaimed musical won 1998 Tony Awards for Best Score, Book and Orchestrations, and won both the Drama Desk and Outer Critics Circle Awards for Best Musical and Best Score. RAGTIME is not only a powerful portrait of life in turn-of-

the-century America, but a relevant tale for today. Written by the award-winning composer/lyricist team of Stephen Flaherty and Lynn Ahrens, noted playwright Terrence McNally, and based on E.L. Doctorow's distinguished novel, the musical intertwines the stories of three extraordinary families as they confront history's timeless contradictions of wealth and poverty, freedom and prejudice, hope and despair, and what it means to live in America. 

 and  present "Experience Musical Theater Today!"

For tickets call (951) 222-8100 or www.landispac.com
Landis Performing Arts Center, Riverside City College

RAGTIME

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April 3-12, 2015



Riverside Community College District is committed to providing access and reasonable accommodation to all District programs and activities. Accommodations for persons with disabilities may be requested by contacting the program/event organizer, Jennifer Lawson at (951) 222-8100 or the office of Diversity, Equity and Compliance at (951) 222-8039 at least five business days before your chosen date of attendance. Requests received after this date will be honored whenever possible.

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COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

NEW City Management:

The City Council has hired John Russo as its new City Manager. John comes to us from the City of Alameda in the Bay Area. He has a unique history and perspective that I think will serve Riverside very well. He has served as a councilmember, an elected city attorney, and as a city manager. He puts a major emphasis on smart economic development and job creation. He also focuses on implementation once planning has occurred rather than revisiting plans ad infinitum. In this respect I think he will be a real boon to Riverside as the economy improves and we move forward.

John is also a champion of open government and involving the citizenry as much as possible in the governmental process. He points out that the role of government is to accomplish things for people, not to do things to them. While a councilmember in Oakland John pushed to make all the backup documents for agendas available much farther in advance than required by law. He points out that this makes it easier for the council and the public to thoroughly understand items and to ask any questions they may have before the meeting where action is to be taken.



The council has selected a City Attorney candidate and hopefully the announcement will have been made by the time you read this. That candidate also brings a wide range of experience important to Riverside. The council believes they will work well together as well as with council and staff. I expect a renewed emphasis on economic development and streamlining of the permitting process. City staffing has not kept up with growing demand and I expect our new management will be working hard to remedy that quickly.

With the new staff coming on board, repairing the relationship among councilmembers, and the improving economy, I believe Downtown Riverside is on the brink of great things. Look for new upscale housing projects, more hotels, new restaurant and entertainment venues, and maybe even a super market in the next couple of years. We are entering exciting times and have selected key staff leaders to help guide us. Hang onto your hats ... it is going to be a fun ride.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

"Celebrating Cesar Chavez"

The Riverside Community Services Foundation will be hosting a three day birthday celebration in honor of former civil rights leader, Cesar Chavez from March 26 to 28, 2015 at the UCR Barbara and Art Culver Center of the Arts. The festival will feature diverse Latino and indigenous cultural musical performances at the VIP Reception on Thursday, March 26. There will be screenings of four Chicano Experience films on March 27 and 28. Featured films will include the award winning *Code Black*: Best Documentary, Los Angeles Festival 2013, *Yo soy Joaquín*: USA National Film Preservation Board 2010, and *Cesar Chavez*: Audience Award, SXSW Film Festival 2014. All screenings are FREE but seating is extremely limited. To reserve your seat, please visit the following website: <http://culvercenter.ucr.edu/Film>

Latino musical performances and entertainment from the Riverside School of the Arts will be held on March 27 and 28 by the Cesar Chavez Monument on Main Street with vendors and activities for the entire family to enjoy. Supporters include Division 9 Gallery, The UCR Barbara and Arts Culver Center of the Arts, Arts N Kids, Latino Network, Windermere Tower Properties, among others. For those interested in being listed as an event sponsor or for any questions regarding the event, please contact Clarissa at 951.826.5419 or ccervantes@riversideca.gov. *All proceeds raised at the event will go towards funding and supporting The Riverside School of the Arts located at the Cesar Chavez Community Center. Sponsorship packets are available upon request.*

Join us at our Annual Eastside Community Fair & Egg Hunt on March 28th! Our Annual Eastside Community Fair & Egg Hunt brings over 3,000 residents out for a day of family fun and health. Enjoy free health screenings, community info booths, Zumba exercise demonstrations, obstacle courses, jumpers and more - all for FREE! The event will take place at the



Cesar Chavez Community Center and Bobby Bonds Park located at 2060 University Avenue from 10am to 2pm. The egg hunt will begin at 11:45 a.m. so grab the family and come out to Ward 2!

I would like to recognize the members and volunteers with LULAC of Riverside who hosted their 4th Annual LULAC Community Health Fair & Clinic at the Cesar Chavez Community Center on February 21, 2015. Thank you to all the partners and the flying doctors for volunteering their time to provide FREE health, dental and eye screening treatment services. The clinic was able to provide services to HUNDREDS of children, adults and senior citizens. We look forward to seeing them next year! Thank you for your service to our community.

Lastly, I would like to highlight the tremendous work and effort of everyone who participated in the 27th Annual Tomas Rivera Conference! Congratulations to the Endowed Chair and UCR Professor of Theatre, Film and Digital Production, Tiffany Ana Lopez, for the accomplishments of this empowering and culturally enriched event.

H.E.A.L (Healthy Eating, Active Living) ZONE UPDATE: A Nutrition and Physical Activity Conference will be held on March 14, 2015 from 8:00 am to 2:00 pm at the Centro De Nino's Child Development Center. The conference is being held for childcare providers and early preschool instructors. Cooking demonstrations, farm to table presentation, comparing food labels and more will be included. The fee to attend is \$15.00 with early registration or \$20.00 at the door. Please contact Judy Carroll at 951.778.5003 if you have any questions or would like to attend.

Good luck and great job by the UCR Highlander's Baseball Team in the Division I, Big West Conference!! Be sure to continue to support our athletic teams! **GOOO Highlanders!**

Andy Melendrez



Office of Economic Development: Agriculture in Riverside


With a history rich in agriculture, Riverside is poised to be a regional leader in the local food movement. A full 11% of the City's total acreage is designated for agricultural use, unparalleled for a Southern California city of its size.

Founded on Councilmember Chris MacArthur's vision to "re-green" Riverside's Greenbelt (located in Ward 5), the City of Riverside hosted the first "Grow Riverside" conference in March of 2014 to engage the community. The sell-out conference brought together community residents and businesses, growers, local government officials, students, researchers and other stakeholders to discuss opportunities to leverage, promote and develop local agricultural and food infrastructure assets.

Momentum generated from the 2014 conference led to the City's hiring of Joyce Jong, Agricultural Business Development Coordinator in the Office of Economic Development, to spearhead agriculture and food-related business development programs. Joyce brings a diverse background as a local third generation farmer with skills in marketing and agribusiness development. Joyce's responsibilities includes coordination with businesses, farmers, and consumers to facilitate development of sustainable growth in Riverside's food and agricultural industries.

"There is tremendous community support and desire to see the development of a robust local food and agriculture sector throughout the City of Riverside and beyond. Developing a robust food and agricultural industries provides sustainable economic growth," says Joyce. Agriculture provides jobs at the farm level while also generating business-to-business activities such as transportation and logistics, further processing farm commodities into value-added goods, purchasing of farm supplies, packaging and marketing services, financial services and many more.

The City of Riverside will be hosting the second Grow Riverside Conference on June 11-13, 2015 at the Riverside Convention Center. The focus of this conference to help Riverside continue to reconnect to its agricultural roots, and galvanize citizens, growers, advocates, government officials, and other major stakeholders around the economic opportunities that can result from employing a sustainable agriculture and food system in the city. For more information about attending the conference and/or become a sponsor, please visit GrowRiverside.com.


Looking for more information or have idea you'd like to share? Please contact Joyce Jong at jjong@riversideca.gov or 951-826-5265 or learn more about Agriculture in Riverside at ExploreRiverside.com. 

City's Parks and Recreation to Receive Award

The City's Parks, Recreation and Community Services Department will be honored at the California Park and Recreation Society Conference and Expo March 10 to 13 in Sacramento, CA. The department will receive two Awards of Excellence in the areas of Marketing and Creating Community. The awards recognize the marketing strategies used to promote the 2014 Rhythm of Riverside Summer Concert Series and the program strategies used to create a sense of community in the '55 and Better' programs offered throughout the city.

The Rhythm of Riverside Summer Concert Series is a community event that invites participants of all ages to historical Fairmont Park to enjoy an evening of music with their friends and family. The six-week concert series includes a variety of music genres and showcases the popular Riverside Sings competition, an American Idol-like competition, for youth and adults. The 2014 Rhythm of Riverside Summer Concert Series was extensively marketed in the community through flyers, posters, promotional items, mailings, banners and social media campaigns by the Parks, Recreation and Community Services Department and the Riverside Downtown Partnership who is a long-time platinum sponsor of the Concert Series. The second award received for Creating Community highlighted programming targeted toward baby boomers 55 years of age and

better. Through successful integration of identifying participant needs and establishing partnerships a community was created for baby boomers providing social program opportunities such as bingo, breakfast clubs, luncheons, excursions and dinner dances. The Dales Senior Center and La Sierra Senior Center offer '55 and Better' program opportunities year-round.

The awards are both noteworthy and prestigious to the Parks and Recreation industry. CPRS Executive Director Stephanie Stephens states, "These agencies represent the finest in initiatives addressing community issues, recreation programming, park planning, facility design, and marketing and communications in California. Park and recreation agencies throughout the state provide families, individuals, and groups access to the serenity and inspiration of nature; spaces and places for play and exercise; opportunities for directed and self-directed recreation; positive alternatives for youth to reduce crime and mischief; and activities that facilitate social connections, human development, therapy, the arts, and lifelong learning. CPRS and our award sponsors, RJM Design Group, Inc., Little Tikes Commercial Play Systems and SVA Architects, are proud to recognize excellence in park and facility design, community initiatives, recreation programs, and marketing and communications." 

Shop Local Business Spotlight



Gallery of Flowers



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

9 Small Business Accounting Tips

Your business's accounting is probably the last thing you enjoy spending time on, so why not take a few steps to make it easier? These nine small business accounting tips can help.

It's an easy area to overlook. As a business owner, you might look at making your website more effective, improving your management skills, company morale, conserving electricity, and getting the best prices on your raw materials but there's one place that you might not think twice about.

Your accounting department probably isn't an area you scrutinize. One or two people sit at a desk all day, shuffle paper, type a lot, and at the end of the day, if bill collectors weren't calling you, you're happy.

Or maybe your accounting department is you. You might not be an accountant by trade so you're always looking for a way to make the act of money shuffling more efficient is welcome. We're here to help.

1. Consider Lockbox Processing

If you receive a large amount of customer payments, you're a prime candidate for lockbox processing. Instead of having payments sent to your business address, they go to a PO box where the bank processes the payments and deposits them directly into your account. The bank sends you electronic records of the transactions that are automatically entered into your accounting software.

If it seems a little complicated, it will be at first but the amount of time saved by not manually processing payments makes the investment of time and money worth the hassle.

2. Improve Credit Screening

A sale is only a positive for your business if you actually get paid. A customer who doesn't pay becomes a bad debt and that costs your business money. If you're shipping product on credit, do a credit check first. Invest in software that will automatically screen customers and put a hold on shipments if their credit looks questionable.

Ask for a deposit or ship COD to avoid the accounting nightmare of chasing down bad debt. Even if you recover the debt, you probably lost money anyway.

3. Rethink how you reimburse employees

The process is often cumbersome. Employees who amass travel and entertainment expenses fill out a form, include a stack of receipts, and submit for reimbursement.

The problem, however, is the errors. Mislabeled codes, addition errors and missing information mean more work for the people processing the payment.

Instead, use an electronic entry system that prepopulates information and allows the employee to scan receipts. All or most of the process becomes automated.

4. Use a purchase card

One employee spends \$5 and needs reimbursed. Another spends \$10 and yet another spends \$7. How about the \$29 invoice that arrived today? All of these small charges take far too much time for such a small amount of money.

Instead, give key employees and/or departments purchase

cards. When they make a purchase, they submit the receipt or invoice and accounts payable matches the receipt to the statement. Instead of multiple checks, they cut only one for the month.

5. Use a standard chart of accounts

Instead of allowing people to code invoices as they would like, make everybody use the same account numbers. When processes are consistent across all employees and departments, the accounts people can process paperwork more rapidly.

6. Make new employees complete all paper work before starting

Allowing important employee documents trickle in makes it more difficult for HR and accounts payable. Send the employee all paperwork prior to their first day and tell them that it has to be submitted before they start working.

7. Collect or apply taxes immediately

Waiting to do something later invites accounting errors. When employees are paid, account for payroll taxes right away. Same with sales taxes. And pay estimated taxes regularly and on time.

8. Set up separate coding for ongoing projects

If you're constructing a building, creating new technology or other project that is ongoing, set up separate line items. This allows you to pay bills as needed but gives the project manager clean, easy to generate reports of how costs compare to the budget. Entering costs of the project into the general ledger at a later date means processing the same invoices twice. There's no need for that.

9. Download bank records daily

If you're using software like QuickBooks or another higher-end package, downloading transactions from the bank daily is easy and automatic. Not only does this allow you to check for fraudulent activity but it makes generating monthly reports faster. Higher-level managers don't want to wait until the middle of the month for financial statements from the previous month. Easily solve this problem by doing the work throughout the month while transactions are fresh.

Bottom Line

Becoming more efficient often means investing in technology and training. An accounts department running off of manual processes is wasting a lot of time and inviting errors. As an owner, you're paying them more money to do tasks that could be automated.

Don't see technology spending as a cost. It's an investment that will pay you back rapidly.

From The Register, a complete resource for navigating the world of payment card acceptance, provided by Community Merchants USA

For more information, visit www.communitymerchantsusa.com



SECURITY CORNER

Join Business Watch

The Riverside Police Department is encouraging downtown businesses to join Business Watch, the initiative similar to Neighborhood Watch but geared toward businesses. The intent of Business Watch is to deter, detect and diminish opportunities for crime by establishing links among businesses and with the Riverside Police Department.

The Riverside Police Department helps provide training in effectively observing and reporting to police on crimes and suspicious activities that could lead to crime. RPD also supports 'Operation Identification' which promotes marking

all equipment, machines, etc. with traceable identification numbers for deterrence and tracking. RPD also provides assistance to businesses in assessing their vulnerability and recommending measures to impede criminal activity and reduce 'easy prey' opportunities.

Any business can join Business Watch. If you are interested in doing so, please contact Nancy Castillo, the Police Service Representative for the North Policing Center at 951-826-8726 or email her at ncast@riversideca.gov.

The Simple But Vital Security Precaution That Many Firms Neglect

It's hard to know where the biggest privacy threat to data security comes from these days — the NSA, a hacker halfway around the world, or the new guy in your IT department.

Hackers from Iran recently ran a social media scheme dubbed Newscaster, where they lured both current and former government officials into clicking on a link to a fake news site to steal their passwords and credentials and download malicious software. Researchers also found that video from both Google Glass and the Samsung smartwatch can be used to detect your PIN or password from up to 10 feet away.

There's no doubt that keeping your data safe is becoming more difficult as technology advances. According to the National Cyber Security Alliance, one out of every five small businesses falls victim to cybercrimes each year, and about 60 percent go out of business within the first six months following an attack.

Despite the risks, many companies still neglect basic password safety. But as a business owner, it's your responsibility to implement and enforce basic security measures to protect your customers and employees. Here are a few best practices to put in place:

1. Require routine password rotation

People don't realize how easy it is to crack email or username passwords. We tend to reuse passwords and don't understand that once they're compromised on one site, hackers will use them to access our accounts on other sites.

Don't trust your employees to rotate passwords. Program the applications they use to force a new password once a month, and take advantage of tools such as 1Password to manage various passwords for all your accounts.

2. Establish a strong password protocol

Anything humans can read, a computer can easily crack in seconds. Be aware of your surroundings. Your organization's security is only as strong as its weakest link. Your IT department should establish a solid foundation for security by programming rules for strong passwords.

Don't let your employees use passwords like "1234" or "password." Employees should also have different passwords for work and personal accounts. If an employee's personal

account is compromised, it can put your data at risk.

3. Don't share passwords

With so much trust and camaraderie within small companies, employees may not think twice about sharing account passwords with one another. However, not knowing who has access to which accounts could become problematic if an employee leaves your company or is let go. Have unique logins for every employee and each application he or she uses.

4. Secure data accessed by passwords

Your systems should be set up to require user authentication to access any data. This not only protects your data, but it also allows you to monitor who accesses it or makes changes to anything on your systems. Set security levels for a user or groups of users based on their position — and the size of your company — so each employee can only access the systems, drives, and files necessary to complete his or her work.

5. Educate employees on password usage

Education is the most powerful tool at your disposal. Communicating to employees how their data could potentially be hacked and training them on best practices is your best protection. Make sure employees feel obligated to notify the company if their identities are stolen or security of any kind is compromised.

Educating your team about how much damage a data breach can cause should be a top priority. In fact, given the potential damage that could come to your company, your employees' job security could depend on it.

Passwords are the keys to your data. If someone gains access to them, you'll lose customer confidence, revenue and productivity — and you could wind up in serious legal trouble. It's your company's responsibility to protect customer data, and keeping that data safe starts with a strong password. Keep your employees informed so the possible effects of not securing passwords guide their actions every day.

From The Register, a complete resource for navigating the world of payment card acceptance, provided by Community Merchants USA

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RDP Facebook Page

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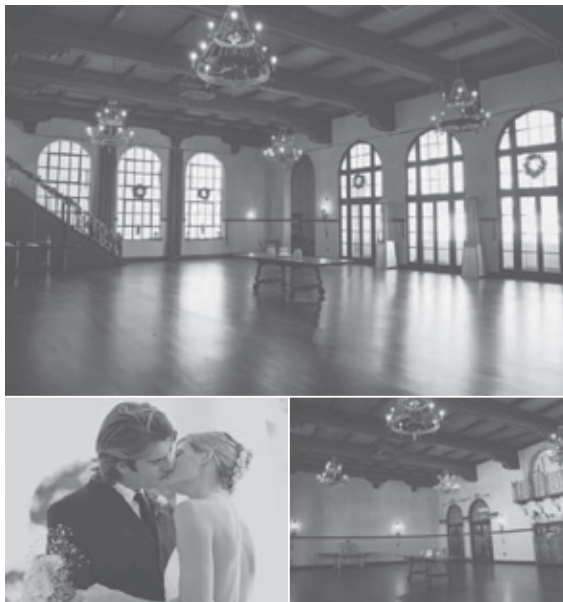
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