

# Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be held on Tuesday, May 23, 2017

at Mezcal Cantina y Cocina

and will feature  
Girish Balachandran,  
General Manager RPU

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 meeting is sponsored by*



## Upcoming Downtown Events

*provided by Event Organizers*

### Show and Go Car Show



Riverside County's largest car show is coming to town for the 19th year and counting. You can almost hear the roaring and rumbling of more than 1,000 engines, soon to take over parts of downtown Riverside.

The annual Show and Go Car Show for Charity is a cruising car show organized by the Riverside East Rotary Club and the Old Farts Racing Team, a group of more than 2,200 hot rod enthusiasts. Proceeds from the event go to numerous local charities, including ARC Riverside, the Janet Goeske Center and the Riverside Public Library. Over the past 18 years, the Riverside East Rotary Club has donated more than \$300,000 to local charities from event proceeds.

Car show entries have come from all over the region and even some from other states. This year there are several new sponsors such as Riverside Chevrolet and Day Family Classic Cars. Also returning will be a vendor and food area accompanied by a beer garden where you can grab a snack, cold one and see what the community is up to.

The Show and Go event is a family event attended by 15,000 people on Friday and 25,000 on Saturday annually. The fun begins on Friday, May 5th at 6 pm until 10 pm that evening with a cruise. Then continuing on Saturday, May 6th at 7 am with a pancake breakfast hosted by a local boy scout troop, then open header cruising from 11 am until 4pm. In addition to the cruising there will be a Grand Marshall Parade at 12:30 pm and trophy presentation at 6 pm. There will be a total of 51 trophies

awarded in numerous categories including best in show, best paint, best wheels and best foreign car.

The 1,000 classic cars, hot rods, imports, and motorcycles will be cruising down Market Street and Main between 13th Street and Mission Inn Avenue. Pre-registration is \$50 per vehicle, \$60 on event day. Celebrity guest Chip Foose, a hot rod enthusiast and star of the reality TV series "Overhaulin'," will sign autographs Saturday afternoon. Disc jockey Surfer Dave will provide the entertainment, with music and commentary, for the two days. Hope to see you at this year's Show and Go Car Show for Charity. Public admission is free. For more information contact: [www.showandgo.org](http://www.showandgo.org) or [info@showandgo.org](mailto:info@showandgo.org).



### Doors Open Riverside

The Doors Open event is back! The City of Riverside in partnership with the Old Riverside Foundation, Riverside Arts Council, Riverside Downtown Partnership, and the Mission Inn Museum and Foundation are hosting the City's second annual Doors Open event.

Doors Open events began over 30 years ago in France and have since spread across Europe, North America, and Australia. These events provide free access to captivating historic sites that are often closed to the public. By opening the doors to these architectural gems, event organizers hope to increase awareness of historic architecture and the community's collective heritage.

"This event showcases Riverside's historic architecture which spans more than a

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## **UPCOMING DOWNTOWN EVENTS from page 1**

century and is part of the Downtown soul,” said Erin Gettis, City of Riverside’s Principal Planner and Historic Preservation Officer. “Last year’s event drew more than a thousand attendees” she said.

On Thursday, May 11th from 6 pm to 9 pm, select buildings in downtown Riverside will open their doors. Guests will be taken on a riveting tour of each exquisite building and will learn about each building’s intriguing history. Tours begin at 6 pm and occur every twenty minutes. A number of downtown restaurants located in historic buildings will be offering specials before, during, and after the tours. Visitors can stop at the event’s information station located outside the Main Library and pick up a map or use the website to locate participating buildings and get directions.

Some of the historic buildings that will be opening their doors include: Metropolitan Museum, First Church of Christ, Scientist, First Congregational Church, Universalist Unitarian Church, the RCC Center for Social Justice and Civil Liberties (former Citrus Trust), the Culver Center for the Arts (former Rouse Department Store), and the California Museum of Photography (former Kress Department Store), the Arcade Building occupied by Krieger & Stewart, Loft.84 in the Aurea Vista Building, the Bonnett Building and more.

DoorsOpenRiverside.com – Please visit the website to review the complete list of participating locations, view images and restaurant specials only available during the event.

### **Inland Empire Salsa Festival**

The Inland Empire is going to be sizzling during the 3rd annual Inland Empire Salsa Festival, on Saturday May 13, 2017 from 11 am to 6 pm in historic downtown Riverside in beautiful White Park. Along with tasty salsa, local restaurants will also offer their delicious fares throughout the day and local breweries will be on site selling some of their popular brews.

The event will also feature the Splash Kingdom/Big Air Kids Fun Zone, Beer and Wine garden, and wonderful live entertainment by Omarion, Redfoo of LMFAO, Frankie J, Play-N-Skillz, MadeinTYO and many more super star artists.

The IE Salsa Festival guarantees a fun-filled day of tongue-tingling salsa, great activities, music, entertainment, dancing, food, beverages, and a wonderful time for the entire family from 11am until 6 pm. For more information visit <http://www.iesalsafestival.com/>

### **Annual Old Riverside Foundation Vintage Home**

The Old Riverside Foundation, a non-profit organization for historic preservation, is holding its 26th Annual Vintage Home Tour, Restoration Faire and Vintage Mercantile on Saturday, May 20, 2017 from 10 am until 4 pm. The ticket price includes a self-guided home tour of 5 lovely examples of Riverside’s rich historic architecture, 1 gratis raffle basket ticket, along with a Restoration Faire with suppliers, artists and craftspeople. The Vintage Mercantile will feature antiques and collectibles along with the return of the Tour Raffle Basket opportunity.

Tickets are \$20 pre-sale and \$22 day of tour. Tickets may also be purchased at online at [www.olderiverside.org](http://www.olderiverside.org) and are available at many Riverside locations, including Mrs. Tiggy Winkles and Mission Galleria downtown. Please check the website for additional location addresses.

### **Muslim Community Hosts Annual Interfaith Iftar**

Sahaba Initiative will host a community iftar dinner on

Saturday, May 27th at the Riverside City Hall at 7 pm during the holy month of Ramadan. The tradition of hosting an interfaith Ramadan iftar dinner began over 15 years ago by Dr. Mustafa Kuko as a way of bringing people together and is continued as a tradition by Sahaba Initiative.

The theme this year is “Sacred Peace” which highlights our commitment to promoting peace and service based on our Prophetic tradition “Spread Peace, Feed the Hungry & Reconcile Hearts”. Our dinner will be bringing together volunteers, nonprofit organizations, civic leadership, clergy, community leaders and businesses in Riverside and San Bernardino Counties.

To request an invitation to the free dinner, visit <https://www.sahabainitiative.org/interfaith-iftar> To learn more visit [www.sahabainitiative.org](http://www.sahabainitiative.org), or call us at 951-330-0051.



### **Saturation | Arts | Music | Culture**

The 17th Annual Saturation Arts & Music Festival will take place Friday, May 26 to Sunday, May 28, 2017 in downtown Riverside. Saturation Fest is a DIY art and music festival that occurs annually. Events are held at venues around downtown Riverside, with a majority of the participants based in the Inland Empire. Saturation includes concerts, films, workshops, exhibitions, organized bike rides and handcrafted art.

As a mostly all-ages and largely cost-free festival, Saturation pushes for the de-commodification of culture, concentrating instead on the value of the experience. Saturation is a Do-It-Yourself festival, meaning that it is participant-created. Organizers work behind the scenes to connect venues, performers, artists, art vendors, event curators and volunteers.

This year’s festival welcomes the addition of four new venues: The Brickwood, Romano’s Concert Lounge, Mind & Mill and The Hideaway Cafe. Featured performances include Summer Twins (Riverside), Chola Orange (La Puente), Miss Chief (Colton), Crystal and the Cutthroats (Riverside) and many more.

The festival kicks off on Friday, May 26, 2017 at 5 p.m. during the annual group art show at Back to the Grind, located at 3575 University Avenue in downtown Riverside. The exhibit showcases Inland Empire artists in a variety of styles and mediums, striving to be a true representation of the region’s vibrant art community. The festivities continue to saturate downtown Riverside with art and music bright and early Saturday morning, continuing through late Sunday night.

For more information, please visit <http://saturationfest.org>.

### **And returning for 2017 – Riverside Restaurant Week from June 16th to June 25th**

Check <http://www.riversideca.gov/dineriverside/>





# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

The City Council has recently established a team and process for dealing with quality of life issues in the city. Called Ward Action Teams, they meet monthly to discuss and prioritize issues needing attention in each of the seven wards. The teams include the Councilmember, the City Manager's Office, the City Attorney's Office, the Police Department, the Fire Department, Code Enforcement, the Homeless Outreach Team, Parks, Recreation and Community Services, Planning, Building and Safety, Public Works, Public Utilities, and a representative of the District Attorney's Office. The Ward Action Team meetings are not public, but I am very interested in input from individual constituents and groups regarding priorities and issues we should address.

Priorities are reevaluated monthly and will change as problems are solved and new ones arise. The first Ward 1 Ward Action Team meeting was held April 13. The following issues were identified based on what I hear from constituents and what team members see and hear about issues in the Ward. The list is not intended to be all inclusive, it just identifies the top priorities at the moment. There is no particular order of the priorities, each of the issues is important.

- Homeless and street people issues including Loitering, Encampments, Panhandling, Inappropriate Behavior
- Property Crimes including, Theft, Home and Vehicle

Burglary, Trespassing, etc.

- Problem Properties including Illegal Boarding Houses, Drug Houses, Grow Houses, Illegal Dispensaries, Grossly Unmaintained Properties, etc.)
- Parks: Illegal Use After Hours, Noise, Maintenance, Trash, Illegal Vendors
- Perception of Crime in the Downtown, Drinking in Garages, Safety in Garages, Need to counteract social media portrayal of Riverside, and downtown in particular, as dangerous and not a safe place to be
- Relocation of the Recycling Center at Maxi Foods

Please let me know what you think of this list, what should be added, and if there are things that should not be included. Remember, this is a dynamic list; things will come and go as progress is made and new issues are identified. We do need to keep the list to half a dozen or so broad issues at a time so the team is not spread too thin. It is particularly helpful if you can identify problem properties in your neighborhood. This will be a permanent category, but the individual properties will change over time.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

**Community Meetings:** Ward 2 has always been active dealing with a variety of Housing, Traffic and Social issues. Please join me this month at our community meetings where I will be in attendance to discuss your concerns. The groups listed below came together initially as a result of some of the concerns listed above. If there is an issue in an area of Ward 2 that you feel needs to be addressed please contact my office at 951-826-5419 and we can set up a neighborhood meeting to discuss our residents' concerns. Neighborhoods that meet include Eastside, University, Paisley Court, Sycamore Canyon, Pear Blossom, Lincoln Park, Canyon Crest, Colony East, and University Knolls.

**TAMALE FESTIVAL 2017:** The Riverside Tamale Festival was a huge success this year with thousands of community members who attended. This year there were amazing musical and dance performances, art activities and many other FUN events for the family.

The Riverside Tamale Festival works to provide Riverside with an innovative and unique experience for Riverside residents to learn and share the culture of our city's rich Latino heritage with our elected leaders. Proceeds from the event go toward the restoration and rehabilitation of the Trujillo Adobe, a structure of historical significance.

**Thank you to all who joined us this year & for supporting the Spanish Town Heritage Foundation.** To learn more about the Trujillo Adobe and the Spanish Town Heritage please visit

<http://spanishtownheritagefdn.weebly.com/>.

### 17th Annual Juneteenth Celebration:

The Riverside Juneteenth Committee has worked tirelessly since 1993 to bring the accomplishments of African-American people to the Inland Empire. This event recognizes June 19, 1865, when the Union Col. Gordon Granger rode into Galveston, Texas with a contingency of Buffalo Soldiers. Their mission was to inform the area's Black inhabitants of the Civil War's end two months earlier. This news came two and a half years after Abraham Lincoln signed and issued the Emancipation Proclamation. The event is now celebrated across the United States of America with Milwaukee and Minneapolis now hosting two of the largest Juneteenth celebrations in the nation.

Juneteenth Celebrations are a time for communities to come together. In this light, community health and service organizations dispense information, local talent perform, while food and merchandise vendors add favor to this colorful day of family and community fun.

Please join us on Saturday June 3th, 2017 from 12:00 PM to 6:00 PM for this wonderful and free event which will be held at the Bordwell Park/Stratton Community Center, 2008

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**Highlander Athletics:** UCR Men's and Women's Track and Field, Baseball, Softball and Women's Golf all have several exciting games coming up this month! Be sure to come out and join us in supporting them! Visit [www.gohighlanders.com](http://www.gohighlanders.com) for a full list of games and ticket prices. Don't forget to take a

look at the season tickets where you can save money and attend more games. If you would like to become a member of the Riverside Athletics Association and support our students please contact 951-827-6823 or email [athleticsassociation@ucr.edu](mailto:athleticsassociation@ucr.edu).

**GO HIGHLANDERS!!!**

Andy Melendrez



## BUSINESS BUZZ

### Ways to Drive Traffic to Your Website

*by Brian Edmondson*

As an internet entrepreneur, you have to learn to love traffic. In fact, the more traffic the better. I'm not talking about a highway chock-full of cars at rush hour after work... or being stuck trying to get out of parking lot after a concert in a big stadium.

I'm talking about traffic to your website, your landing pages, eBay or Amazon store, your blog, or whatever other online real estate that you have put in place.

Think of it this way. Your website is like a store in a mall. Hundreds to thousands of people walk through the mall every day. Each of those shops is vying for their attention. They're counting on shoppers to see their store and make the decision to walk in and check out what they have to offer.

So how do they make that happen? A variety of ways. They might have a big colorful sign, with window stickers talking about a sale. An employee could be out front handing out flyers or free samples... or personally inviting people in. The store could have sent out direct mail postcards about a special discount or special event on a certain day. Maybe they have an email list of customers that they communicate with regularly or are active social media and often promote special deals or sales.

You're going to do the same thing, in a manner of speaking, with your online storefront. You're going to deploy a wide range of strategies and methods for attracting the attention of your target market and compelling them to visit your site so that they sign up to be part of your email list (so you can market to them further) or browse your online shop and buy something.

#### **Traffic Driving Tools**

Driving traffic is an essential part of any online venture. In fact, it's the very first thing you must do to create a profitable and productive marketing funnel for your online business.

Of course, not every "traffic driver" listed below is a fit for what you do. Some will work like gangbusters; some will be so-so.

You never know until you try. And it's also important to always avoid putting all your eggs in one basket so to speak.

You see, even though one traffic driving tool might be bringing in thousands of qualified prospects one day, you never know what could happen the next. So it's important to have other sources of traffic, so you have a "backup" and your business doesn't go under.

A quick example of this is when Google changes their search engine algorithm. This algorithm determines where

pages online appear in the search engine results page.

In past major changes, businesses have failed because their whole model was based on getting traffic from Google searches, and when the algorithm changed they were no longer on page 1 - overnight. Don't let that be you. And it won't be, because you are going to use a variety of traffic drivers with your online business.

#### **1. Search Engine Optimization**

Speaking of Google, why don't we start there. Search engine optimization, SEO for short, can be a key way to drive valuable, qualified traffic to your website. Here's what I mean. When somebody searches for a topic related to your niche (say you sell videos that help people improve their golf swing and they search for "improve my golf swing"), you want your website or landing page to show up as high in the search results as possible.

Why? Well, the top three results make up 61% of clicks. Anyway, when somebody clicks on the link to your site on Google (or another search engine), they are more likely to sign up for your email list or buy a product.

This "organic" traffic is so valuable because these people are actively searching for information or solutions to a problem they have. And when they see something that can help them, they are more likely to take action.

You can make your site search friendly by including high-quality content and keywords and key phrases in your website copy that relates to your niche. You should also put those keywords in your site title, domain name, description, tagline, blog categories, page titles, and page content (this is "back office" work your web designer can do, or you can do yourself if you run your own site).

#### **2. Content Marketing**

This is part of search engine optimization in a way because search engines these days value good content when determining results. You can't just stuff a page with keywords and expect to have a good ranking. You have to create informative articles for your website or blog that search engines find useful. But you can't stop there. You should have compelling titles and include attention-grabbing descriptions, so that they are enticing when they appear in the search engine results. This is what will get the prospect to click and read your full article.

Then you have to follow through and provide a great experience to your reader so that the prospect is ready to take action or find out more about your business once they make

it to your site. The article could highlight best practices in your industry, or offer how-to tips, or discuss certain strategies that fit your niche. Whatever it is it should provide your prospect with valuable free information.

### 3. Get Social

It's unavoidable. If you do business online these days you have to get involved in social media. A huge amount of traffic goes to social sites and services like Twitter, YouTube, and Facebook. Millions of people log on every day. Why not take advantage of that and leverage that traffic for your own purposes? Your target market is definitely on social media... and in great numbers.

To do that you should maintain a robust social media presence. Put up a Facebook page for your business. Create a Twitter account. Post videos related to your business on YouTube (for example, if you had that golf swing business, you could post some videos where you show one or two tips).

Here are some best practices for when you use social media.

#### 1. Post Often and Regularly

If you have a Facebook business page or Twitter account, you should be active. Post every other day or at least three times a week, if not daily. You'll have to find what works best for your business. But the idea is to make sure your customers know you are alive, so to speak. They want to hear from you often, so indulge them. And be regular, set a schedule of sorts and follow it. Don't post one day, then a second, and then not for a week - you'll lose potential customers.

#### 2. Be Consistent

It's simple; you must be consistent as far as what you post. Stay on brand and on message and make sure anything you post supports your marketing goals. For example, if you have a site about radio control car racing, you don't want to post something about your thoughts on politics.

#### 3. Show Value

With your social media efforts, you want to make sure your prospects find something useful in what you post. Post how-to tips, valuable information, fun stuff... This will speed up the process of the prospect coming to know, like, and trust you. They come to view you as a source they can turn to when they need solutions.

#### 4. Include Calls to Action

This might be the most important part as this is where you drive traffic! Whenever you post something to social media (or at least most of the time), include some sort of call to action; an offer or incentive for clicking over to your landing page, blog, or e-commerce site. It might be a sale... or the full text of an article... a free ebook. Whatever it is, this will ensure that your social media audience can actually become a customer.

#### 5. Paid Ads

Although search engine optimization and the "organic" traffic it brings can be very valuable and you get it free... paid advertising can also be a good source of traffic. And the advantage is that you will get results much quicker. SEO, content marketing, and similar methods take a while to implement.

With paid ads, you can expect instant traffic to your site.

Here's how it works. You buy a pay per click ad on Google AdWords for example. It will appear at the top of the Google results page for search related to your niche. When people click, they go to your website or landing page - and you pay per click. And it's not as expensive as you might think. The key part here is to make sure you're getting a return on your investment in paid ads, that what you spend comes back to you - and then some - in sales.

**Quick tip:** be sure you include strong attention grabbing copy and some sort of incentive to click - a free report, discount, or similar.

Other ads include banner and / or text ads on ad networks that post to a variety of blogs and websites and Facebook sponsored posts. The technology behind these services ensures that your ad only appears on sites or near content that is of interest to your target market. That means your ads get in front of the right eyeballs and those people are very likely to click and go to your site.


#### 6. Forum Marketing

Online forums related to your business's niche can be a great free way to drive traffic to your site. This is qualified traffic although the numbers will be relatively small. But there's a right way to go about posting to a forum.

Number one rule is not to spam. You can't just join a forum related to your niche and starting posting links to your website or offering products for sale. In fact, that'll probably get you banned. Instead, you become a valuable member of the forum.

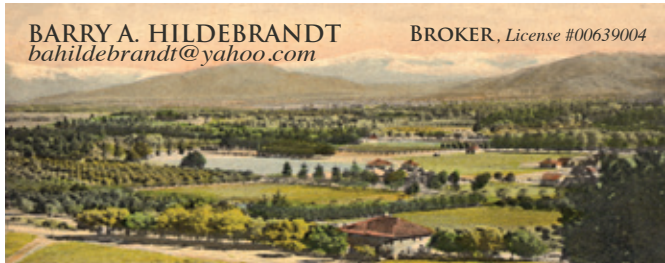
Answer questions, participate in discussions, post useful information, comment on industry trends... Depending on how the forum works, you can include a URL to your website in your signature or make your business name part of your username. Those are subtle ways to drive traffic. Eventually, once you've become a trusted part of that forum, you can also be a bit more overt in posting links to your site. Don't overdo it though.

#### Next Steps to Driving More Traffic

The above are solid ways to drive traffic to your online business. Remember, not all of them will be right for your particular business, and you'll always want to be researching more ways to drive free traffic to your website. So it's important to test them out and see which ones bring in the most leads and/or sales. You're sure to find the marketing mix that works for you. 

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## Top 10 Ways to Attract Quality Employees

by Susan Ward

Some economists maintain that future demographic trends will contribute to a shortage of qualified labor and small business jobs will go begging.

But that doesn't mean that you should just give up on hiring any new staff because as a small business, you don't have a chance of attracting employees. All things being equal, there are many people who would prefer to work for a small business.

These tips for attracting employees will up the odds of attracting (and retaining) the people you need.

### **1. Find out what the going rate is for the position and match it.**

One common mistake small businesses make when creating a position is to base the salary on their budget rather than on the market realities – in effect making sure that their employee recruitment efforts are going to be unsuccessful. If a retail sales person in a starting position in your area normally makes \$10 an hour, why would someone want to accept that position in your company for \$9 an hour?

### **2. Offer an employee benefit program.**

In times when employees get to pick and choose, an employee benefit program moves from their wish list to their necessities list. For successful employee recruitment, your company needs to offer employees at least life, medical and dental coverage. If your small business does not have an employee benefits program, talk to your insurance company about setting one up.

One of the advantages of belonging to business organizations, such as the Chamber of Commerce, is that they offer more inexpensive insurance, including employee benefit programs, so check with the organizations you belong to first.

### **3. Make lifestyle part of your employee recruitment offer.**

Many employees are just as concerned about the quality of life as they are about the amount of money a position offers. If you're fortunate enough to be located in an area with great skiing, beaches, extensive hiking/biking trails, excellent golf courses or other attractive features be sure to play them up when you're trying to attract employees.

### **4. Emphasize the benefits your small business offers.**

Make your company more attractive to potential employees by offering things such as flexible hours and work at home options. Among the more unusual benefits some small businesses offer are being able to bring a pet to work and allowing employees to power-nap during the day.

### **5. Be creative with perks.**

As a small business, you may not be able to offer the perks large corporate companies are able to offer their employees – but you may be able to offer a reasonable facsimile. For instance, many large companies offer on-site health facilities such as a fully equipped gym.

Chances are good that as a small business, you're not going to be able to add one of these to your premises, but you could offer employees coupons to use at local gym or spa facilities.

### **6. Offer employees some way to move upwards.**

Most employees aren't looking for jobs where they'll do the same thing for the next thirty years. They're looking for positions that offer opportunities for advancement.

What will the position you're offering offer? The chance to develop new skills? A stepping stone to a position with more responsibilities? More money after a certain amount of time on the job? Whatever it is, in terms of attracting employees, be sure to get the future possibilities on the table.

### **7. Create an employee incentive program.**

Employee incentive programs not only reward good employee performance but give prospective employees something to look forward to if they come work for you.

Whether it's an annual company-paid retreat or a program where employees collect points that they can trade in for cash, employee incentive programs can increase your chances of attracting the people you want to hire.

### **8. Institute a profit sharing program.**

It's not for every business, but there's no better way to give employees a stake in a company's success. For businesses that look like they're going somewhere, profit sharing programs can be a powerful inducement to come work for you instead of for someone else.

### **9. Sweeten the pot.**

When competition for employees is fierce, a plain old signing bonus may be what's needed to attract the employee you want and get that person to work for you rather than for some other company. If you choose to do this, there are two things to keep in mind. The signing bonus has to be large enough to matter, and the signing bonus has to be contingent upon X amount of time of employment. (Otherwise, you'll be running a revolving door as people sign up, take the money and run.)

### **10. Widen the scope of your advertising.**

It's not enough to just place an ad in the Help Wanted section of the local newspaper anymore; your chances of attracting the employees you want will be much better if you broaden your advertising. Place ads in places such as job Web sites and college/university campus boards, for example. Advertise in other towns or cities.

And if you have other employees, don't forget to get them involved in the employee recruitment hunt. You can, for example, offer signing bonuses to those who successfully refer a new employee.

### **Make Yours the Offer They Can't Refuse**

There are qualified people out there who can do what you need done – you just need to attract them to the positions your small business is offering. Developing an employee recruitment policy based on the tips above will give you a better chance of attracting the employees you're looking for.

*The Business Buzz articles are 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*



# Parking Services Wants to Remind You to Park Safe!



When using any parking facility always be mindful that there might be other people within the parking garage or a parking lot that are not there to park a vehicle. Unfortunately, our lives keep us moving at such a

fast pace that we can easily overlook safety or we tend to “feel” safe in areas that we visit frequently, such as a parking garage or parking lot. Incorporating a few safety habits into your daily routine could deter and discourage potential criminals from targeting your vehicle.

Below are a few safety tips to keep in mind:


- Use caution in and around parking garages. Yield to pedestrians and bicyclists. While driving into a garage, your vision may need to adjust to the change in lighting.
- Note the location or address where you parked and the level (if applicable). Identify entrances and exits of the parking location. Tip: Use your cell phone to take a picture of where you parked. This will keep you from searching for your vehicle when it is time to return. If you are unable to locate your vehicle, feel free to ask a parking attendant or an RDP Ambassador for assistance.

- Avoid leaving any valuables in plain view such as cell phones, laptops, iPads, chargers, purses, wallets, backpacks, etc.
- Place packages or bags in the trunk prior to arriving to the parking facility. Regardless of the contents, this could be appealing to a potential criminal.
- Roll up all windows, close the sunroof and lock your doors before leaving your vehicle.
- Return to your vehicle with the keys in hand and walk confidently. If possible, walk with a group or request that somebody escort you to the vehicle. The RDP Ambassadors are happy to help!
- Once inside the vehicle, lock the doors, keep windows rolled up, and do not linger. Start moving toward the exit once you're ready.

As a precaution, please don't walk in a distracted manner by talking on the cell phone, texting or juggling bags.

Always trust your instincts and be aware of your surroundings. If you suspect any suspicious activity, please call the police. Try to write down or remember as many details as possible and provide them to law enforcement personnel. A quick and accurate description of events, vehicles, and persons can increase the chances of apprehending a potential criminal.

For additional questions or concerns, please contact the City of Riverside Call Center for City Services at (951) 826-5311 or you may call Central Parking services at (951) 682-3167.

Tear off this page and post the article in your employee staff room for reference. 




## Business Spotlight: Curves

Curves is a well established fitness center serving the Riverside community for 17 years. Curves is conveniently located in the heart of historic Downtown Riverside, steps away from the Riverside

Yoga and Triple Threat to high intensity like Boxing and Cardio Jam, which means you can find a program that works for you.

Located at 3537 Main Street with plenty of free parking, stop in and see how you can benefit from strength training!

Curves is open Monday through Friday from 6 a.m. – 2 p.m. & 4 p.m. – 7 p.m., Saturdays from 9 a.m. – 12 p.m., closed on Sundays.

Call 951-276-7100 for an appointment or visit our website at [www.curvesdowntownriverside.com](http://www.curvesdowntownriverside.com). Or check us out on Facebook at <https://www.facebook.com/curvesriversidecadowntown/> 



Convention Center and Mission Inn Hotel & Spa.

- Curves is a 30 minute total body workout, walk in and jump on any machine in the circuit! In your 30 minute workout, you'll work every major muscle group with strength training, cardio and stretching. Curves is a supportive environment where you can gain strength, balance and flexibility and there's always a Curves Coach to help you with your form and push you to your personal best.
- Curves now offers all new specialty classes like no one else's. As a member, you can take as many classes as you'd like. Our classes range from low intensity like

## RDP Welcomes New Businesses to Downtown

Boss Hair Company (Accessories) • Irene Perez (Skin Care)  
Redline RV Services (Property Rental) • The Oncology Institute (Medical)



ADDRESS SERVICE REQUESTED



3666 University Avenue  
Suite 100  
Riverside, CA 92501

Ph.: (951) 781-7335  
Fax: (951) 781-6951  
Email: [rdpoffice@sbcglobal.net](mailto:rdpoffice@sbcglobal.net)  
[www.RiversideDowntown.org](http://www.RiversideDowntown.org)

**Submit press releases to:**  
Janice Penner by email at  
[Janice@riversidedowntown.org](mailto: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](mailto:Janice@riversidedowntown.org)

For Events email  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



RDP Facebook Page

#### STAFF

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*Office Manager / Bookkeeper*  
Shirley Schmeltz

*Communications and Events Liaison*  
Kate Stovicek

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City of  
**RIVERSIDE**  
Parks, Recreation and  
Community Services

Help us **Fund**  
the **Fireworks!**

**30+**  
year event

**1700**  
firework shells

**2** locations

**200K** spectators

**2**  
grand  
finales

**1** amazing  
tradition

La Sierra Park Mt. Rubidoux

Donate at  
[www.FundtheFireworks.org](http://www.FundtheFireworks.org)



The Riverside Community Services Foundation  
is a 501c(3) Nonprofit Organization

For information on the RCSF, visit [RiversideCommunityServicesFoundation.org](http://RiversideCommunityServicesFoundation.org)

Questions? Contact Gina Bonilla Marketing Coordinator at 951.826.2015.