

BID Bulletin

November 2013

Riverside Downtown Business Improvement District

**DOWNTOWN
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In This Issue:

The 21st Annual Riverside Festival of Lights on Main Street Riverside

County Considering Revised Food Truck Ordinance

Mission Inn Hotel and Spa One of Top 25 Hotels in Southern California

Council Corner Wards One and Two

Downtown Business Improvement District

Mission Inn Run Returns for Its 36th Year

Business Buzz — Seven Tips to Maximize Holiday Sales

Roy Hord "Volunteer of the Year" Award

The next luncheon will be
**Tuesday, November 26, 2013
at Noon**

Heroes Restaurant and Brewery
Mission Inn Avenue and Lime

Featured Speakers:

Donna Michalka

Community Liaison with
Parkview Community Hospital
and

Teresa Rosales

City of Riverside Economic
Development

Topic:

"Seizing Our Destiny"

The luncheon will be a buffet of Heroes favorites. The cost of the luncheon is \$20 with reservation by Friday prior to the meeting, or \$22 at the door. Reserve by calling the RDP Office at (951) 781-7335.

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



The 21st Annual Riverside Festival of Lights on Main Street Riverside



The Riverside Festival of Lights is almost here, marking 21 years of illuminating downtown Riverside and lifting the spirits of residents and visitors during the holiday season. Don't miss your chance to experience the most dazzling holiday spectacle south of the North Pole!

The Festival offers five weeks of merriment in Downtown Riverside, November 29 – January 4, 2014. As the largest holiday celebration in the region, the Festival of Lights has become a holiday tradition for families, visitors and groups alike. Celebrate the season with family activities that include Inland Southern California's first outdoor ice skating rink, holiday-themed vendors, more than 225 hours of family-friendly live entertainment, unique shopping and creative dining along Main Street Riverside, and of course, Santa Claus.

With the flip of a switch, Riverside's downtown will instantly illuminate with more than three and a half million twinkling lights and spectacular fireworks during the magical November 29th "Switch-On

Ceremony" hosted by The Mission Inn Hotel & Spa and the Greater Riverside Chambers of Commerce. Gather at Mission Inn Avenue and Orange Street for a night to remember.

While strolling around downtown, festival-goers can grab a cup of hot cocoa and warm sugared donuts, purchase a one-of-a-kind present or dine at a unique restaurant. Added to the line-up again this year will be several local artists out on Main Street with demonstrations of their artwork and opportunities to purchase a truly unique gift. The incorporation of these local artists is something that has made Riversiders very proud.

The Riverside Festival of Lights allows everyone - no matter what age - to be charged with wonder and anticipation of the magic of the holidays. Don't miss your opportunity to be part of this wonderful Riverside tradition. For more information visit RiversideFestivalofLights.com.

Submitted by the City of Riverside



County Considering Revised Food Trucks Ordinance

On October 11th, Supervisor Kevin Jeffries' office hosted a meeting to outline a proposed change to the county ordinances governing the preparation of hot food on mobile food vehicles (or food trucks). Staff from County Environmental Health Department attended the meeting as did Matthew Geller, CEO of the Southern California Mobile Food Vendors Association.

The purpose of the meeting was to explain the proposed change, how it would affect the operation of food trucks in the County, and the proposed time line for implementation. The proposed change would remove the prohibition on modern gourmet food trucks so that they could operate in Riverside County without the need for a special events permit. If passed, the revised county ordinance would deal only with the permitting of food trucks and the conduct of their business in unincorporated areas. Cities within Riverside County would determine if they wish to further regulate where and when food trucks operate within their jurisdiction.

The County's schedule is to have the Board of Supervisors set the date of the required public hearing at their November 5th meeting. The first public hearing would be likely on November 26th and then the final public hearing on either December 3rd or 17th. The effective date of the revised ordinance would be sometime in spring of 2014 to allow cities sufficient time to enact any rules they wished to implement prior to the implementation of the revised ordinance. The County Board of Supervisors' meetings are held on Tuesdays and start at 9 am.

County Environmental Health staff made it clear that the revised ordinance would hold food trucks to current standards and not grandfather any food trucks that were operating but not in compliance with those standards. Matthew Geller from the SoCal MFVA stated that he

was aware that brick and mortar restaurants would likely be concerned about potential competition from food trucks. He stated that most modern gourmet food trucks would not consider operating in Riverside County other than special events since travel costs would be prohibitive without a minimum customer base.

In anticipation of this revised ordinance, RDP's Board of Directors adopted the following motion at their May 8, 2013 meeting, "*That there be no change in the policy regarding the operation of food trucks in the City and County of Riverside and that food trucks only be allowed to operate as part of a special event. Further that food trucks operating in the City of Riverside as part of a special event be required to take out a City of Riverside business license for the event and pay any applicable BID levy*". A number of new restaurants and hospitality establishments have opened in downtown Riverside and the RDP Board of Directors believe that allowing food trucks to operate without regulation in downtown could jeopardize the growth of these businesses. However the Board did note that areas of the County and City are underserved by restaurants and that allowing food trucks in those areas could be beneficial to employees and businesses in those areas.

RDP will be attending the public hearings to state the Board's position. RDP will also be providing a statement of this position to the City of Riverside, requesting that the City enact appropriate regulations for the operation of food trucks in the downtown.

Downtown restaurants who want to receive alerts about the ordinance, public hearings, and the City's response should contact Janice Penner at the RDP office at Janice@riversidedowntown.org to be added to our email distribution list. 

Mission Inn Hotel and Spa One of Top 25 Hotels in Southern California

Conde Nast Traveler is one of the most respected travel magazines in the world so when they put out their Gold List of the top 510 best places to stay on the planet, it's worth taking note. The AAA Four Diamond, Historic Mission Inn Hotel and Spa was included on that list as one of the top 25 places to stay in Southern California, the only hotel in the Inland Empire to earn

that designation. Of the other 24 top places, seven were in Beverly Hills, three in Los Angeles, and 14 in beach cities so lofty company indeed. Congratulations to the keepers of the Mission Inn Hotel and Spa and to General Manager Diana Rosure for the greatly deserved recognition. It's definitely warranted for our jewel of downtown Riverside. 



Shop Local Business Spotlight

Riverside Arts Council



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

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Council Approves Modifications to Brockton Avenue

The council voted to restripe Brockton Avenue between Mission Inn and Beatty Avenues to slow traffic and to encourage alternative modes of transportation like bicycling and walking. Often referred to a "road diet," the modifications will change the configuration of the street from two traffic lanes in each direction with no shared left turn lane to one traffic lane in each direction with a shared left turn lane and a marked bicycle lane and parking replacing the outer traffic lane. It will look something like this:



Traffic studies, including an analysis of the full Community

Hospital expansion program, show that the Brockton roadway modification will be able to handle traffic and projected growth through 2035 except in the block between Tequesquite Avenue and 14th Street. This section will retain four lanes of traffic. Emergency vehicles prefer the shared left turn configuration because they simply take that lane and do not have to wait for traffic to move out of their way. The project is restriping only, there will be no hardscape changes. Cost is about \$460,000 and 90% is covered by a state grant. The project includes pavement rehabilitation, slurry coating and restriping. There will also be synchronization of traffic lights and addition of dedicated right turn lanes at some intersections to improve traffic flow.



Construction will not begin until after the first of the year.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Happy Fall Greetings to everyone in Ward 2 and the City of Riverside!

GROUND BREAKING NEWS! Construction has officially begun to build the Ameal Moore Nature Center, located at the Sycamore Canyon Wilderness Park. The Nature Center has been named after the honorable and memorable three-term Riverside City Councilman, Ameal Moore. We will keep you updated on the construction process and are excited about this project within Ward 2.

The Bobby Bonds Sports Complex hosted the 2nd Annual Riverside Triathlon on October 20th and finished with a BANG! The Riverside Triathlon is a triathlon race in benefit of the Riverside Police Foundation, promoting youth programs and community outreach by instilling the values of Integrity, Service, and Excellence. The competition started with a 5K run down Victoria Avenue to the prestigious Victoria Country Club and back to Bobby Bonds Park. Athletes then transition to a 12-mile bike ride along one of Riverside's renowned citrus-lined boulevards and back. The event finishes with 150 meter swim in the Bobby Bonds Olympic-sized pool where all finishers received a medal! Thank you to everyone who came out to participate and who showed support for the participants! We look forward to the event coming back to Bonds next year.

Ward 2 was excited and pleased to host the Harvest Fall Festival in the City's Eastside! The event was held at the Bobby Bonds Sports Complex with a wonderful turnout of children, families and community members alike. I would like to thank the City's Parks and Recreation Department for all their help with putting together this fun filled and

festive event. And thank you to the Riverside Downtown Partnership who generously donated over 400 Halloween bags for our youth!

On other news, at a recent City Council meeting it was decided to place the discussion of bringing a sports complex to the City of Riverside back on the table. Please share the word in the community and for anyone with inquiries or who would like to meet and speak on the matter – my door is always open. To schedule a meeting or inquire on when this item will appear on future Council agendas, please do not hesitate to contact my Legislative Aid, Clarissa at ccervantes@riversideca.gov.

Now for a sports update! The UCR Athletics Association will be hosting the UCR BMW of Riverside, Gary McCord Golf Challenge on November 2-4th. To sponsor or participate in the challenge, please contact Jordyn McDonald at 951-827-5432 or jordyn.mcdonald@ucr.edu.

Lastly, be sure to come out and meet the UCR Men's Basketball team on Wednesday, November 6th from 5:30 to 7:00pm. The Meet and Greet will be held at the Sports Restaurant DDOGS. In attendance will be the coaches, players, Scotty Highlander, myself and YOU (the fans). RSVP is requested by calling (951)-827-6289. I hope to see you there! GO HIGHLANDERS!!!

Andy Melendrez



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Your Downtown Business Improvement District

On October 9th, the Board of Directors of the Riverside Downtown Partnership (RDP) approved the Annual Report for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) levy for the upcoming calendar year. The activities of the Downtown BID are funded by this levy which is equal to 100% of the annual business tax levied by the City of Riverside and assessed on all businesses within the BID boundaries. The City collects the levy on behalf of the Downtown BID and provides up to \$100,000 of matching money annually for downtown improvements.

The Annual Report has been submitted to the City for City Council and the required public hearing to review the report and approve continuation of the Business Improvement District levy has been set for 3 pm on Tuesday, November 19th. The City sends out notices to all businesses in the Downtown BID to advise them of the date and time of the public hearing. The Annual Report has been posted on the RDP website, www.riversidedowntown.org for businesses to review in its entirety prior to the public hearing.

RDP has administered the Downtown BID since its establishment in 1986. RDP works with the City and with other organizations to best utilize available resources and to work towards the effective implementation of programs and activities funded by the Downtown BID in six specific areas; parking, beautification, public events, music in public places, promotion of business activities, and security. The activities, improvements, and any new efforts being recommended for the year 2014 are based on 2013 programs and initiatives and include new ones that will be part of the new Strategic Plan for 2014 to 2016 being prepared for approval by the RDP Board of Directors.

RDP is involved with downtown parking through programs such as discount parking tokens for downtown businesses and maps to assist visitors, patrolling of downtown parking garages and lots through the Ambassador Program, and input to the City on specific issues. Parking activities are expected to cost \$15,000 in 2014 which includes \$7,500 allocated for the discount token program.

RDP's beautification efforts include beautification initiatives in key areas downtown such as the trimming and lighting of the pergola at Mission Inn Avenue and Lime Street. Beautification activities are expected to cost \$7,500 in 2014.

RDP provides funding and support for a number of events, as well as promoting the events through a monthly calendar, a website and emails, print advertising, press releases and editorial opportunities in newspapers and magazines. RDP also funds the popular summer event, Movies on Main, each July and August. Public event activities are expected to cost

\$22,500 in 2014.

RDP sponsors two City events, the Rhythm of Riverside concerts and the Mariachi Festival in Fairmount Park. RDP provides funding for musical entertainment for various activities on Main Street. Additional funding for these activities is allocated from the City matching monies. In 2013 at the request of downtown hospitality establishments, RDP launched an outdoor summer concert titled 'Summer Street Jam to bring visitors to downtown. The event drew over 3,000 during the day, including over 2,000 for the headline band and participating hospitality establishments reported increases in sales ranging from two to three times their normal Saturday sales. RDP plans to hold the outdoor summer concert again in 2014 with increased participation from the downtown business community. Music in public places activities are expected to cost \$15,000 in 2014.

RDP promotes downtown retail, consumer, and professional business activities through various means such as print and electronic media, and events designed to appeal to targeted audiences. RDP's print destination marketing campaign will continue in 2014 with print ads in targeted markets. Other promotional efforts by RDP include press releases to various media outlets, editorial content on downtown activities in selected magazines, a monthly newsletter, and a website promoting downtown and its attractions, and spotlighting local businesses. RDP also provides thousands of copies of both the Downtown Pocket and Dining Guide and the Historic Downtown Riverside Walking Guide free to downtown visitors, as well as providing them for downloading from the RDP website, www.riversidedowntown.org.

In 2011, RDP committed to producing several seasonal events to draw visitors in targeted demographic groups to downtown Riverside. These events were the Easter Egg-stravaganza for families and the Riverside Zombie Crawl. Both events have seen significant increases in attendance and RDP plans to continue these events in 2014. In 2013, the Riverside Zombie Crawl was expanded and the RDP partnered with the Culver Center of the Arts to include their Zombie Film Festival designed to draw an older demographic to the event.

Two initiatives were launched by the RDP to increase the effectiveness of the destination marketing campaign. The first, Destination STYLE, was launched in late 2012 with a fashion show to build the brand of downtown Riverside as a destination fashion district for the Inland Empire and promote downtown retailers. Two fashion shows were held in 2013 with increasing participation by downtown retailers and increasing attendance by local and regional fashionistas. The initiative will continue in 2014 with spring and fall fashion shows highlighting downtown retailers and salons. RDP has also partnered with Riverside City

College's Cosmetology school to provide students with practical experience on models' hair and makeup.

The second, Restaurant Week, was launched in June 2013 to raise awareness of downtown Riverside as a dining destination and to encourage patrons to visit downtown restaurants during the slower summer months. Twenty restaurants participated in the 2013 Restaurant. The initiative will continue in 2014 with January and June promotions. Promotion of business activities is expected to cost \$180,000 in 2014.

RDP's most significant security effort is the Ambassador program. The Ambassadors patrol the downtown core weekdays from 11 am to 6 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues. Other security activities include a Security Committee

with representation from the Riverside Police Department, distributing security bulletins and updates to downtown businesses, and providing cameras and additional lighting as deemed appropriate. In 2013, RDP added nine security cameras in downtown to augment the four cameras already in place in key locations around Garages One and Two. Five of the new cameras cover the hospitality district of University and Orange, and Mission Inn and Orange, two cover the area around Main and Fifth and the Hyatt Hotel, and two cover the Marketplace area of Mission Inn and Vine. Security activities are expected to cost \$90,000 in 2014.

If you have any question regarding the Annual Report or the BID renewal process, please contact Janice Penner at the RDP office at 781-7339. 

Mission Inn Run Returns for Its 36th Year

The Mission Inn Foundation is pleased to announce the 36th Annual Mission Inn Run. This Inland Empire tradition is a weekend event for adults and children, and will take place on main street in the Historical downtown Riverside, on Saturday, November 09 from 1 pm. to 5 pm. and Sunday, November 10, at 5:45 am to 12 noon.

The 5K, 10K and 1/2 Marathon courses have been certified by USATF, improved chip timing and timing pad have been added to ensure accuracy. New this year, all runners (5k, 10k, 1/2 marathon and kids courses) will receive a specially designed finisher medal! 5k, 10k and Kids runners will get a cotton tee. All 1/2 Marathoners will receive a tech tee with their registration! Awards will also be given to the overall men and women in each race, as well as to the top three male and female finishers in each age division. The Mission Inn Run also has courses and activities suitable for children, such as the 1/2K (7 & under), 1K (8-12), and Kids Fitness Festival (Activity booths, fun bounce houses, & more).

The race courses create a picturesque event for runners and spectators alike, taking them past some of Riverside's premiere landmarks, including the historic district, Mt. Rubidoux Park, Lake Evans, and the Santa Ana River Trail, while offering a unique experience in one of the Inland Empire's prominent cities. All proceeds of the run benefit the Mission Inn Museum, a non-profit organization, its historic preservation efforts, youth oriented art programs

and its student education projects held in the disadvantaged Riverside schools.

Events kick off on Saturday, Nov. 09, with Clark's Nutrition Health Fair & Fitness Expo offering pre-registration, packet pick-up, live demonstrations, booths, and a bench press contest! Sunday, Nov. 10, is not only Race Day, but also a day of fun activities, featuring the Finish Line Festival, an Awards Stage, Kids Fitness Festival, Food Vendors, and Live Music from 6 am to Noon on the Main St. Pedestrian Mall between Mission Inn Blvd. & 5th St.

We are proud to be a partner on Riverside's first run series, the Run Riverside Challenge. Participants who cross the finish line at all three events will receive a specially designed medal for completing Riverside's inaugural run series! The three races must be completed consecutively and will start over in October 2014.

To reserve your spot as a runner, walker, team or group in The Mission Inn Run, register at www.Active.com. Please visit www.missioninnrun.com for vendor, sponsor, and volunteer information. Stay updated by following us on Facebook and Twitter, or check our blog at www.missioninnrun.wordpress.com. We hope you will join us in celebrating the 36th year of this fundraising event!

Submitted by the Mission Inn Foundation 

RDP Welcomes New Businesses to Downtown

Antiques Trinkets and More • Aron Reed • Autism Response Team. • Bugabula Antiques and Collectibles
DQ Stuff • Jessica Cianciarusa • Vanowen Holdings • White Rose Productions 

BUSINESS BUZZ

Seven Tips to Maximize Holiday Sales

For a small retail business, the fourth quarter can be a big deal for the bottom line. For some retailers, the holiday season can represent anywhere between 20 - 40 percent of annual sales. Good planning now will help retailers make the most of this important season.

1. Create a stellar holiday marketing plan

Start by creating a detailed plan that includes a variety of marketing platforms such as print and online advertising, holiday store signage, direct mail, email marketing and social media. In addition, consider implementing some grassroots marketing strategies to inexpensively target customers in your community. For example, you can partner with other small businesses in your community to hand out coupons or flyers for one another, network at local chamber of commerce meetings (many of the members will be looking for holiday gifts for family members or clients), call VIP customers to personally invite them into the store, post on your town's forum, post on local "mom blogs" and distribute store flyers in places such as a gym or supermarket.

2. Plan special holiday events.

Store events are also a very effective way to drive more traffic to your store during the holiday season because they give customers a reason to shop during a specific time frame. One event you should add to your holiday event marketing plans this year is Small Business Saturday. This is a nationwide initiative on the day after Black Friday, November 30, that encourages consumers to go out and celebrate and support the local independent businesses that are a vital part of their communities.

Last year, millions of consumers shopped small. With growing consumer interest in supporting local businesses, you can leverage this powerful national event by inviting your customers to participate in the day through email marketing, direct mail, store signage, and social media posts. You should also promote your participation in Small Business Saturday in all of your print advertising as a way of attracting new prospects into the store on the day. You can download free marketing materials on the Small Business Saturday website.

3. Offer holiday deals and discounts.

Consider running special product promotions throughout the holiday season as an incentive to get customers to come into the store and buy. Some stores even sell a few products during the holiday

season at a loss, known as a "loss leader" to lure customers to the store because they know that once the customer is in they will typically buy more.

4. Hire ahead of the holiday rush.

Most retailers agree that exceptional staffing is a key element in holiday sales success. If you need to beef up your team for the season, it's important to start the hiring process as early as possible. Remember to execute a thorough training program for your entire sales team that includes customer service tactics, in-depth product information and tips on handling a large sales volume to get everyone ready and excited for the holiday rush.

5. Make sure you have enough inventory.

It's very challenging to stock just the right amount of inventory to ensure that you have a vast product selection with a mix of specialty items that holiday shoppers are searching for. Plan on doing a holiday inventory assessment to confirm that you have ordered enough across the different product categories to last throughout the season and hit your numbers. If you realize that you still have not ordered enough, it's not too late to reach out to wholesalers to add to your holiday buying.

6. Use your store windows.

Store windows are a powerful marketing vehicle to help you promote and sell specific holiday products. They also serve as great tool to help you attract more customers into the store. Make sure your windows create visual impact, are well lit, have strong signage and that you use vertical and horizontal space to tell your merchandising story.

7. Promote holiday gift cards and gift certificates.

There is a lot of research that shows that holiday gift card giving is on the rise. Make sure that your store is top of mind with customers who want to purchase a gift card rather than a specific gift. Promote your store gift cards in all of your marketing efforts. In addition, you might also consider giving a small gift card to buyers who spend over a certain amount in your store during the holiday season.

Implementing these savvy marketing strategies can keep you ahead of the curve this holiday season and make it a signature year for blockbuster sales.

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Barbara Wolds Retail and Consumer Tips





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Janice@riversidedowntown.org
or fax at (951) 781-6951.

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

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For Events email
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RDP Facebook Page

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Roy Hord Volunteer of the Year Award Nominations

The late Roy Hord was a former RDP board member who faithfully served the community of Riverside for over 25 years. RDP established the Volunteer of the Year Award in his memory in 2003. The award is given to those individuals who exemplify his spirit of volunteerism and presented each year at RDP's Annual Meeting and Awards Ceremony which takes place in February.

RDP is currently accepting nominations for this award. Nominees should be dedicated to the community and have a history of volunteerism, particularly with youth. Past recipients include the Hord family, Bill Gardner, Doug Shackelton, Barb Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbie Guthrie, Henry W. Coil, Jr., Suzanne Ashley, and Kathy Wright.

Nomination forms can be downloaded from the RDP website, www.riversidedowntown.org and should be sent to: Riverside Downtown Partnership, 3666 University Avenue, Suite 100, Riverside, CA 9250. Nominations can also be emailed in a PDF format to Janice@riversidedowntown.org. The deadline for nominations is Friday, January 3, 2014.