

BID Bulletin

October 2013

Riverside Downtown Business Improvement District

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Invitation to Downtown Security Forum

The next luncheon will be
Tuesday, October 22, 2013
at Noon

Café Sevilla

3252 Mission Inn Avenue

Featured:

Hispanic Chamber of Commerce

Sponsored by:

Security Bank of California

The cost of the luncheon is \$20
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door. Reserve by calling the
RDP Office at (951) 781-7335.

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

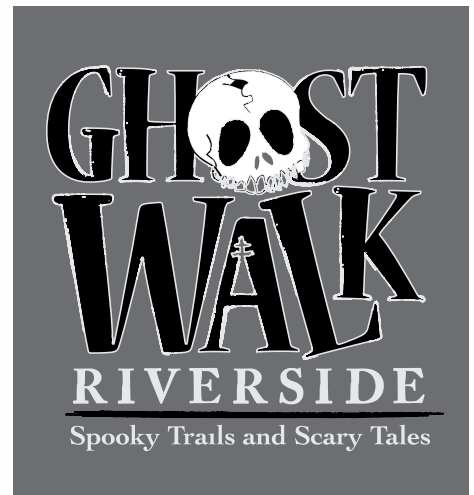


Downtown Riverside IS Halloween Central and This Year Zombies Rule!

Now in its 22nd year, Ghost Walk Riverside is one of the premiere Halloween events in the Inland Empire. What started as a fundraising initiative by the California Riverside Ballet with 60 people at the first tour has now become one of Riverside's signature events attracting thousands of people each year. Featuring local area high school drama groups and noted community speakers, original stories are presented at select downtown locations to the delight of young and old.

This year's Ghost Walk Riverside tours will set out from the Main Street Pedestrian Mall on October 25th and 26th with five tour options available; two family-friendly tours and three tours for the more adventurous and daring tour participant. The event also features live entertainment, kids' carnival, food vendors, and a Tombstone Trolley. Tickets are \$15 and can be purchased online at www.crballet.com. RDP is proud to be a sponsor of the 2013 Ghost Walk.

The success of Ghost Walk led to the introduction of two new Halloween events in 2011 to extend the spooky season and establish downtown Riverside as Halloween Central. The Riverside Zombie Crawl hosted by RDP and the Human Roast Haunted House produced by the Riverside Arts Council were both launched that year and returned in 2012. Unfortunately the Human Roast Haunted House is not returning to downtown Riverside this year but the Riverside Zombie Crawl will take over the Civic Plaza on Main Street between University and Mission Inn Avenues on Saturday, October 19th from 3 p.m. to 9 p.m.



This year in addition to entertainment, zombie make-up by professional face painters, children's' Halloween crafts provided by DragonMarsh, and the costume contest for all ages, the Riverside Zombie Crawl will feature a Zombie Survivalist Station with training for both Zombies and Survivalists alike. Attendees will be able to choose a side and battle it out during the actual crawl around the Plaza. Following the crawl and the costume contest, RDP in partnership with the City of Riverside Park and Recreation Department will show the movie, "Warm Bodies" on an outdoor screen at 7 p.m. Information on the Riverside Zombie Crawl is available on Facebook at www.facebook.com/RiversideZombieCrawl. All Riverside Zombie Crawl activities are free.


Zombies rule this year with the first Zombie Film Festival at the UCR Culver Center of the Arts. Two nights of frightening and hilarious double features will be shown; 1992's Army of Darkness and 2004's Shaun of the Dead! The screening starts at 7 pm on Friday and for Zombie

aficionados—who want to howl at the full midnight moon—at 9 pm following the official Riverside Zombie Crawl on Saturday. The films will be shown in the Culver Atrium and attendees are encouraged to come in their most terrifying Zombie makeup. Tickets are \$9.99 / \$5 for students and include both films. Tickets can be purchased online at www.artsblock.ucr.edu/film. RDP is proud to be a sponsor of the Zombie Film Festival and partner with the UCR Culver Center of the Arts to help people release their inner Zombie!

And for the first time ever, Riverside City College is bringing a horror film festival to town. “A Monstrous Film Festival of Horror” plans to splatter the screen with buckets of cinematic gore and deliver a gruesome bevy of terrifying, and sometimes hilarious delights on October 12th, 2013. The festival will show a body of original short films produced by student filmmakers and feature special guest Ron Chaney and his traveling exhibition of classic horror memorabilia with art, costumes and regalia from the private collection of both Lon Chaney Sr. and Lon Chaney Jr., legendary horror film actors. The festival is produced by the RCC Film and Television program which trains students for careers in the film and television industry. Tickets are \$8.50 and can be purchased at the Landis Auditorium Box Office and online at www.landispac.com or by calling (951) 222-8100. RDP is proud to be a sponsor of the Monstrous Film Festival of Horror, a welcome



new addition to Halloween Central.

We encourage downtown businesses, particularly restaurants and hospitality establishments, to celebrate Halloween by decorating and offering specials, particularly those designed to appeal to the Zombie palate (Brain martini anyone?). If you are planning to offer specials, please contact Robbie Silver at rdprobbie@sbcglobal.net or at 951-341-6550 so that they can be listed on the Riverside Zombie Crawl Facebook page. The Monstrous Film Festival of Horror, the Zombie Film Fest, the Riverside Zombie Crawl, and CRB's Ghost Walk will appeal to a broad demographic and we expect to have attendees from throughout the Inland Empire. 

Downtown Business Improvement District

Each October the Riverside Downtown Partnership (RDP) submits an annual report to City Council outlining the planned activities for the Riverside Downtown Parking and Business Improvement District (Downtown BID) in the upcoming calendar year. The activities of the Downtown BID are funded by an assessment on all businesses within the boundaries, equal to 100% of the annual business tax levied by the City of Riverside.


City Council sets a date for a public hearing in late November to review the report and approve the continuation of the Business Improvement District levy. The City collects the levy on behalf of the Downtown BID and provides up to \$100,000 of matching money annually for improvements downtown.

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, music in public areas, public events, 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 on the Strategic Plan being prepared for 2014 to 2016.

The RDP Board of Directors will be reviewing the annual report outlining the 2014 planned activities for the Riverside Downtown Parking and Business Improvement District (Downtown BID) at its October 9th meeting at The Center for Arts and Philanthropy, 3700 Sixth Street, at 7:30 am.

Once the RDP Board of Directors has approved the report, it will be posted for public viewing on the RDP website, www.riversidedowntown.org and will be submitted to the City for scheduling of the required Public Hearing. The City will send out a notice to all downtown businesses advising of the date of the Public Hearing once it has been scheduled, likely in early November. The November BID Bulletin will include a summary of the report's contents.

If you have any question regarding the BID renewal process or the report, please contact Janice Penner at the RDP office at 951-781-7339. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Ward Two Council Update

Contributed by Councilman Andy Melendrez

The Big Rain

Unless you happened to be somewhere far away you know that parts of Riverside were hit by an intense thunderstorm late last month. The storm resulted in flooding, fallen trees and branches and electrical outages in much of Wards 1, 2 and 3. An official measurement of 1.3 inches of rainfall was recorded in an hour at the Riverside County Flood Control office on Market Street near Fairmount Park. Private rain gauges near Mount Rubidoux recorded as much as four inches in the same period. Most of the rest of the city was dry.



In the downtown the railroad underpasses at University and 14th Street were flooded. University cleared fairly quickly, but 14th Street remained closed for a couple of days because the water pumped from the underpass goes into the Riverside Canal and it could not accommodate any extra water and was overtopping in Ward 3. The pump that keeps the low spot in the north south alley between 14th and 13th behind the muffler shop and Old Glory Antiques was plugged by silt and several businesses were partially flooded. The main library, the Downtown Fire Station, the Municipal Auditorium and City Hall all suffered some flooding. Most damage was minimal, but the Downtown Fire Station suffered ceiling collapse in some areas. The community garden in Bonaminio Park was washed out and much of the park was under water.

Homes in several areas also flooded. The worst was on the east flank of Mount Rubidoux where several homes had water and mud intrusion, a retaining wall between two houses collapsed and many houses had mud and debris washed into yards and pools. The city has hired an engineering firm to evaluate drainage patterns on Mount Rubidoux to determine whether there are practical things the city can do to reduce the potential of future flooding from the mountain.

Following up on the storm I learned some important things about our city. The storm drain system is designed to handle a ten year storm. Runoff in excess of that is designed to be handled in the gutters. Even the big storm channels like the one that runs through the RCC campus and Bonaminio Park are designed for 10 year storms and can be overwhelmed by larger storms like this one.

City employees worked for several days to get the streets cleaned up and to restore power. There are still areas needing attention, but the majority of the work is done. Overall we fared well in the most intense storm I have seen in my more than 40 years in Riverside.

Mike Gardner



Ward 2 is excited about the Fall Season. There are a number of wonderful events that will be taking place throughout the best Ward in the City!

The Riverside Police Department's El Protector Program will be hosting its 17th Annual Soccer Clinic at Bobby Bonds Park on the City's Eastside. The Soccer Clinic has become the premier event for the program and has hosted over 3,000 children since its inception.



The program teaches basic soccer skills to local underprivileged youth, while promoting team work, education, self-pride and confidence. Registrations have taken place over the past few weeks through the Riverside Parks and Recreation at Bobby Bonds Park. On Saturday, October 26th the local youth will enjoy a full day of soccer and interaction with local law enforcement; children between the ages from 6 to 14 are eligible to participate! We look forward once again to seeing the enjoyment on the faces of these children, and the bonds that continue to grow within our communities.

Healthy Eating and Active Living, what does that stand for? HEAL! The Eastside HEAL Zone Initiative aims to help residents achieve the following; decrease calorie consumption, increase consumption of healthy food and beverages such as fresh fruits and vegetables, drinking water and increase of physical activity. In place is a network of community partner organizations working together to expand Healthy Eating and Active Living (HEAL) opportunities for Eastside residents. Most recently I had the wonderful opportunity of meeting with one of our local farm growers who has worked to solely harvest organic produce. Did anyone know that we have an organic farm in our midst? I didn't! The HEAL Zone will be reaching out to local entities such as this farm and utilizing dynamic components to help make this Initiative a huge success! You can find the HEAL Zone at the upcoming El Protector Soccer Clinic and the Riverside Spanish SDA Church. The Riverside Spanish SDA Church will be hosting a Health Fair and Day of Nations event on October 20th from 11:00 AM to 3:00 PM. For more information, please contact my Legislative Aid at ccervantes@riversideca.gov or 951-826-5419.

The Riverside School of the Arts has begun their fall classes! The School which is located in the Eastside community has kicked off with an enrollment of over 200 students – INCREDIBLE! We are still accepting applications for several of our arts and music courses, all of which are flourishing with immense talent and capabilities. We will be looking to host several large fundraisers for the School of the Arts over the next weeks to come with all contributions going to benefit the School and its students. Any donations or proceeds are graciously accepted and welcomed. Our Instrument Drive is still going strong – we accept any new or used instrument, each piece makes a tremendous difference! For more information please contact Randy Solis at rpsolis@riversideca.gov.

Congratulations to John W. North High School! North High had a successful grand opening of their new football and track field! In addition to this, the student body now has access to a brand new baseball field, swimming pool and tennis courts. I look forward to attending the upcoming home games to cheer on our talented athletes! GO HUSKIES!

Andy Melendrez



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Mayor's Celebration for Arts and Entertainment

Celebrate a new kind of event as the Mayor's Ball becomes the Mayor's Celebration. It's about fun. It's about Riverside's finest in the world of arts, technology, research and education. It's about the City's newest entertainment venue...the Fox Entertainment Plaza. The event will take place on Saturday, October 12 in the black box, showcase exhibit hall and promenade. Music, performance, exhibition, dancing and a Taste of Riverside-style representation of some of the City's best restaurants make this an event that truly has something for everyone.

Exhibitions and performances include jugglers, interactive technology displays, participatory art by the Riverside Community Arts Association and Collaboration X, Artnival games from Division 9, costumed members of the Riverside Dickens Festival, and exhibitions by the Riverside Art Museum, RCAA, Riverside African American Historical Society, March Field Air Museum, UCR ARTSblock, and Art Works. A

silent auction featuring fantastic packages that include signed music memorabilia, performance tickets and artwork by the region's most renowned artists will be even more spectacular than ever. A trio of musicians from the Riverside County Philharmonic will be performing in the Showcase for your enjoyment from 6:00 to 7:00, followed by a performance by the award-winning storyteller Karen Rae Kraut, representing the Inlandia Institute. Ballet Folklorico de Riverside and Room to Dance will lead into the official welcome by Riverside Mayor Rusty Bailey and the event's first-ever live auction.

Tickets are \$75, which supports the Riverside Arts Council and their Community Arts Partnership program, serving more than 60,000 residents through grants provided to non-profit arts and cultural organizations. Call the Riverside Arts Council at (951) 680-1345 for tickets or more information or visit www.mayorscelebrationriverside.com 

Rose of Love Tribute to Benefit Veterans


'Forever Dreams for Veterans' will debut on October 13, 2013 at the Riverside Auditorium and Events Center with a performance at 1 pm. The event was created to benefit the military by raising funds and awareness for the treatment of Post Traumatic Stress Disorder. In addition to the performance, there will be a wellness expo from 11 am to 5 pm featuring experts and new therapies for the treatment of mental illness and depression.

Prior to the show will be the first official Rose Of Love Bikers Run Tribute for America and past, present, and future military veterans and their families. The run will be hosted by Skip Fordyce Harley Davidson and will start at 8:30 am. The Rolling Thunders and other biker groups will ride from all over the U.S. to Riverside and place a rose on the grave of a vet or at a Memorial.

Businesses who wish to participate in the Rose of

Love Bikers Run can do so by purchasing a dozen roses for \$60. The roses will be placed on the grave of a veteran/soldier or given to the Cadet standing in front of the memorials. Businesses that choose to participate will receive a ticket to the 'Forever Dreams for Veterans' show.

The producer, NexusWellTainMent, is aligning with the Riverside National Cemetery Support Committee, a 501(3) operating on behalf of the cemetery, in order to raise money and awareness for the erection of a long-awaited memorial at Riverside National Cemetery honoring the service and ultimate sacrifice of Vietnam Veterans.


For more information, call 888-486-0070 or contact Gaten.GTM@gmail.com. You can also visit www.ARoseForAVeteran.com or www.foreverdreamsforveterans.com 

Farewell and Best Wishes to John Worden

John Worden will be leaving his position of Executive Director of the Mission Inn Foundation effective October 4, 2013. He has accepted a position as Director of the Museum of History and Art, Ontario. Steve Spiller will serve as the interim Executive Director position while the board manages the transition to new executive leadership.

John served the Mission Inn Foundation for 16 year

and his dedication and enthusiasm benefited the organization in ways that cannot be measured. He leaves on a high note with the recent accomplishments of Totally Mt. Rubidoux, growth in programming and facilities planning.

RDP bids farewell to John and wishes him the best on his new journey. 

BUSINESS BUZZ

Improving Sales

Sales are an important part of every small business; it's also common challenge for many small business owners. If sales are something you struggle with in your small business, it can be helpful to spend some time getting a better understanding of the sales process and fine-tuning your sales skills. With some practice, you can become a better sales person, one who is not only more comfortable with the process but also more effective.

Here are some tips, tools and advice to help you improve your sales skills so you can sell your products and services more effectively.

Understanding the Sales Cycle

The first step of becoming a more effective sales person is refreshing your understanding of the sales cycle. It can become a lot more manageable and less overwhelming when you look at it like a standard process with recurring activities, instead of a leap into the unknown every time you begin the process. Get familiar with these seven stages of the sales cycle that goes from prospecting to asking for referrals from the new customer, and begin to systemize the process.

Once you have a solid understanding of the sales cycle, it's time to make it shorter and more targeted. The last thing you want is a sales cycle that goes on and on without ever being able to close the deal. You can control the sales cycle by becoming more efficient at each step and adjusting the time accordingly. With practice, you can reduce the length of the sales cycle and close sales faster.

Creating the Perfect Elevator Pitch

An elevator pitch is a useful tool to have in sales and many other business situations. The more comfortable you are delivering a summary of who you are and what you do, the better you will be able to do it. And this applies to sales meetings, cold calls, and everyday networking.

Writing an elevator pitch may take a little time, but once you have the perfect pitch, you will be able to use it over and over again. These elevator pitch tips will help you develop a pitch that works in any pre-sales or sales situation.

Writing a Unique Selling Proposition

Another very useful tool in sales is your unique selling proposition (USP). A USP is a statement that outlines how your business, product or service is different from the competition. Your USP can become the cornerstone of your sales pitch that identifies your business as the better choice, and explains why prospects should choose you over the competition.

Overcoming Sales Objections

One very common hurdle in the selling process is dealing with sales objections. To get past this challenge, you need a plan in place that helps you identify sales objections so you can build the right arguments to overcome them.

Although every sales process may be different, there are several common sales objections that you will see pop up over and over again. Using the right techniques to overcome them can help you close the sale.

Negotiating Successfully

Negotiation can be a key part the sales process, and the ability to negotiate effectively can be useful in many different business situations. When you are a good negotiator, you can avoid sales objections, make your prospects and customers feel like they have been heard, and close the sale with terms that work for everyone involved.

If you don't know how to negotiate, you may struggle with closing sales. Start with knowing what you want to get, tackle the easiest issues first, and keep compromise in mind and you are on your way to a great negotiation.

By understanding the sales process and practicing the areas where you struggle, you can become a better sales person who not only has the ability to sell more of your products and services, but do it with more confidence.

*Information from Alyssa Gregory,
About.com Small Business Guide*

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



Shop Local Business Spotlight

The Menagerie



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



BUSINESS BUZZ

Best Ways to Keep Customers from Leaving

Existing customers seldom jump ship because of price or functionality. Here's the real reason they booted you out.

Most people think that selling means getting new customers. That's part of the job, of course, but truly successful companies thrive on their ability to keep the customers they've already acquired.

The reason is simple. Finding new customers is expensive and time consuming. Many companies consider a "get new customers" campaign successful if more than 5% of the customers contacted end up buying.

By contrast, selling to existing customers is cheap and easy. Sales campaigns launched at a base of existing customers often have success rates as high as 70%, according to the fascinating book *Customer Winback*.

That's why losing a good customer to the competition is always a bad thing. You have to work more than 10 times as hard to get enough new customers just to make up the revenue that you lost – and forget about profit.

Why Customers Leave You

Curiously, most business owners and managers have the exact wrong idea about why customers leave. Most believe that customers leave because:

1. They found a lower price elsewhere.
2. Their needs changed. 'Wrong'

According to a classic study by the research firm CRMGuru, here are the reasons that customers give for jumping ship (respondents allowed multiple

selections):

75% Bad Customer Service

52% Poor Quality

25% Price

15% Functionality or needs have changed

As you can see, when it comes to keeping your existing customers, customer service is three times more important than price – and five times more important than functionality.

That's ironic, because most companies, especially smaller ones, are obsessed with functionality and price. Quality and customer service are often afterthoughts.

If you want to keep the customers that you've got, you should reverse priorities and pay more attention to customer service and quality – and consequently, less attention to functionality and price.

Regardless of what you're selling, your long-term profitability is largely dependent upon your ability to keep current customers, rather than your ability to acquire new ones.

And that means keeping your existing customers happy – which is mostly about how you treat them once they're already customers.

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Barbara Wolds Retail and Consumer Tips*



GiveBIG Riverside Returns

Give BIG Riverside is a 24-hour web-a-thon that raises much needed funds for local nonprofits. Presented by The Community Foundation, the second annual Give BIG Riverside campaign is scheduled for November 12, 2013.

Give BIG Riverside leverages the growing trend of 24-hour online giving days, existing social media, and superior web-based fundraising technology to attract much needed attention to the important work of our local nonprofits. It introduces philanthropy to the community in a fresh way, gains attention of people



who have never given before, and builds the capacity of nonprofits to attract new and younger donors.

Give BIG Riverside is coordinated by The Community Foundation and governed by a Taskforce of over 20 local nonprofit organization leaders and community leaders devoting volunteer time to plan and implement the Give BIG Riverside campaign. The campaign is a collaboration created and nurtured through partnerships of Seizing Our Destiny. More information is available at www.givebigriverside.org





3666 University Avenue
Suite 100
Riverside, CA 92501

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

Submit press releases to:
Janice Penner by email at
Janice@riversidedowntown.org
or fax at (951) 781-6951.

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

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RDP Facebook Page

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Invitation to Downtown Security Forum

Downtown businesses and stakeholders are invited to attend a Downtown Security Forum to be held on October 24th from 2 pm to 3:30 pm in the Mayor's Ceremonial Room on the seventh floor of City Hall.

The forum has been organized by RDP in partnership with Councilman Mike Gardner's office and the Police Department's North Area Policing Center to discuss the current security environment in downtown Riverside including the programs and patrols in effect by the City of Riverside, the Police Department, and RDP. The forum will also include a discussion on ways in which both downtown businesses and stakeholders can become more alert and more proactive in making downtown a safer place, such as the Business Watch and Neighborhood Watch.

Speakers at the forum will include representatives from the City of Riverside, the Riverside Police Department, and RDP.

Downtown businesses and stakeholders are encouraged to attend the Downtown Security Forum. In order to anticipate attendance numbers, we are asking that you RSVP to 951-781-7335 or email rdprobbie@sbcglobal.net

RDP will be providing light refreshments at the forum.