

# Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be  
**Tuesday, September 23, 2014**

**at the Old Spaghetti Factory**  
3191 Mission Inn Ave

Featured Speaker will be Teresa Rosales of the City of Riverside  
'Seizing Our Destiny'

Also featured will be  
Girish Balachandran of Riverside Public Utilities.

The cost of the luncheon is \$20 with reservation by Friday prior to the meeting, or \$22 at the door.

Please call the RDP Office at (951) 781-7335 for reservations.

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



## RDP and CBU Offer Second Session of Intern Program

RDP in partnership with the California Baptist University launched the Downtown Intern Program in November 2013. Since the program began, over 20 downtown businesses have participated and benefitted by having an intern assist with their efforts. "The Program caused us to take the time to examine all the various social media outlets, Facebook, Instagram, Twitter, etc. We have been in a slow but steady increase in sales and activity, some of which has to be credited to the Downtown Intern Program," says Justin Tracy, Owner/General Manager of PIP Printing.

Now the second session of the Downtown Intern Program is being offered. RDP will host a Downtown Intern Program informational meeting on Tuesday, September 9th at 8:30 am at The Center for Arts and Philanthropy located on the corner of Main Street at 6th Street. Dr. Mary Ann Pearson and Dr. Patricia Hernandez of CBU will be in attendance. The informational meeting is open to downtown businesses that are interested in having an intern from CBU to assist with social media marketing, event planning, networking, advertising, marketing campaigns, and other promotions.

As part of the process, businesses fill out an application to determine how an intern can best fit their needs. The application includes the following questions.

- 1) Duration of internship: (8 or 16 weeks)
- 2) Weekly Time Allocation: (4hrs, 8hrs, 12hrs, 16hrs)
- 3) Compensation: (Paid, Unpaid, Other Incentives)
- 4) Where would the intern complete their tasks? (On-Site Only, On-Site and from home to manage social media outlets).
- 5) Type of projects and learning objectives: (social media, marketing campaigns, data entry, networking, advertising, photography/graphic design, operations, etc.).



*Intern Vanessa Smith with Patrick Brien, Riverside Arts Council*

Robbie Silver of RDP, Dr. Pearson, and Dr. Hernandez will interview students for the Downtown Intern Program at CBU in September. Candidates are asked a series of questions relating to their knowledge of social media and public relations, work/volunteer experience, and their thoughts on leadership and workplace situations. If chosen for the program, the intern's expertise and personality are then matched with the needs of a business. The business will be asked to contact the intern for an in-house interview at their establishment. If compatible, the internship can begin immediately.

The Downtown Intern Program creates a win-win situation for participating businesses and students. Downtown businesses can build their capacity and increase efforts to engage with the community while students are coached by experts in their field of study as they build their professional portfolio.

Mayor Bailey and City Council recognized the Downtown Intern Program in May 2014 as a 'Mayor's Success Story' for connecting local students with businesses. The program's concept aligns with the City's Seizing Our Destiny strategic plan by encouraging hometown talent to ultimately find jobs in Riverside.

If you and your business are interested in participating in the Downtown Intern Program, please contact Robbie Silver at 951-341-6550 or email him at rdprobbie@sbcglobal.net. He will provide you with a form to be completed and RSVP you for the informational meeting on Tuesday, September 9th.



# City Approves Development for Imperial Hardware Property



On July 22, 2014, the Riverside City Council approved a purchase and sale agreement and opened escrow with Ratkovich Properties, LLC for the sale and development of the Imperial Hardware Building (located at 3750 Main Street) and adjacent Tumbleweed Lot.

The Imperial Hardware Building is historically significant and is designated as a City Structure of Merit 296 and a district contributor to the National Register Eligible Mission Inn Historic District. Over the past 100+ years, the Imperial Hardware Building has evolved and has been occupied by various tenants and uses. The Imperial Hardware Building's final tenant vacated the premises in the late 1980's and the building is currently being used for storage. In its current state, the building has fallen into a state of disrepair and has not been seismically upgraded. The Tumbleweed Lot is currently being used as a public parking lot under the management of the City.

As required by the purchase and sale Agreement, Ratkovich Properties will construct a mixed-use, multi-story apartment building with leasable retail space on the ground floor; integrate and preserve the Imperial Hardware Building historic façade and extend the development onto the adjacent Tumbleweed Lot; and relocate the existing Main Street Riverside fountain equipment (currently located in the northwest corner of the Tumbleweed Lot). Ratkovich Properties will be using the Santana Row apartment development in San Jose as a model for redevelopment of the Imperial Hardware Building and adjacent Tumbleweed Lot.

It is anticipated that the project will increase property taxes and provide construction and full time jobs, eliminate blight, and bring additional residents to the Downtown area, which will benefit existing retailers, restaurants, and other businesses. The ground floor space along Main Street and University Avenue will be designed with a commercial storefront and will be marketed to retailers, cafes, and restaurant users. The proposed apartment units will be marketed to professionals currently working in the downtown area who desire an urban lifestyle within walking distance of their office or business.

All questions regarding the project should be directed to Nathan Freeman @ 951-826-5374 or nfreeman@riversideca.gov.

*Submitted by the City of Riverside*

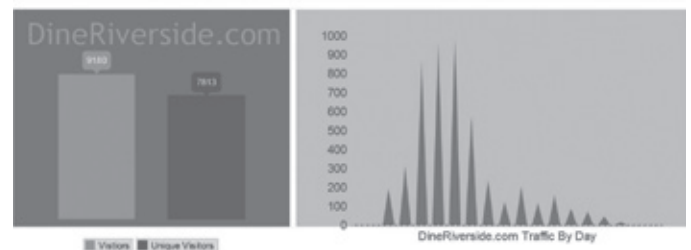
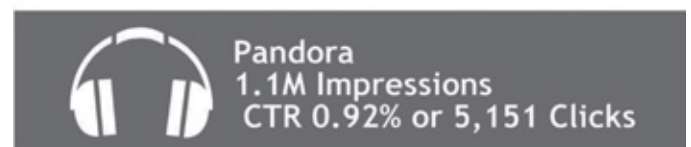
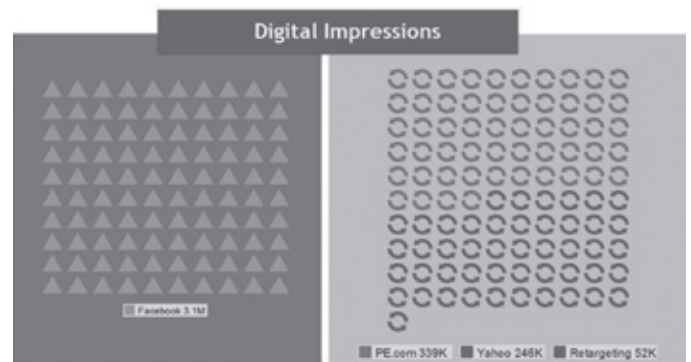
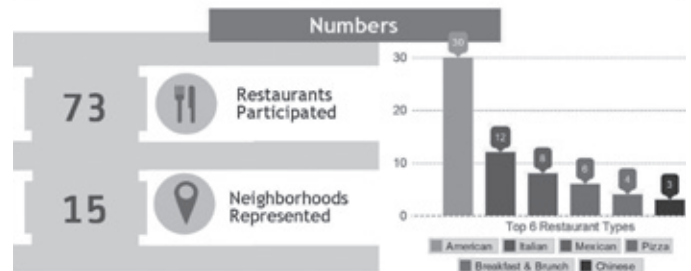


# Riverside Restaurant Week: Results

## Riverside Restaurant Week 2014

June 20th - June 29th

After a successful Restaurant Week in the Downtown area in 2013, the City of Riverside along with the Riverside Downtown Partnership and the Arlington Business Partnership joined forces to create a citywide event in 2014.



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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### RTA Considering Major Restructuring of Bus Service

The RTA is giving serious consideration to changing its present hub and spoke route system with two major bus depots in the city at Galleria at Tyler and Downtown on Chestnut Street to a grid system which would eliminate the big hubs or stations. RTA staff describes the possible change as bringing a greater efficiency to the system because routes that do not need to go to the downtown or Galleria at Tyler would not do so. Passengers wanting to transfer between bus routes would do so on the street rather than at the current stations. This will save bus miles driven by limiting individual buses to the areas their routes cover.

If the change comes about, the downtown bus depot would be released for other potential uses. There would be a small bus depot on Vine Street near the Downtown Metrolink Station. The current Greyhound Station would move to the Vine Street Location. This would give Riverside a true multimodal station for the first time by connecting local bus systems with national bus systems and trains in a single location.

The number of buses traversing the downtown would be reduced even though the frequency of service on major routes would be increased. Bus service to the downtown would be increased and people wanting to come to the downtown will be able to do so from anywhere in the City or region. However, they would not have to go through

downtown to get to other destinations as they currently do.

RTA is making a number of presentations to community groups, civic organizations and business groups to discuss this concept. If you are interested in learning more, asking questions or sharing an opinion, watch for a meeting in the near future.

If the proposal works as initially described, it will increase bus efficiency, reduce bus traffic and increase bus availability in most locations.

Should the downtown bus station become available for other uses there are a number of possibilities and some constraints. The current downtown bus station was built with some federal monies that need to stay in transportation use or be repaid. The city believes it may be permissible to contribute the land for the new Vine Street multi modal facility in lieu of repaying the federal monies. This will require federal concurrence which will be sought if the RTA route restructuring goes forward.

The current downtown bus station site could become office or commercial space, or a governmental use such as a police station site among other possibilities. Stay tuned for developments.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

**WELCOME BACK TO SCHOOL:** It is with great pleasure that I welcome back all the students, parents and faculty from the Riverside Unified School District! Ward 2 is the proud home and location for the following five schools: Emerson Elementary, Castle View Elementary, Highland Elementary, Longfellow Elementary, John W. North High and Riverside Stem Academy. UCR will be welcoming new and returning Highlanders as their school year kicks off. This fall we have the following sports competing from now into early December: Women's Cross Country, Men's Cross Country, Women's Soccer, Men's Soccer and Women's Volleyball. For more information on dates and events for UCR Athletics or to become a member of the Athletics Association, be sure to check out the following website, <http://www.gohighlanders.com>.

**OUTDOOR ROLLER SKATING RINK:** From **October 1st to October 31st, 2014** the Riverside Community Parks Association and its Collaborative Partners will have an outdoor Roller Skating Rink at John North Park with skating for all ages, music, vendors and family fun for everyone. Special activities highlighting National Roller Skating Month and theme nights throughout the month of October will include several surprises planned for your enjoyment. There will be special Entertainment and loads of fun! Come out and enjoy; John North Park is located right next to the Old Spaghetti Factory in Downtown Riverside on the corner of Mission Inn Blvd and Vine. For more information please contact:

951.264.8300!

### **RIVERSIDE GREEK FESTIVAL:**

The 2nd Annual RIVERSIDE GREEK FEST hosted by St. Andrew Orthodox Christian Church will be taking place **October 3rd to 5th, 2014**. Join us in October as we bring a taste of Greece to the City of Riverside and celebrate the very best of authentic Greek cuisine, culture and history! Taste the authentic gyros, souvlakia and delicious pastries. Experience and learn at the Art & Culture Exhibit. Enjoy live musical performances and traditional award-winning folk dance groups. Be Immersed in a unique cultural experience for the entire family, and you will most definitely be saying, "OPA!" For more information please visit the website at, <http://riversidegreekfest.com/>.

**LATINO FILM FESTIVAL:** The Cinema Culturas Film Fest Inland Empire will showcase award-winning contemporary Mexican films and co-productions with other countries, providing a local forum with a global vision. The program will include feature-length films, documentaries, shorts, and animated films. A special community component of the festival is its inaugural student film competition that will showcase the best films of local high school and college students. The festival will also offer film workshops to local youth led by the filmmakers, other film industry professionals,

*continued on page 4*

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and local academics. The event will take place **October 17th to 19th, 2014**, with the V.I.P Gala Reception being held in Riverside at the Fox Theater. The event will provide entertainment to a wide range of audiences through films in both Spanish (subtitled in English) and English. For more information please visit the website at <http://cinemaculturas.com/>. I hope to see you there!

**RTA, Proposed 10-Year Transit Network Plan:** The Riverside Transit Agency (RTA) will host a series of community meetings to solicit feedback on a spectrum of proposed service changes. Comments from the meetings, which began August 18 and will end November 20, will help RTA develop its Proposed 10-Year Transit Network Plan, which will outline service enhancements for the next decade. Some of those changes could be implemented as early as 2015. The proposals, which affect virtually every route, are designed to make RTA's service more efficient. Some upgrades include better transfers

between buses and trains, boosted service frequencies, shorter travel times, and expanded hours of operation. Much of these proposals come from RTA research into evolving travel trends and customer comments and requests. The Proposed 10-Year Transit Network Plan requires final approval by the Agency's Board of Directors, which is expected to vote on the item during its November meeting. Customer feedback is crucial to shaping a transit network that works for YOU! Members of the public can get more information at [www.riversidetransit.com](http://www.riversidetransit.com) or inside onboard brochures. Comments regarding the proposals may be submitted at the meetings, by e-mail at [comments@riversidetransit.com](mailto:comments@riversidetransit.com), by phone at (951) 565-5002 or standard mail to RTA at 1825 Third Street, Riverside, CA 92507. All comments are due by October 7.

Your Ward 2 Council Member,

Andy Melendrez



## Mandatory Water Conservation Measures Now in Place for RPU Customers

In response to the call for increased conservation by the State Water Resources Control Board and the Governor's office, Riverside's City Council has voted to activate mandatory water conservation restrictions for Riverside Public Utilities' (RPU) water customers starting August 1.

"California is faced with continued, and increasingly serious, drought conditions," said Riverside's Mayor Rusty Bailey, "and we are all obligated to take steps now that will help conserve our valuable water supplies."

The council made changes to existing water supply planning and management documents in order to modify current municipal code on water conservation and meet the state's emergency requests for mandatory water reduction measures, especially those limiting outdoor watering. Riverside's multi-stage plan sets the guidelines RPU customers must meet to reduce water use citywide.

"The mandatory steps we are asking our customers to take aren't much different from what we'd ask them to do voluntarily," said RPU General Manager Girish Balachandran. "That includes identifying outdoor water waste and taking aggressive steps to eliminate it," Balachandran said. "Together, our efforts can make a big difference both locally, and statewide." By taking part in voluntary conservation programs over the past year, RPU customers were able to save more than 782.4 million gallons, enough water to meet the annual demands of about 4,800 households.

However, RPU customers will now have to take on additional steps to ensure Riverside can meet the new state-mandated conservation goals. Those steps will include: no water waste through run off; no irrigation between the hours of 10 a.m. and 6 p.m.; the application of water to streets and sidewalks is prohibited; and washing of autos, trucks, boats, etc. during the

hours of 6 a.m. to 6 p.m. only with a hand-held bucket and a hose equipped with an automatic shutoff nozzle.

To assist customers in cutting back, RPU will continue to fund all of its residential and commercial water conservation rebate and incentive programs, which help offset the costs of being water wise. Rebates are available to install high efficiency toilets and clothes washers inside, and Weather Based Irrigation Controllers and high-efficiency sprinkler nozzles outside.

RPU will also continue to fund its popular Artificial Turf and Waterwise Landscaping programs, and have even increased the incentives and total rebate amounts to encourage more customers to participate in these popular outdoor water conservation programs that remove thirsty lawn areas.

Changes to the utility's Residential Waterwise Landscaping turf removal program include: incentive increases to \$2.00 per square foot of turf removed or up to 100% of the projects cost, whichever is lower; and there is no minimum project size restriction. The Commercial program incentives have been increased to \$3.00 per sq. ft. of turf removed or 100% of project cost, whichever is lower. All program changes are contingent upon continued funding by the Metropolitan Water District and may revert back to previous levels.

Meanwhile, RPU's residential Artificial Turf installation incentives have increased to \$2.00 per square foot, up to 2,000 sq. ft. for a maximum rebate of \$4,000 to replace lawn areas with artificial turf.

Complete details on the mandatory water conservation restrictions for Riverside Public Utilities' customers, as well as information on all available residential and commercial water reduction rebate programs, can be viewed at [www.BlueRiverside.com](http://www.BlueRiverside.com) or by contacting the city's 311 call center.

*City of Riverside Press Release*



## RDP Welcomes New Businesses to Downtown

Baby's First Photos • Bravo's Document Preparation • Cobra Roushanzamir Apts • El Patron • Fresh Wok  
Glenn Schnagel • Inland Empire Brew Tours • Jean Pierre Serre • Longstocking Media • Nancy C. Miller  
Pacific Pulmonary Care • Sanaco Electronic Sales • Waitless Inc.

# BUSINESS BUZZ

## How to Grow Your Small Business

Many successful small business owners have at least one thing in common -- the ability to see the big picture and envision what their success will look like tomorrow. Here are some of the activities successful small business owners complete to place their focus on the future and keep moving forward.

### Use Goal-Setting to Push Boundaries

Goals can be a great way to clarify your focus, measure progress and track achievements. And for the most successful among us, goals also present an opportunity to push the lines of your comfort zone and take calculated risks.

The more you are willing to stretch and challenge yourself, the more you have to gain over the long term. Creating a plan for this growth in the form of long- and short-term goals, a business plan or even single targeted tasks can help your business reach new levels of success.

### Put the Focus on Customer Service

Being able to retain desirable clients plays a significant role in the continued success of a small business. Not only does having regular customers mean regular income, but happy clients can also provide powerful word-of-mouth marketing.

Along with providing your clients with an exceptional product or service, you can encourage repeat business by being customer service-focused. This means asking for and acting on feedback, addressing issues and complaints quickly and thoroughly, and being consistently accessible and accountable.

### Commit to Continuous Learning

You should understand that no matter how much you achieve, there will always be more to be learned and applied for even greater success.

Even if you don't have the time or the desire to learn in a traditional classroom setting, there are a number of ways you can advance your knowledge and continue to learn so your business can continue to thrive. Continuous learning can take the form of online training, self-paced programs, collaborative opportunities, mentoring, and even reading.

### Learn How to Delegate

Whether you have employees, subcontractors or family pitching in, learning how to delegate effectively can be the difference between reaching new heights and burning out.

Many small business owners are accustomed to doing

a variety of things themselves, so it can be challenging to identify the tasks you don't need to do yourself and assign the work to someone else. Once you overcome the challenge, though, you will have more time to dedicate to what you do best -- grow your business.

### Increase Your Productivity

Some of what you do as a small business owner will be routine; there are a variety of daily tasks that will need to be accomplished to keep your business running smoothly.

The more effective you are when it comes to completing the day-to-day business management tasks (the ones that you don't delegate, that is), the more potential your small business has for greater success. You can boost your productivity by developing systems to streamline these processes.

### Stay Current with Technology

Technology plays a role in every business, so all small business owners can benefit from not only having an understanding of the technology that impacts them directly, but also keeping track of how it changes.

Keeping up with new and changing technology can help small business owners make better decisions; and it can help save money, time and other resources.

### Change Up Your Marketing

Many small business owners are discovering how online marketing can add a new dynamic to promoting their goods and services. The most successful small businesses are willing to explore new outlets of online marketing -- in combination with their offline marketing activities -- to see what produces the most interest.

Consistently changing, testing and mixing your marketing activities can be a valuable way to see what works, what doesn't and what type of result it produces.

While you do not need to do all of these activities at once, most successful small business owners find a way to work them in over time. To gain momentum, start with one or two that are already aligned with the way you run your business, and then start to make changes to incorporate the others gradually.

*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 Nature of Things, Fine Flowers and Botanicals



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



# Downtown Riverside's Fashion District Holds Fall Show

Downtown Riverside's shops and salons offer an incredible range of fashions and accessories for all ages and all styles. The Destination STYLE Fashion Shows have established downtown Riverside as the destination fashion district in the Inland Empire.

The 2014 Fall Fashion Show will take place on Thursday, October 2nd at 6 pm on Main Street between University Avenue and Mission Inn Avenue in downtown Riverside. The Fall Fashion Show will showcase unique fashions and accessories available from retailers in downtown Riverside. The show is presented by RDP and coordinated by Brian Hopper of The Vanity Haus – A Fashion Collective and Joshua Roa St. Pierre.

Hair and makeup services will be provided by the Riverside City College Cosmetology Department students and instructor. Over 100 models and outfits are expected to be showcased in the show. Mezcal Cantina Y Cocina will provide a red carpet photo opportunity outside for event attendees.

Before and after the show, attendees will be able to visit downtown retailers along Main and the downtown core to purchase the latest fall styles and accessories. Signage and a program with the Fashion Show Line Up will be provided so outfits and retailers can be easily identified. To encourage attendees to return for more leisurely shopping, RDP will



be working with retailers to offer specials and raffles on the following Saturday.

All downtown businesses are encouraged to participate by either having a presence at the event or by providing materials for the RDP information table. For more information, please contact Janice Penner at 951-781-7339 or Robbie Silver at 951-341-6550 at the RDP office.

Visit [www.RiversideDowntown.org](http://www.RiversideDowntown.org) or [www.facebook.com/FashionDistrictDowntownRiverside](http://www.facebook.com/FashionDistrictDowntownRiverside) for updates on the event.



## SECURITY CORNER

### Avoid Identity Theft While Travelling

Heading out of town? Unfortunately the chances of identity theft increase when you're in unfamiliar territory. Here are some things you can do to lessen the chances you'll be a victim.

**Limit what you carry.** Take only the ID, credit cards, and debit cards you need. Leave your Social Security card at home. If you've got a Medicare card, make a copy to carry and blot out all but the last four digits on it.

**Know the deal with public Wi-Fi.** Many cafés, hotels, airports, and other public places offer wireless networks — or Wi-Fi — you can use to get online. Two things to remember:

**Wi-Fi hotspots often aren't secure.** If you connect to a public Wi-Fi network and send information through websites or mobile apps, the info might be accessed by someone it's not meant for. If you use a public Wi-Fi network, send information only to sites that are fully encrypted (here's how to tell), and avoid using apps that require personal or financial information. Researchers have found many mobile apps don't encrypt information properly.

**That Wi-Fi network might not belong to the hotel or airport.** Scammers sometimes set up their own "free networks" with names similar to or the same as the real ones. Check to make sure you're using the authorized network before you connect.

**Protect your smartphone.** Use a password or pin, and

report a stolen smartphone — first to local law enforcement authorities, and then to your wireless provider. In coordination with the Federal Communications Commission (FCC), the major wireless service providers have a stolen phone database that lets them know a phone was stolen and allows remote "bricking" so the phone can't be activated on a wireless network without your permission. Find tips specific to your operating system with the FCC Smartphone Security Checker at [fcc.gov](http://fcc.gov).

**ATMs and gas stations — especially in tourist areas — may have skimming devices.** Scammers use cameras, keypad overlays, and skimming devices — like a realistic-looking card reader placed over the factory-installed card reader on an ATM or gas pump — to capture the information from your card's magnetic strip without your knowledge and get your PIN. The FBI offers tips to avoid being scammed by a skimmer.

**Watch that laptop.** If you travel with a laptop, keep a close eye on it — especially through the shuffle of airport security — and consider carrying it in something less obvious than a laptop case. A minor distraction in an airport or hotel is all it takes for a laptop to vanish. At the hotel, store your laptop in the safe in your room. If that's not an option, keep your laptop attached to a security cable in your room and consider hanging the "do not disturb" sign on your door.

Amy Hebert, Consumer Education Specialist, FTC



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**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

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**Linda Nurick**  
is a broker of books, a supervisor of storytime,  
and a purveyor of puppet shows.

She's the owner of Celar Door Books in Canyon Crest  
and a customer-owner of Riverside Public Utilities.

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