

Bulletin

Riverside Downtown Business Improvement District

Downtown Intern Program Builds Business Capacity

The Downtown Intern Program arose from a free social media marketing seminar that RDP held in October 2013 for downtown businesses. The seminar was presented by Dr. Mary Ann Pearson and Dr. Patricia Hernandez of California Baptist University's Online and Professional Studies Program (OPS). The seminar was very positively received and many of the downtown businesses attending indicated that interns to assist with social media efforts would be helpful.

With the critical assistance of Dr. Pearson and Dr. Patricia Hernandez of California Baptist University's OPS Communications and Public Relations Programs, RDP launched the Downtown Intern Program in collaboration in November 2013. Since that date, 25 CBU students have been accepted into the Program. The businesses participating in the program range from hospitality to retail/fashion, non-profit, government, and more. Kira Kramer, Journalism/Photojournalism major at CBU, began her internship with The Vanity Haus in December 2013. She says, "The Downtown Intern Program has allowed me an outlet to further my knowledge in my studies. It has allowed me to apply textbook education to hands-on work out in 'the real world' as we say in school and it has also allowed me to connect with people outside of my school to create relationships that will benefit my life as well as career. From my studies I have learned the importance of knowing our audience, using outlets that they would connect to and would be interested in."

The Downtown Intern Program is designed to build capacity for the downtown businesses and to allow CBU students gain practical experience in their field of study. Interns from CBU assist with social media marketing, marketing campaigns, networking, event planning,



Dr. Mary Ann Pearson (Left) and Dr. Patricia Hernandez (Right) with two CBU students, Brennan Cackett and Paul Cardoza

and other public relations initiatives. "Internships provide two primary benefits. First an intern gains valuable experience and an important resume listing while the business gains affordable expertise and a chance to try out a potential future employee. The RDP/CBU partnership is particularly useful to downtown businesses as they seek to draw and retain a younger clientele that communicates more with social media than traditional advertising and print media. The student interns understand this and can help businesses adapt to new ways of communicating with prospective customers and advertising," says Councilman Mike Gardner, City of Riverside Ward 1.

The Downtown Intern Program is particularly unique in that Dr. Pearson and Dr. Hernandez of CBU and Robbie Silver of RDP conduct an initial screening interview to prepare a skill set profile for each intern. The students are asked a variety of questions relating to their leadership skills, prior work experience, extracurricular activities, and expertise in marketing communications and social media. Once a student has been accepted into the Downtown Intern Program, their skill set and personality are matched with the needs of a downtown business.

The Program provides an opportunity to connect students with potential employers and to enable them to build a



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Mission Inn Hotel and Spa Celebrates Milestones

The next monthly luncheon will be
Tuesday, May 27, 2014

at Mezcal Cantina y Cocina
at University and Main

Presentation by the
City's Public Works Department
on its graffiti efforts

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 May luncheon is sponsored by
Parkview Community Hospital*



network of local connections that may lead to employment. "Keeping college graduates in Riverside after graduation has always been part of my vision and the hope of our city. This internship program leads the way in connecting our local university students to the right place where they can grow in their chosen career path. I commend the RDP for their plan and partnership with CBU. I hope we can use this pilot program to inspire more collaboration and placement of talent here in Riverside," says City of Riverside Mayor Rusty Bailey.

The typical duration of an internship is from 8 to 16 weeks,

with 4 to 16 hours allocated each week to the business. Some CBU students complete their internship for class credit while others complete their internship as a volunteer. After the internship, businesses are asked to provide a reference. In certain instances, businesses may hire the intern as an employee or independent contractor to continue social media efforts.

RDP plans to continue the Downtown Intern Program in partnership with CBU. Downtown businesses that are interested in having an intern should contact Robbie Silver at rdprobbie@sbcglobal.net or 951-341-6550. 

Harada House Interpretive Center

Riverside's Harada House represents the achievement of the American dream, and is a magnificent display of public spirit. The Old Riverside Foundation is proud to have participated in a recent fundraising drive related to the National Historic Landmark located on Lemon Street in downtown.

For those unfamiliar with the Harada story, Jukichi and Ken Harada came to America from Japan near the beginning of the 20th Century. They quickly became proprietors of the Washington Restaurant on Eighth Street (University Ave.) near Orange Street. After the death of their 5-year-old son Tadao in 1913, Jukichi vowed to find healthier living conditions for his family.

The Haradas soon found a home on Lemon Street. However, being natives of Japan, they were barred from buying a home in America. Likewise, a remaining legacy from the 1882 Exclusionary Act also prevented them from becoming citizens. Thus, in 1915, Jukichi arranged to purchase the Lemon Street home in the names of his three American-born children, Mine (age 9), Sumi (age 6), and Yoshizo (age 3).

The acquisition resulted in a court case that garnered national attention in challenging the 1913 California Alien Land Law. In 1918, the purchase was upheld by the California Supreme Court, allowing the Haradas to keep the home. The case also involved the neighboring home of Cynthia Robinson, who at first protested against the Harada purchase, but later befriended the family.

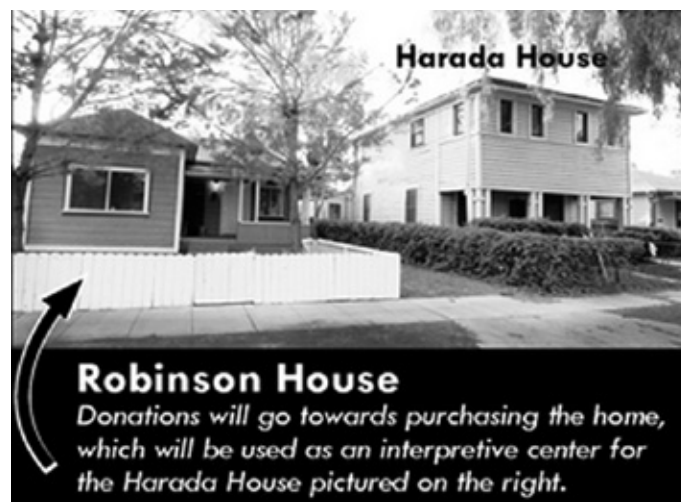
During the Second World War, the Haradas faced another major challenge as they were placed into detention camps. However, a son was able to serve in the Army, in the highly-decorated 442 Regimental Combat Team. Sadly, the elder Haradas would pass away in the war camps. And after the war, their daughter Sumi returned to live in the Lemon Street home, where she would live for many years. Upon her

passing in 2000, the property was donated to the City of Riverside by the Haradas' son (and her brother), Harold.

The City, via the Riverside Metropolitan Museum, is now also buying the former Robinson House next door to be used as an interpretive center in connection with the Harada House. Many people and groups have contributed to the purchase. The Old Riverside Foundation is proud to have contributed \$10,000 – including over \$3,800 coming from ORF members and supporters who responded to our request to help raise money for this worthwhile project. Thank you!

For more information on the project, contact the Riverside Metropolitan Museum at (951) 826-5273 or check out the museum itself at 3580 Mission Inn Avenue in downtown Riverside.

Courtesy of Old Riverside Foundation – written by Bill Gardner and Glenn Edward Freeman



Shop Local Business Spotlight

ProAbition Kitchen and Cocktails

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



COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Council Approves Additional Funding/Staffing for Community Livability Issues

The City Council has approved \$3.1 Million in additional funding to work on community livability issues generated by transients. The funding will provide for both increased services for those that will accept them and increased enforcement for those that create problems and do not obey the law.

The biggest portion of the funding is for police overtime of twelve officers and two sergeants. They will work in shifts every day citing panhandlers at on and off ramps and on city street medians, closing down illegal encampments, monitoring activities in parks and other public places like the downtown mall and the Main Library. These officers are dedicated to this effort and will not do other police work except in emergencies.

The Council also approved funding for two additional Homeless Outreach Team members, two additional Code Enforcement Officers, and three additional staff in the City Attorney's office to prosecute misdemeanor offences like aggressive panhandling.

The Parks Department will purchase and deploy a mobile recreation unit and hire staff to go to parks that do not

have community centers to provide additional recreational activities.

The City will fund an additional \$60,000 for a clinical therapist to work with the Police Department when they encounter people with mental illnesses, and are asking the County Board of Supervisors to assign a Behavioral Health Specialist to work with the City's Homeless Outreach Team.

Additional funding will also be provided for the Public Works Department when it is necessary for them to remove abandoned material from encampments.

The Council believes that the combination of increased services and increased enforcement is necessary and will result in a better climate for those who are genuinely homeless, for residents and for business. It is expensive, but we cannot let the problem get worse and have chosen to take it on with this two pronged approach, noticeable in the downtown and along University Avenue in Ward 2.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Welcome back from Spring Break!

"Take me out to a ball game" – or join me this month to show support for our UCR Softball and Baseball teams! The UCR Softball team will be competing against Santa Barbara at 11 am on Saturday, May 3rd at the UCR Softball fields. The Men's Baseball team will be playing against Long Beach on Friday, May 16th at 5 PM. These Highlander Hot Tickets are available online at <http://ucrathleticsassociation.com/> or by calling (951)-827-4653.

Looking for a fun outdoor activity to do with the kids and entire family? Then come on down to the Marketplace in Downtown Riverside! Ward 2 will be the temporary home for the large outdoor skating rink that will be coming to John North Park this summer! The skating rink will operate in evening hours and is expected to have music, food and entertainment for all age groups. I will share more updates as they become available. We look forward to seeing everyone there.

The Riverside Community Health Foundation will be hosting Riverside's Breast Cancer Walk on Saturday, May 17th at Fairmount Park in Downtown Riverside. The event will take place from 8:00 am to 12:00 pm. For more information on how to participate or to sign up to walk, please call (951)-680-9406 or go online to www.pinkribbonplace.org.

"Free Shop Day" will be returning to the Stratton

Community Center at Bordwell Park on May 30th. This event is open to all Riverside residents and is a wonderful opportunity for families in need to receive new or gently used clothes, shoes and hygiene products. Clothes range in all ages from children to adults. The event is first come, first served and proof of residency is required (I.D or utility bill) along with a birth certificate for each child. Free Shop Day operates from 10:00 am to 2:00 pm with donations still being sought out from the community. A nonprofit tax ID can be provided upon request. Please contact (951)-486-1078 for questions or inquiries.

Lastly, I would like to extend my Congratulations and appreciation to everyone who supported the **2nd Annual Riverside Tamale Festival!** Thank you all the families, sponsors, vendors and performers who came out to support the Trujillo family and The Spanish Town Heritage. If you weren't able to join us this year, we look forward to having you there next year as it continues to get bigger and better!

GO HIGHLANDERS!!!

Andy Melendrez



Online Reputation Management

With the power of the Internet growing every day, most small businesses can benefit from having an online presence. From social media, to email marketing, to small business websites and SEO, there are a lot of ways to promote and grow your business online.

Even if you feel that online marketing tools are not necessary for your business, chances are your customers are online. And if they are online, you should at least be tracking your online reputation. All it takes is one negative comment or complaint in the form of a tweet, Facebook post, or blog comment that goes unanswered by your company to damage your reputation.

Online reputation management is the process of tracking online references to your brand, company, services and personnel to monitor the perception and impact of your business. There are a few reasons why this is so important. To start, tracking your online reputation allows you to become aware of potentially negative situations so you can assess and manage them before irreparable damage is done to your business.

Online reputation management is not just about avoiding bad publicity or complaints; you should have other customer service processes in place to ensure your customers have a method for connecting with you when they are unhappy with the product or service they purchased. At the core of online reputation management is transparency — what face is your business putting out there to the world, and how the world is responding to it. It's not about hiding the negative, but more about embracing your brand's image fully and opening the lines of two-way communication with customers. This kind of dialog can boost your credibility and elevate the public's perception of your brand.

Using Tracking Tools to Gather Information

It can be very challenging and time-consuming to not only stay on top of all mentions of your brand online, but to also do it on a

timely basis. And acting fast counts when it comes to your online reputation. Using tracking tools can streamline this process and make it easier for you to stay in the loop. It may take some trial and error to identify which combination of tools work best for you, so take time to try out several options until you have found the best mix.

The Importance of Creating a Response Strategy

Once you have your tracking process in place, the second part of managing your online reputation involves following a response strategy so all of your actions are purposeful and consistent. Each mention of your business should be evaluated by analyzing individual feedback, as well as the source, outlet, reach and timing, so you can come to a decision on the best course of action.

Different situations will call for different responses. You may decide to comment back, respectfully refute a negative claim, shift into customer service mode, draft a formal response, or simply ignore what has been said. The key is creating a strategy that outlines potential situations and provides guidance on how each instance should be handled in order to protect or repair your online reputation.

When it comes to online reputation management, consistency and timeliness count. Once you have your strategy and tools in place, incorporate your monitoring activities into your daily business task list so you are checking in on a regular basis. Not only will this help you stay on top of your business's reputation, but it will also provide endless opportunities for you to connect with your customers and improve your business.

Monitoring your online reputation is an important part of protecting the health of your business, even if you don't actively use social media and other online marketing tools on a regular basis. Your customers and your potential customers are out there talking in public forums online, and if your company is mentioned, you need to know about it so you can determine if, when, and how you should join the conversation.

*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*



Restaurant Week Expands Beyond Downtown

Last June, RDP launched the inaugural Downtown Riverside Celebrates Restaurant Week. The intent of the promotion was to raise awareness of downtown Riverside as a dining destination, particularly with the surge in downtown dining options that opened in early 2013.

So that there was no barrier to participation, restaurants did not have to offer a multi-course menu but could instead offer a lunch and/or dinner menu item or combination that was either new for Restaurant Week or specially priced. RDP covered the cost of advertising and marketing materials, as well as hosted the Facebook page featuring the participating restaurants and their specials.

Twenty restaurants participated in the first Restaurant Week. Riverside Magazine did a cover story on Restaurant Week and full page ads were placed in both Riverside magazine and Inland Empire magazine. In terms of social media, Facebook data indicated that with the 405 likes on the page, impressions were over 111,000 with friends of fans (likes).

The City was extremely supportive of the inaugural Restaurant Week, using the logo and link to Restaurant Week in all of their electronic media. Based on the success of the promotion in raising awareness of downtown Riverside's restaurants, the City asked RDP if it would be agreeable to expanding Restaurant Week beyond downtown. RDP agreed and the 2014 Restaurant Week will now include not only downtown but include all of Riverside. Riverside Restaurant Week will run from Friday, June 20th to Sunday, June 29th for a full 10 days of delicious dining.

The City's Office of Economic Development will coordinate sending invitations to restaurants to participate. The City will also host the primary website, www.DineRiverside.com, which will be the portal through which restaurants can sign up to

participate and through which diners can access restaurant offerings and links to Facebook pages. Advertising of Riverside Restaurant Week will include print ads, website banners, Pandora streaming radio, posters and postcards, electronic billboards, as well as email blasts. As part of the promotion, there will be Facebook and Instagram contests with gift cards from participating restaurants as prizes.

RDP will be promoting participating downtown restaurants through our website and through our Restaurant Week Downtown Riverside Facebook page. Downtown restaurants wishing to participate can sign up in advance by contacting Robbie Silver at the RDP Office at 951-341-6550 or at rdprobbie@sbcglobal.net. Look for more information on the promotion in the next few weeks.



Laura Parker
Preschool Director
Lic# 330907502

Children's Discovery Center

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Fax: 951-781-3677

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www.childrensdiscoverycenterchristianpreschool.com

Center for Social Justice and Civil Liberties to Open Every Wednesday in May

The Center for Social Justice and Civil Liberties will be opening to the public every Wednesday in May from noon until 2 pm. The pilot program will determine if there is enough foot traffic downtown on weekdays to prioritize opening for a second day each week on a weekday. The Center is currently open to the public on Saturdays from 10 am to 4 pm and during Arts Walk on the first Thursday of each month. Dr. Hillary Jenks, Director of the Center, requests that downtown businesses, as well as downtown visitors, stop by and let them know their preference for additional opening hours.

Through presentation of Miné Okubo's life and work, as well as exhibitions, programs and digital archives that broaden awareness of social justice and civil liberties, the Center provides an ethnically diverse, 21st century American populace with insights into the American experience, both past and present.



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CYBER SECURITY TIPS

Tech Support Scams

Scammers have been peddling bogus security software for years. They set up fake websites, offer free “security” scans, and send alarming messages to try to convince you that your computer is infected. Then, they try to sell you software to fix the problem. At best, the software is worthless or available elsewhere for free. At worst, it could be malware — software designed to give criminals access to your computer and your personal information.

The latest version of the scam begins with a phone call. Scammers can get your name and other basic information from public directories. They might even guess what computer software you’re using.

Once they have you on the phone, they often try to gain your trust by pretending to be associated with well-known companies or confusing you with a barrage of technical terms. They may ask you to go to your computer and perform a series of complex tasks. Sometimes, they target legitimate computer files and claim that they are viruses. Their tactics are designed to scare you into believing they can help fix your “problem.”

Once they’ve gained your trust, they may:

- ask you to give them remote access to your computer and then make changes to your settings that could leave your computer vulnerable
- try to enroll you in a worthless computer maintenance or warranty program
- ask for credit card information so they can bill you for phony services — or services you could get elsewhere for free
- trick you into installing malware that could steal

sensitive data, like user names and passwords

- direct you to websites and ask you to enter your credit card number and other personal information

Regardless of the tactics they use, they have one purpose: to make money.

If You Get a Call

If you get a call from someone who claims to be a tech support person, hang up and call the company yourself on a phone number you know to be genuine. A caller who creates a sense of urgency or uses high-pressure tactics is probably a scam artist.

Keep these other tips in mind:

- Don’t give control of your computer to a third party who calls you out of the blue.
- Do not rely on caller ID alone to authenticate a caller. Criminals spoof caller ID numbers. They may appear to be calling from a legitimate company or a local number, when they’re not even in the same country as you.
- Online search results might not be the best way to find technical support or get a company’s contact information. Scammers sometimes place online ads to convince you to call them. They pay to boost their ranking in search results so their websites and phone numbers appear above those of legitimate companies. If you want tech support, look for a company’s contact information on their software package or on your receipt.

BRING IT HOME SPECIAL

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OR

Book an event sourced through Riverside CVB and receive a \$100 Gift Card of your choice.*



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*Offer ends 6/30/14. A qualified RFP consists of 200 rooms or more for a single meeting, one year history required, gift card issued upon conversion to a solid lead in a participating Riverside hotel. RFP must be sourced directly through Debbie Megna at DMegna@RiversideCVB.com. Not valid on previously submitted RFPs or already booked business. Other rules may apply.

- Never provide your credit card or financial information to someone who calls and claims to be from tech support.
- If a caller pressures you to buy a computer security product or says there is a subscription fee associated with the call, hang up. If you're concerned about your computer, call your security software company directly and ask for help.
- Never give your password on the phone. No legitimate organization calls you and asks for your password.
- Put your phone number on the National Do Not Call Registry, and then report illegal sales calls.

If You Have Responded to a Scam

If you think you might have downloaded malware from a scam site or allowed a cybercriminal to access your computer, don't panic. Instead:

- Get rid of malware. Update or download legitimate security software and scan your computer. Delete anything it identifies as a problem.
- Change any passwords that you gave out. If you use these passwords for other accounts, change those accounts, too.
- If you paid for bogus services with a credit card, call your credit card provider and ask to reverse the charges.
- Check your statements for any other charges you didn't make, and ask to reverse those, too.
- If you believe that someone may have accessed your personal or financial information, visit the

FTC's identity theft website. You can minimize your risk of further damage and repair any problems already in place.

- File a complaint with the FTC at ftc.gov/complaint.

How to Spot a Refund Scam

If you paid for tech support services, and you later get a call about a refund, don't give out any personal information, like your credit card or bank account number. The call is almost certainly another trick to take your money.

The refund scam works like this: Several months after the purchase, someone might call to ask if you were happy with the service. When you say you weren't, the scammer offers a refund.

Or the caller may say that the company is going out of business and providing refunds for "warranties" and other services.

In either case, the scammers eventually ask for a bank or credit card account number. Or they ask you to create a Western Union account. They might even ask for remote access to your computer to help you fill out the necessary forms. But instead of putting money in your account, the scammers withdraw money from your account.

If you get a call like this, hang up, and report it at ftc.gov/complaint.

Information from www.onguardonline.gov

OnGuardOnline.gov is the federal government's website to help you be safe, secure and responsible online.



Mission Inn Hotel and Spa Celebrates Milestones

The Historic Mission Inn Hotel & Spa's Spanish Patio celebrated 100 years in March 2014. The Spanish Patio, located at the heart of the Inn and adjacent to the Mission Inn Restaurant, was designed by architect Myron Hunt in 1913 to 1914 as part of the Spanish Wing addition. Evocative of a Spanish castle courtyard, the Spanish Patio transports guests to Old World Europe with its picturesque balconies, terra cotta tiles, arched windows and Anton Clock tower that dates back to 1709. Rooted below the Anton Clock is an orange tree – one of Riverside's two parent navel orange trees – which was replanted by President Theodore Roosevelt during a special ceremony in 1903.

To recognize this 100 year milestone, Food and Beverage Director Mark Bertolacini and Executive Chef Lore Lawe have created a centennial menu to pay homage to The Mission Inn's distinctive

fare, historic charm and storied past with new specials unveiled the first Friday of each month from March through December 2014. Patrons of the Spanish Patio will be able to enjoy signature entrees inspired by the favorite dishes of renowned guests who have visited the Inn throughout its history, from past Presidents and Old Hollywood stars to modern-day celebrities.

The Historic Mission Inn Hotel & Spa also celebrated the 10 year milestone anniversary of the Tuscan-inspired Kelly's Spa in April. Over the past decade, Kelly's Spa has become synonymous with world-class pampering and indulgence, garnering noteworthy awards and accolades, including being named among Condé Nast Traveler's Top 10 U.S. Hotel Spas for 2014. Information on the spa is available at www.kellysspa.com.



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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.

For Downtown News Alerts email
Janice@riversidedowntown.org

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

ADDRESS SERVICE REQUESTED



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