

Bulletin

Riverside Downtown Business Improvement District



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There is no monthly luncheon for the month of August

The next monthly luncheon will be on Tuesday, September 27th at the new Riverside City College Culinary Academy

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.



We Need Your Input on Downtown

Downtown Riverside has undergone a significant renaissance in the past few years due to the investment of the City, public sector entities like the Riverside Community College District, and private sector partners such as the Riverside Community Hospital and others. Thanks to their belief in downtown, we have a renovated and vibrant Fox Performing Arts Center and Municipal Auditorium, a Convention Center that is attracting both regional and national conventions, an educational complex that includes a School for the Arts and a renowned Culinary Academy, and a state of the art regional health facility.

That renaissance has generated interest in downtown as the place for private investment and development. The Imperial Hardware Lofts and the Stalder Plaza will bring new residents downtown while two new hotels on Market Street will provide more options for convention clients and new customers for downtown restaurants, retailers, and services.

But as we move forward, we want to be proactive in addressing identified downtown needs. Issues that have been


commonly identified by downtown stakeholders include:

- Addressing homelessness
- Providing a safe and expanded entertainment district
- Increased marketing of downtown as a regional destination
- Increasing and enhancing events to reinforce downtown as a regional destination
- Capital improvements such as downtown alley improvements and Civic Plaza repurposing

So we are asking you for your input. What do you think are the most important needs to be addressed? We've listed a few above but are there others you think important? And what are you willing to do to address those needs?

To gather your input, please go to SurveyMonkey and complete the on-line survey at <https://www.surveymonkey.com/r/222JYLX>

Alternatively, you can complete the hard copy of the survey included in the Bulletin.

If you have any questions, please call Janice Penner at the RDP Office at 951-781-7339. 

Coming in September: The Riverside Art and Music Festival

The Riverside Downtown Partnership (RDP) and the Riverside Arts Council (RAC) are partnering on a new event, the Riverside Art and Music Festival. The event is scheduled for Saturday, September 17th from 3 pm to 10 pm.

The event will be a festival celebrating arts and music and will close University from Lemon to Market. The stage will be located at University and Lemon with audience viewing from the stage to Orange. Cultural performances will be featured on the stage until 7 pm when a local band will play prior



to the main headliner at 8 pm.

Art and cultural exhibits will be on University from Orange to Main and will feature local artists and arts group offering demonstrations, workshops, and sales. There will be a street performance area located at University and Orange featuring


performances from cultural and other groups.

Both RD and RAC will be reaching out to the arts and cultural community and local businesses to participate.

More information to come in September's issue. 

Riverside Restaurant Week

Riverside Restaurant Week was June 17 through June 26, 2016. There were 66 restaurants that participated of which 22 were downtown restaurants. Restaurants were appreciative of the promotion as it provided significant promotion at no cost to them. We would like to thank everyone who participated this year.


Planning is underway for Riverside Restaurant Week 2017, and we have sent out a survey to participating restaurants to assist in that planning. We appreciate all feedback on Riverside Restaurant Week so please email Emily Minnick at rdpemily@sbcglobal.net or call her at (951) 341-6550. 

Vanity Haus Returns to Downtown Riverside

The stylish duo of the Vanity Haus are at it again. Owners, RJ Rodriguez and Brian Hopper, have moved the Vanity Haus clothing boutique from its previous home on Main street and are now located at 3782 Orange Street (between University Ave and Mission Inn). They bring their unique clothing choices, one of a kind jewelry and amazing prices with them.

The Vanity Haus is derived from a design school in Germany. Owner, RJ Rodriguez believes that the design school was on the cutting edge of design and shaped the way we design things today. The Vanity Haus offers cutting edge fashion, styling, and photography as well as fashion show coordination. Brian Hopper and RJ Rodriguez have assisted

in the initiative to brand the downtown area as a regional destination fashion district, believing that it is important for them to be a part of their local community. "The community should know who we are and what we do," says RJ. "We chose downtown Riverside as our location for the Vanity Haus because it is a perfect blend of big city and small town atmosphere. Downtown Riverside is also very rich in arts and culture; which makes it very receptive to everything we offer."

The Vanity Haus clothing boutique is open Tuesday through Saturday 10am to 7pm and 12pm to 5pm (summer hours). 

Notice of Construction - City of Riverside Public Works Department

All American Asphalt has been contracted by the City of Riverside Public Works Department to construct the 2015/2016 Arterial and Minor Streets maintenance project.

The project entails street maintenance improvements on University Avenue. This project generally includes, but is not limited to, the reconstruction of asphalt pavement, concrete sidewalks, bus pads, wheelchair ramps, curb and gutter; adjustment of water meters boxes, water valve covers, and sewer, storm drain and electric manholes; replacement of traffic loops and striping; and installation of signs.

Trash pick-up service will not be impacted. We ask that you refrain from running excess water in the gutter during construction as it may delay the work. Please note that asphalt paving products contain oil and are very hot and

sticky to the touch when applied. Once asphalt is in place it needs ample time to cool down.

Project Location:

University Ave. (Orange St. Park Ave.)

Scheduled Timeframe:

July 13, 2016- September 2, 2016

Should you have any questions, please call All American Asphalt at (951) 736-7600 or if your concern is of an emergency nature please call Joey Navarrette at (951) 453-9138, 24 hours. Thank you in advance for your cooperation during construction. We look forward to completion of a successful project.

Information provided by All American Asphalt



WATER

Watering restrictions have been lifted.


For more info visit:
BlueRiverside.com



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COUNCIL CORNER

Ward Two Council Update

Contributed by Councilman Andy Melendrez

Riverside Steak 'n Shake: Steak 'n Shake, the Midwestern-origin restaurant that features ground-steak hamburgers, hand-cut fries, and milkshakes, is headed for its fifth Southern California restaurant, in Riverside.

The restaurant will be located at 6231 Valley Springs Parkway, Riverside, CA and is anticipated to open on Aug. 15, 2016. It's located along the roadway that divides the Canyon Crossings shopping center, which is anchored by a Walmart Supercenter.

The Riverside Steak 'n Shake will be a 99-seat restaurant and will employ about 120 workers. A hiring fair was held for in May to recruit staff. The restaurant will eventually go to a 24-hour schedule and serve breakfast for those who enjoy a good steak and eggs. Come on out to enjoy a good steak on August 15th and support our local Riverside business.

Riverside Arts Academy: The Riverside Arts Academy is a project initiated to help bring music, dance, and other forms of art through the Cesar Chavez Community Center, 2060 University Avenue, Riverside, CA. Children from the ages of 4 through high school have a chance to enroll into these wonderful programs at a minimal cost to our communities. The Riverside Arts Academy will also be starting a new project called the Harmony Project on August 22nd, 2016 for children 5 – 12 who live on the Eastside or who have access to transportation. For any youth interested in making a commitment to music the Harmony Project will have high level professionals training our youth and also providing an instrument that can be taken home to practice. The Riverside Arts Academy is focused on bringing much needed art, music and dance programs that will enhance the lives of our youth in Riverside. About 270 children are taking classes, and about 2,000 have participated since the program began. For more information on schedules or to enroll please go to the website: http://www.riversideca.gov/park_rec/ or call 951-826-5746.

Riverside National Night Out: The Annual National Night Out is a community-wide crime prevention program sponsored locally by the Riverside Police Department and our local businesses. National Night Out is sponsored nationally by the National Association of Town Watch, ADT, Target, Nextdoor.com, and Associa. National Night Out is an annual event held throughout the United States to promote cooperation between the police and the community. These events are designed to heighten crime and drug prevention awareness, generate support for and participation in local anti-crime programs, strengthen neighborhood spirit and police community partnerships, and send a message to

criminals letting them know that Riverside neighborhoods are organized and fighting back. Neighborhood social events are being held throughout the City from 6:00-9:00 P.M. Police personnel will be out in force and visiting events that are registered with the department. Fire and City personnel will also be participating in the activities. For more information on dates and times of National Night Out events see the list below or follow the link: <http://www.riversideca.gov/rpd/community/nno/nnopage1.asp>



August 2nd, 2016

- Sycamore Highlands Park, 5777 Fair Isle, Riverside, CA 92507, 6:30 - 8:00 P.M.
- Islander Park Pool, 3794 Mt Vernon Avenue, Riverside, CA 92507, 6:30 - 8:00 P.M.
- 1169 Lyndhurst Drive Riverside, CA 92507, 4:00 - 8:00 P.M.
- Coco Palms Apartments, 1740 Loma Vista, Riverside, CA 92507, 6:00-8:00 P.M.
- Canyon Crest, Via Vallarta block east of Canyon Crest, 5:30-7:30 P.M.

August 16th 2016

- Lincoln Park, 4261 Park Avenue, Riverside, CA 92507, 4:00 – 7:00 P.M.

Bobby Bonds Day & Youth Festival: This year's Annual Bobby Bonds Day & Youth Festival will be Friday August 19th, 2016 and will take place at the Bobby Bonds Park and Sports Complex. Bring the family to participate in the wonderful activities and learn about one of our local heroes. Participation in the Bobby Bonds Day & Youth Festival events is FREE. All participants will need to sign up for the event(s) they want to participate in and parents must sign a consent slip for each youth that would like to participate. Events will take place from 9:00 A.M. to 5:00 P.M. Youth can select and participate in one or all of the events. Events will be set up by age range. Events include Track & Field, Home Run Derby, Basketball and Swimming. For more event and registration information call 951-531-6887 or email us at admin@bobbybondsday.org

Andy Melendrez



RDP Welcomes New Businesses to Downtown

Rcs Custom Stonework (Contractor) • Southern California Runners (Business)

Capfinancial Securities, LLC (Broker) • Ink and Laurel (Graphics)

Visionary Comics (retail) • Kaye Brewster with LeMongeon (Beauty)

Riverside Council Approves Return to Stage 1 of City's Water Conservation Ordinance & Lifting of Water Restrictions.

Riverside Council Approves return to Stage 1 of City's Water Conservation ordinance & lifting of watering restrictions.

Riverside's City Council voted to follow recommendations by Riverside Public Utilities (RPU) and its Board of Public Utilities to return to Stage 1 of the city's Water Conservation Ordinance, which will eliminate mandatory outdoor watering restrictions.

"We are able to return to this level of our water conservation ordinance because of the change in how our water resources are now being calculated by the state, and due to the tremendous efforts that all of Riverside's water customers put forth to comply with the state's emergency drought regulations over the past year," said RPU's General Manager Girish Balachandran.


The changes in status of the ordinance level means that once mandatory restrictions, like those limiting the number of days that customers could use outdoor irrigation, are now voluntary. "We've got the water for our customers to use," Balachandran said, "but not to waste, never to waste."

Wise use of water by the city, the utility, and its customers are the reasons Riverside was able to return to this level

of its ordinance, Balachandran pointed out. "And it will be through our ongoing wise use and conservation of our resources that will allow us to continue to meet current and future needs."

To help customers keep usage and water bills low, RPU is continuing to offer several water conservation rebate programs that can offset costs of making homes and businesses water wise inside and out. These include: rebates for installing high efficiency clothes and dish washers; free low-flow sprinkler nozzles; rebates for installing Weather Based Irrigation Controllers (WBICs); and the popular water wise landscape program which encourages removal of thirsty turf areas.

Additional changes to the drought ordinance included: new definitions and language updates to match the state's new regulations; elimination of duplicate standards and language; and clarifications of certain exemptions for gray and recycled water, use of drip irrigation, and splash pads.

For complete details on available programs offered, and for updated information visit RiversidePublicUtilities.com or call (951) 826-5485. 



Business Spotlight

Business Spotlight: N + W Antonious Pizza & Café

If you are looking for quality Italian and American cuisine for the lowest price, check out, N&W Antonious Pizza Café. You will most likely

find owners, Teresa and Wadie Andrawis, hard at work in their small family pizza parlor.

Since 1986, they have been a part of Riverside's small restaurant business. In 1998 they moved into California Towers and then in 2007 they expanded to a larger space within the Towers.

Teresa and Wadie Andrawis, first opened a restaurant in 1983 as a small ice cream and sandwich shop in San Bernardino. They relocated to Riverside in 1986 as a donut shop and a separate pizza parlor in the shopping center off Indiana. In the early 90's when the recession hit, they had combined the two spaces into one. Two years later they were able to move into the downtown Riverside location.


The restaurant isn't actually named after the owners

but named after their son. Now, he's preparing to take over as the primary managing and operating head of the downtown location. His 3yr. old daughter and his son (due in October) will be the second generation to be raised in the business.

Antonious Pizza and Café's priority has always been to their customers and families that come in and enjoy their food. They highly value their employees who become an extended family. Teresa and Wadie say "it's rewarding to see the young people we hire go on to pursue higher education."

Located at 3737 Main St., Ste. 105

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BUSINESS BUZZ

Cash Flow Slow? Here are 5 Ways Small Business Owners Can Control Income

Managing inconsistent income for small-business owners is tricky, but not impossible. Here are ways entrepreneurs can get a grip on their finances when cash flow is a little slow:

1) Build an emergency fund for your business

Save at least three months' worth of operating costs in a bank account, said Emily Fisher, president of Charlotte-based E. Fisher P.A. accounting firm.

For example, if your average business expenses are \$10,000 a month, build up \$30,000 in your account so you can pay your bills and rent during hard times, she said.

"Over time, you've saved that amount and it gives you a cushion to get you through those slow periods," she said.

Fisher, 40, knows this firsthand. Yearly tax return deadlines in April and October mean high cash flow for her firm, she said. But in other months – especially November through January – "I don't count on (cash) coming in."

When you plan your yearly budget, Fisher said, "you definitely need to figure out when your lowest point is, how long it's going to be, then add a couple of months."

2) Pay personal bills ahead of time

May and June are the most profitable times of year for Cory Tapia, who runs Blue Motion Studio, a wedding photography business. When wedding season cools off, Tapia, 32, switches his services to focus more on corporate clients, such as companies and universities.

Bills don't stop when business lulls, he said. Tapia said he uses the busier times of year to pay his mortgage, credit card bill and student loans six to seven months in advance.

"I pay it off till the following start of the peak season," he said. "Pretty much everything else that's coming in afterward is sort of profit. It's kind of just making sure the necessities are paid off."

3) Make a list of your important obligations

Resist the urge to splurge if your business is making good money, says financial adviser Glen Wright, CEO of Charlotte-based Worth Financial Advisory Group.

Instead, prioritize your spending by making a list of your top obligations – whether that's saving money for a house, adding cash to your children's college fund or adding to your own retirement fund.

After those priorities are paid off, pour any leftover cash back into the business, Wright said.

4) Don't overstock your inventory

Each month, Jeff Lee tracks customer purchases at his hand-painted furniture and gifts shop in Mount Holly.

Then he stocks up on those hot sellers, from paint to candles. Buying exactly what he needs for his business, Vintage Nest, keeps him from wasting money on inventory that's not in demand at certain times of the year, said Lee, 49.

In winter, the shop's storefront windows are "chock-full of furniture" because patrons want to refresh their homes after Christmas, Lee said. In the fall, he'll fill his shelves and stockroom with candles. And from August till October, he'll stockpile more paint instead of ordering it in the spring and summer when customers are more interested in vacation than painting furniture.

It makes "no sense having \$10,000 worth of paint inventory when you have \$3,000 to \$4,000 in paint sales," he said.

5) Save 15-20 percent of your income

Crisan, the food truck owner, paid \$65,000 cash to get started after a 20-year career in real estate and new home construction, she said.

For years, she saved a percentage of her income – at first 10 percent, now 15 to 20.

That discipline started early. At 21, she worked for a company that matched 50 percent of employee contributions to their retirement savings accounts, up to 15 percent of salary. Crisan got into the habit of saving aggressively.

She enjoys steady business between April and mid-July, and then again during the fall. Cold weather slows business from December to early March, she said. There's another brief slump in the summer when blistering heat keeps people indoors, she said. That's where having backup money comes in handy.

"No matter what, you should always put back," Crisan said. "Just constantly save. You never know what can happen."

From The Register, a complete resource for navigating the world of payment card acceptance, provided by Community Merchants USA

For more information, visit www.communitymerchantsusa.com 

Nine Things That Make Your Customer Service Stand Out

Excellent customer service can create loyal customers for life who are willing to refer your business to friends, family and colleagues. Providing this type of excellent customer service starts with a genuine desire to delight your customers, but you also have to think beyond selling your product or service. You need to consider the cumulative experience your customers have when they visit your store or website, what they think and feel, and what you can do to make it better.

Here are nine ways you can start to create a pattern of

excellent customer service in your small business.

1. Know Your Product or Service

In order to provide good customer service, you need to know what you're selling, inside and out. Make sure you know how your product or service works. Be aware the most common questions customers ask about your products, and know how to articulate the answers.

continued on next page

BUSINESS BUZZ

NINE THINGS *from page 5*

2. Be Friendly

As they say, customer service starts with a smile. When you are in a face-to-face situation, a warm greeting should be the first thing your customers see and hear when they ask for help. And even when handling customer service requests via telephone, a smile can come through in your voice, so make sure you're ready to be friendly.

3. Say Thank You

Gratitude is memorable, and it can remind your customers why they shopped at your store or hired your company. Regardless of the type of business you have, saying thank you after every transaction is one of the easiest ways to start a habit of good customer service.

4. Train Your Staff

It's important to make sure all of your employees, not just your customer service representatives, understand the way they should talk to, interact with, and problem-solve for customers. Provide employee training that gives your staff the tools they need to carry good customer service through the entire customer experience.

5. Show Respect

Customer service can often involve emotions, so it's important to make sure you and others you have handling your customer service tasks are always courteous and respectful. Never let your own emotions overtake your desire to see your customer walk away happy.

6. Listen

Listening is one of the simplest secrets of customer service. Listening means hearing what your customers are saying out loud, as well as what they are communicating non-verbally. Watch for signs that they are displeased, while listening to what they say to you directly.

7. Be Responsive

There may be nothing worse than non-responsiveness to a customer who is trying to get help, resolve an issue, or find out more about what you're selling. It's important to respond quickly to all inquiries, even if it is only to say you are looking into the issue and will be back in touch. Some response is always better than none so the customer doesn't feel ignored.

8. Ask for Feedback

You may be surprised what you learn about your customers and their needs when you ask them what they think of your business, products, and services. You can use surveys, feedback forms and questionnaires, but you can also make it a common practice to ask customers first-hand for feedback when they are completing their orders.

9. Use Feedback You Receive

You need to do something with the feedback you receive from customers in order to make it useful in your customer service process. Take time to regularly review feedback, identify areas for improvement, and make specific changes in your business.

Good customer service often comes down to consistently checking in with your customers and making sure they are

happy with not only the products and services you're selling, but also the process of purchasing, ordering, working with you, etc. If you do that successfully, you are on your way to becoming known for providing excellent customer service.

From About Money, by Alyssa Gregory, Small Business Information Expert

For more information, visit AboutMoney.com



Take Advantage of a Free Workshop on Succeeding Online

INLAND EMPIRE
Small Business Development Center



Succeeding Online

DATE

Wednesday, August 24, 2016

TIME

9:00 am-10:30 am

LOCATION

Center for Arts & Philanthropy Board Room
3700 Sixth Street
Riverside, CA 92501

COST

FREE

Workshop is offered at no charge by the Riverside Downtown Partnership.

REGISTRATION

Pre-registration is recommended, as seating is limited.

Register online at:
www.iesmallbusiness.com

This workshop is designed for small business owners who desire website that benefit their company and provide a return on investment.

Workshop Topics Include:

- Website Nuts & Bolts
- Choosing a Domain Name
- How to Accept Online Payments
- Online Marketing Methods



The Inland Empire SBDC is a cooperative program of the Inland Empire Center for Entrepreneurship and is supported by the U.S. Small Business Administration (SBA) and California State University Fullerton and extended to the public on a non-discriminatory basis. SBA and California State University Fullerton cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please call (951) 781-2345.

This workshop is designed for small business owners who desire websites that benefit their company and provide a return on investment. Workshop topics include: website nuts & bolts, choosing a domain name, how to accept online payments and online marketing methods.

RDP is pleased to host the workshop and thanks its partners.



SECURITY CORNER

Password Breaches - What to Do

With hundreds of millions of usernames and passwords exposed by breaches recently in the news, you may be wondering how to keep your information safe. Whether you've been part of a breach or not, it's a good time to take steps to protect your usernames and passwords.

Here are some valuable reminders for everyone:


- **Use multi-factor authentication, when it's available.** Multi-factor authentication adds another layer of protection against attacks. What's multi-factor authentication? To log in, you must combine something you know (like a password), with an additional factor, which is usually something you have (like a code texted to a mobile phone) or something you are (like a fingerprint). More and more companies are offering it.
- **Make your password long, strong and complex.** That means at least twelve characters, with three different "character classes" (uppercase, lowercase, numbers, symbols). It's best to put non-lowercase letters in the middle of your password. Also, avoid common words, phrases or information in your passwords. And if you're not sure if you've been affected by recent breaches (such as LinkedIn,

Myspace and Tumblr), it's safest to change your passwords.

- **Select security questions where only you know the answer.** Don't use questions whose answers can be found through online public records searches – like your birthplace or your mother's maiden name. Don't use questions with a limited number of responses that an attacker can easily guess – like the color of your first car.

If your username and password have been exposed in a breach, take these steps right away:

- **Change your password.** If possible, also change your username. If you can't login, contact the company. Ask them how you can recover or shut down the account.
- **If you use the same (or similar) password for other accounts, change them too.**
- **Check your accounts.** If the password and username were for a financial site – or even if a credit card number was stored on the site – look for charges you don't recognize.


From the Federal Trade Commission, by Lisa Weintraub Schifferle, Attorney, FTC, Division of Consumer & Business Education. 

National Night Out - Tuesday, August 2, 2016

The Annual National Night Out (NNO) is a community-wide crime prevention program sponsored locally by the Riverside Police Department and our local businesses. NNO is sponsored nationally by the National Association of Town Watch (NATW), ADT, Target, Nextdoor.com, and Associa. NNO is an annual event held throughout the United States to promote cooperation between the police and the community.


NNO events are designed to heighten crime and drug




and visiting events that are registered with the department. Fire and City personnel will also be participating in the activities. 

prevention awareness, generate support for and participation in local anti-crime programs, strengthen neighborhood spirit and police community partnerships, and send a message to criminals letting them know that Riverside neighborhoods are organized and fighting back. Neighborhood social events are being held throughout the City from 6:00-9:00 P.M. Police personnel will be out in force

Sign Up for RDP Email Alerts and Constant Contact Newsletter

Do you want to find out about what's happening downtown more frequently? Then RDP needs your email address so we can add you to our Downtown Business email listing and to our Constant Contact email newsletter. Please send your email to Janice@riversidedowntown.org so we can add you. You can always 'unsubscribe' later if you choose to do so. 

And Use RDP to Help Promote Your Business

If you have a website or Facebook page, let us know so that we can update the downtown directory on the RDP website and provide a link from our page to yours. Sharing links and posts are a quick and economical way to increase exposure and expand your potential customer base. And posting a special on your Facebook? Send the link to Janice@riversidedowntown.org so we can share. 



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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

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