

# Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be Tuesday, January 24, 2017.

The luncheon will be held at noon at the Life Arts Center  
3585 University Avenue

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. The January luncheon is sponsored by Provident Bank*



## Downtown Riverside Brings Holiday Cheer

The **Festival of Lights** has taken Riverside to a new level in the past few years, attracting people of all ages from across the region. Riverside's Festival of Lights has won top honors as America's Best Holiday Festival (2015) and America's Best Public Lights Display (2014) by the *USA Today* 10 Best Readers' Choice Contest.

This year's festival includes new rides and attractions including:

- Timeless Train Rides – A 24 seat train takes a unique route along the pedestrian mall.
- Century Wheel -- A 15-gondola Century Wheel covered with more than 100,000 lights provides an aerial view of the festival's activities.
- A Colorful Carousel – A beautiful 36-animal Carousel is an activity for young and old.

Returning favorites include:

- Magical Moments with Santa Claus
- Tasty Treats and Holiday Drinks from delicious donuts, tasty popcorn, savory crepes and gourmet candies
- Seasonal Music and Entertainment from a children's choir to solo performances
- The Artisan Collective's innovative arts market

But the Festival of Lights isn't the only family friendly holiday event in Downtown Riverside.

### Miracle on Main Street

The fourth Annual Miracle on Main Toy Drive and Health Fair takes place on Sunday, December 11th from 11 am to 2 pm on Main Street between 5th and 6th. This year's event is expected to serve nearly 1,000 children. Children will receive toys and have a picture with Santa Claus. ***Please note that families must be registered through the Riverside***



***Community Health Foundation to receive a toy.***

The Inland Empire Chapter of the American Heart Association will provide a Healthy Kids Zone featuring games and prizes, while PrimeCare, Riverside Community Health Foundation, and Borrego Health will provide free health screenings for adults and children in attendance.

Complimentary haircuts and styling from the RCC School of Cosmetology and The Boardwalk will also be available. Children will also receive a free hotdog and drink from Gram's Mission Bar.B.Q. plus gingerbread cookies from the Mission Inn Hotel & Spa and cupcakes from Something Sweet by Serina. The Riverside Police Foundation will be providing activities and demonstrations for those in attendance and the Dickens Festival members will be in costume to add to the holiday spirit.

Sponsorships are still available and

all donations made to the event are tax-deductible and can be made to the Riverside Community Health Foundation Tax ID Number: 23-7276444. If you would like more information on how to make a donation or become a sponsor, please contact Janice Penner at Janice@riversidedowntown.org.

### 12th Annual Chanukah Festival

The 12th Annual Chanukah Festival will be on Monday, December 26th from 6 pm to 8 pm.

The eight-day holiday, which begins at sundown December 24th this year, celebrates the ancient victory of a militarily weak but spiritually strong Jewish people

over Syrian Greek invaders who tried to restrict Jewish life and impose a foreign religion. During their occupation, the invaders defiled the Holy Temple in Jerusalem. When the liberators prepared to rededicate the temple, they discovered there was only enough oil to light the Menorah for one day, but miraculously it burned for eight days until more could be obtained.

"Chanukah represents the universal message of light triumphing over darkness, good overcoming evil, perseverance and hope defeating adversity," said Rabbi Shmuel Fuss of the Chabad Jewish Community Center of Riverside, which sponsors the festival.



## The 24th Annual Riverside Dickens Festival

The 24th annual Riverside Dickens Festival will be held the weekend of February 25th and 26th, 2017 in Downtown Historic Riverside along the Pedestrian Mall between University Ave. and 11th Street. The mission of the Riverside Dickens Festival is to promote literacy, provide educational entertainment, and expand awareness of social similarities between Victorian times and the present. In doing so, it is so much more than a weekend Street Faire. Please visit our website at [www.dickensfest.com](http://www.dickensfest.com) for more information and SAVE the DATES. Tickets to any of our events would make great holiday gifts and several events have reduced prices if you purchase tickets before January 15, 2017!

Here are but a few of the many wonderful highlights of the Riverside Dickens Festival:

**Pickwick's Pub Night Fundraiser** helps support the

## Enclosed with our compliments:

What's Up with RDP in 2017  
2017 Pocket Calendar

# WATER

Watering restrictions have been lifted.

For more info visit:  
**BlueRiverside.com**



WATER | ENERGY | LIFE  
CITY OF RIVERSIDE  
PUBLIC UTILITIES



many family-friendly, free and fun activities that happen throughout the Festival weekend.

Friday – February 24, 2017

\$35 before January 15, 2017 -- \$40 after January 15, 2017

**Mr. Fezziwig's Ball:** Once again this very popular event will be held at the Riverside Municipal Auditorium with its fantastic hardwood floor made for dancing.

Saturday - February 25, 2017

\$40 before January 15, 2017 -- \$45 after January 15, 2017.

\$10 – Observation Balcony




**24th Annual**  
— RIVERSIDE —  
**DICKENS**  
— FESTIVAL —

Celebrating Charles Dickens' book "American Notes"

**Main Street Pedestrian Mall**  
near City Hall  
in Historic Downtown Riverside

**Feb. 24, 2017 - Pub Night**  
**Main Days - Feb. 25 & 26 - 10am to 5pm**  
**Mr. Fezziwig's Ball - Feb. 25 - 8pm to Midnight**

Tickets make Great Christmas Gifts




Charles Dickens  
portrayed by Paul Jacques

**Sponsors - City of Riverside • Riverside Arts Council**  
Riverside County Supervisors  
P. O. Box 113, Riverside, CA 92502-0113  
Office: (951) 781-3168 (lv. message)  
[www.dickensfest.com](http://www.dickensfest.com)

A non-profit, educational organization 501(c)(3)  
Pay by MasterCard, Visa, Discover or Check

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Mountain View-Riverside-1906

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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### **Festival of Lights Switch On a Success**

There were several changes to the Switch On Ceremony for the Festival of Lights and they seem to have worked very well. Sixth Street was closed to vehicular traffic and pedestrians were not allowed to stop on the street between Lime and Market. This provided a corridor for movement of emergency equipment which thankfully was not needed. Mission Inn was closed to vehicular traffic from Market to Lemon and pedestrians were not permitted to stop in the westbound (closest to the Mission Inn itself) lanes of the block between the Main Street Mall and Orange Streets, keeping these lanes available for emergency use if needed. The City also hired a private security firm that assisted with crowd and traffic control.

These steps seemed to help a great deal and although the estimated 75,000 attendees were in close quarters things went smoothly and there were no significant incidents. The private security firm will help throughout the Festival of Lights this year. The number of security officers will depend on day of the week and weather. If small crowds are anticipated fewer officers will be called out.

A carousel and a Ferris wheel were added to the list of vendors this year and both seem to be a big hit. I have had several requests to bring them back in future years. The carousel is located in the Cal Tower block of the Main Street Mall between University and Mission Inn and the Ferris wheel is located on Ninth Street by City Hall.

The ice skating rink which had been in the Cal Tower block

of the Main Street Mall was not back this year as construction of the Imperial Lofts Project has taken up part of the footprint and caused removal of some of the equipment needed for the ice rink. The city is hopeful it will be back next year and is actively looking at possible sites. Every site has pros and cons and no decision has been made at this point. My personal favorite potential sites are Main Street between Tenth and eleventh in front of the Historic Courthouse and White Park directly across Market Street from Ninth Street.



### **Measure Z:**

Riverside voters passed a one cent sales tax increase in the November election by almost 58%. The City will have to carefully manage this new revenue stream to retain and build upon the public trust that allowed its passage. To that end, a new Budget Engagement Commission is being formed to advise the staff and the Council on city budget matters. There will be 18 members of the new commission with one resident and one business from each Ward and two each citywide. If you are interested in serving on this important new body please complete an application and return it to the City Clerk as soon as possible. Applications are available on the city's web site, from the City Clerk and from your councilmember's office.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### **Season's Greetings!**

#### **Annual Nuestra Navidad Breakfast:**

Latino Network will once again be hosting their Annual Nuestra Navidad Breakfast on December 14th from 7:30 A.M. – 9:00 A.M. at the Stratton Community Center, 2008 Martin Luther King Boulevard, Riverside, CA 92507. For details about sponsorships and ads or to purchase tickets contact Ofelia Valdez-Yeager at [valdezyeager@sbcglobal.net](mailto:valdezyeager@sbcglobal.net) or visit <http://2016nuestranavidad.eventbrite.com>.

#### **The Art of Giving Gala:**

I would like to extend my appreciation to everyone who has supported the Riverside Arts Academy. This year the Riverside Arts Academy Art of Giving Gala will be taking place on December 5th at the Cesar Chavez Community Center. The evening comprised of wonderful performances by our world renowned Alpin Hong with the attendance of parents, friends, teachers, community members and donor supporters. A special thanks to our generous sponsors at Windermere Real Estate Tower Properties, HUB International, Pacific Premier Bank, PE.Com, Tower Property Management, Riverside Medical Clinic, Altura Credit union, RPOA Riverside Police Officers Association,

Ruhnau Ruhnau Clarke Architects Planners, Bank of America, Citrus Heritage Escrow and the City of Riverside. I would also like to thank the City's Parks and Recreation Community Services Department who have helped make this program a success! We will continue working to ensure each child has the opportunity to participate and immerse themselves in the wonders of art, music and dance.



Thank you for continuing to support the efforts to serve, improve and enhance the lives of our communities through the ARTS! For sponsorship opportunities or to be a member of the Riverside Arts Academy, visit: [www.riversideartsacademy.com](http://www.riversideartsacademy.com).

Find us on Facebook and LIKE the Riverside Arts Academy!

#### **Lincoln Park Neighborhood Group:**

Thank you to everyone who volunteered and helped with the free annual Thanksgiving dinner that took place at the Lincoln Park community center. I want to recognize the

*continued on next page*

## WARD TWO from page 3

Lincoln Park Neighborhood Group for all their hard work over the years in serving a thanksgiving meal to hundreds of children, seniors and families in need. The neighborhood group meets every second Wednesday of the month at 6:30 pm and is open to the community. If you have questions or are interested in attending please call, (951)-826-5355. A special thanks to our Sponsors Assemblyman Jose Medina, Solar Max, Christina Duran, The Group and the Riverside Community Health Foundation who made this event a success.

### UCR Highlanders!

Please join me this month in supporting our UCR student athletes! We have Women's Basketball competing against Seattle in a home game on December 10th at 5pm and Men's basketball competing against Montana in their home games

on December 17th. For information on ticket sales contact the UC Riverside Athletics Ticket Office at (951) 827-4653 or [highlandertickets@ucr.edu](mailto:highlandertickets@ucr.edu). For information on all games visit [www.gohighlanders.com](http://www.gohighlanders.com) - GO HIGHLANDERS!!!

### Canyon Crest Towne Center Christmas!

'Tis the season for Christmas Joy. Come out to the Canyon Crest Towne Center Christmas event on Saturday December 3rd from 11:00 AM – 2:00 PM. Enjoy a fun filled day of activities and crafts for kids, holiday music and free photos with Santa! For more information about the Christmas event and local businesses visit [www.shopcanyoncrest.com](http://www.shopcanyoncrest.com).

*Wishing everyone a Merry Christmas, Happy Hanukkah and Happy New Year!*

Andy Melendrez



## Business Spotlight: Reveille Yoga

At Reville Yoga you can get a great workout and de-stress within walking distance of work. Their experienced instructors can get you in excellent shape and challenge you to take it to the next level. They have a great

schedule of classes (35+ per week) such as vinyasa flow, relaxing classes, pre and post natal yoga, kids yoga and more, to fit any schedule, and 15 instructors so you're bound to find a favorite or two. They offer private sessions, workshops, and a boutique area full of high quality yoga equipment and clothing, and recently just remodeled their suite in the Raincross Square Building.

The owner, Casey Angulo, purchased the studio a couple years ago after seeing the benefits of regular yoga practice herself. She gained muscle strength, flexibility, and can deal with her everyday stress better, and has fun party tricks like standing on her head. Casey is also the Executive Director of a local non-profit called Riverside Life Services that delivers medical care and counseling for pregnant women and sits on the board of Health To Hope, a Federally Qualified Health Clinic that delivers medical care to Riverside's at risk population.

Reville Yoga is located at 3545 Main Street. Drop by to visit and see what they have to offer. Class schedules and pricing options are available online at [www.revillelife.com](http://www.revillelife.com).



## RDP Welcomes New Businesses to Downtown

AV Security • Eugene Mejia – Stylist

La Depositions, Inc. (Legal) • Mind & Mill (Business Services)

Riverside Food Hall Lp • Graystone Public Affairs LLC (Consulting)

## BUSINESS BUZZ

### Top 5 Small Business Trends

If I were to pick one word to encapsulate the current small business climate, that word would be change. Just like everyone else, small businesses are going through a lot of it in these times. These are what I think are the five most important small business trends, the most important because they are trends that small businesses can profit from.

#### 1) Having (and managing) a social media presence.

Most businesses have some form of online presence, whether it consists of a simple website with contact information and a basic description of business offerings or a full blown ecommerce site offering a multitude of products and services for sale online.

The latest small business trend is to have a social media presence, using social media such as Twitter and Facebook

to find out what customers are saying about their small businesses and promote their products and services.

#### Your Action Plan to Profit From the Trend

- If you haven't, start exploring social media, finding out about the different channels available and doing a bit of dabbling to see which social media might be the best fit for you in terms of time and usefulness. If you're just starting, I recommend Twitter, because I find it one of the most accessible and easiest to use. See *How to Twitter: A Get Started Guide*.
- If you're already using social media, review your goals for being there and evaluate your social media efforts to date.
- If you're not satisfied with your results so far, create a

# BUSINESS BUZZ

plan to refocus your social media efforts.

## 2) The greening of products and services.

Environmental issues continue to be a growing concern of the bulk of the population.

Enough people are concerned enough about issues such as climate change, global warming, flora and fauna preservation (such as preventing polar bears from becoming extinct or saving forests) and pollution prevention, for instance, to demand action – and be willing to spend money on actions that they see as making a difference.

In response, businesses have invested in greening their products and services in the hopes of capitalizing on consumers' environmental concerns. This involves both greening existing products, such as cutting down on packaging or changing a process to make a product or service more environmentally friendly, and creating new products that claim to do little or no environmental damage.

### Your Action Plan to Profit From the Trend

- Review your products and services from an environmentally friendly point of view. Do your products or services have green benefits that you could be playing up? If so, create a marketing campaign that will target the “green dollar”. (See 3 Keys to Green Marketing.)
- If your products don't have any discernible environmental benefits, review your product or service offerings and see what green products or services you might add, or if there is a process change you might make that will give your product or service some green weight. For instance, you might find a closer supplier that will cut down on the environmental impact of producing your product, or be able to change the packaging to make it recyclable. 10 Ways to Green Your Business will help you get started.

## 3) Focusing on customer service as differentiation.

The big box and the chain have become dominant business forces and small businesses have been forced to sidestep into niches or get run over. For many small businesses, good customer service has been the competitive shield that's allowed them to survive.

Small businesses generally can't compete with big box or chain stores on price as they just can't match the buying power or supply chains of the bigger players. But they can compete by offering something that big box stores don't or can't and good customer service is an obvious target.

### Your Action Plan to Profit From the Trend

- Research your competition's customer service and consider how you can offer better customer service than they do. See 4 Ways To Provide Customer Service That Outshines Your Competitors. Prepare and implement a plan to use good customer service to differentiate your small business from all the other players in your market. This plan may include training staff and creating a new marketing campaign, for example.

## 4) Kiosks and Mini-Stores

Once again the large corporations led the way with this

business trend. Somewhere, somebody at some point looked at an ATM machine and thought, “Gee, you really don't need a whole lot of space to make a transaction”. Voila! The kiosk-within-a-store was born!

I'm guessing at how it originated, but definitely there's been a growing increase in businesses having smaller businesses conducting business in their stores. The bank with the branch in the grocery store, the ink cartridge refiller in the office supply store; businesses have found it profitable to either lease space in their commercial premises to others or to set up shop in someone else's store. You can use this small business trend to save money or to make some additional income if you have space you could rent out.

### Your Action Plan to Profit From the Trend

- If you have commercial retail space, examine your space and see how things could be rearranged to provide you with space you could rent out. Then look for complementary small businesses that might be interested in using that space.
- If you're thinking of expanding your small business, consider the idea of opening kiosks or mini-stores in other stores rather than opening new full-size traditional storefronts.

## 5) Storefront? What Storefront?

Big and small businesses have become even more divergent in recent years. While big businesses have tended to strive to get bigger, merging with this or acquiring that, small businesses have tended to get... well, smaller - to the point that many small businesses now have no storefront at all. Thanks to the decreasing cost and increasing availability of technology, many small businesses find that all they really need is a phone and a vehicle, so they can communicate with their customers and deliver their products and/or services to them.

A few years ago it was a cell phone and a laptop that made small businesses truly mobile. Now it's just as likely to be a Smartphone of some kind, so even the laptop is unnecessary. Depending on what they do, these small business people might have to store product or tools somewhere, but a storefront is definitely not a requirement.

### Your Action Plan to Profit From the Trend

- If you currently have a physical storefront, examine your small business and see if having a physical storefront is necessary for you. In some cases, particularly service businesses, it might not be necessary.

## From Trendy to Trendsetter?

Getting your small business involved in one or more of these trends will not only make your business appealing current to customers but improve your bottom line. And who knows? One of the things that you do to follow a trend may spark innovation at your company that turns you into the setter of the next big trend.

by Susan Ward in [www.thebalance.com](http://www.thebalance.com)





# BUSINESS BUZZ

## Top Small Business Marketing Strategies

Marketing continues to evolve, and we are being introduced to new types of marketing strategies every year. As consumers and their buying behaviors change, we must also change what we do to reach them and get in front of them.

As a small business, it's extremely important to understand how the marketing landscape is changing to identify which of those strategies will work for you and your business.

The new and emerging marketing trends focus on types of distribution, increased technology channels, content creation, and changes in overall consumer behavior. Integration will continue to be vital in reaching prospects and customers by creating multiple touchpoints. One thing that remains consistent is our need to create relationships with prospects and customers to earn their trust, and their repeat purchases.

### Video Marketing

Video marketing will continue to grow in areas of branded content, especially videos on the homepage of a website, and the sales pages that engage users; hence, live streaming will continue to gain momentum. Focus on content that will engage your audience. Small businesses often find success in Q&A videos such as, "How to" tutorials, storytelling, testimonials, and demonstrations.

### Data Driven Marketing

There is no shortage of data. As marketers, we have website analytics, social engagement metrics, email metrics, and more.

In a recent report by Econsultancy, more than 50% of marketers use no less than 21 platforms, each containing their own metrics and data. Small businesses may use fewer, but there is still strong need to show attribution and how each channel is impacting our business goals and objectives.

Data can be used in experimentation, A/B testing, to guide your business decisions (such as personalized marketing opportunities) discovering new opportunities, identifying touchpoint opportunities, and enhancing customer service.

### Email Marketing

I'm always amazed at how many people that think email marketing is archaic and no longer a viable marketing channel. While the rise of social media and other trailblazing marketing channels pushed email marketing to the back burner, email marketing has continued to hold its ground and proved to be highly effective and simple when reaching out to prospects and customers.

Going forward, we will see email marketing being used as a sophisticated tool by utilizing consumer behavior and triggers to personalize the email messages that are sent.

### Personalized Marketing

Personalization is key. Consumers no longer want the generic message. Need proof? Look at how Amazon uses personalized marketing and how Google uses it when it comes to your online behavior. Your behavior influences what you are shown throughout your online journey.

Personalization can create customer loyalty and increase the chances of a consumer making a purchase. Work to create

content that is unique to the audience that you are trying to reach.

Relationships are created when a consumer feels as if you are speaking directly to them. You can use data to identify the content that you need to connect with your consumers. You can also use that data in your e-commerce efforts by recommending products and/or services based on their behavior on your website.

### Social Media Engagement Marketing

Social media will become more about engagement. Social media platforms have tweaked their algorithms and the way they determine what content they will display. If a social media post is not engaging its platform users, it will be shown less, making it more difficult to get in front of who you are targeting.

Measuring overall engagement shows us what content works and resonates with consumers we are targeting. Engagement has been proven to support the buyer's journey.

### Influencer Marketing

Influencer marketing will become one of the top marketing trends. Larger companies are creating influencer strategies, but that doesn't mean small businesses should be left out in the cold. As a small business, you have the advantage to create a real strategy that works to build relationships and trust with the influencers within your industry. Start off with a micro-influencer strategy, perfect it, and then cast a wider net.

### Cross Device Marketing

Your small business needs to create a marketing strategy that accounts for all devices that consumers use. Today, more than 50% of searches happen via mobile devices, but there is still a large portion of individuals that use desktop computers, laptops, and tablets. A recent ComScore study conducted that measured multichannel marketing provided the following stats that may surprise you:

- 18 - 34 years old: 97% are mobile users with 20% not using a desktop or laptop computer at all.
- 35 - 54 years old: 82% use multi-platforms when accessing the internet.
- 55+ years: A sizeable percentage (26%) still only use a desktop or laptop computer.

You must be able to meet your prospect or customer right where they are. Spend time optimizing each channel and provide a tailored experience based on where your information might be accessed in the customer journey. A good rule of thumb as you are developing your strategy according to Adweek is to remember that mobile ads come first.

### Marketing with a Purpose

It is very important to explain your purpose behind your brand. By doing so, you will create a story that consumers will want and can identify with. Purpose-driven marketing, which is the "why" behind what you do, is one way you can set yourself apart from your competitors.

*by Laura Lake in [www.thebalance.com](http://www.thebalance.com)*



# SECURITY CORNER

## With the holidays, it's wise to take precautions with vehicle security.

### WHAT TO DO IF YOU ARE A VICTIM OF VEHICLE THEFT OR BURGLARY

Stay calm and call the police. If the theft is in progress, call 911. Do NOT attempt to confront the thief. If the theft has already occurred take the following steps:

- Look around for possible witnesses
- Look for local surveillance cameras which may have recorded the incident
- Do a visual inspection of your vehicle, looking for points of entry
- If your car has been burglarized, record what is missing. Take pictures with a camera or cell phone if possible
- Make a mental note of time frame you were away from your vehicle
- Keep a file at home of the model and serial numbers of any after-market items you have installed in your car. This will assist the police or insurance company if they are stolen. You should also include other items of value which may be in your vehicle such as personal electronics etc.

**Don't touch your vehicle's doors and windows. This could destroy any evidence Police can collect.**

#### Riverside Police Services

To report a crime:

**EMERGENCY ONLY  
CALL 911**

**Non-emergency  
354-2007**

more information online at:  
[rpdonline.org](http://rpdonline.org)



**SERGIO G. DIAZ  
CHIEF OF POLICE**

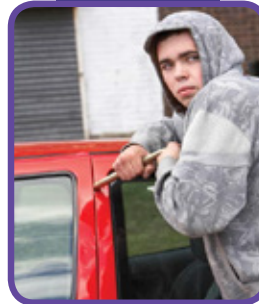


City of Arts & Innovation

### Vehicle Security



*Integrity Service Excellence*



**Riverside Police Department  
and City residents working  
together to prevent crime**

[www.RPDonline.org](http://www.RPDonline.org)

Grand Theft Auto and Vehicle Burglary are crimes of opportunity and can happen to anyone. This rapidly growing crime affects more people every day. Decrease your chance of becoming a victim by heeding the following tips and suggestions:

#### GRAND THEFT AUTO (GTA)

Section 10851 of the California Vehicle Code (CVC) describes GTA as: Any person who drives or takes a vehicle not his or her own, without the consent of the owner and with intent either to permanently or temporarily deprive the owner of his or her title to or possession of the vehicle.

You can prevent car theft. Most cars are taken by amateurs who can be thwarted fairly easily. Protect your vehicle against this crime by taking the following sensible precautions:

- Always lock up when you leave your car, even if you will be back shortly
- Close all windows – professional thieves have tools that can unlock cars through the smallest openings
- Park carefully. Avoid leaving your car in an unattended area for an extended amount of time
- After dark look for parking in well-lit busy areas
- Turn your wheels toward the curb, making it more difficult for thieves to tow your car
- Use anti-theft devices such as an alarm system that activates a siren and horn to frighten thieves and an engine disabler or "kill switch" which prevents the vehicle from being hotwired

#### CARJACKING

A violent, random form of auto theft by force where the thief takes your vehicle while you are occupying it. The thief may use physical force, fear or intimidation. Any vehicle can be a target and it can happen any time or place. Here are some precautions:

- Keep your doors locked while you are in your vehicle
- Park in well-lit, busy areas
- Be alert of your surroundings, such as people approaching your vehicle
- Avoid driving or sitting in your car alone in lightly traveled, unfamiliar streets at night
- When stopped in traffic, always leave enough space in front of your vehicle to make an emergency getaway
- If a carjacker threatens you with a weapon, give up the vehicle without resistance – **it's not worth your life!**



#### VEHICLE BURGLARY

Vehicle Burglary is theft of personal property or personal information from inside a vehicle without the owner's permission (attached to the vehicle or free in the open compartment).

KEYS TO PREVENT BECOMING A VICTIM

- Watch where you park. Avoid places which are remote, have poor lighting or where the view of your vehicle is obscured by bushes or fencing
- Take personal items of value with you if possible. Do not leave property inside the vehicle in plain view. Never leave a purse or wallet hidden in the car
- Do not draw attention to after-market items of value such as blasting the stereo or revving the engine
- Always lock your car, even when you are nearby, are in a residential driveway or plan to be right back. Cars are often stolen or burglarized during the day because the owner is less likely to use caution





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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**

#### STAFF

*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

*Communications and Events Liaison*  
Kate Stovicek

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Charity Schiller, Secretary  
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Justin Tracy, Past Chair  
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Kris Whitehead, Member

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Cara Swearingen	

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Mike Gardner	Andy Melendrez
Andrew Guerra – ABP	

