

Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be on Tuesday, October 25th at Loft.84 at 3840 Lemon Street

with Dulce Gomez of the City's Parking Services Department presenting on Downtown Parking

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 October luncheon is sponsored by Tilden-Coil Constructors



Downtown Business Improvement District

On September 14th, the Board of Directors of the Riverside Downtown Partnership (RDP) approved the Annual Report for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) levy for the 2017 calendar year. The activities of the Downtown BID are funded by this levy which is equal to 100% of the annual business tax levied by the City of Riverside and assessed on all businesses within the BID boundaries. The City collects the levy on behalf of the Downtown BID and provides up to \$100,000 of matching money annually for improvements downtown.

Due to the change in submission of items and reports to City Council, the renewal process was moved ahead one month. The report has been submitted to the City for City Council and the required public hearing to review the report and approve continuation of the Business Improvement District levy. Once the public hearing date has been set, the City will send out notices to all businesses in the Downtown BID to advise them of the date and time of the public hearing. The Annual Report has been posted on the RDP website, www.riversidedowntown.org, for businesses to review in its entirety prior to the public hearing.

RDP has administered the Downtown BID since its establishment in 1986. RDP works with the City and with other organizations to best utilize available resources and to work towards the effective implementation of programs and activities funded by the Downtown BID in specific areas; parking, beautification, public events, music in public places, promotion of business activities, and security. The activities, improvements, and any new efforts being recommended for the year 2017 are based on 2016 programs and initiatives that are part of the Strategic Plan for 2014 to 2016 approved by the RDP Board of Directors.

RDP has allocated \$15,000 for parking activities in 2017 which includes \$9,000 allocated for the discount token program. Other parking activities include maps to assist visitors, patrolling of downtown parking garages and lots through the Ambassador Program, and input to the City on specific issues.

Beautification efforts in the past have included the purchase of a sidewalk sweeper, installation of murals, and pergola repairs. RDP has allocated \$7,500 for such efforts, including partnerships with other groups, in 2017.

RDP funds music in public places activities including the lunchtime concert series, Concerts at City Hall, in June and July, the concerts at Fairmount Park, and the new Riverside Art and Music Festival in September. An allocation of \$27,550 through a combination of City matching funds and BID levy income will fund the 2017 activities.

Public events draw people to downtown who then shop and dine at downtown businesses. RDP has allocated \$15,750 in 2017 for funding and support for a number of third party events as well as the popular events, Movies on Main and Riverside Zombie Crawl. In addition to the allocation of BID levy to public event activities, \$3,500 of the City matching BID funds is also allocated.

As part of its Strategic Plan for promotion of business activities, RDP holds specific events to draw visitors in targeted demographic groups to downtown Riverside and showcase downtown businesses. RDP's retail initiative was launched in 2012 to brand downtown Riverside as a destination fashion district for the Inland Empire and to promote downtown retailers and salons. RDP holds two shows each year and partners with Riverside City College's Cosmetology school for hair and makeup, giving students practical experience on

models. In 2016, RDP repositioned the fashion shows to partner with Riverside Community Hospital on their Red Dress Fashion Show and Health Expo in February and The Pink Ribbon Place of Riverside Community Health Foundation for the Fall show in October to promote women's health issues. These partnerships will be continued in 2017.

RDP's restaurant initiative was launched in June 2013 to raise awareness of downtown Riverside as a dining destination and to encourage patrons to visit downtown restaurants during the slower summer months. Since its launch, it has been expanded city wide in partnership with the City of Riverside and the Arlington Business Partnership.

RDP launched a new event in 2016, Doors Open Riverside, which provided for 'Doors to Open' to a number of historic buildings in downtown Riverside including several private buildings not normally open to the public. The event was a partnership between the City of Riverside, the Mission Inn Museum and Foundation, the Old Riverside Foundation, the Riverside Arts Council, and the RDPBIA. The event drew an estimated 1,000 people and will be expanded in 2017.


Promotion of business activities include the destination marketing campaign with print ads in targeted markets, press releases to various media outlets, editorial content on downtown activities in selected magazines, a monthly

newsletter, and a website promoting downtown and its attractions, and spotlighting local businesses. These also include promoting events through a monthly calendar, website and emails, print advertising, press releases, and editorial opportunities in newspapers and magazines.

RDP also works to promote business activities by building business capacity through workshops, seminars, and other initiatives. RDP partners with the City of Riverside, the Arlington Business Partnership, and other organizations on these activities.

RDP has allocated \$190,000 for promotion of business activities in 2017. In addition, \$56,950 of City matching funds is allocated towards these activities.


Security activities in 2017 include RDP's most significant security effort, the Ambassador program. The Ambassadors patrol the downtown core weekdays from 11 am to 6:30 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues. In addition to the \$105,000 allocation of BID levy to security activities, \$14,000 of the City matching BID funds is also allocated.

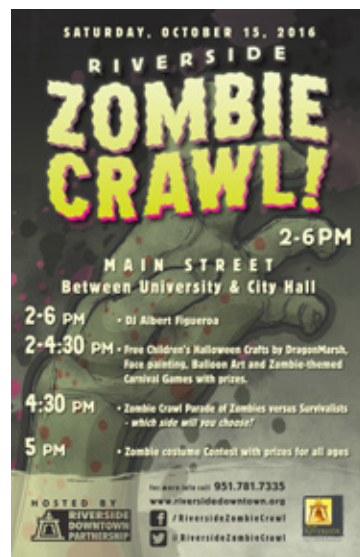
If you have any question regarding the Annual Report or the BID renewal process, please contact Janice Penner at the RDP office at (951) 781-7339. 

Market Your Business at RDP Events

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

Downtown Riverside Fashion District's Fall Show will take place on Thursday, October 6th at 6 pm in the City Hall Breezeway on Main Street. The show will feature unique fashions and accessories available from retailers in downtown Riverside and from The Pink Ribbon Place's Pink Ribbon Thrift shop. Following the show will be a candlelight vigil to honor those who have been impacted by breast cancer in our community.

The Riverside Zombie Crawl will be held on Saturday, October 15th from 2 pm to 6 pm on Main Street between University and the City Hall Breezeway. DJ Albert Figueroa will MC the event and provide suitably spooky music while attendees enjoy Zombie themed carnival games, Halloween crafts, face painting and balloon art, followed by a costume contest. 



WATER


Watering restrictions have been lifted.

For more info visit:
BlueRiverside.com



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COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Imperial Hardware Finally Takes Off:

The Imperial Hardware Project has now begun real construction, starting with demolition. The project was delayed while details of protection and shoring of the common wall between the Imperial Hardware building and the building to the north were resolved. By the time you read this the construction fencing on the Main Street Mall and along University Avenue will be in place, and actual demolition of the building will be in progress. The historic façade facing the Mall will be preserved in place and anchored to the new building.

Centerpointe:

The Centerpointe Project on the West side of Market is also

showing visible evidence of progress. The two historic houses are ready to move to the north side of First Street where they will be restored and sold for single family occupancy. Sav-a-Minit is in the process of being moved out and that site along with the vacant parcels to the south and west will be turned in to a small retail center hopefully anchored by a neighborhood grocery store. Construction of the apartments on the block between First and Second Streets will follow hopefully early next year.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Happy Autumn Days!

Eastside Fall Festival: Come one, come all to the Fall Festival! The event is free and open to the community; children of all ages are welcome. The Riverside Parks, Recreation and Community Services Department will be hosting the event on Friday, October 21st at Bobby Bonds Park from 5:00pm to 8:00pm where families can enjoy carnival game booths, arts and crafts, jumpers, musical entertainment and participate in a costume contest! For more information contact the Cesar Chavez Community Center at 951-826-5746.

Ward 2 Neighborhood Meetings: Come out and join us at various Ward 2 neighborhood meetings. Below is a list of community led meetings that provide a wonderful opportunity for residents to meet and discuss various topics of importance.

Meeting	Date	Location	Contact
Eastside Neighborhood Forum Meeting	1st Thursday of month 5:30 – 6:30 pm	Cesar Chavez Community Center, 2060 University Avenue	Miguel Lujano 951-826-5419
University Neighborhood Meeting	2nd Thursday of month 6:30 – 8:30 pm	Crest Community Church, 3431 Mt Vernon Ave,	Guramantra Kahlisa 951-784-7500
Lincoln Park Neighborhood Meeting	2nd Wednesday of month 6:30 – 7:30 pm	Lincoln Park Community Center, 2903 13th Street,	Valerie Espinoza 951-826-5355
Eastside Community Health Partnership	4th Wednesday of month on alternating months 11:30 am – 1:00 pm	Cesar Chavez Community Center, 2060 University Avenue	Gilbert Espinoza 951-685-8121
Residents of Eastside Active For Health Collaborative	3rd Wednesday of month, 10:30 am – 12:00 pm	Cesar Chavez Community Center, 2060 University	Gilbert Espinoza 951-685-8121

The Riverside Arts Academy: The Riverside Arts Academy provides instructional courses on arts, music and dance at an affordable rate for families throughout the City. The Academy currently has over 325 students enrolled for the fall semester with a number of classes being offered such as: Introduction to Ballet, Ballet I, Ballet II, Hip Hop, Teen Dance, Guitar, Drum, Keyboard, Art Building Blocks and many more! To participate or sign up please visit https://www.riversideca.gov/park_rec/. Thank you to all the community members

and partner organizations who have continued to support the Riverside Arts Academy.

UCR Home of the Highlanders: Come root for our Gold and Blue UCR athletes and enjoy our fall sports. Featured athletic events to enjoy include our Women's Cross Country, Men's Cross Country, Women's Golf, Men's Golf, Women's Soccer, Men's Soccer, Women's Volley Ball, Women's Basketball, and Men's Basketball. For a detailed list of all games and to purchase tickets visit: <http://gohighlanders.com/calendar.aspx>

UCR Events: The Department of Labor designates the month of October as National Disability Employment Awareness Month. The University of California, Riverside (UCR) Human Resources is planning three events to raise awareness about disability employment issues and to celebrate the contributions of America's workers with disabilities to staff, faculty, students and the community. Registration is required for all three events.

- **October 1, 2016, 7:00 pm:** Eric Barr presents "A Piece of My Mind". To register please go to: <https://www.eventbrite.com/e/eric-barrs-a-piece-of-my-mind-national-disability-employment-awareness-month-tickets-26760678911>
- **October 7, 2016, 11:45 am – 1:00 pm: Walk and Roll.** To register please go to: <https://www.eventbrite.com/e/walk-and-roll-national-disability-employment-awareness-month-tickets-27035888069>
- **October 18, 2016, 11:30 am – 1:00 pm: DisAbility Awareness Workshop.** To register please go to: <https://www.eventbrite.com/e/disability-awareness-workshop-national-disability-employment-awareness-month-tickets-27036343431>

For any accommodations needed, more information, or questions regarding the events, please send an email to workplacehealthwellness@ucr.edu.

Andy Melendrez



SECURITY CORNER

National Cyber Security Awareness Month – Department of Homeland Security

October is National Cyber Security Awareness Month, an annual campaign to raise awareness about cybersecurity. We live in a world that is more connected than ever before. The Internet touches almost all aspects of everyone's daily life, whether we realize it or not. National Cyber Security Awareness Month (NCSAM) is designed to engage and educate public and private sector partners through events and initiatives to raise awareness about cybersecurity, provide them with tools and resources needed to stay safe online, and increase the resiliency of the Nation in the event of a cyber incident

The campaign has weekly themes as follows:

October 3-7, 2016 – Every Day Steps Towards Online Safety with Stop.Think.Connect.™

October 10-14, 2016 – Cyber from the Break Room to the Board Room

October 17-21, 2016 – Recognizing and Combating Cybercrime

October 24-28, 2016 – Our Continuously Connected Lives: What's Your 'App'-titude?

October 31, 2016 – Building Resilience in Critical Infrastructure

For more information about the campaign, visit <https://www.dhs.gov/stopthinkconnect>

And for resources on cybersecurity, visit <https://www.dhs.gov/topic/cybersecurity> 



Business Spotlight: 9th Street Eatery

The 9th Street Eatery has been under new ownership since January of this year and now boasts newly remodeled interior, exciting new menu items, and free Wi-Fi for the


customers.

While retaining the customers' old favorites, the 9th Street Eatery now offers Chicken & Waffle, Kare Loco Moco, Korean Fusion Breakfast Burrito, and many more new and exciting items on the menu. Also, the manager Christine invites you to come and enjoy the amazingly delicious Farmer Boys coffee, ily iced coffee, and Brazilian honey mocha.

The eatery is perfect for breakfast and lunch dates, group

meetings, or getting some work done with free Wi-Fi. The eatery also does catering and hosts special dinners and weekend luncheons for groups of 20 or more. Special discounts are available for students and retired senior citizens



The 9th Street Eatery is open Monday - Friday, from 6:30 A.M. to 3 P.M. Located at 3530 9th Street, please call ahead for to-go breakfast or lunch at (951) 686-3231. 

RDP Welcomes New Businesses to Downtown

David Newman (Antiques Dealer)

Guadalupe and Jesus Hernandez Figueroa (Property Rentals)


Jp Eagles, Inc. (Food) • Law Offices of Andrea J. Garcia • Luis's Pieces (Antiques Dealer)

Paleteria & Neveria El Arco De Michoacan (Food)

Tidbits/Happchen (Apparel and Accessories)

Talk on Main Toastmasters

Toastmasters International is a world leader in communication and leadership development. The organization has over 345,000 members, and 15,900 clubs in 142 countries.

The Talk on Main Toastmasters Club was chartered on February 8, 2016. It meets every second and fourth Thursday from 11:30 am to 1 pm in the Mayor's Ceremonial Room on the 7th floor of City Hall. There is no membership restriction. For more information on the club and how to join, phone 951-505-2112 



BUSINESS BUZZ

While the Internet and social media are increasingly being used, the phone is still the primary point of contact for most businesses and their customers. The following three articles are from www.thebalance.com and focus on phone skills.

How to Answer the Phone Properly

Phone answering skills are critical for businesses. The phone is still most businesses' primary point of contact with customers. And the way you answer your company's phone will form your customer's first impression of your business. Here's how to answer the phone properly and win business:

- 1) Answer all incoming phone calls before the third ring.
- 2) When you answer the phone, be warm and enthusiastic. Your voice on the phone is sometimes the only impression of your company a caller will get.
- 3) When answering the phone, welcome callers courteously and identify yourself and your organization. Say, for instance, "Good morning. Cypress Technologies. Susan speaking. How may I help you?" No one should ever have to ask if they've reached such and such a business.
- 4) Enunciate clearly, keep your voice volume moderate, and speak slowly and clearly when answering the phone, so your caller can understand you easily.
- 5) Control your language when answering the phone. Don't use slang or buzzwords. Instead of saying, "OK", or "No problem", for instance, say "Certainly", "Very well", or "All right". If you're a person who uses fillers when you speak, such as "uh huh", "um", or phrases such as "like" or "you know", train yourself carefully not to use these when you speak on the phone.
- 6) Train your voice and vocabulary to be positive when phone answering, even on a "down" day. For example, rather than saying, "I don't know", say, "Let me find out about that for you."
- 7) Take phone messages completely and accurately. If there's something you don't understand or can't spell, such as a person's surname, ask the caller to repeat it or spell it for you. Then make sure the message gets to the intended recipient.
- 8) Answer all your calls within one business day. I can't emphasize this one enough. Remember the early bird? The early caller can get the contract, the sale, the problem solved... and reinforce the favorable impression of your business that you want to circulate.
- 9) Always ask the caller if it's all right to put her on hold when answering the phone, and don't leave people on hold. Provide callers on hold with progress reports every 30 to 45 seconds. Offer them choices if possible, such as "That line is still busy. Will you continue to hold or should I have _____ call you back?"
- 10) Don't use a speaker phone unless absolutely necessary. Speaker phones give the caller the impression that you're not fully concentrating on his call, and make him think that his call isn't private. The only time to use a speaker phone is when you need more than one person to be in on the conversation at your end.
- 11) If you use an answering machine to answer calls when you can't, make sure that you have a professional message recorded, that does the same thing as tip #3, and gives callers any other pertinent information before it records their messages. Update your answering machine message as needed. For instance, if your business is going to be closed for a holiday, update your recorded answering machine message to say so and to say when your business will reopen.
- 12) Train everyone else who answers the phone to answer the same way, including other family members if you're running a home-based business. Check on how your business's phone is being answered by calling in and seeing if the phone is being answered in a professional manner. If they don't pass the test, go over this phone answering tips list with them to make sure that everyone at your business knows how to answer the phone properly.

Professional Business Phone Etiquette

Today's sophisticated business phone systems can do more harm than good if proper business phone etiquette is not employed when using them. When using call transferring, call hold and other useful features, don't forget the human element. Simply put: Treat your callers in a way that you would want to be treated on a business telephone call.

Below are the key points to follow when conducting professional telephone interactions that will help you and your employees create a business phone culture in your company.

Transferring Calls

Transferring a telephone call is more than just knowing what buttons to push on your telephone system. The business telephone etiquette that you and your employees use directly reflects upon the image that your business

portrays. Learn the proper way to professionally transfer a call without frustrating your caller.

Placing a Caller On Hold

When a caller is placed on hold, a minute seems like forever. Proper business phone etiquette can improve the perception that the caller has of you and your company. These are the little things you can do and say to improve the experience of the caller placed on hold.

Ending a Call

There are several reasons that you may need to end a phone call. The most common is the "long-winded talker" that is consuming your time. Done correctly, you can end the phone call and not offend the caller or damage you

continued on next page

BUSINESS BUZZ

PHONE ETIQUETTE *from page 5*

or your company's reputation. Here is a guide on how to end a phone call professionally and without offending the caller.

Creating Individual Voice Mail Greetings

A voice mail greeting is a statement of who you are and what your company values. A short and abrupt voice mail greeting will send a negative message to your callers. A long and drawn-out greeting will frustrate them. A properly composed voice mail greeting can leave your customers with a positive image of your company. Here are the basics elements of a proper voicemail greeting that you can personalize to your individual needs.

Creating Department Voice Mail Greetings


Providing your callers with an alternative to waiting on hold will give you a competitive advantage. Setting up a departmental voice mail box and greeting will give you

that advantage and help you keep your callers happy.

Writing a Script for an Automated Attendant

The first thing your customers and business associates will hear when they call your company will be your telephone system automated attendant. Learn the etiquette necessary to write high-quality scripts for your automated attendant and give your callers the service they deserve.

Writing an Automated Attendant Script for After-Hours or Business Closures

If your business closes after a certain time or on the weekends, and there is nobody to answer or assist your callers, create an after-hours automated attendant greeting. Tell your callers up front that the business is closed and ask them to call back at the end. Also include your normal hours of operation. 

Eight Tips for Leaving a Professional Phone Message

Voicemail has become a standard part of every business class telephone system and knowing how to leave a professional voicemail phone message will reflect positively upon your company. Every employee that uses the phone as part of their job should know how to leave a professional phone message. Use the following tips and your company's image will be represented as professional on every voicemail message that is left by your employees.

One - Think First

Before you pick up the phone to make a call, pause for a second and summarize in your mind the purpose of the call in one or two sentences. Remember, between 50% to 67% of all calls end up going to voicemail. Now you will be prepared to leave a concise voicemail message without rambling on until the phone system cuts you off.

Two - Introduce Yourself

Begin every voicemail message by introducing yourself so the recipient knows who calling right away. This should include your full name, title, and company name.

Three - Speak Slow

Speak slowly enough so the person receiving the message can hear every word. It is very frustrating to retrieve messages only to find that the other person is speaking so quickly that you must listen more than once to understand them or to jot a short note about the call.

Four - Speak Clearly

Speak directly into the mouthpiece of your telephone in a clear and adequately modulated tone of voice. Don't hold the phone between your cheek and shoulder so that

the mouth piece is positioned by your neck.

Five - Keep It Short

You don't have to leave every detail on your voicemail message. Most business phone systems have a one to two minute time limit for messages. It is acceptable to leave a short summary of the reason for your call and end it by saying, "Please return my call and I will go over the issue with you in more detail."

Six - End It Professionally


Just like a professional business letter, end by giving your contact information. If the person is unfamiliar with you or might have trouble placing you, repeat your name and company along with the best way to reach you and your contact information. If you already have a strong working relationship, you may be able to skip repeating your name, but still be sure to give them the best number to reach you.

Seven - Dropped Call?

If you believe your voicemail message was dropped by the voicemail system before you were finished, try the call again and lead off by telling the person that you believe your previous message may have been dropped.

Example: "Hello. This is Jim Buck, I think my previous message may have been cut-off. So here it is again..."

Eight - Practice and Test Yourself

If you are not sure if you are speaking too fast or clearly enough, ask a friend or business associate to help you. Call him and leave a fabricated voicemail message on their phone. Ask them to listen to it and evaluate it based upon the tips listed above. Listen to it yourself and see if you sound professional. 

BUSINESS BUZZ

And for those who now use email more than the phone, some tips on email etiquette, also from www.thebalance.com

Effective Business Email Etiquette

Email has become so popular that, in some cases, people use it more often than the telephone. Because the written word can so easily be misunderstood, understanding proper email etiquette is essential in the business environment.

Unfortunately, many people don't understand how to use email to their advantage and the benefits it can confer to a business often are missed. The following business email etiquette rules can help your employees to compose emails that are efficient and effective.

Send Only Clear and Concise Emails

The first rule of good email etiquette is to avoid long-winded emails that contain extraneous information and irrelevant facts. Stick to the subject being communicated and use as few words as possible. If you need a decision, ask for it. If you need information, ask for it. If you want someone to take an action, ask for it. Don't make your readers wonder why you are contacting them. When you compose an email, think of it as a work of nonfiction. Do not make it a mystery.

Always Use a Meaningful Subject Line

Never leave the subject line of an email blank. A blank subject line may get your email flagged as spam and it will never reach its destination. Emails with blank subject lines also often go overlooked, particularly if the intended recipient typically receives many emails in any given day.

Always use a subject line that adequately reflects the contents of your email. This will help your recipients sort through their emails more efficiently and will encourage a quicker response to your email.

Avoid Extravagantly Formatted Emails

Send emails in professional formats. Avoid multicolored fonts and pictures for backgrounds. Those accoutrements may distract the reader or make the message difficult to read. Any background images you add may bloat the file size of your email. That may force recipients with slow connections to wait an agonizing long time for your message to download.

If your company insists that you use particular email stationary in order to project a consistent look and feel, take advantage of it. The company logo and signature line can project a professional image onto your emails.

Send Timely Replies

Don't make people wait for timely replies to their email. Respond promptly with a clear, concise message. If you need more time to research an answer or gather more information, tell your email sender when they can expect a reply.

Use Out-of-Office Reply Tools

If you are going to be away from the office and unable to read your email, use the email system's out-of-office tool to automatically respond to anyone who tries to contact you. Make sure your auto-reply lets senders know when they can expect to receive a response.

Don't Cry Wolf with High-Priority Flags

Most email systems allow you to flag an email as "High Priority" or "Rush." Do not make this your default email flag. Use it sparingly, or your recipients will ignore the priority flag. When you finally send a genuinely important email, it won't get the attention it deserves.

Consider Whether "Reply All" Is Necessary

Don't instinctively click the "Reply All" button for every email that has multiple senders or recipients. Consider the subject and decide who needs to read your reply. Continually responding to everyone unnecessarily will quickly earn you a reputation as a "business spammer," and people may begin to ignore your emails altogether.

Separate Business and Personal Email Accounts

Unless it's an emergency, never use your business email for personal correspondence. Even if you own your own business, it is a good idea to have two separate email accounts. This will allow you to prioritize your emails, and keep unrelated personal messages out of the business network.

Use Professional Email Account Names

Use your own name as part of any business email address. For example: james.bucki@aboutguide.com, or jlbucki@aboutguide.com. Avoid nicknames, handles, monikers or obscure references. For example, do not use soccer.mom@aboutguide.com or baseball.nut@aboutguide.com.

Is Email the Best for This Response?

Don't use email as your only communication tool. Not all messages are email appropriate, and there will be times when a short telephone call or a brief office visit can be a more effective way to convey a message. Meeting or talking over the phone can introduce a human element into interactions, and that can make all the difference when you're trying to explain something, or you want to persuade someone to take an action.

Be Sensitive and Accessible

Never use email to terminate a relationship or contract. In professional business correspondence, always include a signature line that provides alternative ways to contact you. For example, you might include your office, fax and mobile phone numbers, and your office mailing address.

Avoid Emailing Massive Attachments

You never know how or where your recipient will be accessing their email. Mobile devices may start downloading the file before asking the user to confirm the download. This could take a long time and consume bandwidth that the recipient must pay for. Keep the combined size of attachments under 50MB.

If you must send a large file, contact the recipients first and ask how they would like to receive the file. You also use a file transfer service to send the file.

Think before You Send That Email

Finally, take a moment and consider what you have written before you press the "send" button. Is it something that should not be sent in an email? Is it of a personal nature and not appropriate to use the company's email system? Did you write the email while angry and included passages you may well regret later? If so, press the "delete" button.



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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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Office Manager / Bookkeeper
Shirley Schmeltz

Communications and Events Liaison
Kate Stovicek

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FIFTH ANNUAL

NOV. 6TH, 2016

UPTOWN KIWANIS

Riverside's
got
TALENT™

A PORTION OF THE PROCEEDS TO BENEFIT

MAKE-A-WISH®
Orange County and
the Inland Empire

FEATURING LOCAL TALENT

Showcasing local talent ages 5 through adult - Go online to apply.
Vocalists • Musicians • Variety Acts • CASH prizes to be awarded.

LIVE AUDITIONS TO BE HELD THE WEEK OF OCT. 3, 2016

VIP RECEPTION STARTS AT 4PM • SHOW STARTS AT 6PM

Hosted by Riverside's premier restaurants, featuring an array of fine food,
wine, beer, live music and The Great Raguzi.

TICKETS - PURCHASE ONLINE AND AT THE DOOR

VIP Guest Reception & Show \$75 • General Admission \$25 • Children (12+) \$10

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