

# Bulletin

Riverside Downtown Business Improvement District



## Destination STYLE Fall Fashion Show Returns Downtown

The Fall/Winter Fashion Show will take place on Thursday, September 24th at 6 pm on Main Street between University Avenue and Mission Inn Avenue in downtown Riverside. The Fashion Show is a free family event that will showcase unique fashions and accessories available from retailers in downtown Riverside. The show is presented by the Riverside Downtown Partnership with hair and makeup provided by the Riverside City College School of Cosmetology.



Outfits in the show will range from vintage wear, contemporary looks, unique designer wear and men's formal tuxedos. The Fashion Show will also feature a 'Pink Dress' segment in recognition of October being Breast Cancer Awareness Month. Signage and a program with the line-up will be provided so that attendees can easily identify outfits and retailers. Attendees will also be invited to come back to downtown Riverside's Fashion District on Saturday, September 26th and take advantage of styling demos and specials.

Fashionistas can also take advantage of the red carpet photo opportunity at Mezcal Cantina Y Cocina, located next to the outdoor runway. Afterwards, attendees can visit downtown hospitality establishments for food and libations.

With a core of unique fashion retailers,

stores that sell fashion accessories, and specialty salons and spas, downtown Riverside is becoming Destination STYLE, the fashion district of the Inland Empire. The Fashion Shows provide an opportunity to showcase outfits, accessories and more to residents and visitors from within and outside the Inland Empire. RDP will have a staffed information table for retailer and other business information.

For updates on Fashion District Downtown Riverside, visit [www.Facebook.com/FashionDistrictDowntownRiverside](http://www.Facebook.com/FashionDistrictDowntownRiverside) and Twitter/Instagram @RiversideFashion. Tag us on social media at #RiversideFashion.

Model and press inquiries should be directed to Whitney Waters, Fashion Show Coordinator, at [rdpwhitney@sbcglobal.net](mailto:rdpwhitney@sbcglobal.net) or 951-341-6550. 

## RDP Welcomes New Businesses to Downtown

Faux Show (Antiques) • Law Offices of Joshua M. Baskin (Legal Services)  
 Law Offices of Matthew J. Singer (Legal Services)  
 Richard L Barrett (Legal Services) • Biopreppros (Apparel & Accessories)  
 UCR Health Neurosciences (Medical Practitioner)  
 Brockton Armory-Firearms Dealer • Silvia Silva (Antiques)



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Business Buzz – Riverside Metro Area Ranks 5th in Nation for Women Owned Businesses

Business Spotlight – The Hideaway Café

The next monthly luncheon will be Tuesday, September 22, 2015 at noon

Loft.84 Wedding and Event Venue  
 Featured Speaker is  
 City Manager John Russo

The September luncheon is sponsored by Security Bank of California



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 before the prior Friday will be charged.*



# National Association for Civilian Oversight of Law Enforcement (NACOLE)

The City of Riverside and its Community Police Review Commission (CPRC) are proud to be hosting NACOLE'S 21st Annual Conference, Many Roads to Reform, at the Riverside Convention Center and other key locations in Downtown Riverside on October 4 – 8, 2015. Approximately 400 guests from all over the United States and several countries will be staying at the Mission Inn Hotel and Spa, the Marriott and the Hyatt Regency Place. Conference attendees include oversight specialists, law enforcement professionals and involved community members.

The National Association for Civilian Oversight of Law Enforcement is a non-profit organization that brings together individuals and agencies working to establish or improve oversight of police officers in the United States. Their mission is to enhance fair and professional law enforcement that is responsive to community needs. This year's conference will feature a multitude of educational sessions led by some of our country's most renowned oversight practitioners and law enforcement professionals. Sessions will be held at the beautifully renovated Riverside Convention Center.

Highlights this year include the Opening Reception, which will kick off on Sunday, October 4, 2015, at the Historical Courthouse in Riverside. Best, Best and Krieger, a well-known area law firm, and the Riverside Police Department will serve as sponsors. A fundraiser dinner Monday night is set for Downtown Heroes Restaurant and Brewery. The keynote speaker at Tuesday's luncheon is Vanita Gupta, the

Principal Deputy Assistant Attorney General and head of Civil Rights at the U.S Department of Justice.

Starting Sunday, a number of events will take place at the Mission Inn, culminating in NACOLE'S annual Sankofa Reception held there on Wednesday night. And what better way to experience the Downtown than to join knowledgeable CPRC members on early morning pre-conference walks? The CPRC has designed a different walking route for each day, Monday through Wednesday, and will guide NACOLE participants through the Downtown, pointing out our local businesses and historical points of interest.

This year's attendance levels have broken all records at NACOLE. Although there are many organized sessions and activities throughout the week, it is often the networking that occurs between sessions and after hours that proves invaluable. It can empower these individuals with the knowledge they need to return home better prepared to assist with matters of law enforcement oversight.

Networking will occur in many of the Downtown Riverside restaurants, bars and shopping areas. Downtown businesses are encouraged to participate by offering specials or discounts. Printed material about your establishment or discount coupons and flyers may be forwarded to the CPRC for inclusion in guest registration bags by contacting 951-826-5509. To citizens of Riverside and those abroad, come learn how you can make a difference with law enforcement transparency and accountability. For registration and further information, visit NACOLE'S website at [www.nacole.org](http://www.nacole.org). 



Laura Parker  
Preschool Director  
Lic# 330907502

## Children's Discovery Center

Phone: 951-781-3621  
Fax: 951-781-3677

4850 Jurupa Ave.  
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[www.childrensdiscoverycenterchristianpreschool.com](http://www.childrensdiscoverycenterchristianpreschool.com)

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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Main Library Refurbishment vs. Relocation

Riverside's Main Library located at the corner of Mission Inn and Orange Streets has needed to be refurbished and brought up to date for many years. Different ideas have been brought forward by several groups and individuals. When the Riverside Renaissance was first proposed it included a \$25 Million project to build a joint library/museum building on the plaza in front of the current library. Funding was to come from either redevelopment bonds or Certificates of Participation which are similar to bonds.

As the Renaissance progressed the Council took the hard dollars allocated to the library/museum project and used them to fund refurbishment of the Fox Theater. Funding for the library/museum project was to come from sale of excess city property. When the recession hit property values went down. The city also realized that the primary piece of property it intended to sell, Pellisier Ranch, belonged to the utility department and any funds derived from sale of the property would belong to the utility, not the general fund, so they could not be used for the library/museum project.

As the recession ended and the economy began to improve efforts to fund refurbishment of the main library were reinstated. The Council approved conceptual plans that preserved the look of the existing library and completely renovated the interior. It allocated \$100,000 for preparation of drawings and plans for redesign of the plaza in front of the library. The cost of the renovation was estimated at about \$23 Million.

Library staff and the new City Manager believed the renovation would provide a nice building, but not a state of the

art library and suggested the possibility of relocating the main library to another downtown location be considered. It is thought that a new state of the art library might be built for about \$15 Million if there is no land acquisition cost. The Council approved this study.

The Library Board of Trustees had a presentation by the Library staff analyzing several possible sites and recommending one. Sites examined include the parking lot on Ninth Street next to the Culver Center, the parking lot of the Convention Center at Third and Market, The RTA Bus Terminal which will be vacated in about a year, and a former Redevelopment Agency property at Chestnut and Mission Inn. Staff's recommendation is to pursue the Chestnut and Mission site.

This begins an important public discussion of the future of our main library. There will be several public meetings where people are encouraged to weigh in with their ideas and comments. There are arguments for keeping the library where it is now, including the fact it is the location of our original Carnegie Library. There are arguments for moving to another downtown location including a significant cost savings which might fund a real branch library on the East Side where we currently rent a small space to serve as a branch library.

If this is a topic that interests you please watch for the upcoming meetings where options will be explored and share your views.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### **Welcome Back to School!**

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

**HEAL (Healthy Eating Active Living) Zone Mural:** The Eastside HEAL Zone is proud to share and announce the unveiling of a recently completed community mural project. The mural was crafted by our HEAL Zone Youth Council who collectively hand drew images of what they envisioned to represent health and community in their neighborhood. The Youth Council is made up of 12 members ranging from

ages 14-18 that meet regularly with George Alcala and Socorro Huerta from the City's Parks and Recreation Community Services Department, who help oversee and implement the HEAL Zone Community Action Plan (CAP) through the City's Parks and Rec programs and activities.

The mural portraying health and



*continued on page 4*

BID Bulletin Page 3

# Multicultural Family Village Festival Returns to Riverside

After a hiatus of four years, the popular multicultural Family Village Festival returns to downtown Riverside on the Mall on Saturday, September 26, 2015 from 10 am until 5 pm. The Village will be set up on the Mall between University Avenue and 9th Street. Parking is free on each Saturday downtown, and the event is free to everyone.

The Festival will consist of a dozen or more “villages” representing various countries around the world that have residents in the Riverside community, and anchored by a dance and music presentation area next to City Hall where various dance groups from Puerto Rico, Samoa, Hawaii, Japan, Mexico and many other countries will perform for the public.

Each village will feature arts and crafts to help visitors become more familiar with the games, designs, colors and traditions of that particular culture. Children are invited to take part in the craft activities that are offered. All craft activities are conducted with eco-friendly materials.

Children will also be encouraged to take part in the Passport to Culture feature where a “passport” is carried to each village and stamped if the child can answer the special question offered. In the past this was a successful means for encouraging the children’s participation while they learned some new facts about each group. They are treated with a

prize at the end of the process along with their own well-used passport souvenir.

The Family Village Festival is organized by a group of volunteers from the Multicultural Council of the Riverside Museum Associates (RMA). The RMA is the volunteer group for the City’s Riverside Metropolitan Museum. The Festival volunteers have been organized since 1997 and have offered various multicultural programs to the public over the years such as the Festival, along with the Mayor’s Multicultural Forum, the Day of Inclusion; Cultural Dialogues; Multicultural Film Club and others.

Festival chairperson this year is Carole Zuloaga and Multicultural Chairperson is Luz Negron. Peggy Barnhart is the President of the Riverside Museum Associates. All are residents of Riverside. The RMA is a 503(c) entity.

Downtown businesses are encouraged to offer family friendly meals for the event. If you plan to do so, please advise RDP so we can pass that information on to the festival organizers.

Media note: This is a great photo opportunity for family fun in the IE. Photographs are available on request from past Festivals. Contact Katherine Wilson at [doplerkat@yahoo.com](mailto:doplerkat@yahoo.com) 

## WARD TWO from page 3

wellness is the first of its kind to be completed in the neighborhood at La Tapatia Market located at 2009 University Ave, Riverside, CA 92507. The market was selected based on the number of residents who frequent the store for groceries and is one of the two markets selected for the corner store conversion. With support from the store owner, volunteers, HEAL Zone partners, and community; the youth were able to bring to life an area that lacked art and interaction. We are excited to see this project come to life and are proud of the youth who creatively conspired to create a piece that represents healthy eating and active living in their community.

**Latino Health Awareness Month:** Join us on Saturday, September 12th from 10am to 1pm at the Cesar Chavez Community Center located at 2060 University Ave for a day filled with exciting free workshops on how to build a healthy plate, how to read food labels and a segment where you can “Ask the Professionals” about all your health and fitness questions. We will also have Dr. Keyla Monterrey speaking on current Latino Health Trends and a designated section for children 5 and up. The event is FREE and open to the community thanks to Champions for Change, the Riverside County Department of Public Health, the Eastside HEAL Zone and the City’s Parks and Recreation Community Services Department. To register please contact, Agueda Padilla at (951)-826-2390 or [apadilla@riversideca.gov](mailto:apadilla@riversideca.gov)

## RIVERSIDE GREEK FESTIVAL:

The 3rd Annual Riverside GREEK FEST hosted by St. Andrew Orthodox Christian Church will be taking place October 2nd, 3rd and 4th located at 4700 Canyon Crest Drive, Riverside 92507. Join us in October as we bring a taste of Greece to the City of Riverside and celebrate the very

best of authentic Greek cuisine, culture and history! Taste the authentic Mediterranean gyros, souvlakia and delicious pastries. Experience and learn at the Art & Culture Exhibit. Enjoy live musical performances and traditional award-winning folk dance groups. Be immersed in a unique cultural experience for the entire family, and you will most definitely be saying, “OPA!” For more information on admission prices please visit the website at, <http://riversidegreekfest.com/>

## Perris Valley Line Progress:

Construction of the Perris Valley Line (PVL), which will extend Metrolink commuter rail service on the 91 Line, began in October 2013. Led by the Riverside County Transportation Commission (RCTC), the PVL will continue rail service 24 miles from the downtown Riverside station to south Perris, with four new stations being constructed at Riverside Hunter Park, Moreno Valley/March Field, Downtown Perris and South Perris. The project also includes construction and rehabilitation of railroad tracks, upgrade at-grade crossings and improvement of existing tracks. The PVL will provide greater access to Southern California’s commuter rail network for residents in Menifee, Murrieta, Temecula, San Jacinto, Hemet, Lake Elsinore and Wildomar. The PVL is expected to open to riders by late 2015 with Metrolink service beginning soon afterward. RCTC issues periodic Construction Alerts to advise residents, businesses, motorists and other stakeholders of planned construction activity for the PVL. To register to receive Construction Alerts or for more information please visit, <http://www.perrisvalleyline.info/construction-alerts>.

Andy Melendrez 

# SECURITY CORNER

## Ten Ways to Avoid Identity Theft

The average identity theft victim spends 600 hours clearing their identity. This means getting reports and affidavits proving the theft, figuring out what's been compromised, and working to get their identity back. That's a lot of time to spend recovering from a crime of which you were a victim.

The bad news is that you cannot protect yourself 100% from identity theft. The good news is you can greatly reduce your risk by acting quickly when your personal information has been compromised.

### 1. Place a Fraud Alert

You can place fraud alert on your credit report by contacting one of the three credit bureaus. A fraud alert lasts from 90 days to 7 years and notifies businesses to take extra steps to confirm your identity when actions are taken on your credit.

### 2. Place a Credit Report Security Freeze

A security freeze goes a step beyond a fraud alert by requiring a PIN or password before a business can check your credit report. Unlike a fraud alert, there's a fee to put a security freeze on your credit report (unless you're already a victim of identity theft).

### 3. Order Your Free Credit Reports

Each year, you're entitled to one free credit report from each of the three credit bureaus. By ordering one of these reports every four months, you can keep an eye on your credit all year long. The only drawback is that you can only get one bureau's report at a time. So if the identity theft doesn't show up on all three of your reports, you could miss it for a year.

### 4. Buy Your Credit Reports

If you've used up your annual credit reports, you can always purchase one for as low as \$11 (Equifax) or all three for as low as \$15 (from TrueCredit.com). You may be able to get a free credit report if you subscribe to a credit monitoring service. Make sure you cancel the credit monitoring service before the trial runs out to avoid getting charged.

### 5. Monitor Your Accounts Online

If your bank allows you to view your accounts online, sign up. Log in to check your account periodically to make sure no unauthorized charges have been made on your account.

Keep your login information safe by not writing it down and not telling it to anyone.

### 6. Enroll in Credit Monitoring

Even though I don't recommend it because of the high cost versus alternatives, credit monitoring is one way of detecting identity theft. Compare the cost of some credit monitoring services to the cost of ordering your credit report, and you'll find that buying a few credit reports a year can be cheaper. If you decide to sign up for credit monitoring, make sure you shop around.

### 7. Keep Your Social Security Number Safe

In the wrong hands, your social security number can be lethal to your credit. Avoid carrying your social security card in your wallet. Don't write your number down. Even pay attention to who's around when you give your number to customer service representatives.

### 8. Pick Up Your Check Order

Stolen checks are another way thieves take your identity. With your routing and checking account number, a thief can create new checks and use them to make purchases. When you order new checks, pick them up from the bank rather than having them mailed to your home.

### 9. Stop Pre-Approved Credit Card Offers

Those pre-approved credit card offers have your personal information on them. Thieves have been known to use these offers to get credit cards in the victim's name. Shred credit card offers before throwing them away. Or stop them altogether by opting-out.

### 10. Pay Your Bills Online

In #8, you learned that identity thieves use checks to steal your identity. Well, they can also steal checks out of your mailbox when you mail bills. Many banks now offer online bill pay. If you can't send your bills from a secure post office box, pay them online.

For more ways to avoid identity theft please visit: <http://credit.about.com/od/privacyconcerns/tp/prevent-fight-identity-theft.htm> 

## Reminder to Businesses that the Long Night of Arts and Innovation Returns this Year

By popular demand, the Long Night of Arts & Innovation will return on October 8th. The event will showcase the best that Riverside offers in the arts and sciences. During the 2012 and 2013 events, thousands of people visited downtown Riverside to view the engaging exhibits, presentations, demonstrations, and artistic performances. This has become a signature event that delivers an informative, inspiring, and fun evening for a wide range of attendees.

Attendees will experience:

- Arts and Science Presentations,
- Cooking demonstrations and food tastings,

- Math, Coloring and Engineering Competitions,
- Performances by Choirs and Dance Troupes,
- And much, much more.

Many of those attending will be families with young children. RDP encourages businesses on Main between 10th and 5th Streets and on adjacent streets to stay open that evening. We also encourage restaurants in the downtown core to offer family friendly meals and pricing to encourage families to come early and eat downtown. If you plan on offering specials for attendees, please let us know so we can promote them in advance. 

# BUSINESS BUZZ

## Riverside Metro Area Ranks 5th in Nation for Women Owned Businesses

The Riverside Metropolitan Area continues to gain momentum as a great place for women-owned businesses, jumping up from 10th to 5th position in the 2015 State of Women Business Owners Report. Commissioned by American Express, this national report ranks regions throughout the country based on growth in economic strength and clout. The Riverside Metro Area shares the top of the list with cities such as San Antonio TX, Portland OR, Houston TX, and Atlanta GA.

As of 2015, it is estimated that there are just over 9.4 million women-owned businesses in the United States, generating nearly \$1.5 trillion in revenues and employing over 7.9 million people. Between 1997 and 2015, the number of women-owned firms increased by 74%; a rate 1-1/2 times the national average. Indeed, the growth in the number of women-owned firms over the past 18 years exceeds the growth rates of all but the largest, publicly-traded firms - topping growth rates among all other privately-held businesses over this period. Women-owned firms now account for 30% of all enterprises, and are growing faster in number and employment than most other firms. Furthermore, over the past eight years, 38% of net new firms in the U.S. economy have been women-owned firms.

As women-owned businesses continue to grow in economic clout, Riverside is committed to harnessing this momentum and creating an environment that acts as a catalyst for success. With resources like the National Association of Women Business Owners (NAWBO) and the Inland Empire Women's Business Development Center (IEWBC), women-business owners and aspiring entrepreneurs can build a strong network in the local business community.

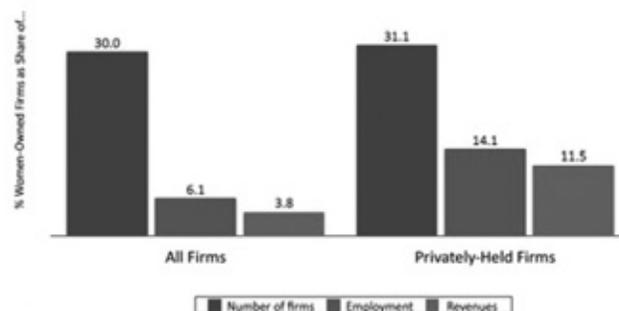
The Inland Empire Women's Business Center (IEWBC)

is designed to meet the unique needs of women business owners in the Inland Empire region by offering valuable resources, workshops, training sessions and counseling. The IEWBC's goal is to benefit the local economy by assisting existing and aspiring women business owners to start and grow successful businesses.

Our local chapter of The National Association of Women Business Owners, (NAMBO-IE), is a powerful voice for women business owners in the Inland Empire. NAWBO IE chapter prides itself on drawing state and even national attention to issues affecting women-owned businesses. To support women-owned entrepreneurs, NAWBO-IE's goal is to promote and enhance the growth and profitability of its members' businesses.

*Story from Riversideoed.com*

**Women are Majority Owners of Nearly 1 in 3 U.S. Firms**  
Provide 1 in 7 Jobs in Privately-Held Firms, 1 in 16 Overall



American Express OPEN/Womenable estimates as of 2015, based on 1997-2007 data from US Census Bureau.



## Business Spotlight: The Hideaway Café

Café by day and club by night, The Hideaway Café is a place to have a great time in downtown Riverside. The Hideaway Café is owned by Craig and Debbie

Johnston and located in the basement of the Mission Galleria building, a four story building located at Main and Mission Inn Avenue. The Johnstons have owned the Mission Galleria, an antique mall located in the building for over 20 years. The café and bar were added five years ago.

The café is located in the basement and has a whimsical

décor. It is a great place for families to dine and find entertainment. There are four large projection and four flat screens to accommodate the sports fans. The game room has pool tables, cosmic beer pong and a shuffle board table. Hideaway Café is open and ready to serve people 7 days a week from 11am to 2 am, and most holidays.

In addition to the wonderful entertainment and environment, all of Hideaway's sandwiches and soups are made from fresh ingredients. The leading and most talked about sandwich is their roast turkey served on fresh squaw bread and a bed of dried cranberries.

Hideaway Café, 3700 Main Street – Lower Level, 951-686-0950







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