

February 2018

# RDP Bulletin

Riverside Downtown Business Improvement District



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**There is no monthly luncheon in February.**

The next monthly luncheon will be held on Tuesday, March 27, 2018 and feature a presentation on downtown developments.

Please call the RDP Office at (951) 781-7335 for reservations.

Reservations not cancelled by the prior Friday will be charged.



## Volunteer of the Year Award to be Presented at RDP Annual Meeting

RDP is pleased to announce on behalf of the Hord Family that Dr. Charles (Chuck) Beaty has been selected as the recipient of the Roy Hord 'Volunteer of the Year' Award. This award is presented annually to an individual who exemplifies the spirit of volunteerism in the Riverside Community. Dr. Beaty is being recognized for his years of volunteer service with numerous organizations.

Dr. Beaty joins past winners of the Roy Hord 'Volunteer of the Year' Award including the Hord family, Bill Gardner, Doug Shackelton, Barbara Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbi Guthrie, Henry W. Coil, Jr., Suzanne Ashley, Kathy Wright, Margot Chabot, the late Ardie Bailor, Doris Morton and Michael Mihelich. The Roy Hord 'Volunteer of the Year' Award will be presented to Dr. Beaty at the RDP 31st Annual Meeting and Awards Ceremony on Wednesday, February 21st at the Mission Inn Hotel and Spa. The award is co-sponsored by Best Best & Krieger.

RDP will also be presenting the following Downtown Achievement Awards:

**Arts and Culture** – Encore High School for the Arts - Riverside for helping young people find their passion in art and then actively explore the opportunities within that passion to make sure art and music continue for generations to come, and the school's contribution to the vitality of downtown Riverside.

**Business Activity** – Ratkovich Properties for its investment in downtown Riverside with two mixed use projects that bring new residential and retail opportunities. These projects include the adaptive reuse of a historic façade and infill of a former parking lot.


**Downtown Event** – Miracle on Main

Street as an annual Christmas event and health fair benefitting Riverside's Youth and involving downtown businesses and organizations. The holiday event for families in need has grown to include over 25 businesses and organizations providing items and services to benefit over 1,000 children and parents.

**Downtown Improvement** – Ruhna Clarke Architects for the distinctive renovation of its office on Market at Tenth. The renovation incorporated the original brick walls with a modern design for the interior and exterior.

**Downtown Safety and Security** – City of Riverside for its 311 App that allows residents to submit service requests for code violation, removal of graffiti, maintenance issues, and other items affecting safety and quality of life.


The RDP Annual Meeting and Awards Ceremony will begin with a no-host reception at 5:30 pm, followed by dinner, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. Tickets are \$75 per person or \$700 for a table of ten. To purchase tickets or a table, call the RDP office at 951-781-7335.

Sponsorship opportunities are available, ranging from Award Sponsor at \$1,000 to Friend of RDP Sponsor at \$250. All sponsors receive a number of complimentary tickets and recognition in print material and social media depending on the level of sponsorship. RDP is also looking for donated items such as tickets, gift certificates, and gift baskets for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards Ceremony. To sponsor or donate, contact the RDP Office at 951-781-7335. 

# Riverside 39th Annual Black History Parade and Expo

The 39th Annual Riverside Black History Parade and Expo takes place on Saturday, February 10th from 10 am to 4 pm. This year's theme, "Celebrating Community Leadership", honors those at the forefront of making a difference in Riverside and surrounding areas. The event brings inclusiveness within the community by celebrating Black History and attracting thousands of attendees annually. The Parade route starts at Riverside City College at the corner of Terracina and Magnolia Avenue and ends at the Historic County Court House located on Main Street between 10th and 11th Streets. The Expo and Car Show includes cultural

food, music and fun-filled family activities.

The Adrian Dell and Carmen Roberts Foundation (Black History Month Committee of Riverside) is a 501(c) 3 not-for-profit organization, consisting of dedicated volunteers focused on the development of events and activities that promote positive family and cultural interaction in a cross section of communities. 2017 will mark the 38th anniversary of dedicated service to our community. For more information visit [www.adcrfoundation.org](http://www.adcrfoundation.org) or [www.blackhistorycommittee.org](http://www.blackhistorycommittee.org). 

## The Riverside Dickens Festival Silver Jubilee - 25 Years of Wit & Wisdom



This year's festival, held February 24th and 25th, marks 25 years of bringing this wonderful event to Historic Downtown Riverside. With that said, we hope to make it our best ever! We invite you to visit our website at [www.dickensfest.com](http://www.dickensfest.com) to see all of the events and activities that we have planned and to purchase tickets for those events that require them. Here are some of the highlights of the Riverside Dickens Festival:

We will kick off the festival with Pickwick's Pub Night Fundraiser - New in 2018 - "Mr. Pickwick's Predicament" - An interactive Murder Mystery.

Mr. Pickwick invites you to join him for an exciting evening featuring the world premiere of "Mr. Pickwick's Predicament," an interactive murder mystery. Strange happenings are afoot in the famous one-night only Pickwick's Pub. You don't want to miss this exciting evening! You must be 21 and over to attend. The event takes place on Friday, February 23rd at 6 pm at the First Christian Church at 4055 Jurupa Avenue. Tickets are \$55 and on sale through February 20th or until sold out.

Other Favorite Activities at the Festival include:

- Mr. Fezziwig's Ball, held Saturday evening at the Municipal Auditorium
- Grand Dickens Parade both Saturday and Sunday
- Trial of Jack the Ripper
- Fashion Shows
- Victorian Fashion Show on Saturday
- Steampunk Travelers' Checks on Sunday
- Authors' Salon
- Meet Mr. Dickens
- Lectures
- Oliver's Alley
- The Tavern
- Rousing Performers
- London Marketplace
- Victorian Tea Room
- Evensong, held Sunday evening at the close of the

festival

New Events at the Festival this year include:

- Miss Havisham's Escape Room
- Séance: Dialogue with The Dead, featuring magical illusions and comedic performances.
- Soirees Mystique: A Delightfully Diabolical Deception!
- BrassWorks

We add something new each year so even if you have attended the festival in the past, we encourage you to join us this year for The Riverside Dickens Festival Silver Jubilee celebrating 25 Years of Wit & Wisdom!

*Submitted by Riverside Dickens Festival*



With "Great Expectations" we celebrate our

**Silver Jubilee**  
Years of Wit & Wisdom  
1993 - 2018  
Feb. 24 & 25  
10am to 5pm

Our theme book for 2018 is... 

  
Charles Dickens  
portrayed by Paul Jacques

**RIVERSIDE DICKENS FESTIVAL**


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

Visit our website @ [www.dickensfest.com](http://www.dickensfest.com) for more information

A non-profit, 501(c)(3) educational organization  
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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Goings On

**The Stalder Project** has begun construction. The construction fencing is in place and the alley has now been closed. This results in the loss of a lot of key parking in the heart of downtown and is having an impact on local businesses and vehicle traffic. That is an unfortunate side effect of construction projects in urban settings.

In an effort to compensate for the lost parking, the undeveloped lot on the Northeast corner of First and Market adjacent to the Raincross Promenade project will be graded, paved and striped for parking. This is an interim use during construction and the location will not remain a surface parking lot for a protracted period. The site is currently entitled as a mirror image of the Raincross Promenade project with another 141 apartment or condominium units and onsite parking. There is interest in entitling it for a different use, possibly a grocery store, but no application has been filed.

The Stalder Project itself will be about an 18 month construction schedule. It will be inconvenient during construction, but a project we can all be proud of when it is completed. The project will replace lost surface parking with new underground parking as part of the development.

**The Centerpointe Project** is nearing completion of the commercial phase of the project and leasing of the units has begun. The space on the hard corner of Second and Market

looks like it will be a Seven-Eleven store. This is not what had been hoped for but it is promised to be a new style modern store with more groceries and no liquor. The market portion is permitted as a matter of right in the zoning code so the city cannot prevent the use. Sale of liquor would require a Conditional Use Permit which is discretionary. Both the developer and Seven-Eleven understand that City Staff and I oppose offsale liquor at this location.

The parking requirements for a market are less than for a restaurant so bringing in the market solves the parking the project faced when it was looking at two restaurants. The other tenants of the space have not been announced.

**The Culver Lofts Project** on the surface parking lot at Ninth and Main Street has completed permitting and will break ground shortly. This will be a smaller version of the Imperial Lofts project with ground floor retail and residential units above. Construction fencing will likely be in place by the time you read this. Additional public parking has been secured in Garage 6 at Orange and Ninth to replace the surface parking that will be lost at construction location. Entry to Garage 6 is from Ninth Street between Orange and the Main Street Mall.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### Greetings from Ward 2!

#### **Uncovering Ancient Mexico: The Mystery of Tlatilco:**

A new Riverside Metropolitan Museum exhibit showcasing ancient Meso-American artifacts is opening February 3rd and will close on December 30, 2018 at the Riverside Art Museum. The new exhibition, Uncovering Ancient Mexico: The Mystery of Tlatilco, includes 34 objects that are 3,000 years old and reflect the culture of an early Mexican people who lived in the Valley of Mexico near what is present-day Mexico City. The exhibition provides insight into the lives of some of the ancestors of Mexican-Americans today. In advance of the exhibition's opening, an artistic ambassador will travel around Riverside. "Pretty Lady" is a nine-foot sculpture made by Riverside artist Martin Sanchez and inspired by a five-inch figurine in the museum's Tlatilco collection. The "Pretty Lady" was made from 1,100 crushed tomato paste cans. If you would like to know where she will be next then register for the Council Members newsletter at: [https://service.govdelivery.com/accounts/CARIVERSIDE/subscriber/new?topic\\_id=CARIVERSIDE\\_165](https://service.govdelivery.com/accounts/CARIVERSIDE/subscriber/new?topic_id=CARIVERSIDE_165). For hours, visit the Riverside Art Museum's website at [www.riversideartmuseum.org](http://www.riversideartmuseum.org).

**Riverside Two-Year Budget:** The City of Riverside creates a two year budget within the context of a five-year spending plan. You are invited to participate in the development of the next two year budget for the fiscal years commencing on July 1, 2018 and ending on June 30, 2020. The Ward 2 Community Budget Workshop will be held on February 12th at 6:00 PM at the Cesar Chavez Community Center, 2060 University Avenue, Riverside, CA 92507. For more information on the

Budget Engagement Commission and other meetings visit: <https://riversideca.gov/finance/budget.asp>.

**Riverside Coras:** Our Riverside Semi-Pro Soccer team tied for 2nd place in last year's National Premier Soccer League, 4th division of the U.S. Soccer Federation. After a 16 game battle from April through June our Riverside Coras team tied for 2nd place in its division. This year we hope to be in 1st place.

Be sure to come out and support our team in what will be a promising and exciting lineup of games this 2018. For more information on ticket sales and game schedules visit [www.deportivocorasusa.com](http://www.deportivocorasusa.com) or call 951-500-5729.

**Highlander Athletics:** UCR Men's and Women's Basketball, Men's Baseball, Softball, Women's and Men's Golf, and Men's and Women's Tennis all have several exciting games coming up this month! Be sure to come out and join us to support them! Visit [www.gohighlanders.com](http://www.gohighlanders.com) for a full list of games and ticket prices.

Don't forget to take a look at the season tickets where you can save money and attend more games. If you would like to become a member of the Riverside Athletics Association and support our students please contact 951-827-6823 or email [athleticsassociation@ucr.edu](mailto:athleticsassociation@ucr.edu).

**GO HIGHLANDERS!!!**

Andy Melendrez





## Business Spotlight: Paleteria Y Neveria El Arco De Michoacán

We are excited to announce the opening of our business. It has taken a lot of hard work to make it happen and we are very happy to be part of

buy two scoops of ice cream and get a single cone for one dollar!

3950 University Ave., Riverside, CA 92501, 951-394-8233.



downtown Riverside.

Come to Paleteria Y Neveria El Arco De Michoacán to enjoy the authentic flavor of traditional Mexican ice cream; we have over 30 flavors of ice cream including your favorite classics and exotic fruits flavors. We have a great selection of cream based and water based popsicles which are made from 100% fresh and natural fruit of the highest quality. We also provide sugar free options. There is something for everyone with tostilocos, fresh fruit, bionicos, elotes, tortas, aguas frescas and much more.

With ten years of experience we are able to provide our customers the absolute best customer service. Come visit us,



## RDP Welcomes Hacienda Equity Corp. to Downtown

### BUSINESS BUZZ

## City of Riverside Encourages Businesses to Get Current on Business Tax Compliance, Waives Penalties and Interest for Six Months

Businesses that operate within the City of Riverside that have not paid the required business tax can get caught up without paying penalties or interest through an amnesty program that continues through June 30.

The Business Tax Amnesty Program is designed to help businesses that have fallen behind in their payments, or may not have realized they needed a business license, to comply without worrying about the additional cost of penalties and/or interest payments.

The program is part of an overall Business Tax Action Plan approved by the City Council last year that seeks to inform all businesses of registration and tax requirements to operate in the City. Revenue from the business license tax goes into the City's General Fund, which pays for City services benefiting both residents and businesses.

The City of Riverside also has made it much easier for businesses to comply with the requirement by offering online tools to apply for a business license, renew a business license or close an existing account. Those services and more information about how business taxes work can be accessed at <https://riversideca.gov/businessstax> or by calling (951) 826-5465.

The amnesty period started January 1, 2018 and continues through June 30, 2018. The program seeks to educate all businesses, including home-based businesses or businesses located in another city but operating in Riverside, that a business license is required.

*Excerpt from City of Riverside Press Release dated January 8, 2018*



## How to Do Instagram Ads

Social media has taken the world by storm, changing the way we communicate with friends and family, get our news, pursue our interests.

The world of business and online marketing, in particular, has been absolutely transformed by online social networks and services like Facebook, Twitter, LinkedIn, and Instagram.

Instagram especially is ideal for the visually oriented consumers—who have short attention spans—who are surfing online these days.

It's also an app for mobile devices—in fact, that's the main way users access it.

With more people going online mainly with their Android

*by Brian Edmondson*

or iPhone (or tablet) these days, you have to be reaching them with your marketing messages on mobile. Instagram is a great way to do that.

And because it is a low cost and easy advertising solution, it's the perfect way to for startup online businesses and individual Internet entrepreneurs to:

- Generate leads and build your email list
- Drive traffic to your website, ecommerce store, or listing in the app store
- Promote products and services
- Build your brand
- Spread the message about your company "virally."

Instagram can be a very effective marketing channel that you should look into closely to see if it fits with your niche, your industry, and your current marketing practices.

If you learn how to do Instagram ads it could become a vital part of your strategy, fitting in nicely with email marketing, social media marketing on other networks, and other marketing methods you use.

Are your prospects and customers on Instagram? If they are and you're not... that's a problem because this platform offers a way to engage deeply with your market, have a conversation, and build relationships that lead to profits for you.

Businesses that are already advertising on social media should do well on Instagram.

Of course, at the end of the day, you won't know for sure until you try. So before you dismiss Instagram out of hand, why not try a test? As you'll see in a moment, it's easy—and cost effective—to give “Insta” a try.

## **What Is Instagram?**

If you haven't used it before, Instagram is a way to share photos and videos.

Like with Facebook, many people use it as a creative outlet and a way to share beautiful images with friends and family, along with brief snippets of text. You can even use hashtags!

But this functionality also makes it the ideal way to engage with audiences of like-minded people and build your company's visibility.

Celebrities use it, music artists, Fortune 500 companies, and major brands too. But also regular people and small businesses are flocking to the social network. Some people have even become celebrities, albeit minor ones, with Instagram.

Instagram used to be an independent company. After it's meteoric rise, it caught the eye of social media giant Facebook, which acquired it in 2012 for \$1 billion.

Today Instagram has 800 million users worldwide. Its close relationship with Facebook makes it even more powerful as you can closely coordinate campaigns on both platforms.

If you're already marketing with Facebook, adding Instagram will be that much easier because they are very similar systems for setting up ads and managing campaigns.

## **Getting Started With Instagram Ads**

Creating Instagram ads is an intuitive and easy process. Let's cover the nuts and bolts. If you've created Facebook ads in the past, you're way ahead of the curve—the process is basically the same. If not, follow along.

### **1. Create Instagram Account(s)**

First, you must have a Facebook Page for your business to run ads on Instagram. In fact, you could use this page as the “voice” for your ads.

But it's better to create an Instagram account (don't worry, it's free) so that you can more effectively and easily communicate with your followers. Remember it's that “conversation” with your target market that will make your ROI from Instagram that much higher.

Once you have your Instagram account be sure to link it to your Facebook page.

### **2. Explore, Learn, and Scope Out the Competition**

Once you have your account, explore the platform a bit to familiarize yourself with the landscape. See what companies

in your niche are posting and what type of ads they're putting up.

Click on the ads of competitors and links in their free posts so you can see what happens. Where do the ads take you... what is their marketing funnel like?

You can get some great tips for your Instagram campaigns by finding out what your competitors, who are more experienced in how to do Instagram ads, are doing.

With your Instagram account you should also start following organizations, individuals, or companies in your niche. Get engaged and start commenting. Get your name out there.

### **3. Copy Is King**

Once you're more familiar with the platform, you're almost ready to create your first ads. But first you want to make sure you have the right messaging.

There's a saying from the old direct mail days: Copy Is King! Basically, it means that you need quality copy to reach and audience and compel them to take action.

So be sure to exert some effort in this area—don't just throw any copy in your Instagram ads. In fact, consider bringing in a copywriter to make sure your message gets across.

### **4. Creating Breakthrough Ads**

Instagram ads aren't free, of course. So you don't want to waste money on an effort that won't yield any results.

By being familiar with the platform, knowing what types of messages resonate with your target market (which you learned with your “opposition research”), and crafting high quality copy—as well as keeping a close eye on your ongoing campaigns so you can see what works best... you'll increase the chance of enjoying a high ROI and achieving your marketing goals.

With your first ad, you'll want to have a very limited campaign and budget to make sure you don't risk too much. It's a learning process. Once you become more familiar with how the system works and what messaging is most effective—which you do by testing and closely keeping track of results, you can ramp up your campaigns. Run with the winners!

### **5. The Nuts and Bolts**

As far as actually creating the ads, just log in to your Facebook or Instagram account and head to the Ad Manager. The set up process is step-by-step and easy to follow.

You'll be asked to pick options like the goals for your ads, which could be brand awareness, reach, traffic, conversions, app installs, and more. Importantly you can also:

- Pick your audience you'd like to reach (based on age, gender, interests, and other factors). It, of course, should match your target market.
- Set your budget and schedule (which helps control your costs and when and where your ads will appear).
- Choose a format (a single image or video or multiple images).
- Fill in your creative elements like Headline, Text, and Call to action.

## **Instagram Ads Best Practices**

Once you've learned the basics of how to do Instagram ads, it's time to get more in-depth and make sure those promotional efforts are the best they can be, producing the

*continued on next page*



## INSTAGRAM ADS from page 5

return on investment you need to make it worth it.

There are several things you can do to make sure your Instagram ads don't fall flat and get ignored but rather help you reach your lead generation and/or sales goals.

- Making sure the ads are getting in front of the right audience is one of the most important things you can do. So when choosing the demographics and such—be specific and take the extra time to get it right.
- Use eye-catching visuals, whether audio or video. Make sure it's appropriate to your niche market and audience. But never be boring—they'll stop following you.
- Your copy must be top notch. Your words have to engage the viewer immediately and compel them to take action NOW.

- Include an enticing offer and clear call to action so the prospect what they'll get from you and how to get it.
- Use hashtags that are popular in your industry and niche. That increases your visibility and leverages trends.

## Get Started With Instagram Ads Now

There's no time like the present to get started in making Instagram part of your marketing strategy. You can learn how to do Instagram fairly easily. Once you know the ropes and find the approach that works for you, you can boost your use of ads and see a significant return on investment from this innovative channel.

*From [www.thebalance.com](http://www.thebalance.com)*



## Simple, Effective, and Inexpensive Marketing

Instead of relying solely on traditional marketing efforts like TV commercials and print ads, think about complementing your marketing campaigns with simple and less expensive promotional techniques.

One of the most effective marketing tools is a website. Web marketing is relatively inexpensive, and more and more customers turn to the Internet to find products and services, even in their hometowns. If you don't have a website, make that your first step.

Here are a few additional low-cost tips and simple strategies to get your marketing machine up and running:

- **Include your website link on all company emails and other correspondence.** Display your company or business web address prominently in your email signature. Do the same on stationery.
- **Offer tips, advice, and information on your website.** Show customers how to repair, modify, or improve your products. Provide product usage tips. The more customers enjoy your products, the more likely they are to buy. If you sell services, a question-answer column is a valuable addition to websites, as are "Frequently Asked Questions" pages addressing simple subjects related to your services. A bit of free advice will encourage clients to come to you with thornier problems.
- **Use targeted pay-per-click advertising.** If you provide local services, include your vicinity in your keywords. "Plumber" is much too broad; "plumbing repair Anywhere City, VT" is much more precise. You'll keep costs down, and the customers you want will find you.
- **Put flyers, catalogs, or brochures in every order.** Make it easy for customers to buy from you. Don't assume a particular customer knows all the services you provide.
- **Run contests or promotions to garner attention.** Giving away an item during a contest is fine, but make sure the publicity value offsets the cost. Donating an item to a silent auction may not gain much public awareness; donating a product or service for a local radio station to offer in a contest will.
- **Make contacts with local media.** Newspaper and television reporters need reputable sources for articles;

while you may not make "news," you can provide color to a story. For example, if you are a lawyer, you may be able to explain how new legislation will affect local viewers. Get in as many reporter's contact lists as possible.

- **Create customer loyalty.** Acquiring a new customer typically costs five to seven times more than keeping an existing customer. Set up frequent -purchase discount programs, or loyalty programs that reward customers who purchase on a regular basis. The price discount could be more than offset by the relatively lower cost of sale.
- **Partner with complementary businesses.** Offer bundled products or services in related fields. Be creative. For example, if you are a web designer, you might consider partnering with a consulting or marketing firm to offer a package of design and marketing services to your business clients. Think "one stop" shopping.
- **Create eye-catching guarantees.** If competitors offer six-month guarantees, expand yours to a year. If you don't normally provide a guarantee, think of creative ways to safeguard products or purchases to help new customers overcome any hesitation of doing business with you.
- **Pick up the phone.** Call current customers. Ask how they're doing. Ask what you can do better. Ask if there are ways you can make their lives easier, (i.e., invoicing methods, delivery methods, customer service, etc.).
- **Network with customers.** Instead of joining trade or industry groups in your industry, go to where your customers are. If you are a lawyer, consider being active in your local bar association, but also be active in civic or business organizations where potential customers can see, meet, and learn about you and your services.

You needn't reinvent the wheel. When you're shopping or browsing, pay attention to what other businesses in other industries do. Think about what resonates with you; if a certain promotion makes you interested in making a purchase, how can you modify that promotion to support your own business?



Riverside Community Hospital's HeartCare Institute  
presents the 9th Annual Red Dress Fashion Show & Health Expo

## Beautiful From Heart to Heels

**Saturday, February 24, 2018**

Riverside Convention Center  
3637 5th Street, Riverside, CA 92501

**10:00 a.m. – 2:00 p.m.**

Heart Health and Fashion Vendor Booths,  
Free Health Screenings, Glam Photo Booth,  
Raffle Prizes, Gourmet Luncheon, Physician  
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### Health · Fashion · Beauty

Fun, Floral, Fantasy Fashions from  
Riverside's Downtown Retailers with Hair  
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College School of Cosmetology.



Special Guest:  
**Edgar Santos,**  
Celebrity Makeup Artist

**Ticket Price: \$25.00**

RSVP to (951) 788-3463

or online at

[www.RCHRedDressFashionShow.com](http://www.RCHRedDressFashionShow.com)

Reservation/payments required to attend. All  
tickets must be purchased in advanced.



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Leading in Innovation, Serving with Compassion

## RPD Offers Active Shooter Training

The Riverside Police Department (RPD) will be offering a workshop on Tuesday, February 27th at 1 pm at the Riverside Municipal Auditorium. The workshop will provide training for businesses on what to do should an Active Shooter Event occur. The workshop consists of a video and then a presentation by a RPD officer. The workshop is free of charge and is being hosted by Live Nation (providing the venue) and RPD, RDP and the Arlington Business Partnership.

Unfortunately Active Shooter Events do occur and it is important for businesses and other organizations to know what to do should it take place. The video and presentation are both worth seeing and RDP recommends attending. RSVP to Janice Penner at 951-781-7339 or by email to [Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



WATER | ENERGY | LIFE







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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

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Shirley Schmeltz

*Communications and Events Liaison*  
Kate Stovicek

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Bud Sketchley, Treasurer  
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Justin Tracy, Member  
Michelle Freeman, Member

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Cherie Crutcher	Erin Edwards
Bill Gardner	Rafael Guzman
Irving Hendrick	Jeff Kraus
Nanci Larsen	Marco McGuire
Amir Mertaban	Lou Monville
Stan Morrison	Robert Nagle
Geoff Neely	Brian Percy
Sergio San Martin	Cara Swearingen
Kevin Townsend	

##### **Ex-Officio**

Mike Gardner	Andy Melendrez
Andrew Guerra – ABP	

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AN ORDINARY GYM**

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FOR  
\$30\***

Plus first month's fees

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