

Bulletin

Riverside Downtown Business Improvement District



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Riverside Alert

Main and Ninth Construction Begins

The next monthly luncheon will be held on Tuesday, March 27, 2018 at Romano's Pizzeria and Sports Bar and will feature presentations on downtown developments.

Luncheon sponsored by



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.



RDP's Downtown Awards and 2018 Board of Directors

RDP would like to congratulate those recognized at the 31st Annual Meeting and Awards Ceremony held on February 21st at the Mission Inn Hotel and Spa. Dr. Charles (Chuck) Beaty was the recipient of the Roy Hord "Volunteer of the Year" Award while Paul Gill received the RDP Chair's Certificate of Recognition. Also recognized was the Encore School for the Arts Riverside Campus with the Arts and Culture Award, Ratkovich Properties with the Business Activity Award, Miracle on Main Street with the Downtown Event Award, Ruhnau Clarke Architects with the Downtown Improvement Award, and the City of Riverside 311 App with the Safety and Security Award.

The RDP Board of Directors for the 2018 – 2019 term of office was also announced at the event. This year's Board of Directors consists of seven Executive Committee members, four Elected-at-Large directors from the RDP membership, and 20 directors representing downtown stakeholders. The City Council members from Ward One and Ward Two and Arlington Business Partnership Executive Director are Ex-Officio members of the Board.

The RDP Board represents various downtown interests such as business, government, healthcare, education, arts, and residents. Each year a Nominating Committee is appointed to recommend a slate for the Board of Directors.

Shelby Worthington-Loomis of Worthington's Tavern and Loft.84 continues to serve as Chair. Shalini Lockard of Riverside Professional and Legal Management continues to serve as Vice-Chair. Bud Sketchley of Provident Bank will serve as Treasurer while Charity Schiller with Best Best & Krieger remains as Secretary. David St.



**Shelby
Worthington-Loomis**

Pierre of The Menagerie and Shop on Lemon / Formal Image continues as Past Chair. Remaining on the Executive Committee is Justin Tracy of PIP Printing. Geoff Neely of Heroes Restaurant and Brewery joins the Executive Committee as a member.

Three new members have joined the Board of Directors; Daniel Iglesias of Maxi Foods, Brandy Marion of Tranquil Blossom Massage, and Philip

Makhoul, a downtown property owner.

The full list of 2018–2019 Board members can be found on the back cover of the newsletter.

RDP would like to thank the sponsors of the event and those who donated items for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards Ceremony.

Event Sponsor - Riverside Community Hospital



Roy Hord Volunteer of the Year Award Sponsor – Best Best & Krieger



Arts and Culture Award Sponsor - Mission Inn Hotel & Spa



Business Activity Award Sponsor – Loomis Insurance Services / Loft.84



continued on next page

DOWNTOWN AWARDS from page 1

Downtown Improvement Award Sponsor – Worthington's Tavern



Safety and Security Award Sponsor – Arlington Business Partnership



Friends:

AB Personnel



Pacific Premier Bank



PACIFIC PREMIER BANK

PIP Printing



RJN Investigations



Ruhnau Clarke Architects



Riverside Mission Florist



Altura Credit Union

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Opportunity Drawing Donors:

Back to the Grind

Café Sevilla

Castle Park

City of Riverside – Mayor's Office

Coffee Bean and Tea Leaf

Courtyard by Marriott

Creative Metal Works

Curves on Main

Dave and Buster's of Ontario

Dhalla Orthopedic

Downtown Book Store

Farmer Boys

Fox Riverside Theater Foundation

Gram's BBQ

Heroes Restaurant and Brewery

Kathy Wright

Lake Alice Trading Company

Mario's Place

Maxi Foods

Mission Inn Foundation

Mrs. Tiggy Winkles

Phone Home Cell Phone Repair

Riverside Art on Main

Riverside Art Museum

Riverside City College – Performance Riverside

Riverside Community Arts Association

Riverside Community Players

Riverside Dickens Festival

The Nature of Things, Fine Flowers and Botanicals

Worthington's Tavern



The Junior League of Riverside, Inc.'s 3rd Annual Truck-a-Palooza!

This family-friendly, one-day event allows children of all ages to look at, climb on, and learn about a variety of vehicles and modes of transportation. The event takes place on Mission Inn Avenue between Orange and Lime Streets and on Lemon Street between University Avenue and Sixth Street.

On Saturday, March 10, 2018, from 11 am to 4 pm with a quiet hour from 11 am to 12 pm. The quiet hour is ideal for guests with sensitivities to loud noises (no horns or sirens allowed). The event features:

- Construction trucks!

- Military vehicles!
- Public safety vehicles and officers!
- Beach ball dump truck event!
- Booths featuring vehicle themed crafts, products, and experiences!

Proceeds support the Junior League of Riverside, Inc.'s mission and community programs, and will be put back to work in the Inland Empire community.

If you are interested in being part of the fun for the 3rd Annual Truck-a-Palooza by bringing a vehicle or being a vendor — please email truck@jlriverside.org.



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COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

Harada House: The Harada House is owned by the City of Riverside and is managed by the Metropolitan Museum. The house is listed on the National Register of Historic Places and is famous for changing the alien land ownership laws in the country.

A very condensed history of the Harada Family and their house follows: Jukichi and Gen Harada emigrated to the United States from Japan in the early 1900s. They owned several businesses in Riverside and had several children who were United States Citizens by birth. Yet the California Alien Land Law of 1913 prohibited Mr. and Mrs. Harada from owning property.

In an effort to more fully participate in life in their new country Mr. and Mrs. Harada bought a house on Lemon Street in downtown Riverside in the names of their US born children. Neighbors challenged this as a violation of the Alien Land Law and the case was ultimately tried in the courts with the Harada's prevailing.

With the advent of World War II and the fear of Japanese immigrants the Harada Family was interned in the Relocation Camps for the duration of the war. Fortunately for them, the same neighbor who had attempted to take their house from them had become their friend and a group of Riversiders kept watch on their house and belongings during their internment.

Mr. and Mrs. Harada died in the camps, but several of their children returned to take up their lives again in Riverside. They lived in the house, ran businesses and were an important part of Riverside for many years. In 2004 Harada descendants donated the house to the City of Riverside.

It has always been known that Harada House needed some substantial maintenance, but in recent years the level of structural

issues with the house has been better identified. There are problems with the foundation and there is extensive termite damage throughout the structure. Portions of the house are settling, and in some areas the second floor is settling faster than the first floor indicating possible additional second floor issues not previously identified.

The city has commissioned a contractor to do a detailed structural analysis of the building which will tell us what is needed to restore the building to a safe and functional status. A new nonprofit has been created to raise money for the restoration and long term maintenance of Harada House. It has received 501.c.3 status and is in the early stages of fundraising.

A separate group is working on a vision of how Harada House will be used in the future. It is something people want to see. The city has all the furniture and housegoods Sumi Harada, the last family member to live there, had and the hope is to put much of that back when the house opens. Questions remain as to whether access to the upper floor should be provided. There are important historical aspects to the second floor so that is desirable in many ways, but if the house is open it really needs to be ADA accessible. That means widening doorways, installing ramps, and if second floor access is to be available an elevator. All of this changes the historical character of the house and changes its historical value and nature.

Resolving these questions and completing restoration will take several years, but Harada House is an important part of Riverside's and the nation's history. Stay tuned as this develops over time.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Greetings from Ward 2!

The first quarter in the year is almost over and we have an exciting lineup of developments and events coming to our area. Make sure that you register for the Ward 2 newsletter where we will be sending out weekly updates on the activities in the area. Please visit www.riversideca.gov under the Ward 2 category to register. If you are interested in learning more about any of the projects in Ward 2 please call my office at 951-826-5991 or email me at asmelendrez@riversideca.gov.

Artist in Residence: Ward 2 Council Member and staff have entered into a partnership with the Riverside Art Museum that will rejuvenate the surrounding neighborhood and the local businesses on Park Avenue. This new partnership will create an affordable housing unit that will have a local artist(s) developing projects that will enhance the Lincoln Park and surrounding areas. As the partnership develops we will keep you informed.

Park & University: Join us on Wednesday March 28, 2018 from 6:00 PM – 8:00 PM for a presentation from Grapevine Development who would like to build affordable housing on a vacant lot on the corner of Park Street and University Avenue. This proposed development will create an affordable housing complex that will have a local market and store fronts on the ground level. This would bring in much needed access to food for the residents in the areas. The presentation will be held at the Stratton

Community Center, 2008 Martin Luther King Blvd, Riverside, CA. For directions or to submit any comments please call 951-826-5991.

Riverside Eastside Library: In 2017 we held the first set of meetings with local residents to discuss the opportunity to build a new Eastside Library. In these meetings local residents narrowed down the list of possible locations to 3 preferred sites. We will have another set of community meetings in March and April to gather the final input needed to proceed with the planning of a new Eastside Library.

Highlander Athletics: Be sure to come out and support our UCR Men's and Women's: Basketball, Baseball, Softball, Golf, Tennis, and Track and Field. All of these sports have several exciting games coming up this month. Visit 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 student athletes please contact 951-827-6823 or email athleticsassociation@ucr.edu.

GO HIGHLANDERS!!!

Andy Melendrez





Business Spotlight: Cafe Sevilla

Cafe Sevilla has been dedicated to providing the true essence of Spanish culture, music and cuisine since 1987. Located in the heart of downtown Riverside, Cafe Sevilla is proud to offer

the most authentic Spanish ambiance in their tapas bar, restaurant and nightclub.

Café Sevilla specializes in Spanish tapas or small plates, which are great for a sharable dining experience. Menu offerings include a variety of tapas to include ceviche, empanadas, calamari, Spanish meatballs, stuffed dates, patatas bravas and tortilla Espanola. Main dishes include a variety of paellas, fresh seafood and savory meat dishes. We also feature a large variety of Spanish wines and refreshing sangrias.

Join us every Sunday 10am-2pm for our award winning champagne brunch buffet featuring over 40 different tapas, classic breakfast items, grill station, carving station and gourmet dessert station while listening to live flamenco guitar. Our talented chefs also prepare made to order omelets, waffles and crepes. It was voted "Best Brunch in the Inland Empire" by Yelp!

You can also enjoy our daily happy hour from 3-6pm, where you can enjoy \$3 off everything on the food and beverage menu or join us late night for dining on Friday and Saturday nights.

Café Sevilla is also an incredible entertainment destination offering live gypsy, rumba and flamenco music in their tapas bar Wednesday through Sunday and a dazzling Flamenco



Dinner Show every Saturday night. Or you can transport yourself to the buzzing nightlife of Spain with live latin bands, DJ's and salsa dance classes at Sevilla Nightclub.

Sevilla also offers phenomenal Banquet & Catering Services! Plan your next event in Spain and leave a lasting impression on your guests! We can provide the perfect space for a lunch, brunch, dinner or cocktail reception for your team during the convention. We have menus starting at \$19.50 per person and can host a group of anywhere from 10 to 350 guests.

Cafe Sevilla has something for everyone! Ole! Please come by and join us for lunch, brunch or dinner in Spain! We're located at 3252 Mission Inn Ave. Riverside. Call 951-778-0611.



BUSINESS BUZZ

What Market Saturation Means for Your Business

by Alyssa Gregory

When starting a business, there are a number of things you need to do to test the viability of your business idea and ensure it has the potential to survive. One of the most important steps is conducting a market analysis that takes a thorough look at the industry, your target market, and your competition. You should do this as part of your business plan when you first start your business, as well as during growth phases in your company.

What's Your Market Share?

In its simplest form, you can calculate your market share by dividing your company's total sales by the industry's total sales. You can forecast future market demand in your industry by researching market components and drivers, and possible risks. Ideally, your research will uncover that there is a thriving need for your products or services, and that the existing competition does not have complete ownership of the market. This data would signify that there is room for your business to get in the game.

But what if your market analysis shows that there is not a huge demand in the market for your product or services, or that the market is already highly competitive? Does that

mean you should stop forging ahead with your business? Not necessarily.

Market Saturation Explained

The situation described above is defined as market saturation. Market saturation happens when a specific market is no longer generating new demand for certain products or services.

This can happen for a number of reasons, including increased competition, decreased customer need for the product or service, or because the product or service has become obsolete in the market (i.e., because of technological innovation). The most common challenge of market saturation is that it often means there is very little opportunity for growth, but this isn't always the case.

How to Succeed in a Saturated Market

While market saturation can often mean an inability for your business to compete because of lack of potential profitability in the existing market, it can also signify strong demand and future growth potential. Succeeding in a saturated market takes creativity, innovation and consistency, but it is possible.


BUSINESS BUZZ

The goal is to find ways to differentiate your business from the competition. Here are a few ways you can position your business to compete in a saturated market:

- **New Products and Product Improvement:** One of the most effective ways to break into a saturated or oversaturated market is by offering a product that is new to the industry or improving upon one that already exists. The goal is to offer something that will raise demand in the market, and allow your business to take market share away from competitors. Be ready to look beyond what your business currently offers; you may be able to break into the industry by creating a product that improves upon one that the competition offers.
- **Pricing Model Adjustment:** When it comes to price, you can break into a saturated market in one of two ways. You can undercut the competition in an attempt to swoop up budget-minded customers (this can be risky because it can create a reputation of being cheap and lower quality). Or, you can raise your prices and present your products as the premium or high-end option.
- **Value-Added Services:** In addition to offering new products or changing your pricing strategy, you can

also increase the value for your customers as a way to steal market share. You can do this by providing a premier customer experience that your customers just can't get from the competition. You can also offer customer incentives like free upgrades or 24/7 customer support to increase the perceived value of buying from your company.

- **Focus on Customer Loyalty:** Consider taking the concept of value one step further by creating loyalty programs that offer incentives like discounts, free trials, rebates, and personalization. This can become a great differentiator for your business, allowing you to break into a saturated market by leveraging the customers you already have and rewarding their repeat business.

Ultimately, to compete in a saturated market you need to be able to go head-to-head with the competition and do something different than every other business in that space. You may need to try a few different tactics in order to identify the competitive advantage that will help your business rise above others in the industry. To improve your chances of success, make sure your business plan is solid and refer to it often to make sure you are staying on track with your business objectives. 

8 Tips to Increase Your Website's Appeal and Effectiveness

by Leslie Truex

Much of building a business online is generating traffic to your website. You don't want to have that effort be for nothing by having a disorganized and unappealing website that turns visitors away. Fortunately, there are easy fixes so that visitors can find what they want and have a great experience on your website.

1. Clear the Clutter

Everything your visitors need may be on the page, but if there's too much going on, they'll be distracted or unable to find it.

Here are strategies for cleaning up a busy website:

- Get rid of over-the-top flashy advertising.
- Focus your above-the-fold (the area readers see without having to scroll) content on the key most important elements of your website.
- Have a lot of white space, which gives the appearance of a clean site and helps people find what they need.
- Organize similar content into categories and use menu nesting to clean up your navigation.
- Keep your content easy to read. Using bullets and marking sub-topic sections makes the site more pleasing to the eye and appear less overwhelming to the reader.
- Use graphics, within reason. Graphics not only increase social shares, but they attract the eye of the reader. But too many graphics, especially advertising, can distract and annoy visitors.

2. Make Sure Your Website Is Responsive

More and more people are going online on their smartphones and tablets. Websites that aren't mobile-friendly are difficult to read and navigate.

In April 2015, Google added mobile-responsiveness as one of the factors for ranking websites. This means, if your site isn't responsive, it won't get ranked as well as sites that are.

If you're using a content management system (i.e. WordPress), check that you're using a responsive theme (the theme notes should tell you).

If you're still not sure, view your website on your smartphone or check out Google's Mobile-Friendly Test, which will analyze your site for mobile ease of use.

3. Check Your Website's Page Speed

Visitors get annoyed if they have to wait a long time for your website to load. If you have a lot of graphics, scripts, and video, your site might be slow, especially on mobile devices. Google offers a free analysis of your page speed on both mobile and desktop devices, along with tips on how to make improvements.

4. Focus on Your Reader

Visitors come to your website because of something they want or need. If your site is focused on you, they might not be able to see the value of what you offer. Make sure your content is centered on the benefits readers will get. You have to translate what is so great about what you offer into why it's so great for your reader. Make sure everything from your About Me page, to your content, product/service listings, and even FAQ or help pages are benefits-focused.

continued on next page

BUSINESS BUZZ

8 TIPS from page 5

5. Tell Readers What to Do

You don't want to be bossy, but neither can you expect your readers or potential customers to know the process of using your site or accessing your products or features. Having a call-to-action guides your visitors to what they need to do if they want to take advantage of what you offer.

Call-to-actions aren't limited to sales. They can be used to get readers to engage with you by leaving a comment or on social media, sign up for your newsletter and more. As you create your pages, think about what you want your reader to benefit from and what you want them to do when they finish reading it. Then provide a call to action so they know the next step.

6. Make It Easy to Work With You

Clearing out the clutter (#1) is one part of making the site easy for visitors to use. Another part is making it easy for them to do what they want to do. If they want to follow you on Twitter, is your Twitter info on every page or do they have to hunt for it? If they want to email you, is your contact page easily found? If they want to buy, are the purchase instructions and processes easy to follow?

This all sounds like a no-brainer, but you'd be surprised at how many websites aren't very good at making it easy for readers to do what they came to do.

7. Offer Proof

The Internet is littered with scams and fake resources. So much so, it's difficult for readers to vet out the good sites,

like yours, from the duds. As a result, many readers may be skeptical and resistant to your business. The best way to overcome this resistance is through proof. You can build proof and credibility several ways including:

- Share your education if it's related to what you offer. If your website is about fitness and you're a certified instructor, include your certification information on your website.
- Share your experience. Not only do you want people to know you're real through your experience, but also, you want to provide proof that your experiences are real. For example, if you've lost weight from your fitness experience, share yours before and after pictures.
- Get testimonials. More than anything, having others say how great you are is the best marketing tool out there.

8. Have Your Email Sign Up on Every Page

All the most successful online entrepreneurs have an email list. This allows them to stay in touch with readers to bring them back to the information on the website, share exclusive news and updates, and make offers. The list is crucial, and therefore, its sign up box should be on every page. You can also use a service such as HelloBar to create a signup form that appears in a variety of spots on your site, such as at the top of the page.

From www.thebalance.com



RDP Welcomes New Businesses to Downtown

Beauty Eyebrow Threading • Itzen Wealth Management • So Cal Car Rental
Stream Kim Hicks Wragg & Alfaro, PC (Legal) • Tax Guy Albert Riverside LLC

RIVERSIDE ALERT

The City of Riverside has launched a **mass notification service** that allows us to alert you in the **case of an emergency**.

This service allows you to opt-in to receive notifications via phone calls, text messaging, e-mail and more based on locations you care about.

You can choose to receive notifications about events that may affect your home, workplace, family's schools and more.

To sign up, visit **RiversideAlert.com**

The graphic is a blue and yellow banner with a central white box containing text. It features four small images: a baby, a family, a woman with a child, and a hand holding a smartphone. The City of Riverside logo is in the bottom left corner.



MAIN + 9TH

CONSTRUCTION BEGINS!



Main+9th is a 5 story mixed use development, with 36 residential units over 2 levels of secured parking and 7,960 square feet of commercial space.

Construction is anticipated to last 16 months, with typical hours of construction from 7 AM - 3 PM (Monday - Saturday).

Questions and concerns regarding the project or related construction may be addressed to:

David Crimbchin
JR Van Dijs, Inc.
(Construction Management)
David@JRVanDijs.com
(562) 436-5200

Kaitlyn Nguyen
City of Riverside Community &
Economic Development Department
KPNguyen@RiversideCA.gov
(951) 826-2430





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Submit press releases to:
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Janice@riversidedowntown.org
or fax at (951) 781-6951.

Press deadline is the 15th of
each month prior to publication.

For Downtown News Alerts email
Janice@riversidedowntown.org

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

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