

Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be held on Tuesday, April 24, 2018 at Loft.84 and will feature Police Chief Sergio Diaz.

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.

Luncheon sponsored by



Upcoming Downtown Events

There are a number of events in April that will draw residents and regional visitors to downtown.

16th Annual Riverside International Film Festival

The 16th Annual Riverside International Film Festival will run April 17th through April 22nd at the Riverside Municipal Auditorium and the Box at the Fox Entertainment Plaza. Films include comedy, mystery, science fiction, animation, and student films from around the world. Those in foreign languages will all have English subtitles. For more information visit riversidefilm.org

6th Annual Riverside Tamale Festival



photo by Michael Elderman

The 6th Annual Riverside Tamale Festival will take place on Saturday, April 21, 2018 from 11 am to 7 pm. Downtown Riverside's White Park will be resplendent with delicious food, outstanding entertainment, cultural shopping, and family connections. The Tamale Festival is a celebration of family, culture and history. Attendees are invited to visit the Family Connections Booth to meet with family, make new friends, and share stories. Guests will enjoy the delicious tamales, the beauty of the folklorico, the rhythm of the music, the lavish hospitality and become a part of the familia.

Spanish Town Heritage Foundation is proud to present the Riverside Tamale

Festival as a learning opportunity to share the story of Lorenzo Trujillo and the 10 original families who walked from Abiquiu, New Mexico across the Old Spanish Trail in 1842 to settle in the area and form the twin communities of Agua Mansa and La Placita de los Trujillos along the Santa Ana River in today's Colton and Riverside, CA when the western border of the United States was the Louisiana Purchase. The Trujillo Family Adobe built in 1842, rebuilt in 1862 after the flood decimated the twin communities, remains today as City of Riverside Landmark #130, Riverside County Landmark #009, and a California site of Historical significance. For more information, please visit rivtamalefest.com or call 951-235-3586.

5th Annual Riverside Art Market

The 5th Annual Riverside Art Market takes place at the Riverside Art Museum at the corner of Mission Inn Avenue and Lime Street from 11 am to 5 pm on April 21, 2018. The event is free and open to the public, and takes up the entire city block with vendors placed within both the Riverside Art Museum and the Riverside Municipal Auditorium.

With over 100 artist and artisan vendors, gourmet food trucks, and thousands of visitors, the Riverside Art Market will enhance the Riverside Downtown area and community at large. The event provides a beautiful place for the community to come and enjoy looking at and buying unique arts and crafts. In addition to a fun day of shopping and art demonstrations, face painters, balloon artists, and the very popular children's craft area makes this a family centered day. For more information, visit the Riverside Art Museum's website at riversideartmuseum.org

4th Annual Riverside Insect Fair

On April 28th from 10 am to 4 pm get a little bugged out as you touch a tarantula,

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buzz by the bees, or smell a stink bug. The Riverside Metropolitan Museum and the UC Riverside Entomology Graduate Student Association will host the 4th Annual Riverside Insect Fair to give the community the opportunity to learn how insects impact everyone's lives. The event is free and open to the public and takes place in downtown Riverside on Mission Inn Avenue between Orange Street and Lemon Street. Last year's event attracted 10,000 attendees.

Riverside Woman's Club Bunco Fundraiser



On Saturday, April 14th from 1 pm to 4:30 pm, the Riverside Woman's Club is holding a Bunco Fundraiser with proceeds going towards high school and medical school scholarships. Tickets of \$20 include beverages and desserts, and there will be

raffles and opportunity prizes.

Riverside Woman's Club (RWC) is the oldest community service organization in Riverside. It was founded on January 7, 1896, with eleven members. RWC joined the General Federation of Women's Clubs in November 1897 and was a charter member of the California Federation of Women's Clubs in January 1900. RWC was instrumental in establishing the Riverside Carnegie Library, Riverside Community Library, Riverside Community Hospital, Riverside Community Players, and the local chapters of the Red Cross, the Epilepsy Society, and the YMCA.

The current clubhouse at 4092 10th at the corner of Brockton was built in 1922 and is available for rentals. For more information on the Bunco Fundraiser and the Riverside Woman's Club, visit riversidewomansclub.com or call Teri Lippert at (951) 265-2007.

And coming in May ...

20th Annual Show and Go Car Show




Riverside County's largest car show is coming to town for its 20th year on May 4th and 5th. The annual Show and Go Car Show for Charity is a cruising car show organized by the Riverside East Rotary Club

and the Old Farts Racing Team, a group of more than 2,200 hot rod enthusiasts. Proceeds from the event go to numerous local charities, including ARC Riverside, the Janet Goeske Center and the Riverside Public Library. Over the past 19 years, the Riverside East Rotary Club has donated more than \$300,000 to local charities from event proceeds.

The Show and Go event is a family event attended by 15,000 people on Friday and 25,000 on Saturday annually. The fun begins on Friday at 6 pm until 10 pm that evening with Wayne's cruise down Market Street and Main between 13th Street and Mission Inn Avenue. Then continuing on Saturday at 7 am with a pancake breakfast hosted by a local boy scout troop, then open header cruising from 11 am until 4pm. In addition to the cruising there is a Grand Marshall Parade at 12:30 pm and trophy presentation at 6 pm. There are over 50 trophies awarded in numerous categories including best in show, best paint, best wheels and best foreign car. Car show entries come from all over the region and even some from other states. For more information visit www.showandgo.org or call 951-276-3618 or email showandgo@gmail.com.

Third Annual Doors Open Riverside

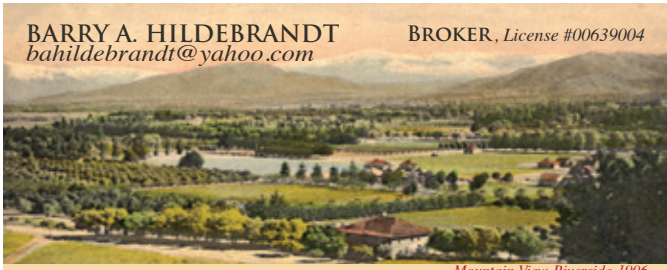
The third Annual Doors Open Riverside takes place on Thursday, May 10th from 6 pm to 9 pm and from 5 pm to 8 pm for certain locations that need more daylight. The only event of its type in California and in fact, west of Colorado, this free event provides docent-led tours of historic buildings that seldom have their "doors open". Locations include not only private buildings, but churches, museums, and Riverside's historic downtown cemetery. The 2017 event attracted over 1,300 people.

Just a few of the museums and churches that will have their 'Doors Open' for the 2018 event are the Mission Inn Museum, the Riverside Art Museum, Universalist Unitarian Church, and Eden Lutheran Church. New locations on the tour include Thee Olde Chapel, the former church on 14th that has been lovingly restored as a wedding chapel, White Park, and the Santa Fe Depot. The full list of participating buildings will be available at DoorsOpenRiverside.com. 



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COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

The City Council unanimously approved the Housing First model to combat homelessness at its March 13 meeting. This is a major change in direction from the prior strategy which required people to successfully deal with personal issues like mental illness and substance abuse before they could get housing. In the Housing First model people get housing and it comes with assistance for their individual needs. The assistance is provided at the housing site and the sites are carefully monitored to ensure they are well run and do not become a burden on the area where they are located. The city may own some of the Housing First facilities and some will be owned by non-profit third parties like Path of Life Ministries and Mercy House. All of the facilities will be operated by the third party non-profits. The city will closely monitor each of the facilities and take corrective steps in the event of problems, although problems are not anticipated.

In the 2017 count of homeless individuals 389 chronically homeless people were identified in the City. The new program is designed to provide 400 housing units over the next five years and will hopefully place most of the people currently living on our streets, in our parks and in the river bottom. There will be housing facilities in each ward.

The Housing First model has worked well in other parts of the country and internationally. On a small scale it is working in Riverside as the City currently has 17 such units scattered around the city and they do not cause a problem. Nonetheless, the concept is controversial and some people fear it will bring negative impacts to the neighborhoods where the facilities will be located. I do not think we can guarantee there will be no problems, but there are problems today. These same people are on our streets, in our parks and in our neighborhoods every day and they have little chance of bettering their lives if they don't have the level of security and safety that housing provides. While there are no barriers to entering the Housing First program people will have to participate in the services tailored to them to remain in the program and will have to abide by house rules such as

smoking, number of people in a unit and loud partying. I am optimistic that the Housing First program will both benefit the people who are homeless, and will substantially reduce the negative impacts some of them have on everyone else.

Three sites have been identified for consideration in Ward 1. The first and largest is the former Su Casa Apartments site at Third and Fairmount. The concept for this site is to build housing for about 25 RCC students who are currently homeless. Many of these are young people who have aged out of foster care. RCC has some grant money to contribute to the project and the city would provide additional funding. This site is being considered only for this project, not for other Housing First development.

The second site is on Mulberry just north of First Street. It consists of three parcels: a former landscaping service yard, an existing single family home and a vacant lot owned by the Housing Authority. The concept for this site is a tiny house project with a dozen or so permanent tiny houses on foundations built around common recreational and open space areas.

The third site is two vacant parcels at Fifth and Lime and Fourth and Mulberry. Small multi-unit structures would be built on these lots.

None of these sites are final and none of the projects have been permitted yet. Each project will go through the normal permitting process and the public will have an opportunity to participate, ask questions and advocate a position on the project.

While I understand and am sympathetic to the fears that some have about this program it is clear that what we have been doing has not been successful. It has not helped the homeless and it has not reduced their negative impact on the city. Housing First has promise to both help the homeless and to reduce their negative impact. I am pleased we are going to give it a try in our city.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Eastside HEAL Zone: Invites you and welcomes everyone to join the Eastside HEAL Zone Collaborative and local churches for the 5th Annual Walk by Faith event! The gathering will be on Sunday, April 29th from 2 to 6 PM. More than 200 residents participated in last year's Walk by Faith Route to promote healthy eating and active living in the Eastside neighborhood. The 3.5-mile route, which starts and ends at Park Avenue Missionary Baptist Church, is part of the Eastside HEAL Zone which empowers residents to lead healthier lives through environmental changes and education. The walk will begin at 2:30 PM at Park Avenue Missionary Baptist Church, 1910 Martin Luther King Blvd. For more information or to register for the walk call the Riverside Community Health Foundation at 951-788-3471.

Drown Proofing Clinic: Is once again being brought to Riverside by the Vivian Stancil Olympian Foundation on April 28th at the RCC Cutter Pool at 10 AM. This event is to help raise awareness about the shocking statistics related to drowning and injuries. Each year approximately 5,100

pool or spa-related injuries occur that involve children younger than 15 years of age. Approximately 390 children younger than 5 years of age drown each year in the United States. For more information or to register for the free event call 951-486-1078. Please share this information with friends and family as we approach the summer months to help educate our community and provide free drown proof lessons to everyone.

TAMALE FESTIVAL 2017: Come one, come all to the 6th Annual Riverside Tamale Festival! On Saturday, April 21, 2018 Riverside's White Park will be resplendent with delicious food, outstanding entertainment, cultural shopping, and family connections. To learn more about the

continued on next page



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Trujillo Adobe and the Spanish Town Heritage please visit the website <http://rivtamalefest.com/>.

Riverside Arts Academy Meet & Greet: Our Riverside Arts Academy will host a "Peek Coffee" for members, dignitaries and sponsors of the program. The event will be held on Saturday, April 14th from 10 to 11:30 AM. at Cal Baptist University in the Collingsworth School of Music. Supporters of the Riverside Arts Academy will have the opportunity to tour the facility, meet music instructors and students enrolled in the Harmony Project Riverside. This opportunity will provide a glimpse at the newest site and allow you to see the program in action as participants learn. To become a member or to sponsor the Riverside Arts Academy visit www.riversideartsacademy.com/membership/ or call 951-826-2441.

Riverside CORAS: Our Riverside Semi-Pro Soccer team started March off with an amazing 2 games. Join us in supporting our Riverside CORAS in what we expect to be an exciting lineup of games this season. Visit http://deportivocorasusa.com/schedule_results.asp for a full list of games and for ticket purchases.

Highlander Athletics: UCR Men's Baseball, Softball, Women's and Men's Golf, and Men's and Women's Tennis, Men's and Women's Track and Field all have several exciting games coming up this month! Be sure to come out and join us in supporting them! Visit www.gohighlanders.com for a full list of games and ticket prices.

GO HIGHLANDERS!!!

Andy Melendrez



SECURITY CORNER

City of Riverside Approves Housing First Strategy to Address Homelessness

RIVERSIDE, Calif. – A national "best practice" approach to reducing homelessness that helped Riverside house all of its homeless veterans in 2016 has been adopted as a citywide approach for getting people off the streets and into a stable environment.

Housing First, which emphasizes getting homeless individuals into housing as quickly as possible in order to effectively

provide them with services like substance abuse counseling and job referrals, received a unanimous endorsement from the Riverside City Council on Tuesday (3/13).

"We made an important change today that recognizes that you cannot end homelessness without housing," Mayor Rusty Bailey said. "As we continue working to get our neighbors without homes off the streets and back into a productive



WALK TO END HOMELESSNESS

Save The Date
April 14, 2018

Reserva La Fecha
14 de abril de 2018

To learn more and register, visit

Para aprender mas y registrar, visita

RiversideCA.gov/Walk



way of living, I'm proud of our city for taking this pro-active approach."

The 7-0 policy change shifts Riverside away from the approach that it and most other cities have taken for many years – providing housing only after homeless individuals have completed other requirements, such as getting sober and finding employment.

Housing First is designed to help homeless people achieve the same goals, but it recognizes that such individuals are far more likely to be successful if they are housed permanently first, instead of last. Housing is the tool to achieve stability, not the goal in and of itself.

In addition to adopting the Housing First policy, the City Council approved memorandums of understanding with partner agencies, including: Riverside County Department of Behavioral Health; Riverside County Housing Authority; Step Up on Second; and Path of Life Ministries.

"Much work remains, but the City Council is confident that this approach will help our city make the kinds of gains we all want in terms of reducing homelessness," Mayor Pro Tem Chris MacArthur said. "It's encouraging to see us move from managing the problem toward a pathway that will help us eliminate it."

The City believes that it can dramatically decrease homelessness during the next 10 years through the Housing First approach. Riverside has approximately 400 people living on the streets.

The City of Riverside now spends nearly \$2.8 million each year managing homelessness, including about \$2.1 million on the impacts of homelessness and nearly \$700,000 providing services to homeless individuals. These funds may manage the problem of homelessness, but they do not effectively reduce it.

Housing First, on the other hand, has been credited with: helping homeless individuals stay in housing, instead of rotating back and forth between shelters and the streets; saving money compared to the funds spent on emergency calls, cleaning up debris and encampments, and the cost to local hospitals; creating good neighbors who generate fewer calls for service than market-rate housing; getting people with physical and mental illnesses into housing easier, and providing rules for tenants that enable them to stay housed long-term.

Housing First units will be some of the most strongly managed affordable housing units in the city because of strict tenant rules, the provision of necessary services, and the strong case management approach to helping tenants remain housed.

The City of Riverside's Office of Homeless Solutions published its draft Housing First strategy in early January and collected public comment for about six weeks. The 142 comments received by email, letter and social media were included with the final draft of the plan that was approved by the City Council.

"Housing First has been shown to provide the best outcomes for some of the most at-risk people in Riverside," said Emilio Ramirez, Director of the Office of Homeless Solutions. "Working with our partners in the public, private, and non-profit sectors, we can go from managing homelessness to eliminating it."

A staff report on the program: <https://aquarius.riversideca.gov/clerkdb/0/doc/252982/Page1.aspx>

Footage of the City Council discussion can be found at the 3:42 mark of this video: http://riversideca.granicus.com/MediaPlayer.php?view_id=2&clip_id=3050

From www.riversideca.gov press release



RIVERSIDE ALERT

EMERGENCY NOTIFICATION SYSTEM

Choose how to be notified:



Email



Phone



Text

About emergencies near your:



Work



Home



School



Gym



Other

RiversideAlert.com
Don't forget to share with your family and friends!



Business Spotlight: Piep

Piep opened in October 2017 and specializes in exotic houseplants and houseplant accessories! The idea of a one-stop shop for exotic houseplants came when a friend asked us to help her

find the elusive *Pilea peperomioides*. We couldn't find any in the US, so we decided to grow our own, thus becoming the first commercial grower of the plant in the United States!


We grow several of our own varieties of houseplants, including *Pilea peperomioides*, *Oxalis*, and *Jungle Cactus*. We work with a large number of growers in Southern California and around the nation to source hundreds of other varieties. If there is a specific plant you have been yearning after, we will do our best to track it down for you! We also carry pots, potting mix, misters, macramé, watering cans, fertilizer, buttons, and greeting cards.

While our storefront is in Downtown Riverside, we ship all over the country! Our website (www.piep.co) is also a great resource and learning center for those new to the plant world.

Since opening 6 months ago, we've grown to love the Downtown community and our regular customers. It's amazing to be a part of such a vibrant, growing area. Every



first Thursday of the month we participate in Arts Walk and have a different activity for purchase in-store, and will begin to have monthly classes in-store very soon! We look forward to meeting more people in the community and becoming more involved in events and initiatives.

Mention this article for 10% off your purchase in store! We're located at 3770 Orange Street in downtown Riverside. Or call us at (844) 230-3777. 

RDP Welcomes New Businesses to Downtown

Bonnie Ready (Antiques) • Mireya Carrillo (Accounting and Tax Services)
Riverside County Real Estate, LLC • Sarahwealth Inc (Business Services) • General Door Service, LLC
TerrePlein Group LLC (Counseling) • The Joy Haven (Antiques)

BUSINESS BUZZ

How Market Positioning Will Help You Connect With the Right Customers and Boost Sales

by Susan Ward

Market positioning is a strategic process that businesses use to accentuate their brand and differentiate it from the competition in the minds of their customers in the chosen target market. In this article we will examine how to use market positioning to help you connect with the right customers and increase your sales.

What Is the Importance of Positioning in Marketing?

The goal of market positioning is to have your customers perceive your brand as distinct and superior. For example, when shopping for laundry detergent many people think of Tide as "simply the best at cleaning clothes". Given that many people tend to stick with particular brands for years or even decades, establishing this impression of your brand is one of the keys to business success.

A market positioning strategy should be an essential part of the marketing section of your business plan when starting a business. For existing businesses market positioning may need to be refined and optimized on an ongoing basis to

respond to changes in the marketplace. On average, the lifespan of a market positioning statement is approximately five years.

What Are the Steps to Achieve Successful Market Positioning?

1. Examine Your Existing or Intended Position in the Marketplace:

- What are the key attributes of your brand that sets it apart from your competitors? (e.g. price, quality, customer service, etc.)
- What is your target market, e.g. which customers are best served by your products/services? This may involve demographic, geographic, and psychographic analysis.
- How will you serve the needs of your target market on a consistent basis?

2. Analyze Your Competitors

Gather as much information as possible about your competitors so you have a comprehensive view of their

BUSINESS BUZZ

strengths and weaknesses.

It may be helpful to organize the information in the form of a matrix so you can compare your desired brand against the competition. The following example uses a fictional company called “Java Jones” that intends to enter the local coffee shop marketplace:

Competitive Matrix Analysis Example					
Criteria	Company A	Company B	Company C	Company D	Java Jones
Price	High	Average	Average	Low	High
Quality	Medium	Average	Average	Low	High
Hours	8-5 Mon.-Sat.	8-5 Mon.-Fri.	8-5 Mon.-Fri.	8-5 Mon.-Fri.	8-8 Mon.-Sun.
Service	Excellent	Good	Fair	Fair	Excellent
Customer Loyalty	Medium	Fair	Fair	Low	High
Advertising	None	Fair	Fair	Nil	Good
Website	Yes	Yes	No	No	Yes
Facebook	No	No	No	No	Yes

Competitive analysis can clearly demonstrate:

- Segments of the market you may wish to avoid, such as those where there is already significant competition, where one competitor has established a dominant position, or where larger competitors exist that have the advantage of economies of scale
- Areas of the market that are not currently being addressed (or not adequately addressed) by any of the competitors

3. Decide on Your Positioning Strategy

The goal of competitive analysis is to reveal gaps in the marketplace that you can exploit and use to focus your positioning strategy.

Typical strategies include:

- **Value Positioning:** Targeting cost-conscious consumers by competing on price.
- **Service Positioning:** Catering to the market segment that demands a high level of customer service. This approach is commonly used by smaller businesses who are competing with larger chains or big-box stores.
- **Quality Positioning:** For the upper segment of the market that is willing to pay for a higher quality product.
- **Demographic Positioning:** Targeting a particular demographic strata (gender, age, income level, education, etc.)

Most likely your positioning strategy will be a combination of the above. For instance, in the competitive matrix example, “Java Jones” obviously intends to cater to the more affluent coffee drinker that is willing to spend more for quality and excellent customer service. Given that none of the competitors are open from 5 to 8 pm or on Sunday “Java Jones” also intends to try to lure the evening and weekend coffee consumer.

Issues to be aware of when deciding on your strategy:

- Your positioning may need to take into account other

factors, such as the general (or local) state of the economy, consumer trends, etc.

- Consider how the competition might react to your entry into the marketplace. In the above example, “Company A” could respond by extending their hours into the evening and opening for business on weekends.

Once you have decided on the segment of the market you wish to target you should be able to clearly articulate your brand, your target market, the needs of the target market and how you will address them, and how you will back up your promises.

4. Draft a Market Positioning Statement

Using the above information, you are now ready to craft a market positioning statement. A market positioning statement is a simple one paragraph summary that describes:

- your target market, and
- how you want your brand to be perceived by your target market.

Keep in mind that the positioning statement should be the reference point for all subsequent product decisions and marketing efforts.

The market positioning statement should include the following elements:

1. The target market
2. Your brand
3. How your brand sets you apart from your competitors
4. Frame of reference
5. Reason(s) why customers should believe in your claims

Example: Java Jones’ Market Positioning Statement: For sophisticated coffee lovers, Java Jones is the place to go for the best specialty coffees and snacks in town. Unlike other coffee shops, we use only the highest quality beans, top of the line equipment, and trained, certified baristas.

Breaking It Down:

1. The target market = sophisticated coffee lovers
2. Your brand = Java Jones
3. How your brand sets you apart from your competitors = the best specialty coffees and snacks
4. Frame of reference = local (town)
5. Reason(s) why customers should believe in your claims = *we use only the highest quality beans, top of the line equipment, and trained, certified baristas.*

While a market positioning statement is mainly for internal use, it should resonate with the customer. For example Amazon used the following statement in 2001:

“For World Wide Web users who enjoy books, Amazon.com is a retail bookseller that provides instant access to over 1.1 million books. Unlike traditional book retailers, Amazon.com provides a combination of extraordinary convenience, low prices, and comprehensive selection.”

From www.thebalance.com





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ART FLOAT - RIVERSIDE

May 11 - June 1

at Fairmount Park on Lake Evans

Join us May 11 as we launch nearly 400 colorful, floating spheres onto Lake Evans.
Painted by local students during the school year and underwritten by members of the community,
ART FLOAT - RIVERSIDE is a collaboration between the City of Riverside (Parks & Recreation), the
Riverside Unified School District, and the Riverside Art Museum (RAM). Funds go to RAM art education and
programs. For more information about the events planned in conjunction with ART FLOAT - RIVERSIDE or
how to sponsor a float, visit www.riversideartmuseum.org/artfloat or
contact Kathy Allavie at (951) 784-7377 or kallavie@aol.com.

