

# Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be held on Tuesday, May 22, 2018 at Café Sevilla (Upstairs) and will feature Councilman Andy Melendrez and Jeff Kraus of UCR.

The cost of the luncheon is \$22 with reservation by Friday prior to the meeting, or \$24 at the door. Please call the RDP Office at 951-781-7335 for reservations.

*Reservations not cancelled  
by the prior Friday will be charged.*



## Upcoming Downtown Events

### Mission Inn Museum's New Exhibit Showcases Women of the Mission Inn

From March 2nd to August 31st the new Exhibit will explore women's impact on the National Historic Landmark Mission Inn Hotel & Spa and their contributions throughout the hotel's past and present. Despite a history of up's and down's, the Mission Inn has always held a special status in Riverside. From its development in the late 19th century to its success in the early 20th century, women have played a vital role at the Mission Inn and in Riverside. These women include well-known figures like owners and managers and the numerous unknown housekeepers, waitresses, and hotel employees over the last 130 years.



The exhibition will feature a variety of objects from the Foundation's collection including archival material, photographs, May Spiller's infamous hats, aviation artifacts, and personal effects from the featured historical figures. For more information visit [missioninnmuseum.org](http://missioninnmuseum.org)

### Show and Go Car Show

Riverside County's largest car show returns for the 20th year and counting. 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.

The event is a family event attended by 15,000 people on Friday and 25,000 on Saturday annually. The event begins with

a cruise on Friday May 4th from 6 pm to 10 pm and continues on Saturday, May 5th with a pancake breakfast at 7 am hosted by a local Boy Scout troop and then open header cruising from 11 am to 4 pm. In addition to the cruising there is a Grand Marshall Parade at 12:30 pm. At 6 pm there will be a trophy presentation with a total of 51 trophies awarded in numerous categories including best in show, best paint, best wheels and best foreign car. The 1,000 classic cars, hot rods, imports and motorcycles will cruise down Market Street and Main between 13th Street and Mission Inn Avenue.

Car show entries have come from all over the region and even some from other states. Celebrity guest Chip Foosse, a hot rod enthusiast and star of the reality TV series "Overhaulin'," will sign autographs Saturday afternoon. Disc jockey Surfer Dave will provide the entertainment, with music and commentary, for the two days. Public admission is free. For more information contact: [www.showandgo.org](http://www.showandgo.org) or [info@showandgo.org](mailto:info@showandgo.org) or (951)295-0534.

### Doors Open Riverside

The Doors Open event is back! The City of Riverside in partnership with the Riverside Downtown Partnership, and the Mission Inn Museum and Foundation are hosting the City's third annual Doors Open event.

The event 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. 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, the Santa Fe Depot, and the newly renovated Ruhnau Clarke Architects office building. The full list of participating buildings is available at [www.DoorsOpenRiverside.com](http://www.DoorsOpenRiverside.com)

Tours begin at 6 pm and occur every  
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## UPCOMING EVENTS from page 1

twenty minutes, unless otherwise noted. Visitors can stop at the event's two information stations (located outside the Main Library and by the Mission Inn Museum) and pick up a map or use the website to locate participating buildings and get directions.

### Art Float – Riverside

The Riverside Art Museum (RAM), in collaboration with the City of Riverside's Parks and Recreation Department and the Riverside Unified School District (RUSD), will host a signature community art event that will involve hundreds of huge, floating, hand-painted spheres in Lake Evans at Fairmount Park. Called Art Float – Riverside, the project is patterned after one staged a few years ago by Portraits of Hope in Los Angeles. The Art Alliance of the Riverside Art Museum, the volunteer fundraising group of RAM, is spearheading the event that will take place in May 2018. When complete, the floating artwork will feature over 350 hand-painted spheres that will float in Lake Evans for a three-week festival.

Each plastic sphere is six feet in diameter and will be brightly painted by school children at 48 RUSD schools. After being painted, the spheres will be launched in Lake Evans at Fairmount Park and will float as a huge piece of community art. During the time the spheres will be in the lake, there will be multiple events for the public to enjoy. For more information about Art Float – Riverside or how to sponsor a sphere, call Kathy Allavie at (951) 784-7377 or email her at [kallavie@aol.com](mailto:kallavie@aol.com)

### Annual Old Riverside Foundation Vintage Home

The Old Riverside Foundation, a non-profit organization for historic preservation, is holding its 27th Annual Vintage Home Tour, Restoration Faire and Vintage Mercantile on Saturday, May 19, 2018 from 10 am until 4 pm. The ticket price includes a self-guided home tour of 5 lovely examples of Riverside's rich historic architecture, 1 gratis raffle basket ticket, along with a Restoration Faire with suppliers, artists and craftspeople. The Vintage Mercantile will feature antiques and collectibles along with the return of the Tour Raffle Basket opportunity.

Tickets are \$20 pre-sale and \$22 day of tour. Tickets may be purchased at [www.olderiverside.org](http://www.olderiverside.org) and are available at many Riverside locations, including Mrs. Tiggy Winkles and Mission Galleria downtown. Please check the website for additional location addresses. For additional information contact Nancy Parrish, [Factsgirl@aol.com](mailto:Factsgirl@aol.com), or phone 951-509-7682 or visit [www.olderiverside.org](http://www.olderiverside.org)



### May is Mental Health Month Fair

Free Food, Entertainment, Music and more! A health and wellness resource fair will take place on Saturday, May 24th from 1 pm to 5 pm on the grounds of Fairmount Park in Riverside. Nearly 100 community organizations will be on-site to introduce their services and provide information. The public is welcome to this free event. For more information visit [www.rcdmh.org/mimhm](http://www.rcdmh.org/mimhm)

### Saturation | Arts | Music | Culture

The 18th Annual Saturation Arts & Music Festival will take place Friday, May 25 to Sunday, May 27, 2018 in downtown Riverside. Saturation Fest is a DIY art and music festival that occurs annually. Events are held at venues around downtown Riverside, with a majority of the participants based in the Inland Empire. Saturation includes concerts, films, workshops, exhibitions, organized bike rides and handcrafted art.

As a mostly all-ages and largely cost-free festival, Saturation pushes for the de-commodification of culture, concentrating instead on the value of the experience. Saturation is a Do-It-Yourself festival, meaning that it is participant-created. Organizers work behind the scenes to connect venues, performers, artists, art vendors, event curators and volunteers.

The festival includes many downtown venues as well as performances by Riverside favorites. It kicks off on Friday, May 25th at 5 pm with the annual group art show at Back to the Grind, located at 3575 University Avenue in downtown Riverside. The exhibit showcases Inland Empire artists in a variety of styles and mediums, striving to be a true representation of the region's vibrant art community. The festivities continue to saturate downtown Riverside with art and music bright and early Saturday morning, continuing through late Sunday night. For more information, please visit <http://saturationfest.org>

*And coming in June ...*

### Inland Empire Salsa Festival

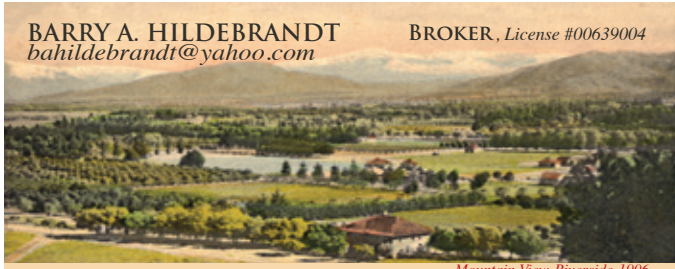
The Inland Empire is going to be sizzling during the 4th annual Inland Empire Salsa Festival, on Saturday June 2nd from 11 am to 6 pm in historic downtown Riverside in beautiful White Park. Along with tasty salsa, local restaurants will also offer their delicious fares throughout the day and local breweries will be on site selling some of their popular brews..

For more information visit <http://www.iesalsafestival.com>



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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Goings On

**Stalder Building:** The project was unfortunately delayed by a series of events, but major work including bracing of the facade and commencement of building demolition and excavation for the underground parking is anticipated to begin in mid June.

**Imperial Lofts:** The Imperial Lofts project is moving rapidly toward completion. It looks like a real building now and the grand opening is coming soon. The Salted Pig Restaurant will relocate to the ground floor behind the historic facade. The current Salted Pig site is available if you know anyone interested.

**Lofts on Main at Ninth:** This mixed use project is in the beginning stages of construction with major excavation for underground parking in progress. Soon we will begin to see vertical construction.

**Food Lab** has hit a snag with natural gas service to the site. It was originally thought that a single gas meter could service all the tenants as was done at another of the developer's sites, but that turns out to not be possible. Several separate gas services will be required as well as a larger service line to the property. This will delay opening of the venue by a couple of months to mid summer.

**Downtown Hotels:** Several proposals for new hotels in Downtown Riverside are in various stages of planning from ready to go to beginning proposal. These include a Hampton Inn at Fifth and Market which is about to break ground, a Room 2 Suites extended stay hotel just behind the Hampton Inn at a future date, the Hotel "R" which would reuse the old Fire Station at Lime and Mission Inn and the surface parking lot at Lemon and Mission Inn which is moving through property acquisition and early entitlement, a hotel on part of the Convention Center parking lot at Third and Market which was an unsolicited proposal with no construction date, and possibly two hotels as part of a larger project on the vacant property at the I-215/SR-60, SR-91 Interchange which is in the entitlement phase.

While there is little doubt Downtown Riverside and the Convention Center need and can support additional hotel space there is a saturation point somewhere. The City has

commissioned a hotel room study to help identify the extent and timing of demand for new hotel space in the Downtown. We want to be careful that new hotels are successful and that their opening does not have an undue negative impact on our existing hotel stock. The study will be completed later this year and will inform both the city and developers considering new hotel projects so that we can proceed appropriately.

**The Box:** In an effort to develop more demand for and use of The Box located next to the Fox Theater, City staff issued a RFP for conversion of the space to a comedy club. Two responses were received and staff brought a proposal to award the bid to the Development Committee. After hearing from a number of community members who suggested keeping The Box as a flexible space for community group use as originally planned the Committee unanimously voted to ask staff to return with an analysis of what would be required to accomplish that goal. I anticipate this will include a combination of better advertising of the existence of the venue and events that occur there, a restructuring of venue rental pricing to make it affordable to a wider range of groups and selection of a facility manager to oversee everything from booking to ongoing operation and maintenance of the facility.

A committee of stakeholders will be formed to work with staff on developing this report to ensure that the Committee and ultimately the Council will have something a wide range of people support to analyze and decide on. I anticipate that there would be an additional City cost to using the facility in this way, but not all city services are intended to pay for themselves. Parks, libraries, the Fox Theater itself and public safety come to mind as important city services that are subsidized. Even the Festival of Lights is subsidized. I think a flexible community performance space deserves support also.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

**Riverside Arts Academy:** I want to thank everyone that came out to support our Riverside Arts Academy at the Meet and Greet held on Saturday, April 14th and the Collaboration Celebration on Saturday, April 28th. Your support helps bring the arts to our youth in Riverside. To become a member or to sponsor the Riverside Arts Academy visit [www.riversideartsacademy.com/membership/](http://www.riversideartsacademy.com/membership/) or call 951-826-2441.

**Tamale Festival 2018:** The Riverside Tamale Festival was a huge success this year with thousands of community members who attended. This year there were amazing musical and dance performances, art activities and many other FUN events for the family. Thank you to all who joined us this year & for supporting the Spanish Town Heritage Foundation. To learn more about the Trujillo Adobe and the Spanish Town Heritage please visit <http://spanishtownheritagefdn.weebly.com/>.

**Eastside HEAL Zone:** The 5th Annual Walk by Faith event

continues to grow with hundreds of residents that gathered on Sunday, April 29th from 2:00 – 6:00 PM. I want to thank everyone who joined us at the 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. For more information about the Heal Zone call 951-788-3471.

**18th Annual Juneteenth Celebration:** The Riverside Juneteenth Committee since 1993 has worked tirelessly to bring the accomplishments of African-American people to the Inland Empire. Please join us on Saturday June 2th, 2018

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## WARD TWO from page 3

from 12:00 PM to 6:00 PM for this wonderful and free event which will be held at the Bordwell Park/Stratton Community Center, 2008 Martin Luther King Blvd, Riverside, CA 92507.

This event is to recognize June 19, 1865, when the Union Col. Gordon Granger rode into Galveston, Texas with a contingency of Buffalo Soldiers. Their mission was to inform the area's Black inhabitants of the Civil War's end two months earlier. This news came two and a half years after Abraham Lincoln signed and issued the Emancipation Proclamation. The event is now celebrated across the United States of America with Milwaukee and Minneapolis now hosting two of the largest Juneteenth celebrations in the nation.

Juneteenth Celebrations are a time for communities to come together. In this light, community health and service organizations dispense information, local talent perform,

while food and merchandise vendors add favor to this colorful day of family and community fun.

**Highlander Athletics:** UCR Men's and Women's Track and Field, Baseball, Softball and Women's Golf all have several exciting games coming up this month! Be sure to come out and join us in supporting 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



## SECURITY CORNER

### Tech Support Fraud Alert

Based on new reporting, the Internet Crime Complaint Center (IC3) is providing updated guidance regarding technical support fraud. Tech Support Fraud involves a criminal claiming to provide customer, security, or technical support in an effort to defraud unwitting individuals. This type of fraud continues to be a problematic and widespread scam.

**In 2017, the IC3 received approximately 11,000 complaints related to tech support fraud. The claimed losses amounted to nearly \$15 million, which represented an 86% increase in losses from 2016.** While a majority of tech support fraud involves victims in the United States, IC3 has received complaints from victims in 85 different countries.

Criminals may pose as a security, customer, or technical support representative offering to resolve such issues as a compromised e-mail or bank account, a virus on a computer, or to assist with a software license renewal. Some recent complaints involve criminals posing as technical support representatives for GPS, printer, or cable companies, or support for virtual currency exchangers.

As this type of fraud has become more commonplace, criminals have started to pose as government agents, even offering to recover supposed losses related to tech support fraud schemes or to request financial assistance with "apprehending" criminals.

#### How the Fraud Occurs

Initial contact with the victim typically occurs through the following methods:

**Telephone:** A victim receives an unsolicited telephone call from an individual claiming the victim's device or computer is infected with a virus or is sending error messages to the caller. Callers are generally reported to have strong, foreign accents.

**Search Engine Advertising:** Individuals in need of tech support may use online search engines to find technical support companies. Criminals pay to have their fraudulent tech support company's link show higher in search results hoping victims will choose one of the top links in search results.

**Pop-up message:** The victim receives an on-screen pop-up message claiming a virus has been found on their computer. In order to receive assistance, the message requests the victim call a phone number associated with the fraudulent tech support company.

**Locked screen on a device:** The victim's device displays a frozen, locked screen with a phone number and instructions to contact a fraudulent tech support company. Some victims have reported being redirected to alternate Web sites before the locked screen occurs.

#### Pop-ups and Locked Screens

- Often accompanied by a recorded, verbal message to contact a phone number for assistance.
- Frequently programmed into links for advertisements or popular topics on social media.
- Web addresses of popular Web sites (such as social media or financial Web sites) can be typo-squatted to result in a pop-up or locked screen if the victim incorrectly types the intended Web site address.

**Phishing e-mail warning:** The victim receives a phishing e-mail warning of a possible intrusion to their computer or an e-mail warning of a fraudulent account charge to their bank accounts or credit cards. The e-mail provides a phone number for the recipient to contact the fraudulent tech support.

Once the fraudulent tech support company representative makes verbal contact with the victim, the criminal tries to convince the victim to provide remote access to the victim's device. If the device is a tablet or smart phone, the criminal often instructs the victim to connect the device to a computer. Once remotely connected, the criminal claims to find expired licenses, viruses, malware, or scareware. The criminal will inform the victim the issue can be removed for a fee. Criminals usually request payment through personal/electronic check, bank/wire transfer, debit/credit card, prepaid card, or virtual currency.

Another widespread issue is "the fake refund." In this scheme, the criminal contacts the victim offering a refund for tech support services previously rendered. The criminal requests access to the victim's device and instructs the victim to login to their online bank account to process a refund. As a result, the criminal gains control of the victim's device and bank account. With this access, the criminal makes it appear as if too much money was refunded to the victim's account and requests the victim return the difference back to the criminal's company

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via a wire transfer or prepaid cards. In reality, there was no refund at all. Instead, the criminal transferred funds among the victim's own accounts (checking, savings, retirement, etc.) to make it appear as though funds were deposited. The victim "returns" their own money to the criminal. The "refund and return" process can occur multiple times, resulting in the victim potentially losing thousands of dollars.

### **Variations and Trends**

Tech support fraud was originally an attempt by criminals to gain access to devices to extort payment for fraudulent services. However, criminals are creating new techniques and versions of the scheme to advance and perpetuate the fraud.

### **Re-targeting previous victims and contacts**

- Criminals pose as government officials or law enforcement. The criminal offers assistance in recovering losses from a previous tech support fraud incident. The criminal either requests funds from the victim to assist with the investigation or to cover fees associated with returning the lost funds.
- Criminals pose as collection services claiming the victim did not pay for prior tech support services. The victim is often threatened with legal action if the victim does not pay a settlement fee.

### **Virtual currency**

Virtual currency is increasingly targeted by tech support criminals, with individual victim losses often in the thousands of dollars.

- Criminals pose as virtual currency support. Victims contact fraudulent virtual currency support numbers usually located via open source searches. The fraudulent support asks for access to the victim's virtual currency wallet and transfers the victim's virtual currency to another wallet for temporary holding during maintenance. The virtual currency is never returned to the victim, and the criminal ceases all communication.
- Criminals who have access to a victim's electronic device use the victim's personal information and credit card to purchase and transfer virtual currency to an account controlled by the criminal.

### **Increasing use of victim's personal information and accounts to conduct additional fraud**

- Criminals use the victim's personal information to request bank transfers or open new accounts to accept and process unauthorized payments.
- Criminals send phishing e-mails to the victim's personal contacts from the victim's computer.
- Criminals download personal files containing financial accounts, passwords, and personal data (health records, social security numbers, tax information, etc.).

### **Additionally, IC3 complaints report:**

- Criminals who took control of victims' devices and/or accounts and did not release control unless a ransom was paid.
- Viruses, key logging software, and malware were installed on victims' devices.
- Criminals have become more belligerent, hostile, and abusive if challenged by victims.

### **Suggestions for Protection**

- Remember that legitimate customer, security, or tech support companies will not initiate unsolicited contact with individuals.
- Install ad-blocking software that eliminates or reduces pop-ups

and malvertising (online advertising to spread malware).

- Be cautious of customer support numbers obtained via open source searching. Phone numbers listed in a "sponsored" results section are likely boosted as a result of Search Engine Advertising.
- Recognize fraudulent attempts and cease all communication with the criminal.
- Resist the pressure to act quickly. Criminals will urge the victim to act fast to protect their device. The criminals create a sense of urgency to produce fear and lure the victim into immediate action.
- Do not give unknown, unverified persons remote access to devices or accounts.

Ensure all computer anti-virus, security, and malware protection is up to date. Some victims report their anti-virus software provided warnings prior to attempt.

### **If you are a Victim**

- Individuals who receive a pop-up or locked screen, should shut down the device ***immediately***. Ignore any pop-ups instructing to not power off or restart the computer. Victims who reported shutting down the device and waiting a short time to restart usually find the pop-up or screen lock has disappeared.
- Do not re-contact fraudulent tech scam companies. Expect additional fraudulent calls as these companies often share their customer database information.
- Should a criminal gain access to a device or an account, individuals should take precautions to protect their identity. Immediately contact financial institutions to place protection on accounts as well as change passwords and actively monitor accounts and personal information for suspicious activity.

### **File a Complaint**

Individuals who believe they may be a victim of an online scam (regardless of dollar amount) should file a complaint with the IC3 at [www.ic3.gov](http://www.ic3.gov). The more often fraud and scams are reported, the better equipped law enforcement can be to address the issues.

To report tech support fraud, please be as descriptive as possible in the complaint including:

- Identifying information of the criminal and company. Include Web sites, phone numbers, and e-mail addresses used by the criminal and company or any numbers you may have called.
- Account names and numbers and financial institutions receiving any funds (e.g., bank accounts, wire transfers, prepaid card payments, virtual currency wallets) even if the funds were not actually lost.
- Description of interaction with the criminal.
- The e-mail, Web site, or link that caused a pop-up or locked screen.

Complainants are also encouraged to keep all original documentation, e-mails, faxes, and logs of all communications.

Because scams and fraudulent Web sites appear very quickly, individuals are encouraged to report possible Internet scams and fraudulent Web sites by filing a complaint with the IC3 at [www.ic3.gov](http://www.ic3.gov). To view previously released PSAs and Scam Alerts, visit the IC3 Press Room at [www.ic3.gov/media/default.aspx](http://www.ic3.gov/media/default.aspx).

*From the Internet Crime Complaint Center (IC3)*

*Alert Number I-032818-PSA March 28, 2018*





# BUSINESS BUZZ

## Create a Profitable Business Exit Plan from the Start

by Daniel Richards

All good business planning documents have a clear business exit plan that outlines your most likely exit strategy from day one.

It may seem odd to develop a business exit plan with your business plan and to anticipate the day you'll leave your business, but potential investors will want to know your long-term plans. Your exit plans need to be clear in your own mind because they will dictate how you operate the company.

For example, if you plan to get listed on the stock market, you'll want to follow certain accounting regulations from day one that'd otherwise be non-essential and potentially cost prohibitive if your ambitions are to quickly sell the company to a more established competitor in your industry. If you plan to pass the business to your children, you'll need to start training them at a certain point and get them invested in the company from an early age.

Here's a look at some of the available strategies for entrepreneurs who want to build a business exit plan into their early planning process:

### Exit Strategies for Long-Term Involvement

**Let it run dry:** This can work especially well in small businesses like sole proprietorships. In the years before you plan to exit, increase your personal salary and pay yourself bonuses. Make sure you are on track to settle any remaining debt, and then you can simply close the doors and liquidate any remaining assets. With the larger income, naturally, comes a larger tax liability, but this business exit plan is one of the easiest to execute.

**Sell your shares:** This works particularly well in partnerships such as law and medical practices. When you are ready to retire, you can sell your equity to the existing partners, or to a new employee who is eligible for partnership. You leave the firm cleanly, plus you gain the earnings from the sale.

**Liquidate:** Sell everything at market value and use the revenue to pay off any remaining debt. This is a simple approach, but also likely to reap the least revenue as a business exit plan. Since you are simply matching your assets with buyers, you

probably will be eager to sell and therefore at a disadvantage when negotiating.

### Exit Strategies for Short-Term Involvement

**Go public:** The dot-com boom and bust reminded everyone of the potential hazards of the stock market. While you may be sitting on the next Google, IPOs take much time to prepare and can cost anywhere from several hundred thousand to several million dollars, depending on the exchange and the size of the offering. However, the costs can often be covered by intermediate funding rounds. Keep in mind, that the likelihood of your company ever going public is very low, as you'll likely need to reach into the tens of millions of dollars in annual revenue before you're an attractive IPO candidate.

**Merge:** Sometimes, two businesses can create more value as one company. If you believe such an opportunity exists for your firm as a business exit plan, then a merger may be your ticket. If you're looking to leave entirely, then the merger would likely call for the head of the other involved company to stay on and take over your company's activities. If you don't want to relinquish all involvement, consider staying on in an advisory role.

**Be acquired:** Other companies might want to acquire your business and keep its value for themselves. Make sure the offered sale price meshes with your business valuation. You may even seek to cultivate potential acquirers by courting companies you think would benefit from such a deal. If you choose your acquirer wisely, the value of your business can far exceed what you might otherwise earn in a sale.

**Sell:** Selling outright can also allow for an easy exit. If you wish, you can take the money from the sale and sever yourself from the company. You may also negotiate for equity in the buying company, allowing you to earn dividends afterward — it clearly is in your interest to ensure your firm is a good fit for the buyer and therefore more likely to prosper.

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



## How to Create a Unique Selling Proposition - The Starting Point for All Your Marketing

by Susan Ward

The Unique Selling Proposition (USP for short) is what sets your products and/or services apart from your competitors. Expressed as a single sentence that summarizes the essence of your business, the USP serves as the theme of all your marketing efforts.

The question the USP answers for your customer base is, "This is why you should buy from me, instead of my competition." The catch is that your USP must also provide your potential customers a specific benefit that they see as attractive. It's not enough to say that your product or service is "better" or has "more value". Vague-speak doesn't cut it

with customers who want to know how a particular benefit will apply to them.

That's why developing a USP before you bring a product or service to market is a good way to determine in advance if it will sell. If there's nothing that sets your product or service apart from the competition, why would anyone want to buy it? And, even if there is something that makes your product or service stand out, is it something that consumers are going to see as having value? If both of these conditions are not met, why spend your time or money developing a product that will not be viable in the marketplace?

## You Must Convey Your Message to the Public

A Unique Selling Proposition is an especially critical marketing tool for small businesses who are forced to compete with both other small businesses and larger retail chains. Your business may have superior service or product offerings, but unless you can get the message out to potential customers they will have no reason to choose your business over a competitor.

The USP is not a new concept. It was created by American advertising executive Rosser Reeves (1910–1984) who believed that the only purpose of advertising was to communicate a particular company's slogan for their product or service and that this slogan should remain unchanged.

### 4 Steps for Creating a Unique Selling Proposition

1) Start by reviewing your business offerings from the perspective of the target market, which may be segmented by factors such as gender, age, income level, race, religion, education, etc. What does your typical customer really want? Does your customer base want a lower price, better customer service, a particular location, convenience, home delivery, etc?

2) Ask yourself, "What is it that my product or service offers that my competitors' products or services don't offer?" Then ask yourself what specific benefit this provides your customers. If you can't give exact answers to these questions in a few sentences you probably are not doing enough to differentiate your business offerings from your competitors

in the marketplace.

3) Now, put it all together in one sentence that is memorable enough to use as an advertising slogan. For example, "We serve the best gluten-free pizza in the city", or "Complete auto service that you can trust," or "Top quality furniture at an affordable price."

4) Next, use your USP in your advertising, in your emails to customers, on your website, in all your social media postings like Facebook, LinkedIn, Twitter, and Pinterest.

Also, use it for all your marketing and promotional materials, wherever it might get the attention of potential customers. Don't miss a beat. Don't deviate.

### Some Famous Unique Selling Proposition Examples:

Hallmark: When you care enough to send the very best.

Subway: Subs with under 6 grams of fat.

The Men's Wearhouse (George Zimmer): You're going to like the way you look—I guarantee it.

FedEx Corporation: When it absolutely, positively has to get there overnight.

One of the most famous Unique Selling Propositions that Rosser Reeves created was for M&Ms, "The milk chocolate that melts in your mouth, not in your hand."

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



## Business Spotlight: Heroes Restaurant & Brewery

Heroes Restaurant and Brewery is excited to be a part of the growing Downtown Riverside Entertainment District. Heroes has been doing business in Southern California for 27 years. Owner Jack Franklyn established the Heroes concept in Downtown Fullerton with the mission of providing Great Service with Great Food, both in large portions! Since 1991, Jack and partner Nick Montano have successfully opened 5 other restaurants, including Heroes in Downtown Riverside.

Heroes is Nick and Jack's first venture into the Brewing Industry. Serving a variety of styles, Heroes strives to keep clean, well balanced, and enjoyable beer for all preferences. Head Brew Master Chris Bogdanoff has a dedication to the traditional German brewing processes and a commitment to serving only the highest quality crafted beer.

Heroes specializes in all types of dining experiences from family dinners to casual dates to business dinners. We handle parties of all sizes and are a local favorite for birthday and graduation



celebrations as well. We have a large dining room, the Brewery, and 2 outdoor patios, and they all offer a unique and different dining experience. Our patio overlooking Mission Inn Ave is also Dog friendly. We offer an extensive menu suited to satisfy almost everyone by serving Sandwiches, Burgers, Salads, Pizzas, Steaks, and Seafood,

not to mention our little Heroes kids menu.

Heroes is committed to the development and growth of the community, excited to contribute to the existing hospitality district, and looks forward to the exciting new concepts in Downtown Riverside. As downtown Riverside is the Central Business District for Riverside County, Heroes is proud to offer a discount for Uniformed Officers of the First Responder and Law Enforcement Community.

Heroes, "Where Good Friends Meet".

3397 Mission Inn Ave. Riverside, CA 92501

951-248-0722



## RDP Welcomes New Businesses to Downtown

Board Walk Barber Shop Cut and Shave • Ccj Logistics (Business Services) • Ferrer Perez Properties

Hotbox Smoke Shop • Jon Webster Law Group, Apc • Lee and Rodriquez Chiropractic

M& M Cleaning Services, LLC • Northern Forest LLC (Wood Products) • Slipakoff Consulting (HR Services)

Socal Ammunition (Sporting Goods) • Soho Ramen (Restaurant) • Vituity (Medical Practitioner)



ADDRESS SERVICE REQUESTED



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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

*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

*Communications and Events Liaison*  
Kate Stovicek

#### BOARD OF DIRECTORS:

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Mike Gardner  
Andrew Guerra – ABP

Andy Melendrez



**Doors Open**  
RIVERSIDE

**May 10, 2018**  
**6-9 PM**

**Tours take place every 20 minutes**

**For a complete list of participating buildings, visit**

**[DoorsOpenRiverside.com](http://DoorsOpenRiverside.com)**



**This FREE event will showcase exterior and interior docent-led tours of some of the most interesting both private and public buildings in Downtown Riverside.**

**#DoorsOpenRiverside**