

BID Bulletin

Riverside Downtown Business Improvement District



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BUSINESS BUZZ: 10 Straightforward Ways to Improve Your Small Business

The next monthly luncheon will be Tuesday, October 23rd at the Riverside Art Museum located at 3425 Mission Inn Avenue with a presentation by Executive Director Drew Oberjurgens on the Museum and The Cheech.

Luncheon sponsored by



BEST BEST & KRIEGER
ATTORNEYS AT LAW

The cost of the luncheon is \$22 with reservation by Friday prior to the meeting, or \$25 at the door. Please call the RDP Office at 951-781-7335 for reservations.

Reservations not cancelled by the prior Friday will be charged.



Downtown Business Improvement District

The Board of Directors of the Riverside Downtown Partnership (RDP) has approved the Annual Report for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) levy for the 2019 calendar year. The report has been submitted to the City for setting of the Public Hearing which is expected to be November 6th. The City will send out notices to all businesses in the Downtown BID to advise them of the date and time of the public hearing. The Annual Report has been posted on the RDP website, www.riversidedowntown.org, for businesses to review in its entirety prior to the public hearing.

The activities of the Downtown BID are funded by the BID levy which is equal to 100% of the annual business tax levied by the City of Riverside and assessed on all businesses within the BID boundaries. The City collects the levy on behalf of the Downtown BID and provides up to \$100,000 of matching money annually for improvements downtown. RDP works with the City and with other organizations to best utilize available resources and to work towards the effective implementation of programs and activities funded by the Downtown BID in specific areas; parking, beautification, public events, music in public places, promotion of business activities, and security. The activities recommended for 2019 are based on 2018 programs approved by the RDP Board of Directors.

RDP has allocated \$10,000 for parking activities in 2019 which include maps to assist visitors, patrolling of downtown parking garages and lots through the Ambassador Program, and input to the City on specific issues. RDP also works with the City's Public Parking Services Department on issues relevant to businesses and visitors, and in 2018 funded production of signs promoting vehicle safety.

Beautification efforts in the past have included the purchase of a sidewalk sweeper, installation of murals, and pergola

repairs. RDP installed new banners in June on the light poles on Brockton Avenue from 6th to 14th Street. RDP also funded the removal of five Ficus trees on University and the later replacement with Goldenrain trees. RDP has allocated \$10,000 for such efforts, including partnerships with other groups, in 2019.

RDP funds music in public places activities including the revamped lunchtime concert series, Summer Lunches in Downtown in June and July, the concerts at Fairmount Park, and the Riverside Art and Music Festival in September. An allocation of \$30,000 through a combination of City matching funds and BID levy income will fund the 2019 activities.

Public events draw people to downtown who then shop and dine at downtown businesses. RDP has allocated \$17,500 in 2019 for funding and support for a number of third party events as well as its popular event, Movies on Main. A portion of the City matching BID funds is also allocated in addition to the allocation of BID levy to public event activities.

RDP has allocated \$220,000 for promotion of business activities in 2019. As part of its promotion of business activities, RDP showcases downtown businesses to draw visitors in targeted demographic groups to downtown Riverside. RDP's retail initiative was launched in 2012 to brand downtown Riverside as a destination fashion district for the Inland Empire and to promote downtown retailers and salons. RDP partners with Riverside City College's Cosmetology school for hair and makeup, giving students practical experience on models. RDP partners with the Pink Ribbon Place of Riverside Community Health Foundation for the Fall Fashion Show in October to promote women's health issues.

Doors Open Riverside, which provided for 'Doors to Open' to a number of historic buildings in downtown Riverside including several private buildings not normally open to the public, was first held in 2016. The

continued on next page

DOWNTOWN BUSINESS *from page 1*

event is a partnership between the City of Riverside, RDP, and the Mission Inn Museum. The 2018 event drew an estimated 2,500 people to various locations including three outside the downtown core. The 2019 event will be held on Saturday to allow more people, specifically families, to attend.

Promotion of business activities include the destination marketing campaign with print ads in targeted markets, press releases to various media outlets, editorial content on downtown activities in selected magazines, a monthly newsletter, and a website promoting downtown and its attractions, and spotlighting local businesses. These also include promoting events through a monthly calendar, website and emails, print advertising, press releases, and editorial opportunities in newspapers and magazines.


RDP also works to promote business activities by building business capacity through workshops, seminars, and other initiatives. RDP partners with the City of Riverside, the Arlington Business Partnership, and other organizations on these activities.

RDP has allocated \$124,800 for security activities in 2019. The Ambassador program is the most significant security effort of RDP. The Ambassadors patrol the downtown core weekdays

from 9 am to 5 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues. The Ambassadors also patrol weeknights from 6:30 pm to 2:30 am, and weekends from 10:30 am to 2:30 am with specific focus on downtown City parking garages and parking lots.

Other security activities include both a downtown Security Committee and a Marketplace Security Committee with representation from the Riverside Police Department, the Homeless Coordinator's department, and the business community. RDP also helps coordinate information meetings for hospitality establishments held each quarter by the RPD North Area commander, as well as safety and security workshops for all businesses such as the Active Shooter Event training held in February.

RDP will continue with its commitment to the safety initiative undertaken by the City of Riverside, the Streetplus Safety Patrol. This funding is equal to \$50,000 in support of the City's funding of \$338,172 annually.

If you have any question regarding the Annual Report or the BID renewal process, please contact Janice Penner at the RDP office at (951) 781-7339. 

Events Downtown in October

Fall Fashion Show

The Downtown Riverside Fashion District's Fall Show will take place on Thursday, October 4th at 6 pm in the City Hall Breezeway on Main Street. The show will feature unique fashions and accessories available from retailers in downtown Riverside and from The Pink Ribbon Place's Pink Ribbon Thrift shop. Information from other women's health organizations will also be available. Downtown businesses are encouraged to promote their business at the event by providing flyers or other materials for the RDP Information Table.

Evergreen Memorial Historic Cemetery Halloween Events:

- Pumpkin Patch 2018 is a fun event on Saturday, October 6th from 9 am to noon for pre-schoolers and their families featuring games, bounce house, and music. The cost is \$5 per child with parents free.
- Tombstone Cinema presents two classic movies; *The Goonies* on Saturday, October 6th, and *Little Shop of Horrors* (PG-13) on Saturday, October 20th. Movies start at 7 pm with tickets at \$15 per person and children 10 and under free.
- Lantern Tour 2.0 features twisted but true events beneath Evergreen on Saturday, October 27th with tours at 7 pm, 7:45 pm, 8:30 pm, and 9:15 pm with arrival 20 minutes prior essential. The tours feature adult material and tickets are available online only at eventbrite.com.

Riverside Halloween Fest

Riverside's new premier Halloween event will take place on Saturday, October 27th from 2 pm to 10 pm in White Park. Attendees will be immersed into a Halloween world full of Halloween vendors, interactive experiences, large scale art installations, and even a haunted trail. The event will feature


live bands, performance artists, and a huge kid's zone featuring free games and crafts and a costume contest for kids and adults. There will also be food from some of the best food vendors in Southern California, plus a bar and beer garden! Downtown businesses are encouraged to promote their business at the event by providing flyers or other materials for the RDP Information Table.

California Riverside Ballet Ghost Walk

Ghost Walk Riverside returns on Saturday, October 27th from 6 pm to 10 pm on Main Street. The event offers four distinctive story-telling walking tours throughout downtown Riverside. The tours range from the perfect youngster spook-fest to more daring tours for the adventurous tour-goer. Tickets range from \$12 to \$15 and can be purchased online.

And in November –

Riverside Day of the Dead takes place on Saturday, November 3rd - Presented by Division 9 Gallery and Ballet Folklórico de Riverside, the colorful cultural celebration of Día de los Muertos will come alive once again in historical downtown Riverside in White Park and on Market Street (road closures in effect). The 14th annual anniversary of this traditional Mexican festival is held on the first Saturday in November from 1 pm to 10 pm; celebrated with food, art, music, dance and most importantly, the beautifully decorated and personalized altars honoring loved ones that have passed.

Riverside's Got Talent takes place on Sunday, November 4th – Presented by Kiwanis Uptown Riverside at the Fox Performing Arts Center, the event showcases local talent ages 5 through adult with a portion of the proceeds benefiting 'Make a Wish'. The show starts at 6 pm and General Admission tickets are \$25 for adults and \$10 for children and can be purchased online or at the door. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

As you have probably noticed Bird electric scooters have arrived in Riverside. Bird is cooperating with the city on things like establishing parking areas and riding rules. I think the scooters and bike share programs can add significantly to mobility in the city, but they have to be managed properly. City staff is preparing a presentation to the Council's Transportation Committee on these programs and ultimately the Council will adopt rules as it deems necessary. Among the things we need to consider are whether the scooters can use sidewalks or must remain in the street, whether they may be used on the Main Street Mall, and if speed limits and riding protocol should be imposed for any off street uses.

The Bird scooters operate on a smart phone app which can be downloaded free. Bird's own rules require the rider to have a valid driver's license and to be at least 18 years old. Part of the app setup process is to scan the barcode on the rider's driver's license to verify this. The agreement you sign to use the scooters specifies that you will not allow others to ride the scooter you have rented. The app allows you to locate nearby Birds and to cause one to "chirp" to aid in locating it.

Once you are signed into the app you scan a QR code with the Bird app on your phone and follow the prompts to unlock the scooter. The app will also show you the amount of charge a particular scooter has left allowing you to pick a more fully charged one if several are available. The rental fee goes directly to your credit or debit card.

I rented one the other day and rode it around downtown for about 15 minutes. I found it pretty easy to control, much like a push type scooter we have all ridden. It has hard tires and small wheels so variations in road surface are easily felt by the rider. Some surfaces are reminiscent of using old steel wheel roller skates with the vibration from the surface. This was particularly

noticeable on the pavers on the mall. Like a bicycle, it is more stable at higher speeds. The one I rode had less than 50% charge and I don't think it would go faster than 10 mph. You must use foot power to start the Bird in motion. A couple of pushes and you can push the accelerator lever and the scooter takes over. There is a brake lever and the brakes are good.

Parking the Bird at the end of your ride is easy. You just stop, put down the kickstand and use the app to lock it and end your trip. It is important to follow the prompts to the last one which ends the ride. If you fail to do this the Bird is still yours and you will be billed the per-minute charge.

Speaking of charges, I rode for about a mile over 15 minutes and was charged \$3.60 including an initial \$1.00 initiation charge.

Bird advertises itself as a "last mile" transportation service. The concept is that someone who uses public transportation may grab a scooter to cover the distance from the bus or train stop to their final destination. I am working with RTA to see if it is possible to take the scooters on the bus which I think will improve their usefulness for many riders. The scooters are also useful for someone who is only going a couple of miles and does not want to drive or take public transportation.

I know there have been problems in other cities, but believe that if we work on reasonable regulation and seek cooperation from the providers electric scooters and shared bicycles can be an important piece of Riverside's transportation network. It will take some getting used to but I think it has a lot of promise. You will see me on one periodically on days I don't have the Segway.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Happy Autumn Days!

Eastside Fall Festival: Come one, come all to the Fall Festival! The event is free and open to the community; children of all ages are welcome. The Riverside Parks, Recreation and Community Services Department will be hosting the event on Friday, October 19 at Bobby Bonds Park from 5:00 pm to 8:00 pm where families can enjoy carnival game booths, arts and crafts, jumpers, musical entertainment and participate in a costume contest! For more information contact the Cesar Chavez Community Center at 951-826-5746.

Riverside Arts Academy Instrument Drive: The Riverside Arts Academy is committed to changing the lives of our youth by providing instruction and a springboard to arts education in a broad-based curriculum that focuses on improving the quality of life through music, dance, performing, and visual arts. In order to continue this work we need your help with instrument donations as well as sponsorships. Every dollar invested in the Riverside Arts Academy directly impacts the lives of over 450 youth who register for programs each session. The Riverside Arts Academy will be holding an online auction for those who would like to give. For more details on this event and to donate please call 951-826-2441.

Mission Lofts: The Mission Lofts Apartments began construction this year and is scheduled to be completed in the first quarter of 2019. There are 212 residential units, 640 square feet of retail with a 581 square foot patio and 315 surface parking stalls. The apartments are centrally located on Mission Inn Avenue and Commerce Street near the Old Spaghetti Factory and Café Sevilla.

CARB: The California Air Resources Board (CARB) broke ground on its new state-of-the-art Southern California headquarters in late 2017. The 380,000-square-foot building will be home to one of the largest and most advanced vehicle emissions testing and research facilities in the world. The headquarters will be LEED Platinum, the highest level awarded by the U.S. Green Building Council for the overall sustainability and energy efficiency of a building. The headquarters will also have the single largest net-zero energy structure in the nation, in terms of square footage and load. This building will produce more energy that it uses. The construction costs for the facility



continued on next page

WARD TWO from page 3

are in the \$419 Million range and will be located on Iowa Ave near Martin Luther King Boulevard.

Pad K Extended Stay Hotel: Prime Investment International Inc. is working to bring to fruition the PAD K University Campus Extended Stay Hotel in the University Village. This extended stay hotel will feature a total of 126 units ranging from 1 bed to 3 beds. More details on this project coming soon.

Starbucks Coming Soon: If you are a coffee enthusiast then you will be happy about the new Starbucks location planned for the corner of Iowa Avenue and University Avenue. This Starbucks will replace the Cocos that has been at that corner for

many years. The Starbucks project will be an approximate \$2.5 Million investment for Ward 2.

UCR Home of the Highlanders: Come root for our Gold and Blue UCR athletes and enjoy our fall sports. Featured athletic events to enjoy include our Women's Cross Country, Men's Cross Country, Women's Golf, Men's Golf, Women's Soccer, Men's Soccer, Women's Volley Ball, Women's Basketball, and Men's Basketball. For a detailed list of all games and to purchase tickets visit: <http://gohighlanders.com/calendar.aspx>

Andy Melendrez



Arts Corner: Riverside Art Museum

Make Art. Make Community.

Mission Statement

The Riverside Art Museum strives to integrate art into the lives of people in a way that engages, inspires, and builds community by presenting thought-provoking exhibits and providing quality art classes that instill a lifelong love of the arts.

About the Museum

Located in the historic Mission Inn district of downtown Riverside, our architecturally significant 1929 building is a former YWCA facility designed by Hearst Castle and AIA Gold Medal-winning architect Julia Morgan.

Curating 20+ exhibits featuring traditional and contemporary art per year, RAM regularly displays the work of some of the best artists in the world, as well as highlighting the work of our talented local members and aspiring students.

RAM stewards a permanent collection referred to by independent curator, Margaret Matthew Berenson, as "one that provides its audience a sweeping glimpse of the history of art," with an emphasis on prints, mixed media works, and paintings and watercolors of California landscapes, with an ongoing effort to collect objects relevant to our community.

Always an institution where art education is valued as highly as our exhibits, RAM provides year-round art education offerings for youth and adults in the museum, as well as partnering with local school districts to bring standards-based art classes to tens of thousands of students each year.

As our community grows, RAM works to be relevant and accessible to our diverse community. We actively engage 50,000+ people each year and welcome feedback from all in order to adapt our exhibits and programs. Funding from the James Irvine Foundation, the California Arts Council, the National Endowment for the Arts, and local sources helps us build capacity to authentically connect with the ever-evolving and diverse residents of our region.

Towards that goal, we look to open The Cheech Marin Center for Chicano Art, Culture & Industry of the Riverside Art Museum or, as it is affectionately nicknamed, "The Cheech", to explore Chicano culture from the barrio to the bay, cholos to Cesar Chavez, and pre-Columbian to modern murals. It will be the center of Chicano art, not only for paintings, but also



for sculpture, photography, video arts, and more.

The center will be housed next door to the historic Mission Inn in a 61,420-square-foot facility, which was originally opened as the Riverside Public Library in 1964. The Cheech is a perfect adaptive reuse of this mid-century building and the historic and vintage aspects will be preserved in its transformation from a library to a museum and cultural center.

Efforts to raise money for The Cheech via The Reach for The Cheech Capital Campaign received a major boost this summer thanks to Assembly member Jose Medina who lead the effort to secure a \$9.7 million allocation of state funding towards The Cheech. "For too long, the story of Latinos and their contributions to the arts have been overlooked," Assembly member

Medina said. "The Cheech will help bring the real stories and rich history of the Latino community to all Californians."

Thanks in part to fundraising committees like Cultura Con Llantas and UNIDOS, who successfully put on the Pachuco Ball and the Celebrando Chicano Art Gala, respectively, the campaign now has almost \$13 million to renovate the site of the current main library, which will receive a brand-new home. The museum will announce a new monetary goal for the second phase of the fundraising campaign this fall. RAM continues to work with the City of Riverside and Cheech Marin to move the renovation planning forward, working with architects Page & Turnbull and wHY. RAM will also lead a strategic planning session this fall and winter to plan programming for The Cheech. Visit www.thecheechcenter.org and sign up for the e-newsletter for updates.

As an independent 501(c)(3) governed by community leaders, RAM strives to provide meaningful curation and opportunities for creation, participation, and dialogue around great art and inspired happenings relevant to our audiences' distinct and shared experiences. Come for a visit!

3425 Mission Inn Avenue, Riverside, CA 92501 | Tuesday – Saturday, 10 am – 4 pm and Sunday, 12 noon – 4 pm

www.riversideartmuseum.org | info@riversideartmuseum.org | 951.684.7111

Find us on: Facebook ([riversideartmuseum](https://www.facebook.com/riversideartmuseum)), Twitter ([RAMRiverside](https://twitter.com/RAMRiverside)), and Instagram ([@riversideartmuseum](https://www.instagram.com/riversideartmuseum)).

Business Spotlight: ivium.io Smartphone Repair & Ship Center

At long last we're pleased to introduce our business to our neighbors and to visitors to Riverside. "IVIUM.io" Smartphone Repair & Ship Center" is conveniently located at 3649 10th Street right beside City Hall and across from the Superior Court House. Our mission is to connect you to your life in the most seamless and efficient way possible. For us, this means keeping your smartphones, tablets, and laptops running optimally while providing an array of well-procured electronic wearables and accessories that not only function better than the rest, but are well-designed and built to last. Ivium (pronounced like idiom) is sourced from the Latin "via" which means "by way of" or "the connection to", and the letter "i" which is now synonymous with intelligence and intuitive design. Thus our name embodies our slogan which is "life connected beautifully."

Our current services include cell phone, tablet, laptop, and smart watch repairs of all kinds and from all manufacturers- from iPhones to flip phones, Apple Watches to Samsung Tablets. We can accommodate well known and obscure devices alike. Broken screen replacements, battery replacements, charging port repairs and everything in between are our bread-and-butter. We'll even diagnose your device free of charge! People in the 92501 and neighboring zip codes will be pleased to know that we do mobile repairs as well and will pick up the device to repair. We carry an assortment of electronic products including chargers and cables, power banks, smart home products, Bluetooth earphones and speakers, car mounts of all kinds, as well as new and refurbished smartphones, tablets, and wearables.

We also work with local businesses at a discounted rate and can tailor our services to fit within budgets and schedules. Don't have time to come to us? We can come to you. Whether one device or one hundred, we handle the safe transportation of your equipment in-house and can usually respond within 2 hours.

We now offer copy, print, and shipping services. As a fully authorized FedEx Ship Center, we can generate packing labels for both Ground and Express shipments that FedEx



will pick up daily, sell an assortment of pack & ship items like boxes, bubble wrap, and tape, and can accommodate specialty packing services for antiques and other delicacies. And with our new high-speed copier, you can get legal documents, school papers, or anything else printed quickly in small or large quantities.

Our biggest announcement is a cell phone repair industry first- our "Second Screen On Us" program. It's taken us many months to iron out the details, and now that we are in the final stages of preparation, we are pleased to first mention our campaign here. Though some restrictions will apply based on phone and parts availability, our offer promises iPhone users a second screen "on the house" if/when they break the one we install. The official launch date is yet to

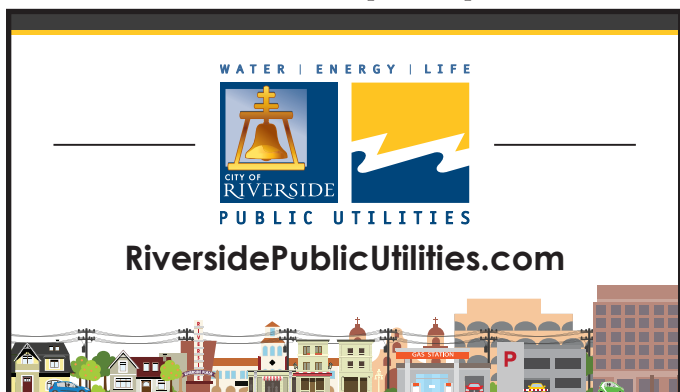
be announced but we anticipate doing so at some point in 4th quarter 2018. We'll also start offering Verizon and other prepaid service providers, expedited passport services and pictures, LiveScan fingerprint scanning, and forensic data recovery for law firms.

Our dedication to customer satisfaction goes uncompromised and is bolstered by our limited lifetime warranty which will cover manufacturer defects at any point down the line, as long as the part isn't damaged after installation. We're humbled by our wonderful reputation on Google and Yelp, and hope to continue pleasing our beloved neighbors and customers. We invite you to come in and talk tech, handle your holiday shipping, surf our website (www.ivium.io launching soon) and get whatever repairs you need handled with care. Thanks and we look forward to meeting you all!

3649 Tenth Street; Riverside, CA 92501

Monday – Saturday, 10 am – 6 pm, closed Sunday

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SECURITY CORNER

Business Email Compromise Contributes to Large Scale Business Losses Nationwide

Business Email Compromise (BEC) schemes have cost victims billions of dollars in fraud losses over the last five years. This activity is a pervasive threat with significant financial losses and a considerable global impact.

What is BEC?

BEC is a sophisticated scam in which a criminal actor uses email to impersonate a business executive or other employee to request fraudulent payments or obtain access to employee payroll or W2 information. The criminal actor will typically leverage a victim's authority to pressure targets into acting quickly or secretly when handling the transfer. Perpetrators have been known to impersonate business executives, real estate industry representatives, HR staff, law firms, and trusted vendors to initiate or redirect wire transfers to overseas bank accounts. They often adjust the BEC scheme to target specific victims and maximize financial payouts. Criminals also use these techniques to obtain personally identifiable information, which they can sell in Dark Web Marketplaces or use to submit fraudulent tax returns. To perpetuate the scheme, criminals may compromise the email accounts of business employees or they misuse publicly available services to spoof victim e-mail domains.

Consequences of Participating in these Schemes

The criminal use of email to conduct fraudulent activity is illegal under the Computer Fraud and Abuse Act (18 U.S.C. § 1030), and such activity may also lead to charges of Bank Fraud (18 U.S.C. § 1344), Wire Fraud (18 U.S.C. § 1343), and/or Money Laundering (18 U.S.C. § 1956). Participating in this scheme may result in the following consequences:

- Seizure of computer and other electronic devices
- Seizure of bank accounts
- Penalty, fine, and/or forfeiture of items purchased with fraudulent money
- Significant prison sentence

Steps to Take if You Are a BEC Victim

- Contact the originating bank and request a wire recall

- Immediately file a complaint with www.ic3.gov
- Save all messages and evidence associated with the incident


How to Mitigate BEC Attacks

The following list includes precautionary measures and mitigation strategies for BEC threats:

- Frequently monitor your Email Exchange server for changes in configuration and custom rules for specific accounts
- Consider adding an email banner stating when an email comes from outside your organization so they are easily noticed
- Conduct End User education and training on the BEC threat and how to identify a spear phishing email
- Ensure company policies provide for verification of any changes to existing invoices, bank deposit information, and contact information
- Contact requestors by phone before complying with e-mail requests for payments or personnel records
- Consider requiring two parties sign off on payment transfers

How and What to Report

The FBI requests BEC victims file a complaint with IC3, regardless of the dollar loss or date of the incident. IC3 complaints should be filed at www.ic3.gov with the following details (if applicable):

- Any messages pertaining to the attack
- Victim Information
- Overall losses associated with the BEC
- If a payment associated with the attack was sent, provide transaction details
- Victim impact statement (e.g., impacted services/operations)
- IP addresses used to send fraudulent emails 


Disaster Preparedness Workshop for Businesses

The City of Riverside in partnership with the Arlington Business Partnership and RDP will be holding a free workshop for businesses on the need to be prepared in case of a disaster including earthquake. The workshop is part of their Resilient Riverside Push and will be held on October 17th from 10 am to Noon at the Riverside Municipal Auditorium.

The workshop will include an introduction and welcome from Councilman Mike Gardner as Chair of the California Seismic Safety Commission. There will also be a PowerPoint presentation on 'Developing a Business Continuity and Disaster Preparedness Plan for Your Business' by Peter Sellas followed by a panel discussion. Information on 'Stop the

Bleed' will also be provided by Wendy McEuen of Riverside Community Hospital.

Information on both CERT (Community Emergency Response Team) training and services from the Red Cross will be available at the event. In addition, attendees will receive a package of materials including copies of Ready Business QuakeSmart toolkit and Business Continuity Plan. ABP and RDP will be providing light refreshments (coffee and cookies).

Flyers will be sent out shortly for the event. Businesses can register by calling or emailing the RDP Office at 951-781-7335 or rdpjanice@sbcglobal.net. 

10 Straightforward Ways to Improve Your Small Business

by Darrell Zahorsky

Making consistent improvements to enhance your business is critical towards its success and sustainability.

Here are 10 tips that will help you focus on improving areas of your business that offer the biggest gain.

1. Keep Financial Score

It's amazing how few small businesses have an accurate idea of the daily, weekly and monthly numbers and financial trends that are within the organization. It's vital that you spend the necessary time keeping current on cash flow. If you lack the financial skills, hire an accountant, but still stay very much in the loop.

2. Set Goals

Similar to keeping score, setting goals and objectives is an essential part of your business success. Set goals and use them as an ongoing planning tool to ensure you continue to move forward in your small business. For instance, try to increase traffic on your business website or blog. More web traffic can translate into added sales or customer loyalty.

3. Use High-Impact Marketing

It's easy to waste money on ineffective marketing. Seek out low budget high-impact marketing strategies to improve your small business. Test one or two new tactics and see which perform best before adding them to your marketing mix. Social media is an excellent no-cost way to promote your business and reap many rewards. LinkedIn, Facebook, Twitter, and Instagram are but a few good tools to build a social presence and attract attention to your business.

4. Master Business Presentations

A powerful business presentation can help improve your small business by leaps and bounds. Start by learning the essentials of a memorable business presentation. These can include delivering an unexpected little pearl of wisdom to captivate your audience. That said, don't overload your presentation with information. Keep everything relevant.

5. Monitor Trends

No business operates in a vacuum. The events and changes in the global landscape have an effect on your business. Stay current on trends and issues happening in your industry and local community.

6. Sharpen Your Selling Skills

A high return area for business improvement is the sales function. And whether you're a one-person operation or managing a sales team, you must focus on sales improvement. To start, clarify your business mission. When you determine areas like what you are best at and who needs what you do, you will have a greater sense of vision and purpose.

7. Find Best Practices

Keeping everything transparent is an important

underpinning. That means breaking down silos, communicating effectively, testing, approving in order to keep everything running smoothly. Another example is documenting your process in order to avoid any miscommunication.

8. Motivate Staff

Talented and motivated staff members can bring on big improvements in business. Learn what motivates your employees to higher levels of performance.

9. Know Your Limits

Every successful business owner has a clear idea of their limitations. By knowing your entrepreneurial personality type, you can manage your resources and find help in areas of weakness. This is a key driver to success.

10. Take a Break

Running a small business is hard work. Sometimes the best way to improve your business and re-ignite your passion is to take a vacation.

Source: <http://www.thebalance.com>



NEIGHBORHOOD ENGAGEMENT
WORKSHOP
SERIES

Neighbors Looking Out for Neighbors
Meet your Neighborhood Police Service Representatives
Learn how they can assist in building community in your neighborhood

**Saturday,
October 6, 2018**

9 - 11 am

Arlington Library
9556 Magnolia Ave.
Riverside, CA 92503

Join your neighbors for an
engaging workshop and
coffee and pastries!



ADDRESS SERVICE REQUESTED



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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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Communications and Events Liaison
Kate Stovicek

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Marco McGuire	Amir Mertaban
Lou Monville	Stan Morrison
Robert Nagle	Brian Percy
Sergio San Martin	Kevin Townsend

Ex-Officio

Mike Gardner
Andrew Guerra – ABP

Andy Melendrez



SAT * OCT * 27
2pm - 10pm

Costume Contest Kids & Adults • Haunted Trail • Art Installations
Halloween Vendors • Kids Zone Free Crafts & Games • Food & Beer Garden

GAMBLERS MARK • TIKI BANDITS • THE B SHARPS • RMB • CRYSTAL & THE CUTTHROATS

Performances By American Cirque • Live Body Painting By: Luciano Paesani & April Granados

TICKETS: Kids 14 and under FREE • Adults \$5 before 5pm • After 5pm
\$15@ Gate \$10 In Costume • Presale \$10 at RiversideHalloweenFest.com

RDP Welcomes New Businesses to Downtown

AIM (Property Rental) • Cloud Nine Smoke & Vape • Dia De Los Puercos (Restaurant)
DMCG Inc (Business Services) • Gary M. Feinberg Ent, Inc. (Medical)
Jessica Sierra (Hair & Makeup) • Law Office of Aniko Hoover • Love Jewelry
Moon River Vacations (Travel) • Ms Supplies (General Merchandise)
P Chavez #088 (Antiques) • Ph Treasure Box (Antiques) • Power Bail Bonds
Queen's Knives N' Things • The Informed Home (Office Supply)
Thrifty Curves (Antiques) • Usblightco (Antiques)