

# Bulletin

Riverside Downtown Business Improvement District



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### **There will be no monthly luncheon for December due to the Holidays.**

The next monthly luncheon will be on Tuesday, January 22, 2019 at noon at the Life Arts Center at 3585 University Avenue and feature a presentation on the Riverside Convention and Visitors Bureau 'Bring It Home' Campaign

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 Riverside Brings Holiday Cheer

### **Festival of Lights**

Riverside's annual Mission Inn Hotel & Spa Festival of Lights will continue to turn downtown Riverside into a winter wonderland through January 6th. More than 750,000 people visit Riverside during the Mission Inn Hotel and Spa's holiday event, making the Festival of Lights a major draw for beautiful downtown Riverside. The City of Riverside enhances the event with additional holiday lighting and family-friendly entertainment. The Festival of Lights offers something for everyone including holiday treats like hot cocoa, sweet and savory bites, tamales, kettle corn and more from food vendors.

This year there are more lights along Mission Inn Avenue. Entertainment for the entire family includes horse-drawn lighted carriages, train rides, an even larger Century Wheel, carousel, awesome entertainment, and photos with Santa. Shoppers looking for holiday gifts can peruse the Artisans Collective, an innovative arts market where the community can purchase original art from local artists, hear local musicians and participate in free public arts workshops. The Artisans Collective will be open Thursday through Sunday from 5 pm to 10 pm as well as Wednesday, December 26, 2018 and January 2, 2019. Please note due to construction and the new residential project, locations of vendors, entertainment, attractions and lights have changed.

And remember that due to safety concerns with increased traffic and pedestrians, streets are closed Thursday through Sunday from 3 pm to midnight. Businesses within the event footprint should plan accordingly. Carriage routes stay the same as do the three pickup/drop-off locations. Bus drop-off and pickup locations also remain the same.

To help minimize traffic congestion and direct visitors to available parking, garages are staffed Fridays through Sundays from 2 pm through the evening hours and Friday evenings from 5 pm through the evening hours. Parking is \$10 upon entry. Parking is FREE at meters and City surface

lots on weekends, holidays and after 5 pm weekdays. As an added convenience, patrons may reserve a parking space in selected garages for \$5 plus a service fee through January 6th. Local business employees that show proof of employment will have in-out parking privileges on the same day that entry was purchased as long as spaces are available.

Streetplus and the RDP Ambassadors will be patrolling the parking facilities for the duration of the event. Nevertheless, please store valuables out of sight prior to arriving to any parking facility, always lock the car doors and roll up the windows when parking the vehicle. For more parking related information, please visit <http://www.riversideca.gov/fol/information.asp>

### **New Year's Eve Celebration**

As part of the Festival of Lights, there will be a New Year's Celebration on the main plaza of the Riverside Main Library. The celebration starts at 6 pm with children's activities, music, lights, and food vendors. The free, family focused event ends with a special countdown celebration at 9:00 pm with confetti.

### **14th Annual Chanukah Festival**

The 14th Annual Chanukah Festival will be on Monday, December 3rd from 6 pm to 8 pm at the Riverside County Historic Court House at 4050 Main Street. Activities include a Grand Menorah Lighting, live music, traditional foods and family friendly activities. The event is free and all are invited to attend.

The eight-day holiday, which begins at sundown December 2nd this year, celebrates the ancient victory of a militarily weak but spiritually strong Jewish people over Syrian Greek invaders who tried to restrict Jewish life and impose a foreign religion. During their occupation, the invaders defiled the Holy Temple in Jerusalem. When the liberators prepared to rededicate the temple, they discovered there was only enough oil to light the Menorah for one day, but miraculously it burned for

*continued on next page*

## HOLIDAY CHEER *from page 1*

eight days until more could be obtained.

"Chanukah represents the universal message of light triumphing over darkness, good overcoming evil, perseverance and hope defeating adversity," said Rabbi Shmuel Fuss of the Chabad Jewish Community Center of Riverside, which sponsors the festival. Other sponsors include Chabad of UCR, the City of Riverside, Blumenthal Law Offices, and RDP.

### Miracle on Main Street

On December 9th, the sixth annual Miracle on Main Street Christmas Event and Health Fair will take place from 10:00 am to 2:00 pm between 5th and 6th Streets. The event will include Santa distributing toys, a Healthy Kids Zone featuring games and prizes, and free health screenings for adults and children in attendance. Last year's event provided toys, health screenings, and a day of fun for over 1,000 families and this year is expected to top 1,500. Pre-registration is required.

## Arts Corner: Riverside Arts Council

Founded in 1977 as the City of Riverside's arts commission, the Riverside Arts Council became its own private non-profit organization the following year in an effort to better serve the region.

"Many mistake us as being part of the city," said the Riverside Arts Council's Executive Director Patrick Brien. "Our area of service is actually the whole of Riverside county."

The organization is recognized as a State Local Partner by the California Arts Council, which means there is an agreement in place for the Riverside Arts Council to act as a representative of the state agency at the county level.

"As part of that program, we provide capacity building technical assistance in the form of grant writing, strategic planning, marketing, financial reporting and other workshops throughout Riverside county," explained Brien. "That really just scratches the surface of what we do, though."

Arts education is a large part of the Riverside Arts Council's efforts. The organization maintains a contract with the Riverside Unified School District to provide after school programs in such areas as theatre, dance, ceramics and mixed-media visual art. The organization has also provided these services as part of gang prevention and intervention programs in partnership with the city and county.

The organization curates Artscape, a bi-annual exhibit at the Riverside County Administration Center in downtown Riverside. This features up to 20 artists representing every Riverside County supervisorial district on three floors, including the atrium.


"The program brings art into a non-traditional space, making it available to people who might otherwise never go to a museum or gallery," said Rachael Dzikonski, Program Director of the Riverside Arts Council and curator of the exhibit.

One of downtown Riverside's signature events is Artswalk. Held on the first Thursday of each month, Artswalk is an evening where museums and galleries open their doors to the public as they offer special exhibits that showcase both their own individual identities as well as the collective identity of the arts community. Nearly five years ago, the event had grown in

If your business would like more information on how to make a donation or become a sponsor,

Please contact the Riverside Community Health Foundation. All donations made to the event are tax-deductible to the fullest extent of the law. Donations can be made payable to Riverside Community Health Foundation Tax ID Number 23-7276444.

### Spark of Love Toy Drive

The Spark of Love event collects toys and gifts for the children in the Riverside community starting from infants up to age 18. Businesses who wish to participate by having a collection box or making a donation should contact Kim Sabatello with the City of Riverside Fire Department at 951-826-5960 or email [ksabatello@riversideca.gov](mailto:ksabatello@riversideca.gov). Donations can also be dropped off at any of the 14 Riverside fire stations until December 24th. 



popularity to the point where individual artists were setting up along the sidewalk of University Avenue. This was posing a hazard, as pedestrian traffic was having to walk in the street to get past the vendors. The Riverside Arts Council partnered with the Riverside Downtown Partnership and the City of Riverside in creating the artist vendor lot that now occupies the parking lot at the corner of University Avenue and Lemon Street.

"We have approximately 70 artist vendors each month," said Dzikonski, who administers and directly oversees the artist vendor lot. "It is completely reserved for the next month by the day after any given Artswalk. There is always a huge waiting list."


Another big collaboration between the arts council and the Riverside Downtown Partnership is the Riverside Art and Music Festival. Held on the third Saturday of September, the event combines the former Mayor's Ball for the Arts with Summer Street Jam.

"We have arts organizations and individual artists showing work, as well as conducting activities, plus a huge chalk art area," says Brien. "There are local singers and dance groups. It all leads up to a rock concert in the evening. This is a free event that showcases the City of Arts and Innovation and our local hospitality establishments."

The arts council's most recent program is arts in corrections. The organization was awarded a contract to provide classes in theatre and creative writing to inmates at three state prisons.

"One of the other important things that we do is provide services as fiscal sponsor for organizations who do not have their own non-profit status or whose budgets are not sufficient to qualify for grant awards," added Brien.

Brien also serves on boards for the California Arts Advocates and Californians for the Arts. His role as an advocate for greater public funding of the arts has been felt on both the state and federal level.

For more information on the Riverside Arts Council, visit their website at [www.RiversideArtsCouncil.com](http://www.RiversideArtsCouncil.com). Once there, you can also sign up to receive their weekly newsletter, the 15 Favorite Things to Do in Riverside. 



# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Goings On

I hope everyone had a wonderful Thanksgiving and that you have worked off most of the dinner and leftovers by now.

Festival of Lights is in full swing and the crowds are with us downtown. If you want to visit the Festival and avoid some of the crowd come after Christmas. There are still lots of people, but not so many and the lines for everything are shorter. You have probably noticed that the Festival footprint has changed a bit this year. The main performance stage is now in front of City Hall rather than on the Mall in the Cal Tower Block, and many of the vendors and rides have moved to the area around the Metropolitan Museum and the Main Library. If you haven't seen it, the Ferris Wheel has grown from last year's 60 foot diameter wheel to a 110 foot diameter wheel. It can be found in the parking lot at Mission Inn Avenue and Lemon Street across from the Municipal Auditorium.

The general street performers, those that are here on their own and not part of the formal entertainment, were moved from the Main Street Mall to the area of the Library and Museum last year on the busiest nights; Thursday, Friday, Saturday and Sunday. This was designed to reduce congestion on the mall making it safer and easier to traverse. That strategy worked from the safety and mobility perspective, but many of the performers complained that they did not have enough people watching them. Moving many of the vendors and rides to the Library/museum area should bring a better crowd for these people, some of which are very

talented and fun to watch.

**The Stalder Project** is now well into construction, or more accurately demolition. The historic facade has been stabilized and most of the old buildings inside the facade have been removed. Once Festival of Lights is completed additional piles will be placed along the Mission Inn and Market sides and excavation of the three story underground garage will commence. These piles will be placed by boring a hole, filling it with a slurry mix and lowering the steel column into place rather than by pile driving them as was done with the beams on the Sixth Street and alley sides. This should result in much less noise and vibration for the adjacent businesses.

As with any big construction project, this one has impacts during construction. It affects and contributes to traffic, is noisy and dusty, and is generally not fun to be around except for those of us who are still little boys at heart and enjoy watching construction.

**The Lofts at Main + Ninth Project** is progressing well. The underground parking is completed and the upper stories are taking shape. Construction has necessitated a narrowing of the Main Street Mall and frequent closure of Ninth Street and this will continue until completion.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### *Season's Greetings!*

#### **Annual Nuestra Navidad Breakfast:**

Latino Network will once again be hosting their Annual Nuestra Navidad Breakfast on Wednesday December 12th from 7:30 AM to 9:00 AM at the Stratton Community Center, 2008 Martin Luther King Boulevard, Riverside, CA 92507. For details about sponsorships and ads or to purchase tickets contact Ofelia Yeager at [vyeaager@sbcglobal.net](mailto:vyeaager@sbcglobal.net).

#### **Lincoln Park Neighborhood Group: Santa in the Park!**

Thank you to everyone who volunteered and helped with the Annual Thanksgiving Dinner that took place at the Lincoln Park Community Center. The next community event will be the Annual Santa in the Park event that will take place on December 22nd from 2:00 PM to 4:00 PM. Registration for gifts are being taken at the Stratton Community Center and the Cesar Chavez Community Center. If you have questions or are interested in attending the Lincoln Park Neighborhood Group meetings, please call 951-826-5355.

#### **Patterson Park Holiday Posada:**

Come out and join us on December 15th from 12:00 PM to 2:00 PM at Patterson Park, 1843 Linden Street, Riverside, CA for a Holiday Posada. There will be Food, Music, Piñata,

Arts & Crafts for kids, Zumba and of course a special appearance by Santa Claus! Free food will be provided to the first 200 individuals. For more information or to donate please contact Noel Avila Garcia at 951-788-3471 Ext. 159.

#### **Eastside Bike Ride!**

Please join me in the 1st Eastside Bike Ride that will take place on Friday December 21st from 1:00 PM to 3:00 PM. We will be starting the bike ride at Lincoln Park, 4261 Park Avenue, Riverside, CA where we will have electric pedal assist bikes that are being donated for the ride by the Bike Riverside Bike Share Program. The bikes are first come first served and we will have a brief training prior to departing on the bike ride. We will be touring parts of the Eastside community and seeing the amazing work that our residents have done to positively impact their neighborhoods. For more detail call 951-826-5419 or email [asmelendrez@riversideca.gov](mailto:asmelendrez@riversideca.gov).

#### **Canyon Crest Towne Center Christmas!**

Tis the season for Christmas Joy. Come out to the Canyon  
*continued on next page*



## WARD TWO from page 3

Crest Towne Center Christmas event on Saturday December 8th from 11:00 AM to 2:00 PM. Enjoy a fun filled day of activities and crafts for kids, holiday music and free photos with Santa! For more information about the Christmas event

and local businesses visit [www.shopcanyoncrest.com](http://www.shopcanyoncrest.com).

***Wishing everyone a Merry Christmas, Happy Hanukkah and Happy New Year!***

Andy Melendrez



## Reminder about Roy Hord Volunteer of the Year Award Nominations

The late Roy Hord was a former RDP board member who faithfully served the community of Riverside for over 25 years. RDP established the Volunteer of the Year Award in his memory in 2003. The award is given to those individuals who exemplify his spirit of volunteerism and presented each year at RDP's Annual Meeting and Awards Ceremony which will take place on February 20, 2019.

RDP is currently accepting nominations for this award until Friday, January 4, 2019. Nominees should be dedicated to the community and have a history of volunteerism, particularly with youth. Nomination forms are available on the RDP website [www.riversidedowntown.org](http://www.riversidedowntown.org) or can be obtained by emailing Janice Penner at [Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)

## Riverside Arts Academy Announces New Director

The Board is excited to announce that Dr. Gene Moon will join the Riverside Arts Academy as the new Music Director! Known both nationally and internationally for his expressive musicianship and skilled conducting, maestro Moon has conducted performances with many orchestras both in the US and worldwide. His work with elementary, middle and high school age students has been heralded as outstanding and ground-breaking by community and professionals.

Dr. Moon holds music degrees from the University of Central Oklahoma, New York University, and his DMA in Instrumental Conducting from the University of Oklahoma. In addition to his distinction as



a musician and conductor, Dr. Moon is also a charismatic and inspirational music educator who finds his greatest passion in challenging the next generation of musicians to the highest standards of artistic excellence and preparing them for career success and global impact. Please help us in welcoming Dr. Gene Moon to the Riverside Arts Academy!

And just a reminder that donations of instruments are always appreciated for those students who cannot afford their own.

***Collette Lee, President***

And mark your calendars for December 13th for a free Riverside Arts Academy event in front of the Mission Inn Hotel & Spa at 5:30 pm.

## Business Spotlight: Pain Sugar Gallery

We are a gallery space located in the heart of downtown. For over a year now we have held monthly art exhibits showcasing local and international artists.

This is an experiment with space and our community. We make art, we share art, and we want to expose what we feel is important and interesting to the public. The spirit of what we do has been exhibited in studios, houses, and on whatever available wall since 2008. The physical space we now call Pain Sugar Gallery was established in October of 2017 in downtown Riverside, CA. We are an extension of Urge Palette Art Supplies located right next door.

Yes, we love beautiful and intriguing art as much as anyone, but we are also interested in the content of art and the direction of the artist. We care about the relationships between artist and communities both locally and globally. That is where we put our love, and these are some of the individuals we represent.

For November we have showcased two amazing poster portfolios from the Justseeds Artist's Cooperative. We Are the



*photo by Adrian Dizon*

Storm draws inspiration from the powerful work of grassroots groups championing creative and community-based solutions to combat climate change. Voices From the Outside: Critical Resistance involves twenty artists from US, Canada, and Mexico. Each one created an original print that either critiques or addresses alternatives to the prison-industrial complex.

For December, we will be exhibiting the works of local artist Daniel Hukill. His style is abstract and modern. This is a 10-year retrospective consisting of dazzling oil paintings and intricate sculptures.

For January, we will be kicking off 2019 with Tim Musso, professor and master printmaker. This will be a solo exhibit of large-scale elaborate prints.

Drop by and view the latest installments from the many talented individuals we are honored to share with the public.

3635 9th St., Riverside, CA, 92501  
[www.painsugargallery.com](http://www.painsugargallery.com) / [painsugargallery@gmail.com](mailto:painsugargallery@gmail.com)  
Mon – Fri: 10 am – 8 pm • Weekends: noon – 4 pm





## \$25 Monthly Discounted Employee Permit Program (DEPP)

Did you know that the City's Parking Services offers a discounted employee permit? The permit is offered at a reduced cost of \$25.00 per month at selected locations to employees that earn less than \$15.00 per hour. You can apply in person at the Republic Parking office located at 3750 Market Street. For additional information, please call (951) 682-3167.



## Congratulations to the 2018 Festival of Lights Window Decorating Contest Winners

First Place – Mrs. Tiggy Winkles

Second Place – T. Elliott Design Studio

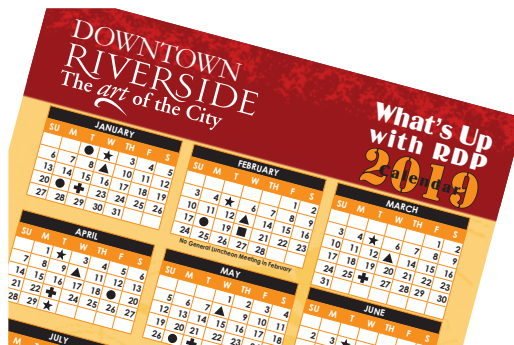
Third Place – Windermere Tower Properties

Each winner receives a cash prize and a Certificate to display in their window.

Thanks to the City of Riverside and the Mission Inn Hotel & Spa and the Riverside Chambers of Commerce. And thanks to the Riverside Art Museum for judging and to Mind & Mill for donating a 3 month co-working membership to the first place winner.

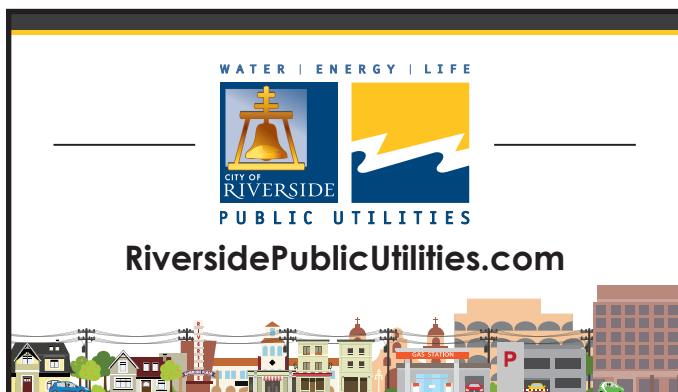
## Holiday Greetings from RDP Board and Staff

Enclosed with our compliments:  
What's Up with RDP in 2019  
2019 Pocket Calendar



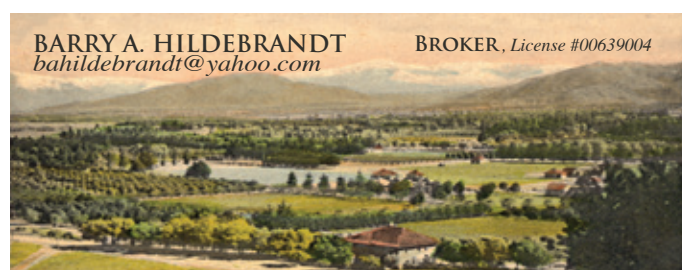
## RDP Welcomes New Businesses to Downtown

Adriene Collectables #025 (Antiques) • Bricks and Birch (Restaurant)  
Dhat Creole Grill (Restaurant) • Highteck Antiques • Onsite Auto Glass  
Pig Pen Delicacy (Restaurant) • Superior Laundry  
The Gender Affirmation Project (Counseling)



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## 5 Ways to Increase Christmas Sales at Your Retail Business

by Susan Ward

Children may dream of sugarplums, but for retailers there's only one vision that matters during the Christmas season; the sales graph. And as the Christmas holiday season is made or break time for many small businesses, the overwhelming question is how to get more Christmas sales and make that graph climb as steeply as possible.

The obvious answer to "how to get more sales" is to get more customers. Assuming you have a quality product or service, the more people who see or experience what you have to offer the more sales you'll make. To increase Christmas sales, though, you have to get potential customers into your store. With a little effort and some ingenuity, that's not as hard as you think. Use one or more of these ideas to create your own Christmas retail rush.

### Increase your Christmas sales by:

#### 1) Having a sale.

I can hear you slapping your forehead and muttering, "Well, duh!" But before you dismiss this idea out-of-hand, consider this: pretty well every retailer of every size has some kind of Christmas season sale - because they work.

Now consider this: what if you didn't just have a sale but had one of the sales that just about everyone wanted to attend?

How? Keep these tips in mind:

- **Offer one big bargain a day.** Offering big discounts (30% or more) on some one well-known item each day to bring Christmas shoppers in can work for you if you have well-known brand merchandise or particular items that people are looking for.
- **Make it a discount, not a thing.** In a flyer recently, a retailer offered a free pair of socks to anyone spending over \$20 in their store over their three-day pre-Christmas sale. But what if you feel you have enough socks or that socks just aren't very Christmassy? They've lost you. On the other hand, everyone can appreciate a discount.
- **Make sure your discount is worthwhile.** Shoppers are used to being spoiled. So puny little 5, 10 or even 20 percent discounts aren't going to cut it unless you do something like a 20% off storewide sale. On individual items, the higher the discount the better. Shoppers will compare.

And advertise your sale heavily on the most appropriate marketing channels for your ideal customers; social media, newspapers, radio etc. (See 19 Advertising Ideas for Small Businesses.) People need to hear about it if they're going to turn out and give you the chance to make more Christmas sales!

#### 2) Holding an event.

As I write this, the Business in Action group in my town is holding a Moonlight Madness event. There will be fire-wielders, jugglers and musicians performing and, of course, Santa will be visiting.

Families who come downtown get all kinds of free entertainment - and lots of opportunities to get their Christmas shopping done as all the downtown businesses are open until midnight and have special sales going on. If your town doesn't have something like this going on this Christmas season that

your small business can participate in, what would it take to get such an event going next year?

There's nothing to prevent you from holding an event of your own either. The trick is to create an event that will tie into your products or services in some way.

For instance, a kitchen store could hold a cooking class and benefit from increased sales of the products used in the class. A yoga studio could hold a free class to encourage January signup - and offer gift certificates to encourage participants to spread the word.

Put your thinking cap on and ask yourself, "Why would I go to that (event)?" (In other words, what's the benefit to the customer? No benefit = no turnout.)

*Note to downtown Riverside businesses -*

*We have the advantage of the Festival of Lights as our big event!*

#### 3) Using email campaigns.

Social media is hot. But email is effective. Neil Patel, founder of QuickSprout, says that "in spite of social media's viral potential, email still wins as the most disruptive method to reach and woo your customers" and points out that according to McKinsey, email marketing is three times more effective than social media, and the average customer order is 17% higher.

Hopefully you've already got an email newsletter going out. It's an ideal spot to promote the products or services you're featuring over the Christmas season and spread the word about any sales or events you're having.

But don't be afraid to send out separate emails as part of a marketing campaign either. The one bargain a day idea might work well for you as a daily email, for example.

Whatever email you send out to customers be sure to court them personally. Besides being sure to use the recipient's first name in the subject line (which increases the click-through rate, according to HubSpot), you could send customers special offers such as extra discounts just for them, buy-one-get-one-free deals not available to the general public, etc. The message is "you're special" - a hard message to resist.

#### 4) Creating an attractive window display for your small business.

Take advantage of the extra foot traffic out during the holiday season by using an eye-catching, foot-stopping Christmas window display.

Incorporating your products into your display is great if you can manage it, but what's really great about a Christmas window display is that you don't have to. A totally Christmas-themed display can work well.

What you want is something unique that's going to draw the eye. And incorporating some kind of movement can really draw a crowd. One of the most successful Christmas displays I've ever seen involved a train that ran around a track.

Most important of all is to work your crowd. A bunch of people standing around watching a train go round or admiring your gorgeous arrangement of ornaments does nothing for your business. You have to bring them into your store. Try offering visitors a free hot drink and a cookie - seasonal and irresistible

to most.

#### 5) Using proximity marketing to lure shoppers into your store.

Many shoppers are glued to their phones to the point that they might walk right by your store without seeing it.


But by using proximity marketing that broadcasts your targeted message to phones within a certain distance, such as iBeacon or Smart Antenna, you can entice those shoppers in – and offer them personalized offers to encourage them to buy more.

Smart Antenna looks especially appealing because it operates through Bluetooth and Wi-Fi and doesn't require potential

customers to download an app as iBeacon does.

#### Invite Them & They Will Come




So there are five marketing ideas you can use to get more customers into your store over the holiday season so you can rack up more Christmas sales. There's no reason why all five of them can't be part of your Christmas season marketing plan.

But remember; whatever you do to create your own Christmas retail rush, you have to get the word out to your target market about what you're doing. Send out that email, place those ads, use social media. Don't let this Christmas season be a retail non-event for your business because you didn't invite your customers to your store. 

Protect your every day.

## RECOGNIZE THE SIGNS OF TERRORISM-RELATED SUSPICIOUS ACTIVITY



 <b>EXPRESSED OR IMPLIED THREAT</b> Threatening to commit a crime that could harm or kill people or damage a facility, infrastructure, or secured site	 <b>PHOTOGRAPHY/SURVEILLANCE</b> Taking pictures or videos, or a prolonged interest in personnel, facilities, security features, or infrastructure in an unusual or covert manner	 <b>THEFT/LOSS/DIVERSION</b> Stealing or diverting items—such as equipment, uniforms, or badges—that belong to a facility or secured site	 <b>TESTING OR PROBING OF SECURITY</b> Investigating or testing a facility's security or IT systems to assess the strength or weakness of the target	 <b>AVIATION ACTIVITY</b> Operating or interfering with the operation of an aircraft that poses a threat of harm to people and property
 <b>BREACH/ATTEMPTED INTRUSION</b> Unauthorized people trying to enter a restricted area or impersonating authorized personnel	 <b>ACQUISITION OF EXPERTISE</b> Gaining skills or knowledge on a specific topic, such as facility security, military tactics, or flying an aircraft	 <b>ELICITING INFORMATION</b> Questioning personnel beyond mere curiosity about an event, facility, or operations	 <b>MISREPRESENTATION</b> Presenting false information or misusing documents to conceal possible illegal activity	 <b>CYBERATTACK</b> Disrupting or compromising an organization's information technology systems
 <b>RECRUITING/FINANCING</b> Funding suspicious or criminal activity or recruiting people to participate in criminal or terrorist activity	 <b>SABOTAGE/TAMPERING/VANDALISM</b> Damaging or destroying part of a facility, infrastructure, or secured site	 <b>MATERIALS ACQUISITION/STORAGE</b> Acquisition and/or storage of unusual materials such as cell phones, radio controllers, or toxic materials	 <b>WEAPONS COLLECTION/STORAGE</b> Collection or discovery of unusual amounts of weapons including explosives, chemicals, or other destructive materials	 <b>SECTOR-SPECIFIC INCIDENT</b> Actions which raise concern to specific sectors, (e.g., power plant) with regard to their personnel, facilities, systems, or functions

**If you see something, say something®**  
REPORT SUSPICIOUS ACTIVITY TO LOCAL AUTHORITIES OR CALL 9-1-1 IN CASE OF EMERGENCY

dhs.gov/see-something-say-something

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[www.RiversideDowntown.org](http://www.RiversideDowntown.org)

**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**

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Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

*Communications and Events Liaison*  
Kate Stovicek

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Charity Schiller, Secretary  
David St. Pierre, Past Chair  
Justin Tracy, Member  
Geoff Neely, Member

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Sergio San Martin	Kevin Townsend

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