

Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be Tuesday, November 27th at First Congregational Church located at 3504 Mission Inn Avenue with a presentation on the City's Housing First Strategy

Luncheon sponsored by



PACIFIC PREMIER
BANK

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.



Riverside Looks Forward to Best Ever Mission Inn Hotel & Spa Festival of Lights

Riverside's annual Mission Inn Hotel & Spa Festival of Lights returns November 23rd, turning 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 six-week event kicks off the Friday after Thanksgiving with an estimated 75,000 people attending the annual Switch-On Ceremony, which includes music and a jaw-dropping fireworks display. The readers of USA Today named the Festival of Lights as the best holiday lights show in the U.S. and the best holiday festival in the country. With foods, incredible decorations, arts and crafts, and more, the Festival of Lights offers something for everyone.

The Switch-On Ceremony, produced by The Mission Inn Hotel & Spa, the Greater Riverside Chambers of Commerce and the City of Riverside, begins Friday, November 23, 2018 at 4:30 pm outside the Mission Inn Hotel and Spa at Mission Inn Avenue and Orange Street. When Santa and friends pull the switch, the glow of five million and one lights decorating the Mission Inn will illuminate the faces of adults and children alike, and signal that the holiday season has begun. The fireworks show promises to be the highlight.

The City of Riverside enhances the event with additional holiday lighting, specialty food vendors, and family-friendly entertainment. Holiday treats like hot cocoa, sweet and savory bites, tamales, kettle corn and more are available from food vendors. Look for more lights along Mission Inn Avenue. Entertainment for the entire family includes horse-drawn lighted carriages, train rides, a 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, locations of vendors, entertainment, attractions and lights will be changing.

NOTE: Businesses in the downtown core will be impacted by street closures on the day of the Switch-On Ceremony. Streets will start closing down at 4 am and will not reopen fully until midnight. You will need to plan your deliveries earlier for the day of the Switch-on Ceremony, as access will be limited and, in the case of Mission Inn Avenue from Market Street to Lime Street, prohibited completely.

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

The 26th Annual Mission Inn Hotel & Spa Festival of Lights will bring many visitors to Downtown Riverside. To help minimize traffic congestion and direct visitors to available parking during the weekend of the Switch-On Ceremony, the City of Riverside parking garages and surface lots will be staffed with parking attendants during the Switch-on Ceremony beginning at noon. Parking will be \$10 upon entry with no in and out privileges.

On Friday, November 23rd, Garage 1 and Lot 16 are not accessible due to street closures. Garage monthly parking permits will be honored on Friday, November 23rd between 5 am and 6 pm and will have in and out privileges so long as space

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is available. Business owners and employees who do not have parking permits will be required to pay the \$10 fee but will be allowed in and out privileges after showing their receipt for initial payment and if space is available.

Effective Saturday, November 24th, garages will be staffed Fridays through Sundays from 2 pm through the evening hours and Friday evenings from 5 pm through the evening hours. Parking will be \$10 upon entry.


The city parking lots and on-street metered spaces will be free of charge on a first-come first-serve basis. The three County of Riverside parking structures, one located on Ninth Street and two on Twelfth Street, will be open to the public during Switch-On and the duration of the festival. The parking rate and hours of operation will mirror the City parking garages.

As an added convenience, patrons may reserve a parking space in selected garages for \$5 plus a service fee. This service

will be available from November 23rd 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. Prepaid online parking can be made at the Festival of Lights website or by visiting ParkRiversideCA.com and selecting one of the available locations.

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.

We look forward to helping drivers find available parking and reducing congestion.

For more parking related information, please visit <http://www.riversideca.gov/fol/information.asp>. 

Arts Corner: Riverside Public Library

Mission Statement

To be the cultural and learning center for the community, encouraging the joy and wonder of reading, the wisdom of diverse ideas, and the power of lifelong learning.

About the Riverside Public Library

Eight library locations in neighborhoods throughout Riverside make up the Riverside Public Library. Locations include Arlanza, Arlington, SSgt Salvador J. Lara Casa Blanca, SPC Jesus S. Duran Eastside, La Sierra, Main, Marcy and Orange Terrace. In 2017 combined these libraries had over one million visitors, owned over 480,000 items, hosted approximately 2,500 events and the community used the computers for 19,000 hours.

The Riverside Public Library is playing an increasingly more important role in the community. All eight locations offer programs for children, teens and adults, provide free computer access and 3D printers, lend toys, and have meeting space available. Staff are available to assist with finding local history information, provide digital literacy instruction with computer classes, coding, and other emerging technologies, and to help customers find the research materials they need. Digital Content for the Riverside Public Library includes E-books and e-audiobooks, language instruction, digital magazines, research materials and test preparation materials.

Outreach has become a specific focus of the Riverside Public Library. The goal is to increase the Library's footprint in the community by participating in events throughout the community. Staff provide art activities, technology based programs, and storytimes at community events, schools, and parks.



Current Projects

It is an exciting time at the Riverside Public Library. The New Main Library Project is in full swing! The City is accepting bids until November 13 for the Main Library construction. The new Main Library, designed by architectural firm Johnson Favaro, features an Archive, Friends of the Library Book Sale space, multiple meeting rooms, an innovation center, children's area and more. Laptop kiosks, a sound recording booth and 3D printers are just some of the emerging technologies that will be available in the new space. Completion of the project is anticipated to be in mid-2020.

Site selection for a proposed new SPC Jesus S. Duran Eastside Library is underway. The goal is to build a single story 15,000 square foot library that will include meeting space, a separate children's room, an innovation lab and more comfortable seating.

Support the Library

Supporters of the Riverside Public Library are encouraged to learn more about the Friends of the Riverside Public Library and the Riverside Public Library Foundation. These two organizations raise funds to support the Library.

The Main Library is open Monday through Wednesday 11 am to 7 pm, Thursday 11 am to 9 pm, Friday and Saturday 10 am to 6 pm and Sunday 12 pm to 5 pm. The La Sierra Library is open Monday through Thursday 11 am to 7 pm, Friday and Saturday 10 am to 6 pm and Sunday 12 pm to 5 pm. All other locations are open Monday through Thursday 11 am to 7pm and Friday and Saturday 10 am to 6 pm. You can also visit the Riverside Public Library anytime online at RiversideCA.gov/Library. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Update on the New Main Library and The Cheech

Bids for construction of the new main library on the former bus terminal site are due shortly. Assuming the bids come in at or near the budgeted 44 million dollars, construction can begin early in 2019. With an anticipated construction schedule of 16 months, the new main library would be ready for occupancy about May of 2020.

The schedule for conversion of the current main library building to the Cheech Marin Center for Chicano Art, Culture and Industry, or The Cheech for short, was recently adjusted to match the library construction schedule and to allow more time for additional design work on the Cheech. Originally, it was anticipated that the Cheech would be entirely funded by private fundraising. However, Assembly member Medina was successful in an effort to secure \$10.7 Million in state grant funds for construction. Almost \$2.2 Million of private funding has been raised and we think there is potential to raise another \$7 Million or so for a total budget of \$20 Million.

This additional money allows for a much more extensive building renovation and interior modifications that will enhance the Cheech as a venue. These additional features include a restaurant, a state of the art multimedia room and opening the center of the main floor to the second story to create a more open feel to the facility.

On October 16 the council approved an increase in the design contract with Page and Turnbull Architects to design

these additional features. The design work will begin next month and run through September of 2019. Plan check is anticipated at two months and the bidding process is estimated at four months. Construction is anticipated to begin in May of 2020 (when Library construction is completed) and to be completed by April of 2021.

Although it would be nice to open the Cheech sooner, the delay in the schedule will allow for a better finished product and avoid having to move Library materials twice. That will save both time and money on opening the new main library.

The Cheech promises to be the equal of the Smithsonian African American and American Indian Museums and the Los Angeles County Museum of Art as tourist attractions. There is nothing like it anywhere in the world. With constantly changing exhibits and programs I believe the Cheech will bring thousands of people to Riverside every year. Coupled with our existing and planned new downtown hotels, the Convention Center, the redesigned and renovated Metropolitan Museum, our new state of the art Main Library, the Fox Theater and the Municipal Auditorium, Downtown Riverside will be a place people know about and want to visit. Exciting times lie before us!

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Happy Fall Greetings to everyone in Ward 2 and the City of Riverside!

The Lincoln Park Neighborhood Group will be hosting their annual community Thanksgiving Dinner on November 16th from 5 pm - 8 pm at Lincoln Park located at 4261 Park Avenue, Riverside, CA 92507. The dinner is FREE and open to the public. This has been an annual tradition of the Lincoln Park Neighborhood group and part of their mission to help feed families in need during the holidays along with building comradery around their community park. Everyone is welcome to attend, please pass the word out and join us for great turkey and food! If you would like to donate food please contact Ralph Martinez at 951-756-4569.

Annual Nuestra Navidad Breakfast:

Latino Network will once again be hosting their Annual Nuestra Navidad Breakfast on December 12th from 7:30 am - 9 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 Ninfa Delgado at 951-288-4037, ninfa@rchf.org, or Ofelia Valdez-Yeager at 951-453-4062, valdezyeager@sbcglobal.net.

Eastside Art Alliance:

The Eastside Art Alliance is a group of artists, community partners, businesses and local government that are working together to help develop the Arts Culture in the Eastside of Riverside. The Group meets regularly on the 3rd Thursday of every month at 9 am at the Community Settlement Association, 4366 Bermuda Avenue, Riverside, CA 92507. The Eastside Art Alliance is currently focusing on Park Avenue as the focal point for the art work they will be helping to develop. This specific area was chosen for its historic significance and because it is one of the oldest communities in Riverside. To learn more or to be a part of the group call 951-826-5419.

El Patron Restaurant:

As of January 2018 El Patron Restaurant, located at 3204 Mission Inn Avenue, Riverside, CA 92507, is under new Management and has revamped their menu. Ignacio Huescas who is the new owner is dedicated to serving authentic Mexican food and adding more flavor to Riverside's diverse eateries. Be sure to come out and enjoy the Sunday morning brunch from 10 am - 2 pm with delicious and unlimited



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Margaritas, Mimosas and Champagne.

Highlander Sport Update:

Come root for our Gold and Blue UCR Men and Women's Basketball. This year our Highlanders have an amazing lineup of games including a friendly rivalry match against

Cal Baptist University in December. For a detailed list of all games and to purchase tickets visit: <http://gohighlanders.com/calendar.aspx>—

GO HIGHLANDERS!!!

Andy Melendrez



Other Events Downtown

Riverside Day of the Dead takes place on Saturday, November 3rd – Riverside Day of the Dead will be celebrating its 15th annual Day of the Dead celebration in downtown Riverside on November 3rd from 1 pm to 10 pm in White Park and on Market Street (road closures in effect). The event has become one of the largest and most popular events in Riverside and the Inland Empire because of its attention to tradition and the cultural significance that it celebrates. The goal of the organizers is to educate both youth and community about the culture of Día de los Muertos, to achieve a better understanding and carry on the traditions. Through art, music, and ritual Día de los Muertos honors ancestors and celebrates community. The customs and culture are completely enveloped in the making of the altars, the food, music, decorations and crafts of this special celebration.

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.

The 13th Annual A Salute to Veterans Parade and Expo takes place on Saturday, November 10th – Scheduled to start at 10 am, this fun and free family event will feature marching bands, airplane fly-overs, equestrian units, color guards, marching units, antique cars, military vehicles, active duty military personnel, floats, and of course, veterans. The parade honors veterans of all ages and eras in all branches of the military. In special commemoration of the 100th anniversary of the founding of Riverside's very own March Air Reserve Base, Colonel Matthew Burger will be leading this year's parade. Colonel Burger serves as commander of the 452nd Air Mobility Wing, Air Force Reserve Command, at March Air Reserve Base which is the Air Force Reserve's largest wing supporting worldwide airlift and refueling operations.

In addition to the parade, an Expo located on Main Street near the Old Courthouse will feature organizations sharing opportunities of special interest to veterans and their families. Street parking is free and food trucks will be available during the parade. The parade committee is seeking sponsors, volunteers, expo participants, and parade participants. Those interested in contributing to this important event are encouraged to contact Jeffrey Crumbaker at patriciang2@aol.com or visit the website at www.asalutetoveterans.org.

Note to Downtown Businesses: There will be morning street closures on Saturday, November 10th for the parade

on Market from RCC to 10th Street and then down Main.

The 41st Annual Mission Inn Run takes place on Sunday, November 11th with a Health and Fitness Expo on Saturday, November 10th - This Signature Event takes place in Historic Downtown Riverside and is an Inland Southern California Tradition! The Mission Inn Run offers a 5K, 10K, and a 1/2 marathon. Run courses wind through the historic parks, sites and neighborhoods of Riverside, making a picturesque event for participants and spectators alike. The Mission Inn Foundation is proud to announce that it will offer a special Veterans & Military entry price for the 2018 event.

The Event kicks off on Saturday afternoon, November 10, 2018 on 6th Street and Main Street at the Clark's Nutrition Health & Fitness Expo offering pre-registration, packet pick-up, live demonstrations, booths, a bench press contest, and a Crossfit competition! The Expo is open from 1 pm to 5 pm.

On Sunday morning, November 11, 2018 is Race day! The Health & Fitness Expo continues and at the Finish Line Festival, awards will go to the overall men and woman in each race and to the top three male and female finishers in each age division.

Families are encouraged to have their children participate in the 1/2K or 1K events, and have lots of fun at The Grove Community Church Kid's Fitness Festival! Sunday, November 11, 2018 from 6 am to Noon.

NEW FOR 2018! Finish Line Festival Beer Garden sponsored by Wicks Brewing Company open from 8 am to 1 pm.

Note to Downtown Businesses: There will be street closures on Sunday, November 11th for the event. Full street closures will start at 5 am and continue until Noon. The finish line is in front of the Mission Inn Hotel and Spa. As the event brings thousands of participants and spectators to downtown Riverside, we encourage you to be open and ready for the crowds.

The kick-off for the 6th annual Miracle on Main Street Toy Drive and Health Fair will take place on November 6th from 6 pm to 8 pm at The Tamale Factory. Entry is \$20 with all proceeds going towards Miracle on Main. The event itself will take place on December 9th from 10 am to 2 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 children. More information will be provided in the December issue of the BID Bulletin.



Business Spotlight: Cruz Custom Tailors

Our shop in downtown Riverside has served our clients' sartorial needs for more than a decade. We specialize in bespoke clothing for men and women and are proud to offer a large selection of high-quality fabrics imported from Italy and England. We also offer full service, custom fit clothing alterations to ensure that our clients look and feel their best. Years of experience and a passion for quality



craftsmanship are what sets Cruz Tailors apart from other outfitters.

"Where tailoring is an art"

3522 Ninth Street; Riverside, CA 92501
951-788-6305

Monday – Friday, 9 am – 6 pm, Saturday
9 am – 2:30 pm

Visit us at www.cruzcustomtailor.com



Shop Local (and get ready for Small Business Saturday)

Get ready for this year's Small Business Saturday on November 24th. American Express who launched the movement has a number of tools available for small businesses on their website, <https://www.americanexpress.com/us/small-business/Shop-Small/>. These tools include printable signage and free online ads, plus loads of tips on how to promote your small business.



Check <https://www.facebook.com/SmallBusinessSaturday> as well for more information on how other small businesses are getting ready and encouraging customers to Shop Small Shop Local.



Roy Hord Volunteer of the Year Award Nominations Open

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. The 2019 event will take place on February 20, 2019 at the Mission Inn Hotel & Spa.



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 can be obtained on the RDP website's Special Events Page under Annual Meeting or by emailing Janice@riversidedowntown.org.



RDP Welcomes New Businesses to Downtown

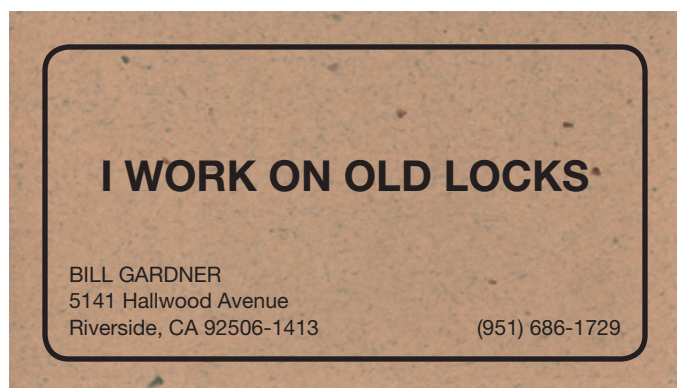
Alexa Schuring (Hair, Nail, Skin Care) • Alicia Sifuentes #178 (Antiques)

Auntie Sherry's Attic (Antiques) • Christian Cares (Home Health Care)

Donut Bar (Food) • Miss Donut & Bagel (Food)

Recess (Restaurant) • Salvaged Treasures (Home Furnishings)

Verde Design Inc. (Engineering)



7 Important Digital Marketing KPIs for Small Business Owners

by Derek Miller

Key Performance Indicators (KPIs) are measurable data that companies use to track and evaluate strategic activities and business objectives. KPIs are important to businesses because they provide context to organizational goals and place accountability on those tasked with achieving those goals.

While small business owners usually have no problem creating KPIs for sales and production, deciding how to track and measure digital marketing initiatives can be more cumbersome.

As technology becomes more integrated into our lives, so too is the importance of having KPIs for your small business' digital marketing.

Here are seven of the most important digital marketing KPIs:

1. Email Open Rate

Measures: The number of email recipients who opened an email.

Calculating Open Rate: Most email marketing platforms provide open rate statistics on each email campaign. If you want to track open rates on individual email correspondents, try using a tool like Yesware.

Why it's important: Understanding and using email open rates can help you improve your email marketing activities and discover trends that lead to more email engagement.

2. Cost Per Click (CPC)

Measures: The cost you pay for each unique visitor from an online paid media ad.

Calculating CPC: Most paid media platforms (Google AdWords, Facebook Ads Manager, Outbrain, etc.) have an analytics report that shows your CPC. You can also use Google Tag Manager and your digital marketing budget report to assess CPC from other paid strategies.

Why it's important: Knowing your CPC and creating goals using this marketing metric can help you optimize your paid media activities.

3. Cost Per Acquisition (CPA)

Measures: The cost you pay for each conversion or acquisition. A conversion or acquisition could include activities like: calling your business, completing a lead form, downloading an eBook, purchasing a product, or any other number of user actions.

Calculating CPA: Where CPC calculates traffic, CPA measures activity. To calculate CPA, you need to track conversions either through the paid media platform, web analytics software, or manually. You will then take the total amount spent on advertising that campaign and divide it by the total users converted.

Why it's important: Understanding your cost per acquisition and creating a targeted average CPA will help you assess the return on investment from your advertising activities.

4. Click-Through Rate (CTR)

Measures: The percentage of people who see your advertisement, inbound link, post, or search result snippet and then clicks it to navigate to your website.

Calculating CTR: Most communication channels will provide

a CTR for each marketing activity you execute. If a platform doesn't, you can look for the total impressions received, and use Google Tag Manager to calculate the traffic from that link.

Why it's important: A low CTR indicates that people see your post or ad, but are not compelled to act. By measuring your CTR, you can adjust ad copy and marketing messages to entice more people to click on your links.

5. Inbound Links

Measures: The number of internal links pointing to your website from another site.

Calculating Inbound Links: Use an SEO tool like Ahrefs or SEMrush to crawl the web for links pointing to your domain.

Why it's important: Inbound links are one of the most powerful ways to grow your online presence. You should be working to grow the number of links pointing to your site by creating link-worthy content and conducting link earning/building outreach. By tracking and creating goals for total inbound links, you can help improve your organic rankings and drive more traffic to your website.

6. Monthly Website Traffic (Channels)

Measures: The number of users who visit your website through organic search, referral links, direct URLs, or paid channels.

Calculating Monthly Website Traffic: Use Google Analytics to calculate your website's total monthly visitors. You can also drill down to specific acquisition methods to determine what channels drive the most traffic.

Why it's important: Knowing the total amount of traffic you receive every month and the channels they used to find your website provide you the insight needed to measure the effectiveness of your different marketing campaigns. It also helps you find opportunities to increase the amount and quality of your visitors.

7. Bounce Rate

Measures: The percentage of users who leave your website after only visiting the page on which they landed.

Calculating Bounce Rate: Use Google Analytics to track the bounce rate across your entire site and on the specific pages for which you are running targeted marketing campaigns.

Why it's important: Bounce rate indicates the user-experience on your various pages. If visitors are leaving your site after only visiting one page, you need to assess whether that page is under-optimized, if you're bringing the wrong audience to your site, or why visitors are not engaging with your other pages.

Working With Digital Marketing KPIs

Every small business should use digital marketing KPIs. While every company will have their own digital marketing KPIs, understanding some of the most popular ones can help you get started with tracking and measuring your digital marketing initiatives against your business goals.

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



Planning Ahead

For those who were unable to attend the Earthquake Resiliency Workshop on October 17th, there is information available to help you plan for a disaster. How quickly your company can get back to business after an earthquake, a fire, or a flood often depends on emergency planning done today. While the City of Riverside is working hard to prevent and prepare for all types of disasters, the lessons of the 1992 Northridge Earthquake, the September 11, 2001 terrorist attacks, and Hurricane Katrina demonstrate the importance of businesses being prepared.

America's businesses form the backbone of the nation's economy; small businesses alone account for more than 99% of all companies with employees, employ 50% of all private sector workers and provide nearly 45% of the nation's payroll. If businesses are READY to survive and recover, the nation and our economy are more secure. A commitment to planning today will help support employees, customers, the community, the local economy and even the country. It also protects your business investment and gives your company a greater chance for survival.

Ready Business Toolkits

The Ready Business Toolkit series includes hazard-specific versions for earthquake, hurricane, inland flooding, power outage, and severe wind/tornado. Toolkits offer business leaders a step-by-step guide to build preparedness within an organization. Each toolkit contains the following sections:


- Identify Your Risk
- Develop A Plan
- Take Action
- Be Recognized and Inspire Others

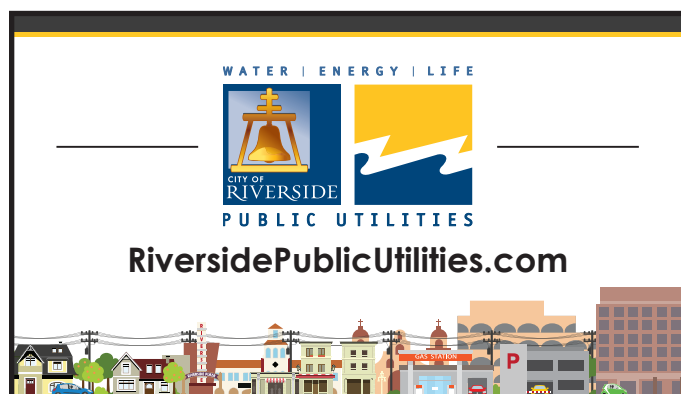
All of them are available at <https://www.ready.gov/business>

And 10 Steps for Terrorism Preparedness

Preparing for terrorism is the same as preparing for earthquakes, fires, floods and other disasters. Follow the 10 steps below to increase your safety and survival. Remember,

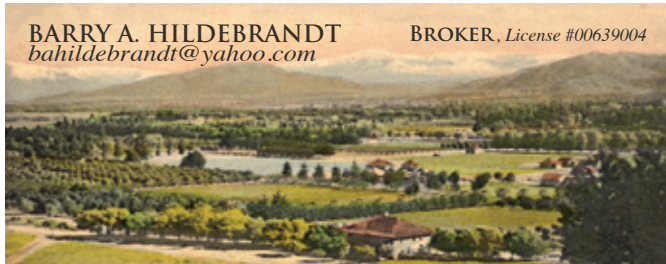
preparedness is the key. Take steps now to be prepared.

1. Finding out what can happen is the first step. Determine what the possible threats are and discuss them with your family, household, or co-workers.
2. Create an emergency communications plan. Be sure to include your out-of-town contact to check on each other if local telephones are jammed or out of service.
3. Assemble a disaster supplies kit, in easy to carry containers, for home, for work and your car. Include a three-day supply of water, non-perishable food, a first aid kit and book, flashlights, battery-powered radio, extra batteries, fire extinguisher, tools, prescription medications, copies of important documents, duct tape, plastic sheeting, and towels to seal door cracks.
4. Learn basic first aid and CPR. The American Red Cross provides training.
5. Be aware of your surroundings and report any suspicious activities to local authorities.
6. Know where the emergency exits, staircases, and fire extinguishers are at home, at work or when traveling, and practice emergency evacuation procedures.
7. Check on the school and Day Care emergency plans for your school age children.
8. Learn what to do if asked by officials to "Shelter in Place" (remain indoors or in your car) or to "Evacuate" (leave the hazard area).
9. Be prepared to do without services you normally depend on, such as electricity, telephone, natural gas, gasoline pumps, ATM machines, and Internet transactions.
10. If there is an attack or strong warnings of an attack, remain calm and follow the advice of local emergency officials. Listen to the radio (KFRG FM 95.1 is the primary emergency station in this area) or television for news and instructions. 



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

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Janice@riversidedowntown.org

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

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Mike Gardner Andy Melendrez
Andrew Guerra – ABP



Healthy Employees Healthy Bottom Line

Join **Small Business Majority**, **Arlington Business Partnership** and **Riverside Downtown Partnership** for a presentation discussing workforce and healthcare laws and programs that offer a competitive advantage for small businesses and help retain and attract employees.

Tues, Nov 13, 2018 | 8:30 - 10am

The Center for Arts and Philanthropy
3700 Sixth Street, Riverside, CA

Register:

<https://rdp-sbm.eventbrite.com>

Tues, Nov 13, 2018 | 3:30 - 5pm

Arlington Business Partnership
9800 Indiana Avenue, Riverside, CA

Register:

<https://abp-sbm.eventbrite.com>