

BID Bulletin

Riverside Downtown Business Improvement District



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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 luncheon is sponsored by Provident 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.



RDP Celebrates Downtown Achievements

The Riverside Downtown Partnership (RDP) will host its 32nd Annual Meeting and Awards Ceremony on Wednesday, February 20th at the Historic Mission Inn Hotel and Spa. This annual event recognizes outstanding individuals and organizations for their excellence in leadership and service to the downtown community.

Awards will be presented in the following categories:

Chair's Award – Mark Rubin for his contribution to the development of both Class A office and residential properties in downtown Riverside. Mark Rubin is also a major contributor of both time and money to the community and many organizations in Riverside.

Arts and Culture – Mission Inn Foundation and Museum for its commitment to preserving the history and heritage of the Historic Mission Inn. The Foundation interprets the history and significance of the Mission Inn through hotel tours, public programs and special events, educational initiatives, and the continued stewardship of the hotel's expansive art, artifact, and archival collections.

Business Activity – Arteco Partners for the Riverside Food Lab which activated a critical space downtown with a unique dining concept. The Riverside Food Lab is a communal food hall featuring 14 artisanal eateries and bars connecting Riverside's agricultural roots with the latest trends in foodie culture and celebrates the impressive range of Riverside's diverse cuisines.

Downtown Event – Riverside Art Museum for the Riverside Art Market which provides an opportunity for local artists and artisans to market their creations. The Riverside Art Market is free and open to the public with vendors within the Riverside Art Museum and the Riverside Municipal Auditorium, and multiple art demonstrations,

participatory art projects, musicians, face painters, balloon artists, and the very popular children's craft area.

Downtown Improvement – Ratkovich Properties for Imperial Hardware Lofts and the adaptive reuse of a historic façade and infill of a former parking lot. Imperial Hardware Lofts blends the restored facade of the historic Imperial Hardware Building with five-stories of studios, one and two bedroom loft apartments, as well as ground floor restaurants and cafes.

Downtown Safety and Security – City of Riverside Fire Department for the Office of Emergency Management and disaster preparedness. The Office of Emergency Management (OEM) administers a comprehensive all-hazards community based emergency management program, and promotes a disaster resistant and resilient community through partnerships with all levels of government entities, businesses, non-governmental organizations and the residents and visitors of the City of Riverside.

RDP will also host the presentation of the annual Roy Hord 'Volunteer of the Year' Award. This award was established in 2003 in honor of the late Roy Hord who was a RDP Board member and an outstanding volunteer on behalf of the Riverside community. The Hord family selects the recipient each year from nominations received. Past recipients include the Hord family, Bill Gardner, Doug Shackelton, Barb Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbie Guthrie, Henry W. Coil, Jr., Suzanne Ashley, Kathy Wright, Margot Chabot, Ardie Bailor, Doris Morton, Mike Mihelich, and Chuck Beaty. The recipient will be announced in the February 2019 BID Bulletin.


The RDP Annual Meeting and Awards Ceremony will begin with a no-host reception at 5:30 pm, followed by dinner, the awards ceremony, and then

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DOWNTOWN ACHIEVEMENTS from page 1

recognition of outgoing and incoming RDP Board members. Tickets are \$70 per person or \$650 for a table of ten if purchased prior to January 31st, and then \$75 per person or \$700 for a table of ten thereafter. To purchase tickets or a table, call the RDP office at 951-781-7335.

Sponsorship opportunities are available starting at \$250. All sponsors receive a number of complimentary tickets and

recognition in print material and social media depending on the level of sponsorship. RDP is also looking for donated items such as tickets, gift certificates, and gift baskets for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards. To sponsor or donate, contact Janice Penner at the RDP Office at 951-781-7339. 

Riverside Dickens Festival February 23 to 24, 2019

Join us on February 23 and 24, 2019 in Historic Downtown Riverside for another weekend of family friendly fun and educational entertainment celebrating the wit and wisdom of Charles Dickens' life and times.

We are very excited and proud to announce that the 2019 Riverside Dickens Festival will be our 26th year. The featured novel will be David Copperfield.

Street performers and costumed guests will fill Main Street transporting visitors to Victorian London. You might run into famous writers such as Charles Dickens, Edgar Allan Poe and the Bronte sisters or even inventor Tesla. Everyone is welcome to stop the famed time travelers for a quick photo or questions about their life and times.

Activities for the young and young at heart are planned in Oliver's Alley, a Historical Encampment for the History Buffs, Themed Escape Rooms, a Victorian Fashion Show the Fashionistas, and a Tavern with local craft beer from Packinghouse for adults who need to sit down and take a break!

The Festival was created by a small group of Riverside residents who wanted to promote cultural arts and literacy in the fall of 1993. Since then the Festival has grown in size and outreach. Originally the Festival fit in the small space in front of the Main Library in Downtown Riverside. Today the festival is on Main Street from University Avenue to the Historic Riverside Court House near 11th Street with the Royal Victorian Tea Room and Music Hall at the First Congregational Church on

Lemon Street.

Through the sponsorship of local organizations like the Riverside Chamber of Commerce the Festival offers free in-school performances by Charles Dickens (portrayed by Paul Jacques) and Edgar Allan Poe (portrayed by Travis Rhett Wilson). The focus of the performances is on cultural history and literacy. Students are so enthralled by the performances they often line up after to take pictures with the actors and ask questions about the life and times of the historical figures they portray.

Additionally the Festival sponsors an essay contests for Riverside & San Bernardino students. The Middle School (grades 6 to 8) topic this year is A Christmas Carol by Charles Dickens. The High School Contest will focus on the David Copperfield by Charles Dickens. For more details about participating in the essay contest, please see The Riverside Dickens Festival website.

Mark your calendars for our 2019 festivities:

- Pickwick's Pub Night Fundraiser February 16, 2019
- The Riverside Dickens Festival February 23 to 24, 2019
- Fezziwig's Ball at the Fox Theater February 23, 2019
- Evensong February 24, 2019

From the Dickens Festival website www.dickensfest.org



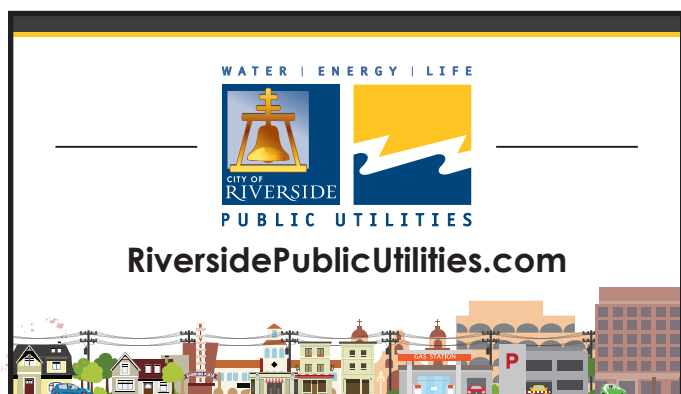
Notice from the Asian Pacific Cultural Association Regarding Lunar Fest

Eight years ago we changed the history of Riverside City and the SoCal Region, and we've left our mark educating others of our Asian Pacific Cultural Heritage. As of October 2018, the Asian Pacific Cultural Association (APCA) was dissolved and we will no longer have the Lunar New Year Festival. On behalf of myself and the APCA Board, and to

everyone who has contributed in every which way, thank you from the bottom of our hearts. It was a tremendous ride!

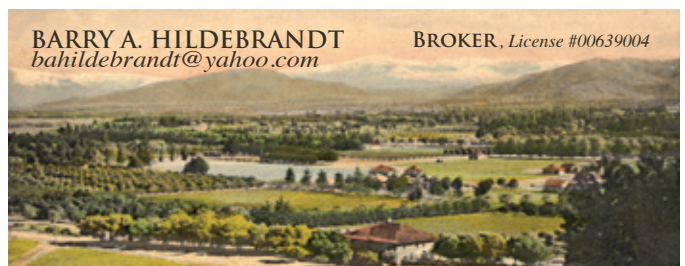
May Lynn Davis- Founder and Chair

From RDP to the APCA – thank you for 8 memorable years of Lunar Fest!



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Mountain View-Riverside-1906

WCI REAL ESTATE
4197 BROCKTON AVENUE RIVERSIDE, CA 92501
951.779.9738 x-12 Cell 951.321.9336

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

Stalder Project: The Stalder Project is moving along quickly now. The entirety of the interior buildings has been demolished and excavation for the underground parking began the week of December 17. The demolition went as planned and the historic façade was undamaged by the demolition. The soil removed during excavation is being transported to the site of the new Air Resources Laboratories on Iowa where they need substantial fill dirt, so Riverside gets two benefits from this.

There were some challenges with setting the supporting steel piles around the perimeter of the building. Originally the piles were being driven into the ground which caused quite a bit of shaking when the piles hit hard material.



This was disruptive to businesses. The project has shifted to another method of setting the piles where a hole is drilled, the pile is lowered into the hole, and cement slurry is poured around it. This is a slower and more costly process, but causes much less shaking in the surrounding areas.

This picture of the Stalder site was taken December 19 from the top floor of the Hampton Inn Project. Note the preserved façade in the background and the beginning of the excavation in the lower right of the site.

The Hampton Inn is also progressing very well. December 19 saw a topping out ceremony as the structure reached its maximum height. The framing is largely complete and exterior sheeting and window installation should be in progress by the time you read this.

I hope you all had Happy Holidays and a wonderful New Year celebration. 2019 promises to be a very busy year downtown and we will see lots of progress, new challenges and new opportunities. Big decisions for the city in 2019 include awarding the bid for the new Main Library, selecting a site for a new Police Department Headquarters and issuing the RFP for the design, and getting Chow Alley off the ground. Oh yes, and there is a new two-year budget and five year spending plan to adopt, and elections in Wards 1, 3, 5 and 7.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Season's Greetings!

Lincoln Park Neighborhood Group Annual Christmas Toy Giveaway: Thank you to everyone who volunteered and helped with the Annual Christmas Toy Giveaway that took place at the Lincoln Park community center. I want to recognize the Lincoln Park Neighborhood Group for all their hard work over the years. Their hard work and dedication has helped hundreds of children, seniors and families in the area get a special gift for the holidays. The neighborhood group meets the second Wednesday of the month at 6:30 pm and the meetings are open to the community. If you have questions or are interested in attending, please call 951-826-5355.

1st Annual Eastside Bike Ride: Thank you to everyone who came out and joined us in the 1st Annual Eastside Bike Ride. We had a chance to highlight the Bike Riverside Bike Share Program who donated 20 pedal assist bikes for the day. We also toured areas of the Eastside community where residents have been working on specific projects that have improved the quality of life of those neighborhoods. We saw the Eastside Art Corridor that the Residents of Eastside Active in Leadership worked on with residents to finalize a beautiful mural on the fences. We also saw the Eastside

Heal Zone Healthy Living Project that our youth worked on. There are beautiful murals on resident fences and garages that have reduced the tagging and vandalism in that area. We also had a chance to see the corner store makeover of the New Market that was also worked on by residents of the neighborhood. This project was in partnership with the City of Riverside, Kaiser Foundation and Riverside Public Health/WIC who helped bring fresh produce to the area. To learn more about the amazing work being done in the Eastside of Riverside please join us at the next Heal Zone meeting and call 951-788-3471 Ext. 159 for more details.

Business is Busy for the Holidays: In December of 2018 we had a new business join our University area called La Placita Restaurant. The owner of La Placita, Robert Ramirez, came up with the name after researching the City of Riverside's history and finding that the Trujillo Family helped lay the foundation for what we know as Riverside. The Trujillo Family were the first non-native settlers that came into the

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Inland Empire. During the 1840s La Placita De Los Trujillos and the Agua Mansa were the largest settlements between New Mexico and Los Angeles. Robert Ramirez wants to honor Riverside's rich history by bringing delicious Mexican food with a twist. If you're in the area enjoy a delicious meal at La Placita, 1805 University Avenue, Riverside, CA 92507.

UCR Highlanders: Please join me this month to support our UCR student athletes! We have Women's and Men's basketball competing in several home games. Tickets can be purchased over the phone by contacting the UC Riverside Athletics Ticket Office at 951-827-4653 or highlandertickets@ucr.edu. **GO HIGHLANDERS!!!**

Ward 2 Groups and Meetings: The City of Riverside is such a diverse community and we are fortunate to have various groups that represent our neighborhoods and

host regular meetings for residents to participate in. To get involved in a neighborhood group near you call the Riverside Neighborhood Partnership (RNP) Board at 951-826-5168. The RNP board consists of 24 community volunteers and one City Council member. Fifteen members are neighborhood residents, and these neighborhood representatives are required to be active in a neighborhood association, neighborhood watch, or some other identifiable neighborhood group. If you would like to become a member of the RNP and help start a community group in your area, join one of the monthly meetings that are held the first Monday of the month at 6:30 pm.

Wishing everyone a Happy New Year!

Andy Melendrez



Arts Corner: Riverside Community Arts Association

About RCAA

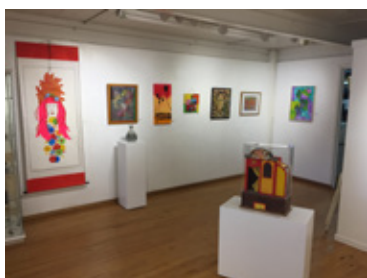
Established in 1988, the Riverside Community Arts Association (RCAA) is a non-profit organization dedicated to promoting the arts in the Inland Empire. The RCAA operates with volunteers from its membership of more than 130 regional artists. Over the last thirty years, the group has organized more than 600 exhibits and events in the region and internationally.

The RCAA is open to all artists from the Inland Empire. Mark Schooley, one of the founders of the group and current executive director, stated, "We are dedicated to promoting the arts through exhibits and educational projects at the RCAA gallery in downtown Riverside, local schools, libraries and other cultural organizations."

The RCAA's goals are to engage local artists to improve their craft, network with one another, exhibit their work on a regular basis for public exposure and sales, and use their skills and knowledge to help expand community projects.

RCAA programs focus on building support and recognition of local artists, showcasing artworks by youth from local schools and community programs, and conducting cultural exchanges with Riverside's nine international sister cities. Over the last ten years the RCAA has organized thirty cultural exchanges featuring art work from local artists and youth with five of Riverside's international sister cities.

Fifteen years ago, the RCAA, working in partnership with Riverside's Division Nine Gallery, founded the successful monthly Riverside Arts Walk on First Thursdays, which has grown from just a handful of attendees to an event that attracts



thousands on a regular basis.

According to RCAA director Mark Schooley; "Over the last thirty years, Riverside has continued to establish a growing arts, culture and economic driver in the Inland Empire. Our arts and culture scene has been receiving growing attention from regional and national press. We are very honored to be part of the community, which includes such amazing institutions and leaders. We will continue to dedicate our energies to make a positive community arts impact."

RCAA Visions for the New Year

In the coming year, the RCAA is planning some great exhibits and community arts projects. In addition to seven RCAA members exhibits, the organization is planning an exhibit of fourteen local artists in our sister city, Ensenada, Mexico in the spring. This will be the RCAA's twenty-second sister city project with Ensenada over the last decade. In the summer, the RCAA will have an exhibit titled Celebrate Riverside, which will be open to all artists. Five artworks from this exhibit will be chosen to be made into a special poster edition to share with the public.

*Riverside Community Arts Association
3870 Lemon Street Riverside California
Phone: (951) 682-6737*

*Gallery Hours: Tuesday to Saturday 11:00 am to 3:00 pm
or by appointment
Follow us on Facebook*



RDP Welcomes New Businesses to Downtown

Alta Buena LLC • Augie's (Coffee Shop) • Brandon's Diner • Britany Baumgartner Antiques
Dave Hrachovy Antiques • David Bernal Antiques • Helen Attruia Antiques
Masala Mischief (Restaurant) • Patricia Glaudel Antiques • Players Only (Arts, Crafts)
Sweet Combfort (Restaurant) • Rachelle Mathias Antiques

Brick and Mortar Stores vs Online Retail Sites

by Susan Ward

To paraphrase Mark Twain, “rumors of the death of brick and mortar retail are greatly exaggerated.” Although e-commerce shopping continues to grow rapidly, brick-and-mortar stores are still holding up well versus online retail sites, as many people still prefer the in-store shopping experience where they can see and try out products before committing to a purchase.

Brick and Mortar vs Online Sales Statistics

According to U.S. Department of Commerce Statistics:

- Total retail sales rose from \$3375 billion in 2016 to \$3496 billion in 2017, a 3.6 percent increase
- E-commerce sales rose from \$390 billion in 2016 to \$453 billion in 2017, a 16 percent increase
- Brick-and-mortar sales rose from \$2985 billion in 2016 to \$3043 billion in 2017, a two percent increase
- As a percentage of total retail sales, e-commerce sales have risen from 5.1 percent in 2007 to 13 percent in 2017

As demonstrated by research from statista, the preference for shopping online vs in-store decreases with age:

- 67 percent of millennials prefer to shop online
- 56 percent of gen-xers prefer to shop online
- 41 percent of baby boomers prefer online shopping
- only 28 percent of seniors prefer online shopping

Note that nowadays many purchases involve both digital and physical browsing of goods - often a purchase begins with online research followed by a visit to the store to make a purchase, or conversely a purchase may start with a customer examining the product in-store but making the purchase online. And with the prevalence of smartphones and other mobile devices, shoppers can perform their online research and price comparisons while in the store (known as “showrooming”).

Why Customers Purchase Online

Aside from the ability to compare product specifications and browse reviews, online shopping has a number of other advantages:

- Being able to shop 24/7
- Saving money - online shopping allows the customer to compare pricing and find the best possible deals
- Not having to use a personal vehicle and deal with parking and other issues or take transit to shop in-store
- Saving time - in-store shopping can be hugely time consuming, particularly if it involves visits to multiple stores in different locations
- Convenience - many people dislike crowds, cashier lineups, etc. and prefer to shop from home
- Availability - hard to find items are much easier to source online
- Free shipping is sometimes available from online vendors. For example, for a small yearly fee the Amazon Prime service includes free shipping on most items ordered through Amazon.

Why Some Customers Prefer Brick-and-Mortar Shopping

- Being able to physically interact with an item before

buying, particularly with personal items such as clothes, cosmetics, furniture, etc. or with grocery items that need to be checked for quality and freshness

- Goods can be obtained immediately rather than waiting for shipping
- Customer service - the ability to speak directly to a sales representative and get further information and advice about products or services
- Avoiding shipping costs
- Avoiding the hassle and complexity of returning unwanted items
- Much faster and easier to return a defective or unwanted product in-store rather than shipping back to an online retailer
- The experience - many people enjoy a shopping outing in retail stores, often with spouses or friends in conjunction with other activities such as dining, having a specialty coffee, etc.

How Can Small Business Take Advantage of Online and In-store Shopping Trends?

In today's market, virtually all large brick-and-mortar retailers also have a strong online presence. For small brick-and-mortar businesses, deciding whether or not to spend the time and effort to expand into online sales is less clear. According to Forbes, only about 28 percent of small businesses make their sales through the internet.

Given that most people tend to search for businesses on the internet, your business should always have an online presence, even if it consists of a Facebook page or simple website containing your address and contact information, as well as a brief description of your product or service offerings.

If you do decide you want to sell your products online you don't have to go to the trouble and expense of setting up a complete separate e-commerce website. Setting up a Facebook or eBay storefront, or selling through Amazon as a third party, is all relatively simple and serve as inexpensive ways to get into online sales.

Whether or not you have an online presence, the best way to compete with online stores is to build long-term relationships with your customers by providing excellent customer service. Customers enjoy a sense of familiarity. Being addressed by their first name, enjoying a friendly interaction with sales staff, receiving personalized service and feeling that their needs are being met are sure ways to keep customers coming back.

As an example, a good salesperson in a clothing store can be extremely helpful to a customer by providing advice on appearance, sizing, mixing and matching articles of clothing, assistance with fitting, care, and maintenance, etc. Without any customer assistance or the ability to try on an item in advance, the only recourse for an online clothes shopper is ordering an item and hoping that it fits and is suitable, otherwise sending it back by return shipment

From www.thebalance.com



SECURITY CORNER

How to Prevent a Ransomware Attack

Ransomware is malware that locks your computer and mobile devices or encrypts your electronic files. When this happens, you can't get to the data unless you pay a ransom. However this is not guaranteed and you should never pay!

GOOD NEWS

Prevention is possible. Following simple cyber security advice can help you to avoid becoming a victim of ransomware.

1. Back-up! Back-up! Back-up! Have a recovery system in place so a ransomware infection can't destroy your personal data forever. It's best to create two back-up copies: one to be stored in the cloud (remember to use a service that makes an automatic backup of your files) and one to store physically (portable hard drive, thumb drive, extra laptop, etc.). Disconnect these from your computer when you are done. Your back up copies will also come in handy should you accidentally delete a critical file or experience a hard drive failure.
2. Use robust antivirus software to protect your system from ransomware. Do not switch off the 'heuristic functions' as these help the solution to catch samples of ransomware that have not yet been formally detected.
3. Keep all the software on your computer up to date. When your operating system (OS) or applications release a new version, install it. And if the software offers the option of automatic updating, take it.
4. Trust no one. Literally. Any account can be compromised and malicious links can be sent from the accounts of friends on social media, colleagues or an online gaming partner. Never open attachments in emails from someone you don't know. Cybercriminals often distribute fake email messages that look very

much like email notifications from an online store, a bank, the police, a court or a tax collection agency, luring recipients into clicking on a malicious link and releasing the malware into their system.

5. Enable the 'Show file extensions' option in the Windows settings on your computer. This will make it much easier to spot potentially malicious files. Stay away from file extensions like '.exe', '.vbs' and '.scr'. Scammers can use several extensions to disguise a malicious file as a video, photo, or document (like hot-chics.avi.exe or doc.scr).
6. If you discover a rogue or unknown process on your machine, disconnect it immediately from the internet or other network connections (such as home Wi-Fi) — this will prevent the infection from spreading.

BAD NEWS

Unfortunately, in many cases, once the ransomware has been released into your device there is little you can do unless you have a backup or security software in place.

GOOD NEWS

Nevertheless, it is sometimes possible to help infected users to regain access to their encrypted files or locked systems, without having to pay. Nomoreransom.org has created a repository of keys and applications that can decrypt data locked by different types of ransomware.

For information on cyber threats visit the FBI's Internet Crime Complaint Center at www.ic3.gov

For more information on ransomware and decryption apps visit www.nomoreransom.org



Business Spotlight: Riverside Community Health Foundation

Since 1997, Riverside Community Health Foundation has been working towards improving the health and well-being of our community. From launching our longest standing program at Bryant Elementary school to addressing the oral health in Riverside's youth to opening our community clinics that continue to provide medical and dental care to the uninsured, under-insured, and underserved populations in the Eastside and Arlanza areas; Riverside Community Health Foundation has been committed to the education, motivation, and mobilization of all of our community members – from the young, to the young of heart.

In many ways, Riverside Community Health Foundation functions as a "hospital without walls." All of our programs and services advance our vision of quality healthcare and preventative education for all.

Over the last year, we have grown our programs and services significantly to reach more underserved and uninsured people in our community, than ever before. Our Miles of Smiles elementary school dental program is in over 50 schools and provides dental education, screening, and



sealant placement to over 30,000 children a year. Our Teen Health Programs, (also known as F.A.C.T.S., Fueling Adolescent Communities with Truths and Strategies) worked with Riverside Unified School District to help the district meet their education code standards. Our educators taught courses on drug and alcohol awareness, male and female reproductive health, and HIV/STI education to over 4,114 students.

Our full-service breast cancer resource center, The Pink Ribbon Place offers support and resources to women and their families who have been impacted by breast cancer in our community. The center offers an American Cancer Society Wig Bank, bras, breast prosthesis, and counseling services. RCHF also offers free exercise, health education seminars, senior programs, nutrition workshops for parents, chronic disease and diabetes education, and many more services to the community.

For more information about Riverside Community Health Foundation, programs, and/or class schedules please visit our website at www.rchf.org or contact us Monday through Friday from 8AM to 5PM at 951-788-3471.



RIVERSIDE BUSINESSES!

MAKE YOUR VOICES HEARD!

The City of Riverside is developing a new **Economic Development Action Plan** and we want your feedback. Please take this short, simple survey and share your opinions to help guide the City's course in supporting the local economy.



What should be the
TOP ECONOMIC
development priorities
in your City?



What are the
best ways to support
LOCAL BUSINESSES?



What should the City
focus on to attract
NEW BUSINESSES?

The Economic Development Action Plan will be the City's guiding document for implementing programs that benefit the local economy.

TAKE SURVEY

Survey Link: <https://www.surveymonkey.com/r/7Q8TLL8>





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

For Downtown News Alerts email
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For Events email
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RDP Facebook Page

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