

Downtown is
Calling

Good
Times
Await



April 2019

RD Bulletin

Riverside Downtown Business Improvement District

Upcoming Downtown Events

There are a number of events in April that will draw residents and regional visitors to downtown.

6th Annual Riverside Art Market

The 6th Annual Riverside Art Market takes place on Saturday, April 6th at the Riverside Art Museum at the corner of Mission Inn Avenue and Lime Street from 10 am to 4 pm. The event is free and open to the public, and takes up the entire city block with vendors placed within both the Riverside Art Museum and the Riverside Municipal Auditorium.

The Riverside Art Market has over 100 artist and artisan vendors, gourmet food trucks, and attracts thousands of visitors. The event features face painters, balloon artists, and the very popular children's craft area for a family centered day. There is also live music provided by the Music Fellows of the Gluck Fellows Program of the Arts at UC Riverside. For more information, visit the Riverside Art Museum's website at riversideartmuseum.org

Spring Eggstravaganza

Families can enjoy a colorful array of delightful activities on Saturday, April 13th from 10 am to 1 pm in Ryan Bonaminio Park. The event is put on by the City of Riverside Parks, Recreation and Community Services Division and includes free age divided and special needs egg hunts, photos with Peter Rabbit and entertainment from 10 am to noon. There is also a Fun Zone with Spring crafts, game booths, bounce houses/inflatables, face painting and train rides. There is a cost for the Fun Zone with wristbands ranging from Single to 4 Pack pricing.

Attendees can also pre-register for summer camps and programs before it is opened to the public and summer begins. For more information call PRCS at 951-826-2000

17th Annual Riverside International Film Festival

The 17th Annual Riverside International Film Festival will run April 11th through April 14th at the Box at the Fox Entertainment Plaza. Films include comedy, mystery, science fiction,

animation, and student films from around the world. Those in foreign languages will all have English subtitles. For more information visit riversidefilmfestival.org

7th Annual Riverside Tamale Festival

Welcome to the 7th Annual Riverside Tamale Festival! On Saturday, April 13, 2019 from 11 am to 7 pm Riverside's White Park will be resplendent with delicious food, outstanding entertainment, cultural shopping, and family connections. We hope you will join us in celebration of family, culture and history.

Spanish Town Heritage Foundation is proud to present the 7th Annual Riverside Tamale Festival as a learning opportunity to share the story of Lorenzo Trujillo and the ten original families who walked from Abiquiu, New Mexico across the Old Spanish Trail in 1842 to settle in this area and form the twin communities of Agua Mansa and La Placita de los Trujillos along the Santa Ana River in today's Colton and Riverside, CA when the western border of the United States was the Louisiana Purchase.

The Trujillo Family Adobe built in 1842, rebuilt in 1862 after the flood decimated the twin communities, remains today as City of Riverside Landmark #130, Riverside County Landmark #009, and a California site of Historical significance.

If you are a return visitor to the Festival, thank you and welcome home! Your support has enabled us to share our story and continue our work toward the vision of a restored Trujillo Adobe, Trujillo School, Trujillo Cantina, and indeed an "old town" Riverside where all can relive the history of Early California.

If you are new to the Festival, Bienvenidos! Welcome!

To all, we invite you to visit the Family Connections Booth to meet with family, make new friends, and share your stories. Enjoy the delicious food, the beauty of the folklorico, the rhythm of the music, the lavish hospitality and become a part of the familia.

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The next monthly luncheon will be held on Tuesday, April 23, 2019 at the Marriott Riverside and feature Todd Corbin and a presentation on Riverside Public Utilities.

The April luncheon is sponsored by RPU



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 AWARDS from page 1

Wishing you Peace, Love and Tamales,

Nancy Melendez, President - Spanish Town Heritage Foundation

5th Annual Riverside Insect Fair

Attendees can get a little bugged out as they touch a tarantula, buzz by the bees, or smell a stink bug on Saturday, April 27th on Mission Inn Avenue in front of the Riverside Metropolitan Museum. The Community and Economic Development Department's Arts and Cultural Affairs Division and the UC Riverside Entomology Graduate Student Association will host the 5th Annual Riverside Insect Fair to give the community the opportunity to learn about the impact of insects. The event has more than 50 booths, an interactive butterfly tent, and will feature crafts and learning tools, books and jewelry, and experts to ask questions about creepy crawly critters.

For more information: 951-826-5663 or <https://riversideca.gov/arts/>.

And coming in May ...

Explore Riverside Together

Explore Riverside Together is an opportunity to discover hidden gems, historic landmarks, and unique activities in Riverside. It will kick-off on Saturday, May 4th at the Riverside Convention Center where residents can check in from 9 am to noon for their free personal Discovery Passport. They can also register online to secure their spot and access exclusive content. For more information visit ExploreRiversideTogether.com

2019 Show and Go Car Show

Riverside County's largest car show is coming to town on May 3rd and 4th. The annual Show and Go Car Show for Charity is a cruising car show organized by the Riverside East Rotary Club and the Old Farts Racing Team, a group of more than 2,200 hot rod enthusiasts. Proceeds from the event go to numerous local charities, including ARC Riverside, the Janet Goeske Center and the Riverside Public Library.

The Show and Go event is a family event attended by 15,000

Business Spotlight: Ricardo's

Ricardo Valencia and his business partner, Frank, decided to open the restaurant, Ricardo's Great Mexican-American Food, last summer. Both are veterans and have known each other for over 35 years. The restaurant is run by Ricardo and his wife with their whole family helping throughout the summer and on weekends. As Ricardo says, "We have five kids, so there is always plenty of help."

Ricardo and Frank's mission is simple:

"We want to provide the best food we can, at a reasonable price and have great service. We live by 'The customer is always right'. We will do everything we can to ensure every customer leaves our place happy and wanting to come back!"

And they're achieving that mission. Customers rave about the food, particularly the Mexican specialties. Visit them

people on Friday and 25,000 on Saturday annually. There are over 50 trophies awarded in numerous categories including best in show, best paint, best wheels and best foreign car. Car show entries come from all over the region and even some from other states.

For more information visit www.showandgo.org or call 951-276-3618 or email showandgo@gmail.com


Doors Open Riverside 2019

Doors Open is back. The City of Riverside, in partnership with the Riverside Downtown Partnership, and the Mission Inn Museum and Foundation, is hosting the City's 4th Annual Doors Open event.

Doors Open events began over thirty years ago in France and have since spread across Europe, North America, and Australia. These events provide free access to captivating historic and architecturally significant buildings that are often closed to the public. Doors Open Riverside is the only event of its type in California.

On Saturday, May 11th from 10 am to 4 pm, select buildings in Riverside will open their doors. Tours will begin at 10 am and occur every thirty minutes. Some locations may vary so visit the website – DoorsOpenRiverside.com – for the correct tour times. Visitors can also stop at the event's information station outside the Main Library, 3581 Mission Inn Avenue, and pick up a map.

Buildings and structures available for viewing in Riverside for the first time include the Heritage House, Cezar Chavez Community Center, Weber House and RCC's Coil School of the Arts and the RCC Quad. A full listing with map is available on the website.

The Doors Open Event organizers are also looking for new locations to participate. If you know of a building that has historic or architectural interest, email Janice Penner at rdpjanice@sbcglobal.net. 



at their location at 3940 University Avenue in downtown Riverside.

Hours: Monday - Saturday 7 am to 8:30 pm

Sunday 8 am to 4 pm.

Phone: 951-784-7070

Website: <https://bit.ly/2O49usA> 

RDP Welcomes New Businesses to Downtown

Aids Healthcare Foundation • C&C Homes LLC (Consulting)

Edward D. Jones & Co, LP (Business Services) • First Legal Deposition Services, LLC

Justice Bail Bonds • Popcyclor (Recycling) • Tonal Temple (Arts, Crafts)

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On



New Main Library Begins Construction: Ground was broken for Riverside's new Main Library on March 18 and construction has begun. The new library will include space for a City Archive, something that we have never had before. This will allow for consolidation of materials currently held by the Museum, Library, City Clerk and several other departments in a single location for better management and availability for consultation and research. The Library will be state of the art and serve the community for another half century as did our current main library. The new library is scheduled for completion in July of 2020.

The current main library building will be converted to the Cheech Marin Center for Chicano Art, Culture and Industry. Conversion to that use will immediately follow the opening of the new main library.

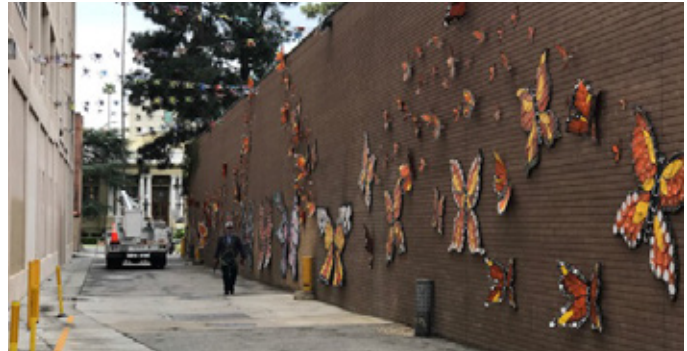
Mission Heritage Plaza and Civil Rights Institute of Inland Southern California

There was a "Virtual Groundbreaking" by video of the new Mission Heritage Plaza and Civil Rights Institute of Inland Southern California on March 29. The project will be built at the corner of Mission Inn and Fairmount and

is anticipated to open in late 2020 or early 2021. The Civil Rights Institute will focus on local and regional civil rights history and current issues. It will highlight important people and events from our community. The remainder of the project will include offices for the Riverside County Fair Housing office and a 70 plus unit affordable housing project.



The modern architecture will compliment that of the new main library which will be immediately across Mission Inn Avenue from this project.



Mariposa Alley

The alley between the City Hall garage and the Orange Square Building and garage at 9th and Orange has been invaded by butterflies and renamed Mariposa Alley. For those who don't know, "Mariposa" is Spanish for "Butterfly." The artwork is by Martin Sanchez of Tio's Tacos and is made of flattened metal food cans. The exhibit was curated by Cosme Cordova. It is far more striking than in a photograph. Come enjoy your new alley.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Eastside HEAL Zone: Invites you and welcomes everyone to join the Eastside HEAL Zone Collaborative and local churches for the 5th Annual Walk by Faith event! The gathering will be on Sunday, April 28th from 2:00 pm to 6:00 pm. More than 200 residents participated in last year's Walk by Faith Route to promote healthy eating and active living in the Eastside neighborhood. The 3.5 mile route, which starts and ends at Park Avenue Missionary Baptist Church, is part of the Eastside HEAL Zone which empowers residents to lead healthier lives through environmental changes and education. The walk will begin at 2:30 pm at Park Avenue Missionary Baptist Church, 1910 Martin Luther King Boulevard, Riverside. For more information or to register for the walk call the Riverside Community Health Foundation at 951-788-3471.

Drown Proofing Clinic: Is once again being brought to Riverside by the Vivian Stancil Olympian Foundation on

April 27th at the RCC Cutter Pool at 10:00 am. This event is to help raise awareness about the shocking statistics related to drowning and injuries. Each year in the United States approximately 5,100 pool or spa-related injuries occur involving children younger than 15 years of age, while an average of 390 children younger than 5 years of age drown. For more information, or to register for the free event call 951-486-1078. As we approach the summer months please share this information with friends and family to help educate our community and provide free drown proof lessons to everyone.



TAMALE FESTIVAL 2019: Come one come all to the 7th
continued on next page

WARD TWO from page 3

Annual Riverside Tamale Festival! On Saturday, April 20, 2019 Riverside's White Park will be resplendent with delicious food, outstanding entertainment, cultural shopping, and family connections. To learn more about the Trujillo Adobe and the Spanish Town Heritage please visit the website <http://rivtamalefest.com/>.

Riverside Arts Academy Art of Giving Havana Nights: Our Riverside Arts Academy will host the "Art of Giving Havana Nights" on Wednesday, May 15th from 5:30 pm to 8:30 pm at the Cesar Chavez Community Center, 2060 University Avenue, Riverside. They will be honoring the Riverside Philharmonic for their Leadership in the Arts. The Master of Ceremonies for the night will be the Chief of Police, Sergio Diaz. The auctioneer for the night will be none other than the prestigious Stan Morrison. Tickets are \$35 and will include Gourmet Cuban Delights and Libations. All proceeds from the showcase and fundraiser are to support the Riverside Arts

Academy music programs. To become a member or to sponsor the Riverside Arts Academy visit www.riversideartsacademy.com/membership/ or call 951-826-2441.

Riverside CORAS: Our Riverside Semi-Pro Soccer team started March off with an amazing 2 games. Join us in supporting our Riverside CORAS in what we expect to be an exciting lineup of games this season. Visit http://deportivocorasusa.com/schedule_results.asp for a full list of games and for ticket purchases.

Highlander Athletics: UCR Men's Baseball, Softball, Women's and Men's Golf, and Men's and Women's Tennis, Men's and Women's Track and Field all have several exciting games coming up this month! Be sure to come out and join us in supporting them! Visit www.gohighlanders.com for a full list of games and ticket prices.

GO HIGHLANDERS!!!

Andy Melendrez



Arts Corner: Gestalt Theatre Project

The Gestalt Theatre Project began in 2013 as a collaboration of visionary leaders from the arts and business community that is greater than the summation of its parts dedicated to creating a new kind of theatrical experience for both audiences and artists. Patrick Brien is one of the founding members and artistic leader of The Gestalt Theatre Project. One of his stated goals is to stretch the boundaries of theatre as an art form while giving artists and audiences opportunities to experience shows that aren't typically done in the region.

Gestalt opened its first show, Lee Blessing's *Eleemosynary*, in September 2013. It is known for productions such as *The Pillowman*, *True West*, *The Last Days of Judas Iscariot*, *Arcadia*, *The Shape of Things*, *Eleemosynary* and West Coast Premieres of *The Library*, *When We Were Young and Unafraid*, and *American Buffalo*. Productions have primarily been at The Box in downtown Riverside.

Up next for The Gestalt Theatre Project is the West Coast



Premiere of Justin Maxwell's *An Outopia for Pigeons*. The year is 1914. Martha Washington, the world's last passenger pigeon, is building an outopia. It is what she describes as a non-place. She believes that her species will be safe in a place that does not exist. Martha isn't aware that she is already the last of her kind. Touching and poignant, the play is also a hilarious exercise in the absurd. Joining Martha is a sperm whale named Charles Bronson, a gourmand who is 7/8 omniscient, and Cotton Mather, a puritan minister who has traveled across three centuries in search of Martha.

Please note that due to language and subject matter, discretion is advised. March 29, 30, April 5, 6 at 8:00 pm, March 30, 31, April 6, 7 at 2:00 pm at The Box, located on the second floor of the Fox Entertainment Plaza in downtown Riverside.

Tickets:

<https://www.brownpapertickets.com/event/4091683>



RiversidePublicUtilities.com

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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

Trespassing

California Penal Code § 602 (k)

Trespassing is defined as "Entering any lands, whether unenclosed or enclosed by fence, for the purpose of injuring any property or property rights or with the intention of interfering with, obstructing, or injuring any lawful business or occupation carried on by the owner of the land, the owner's agent, or by the person in lawful possession."

What is Considered Trespassing

- Entering someone else's property with the intent to damage that property
- Entering someone's property with the intent to interfere with or obstruct the business activities that are conducted there,
- Entering and occupying another person's property without permission, and
- Refusing to leave the property after being asked to do so.

Active Encampments

Identify Active Encampments

Before contacting code enforcement, answer the following questions:

- Is there an immediate threat? (CALL 9-1-1)
- Is the homeless person/persons currently on the property with their items?
- Are they considered "trespassing" per the penal code requirements listed above?

If you can answer yes to any of the above, you likely have an Active Encampment on your property. Due to the nature and urgency of these type of nuisances, they are handled by the Riverside Police Department.

Who We Are

Mission Statement

The Mission of the Code Enforcement Division is to serve the citizens of Riverside by ensuring compliance with all adopted City codes through providing effective public contact and education, building cooperative partnerships throughout our community, and enforcing the law in an equitable and impartial manner.

Goal

Our goal is to promote a positive image of Code Enforcement to our community and our allied City Departments by fostering a culture that is helpful, approachable, knowledgeable and of the highest integrity.

General Procedures

Anything left on private property is considered the property owner's responsibility. If the matter is brought to the attention of Code Enforcement, we will issue a Notice To Abate for trash/debris & outdoor storage. If the owner does not abate the property in a timely manner, the city may remove the nuisance and bill the property owner for the abatement cost.

Anything left on public or city property that is unattended or abandoned is tagged for removal with Notice of Pending Removal for 48 hours. Items of value are stored for safekeeping and retrieval by the owner.

Abandoned items, trash, and anything that is deemed a health hazard is discarded.



Code Enforcement

Reducing Trespassing On
Private Property



City Hall

3900 Main Street
Riverside, CA 92522
Second Floor

Phone: (951) 826-5633
Fax: (951) 826-2570

Riversideca.gov/code

Your responsibility as a property owner

As a property owner in the City of Riverside, you are responsible for keeping your property in compliance with the Riverside Municipal Code. You may be asked to resolve a violation even if you did not cause it. We thank you for helping us to provide a safe and attractive community.

Keeping your property in compliance with Riverside Municipal Code

6.15.020 (A-F)

It is unlawful for any person having charge or possession of any property in the City to have any of the following conditions present:

- 1 Garbage, rubbish, refuse or waste matter
- 2 Weeds on property, including any public side-walks, streets or alleys between said premises and the centerline of any public street or alley
- 3 Overgrown, dead, decayed, diseased or hazardous trees, and other vegetation
- 4 Overgrown vegetation which detracts from the aesthetic and values of neighboring properties
- 5 Any abandoned or discarded furniture or other household fixture
- 6 Any abandoned, wrecked, dismantled or inoperative motor vehicle upon the premises

9.18.020 (B)

Graffiti is prohibited

9.04.300

Trespassing on private property is prohibited



Proactively protecting your property

- Remove/cover any accessible outlets
- Have operable and efficient outdoor lighting to prevent loitering
- Install key lock water spouts
- Password protect your Wi-Fi
- Pick up trash and debris immediately
- Keep trash bin enclosures locked
- Reduce foliage that may be used as hiding spots for people or property
- Do not feed or give money to non-patrons
- Consider private security measures
- Complete and file a **"No Trespassing Authorization Form"** with RPD and post **"No Trespassing"** signs on property
- Have sufficient physical barriers to your property where appropriate, such as fencing

When to contact Riverside Police

- Drug activity, prostitution or the presence of drugs or paraphernalia
- Loitering outside establishments that sell alcohol/ public consumption of alcohol
- Any violent or criminal behavior
- Trespassing per Penal Code § 602 (k)
- Impeding access to businesses
- Aggressive panhandling
- Active encampments

Phone (951) 354-2007

When to contact Code Enforcement

- Abandoned shopping carts or other unclaimed property
- Trash, debris, and outdoor storage

Phone (951) 826-5633

When to contact Riverside's Hotline

Homeless Outreach facilitates with other departments to provide assistance and resources for the homeless.

The **Graffiti Hotline** does not service private property in all cases, but you can give the general hotline a call and see if they are able to provide you with assistance.

Bulk Pickup is a service where-in a property owner schedules a pick up time and date for trash and outdoor storage too large to fit in waste bins.

Phone (951) 826-5311

For life-threatening emergencies, please immediately call 9-1-1

Social Media Guide for Restaurants Brand Your Restaurant with Social Media

by Lorri Mealey

Social media can help restaurants woo new customers, check out the competition and think of new ways to reach customers through sites like Facebook, Twitter, and Pinterest.

What Is Social Media?

According to expert, Elise Moreau, social media is “just any Internet medium that can be used to share information with others... that can be used to describe a number of platforms including blogs, forums, applications, games, websites, and other stuff.” Other “stuff” including social media includes platforms like Facebook, Twitter, and Pinterest (just to name a few). These sites piece together conversations and images and help build an online identity of your restaurant.

Begin With a Website...Or Not

Websites have become pretty much a normal expectation for most restaurants these days. Consider, when was the last time you dug out your yellow pages to find a phone number for a restaurant you wanted to call to make reservations? More likely you Googled the restaurant name (maybe from your phone) to find the number or maybe you even made reservations online through their website. As social media sites become more and more intuitive to use and navigate, some restaurants are relying exclusively on those sites to promote their online brand, rather than spending the time or money to build and maintain a separate website.

Food trucks are a perfect example. Many food truck businesses rely on Twitter and Facebook for promotions. They announce daily specials and their schedule and locations through tweets and wall posts.

Using Facebook for Your Restaurant

Even if you do have a restaurant website, you should still be on Facebook. Currently, Facebook has over one billion (yes, billion) users. It covers the gamut of age and gender – meaning everyone from your tween son to your grandma are on Facebook. Facebook is the cornerstone any social marketing campaign. While it does require regular updating to stay relevant, the reach to your audience is worth it. Read

more about how to use Facebook to promote your restaurant.

Harness the Power of Twitter

Twitter, which just turned seven years old, is micro-blogging: saying what’s on your mind in 140 characters or less. And it is out there for everyone to see. There is no question that Twitter is a powerful social media platform. Presidential campaigns used it. Revolutionaries in Egypt used it. While your use for Twitter may not be on such a grand scale, you can still use it to your advantage to woo customers. Like Facebook, you can post daily specials on Twitter, interesting news you think your followers (i.e. customers) will be interested in.

You can also post promotions like “Retweet this tweet and get a free dessert tonight, between 5 pm – 7 pm.” Because the messages are so short, Twitter needs regular attention, at least a couple of tweets a day, if not more.

Take Advantage of Pinterest

Unlike Twitter or Facebook, which relies on words to get the message across, Pinterest relies exclusively on images to engage users, acting as an electronic bulletin board. Users “pin” images they like onto boards they create. Pinterest’s motto is “organize and share things you love.” Topics on Pinterest include weddings, hobbies, food, clothing, humor, quotes and plenty more. Recipes are among the most popular pins with users, as are party ideas, and humor — three categories that restaurants can use to build boards and gain followers.

Another bonus of Pinterest is that it isn’t as needy as Facebook and Twitter. You should pin regularly, but if you skip a day or two, it isn’t a big deal.

Setting up a social media guide may be a bit time consuming at first, but once you have your profiles established and know who you are trying to reach, updating your sites should only take a few minutes each day.

From www.thebalance.com



SECURITY CORNER

Stop the Bleed

The “Stop the Bleed” campaign was launched by the White House in October of 2015, to reduce the number of preventable deaths from uncontrolled bleeding. It is intended to spur a grassroots effort to get bystanders to become trained, equipped and empowered to help in a bleeding emergency before help arrives.

Riverside Community Hospital is a Level II Trauma Center and partners with the Stop the Bleed campaign. Riverside Community Hospital’s Trauma Service–Injury Prevention has been actively providing free monthly training to hospital staff and public entities such as local schools, colleges and large organizations that are high targets for mass casualties or

active shooters. Riverside Community Hospital was the first hospital in the Inland Empire to actively promote the Stop the Bleed initiative.

The class provides education on how to recognize different types of bleeding and how to apply appropriate measures to save lives. Those that attend class get hands on experience on how to apply pressure, pack a wound and how to use a tourniquet.

To register for a class at the hospital call: 951-788-3463. If you would like to have training provided to a group you can contact Wendy McEuen, MSN, RN at: 951-788-3650.

ADDRESS SERVICE REQUESTED



3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
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Submit press releases to:
Janice Penner by email at
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

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

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Communications and Events Liaison
Kate Stovicek

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Andy Melendrez, Ward Two



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, Apr 9, 2019 | 8:30 - 10am

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

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

Tues, Apr 9, 2019 | 3:30 - 5pm

Arlington Business Partnership
9800 Indiana Avenue, Riverside, CA

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