

Downtown is
Calling

Good
Times
Await



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The next monthly luncheon will be held on Tuesday, May 28, 2019 at Romano's Concert Lounge (Upstairs) and feature Supervisor Karen Spiegel, County of Riverside District 2.

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.

The May luncheon is sponsored by Best
Best & Krieger



Reservations not cancelled
by the prior Friday will be charged.



May 2019

Bulletin

Riverside Downtown Business Improvement District

Upcoming Downtown Events

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

Show and Go Car Show

Riverside County's largest car show returns for 2019. 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.

The event is a family event attended by 15,000 people on Friday and 25,000 on Saturday annually. The event begins with a cruise on Friday, May 3rd from 6 pm to 10 pm and continues on Saturday, May 4th with a pancake breakfast at 7 am hosted by local volunteers and then open header cruising from 11 am to 4 pm. In addition to the cruising there is a Grand Marshall Parade at 12:30 pm. At 4 pm there will be a trophy presentation with trophies awarded in numerous categories. The 1,000 classic cars, hot rods, imports and motorcycles will cruise down Market Street and Main Street between 13th Street and Mission Inn Avenue.

Car show entries come from all over the region and even from other states. Public admission is free. For more information contact: www.showandgo.org or info@showandgo.org or (951)295-0534.

Explore Riverside Together

This new event offers residents a free day of adventure. Participants register online and then meet at the Convention Center from 9 am to Noon to get their personal Discovery Passport. After exploring various locations in downtown and throughout the City, participants return to the Convention Center for a free concert at 5 pm on the plaza. The event is free. For more information visit ExploreRiversideTogether.com

May the 4th Fest

The galaxy comes closer to home this spring as May the 4th Fest returns to the Riverside Municipal Auditorium, featuring live performances, stunt battles, interactive photo ops & more! Activities

include the galactic trading post and art exhibit. Expect to see everyone's favorite interstellar characters from the Hollywood saga roaming the downtown streets as Cosplay attire is strongly encouraged and rewarded. The event starts at 5 pm.

Doors Open Riverside

The Doors Open event 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 Fourth Annual Doors Open event.

Doors Open events began over 30 years ago in France and has since spread across Europe, North America, and Australia. These events provide free access to captivating historic sites that are usually closed to the public.

On Saturday, May 11 from 10 am to 4 pm, select buildings in Riverside will open their doors. Tours vary by location with some from 10 am to 1 pm, others from 1 pm to 4 pm, and some all day, so check the website -- DoorsOpenRiverside.com -- for the correct tours and times. Visitors also can stop at the event's information station outside the Mission Inn Museum on Main Street at Mission Inn Avenue to pick up a map.

Buildings and structures available for viewing in Riverside for the first time include the Heritage House, Cesar Chavez Community Center, Weber House, RCC Quad, and more.

Historic buildings that will return to the tour include the Riverside County Court House and the historic downtown churches. For more info visit: www.DoorsOpenRiverside.com

28th Annual Old Riverside Foundation Vintage Home Tour

The Old Riverside Foundation, a non-profit organization for historic preservation, is holding its 28th Annual Vintage Home Tour, Restoration Faire and Vintage Mercantile on Saturday, May 18, 2019 from 10 am until 4 pm. The ticket price includes a self-guided home tour of

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DOWNTOWN EVENTS from page 1

five lovely examples of Riverside's rich historic architecture, one gratis raffle basket ticket, along with a Restoration Faire with suppliers, artists and craftspeople.

The Vintage Mercantile will feature antiques and collectibles along with the return of the Tour Raffle Basket opportunity. Tickets are \$20 pre-sale and \$25 day of tour. Tickets may be purchased at www.olddriverside.org and are available at many Riverside locations, including Mrs. Tiggy Winkles, Mission Galleria, Do-It Center Lumber, A to Z Printing, Courtyard Marriott, and Moreno Valley Flower Box. Please check the website for additional location addresses.

The Old Riverside Foundation is a nonprofit, civic organization incorporated July 25, 1979. We are dedicated to the recognition, appreciation, and preservation of the built environment (buildings, feats of engineering, parks, avenues, landscaping features, and archaeological remains) of Riverside and the Inland Empire. Our headquarters are located in the historic National Register-listed Peter J. Weber house at 1510 University Avenue, Riverside.

For additional information contact:

Nancy Parrish, Factsgirl@aol.com

Phone: 951-509-7682 or www.olddriverside.org

May is Mental Health Month Fair

Free Food, Entertainment, Music and more! A health and wellness resource fair will take place on Saturday, May 26th from noon to 4 pm on the grounds of Fairmount Park in Riverside. Nearly 100 community organizations will be on-site to introduce their services and provide information. Activities include free health screenings, music and entertainment, and a Kids Zone.

Representatives from community organizations and County programs will be available to provide information about mental health and substance use programs. The public is welcome to this free event. For more information visit www.rcdmh.org/mimhm

Saturation | Arts | Music | Culture

The 18th Annual Saturation Arts & Music Festival will take place Friday, May 24 to Sunday, May 26, 2019 in downtown Riverside. Saturation Fest is a DIY art and music festival that occurs annually. Events are held at venues around downtown Riverside, with a majority of the participants based in the Inland Empire. Saturation includes concerts, films, workshops, exhibitions, organized bike rides and handcrafted art.


As a mostly all-ages and largely cost-free festival, Saturation pushes for the de-commodification of culture, concentrating instead on the value of the experience. Saturation is a Do-It-Yourself festival, meaning that it is participant-created. Organizers work behind the scenes to connect venues, performers, artists, art vendors, event curators and volunteers.

The festival includes many downtown venues as well as performances by Riverside favorites. It kicks off on Friday, May 24th at 5 pm with the annual group art show at Back to the Grind, located at 3575 University Avenue in downtown Riverside. The exhibit showcases Inland Empire artists in a variety of styles and mediums, striving to be a true representation of the region's vibrant art community. The festivities continue to saturate downtown Riverside with art and music bright and early Saturday morning, continuing through late Sunday night.

For more information, please visit <http://saturationfest.org>

And coming in June

Inland Empire Salsa Festival

The Inland Empire is going to be sizzling during the 4th Annual Inland Empire Salsa Festival, on Saturday June 1st from 11 am to 6 pm in historic downtown Riverside in beautiful White Park. Along with tasty salsa, local restaurants will also offer their delicious fares throughout the day and local breweries will be on site selling some of their popular brews. For more information visit <http://www.iesalsafestival.com/>. 

Business Spotlight: MP Couture

MP Couture Riverside is an affordable and trendy boutique. In 2010, I (Sarah Becker) opened MP Couture with my best friend, Melissa Ogle, who also has a location in Yucaipa. We at MP Couture cater to all sorts of sizes and styles and are a staple in the downtown area.


Looking for something casual, boho, formal, something for a night out on the town, or anything in between? From our wide selection of clothing and accessories, MP Couture will have what you are looking for! We carry sizes ranging XS to 3XL and 0 to 24 and we love to help find your perfect piece!

Going to a special event or have a themed occasion? Contact us in advance and we can help put full

ensembles together to get you ready for your night! Also available is a selection of various home decor items to help spruce up the living space and make it fit your personality.

We've also been very active in the community by being involved in many fashion shows including the Red Dress Fashion Show that helps empower and educate women on heart health.

We are located at 3738 Main St, Riverside, CA 92501. You can reach us by phone at 951-248-9255 You can find us on Instagram at @mp_couture and Facebook at MP Couture Riverside.

Our hours are Tuesday through Saturday 10:00 am to 6:00 pm, Sundays 12:00 pm to 4:00 pm and we are closed Mondays. 



COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

City Council Takes Additional Steps to Address Homelessness and Improve Public Safety:

The City Council recently voted to create two teams to address issues like drinking in public, drug use, theft, automobile burglary and illegal encampments. The teams will be called Public Safety and Engagement Teams (PSET) and will be composed of police and code enforcement officers, homeless services personnel, and a contractor that will clean up after illegal encampments are relocated. Additionally, parks and utility personnel will be included if the teams are working on those properties.

The first team will be composed largely of existing city staff and will be in action by May 1. The second team will require hiring additional personnel and will be in place no later than July 1. The teams will work different days so that at least one team will be on duty every day including weekends. A key to the success of this effort will be to frequently revisit the site of a relocated encampment to prevent its re-establishment. This is part of the plan although it will not require the full team to carry out this function.

The Council will be provided monthly statistics on the work of the teams and there will be a formal review every six months to evaluate the program. Changes in the program will be implemented as we go forward and see what works well, what is not working well, and what new efforts may be needed. I will be very interested in your observations of this program and any comments and suggestions you may have on how to improve its function.

The Council also voted to add 28 mental health beds to the Hulen Place Homeless Campus. These will be the first beds specifically for homeless persons with mental health issues. People in this part of the program will be provided mental

health services tailored to their needs.

We hope that these new efforts coupled with the Housing First program will begin to make a noticeable impact on the homeless issue in the coming months.

Although not obvious to the casual observer, some substantial progress is being made on the homeless front.

Between February 2018 and February 2019 the city provided permanent housing for 117 formerly homeless persons and is actively working with over 350 additional people seeking housing. To this end the Mulberry Villiage project, a 10 unit tiny house villiage, is scheduled for construction later this year. The project is a partnership with Habitat for Humanity and will be a blitz build with the houses being constructed in one or two days. Painting, furnishing and landscaping will take longer, but we expect to have all the units occupied before winter.

City Council Meeting Schedule Change:

The City Council voted recently to change its meeting schedule from four monthly meetings to two. Regular meetings will be on the first and third Tuesdays of each month except when a scheduled meeting falls the day after a Holiday. In those instances, a special meeting will be called so that there will be at least two meetings per month as required by the Charter. Meetings will still generally have an afternoon and an evening session. Councilmembers Soubirous, Conder, MacArthur and Adams supported this change. Councilmembers Melendrez, Perry and I opposed it. If the change creates problems for the council, residents or applicants, the schedule can be changed again.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

RAAMP Havana Nights Art of Giving Gala: Tickets are now on sale!

Please join the Riverside Arts Academy Music Project for the Art of Giving Gala on May 15, 2019 at 5:30 pm, as we bring the beauty, music and cuisine of old Havana to Riverside! There will be special performances by the youth of RAA, a live auction, and many other delights that evening as we raise funds to continue to change the lives of Riverside's at-risk youth! We are honored to have Conductor, Composer and Violinist Tomasz Golka from the Riverside Philharmonic join us at the event and receive the Community Impact Award on behalf of the Riverside Philharmonic for their 60th Anniversary of supporting our community through the Arts. If you are a RAA Member, your free tickets (according to your membership level) will be awaiting you at the Gala. If you are not yet a member, visit www.riversideartsacademy.com/membership/ to purchase your tickets and to become a member. We look forward to seeing you there!

18th Annual Juneteenth Celebration:

The Riverside Juneteenth Committee since 1993 has worked tirelessly to bring the accomplishments of African-American people to the Inland Empire. Please join us on Saturday, June 1, 2019 from 12:00 pm to 6:00 pm for this wonderful and free event which will be held at the Bordwell Park/Stratton Community Center, 2008 Martin Luther King Blvd, Riverside, CA 92507. This event is to recognize June 19, 1865, when the Union Col. Gordon Granger rode into Galveston, Texas with a contingency of Buffalo Soldiers. Their mission was to inform the area's Black inhabitants of the Civil War's end two months earlier. This news came two and a half years after Abraham Lincoln signed and issued the



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Emancipation Proclamation. The event is now celebrated across the United States of America with Milwaukee and Minneapolis now hosting two of the largest Juneteenth celebrations in the nation.

Juneteenth Celebrations are a time for communities to come together. In this light, community health and service organizations dispense information, local talent perform, while food and merchandise vendors add favor to this colorful day of family and community fun.

Highlander Athletics: UCR Men's and Women's Track and Field, Baseball, Softball and Women's Golf 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. Don't forget to take a look at the season tickets where you can save money and attend more games. If you would like to become a member of the Riverside Athletics Association and support our students please contact 951-827-6823 or email athleticsassociation@ucr.edu.

GO HIGHLANDERS!!!

Andy Melendrez



Arts Corner: Riverside Arts Academy



The Riverside Arts Academy (RAA) is a 501 (c) (3) arts-based youth development program in the City of Riverside that harnesses the performing arts to build life skills and foster positive attitudes and behavior among underserved young people through leadership and self-esteem building programs.

The City of Riverside and RAA have invested staff and resources to cultivate the curiosity and imagination of thousands of Riverside youth, leading to improved auditory processing skills, attention and memory, speech-sound processing, critical thinking, math skills, multicultural understanding, and confidence—all increasing the likelihood of going to college! We serve over 81% UNDERSERVED YOUTH in our community and over 2,500 students between ages 7- 17 years old, plus we are involved with over 1,910 PARTICIPANTS in the music/literacy boost program in Alford Unified School Districts.

In 2018, the Riverside Arts Academy —

- Welcomed Dr. Gene Moon as RAA's new Music Director.
- Added an additional school site in the Riverside Unified School District (RUSD) at Longfellow Elementary School and held a music intensive program one week prior to the start of school at no cost.
- Received our largest grant (\$25,000) and applied it toward RUSD music programs.
- Working with Dr. Wolde-Ab Isaac, Chancellor of Riverside Community College District, we expanded the pipeline of instructors to participate in after-school

and Saturday music programs.

- Organized and led the first **"Making Music in Education"** conference for teachers, administrative personnel, and teacher candidates from University of California-Riverside, California Baptist University, La Sierra University, California State University-San Bernardino, and the Alford and Riverside Unified School Districts.
- Increased outreach and participation at our California Baptist University site.
- Added a choir class at the Cesar Chavez Community Center and at after-school sites.
- Hired a Curriculum Specialist and Site Coordinator, both with advanced degrees.
- Held our first summer Music program — a great success!

But now in 2019, in order to keep the music playing... We need your support! Here's how you can make a difference!

1. Attend our **Art of Giving** fundraiser **"Havana Nights"** on May 15, 2019 - Cuban food, libations and music!
2. The MC will be Chief Sergio Diaz, and the Auctioneer the wonderful Stan Morrison!
3. Donate a Silent Auction Item or a live auction item like a getaway to New York!
4. Become a sponsor for **Havana Nights of Making Music in Education** Conference - a collaboration with **UCR Professor Rich Cardullo**. World expert **Professor Nina Krauss** from Chicago North Western University will discuss the **"Impact of Music on the Brain"**. She will be our keynote speaker on October 17th and October 18th.

For more information visit

<https://www.riversideartsacademy.com/>



RDP Welcomes New Businesses to Downtown

Empire Games (Galleria) • Fausto Atilano Bail Bonds • Fermol Inc. Contractor • Hidden Fades Barbershop
Marisa Rojo Antiques (University) • Salmeyerkupetz, APC Legal Service
Shavier Law LLP • Truly Victorian • Wildflour Bread Co.

BUSINESS BUZZ

Changing the Way We Dine: Researching a Restaurant Now Comes Before Dining Out

by Susan Ward

Technology has impacted almost every aspect of our lives and the restaurant industry is no exception. As more and more customers turn to the internet for information, restaurant review sites are changing the way we dine.

Choosing Restaurants Online

Customers have more options than ever when deciding where to eat — according to the U.S. National Restaurant Association, there are more than one million restaurant locations in the U.S. and in 2018 restaurant industry sales topped \$825 billion.

With this many choices, the majority of consumers now look to online restaurant review sites and social media for recommendations on where to dine, especially when travelling.

According to a 2018 international TripAdvisor survey of 9500 restaurant customers, 94 percent of diners in the U.S. use online reviews as a basis for deciding where to eat.

The statistics are similar in other countries — 89 percent in the U.K., 90 percent in France, 91 percent in Spain, and 93 percent in Italy do the same.

The survey also reveals the increasing usage of mobile phones to check for places to dine; up to 80 percent of customers in some markets regularly use their phones to research nearby restaurants. Most respondents also expressed a preference for using the internet to make online reservations or place orders for food delivery.

Restaurants Are Adapting to Technology

Given that customers increasingly prefer to communicate online, restaurants that do not have an adequate presence on the internet are at a disadvantage when it comes to acquiring new clients. To stay in touch with customers, most restaurants now have websites and/or use social media applications such as Facebook, Twitter, Instagram, and Pinterest, as well as signing up for online lists such as Yelp, Yellow Book, White Pages, TripAdvisor, Urbanspoon, etc.

In addition to displaying hours of business, addresses, and contact information, restaurants use the web to post menus,

allowing potential customers to review dining options and check for offerings that cater to specific dietary or nutritional requirements, such as gluten/dairy-free selections, healthy choices, etc. The TripAdvisor survey also revealed that online photos of menu offerings had a substantial influence on dining decisions.

Social Media is Leveling the Field for Restaurants

Social media has enabled smaller restaurants to more effectively compete with national chains that have large advertising budgets. Social media marketing is inexpensive and allows businesses to connect with customers in a way that was previously impossible.

Restaurants use social media to incentivize customers with promotions, obtain instant feedback via reviews, generate buzz, and (hopefully) spread positive word-of-mouth, for example, by:

- Thanking followers by offering discounts or holding a contest
- Asking for feedback on a new or special dish
- Offering social media followers special deals such as free drinks or appetizers
- Rewarding customers who tweet about their dining experience
- Using Pinterest to broadcast pictures of menu items

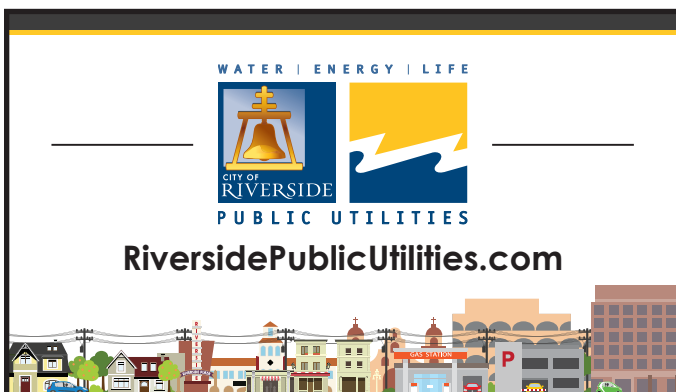
Positive Online Reviews Are Crucial

While new restaurants have always been at the mercy of reviews, social media, particularly restaurant review sites, have given customers the ability to instantly communicate their dining experiences, whether positive or negative.

Given that consumers are better informed than ever, positive reviews are crucial to a restaurant's success. According to *Modern Restaurant Management*:

- 34 percent of diners rely solely on reviews when choosing a restaurant, rather than checking the restaurant's website or social media pages
- 81 percent of female customers will not patronize a

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restaurant that has reported issues with cleanliness

- A restaurant with a half star improvement in rating (on a scale of 1 to 5) is much more likely to be full during peak dining hours

Just as important is the ability to deal with negative reviews. On any given day, a customer may have a bad restaurant experience due to equipment failure, staff shortages, or other issues that may be unavoidable. However, neglecting to respond to a bad review or worse, arguing with the reviewer online is likely to exacerbate the problem, further alienate the customer base, and impact the restaurant's bottom line.

The Problem of Fake Reviews

Unfortunately, the importance of online reviews is too much of a temptation for many business owners, who resort to posting false reviews to increase customer traffic. (Some even resort to creating false negative reviews of competitors.) On a larger scale, businesses can pay for individuals or even

offshore "review farms" to post large numbers of phony positive reviews to help establish higher ratings.

Take, for example, the London man (whose day job was to pen fake restaurant reviews for TripAdvisor) who registered his backyard shed as a restaurant on TripAdvisor and managed to get everyone he knew to post fake five-star reviews, eventually propelling "The Shed at Dulwich" to the top of the TripAdvisor ratings.

While the practice cannot be completely eliminated, sites such as TripAdvisor have developed tracking systems that attempt to detect false reviews by examining the source of the posts. For instance, sometimes review farms can be identified by internet traffic patterns that show large numbers of positive reviews originating from a specific overseas location.

www.thebalance.com



SECURITY CORNER

Mosquito Alert

With summer coming Northwest Mosquito and Vector Control District would like to send a reminder that mosquito breeding season is here.

Although high rainfall this past winter was great for the California drought, it has created numerous potential breeding sources for mosquitoes to lay their eggs.

Mosquitoes need water in order to complete their life cycle so the best way to prevent breeding is to make sure there is no standing water on residential properties. One thing to always remember when dealing with mosquitoes is "No water, No mosquitoes".

Some ways to eliminate potential breeding sources on your property are:

- Dump and scrub containers every week.
- Focus on planters, buckets, tires and other item that can potentially hold water.
- Regularly clean rain gutters.
- Keep fountains operational or drain water, change bird bath water weekly
- Place screening over water drains or rain barrels to prevent mosquito access

Residents can reduce the chances of being bitten by mosquitoes by taking the following precautions:

- Apply insect repellents containing EPA-registered ingredients, such as DEET, picaridin, oil of eucalyptus, or IR3535 according to label instructions.
- Make sure that doors and windows have tight-fitting screens to keep out mosquitoes and repair or replace screens with tears or holes.
- Avoid outdoor activities during dawn and dusk hours when possible.

- Report neglected swimming pools and standing water sources by calling Northwest Mosquito and Vector Control District at (951)340-9792.

- Dress in long sleeve shirts, pants and closed toe shoes.

Northwest Mosquito and Vector Control District has also detected invasive *Aedes aegypti* (yellow fever) mosquitoes in the Downtown Riverside area. This day-biting mosquito has the potential to transmit several diseases, including Zika virus, yellow fever, dengue and chikungunya. While these viruses are not currently transmitted in California, there is potential for them to be introduced by infected international travelers.

Due to the observed yellow fever mosquitoes in the Downtown Riverside area the Northwest Mosquito and Vector Control District is planning to deploy new EPA-certified In2Care mosquito traps which serve as both a surveillance and treatment tool. These traps can be set on residential and business properties at no expense. The traps will be regularly monitored by members of the District to make sure they are working efficiently and properly.

Residents interested in having a trap set on their property should contact the Northwest Mosquito and Vector Control District (951)340-9792 or by visiting www.northwestmvcd.org.

Contact

Eric Ballejos, Public Information and Technology Officer
eballejos@northwestmvcd.org

1966 Compton Avenue, Corona, CA 92881
(951)340-9792



SECURITY CORNER



Have a problem? Let us help!

Report a variety of issues, such as:



**Tree and
Landscaping
Issues**



**Broken
Street
Light**



**Graffiti
Removal**



**Trash
Services**



**Potholes
and Street
Problems**



**Substandard
Housing or
Landscaping**

3 Great Ways to Use 311



Mobile App



Call 311*



Web Submission

RiversideCA.gov/311

** Se Habla Español*



How to use the 311 Mobile App

1

Snap a **Photo**



2

Submit a
Request



3

Check Status
From App



What Else Can You Do with The 311 Mobile App?



**Pay your
utility bill**



**Connect on
social media**



**Read the latest
news releases**



GET IT ON
Google Play



Download on the
App Store

RiversideCA.gov/311



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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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HAVANA Nights

Riverside Arts Academy Art of Giving

Enjoy Gourmet Cuban Delights and Libations!

Leadership in the Arts honoring Riverside Philharmonic Orchestra

May 15, 2019
2060 University Ave, Cesar Chavez Center
5:30 PM - 8:30 PM

Price: \$35 Per Person

Special Performance by members of the Riverside Arts Academy

Master of Ceremony: Chief of Police, Sergio Diaz
Auctioneer: Stan Morrison

Win a Trip to ? and Silent Auction

SHOWCASE AND FUNDRAISER TO SUPPORT OUR MUSIC PROGRAM
Committee: Letty Diaz, Sylvia Brilliant, Donna LaCaze, Lauren Lee, Colette Lee, Annette Rainey

