

Downtown is
Calling

Good
Times
Await



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The next monthly luncheon will be held
on Tuesday, June 25, 2019 at the Hyatt
Place and feature Dr. Gregory Anderson,
President of Riverside City College.

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.*



June 2019

Bulletin

Riverside Downtown Business Improvement District

Upcoming Events Downtown

**2019 Great Race: Riverside, CA to
Tacoma, WA**



The 2019 *Hemmings Motor News* Great Race presented by Hagerty will start in Riverside, California, on Saturday, June 22, and finish in Tacoma, Washington, on Sunday, June 30, race organizers have announced. This marks the first time the Great Race, the world's premiere old car rally, will start and finish on the West Coast. The 9-day, 2,300-mile adventure will bring 120 of the world's finest antique automobiles to 18 cities in California, Nevada, Oregon and Washington. More than \$150,000 will be awarded to top finishers in multiple divisions.

"We are excited to start the 2019 Great Race in Riverside," director Jeff Stumb said. "Especially with Riverside's great connection and long history of racing at the old Riverside Raceway." It will be the first time the event has been to Riverside since a 2001 overnight stop. We are also pleased to be working with our friends at LeMay – America's Car Museum to host the finish of the 2019 Great Race. We have started in Tacoma in 1996 and 1998 and we finished there in 2005, but this will be the first time we have had the honor of holding the race in conjunction with America's Car Museum."

Teams and cars from Japan, England, Australia, Canada and every corner of the United States will converge in Riverside in mid-June with vintage automobiles dating back as far as 1916.

"There are more than 450 people just in

our entourage from all around the world," Stumb said. "And along the route they will see amazing sites, including Lake Tahoe, Redwood National Park, Northern California's coastline, Crater Lake, Mount Hood and Mount Rainier."

Overnight cities along the 2019 route are scheduled to include Lancaster, CA; Gardnerville, NV.; Chico, CA; Eureka, CA.; Grants Pass, OR.; Bend, OR; Vancouver, WA.; and Olympia, WA. Lunch cities are scheduled to include Victorville, CA; Bishop, CA; Grass Valley, CA; Ukiah, CA; Brookings, OR; Crater Lake, OR; Hood River, OR; and Longview, WA.

The Great Race, which began 36 years ago, is not a speed race, but a time/speed/distance rally. The vehicles, each with a driver and navigator, are given precise instructions each day that detail every move down to the second. They are scored at secret check points along the way and are penalized by one second for each second they are either early or late. As in golf, the lowest score wins.

Cars start – and hopefully finish – one minute apart if all goes according to plan. The biggest part of the challenge other than staying on time and following the instructions is getting an old car to the finish line each day, organizers say. Each stop on the Great Race is free to the public and spectators will be able to visit with the participants and to look at the cars for several hours. It is common for kids to climb in the cars for a first-hand look.

Cars built in 1974 and earlier are eligible, with most entries having been manufactured before World War II. In the 2017 Great Race a 1932 Ford won the event from Florida to northern Michigan. The 2019 winners will again receive \$50,000 of the \$150,000 total purse. A 1916 Hudson Pikes Peak Hillclimber, a 1916 Chevrolet Phaeton, a 1917 Peerless Racer and a chain-driven 1918 American LaFrance Speedster are the oldest cars scheduled to be in the 2018 Great Race from Buffalo, N.Y., to Halifax, Nova Scotia.

continued on next page

DOWNTOWN EVENTS from page 1

Over the decades, the Great Race has stopped in hundreds of cities big and small, from tiny Austin, NV, to New York City. "When the Great Race pulls into a city it becomes an instant festival," Stumb said. "Last year we had five overnight stops with more than 10,000 spectators on our way to having 250,000 people see the Great Race during the event."

The event was started in 1983 by Tom McRae and it takes its name from the 1965 movie, *The Great Race*, which starred Tony Curtis, Jack Lemmon, Natalie Wood and Peter Falk. The movie is a comedy based on the real life 1908 automobile race from New York to Paris. In 2004, Tony Curtis was the guest of the Great Race and rode in his car from the movie, the Leslie Special.

The Great Race gained a huge following from late night showings on ESPN when the network was just starting out in the early 1980s. The first entrant, Curtis Graf of Irving, Texas, is still a participant today.

The event's main sponsors are *Hemmings Motor News*, Hagerty, Coker Tire, and Reliable Carriers.

For more information, go to www.greatrace.com or contact Jeff Stumb at jeff@greatrace.com or by calling him at 423-648-8542.

Inland Empire Salsa Festival

Get ready because it's going to be the biggest one to date! 99.1 KGGI & Stater Bros. teamed up with Riverside Meals on Wheels to bring the 5th Annual Inland Empire Salsa Festival on Saturday, June 1, 2019 to White Park in downtown Riverside. Headlining the Salsa Festival this year on the Adriana's Insurance Stage is Bryce Vine, WC from Westside Connection, the band Tierra, MC Magic, A.Chal and many more entertainers. Sprint will be in the VIP Lounge, plus there will be a Beer & Wine Garden by Dos Equis® and Tecate® LIGHT, and free Chips and Salsa provided by Mission Foods and Jose's Mexican Food while supplies last. There will also be food and retail vendors and Kids Fun Zone. For more information visit <http://www.iesalsafestival.com/>.

11th Annual Mayor and City Council Regatta

The Regatta, Riverside Community Sailing Program (RCSP)'s annual fundraiser, was started as a challenge by the Mayor and City Council members in 2008. They vie for The Perpetual Rubber Ducky Trophy, a distinctive honor for a fun time. Service clubs and businesses can compete in the Regatta for a modest donation. The Mayor and Council members sell tickets to the event and proceeds are split between the Riverside Community Sailing Program and the Nonprofits chosen by the Mayor and City Council.

There are four Trophy Races: Mayor and City Council; Donors and Service Clubs, the Kids who have learned their sailing skills from RCSP, and Police and Fire Officers. A picnic lunch is served for all who attend the Regatta at Fairmount

Park's Lake Evans. This year's event will be Saturday, June 8th from 4 pm to 7 pm at Fairmount Park. Tickets are available from City Council members.

Kick off the summer with free music outdoors

The 2019 summer concert series in Fairmount Park starts June 12th and continues every Wednesday until July 24th (except for July 3rd). Concerts run from 6 pm to 9 pm.

The lineup includes:

- June 12 - Stone Soul – Motown
- June 19 - Chico Band
- June 26 - Woody & The Longboards - Beach Boys/Eagles Tribute
- July 10 - Hard Day's Night - Beatles Tribute
- July 17 - The Answer - Classic Rock
- July 24 - Hit Me 90's - 90's Variety

Each concert begins with the Riverside Sings competition when contestants between ages 13 to 18 perform live to have a chance to win up to \$3,000 in cash and prizes and be named the champions. In addition to the performances, there will be activities for the entire family and food vendors on site. The Riverside Downtown Partnership is pleased to be a partner with the City of Riverside Parks, Recreation, and Community Services in bringing free summer concerts to Fairmount Park.


Movies on Main Returns in July

The Riverside Downtown Partnership in conjunction with the City's Park, Recreation and Community Services Department is pleased to announce the return of "Movies on Main" with blockbuster G-rated and PG movies the entire family will enjoy. These free movies will be shown on Main Street between University Avenue and Mission Inn Avenue projected on an inflatable outdoor screen.

Scheduled movies this summer include:

- July 11th - *Hotel Transylvania 3*
- July 18th - *Smallfoot*
- July 25th - *Disney's Christopher Robin*
- August 1st - *Ralph Breaks the Internet*

The movie screening will start at 8 pm or dusk if later. We encourage all downtown businesses to consider participating in the event by either having a display table or providing material for display at the RDP information table. If you wish to have a display space at Movies on Main, please contact Kate Stovicek at RDP at 951-341-6550 so she can make arrangements. Space is limited.

And if you plan to offer Movies on Main specials, please contact Kate Stovicek so that she can include the information on the RDP website and Facebook page. We also encourage you to cross-promote if you have a website or Facebook page. For more information visit www.RiversideDowntown.org or www.facebook.com/RiversideDowntownPartnership. 

RDP Welcomes New Businesses to Downtown

April Garcia (Beauty Salon) • C & C Homes LLC (Consulting) • Ixtapa (Restaurant)
Lakeside Marine (Misc. Wholesale) • Mitchell Law Corp., Aplc • Most Wanted Process Serving
PI Properties (Property Rental) • Stephanie Jamneshan (Beauty Salon)
The Carson Law Firm • Viola Contreas (Property Rental)

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

Convention Center Expansion

The Council approved an Exclusive Right to Negotiate with the Greens Group/Griffin-Swinnerton for An expansion of the Riverside Convention Center and supporting development on Lot 33 (the Convention Center parking lot, the open area between the Convention Center and the Marriott, and the Utilities Plaza area on Orange Street between 5th and 4th Streets. The proposal includes a convention center expansion of either 100,000 SF or 150,000 SF, A parking structure on the Utility Plaza property of either 1036 or 1493 spaces depending on the convention center expansion size selected, two new hotels with 376 rooms, 146 housing units (105 apartments and 41 Condominiums), a 17 story 220,000 SF office tower, 63,000 of retail space, and a 2071 space underground parking structure. There would also be a new covered multiuse amphitheater.

This represents a \$350 to \$390 Million investment in Downtown Riverside with the majority of the funding being private. The parking structures, convention center expansion and amphitheater would be a public private partnership and the office, hotels and retail would be private.

If all goes well, construction of the new above ground parking structure would begin in 2020 and the project would be complete by late 2024.

Public Safety and Engagement Team Update

The first of the two new Public Safety and Engagement Teams began operation May 1. The team focuses on illegal

homeless encampments and repeat minor crime offenses like auto burglary, trespassing, drug sales and theft. Each team will include police officers, code enforcement officers, homeless service providers, a contractor to clean up vacated encampments and parks or utility personnel as appropriate for the properties involved. The second team will require hiring additional personnel and will be in operation by July 1. The teams will work staggered daily shifts so that on team will be on duty every day. We should start to see the impact of this effort soon.



Grant Sought for Planning Recreational Facilities Along Santa Ana River

The Council approved application for a grant that would allow planning for a range of recreational uses along the Santa Ana River from the SR 60 Bridge by Fairmount Park past Van Buren Boulevard. The properties involved include developed parks like Fairmount, Bonaminio and Martha McLean and undeveloped properties lying between and adjacent to these parks. The Santa Ana River Bike Path links all of the properties. Future uses could range from nature preserve/educational uses to more active uses including river access and use. If we are awarded the grant, we will seek public input on potential uses and development along the river in this section.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Ward 2 Development:

As we look for ways to strengthen our economies, provide better quality of life, and build on local assets we look to our partners and community members to help us create the appropriate atmosphere. Two of the local projects approved by the City Council are nearing completion.

- **Starbucks:** Located on Iowa & University with an approximate investment of \$2.5 Million and 70+ jobs. Estimated completion, late 2019.
- **Quail Run Apartments:** 216 market rate units with a total investment of approximately \$45 Million and 150+ jobs. Estimated completion, mid 2020.

Riverside Fine Dining: If you are in the mood for delicious Brazilian food Espettos Grill is a wonderful Novo Brazilian Kitchen now open at the Canyon Crest Towne Center, 5225 Canyon Crest Drive, Suite 57, Riverside, CA. Their bold new flavors are a unique treat that you will not find anywhere else in Riverside. They are open Tuesday – Saturday from 11:00 AM – 9:00 PM and Sundays from 11:00 AM – 7:00 PM.

19th 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 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

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food and merchandise vendors add favor to this colorful day of family and community fun.

Riverside Arts Academy Music Program: I want to thank everyone that came out to support and helped make our Riverside Arts Academy Music Program (RAAMP) Art of Giving Gala a huge success. Your support helps bring the arts to our youth in Riverside. During the summer, RAAMP will offer Free Summer Music Enrichment on Fridays from 9:00 AM – 12:00 PM for youth ages 7 – 17 at the Cesar Chavez

Community Center, 2060 University Ave. To become a member or to sponsor the Riverside Arts Academy visit www.riversideartsacademy.com/membership/ or call 951-826-2441.

Congratulations Graduating Class of 2019!

Best wishes and salutations to the graduating class of 2019! We are proud and honored that you chose to stay here in Riverside's Ward 2.

Andy Melendrez



Business Spotlight: Flawless Nails

We are an up-and-coming upscale nail salon and are proud to be in the downtown area of Riverside, CA.

Our primary mission is to provide the highest level of customer service to each client, thereby establishing a long lasting relationship of trust and commitment. Our expertise and professionalism allows us to provide clients with the utmost beauty experience.

Flawless Nails is not your typical nail salon. We provide the latest in nail trends that most nail salons cannot provide, and that makes us a step ahead of our local competitors. We provide a great friendly atmosphere

and also serve complimentary champagne, wine and mimosas for an even more relaxing experience!

We strive to provide each of our guests with a gratifying experience every time they visit. We are committed to offer the best quality products for our customers.

Schedule an appointment with us!
(951)530-8786

3225 Market St. #103

Riverside CA 92501

Website: www.riversidenailsalon.com

Instagram: @flawless_nails951

Facebook: Flawless Nails 951



Arts Corner: Pain Sugar Gallery

Pain Sugar is an independent art gallery dedicated to showcasing local and international works of expression in all mediums. We opened our doors in October of 2017. Since then we've presented 16 exhibitions and developed many meaningful relationships with our global family of artists and enthusiasts.

We are an experiment with space and community. Admission is free and we are open to the public, everyday. Pain Sugar Gallery celebrates monthly art receptions every first-Thursday for Arts Walk. We strive to provide an inclusive environment for the artist and the observer.

Our exhibitions range from full gallery transformations by artists in residence, to traveling group shows, and local artist events. We have had the honor to host poetry readings, book releases, and dance performances by artists whom we hold in high esteem. In 2018 we launched our annual Pain Sugar Zine Fest – a celebration of our DIY arts community. Urge Palette Art Supplies, which is located next door, offers many classes and workshops held at Pain Sugar Gallery. We are excited for the future and we hope you will join us for our exhibitions to come. This is a true labor of love.

June Exhibition

PAISANOS USA – Transhuman, anachronistic creators of



dissimilar origin. A traveling group show.

"We exist on the edge of what we are not. Our identity inhabits a continent of names and concepts, which both explain and obscure reality. For us, being and existing in a space are ephemeral conditions that only manage to name places, archetypes and foods. Because we move. Where am I from? From where you are..."

This curatorial initiative-without-shape describes (as homage to liberty) the personal identity of those who find their country in movement and migration.

Neither in nomadism nor in escape.

Not in abandonment, nor in forgetting.

Migrants are universal. Not in order to be everywhere: But to understand the universe, and inhabit it."

On view through June 29th.

Pain Sugar Gallery

3635 9th St. Riverside CA, 92501

www.painsugargallery.com

Monday - Friday: 10am - 8pm

Weekends: 12pm - 4pm



EVACUATION CHECKLIST

- ☐ Bring flammable items indoors
- ☐ Turn off propane/gas
- ☐ Close windows & doors (leave unlocked)
- ☐ Emergency Supply Kit in vehicle
- ☐ Locate pets
- ☐ Check on neighbors

EMERGENCY CONTACTS

Name: _____

Phone: _____

Name: _____

Phone: _____



FOR WILDFIRE SAFETY, REMEMBER

1 GET READY

Prepare your property
& plan evacuation routes

2 GET SET

Prep emergency supplies
& go thru checklist

3 GO!

When order comes,
don't wait ... LEAVE!

.....

FIREFIGHTERS ON YOUR SIDE

A program of the California Fire Foundation

For more resources, info:

www.firefightersonyourside.org/wildfire



BE PREPARED FOR THE NEXT WILDFIRE



Wildfire Safety Tips
FIREFIGHTERS ARE ON YOUR SIDE

WILDFIRES CAN STRIKE QUICKLY — BE PREPARED



GET READY

- ✓ Clear dry vegetation and tall grass at least 100 ft. around your home
- ✓ Harden your home with fire-safe materials
- ✓ Watch for Red Flag Alerts, fire weather bulletins (weather.gov)
- ✓ Plan & practice at least two different evacuation routes



GET SET

- ✓ Establish an “action plan” including critical phone numbers, meeting area
- ✓ Prepare an Evacuation Supply Kit
 - Prescriptions/eyeglasses
 - Copies of important documents
 - Food/water
 - First-aid kit
 - Extra phone chargers
- ✓ Verify insurance coverage



GO! Evacuation Tips

- ✓ Leave lights on, turn off gas
- ✓ Put emergency supply kit in vehicle
- ✓ Evacuate early — don't wait to be ordered
- ✓ If trapped, call 9-1-1

If ordered to leave,
don't wait ... **JUST GO**

How You Should Handle a Customer Complaint

by Alyssa Gregory

It's hard to hear that someone is unhappy with your products, services, shopping experience, staff, or customer service practices, especially when you work so hard to make everything so right. But a customer complaint is the perfect opportunity to delve into the mind of your target audience and uncover areas for improvement. Here are five ways you can turn a customer complaint into a better experience for your customers, an opportunity to improve your business and a worthwhile learning experience for you.

Address the Problem Immediately

If you know a customer is unhappy, don't ignore it. Ask what is causing the unhappiness and what you can do to fix the situation. The longer you wait to bring it up, the worse it can get. No one wants to have this uncomfortable conversation, but not only will addressing the issue put you on the path to resolution but your willingness to face it head-on will tell your customers that you care about their business and ultimately their satisfaction.

Ask the Right Questions

You can't go about fixing a negative situation until you have a full and accurate picture of what went wrong for the customer. Ask a lot of questions to get a handle on the customer's expectations and where your business fell short. Asking the right questions and listening to the customer will get you the right answers so you can handle the complaint effectively.

It's a good idea to ask your customers for feedback on a regular basis, even when there is not a problem. The wealth of information you can gather from customer insight can be invaluable, so consider using an ongoing feedback process to head off complaints before they happen.

Offer a Do-Over

If it's your product that the customer is unhappy with, give him or her a new one at no charge to see if that fixes the problem. If the customer is unhappy with a specific service, revisit the deliverables and see if there is a way you can improve on them to be more in line with what the customer wants.

If the customer is unhappy with sub-par staff communication or a negative customer service experience, apologize for the situation and loop in the third person so he or she can improve on the less-than-stellar service.

Adjust the Communication Process

Everyone communicates differently, and it can be difficult to resolve a situation that if there is no meeting of the minds. If the problem stems from miscommunication, try a new format. If you have been handling everything via e-mail, schedule a phone call to see if you can get things cleared up voice-to-voice. After the call, you can summarize the conversation and send the information to the customer in an e-mail. This will give you an extra opportunity to make sure you're both on the same page.

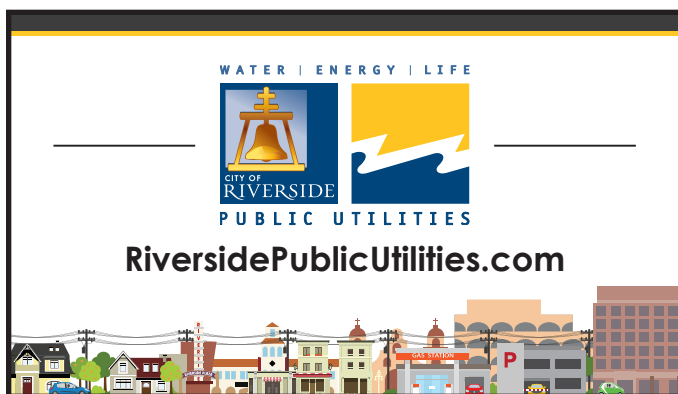
Know How to Handle Public Complaints

Many customer service conversations are happening through media these days. When it comes to unhappy customers airing their grievances through a social platform, there are two no-no's to avoid. First, never delete the complaint from your social profile. That will not only make the customer feel ignored and fuel more public bashing that can hurt your brand, but it will also send the message to all of your customers that you just don't care.

Second, don't get into a back-and-forth conversation with an irate customer in a public forum. Quickly apologize and tell the unhappy customer publicly that you want to fix the situation for him or her, then move the conversation off-line to phone or email. Hopefully, you will be able to resolve the situation, and the unhappy customer will go public with how happy they are now.

Customer complaints can be difficult to handle, but there is a silver lining. A customer who complains is one who wants to continue to buy from you. He or she is simply giving you the clues you need to make a positive change in your business. Embrace it and use the insight to improve the experience for every one of your customers.

www.thebalance.com



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each month prior to publication.

For Downtown News Alerts email
Janice@riversidedowntown.org

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

ADDRESS SERVICE REQUESTED



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Andy Melendrez, Ward Two



Movies begin at dusk

Thursday, July 11 • Hotel Transylvania 3

Thursday, July 18 • Smallfoot

Thursday, July 25 • Christopher Robin

Thursday, August 1 • Wreck-It Ralph 2: Ralph Breaks the Internet

Riverside Downtown Partnership
951.781.7335 • www.riversidedowntown.org

The Riverside Downtown Partnership and the City of Riverside Parks, Recreation and Community Services Department are proud to present a series of FREE G/PG rated family movies this summer on the Main Street Pedestrian Mall in downtown Riverside. Come and bring a picnic dinner! Bring a beach chair or blanket and enjoy the cool summer evening.

