

Downtown is  
Calling

Good  
Times  
Await



August 2019

# DB Bulletin

Riverside Downtown Business Improvement District

## Festival of Lights Vendor Applications

The Festival of Lights is the signature festival of the City of Riverside, which hosts the holiday event each year in cooperation with the historic Mission Inn Hotel and Spa. The Festival kicks off each year with a fireworks show and switch-on ceremony for the millions of holiday lights that drape the historic hotel. This year's festival is scheduled for November 29, 2019 to December 31, 2019.

Downtown businesses who would like to be considered as potential vendors can now find applications online at <http://www.riversideca.gov/fol>. Go to 'Vendor Application' to find the PDF form that can be filled online. All applications must be submitted electronically via email to [SpecialEvents@riversideca.gov](mailto:SpecialEvents@riversideca.gov). Vendor applications are due by 4 pm on August 16th.

Artisans Collective encourages the community to buy local, offering a market that represents artisans dedicated to making hand-crafted, one-of-a-kind art, jewelry, ceramics, paintings, metal works, garments, stationary, and much more! The Collective takes place every Thursday, Friday, Saturday and Sunday, from 5 pm to 10 pm on Main Street between Ninth Street and University Avenue. Artisans will be provided with their own canopy and access to electricity. The booth rental is \$25 a night and Artisans are required to sell a minimum of 4 days. Go to <http://www.riversideca.gov/fol>, 'Artisans Collective Application' to find the PDF form that can be filled online. Applications are due by September 27th and must be submitted electronically via email to [SpecialEvents@riversideca.gov](mailto:SpecialEvents@riversideca.gov).

## And in September – The Riverside Art and Music Festival Returns

The Riverside Art and Music Festival will return on Saturday, September 14th. The event will close Orange Street from University Avenue to Tenth Street, and Ninth Street from Lemon Street to the alleyway before Main Street. The stage will be located at the intersection of Orange Street

and Ninth Street with audience viewing area on Orange Street back to University Avenue. Cultural performances will be featured on the stage until 7 pm when local bands will play until 10 pm.

Art and cultural exhibits will be on Orange Street from University Avenue to Ninth Street, and Ninth Street from Orange Street to just before City Hall. Exhibits will feature local artists and arts group offering demonstrations, workshops, and sales. There will be a chalk art demonstration on Ninth Street near Lemon Street.

Both RDP and RAC will be reaching out to the arts and cultural community and local businesses to participate. For more information, visit [www.RiversideArtandMusicFestival.com](http://www.RiversideArtandMusicFestival.com).

## New Event - Carnaval Músical is Launched

The Parks, Recreation and Community Services Department invites you to the inaugural Carnaval Músical festival taking place Friday, September 20 - Sunday, September 22 at Fairmount Park.

Carnaval Músical will showcase a variety of music genres from different regions such as Cumbias, Tejano, Banda and Mariachi. The event will also offer a fun-filled day for the family with exciting activities like carnival rides and games, michelada contest, beer and wine garden and entertainers such as La Sonora Santanera de Carlos Colorado, Banda La Fantastica, Dreaming of You - Selena Tribute - and international act La Sonora Dinamita.

This 3-day event is sure to entertain everyone in the family...don't miss out! Tickets are available through Eventbrite by clicking on this link: <https://www.eventbrite.com/e/carnaval-musical-tickets-65262018454>.

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### There is no luncheon in August.

The next monthly luncheon will be held on Tuesday, September 24th at the new Raincross Pub + Kitchen (formerly Romano's Downtown) and feature a presentation on the Riverside Arts Academy.

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.*



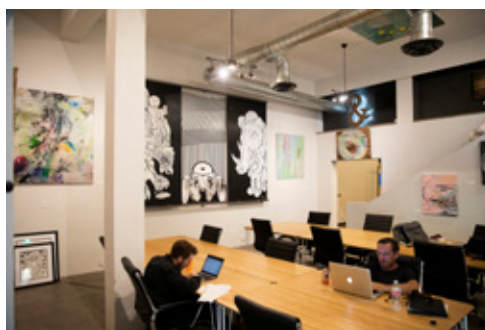
## Arts Corner: Mind and Mill

Mind & Mill is a creative digital marketing agency. The goal of which is to offer all of the products and services necessary for organizations to stand out in a constantly changing business world.

In this pursuit, the founders took an intrepid approach to connecting with the local community by opening their doors to the public and unlocking the secrets of an often mysterious and technical domain. They renovated a large unused unit in the heart of Downtown Riverside and transformed it into a stunning coworking and event space.

For those unfamiliar, a coworking space is a shared environment for independent professionals and creatives to escape the isolation of a home office and work in a social atmosphere. Visitors to Riverside are able to work from a professional office instead of coffee shops and hotel rooms. Members receive a virtual address with mail service and concierge. They are able to work daily, meet with clients and host functions with a huge list of perks at a fraction of a standard office lease.

Art has been a major theme of Mind & Mill since its inception. The team understands that art and commerce are perpetually connected and that each is fundamental to the success of the other. This is especially true in marketing.



Art speaks to people and gets them talking, it draws them in and points in new directions. When it came to the design of the space they chose to curate instead of decorating and baked an art gallery right into the mixture to embrace the community and offer a transforming atmosphere for clients.

The Toil Gallery at Mind & Mill hosts multiple art exhibitions throughout the year with a primary focus on local artists. The first show opened in October of 2016. Since then, the gallery has made a practice of flaunting local talent and procuring works internationally to show here at home in Riverside. The results have been overwhelmingly positive. You can view current art on display Monday

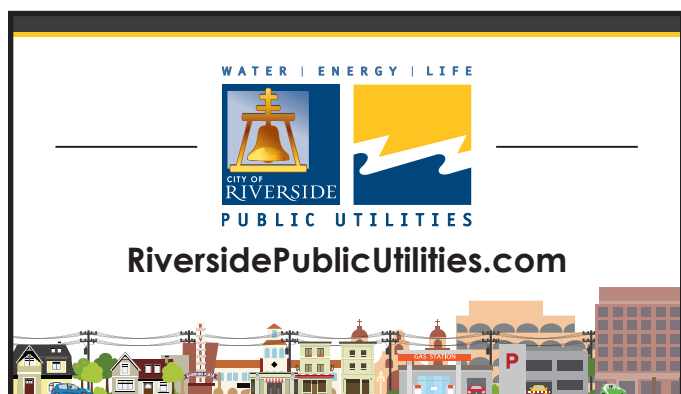
through Saturday 8:00 am to 7:00 pm. Mind & Mill also participates in Riverside Arts Walk every first Thursday of the month, which is a great time to mix with creatives and entrepreneurs in a gorgeous, aesthetically impressive setting. We live in The City of Arts and Innovation. Mind & Mill typifies both and aims to make certain that we live up to our name.

3615 Main Street, Suite 103 (951) 384-1881



## RDP Welcomes New Businesses to Downtown

Alejandro Arroyo (Stylist) • David Grande Law Offices • Eric Bentley and Mathys Vande-Bruggen (Property Rental)  
Inland Empire Court Services • Roots Restaurant & Bar • Stephanie Vargas (Stylist)  
West Coast Landscaping • Western Union • Yoli's Mexican Grill • Zena Duhon (Property Rental)



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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### **New Ordinances in the Works to Address Street Vendors and Performers, Loud and Unruly Gatherings, Entertainment and Noise:**

Riverside, and the downtown in particular, is being impacted by changes in state law that allow street vendors, including home kitchen produced food. We are seeing an increase in street vendors across the city and they sometimes create problems by blocking the sidewalk, leaving trash and in some instances staining the sidewalk with grease from cooking. While the city cannot prohibit these activities, it can regulate them so that they do not block sidewalks, leave a mess or stain the hardscape. These vendors also will need a city business license.

We are also having increasing problems with street performers blocking the sidewalk and sometimes the street. These activities do not generally require a city permit or business license, but new ordinances to make the performers responsible for managing their crowd so that pedestrian and vehicular traffic is not impeded, doorways remain clear, and the noise ordinance is adhered to, are being considered. Performers will also be prohibited from using public property such as poles and benches as part of their act and from dangerous acts such as knife throwing or fire acts.

We are also looking at new rules covering Loud and Unruly Gatherings such as parties. There has been an increase in people renting a home through Airbnb type services and throwing very large parties. This is intended to combat that as well as other large gatherings whether in private homes or business locations. It is not intended to cover regular entertainment businesses and will focus on one-off and occasional events. The ordinance is likely to

prohibit charging admission or charging for refreshments. Responsible Party will be defined and may include the property owner, tenant, lessee or promoter. This is the person who will be held responsible and who may be fined for violation.

The city is looking to provide consistency and equity for entertainment venues and bars. Currently, some longstanding venues do not have a Conditional Use Permit because they predate that requirement and others have CUP's with differing requirements. The idea being pursued is to stop using the CUP as the regulating document for these activities and issue an Entertainment Permit instead. These permits would have standardized conditions applicable to similar establishments across the city. Examples of things that might be regulated are cover charges, time for last call on alcohol sales, and the like.

Lastly, the city is looking to modify its noise ordinance to make it more enforceable and easier to identify and document a violation. This would apply to both business and residential areas.

These new and amended ordinances will begin going through the review process shortly. Most will go through the Council's Public Safety Committee before going to Council for discussion. If you have an interest in one or more of these areas please plan to participate in the process so that your views and concerns can be made known and considered. The goal is to make the city more enjoyable for everyone and to provide fair and equitable rules to control undesirable behavior.

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.

- **Grapevine Development:** Just approved by the Development Committee of the City Council, the project is located on Park & University and will have an approximate investment of \$52 Million. This project will provide 70+ jobs from local companies. The estimated start is the third quarter of 2019.
- **Steel Craft:** Just approved by the Development Committee of the City Council, this project will have approximately nine Shipping Containers for small local and neighborhood businesses on the corner of University and Ottawa. The estimated start date is late 2020 with a potential completion of 2021.

**Eastside Market Nights:** This summer we are collaborating with the Community Settlement Association to bring the

Eastside Market Nights on the 2nd and 4th Saturdays of the month from 5:00 pm to 9:00 pm. There will be music, food vendors, fresh fruits and vegetable vendors, local artists, chalk art, small business opportunities, and an opportunity for our local residents to participate in planning and visioning sessions with our "TCC"

Grant Team. There will be a special event in partnership with the National Night out and the Lincoln Park Community Group on August 10th. There will be free backpacks and school supplies for youth who have registered. For additional details, call my office at 951-826-5419.

**Riverside National Night Out:** Come out and join us in The Annual National Night Out community-wide crime prevention program that is sponsored locally by the Riverside Police Department and our local businesses. These

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## WARD TWO from page 3

events are designed to heighten crime and drug prevention awareness, generate support for and participation in local anti-crime programs, strengthen neighborhood spirit and police community partnerships, and send a message to criminals letting them know that Riverside neighborhoods are organized and fighting back. Police and Fire personnel

will be out in force and visiting events that are registered with the department. For more information on dates and times of National Night Out events see the list below or follow the link: <http://www.riversideca.gov/rpd/community/nno/nnopage1.asp>.

Andy Melendrez



## Business Spotlight: Tranquil Blossom Massage

### MISSION

To always come from a place of compassion, free from judgment, and provide our clients with customized massage sessions according to their individual needs.

Step into this lovely downtown office and instantly feel relaxed and at home. Tranquil Blossom Massage is invested in the community, fundraising and giving back to various programs. All military and first responders receive year-round discounts. The LGBTQ+ community is welcomed with open arms. TBM is a safe and comforting space where everyone is treated with respect and dignity. As Certified and Professional Massage Therapists it is their goal to maintain the ethics and morals set by the California Massage Therapy Council.

Brandy Marion, the owner, and Geri Lynn Beld, the office manager, together have certifications in the following modalities:

Swedish, Cupping, Deep Tissue, Lymphatic Drainage, Lomi-Lomi, Reflexology, Headache, Hot Stones, Prenatal, Sports, Reflexology, Headaches, Thai, Spa, Pediatric, Carpal Tunnel and Low Back.

Brandy provides Infant Massage classes as well. They are members of the American Massage Therapist Association. Both therapists are lifelong learners and continue to expand their knowledge and techniques through education and workshops.



### Exciting News!

Tranquil Blossom Massage has a beautiful new Infrared Sauna. There are numerous health benefits to using an infrared sauna including detoxification, cellular regeneration, immunity boost, skin health, and reduced inflammation. Spa packages including massage, body scrubs and wraps make your visit a complete relaxation experience.

Visit us online @tranquiblossom.com to see our full service menu and book an appointment.

3995 Brockton Avenue (909) 314-7212



# RIVERSIDE ALERT

## EMERGENCY NOTIFICATION SYSTEM

Choose how to be notified:



Email



Phone



Text

About emergencies near your:



Work



Home



School



Gym



Other

**RiversideAlert.com**  
Don't forget to share with your family and friends!

## Top 10 Ways to Lose Customers

by Susan Ward

Ask anyone in business about their worst customer ever, and they'll be hard-pressed to tell you about just one. But ask them about their best customer ever, and they'll probably have to take time to think about it.

It's the old 80-20 rule in action; for most people, it's the unpleasant, nasty or outrageous that sticks in the memory — the good bits blur.

Which explains why, as business people, we sometimes forget the fundamental truth that our customers are our biggest supporters, they want to think well of us (and our products and services). They want us to succeed.

Many of them start dealing with us in the first place hoping to become repeat customers. It makes people's lives so much easier if they can continue to deal with one butcher or one carpet cleaner.

And all they want from us is for us to meet their expectations, which means not doing any of the things in the following slides.

Learn how to get and keep customers by reviewing the top ways to lose them, in reverse order from ways that will merely aggravate some of your customers through means that will alienate all of them forever.

### 1. Engaging Poorly Trained Staff

Imagine that you walk into a store selling blinds, wanting to purchase some blinds for your home. But although several different sales people seem eager to assist you, none of them seem to know anything about blinds! Imagine how frustrating that would be — and how long it would take you to walk out and take your business elsewhere.

Customers, you see, expect that salespeople at a business will be knowledgeable about that business's products and services.

You can get around this expectation, however, by eliminating this type of hand-holding customer service from your business. Several very successful big-box chains have done this, expecting customers to see this as a fair trade for lower prices. And online businesses tend to operate as self-serve businesses.

However, the bottom line is that if your business operations include a customer expectation that they will be able to interact with knowledgeable staff, you'd better have some — especially if your sales depend on it.

### 2. Restricting Your Hours of Operation

A coffee shop that only stays open until 3 p.m. A doctor that only works two days a week. A bakery that closes for a month at a time so its owners can go on vacation.

Three examples. Three businesses that have lost customers (and money!) because of restricted hours that seem unreasonable to prospective customers.

Now, most bricks-and-mortar businesses restrict their hours to some degree. As customers, we don't expect to be able to browse through retail stores or go and get our hair cut in the middle of the night. But the difference is that we see these as reasonable restrictions; they make sense to us.

You need to provide customers with what they will consider being reasonable access to your products and services. If you

don't, they'll find what you're selling elsewhere.

### 3. Looking Unprofessional

For small business people, the adage "Dress for Success" should actually be "Dress to Impress (the customer)" because that's what it all about — looking like someone that a customer thinks will do the job well, whether that job is selling people tools to do work on their own homes or selling people's homes.

It's no coincidence, for instance, that Home Depot's sales associates all wear aprons; the uniform, suggestive of a carpenter's tool belt, makes them look like handy types who know what they're doing.

And if you don't look like you would be good at the job, customers move on.

**Point 1:** You don't need to wear a power suit; you need to look knowledgeable about whatever your expertise is.

**Point 2:** To look professional, you also need to be appropriately equipped. I once had a person I was about to hire to prune some trees ask me if I had a ladder he could use. Uh, no. And you can go away now. Business image is not just about personal appearance.

### 4. Making It Difficult to Do Business With You

Trying to conduct a simple transaction with some small businesses is like fighting your way through a blackberry thicket; you end up feeling all scratched up and wondering why you made an effort.

This might include:

- A business where you had to pick up a phone to get buzzed into the office — except the phone was around the corner of the building with no signage pointing to it.
- A business with no answering service or voice mail, so that when you called the number the phone just rang and rang.
- A home business where clients had to walk all through the main living quarters (obviously occupied by a family with a baby) to get to the tiny office in the basement.
- A retail business that only accepted cash. (Just silly; the more payment methods you offer customers, the more convenient it is for them and the more sales you'll make.)

Unfortunately, this is a list that could go on — and we're sure you'll have no trouble adding examples to it yourself.

Businesses that make it hard for customers to get into the premises, pay for merchandise, or even make it just about impossible to even contact them at all do themselves no favors — these are all experiences customers won't want to repeat.

### 5. Making It Hard for Customers to Return Goods to You

Making it hard for customers to return things marks the halfway point of this survey of ways to lose customers because while it's something that aggravates customers, it's not something they'll all experience.

You may have (and hopefully do have) lots of customers who will never feel the need to return anything. For them, it

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# BUSINESS BUZZ

## **TOP 10 WAYS** from page 5

probably doesn't matter that to return an item to your business; a customer needs to have not only an adequately dated receipt but also must be trying to return the item between 2 and 3 pm on a Friday in a week with a full moon.

Which is great. Because if they ever do decide to return something and find out that it's super difficult or even impossible, you've lost them.

Avoid stress on both your parts and handle returns the right way, so that your customers go away happy and will be willing to return to your business and buy again.

## **6. Doing Shoddy Work or Selling Shoddy Products**

This can be called the "plenty of fish in the sea" business model. Instead of trying to institute the kind of customer service that increases the odds of customers coming back, businesses that follow this model expend their energies reeling customers in and working them to make that one-time sale.

The most popular way for these businesses to draw customers in is through lowered prices, either lower than competitors' or as advertised sales.

They don't care if the customer comes back or not; their theory is that there are lots of other potential customers out there that they can lure in and do the same thing too.

And don't think that this business model is limited to retailers; it's especially popular among providers of home renovation services.

I have three words for you, shoddy businesses: word-of-mouth.

## **7. Being Unresponsive**

It's interesting how forgiving some customers will be. Even doing a shoddy job for them once is not enough for them to never give you a chance to sell to them again in some cases.

With way #4, though, we're entering the realm of the unforgivable, otherwise known as "things you just don't want to do if you want to keep customers and get new ones."

Being unresponsive to customers can occur at any stage of the sales cycle. An interior designer who overrides a customer's color choice or a dog groomer who can't be bothered to fully answer a prospective client's questions about her service are both guilty of ignoring a customer's wishes.

Unfortunately, in a world of phone texting and social media, customers' expectations are ballooning. If you're feeling stretched too thin to be properly responsive to your customers, it's time to hire some help.

## **8. Making the Customer Feel Unimportant**

Making a customer feel unimportant is even more unforgivable in a customer's view, which is why it comes in a number three. Everyone needs to feel that what they do and say matters. Feeding this need is the essence of excellent customer service.

But it's so easy to fail. When we do things such as not returning a client's call in a timely fashion, not giving them our full attention when we speak (or worse, interrupting them!) or not providing them with some acknowledgement when they become "regulars", we tell them that they're not important to us, whether it's true or not.

Never believe that people will judge you by your words when your actions say something different.

To succeed at customer service, you need to make every customer feel special.

A trick to help you accomplish this: Who's the most important person in your life? Hold this important person in your mind and treat every customer the way you would treat him or her.

## **9. Lying to Them**

This isn't one of the fastest ways to get rid of customers, but it's one of the best.

You'll get away with it for a while because people want to believe the best of one another. If you promise a customer, for instance, that you will have that new floor laid in five days, it will take them at least five days to discover that you made them a promise you couldn't keep.

And then most people will tell themselves that things happen and you didn't mean to lie to them. And, they'll let you tell them the next lie.

But here's the rub; they won't fully trust you to fulfill your promise the second time – and they'll be about one hundred times less likely to recommend your business to somebody else.

## **10. Making the Customer Feel Cheated**

If you need an absolute never-fail way of ensuring that a customer never darkens your literal or figurative doorway again, this is it – because this is the one thing that a customer will never forgive.

Customers will make excuses for you – to a point.

Shoddy service? You were having an off day.

No return call? You're really busy.

A rip-off? We're done! (And you might be hearing from my lawyer!)

Now obviously, legitimate business people do not go around deliberately trying to cheat their customers.

But you have to be careful to avoid the possible perception that your business is trying to take advantage of customers too. Sales techniques such as upselling may be viewed this way by the customer, so before you use them, consider their potential effect; they might not be suitable for your industry.

Customers' perceptions of prices are probably the main source of sour feelings about their transactions. All customers are not seeking bargains, but they all expect prices to be fair.

For instance, if a customer selects an item to purchase on Tuesday that you know going to go on sale the next day, you or your staff should point that out to them, leaving the customer to decide whether they want to buy the item today at its full price or tomorrow at a discount. If you don't, that customer is going to feel mistreated.

And the customer that feels taken advantage of is the one you won't see tomorrow.

Remember, the true secret of good customer service is that there is no secret. Offer quality goods and services at a fair price and treat customers the way you would like to be treated and those who do business with you will come back again and again.

*www.thebalance.com*





# SECURITY CORNER

## Cyber Actors Exploit ‘Secure’ Websites In Phishing Campaigns

Websites with addresses that start with “https” are supposed to provide privacy and security to visitors. After all, the “s” stands for “secure” in HTTPS: Hypertext Transfer Protocol Secure. In fact, cyber security training has focused on encouraging people to look for the lock icon that appears in the web browser address bar on these secure sites. The presence of “https” and the lock icon are supposed to indicate the web traffic is encrypted and that visitors can share data safely. Unfortunately, cyber criminals are banking on the public’s trust of “https” and the lock icon. They are more frequently incorporating website certificates—third-party verification that a site is secure—when they send potential victims emails that imitate trustworthy companies or email contacts. These phishing schemes are used to acquire sensitive logins or other information by luring them to a malicious website that looks secure.


### Recommendations:

The following steps can help reduce the likelihood of

falling victim to HTTPS phishing:

- Do not simply trust the name on an email: question the intent of the email content.
- If you receive a suspicious email with a link from a known contact, confirm the email is legitimate by calling or emailing the contact; do not reply directly to a suspicious email.
- Check for misspellings or wrong domains within a link (e.g., if an address that should end in “.gov” ends in “.com” instead).
- Do not trust a website just because it has a lock icon or “https” in the browser address bar.

### Victim Reporting


The FBI encourages victims to report information concerning suspicious or criminal activity to their local FBI field office, and file a complaint with the IC3 at [www.ic3.gov](http://www.ic3.gov). If your complaint pertains to this particular scheme, please note “HTTPS phishing” in the body of the complaint. 

## Earthquake Preparedness

The recent quakes in Ridgecrest and Trona have made everyone more aware of living in an earthquake zone. Follow the 10 steps below to increase your safety and survival. Remember, preparedness is the key. Take steps now to be prepared.

1. Finding out what can happen is the first step. Determine what the possible threats are and discuss them with your family, household, or co-workers.
2. Create an emergency communications plan. Be sure to include your out-of-town contact to check on each other if local telephones are jammed or out of service.
3. Assemble a disaster supplies kit, in easy to carry containers, for home, for work and your car. Include a three-day supply of water, non-perishable food, a first aid kit and book, flashlights, battery-powered radio, extra batteries, fire extinguisher, tools, prescription medications, copies of important documents, duct tape, plastic sheeting, and towels to seal door cracks.
4. Learn basic first aid and CPR. The American Red Cross provides training.
5. Be aware of your surroundings and report any suspicious activities to local authorities.

6. Know where the emergency exits, staircases, and fire extinguishers are at home, at work or when traveling, and practice emergency evacuation procedures.
7. Check on the school and Day Care emergency plans for your school age children.
8. Learn what to do if asked by officials to “Shelter in Place” (remain indoors or in your car) or to “Evacuate” (leave the hazard area).
9. Be prepared to do without services you normally depend on, such as electricity, telephone, natural gas, gasoline pumps, ATM machines, and Internet transactions.
10. If there is an attack or strong warnings of an attack, remain calm and follow the advice of local emergency officials. Listen to the radio (KFRG FM 95.1 is the primary emergency station in this area) or television for news and instructions.

And businesses – remember you have additional challenges. You can download the **QUAKESMART** Toolkit from [http://flash.org/readybusiness/quake\\_smart.php](http://flash.org/readybusiness/quake_smart.php) to help assess how prepared your business is. Other information is available at [www.ready.gov](http://www.ready.gov). 



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**Submit press releases to:**  
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[Janice@riversidedowntown.org](mailto: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](mailto:Janice@riversidedowntown.org)

**For Events email**  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



**RDP Facebook Page**

ADDRESS SERVICE REQUESTED



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*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

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Andy Melendrez, Ward Two

## WHEN THE EARTHQUAKE STARTS DROP COVER AND HOLD ON BE READY RIVERSIDE!



**DROP** down onto your hands and knees (before the earthquake knocks you down). This position protects you from falling but allows you to still move if necessary.

**COVER** your head and neck under a sturdy table or desk. If there is no shelter nearby, get down near an interior wall (or next to low-lying furniture that won't fall on you), and cover your head and neck with your arms and hands.

**HOLD ON** to your shelter (or to your head and neck) until the shaking stops. Be prepared to move with your shelter if the shaking shifts it around.

For info on emergency preparedness visit: [www.readyriverside.org](http://www.readyriverside.org)