

Downtown is
Calling

Good
Times
Await



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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.*



September 2019

RD Bulletin

Riverside Downtown Business Improvement District

Fall Event Update

Never Forget 9/11 Day of Service

The ceremony will take place on September 11th at the City Hall Breezeway at 8:30 am and feature patriotic music, Presentation of the Colors, and a display of Fire and Police vehicles. There will also be speeches by Mayor Rusty Bailey, Council Member Jim Perry, Riverside Fire Department Chief Michael Moore, and Riverside Police Department Chief Sergio Diaz.

Riverside Art and Music Festival



The Riverside Downtown Partnership (RDP) and the Riverside Arts Council (RAC) are once again partnering on the fourth annual Riverside Art and Music Festival. The event is scheduled for Saturday, September 14th from 4 pm to 10 pm.

The event celebrates arts and music in Riverside and features local artists and arts groups offering demonstrations, workshops, and sales. There will also be performances by cultural groups at the intersection of Ninth Street and Orange Street from 4 pm to 7 pm. After that, Inland Empire's favorite bands will play on the stage until 10 pm. This year, Beyond Rhythm, The Sleeping Sea King, and Eva and the Vagabond Tales are featured.

Art and cultural exhibits will be on Orange Street from University Avenue to Ninth Street, and Ninth Street from Orange Street to and along Mariposa Alley. Also exhibiting will be local arts organizations such as the Riverside Community Arts Association and local arts and cultural institutions such as the Riverside Library. There will also be a Chalk Art component featuring local artists who will demonstrate chalk art to young aspiring artists. The festival will be located in the downtown core, with University Avenue hospitality

establishments a short block away.

Restaurants and retailers are encouraged to be open for festival attendees. RDP will have an information table and businesses can have flyers and other material at the table.

For more information on the Riverside Art and Music Festival, visit www.facebook.com/RiversideArtandMusicFestival. Or visit www.riversideartscouncil.com or www.riversidedowntown.org.

Carnaval Musical

The City of Riverside Parks, Recreation and Community Services Department is hosting the first annual Carnaval Musical in celebration of Hispanic culture from Friday, September 20th through Sunday, September 22nd at Fairmount Park, 2601 Fairmount Blvd. This 3-day event includes an eclectic variety of Hispanic themed entertainment including live music, food vendors, carnival rides, community performers, beer and wine garden, and more.

Ticket Prices:

\$12 daily pre-sale | \$25 at gate | \$30 all access pass (Kids 12 and under are FREE)

All tickets are sold online at eventbrite.com - <https://www.eventbrite.com/e/carnaval-musical-tickets-65262018454?utm>.

Schedule:

Friday, September 20th from 6 pm to 10 pm with Live DJ, carnival rides, food vendors, and beer and wine garden.

Saturday, September 21st from Noon to 10 pm with musical performance by national acts, La Sonora Dinamita, La Sonora Santanera de Carlos Colorado, Dreaming of You (Selena Tribute), plus community performers, Michelada competition, carnival rides, food vendors, and beer and wine garden.

Sunday, September 22nd from Noon to 10 pm with musical performance by national act, Banda La Fantastica, plus car show, carnival rides, food vendors, and

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beer and wine garden.

For more information, please visit eventbright.com or call 951-826-2000.

DEAFestival

The Deaf Community of Riverside and the City of Riverside are honoring Deaf Awareness Week by hosting a celebration on Saturday September 21, 2019 at the Riverside Convention Center.

There will be vendors, live entertainment, and free activities for the entire family, including bounce houses and a rock climbing wall. All are welcome to learn about Deaf culture, the beauty of sign language, and help celebrate Riverside's diverse community.

Modern Vintage Flea



Modern Vintage Flea is INSPIRED Vibe's newest event, a curated handmade and vintage outdoor shopping experience. Coming to downtown Riverside September 28th the event (free to attend) runs from 10 am to 7 pm and features hand-selected artisans, vintage vendors and live music.

The Main Street Pedestrian walk is a perfect venue for the event, as it regularly draws a crowd from all over southern California. "We love seeing the exposure our events can bring a local community" said Christin Daniels, the Executive Director of INSPIRED Vibe. "We literally have stories of people moving to a community after an event brought them there for the first time! It's one of the biggest benefits of utilizing community spaces creatively for events like Modern Vintage."

In March the event featured vintage trailers from the SoCal Vintage Trailer Club. In June the SoCal Vintage Baseball League was the featured attraction. INSPIRED has yet to announce September's vintage feature but promise members of the Riverside Smudge Pots will return to the event in support of its move to downtown.

The outdoor market has gained popularity since its inaugural event earlier this year, with attendees appreciating the ability to shop for both vintage and upscale handcrafted items.

All vendors must apply, which allows the market to create a quality experience for attendees. (Vendors interested in

Modern Vintage can apply through INSPIRED Vibe's website at www.INSPIREDVibeEvents.com.) Specific event information can be found at www.ModernVintageFlea.com or on social media @ModernVintageFlea.

And in October look for:

Downtown Riverside Fashion District's Fall Show

The event will take place on Thursday, October 3rd at 6 pm on Main Street between University Avenue and Mission Inn Avenue. Fashion meets a local cause as the Riverside Downtown Partnership partners with The Pink Ribbon Place, a program of Riverside Community Health Foundation, to kick off National Breast Cancer Awareness Month.

The show will feature unique fashions and accessories available from retailers in downtown Riverside and from The Pink Ribbon Place's Thrift shop. The Pink Ribbon Place is a program of Riverside Community Health Foundation that provides support to all women, men, and their loved ones going (or have been) through breast cancer at no cost. Hair and makeup will be provided by the Riverside City College School of Cosmetology.


DARKSIDE in RIVERSIDE – An IE Comic Con Experience


This new event will take place at the Riverside Municipal and FOX Performing Arts Center on October 18th to 20th.

Event features include live performance by chart topping band "Fitz & The Tantrums," Celebrity Guests, Panel Q & A's, Night of the Demons cast reunion and SFX demos by Riverside's own SFX master ERIC FOX (from SyFy Channel's FaceOff). Also included will be exhibitors, "The Deadly 5K Chase," Film Screenings, Horror Speed Dating, Cosplay, and much more.


For more information visit <https://thedarksideinriverside.com/>.

Riverside's Got Talent – 8th Edition Auditions

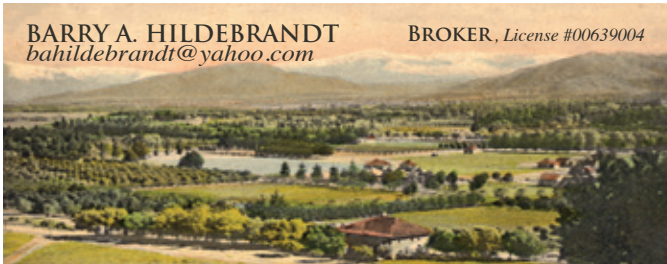
The Kiwanis Club of Uptown Riverside will host its 8th Annual Talent Show on October 27, 2019 at the Riverside Municipal Auditorium. Live auditions will be held beginning October 1, 2019 and local talent is invited to apply. Audition applications will be accepted until September 22nd and may be submitted online. Visit www.kiwanisuptownriverside.com/riversides-got-talent/ or call 951-682-9590 for more information. 



RiversidePublicUtilities.com



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COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

Riverside, like all other local jurisdictions, continues to struggle with the issue of homelessness, and we have recently made the television news with some of our efforts. The city is using a two pronged approach to dealing with the problem in hopes of improving things for both those who are homeless and the rest of the population that are negatively affected by the activities of some of the homeless population.

On the services front the City Council recently authorized and funded a 28 bed shelter expansion specifically for homeless individuals with mental health issues. This will require reconfiguration of an existing building at the Hulen Place Homeless Campus and is scheduled to open next year. We continue with expansion of the Housing First program and will complete construction of Mulberry Villiage, a 10 unit tiny house villiage to house formerly homeless people later this year. The site will offer services tailored to the needs of the people living there including substqance abuse and mental health counseling. We are moving forward with a planned facility to house homeless RCC students to be built at Third and Fairmount. Many of these students are young people who have aged out of the foster care system. This site will also offer supportive services tailored to the residents.

The final funding was received for the Fair Housing Council's Mission Heritage Project to be built at Mission Inn and Fairmount. This is a 72 unit affordable housing project with 18 units devoted to veterans. This project will help reduce homelessness by keeping housing affordable for some of our financially less well off residents. We also received funding to complete affordable housing projects in La Sierra, Arlington and the East Side.

The other prong is enforcement of existing laws and regulations. The city formed two PSET (Public Engagement and Engagement Team) teams which are in the field every day. Their role is to contact homeless individuals, offer them services including housing and remove illegal encampments. The debris from encampments on public property is cleaned up by either Public Works or a contractor. Unfortunately, the city cannot clean up private property as part of this service. The PSET teams have recently removed significant encampments in Fairmount Park from the old Boy Scout Camp area to

the American Legion and at Hole Lake. At Hole Lake they were able to use heavy equipment to remove debris left over from the encampments. This brought some press coverage. At Fairmount Park, we have not yet been able to use heavy equipment because a federally protected bird may be nesting in the area. We should be able to complete the cleanup by mid September.

At both Fairmount Park and Hole Lake members of the PSET teams are returning daily to ensure the encampments are not reestablished. This is the first time we have been able to muster the resources to do this daily monitoring and it is being successful. We need to continue the monitoring for a protracted period or the encampments will simply reestablish.

Although still fairly new, the PSET teams are having an impact. Since establishment of the first team in May of this year through August 19 the teams have:

- Contacted 1695 individuals
- Issued 1227 Code Enforcement Notices
- Made 32 Arrests
- Removed 71 Tons of debris from public property
- Brought 19 people into services

It is disappointing that such a small number of people have accepted services, but the number is slowly increasing each month. The Hole Lake cleanup is not included in these statistics and several of those people did accept services.

One thing private property owners can do is to complete and keep current a Trespass Authorization form which authorizes the Police to remove trespassers from private property without the owner or responsible party being present to request the removal. We are seeing encampments relocate from public property or private property with a Trespass Authorization, to private property without a Trespass Authorization. My office will be happy to provide the forms on request. The form must be renewed every year to remain current.

This is a constant battle, but we are making progress and I expect the progress to accelerate over time.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Welcome Back to School!

It is with great pleasure that I welcome back all the students, parents and faculty from the Riverside Unified School District! Ward 2 is the proud home and location for the following five schools: Emerson Elementary, Castle View Elementary, Highland Elementary, Longfellow Elementary, John W. North High, Lincoln High School and the Riverside Stem Academy.

UCR will be welcoming new and returning Highlanders as their school year kicks off. This fall we have the following sports competing from now into early December: Women's Cross Country, Men's Cross Country, Women's Soccer, Men's Soccer and Women's Volleyball, Men's and Women's Golf. For more information on dates and events for UCR Athletics or

to become a member of the Athletics Association, be sure to check out the Highlander's Athletics website, <http://www.gohighlanders.com>.

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. We have two local projects that we are excited about in the Eastside.

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- **Steel Craft:** the land sale for Steel Craft was recently approved. Steel Craft will have nine Shipping Containers for small local neighborhood businesses on the corner of University and Ottawa Street. These will be a series of shipping containers that will be converted into small businesses like coffee shops and eateries. Some of the tenants that Steel Craft currently has in their Long Beach location are Waffle Love, Tijama Ramen, Smog City Brewing, Steelhead Coffee, Rori's Artisan Creamery, Pig Pen Delicacy, Desano Pizza and Rainbow Juices. The estimated start date for development is projected to be late 2020 with a potential completion in 2021.
- **Arcis Party Supply Warehouse:** now moving to our Eastside community on the corner of Park Street and University Avenue. They have a wide variety of Party Supplies for you to choose from and they plan to open their doors late September 2019.

Lincoln Park Neighborhood Group/Eastside Market Night Backpack Giveaway:

This summer we collaborated with the Community Settlement Association to bring the Eastside Market Nights on the 2nd and 4th Saturdays of the month from 5:00 – 9:00 PM to Lincoln Park. The Lincoln Park Neighborhood Group joined us and held their Annual National Night Out/Backpack Giveaway event on one of our Market Nights and provided backpacks and school supplies to over 150 children in the Eastside Community. Thank you to the Lincoln Park Neighborhood Group, Riverside Police Department, Dell Roberts, Victory Outreach Church, Riverside Community Health Foundation and the Community Settlement Association for making the backpack giveaway possible.

Eastside Art Alliance:

The Eastside Art Alliance has a number of amazing projects in the works and will kick off an entire series of art projects on Park Avenue between University and 14th Street. We have partnered with the Riverside Art Museum to apply for grant funding to help bring local artists, community members and business to develop amazing murals all along Park Avenue. The Riverside Art Museum will also be hosting a Lincoln Park Trash Bin Paint event on September 14 from 9:00 AM to 1:00 PM as part of the Lincoln Park Revitalization efforts. To learn more about upcoming work join us at the Eastside Market Nights that are held the third Thursday of every month from 9:00 – 11:00 AM at the Community Settlement Association, 4366 Bermuda Ave, Riverside, CA.

Ward 2 Business Spotlight:

We have two new businesses that recently opened and they have been a huge success.

- **Starbucks:** the new Starbucks on the Corner of Iowa and University has had nonstop business since they opened their doors a few months. The new building is a unique design compared to other Starbucks across the Nation.
- **TroBon:** is a gourmet waffle sandwich shop with quality, healthy, organic food! Their Grand Opening was held on August 21st and they were packed with people all day long. Be sure to try their healthy and delicious food that is priced just right.

Andy Melendrez



Business Spotlight: Women in Tandem

Riverside native, Ana Yeager Lee, has opened a new lounge and workspace for women in downtown Riverside. Women in Tandem, or WIT for short, is a place for women to focus, connect, and get things done. Lee's mission is to give passionate women an inviting, retreat-like workspace where they can be productive, supported by like-minded women, and empowered in their areas of influence. WIT is always a stomping ground for professional and personal work, but also a place for some cheeky fun.

"WIT's mantra 'putting a pretty bow on hard work' came from my admiration of the women in my community who are changing the world in their daily efforts. My contribution to that effort is curating a beautiful environment to nurture their handiwork" -Ana Yeager Lee, Founder.

Located on Main Street, caddy-corner to the Convention Center, WIT's space is the perfect blend of beauty and professionalism. Expertly curated to help women take a breath as they walk in the door, the space is fully stocked with flowers from Nature of Things, coffee from Arcade Coffee Roasters, blankets from Abeba collection office supplies, and even hair and makeup products from Aveda for members to freshen up as they transition from one meeting to the next.

On August 8, 2019 at 4:30pm, Ana Yeager Lee and the team at WIT opened their doors and celebrated this new space for women in the Riverside area. Members of the community are invited to tour the space. Memberships are available.

Women in Tandem

3521 Main St, Riverside, California

Phone: (951) 900-8989 Email: wit@womenintandem.com




Arts Corner: The Henry W. Coil, Sr. & Alice Edna Coil School for the Arts

The RCC Henry W. Coil, Sr. and Alice Edna Coil School for the Arts opened in April of 2016 with concerts dedicated to the Centennial of Riverside City College. In the Fall of 2016, the RCC Music department moved all of its classes and concerts from the RCC main campus to the new facility downtown. Designed by LPA Architecture of Irvine, and built by Tilden-Coil Constructors of Riverside, the building includes faculty office space, 35 practice rooms, 2 classrooms, a piano lab, a music technology lab, 2 large rehearsal spaces and a 450-seat state of the art Concert Hall. The RCC Music Department Ensembles needed a performance venue that would allow the audience to hear the quality of music making that was being performed and also needed to expand due to the constant growth. The RCC Music Department currently consists of 3 choirs (Chamber Singers, Concert Choir and Vocal Jazz Ensemble), 6 jazz ensembles, piano ensemble, guitar ensemble, percussion ensemble, concert band, wind ensemble, symphony orchestra and a music technology program. The RCC student ensembles have traveled and performed throughout the world. The Wind Ensemble under the direction of Kevin Mayse, (kevin.mayse@rcc.edu) and Jazz Ensemble, under the direction of Charlie Richard (charles.richard@rcc.edu) have performed at Music/Jazz Festivals in the Pacific Northwest, Hawaii, Texas, Colorado, Tokyo, Japan and Disney Hall in Los Angeles. The Wind Ensemble recently premiered 2 new compositions for Winds by Grammy nominated and Emmy winning composer Adam Schoenberg, and RCC Music Theory and Percussion faculty Steven Schmidt (steven.schmidt@rcc.edu) The Chamber Singers and Vocal Jazz Ensemble, under the direction of John Byun (john.byun@rcc.edu) have competed in choir festivals at Carnegie Hall in NY, as well as in Hungary, Russia, South Korea and next Summer will be performing in Bali. They are often asked to represent RCC at National Choral conventions. The Marching Band, under the direction of James Rocillo, (james.rocillo@rcc.edu) has recently performed in both the Rose Parade and the Macy's Thanksgiving Day Parade. The Music Technology program under the direction of Jennifer Amaya, (Jennifer.amaya@rcc.edu) is currently offering classes in sound reinforcement and pro tools certification. The Guitar program, under the



direction of Peter Curtis (peter.curtis@rcc.edu) offers guitar class for beginners and a guitar ensemble for more advanced players. The Piano program, under the direction of Jasminka Knecht, (jasminka.knecht@rcc.edu) also offers classes for beginning piano as well as classes to prepare the music students to transfer. Music Appreciation classes for non music majors are also offered as part of the RCC degree program. RCC is proud to have

first call Los Angeles clarinetist Don Foster (donald.foster@rcc.edu) teaching those classes as well as applied clarinet and coaching student chamber ensembles. The RCC Coil School for the Arts Concert Hall hosts over 200 concerts, festivals and recitals each year. The concerts and festivals include student and faculty recitals, student ensemble concerts, a 2 day Jazz Festival in May featuring over 80 Jazz Ensembles, choir festivals, concert band festivals, a guitar festival, a chamber music festival, an orchestra festival and 6 honor band concerts all featuring local Junior High and High School students. Guest artists have said "the CSA Concert Hall is a sonic gem." Recent guest artists have included Avi Kaplan of Pentatonix, Choral composer Eric Whitacre, Tom Hooten (principal trumpet, Los Angeles Philharmonic), Trombone soloist Larry Zalkind (Eastman School of Music), David Washburn (principal trumpet Los Angeles Chamber Orchestra) International saxophone soloists Tim McAllister and Harvey Pittel and International Jazz Artists Bobby Shew and Kim Richmond.

The RCC Music Department also hosts a "Concert for the Homeless" fundraiser in late September and a "Holiday Extravaganza" Department Fundraiser in early December. This year it will be a concert venue for the Long Night of Arts and Innovation in Riverside. It has also been the host for the Riverside County Philharmonic and the Alpin Hong Chamber Music Series. The RCC Coil School for the Arts is located at 3890 University Ave. and information about future events can be found at coilschoolforthearts.com. The RCC Music Faculty recognize that this new facility and the continued growth the RCC Music Program would not be possible without the tremendous support of the entire administration including the RCCD Board of Trustees, Chancellor Wolde-Ab Isaac and RCC President Gregory Anderson. 

RDP Welcomes New Businesses to Downtown

Ashley Combier (Retailer) • Ron Lilly (Retailer) • Specialty Installs • The Herban Garden
Mary Suarez (Educational Support) • Inland Office Software Service • Richey Bar Inc. (Restaurant)
Robert C. Harris (Property Rental) • Mary Hamilton and Sarah Garner (Property Rental)
SFS Equites (Property Rental) • William Morschauser (Property Rental)

Top Ways of Growing Your Business

by Susan Ward

Learning how to grow your business isn't just a worthy goal; growing your business is often a necessity for your business's survival and your economic well-being. What can you do to get your business beyond the bare sustenance level? What can you do to turn it into the income-generating powerhouse you envision? Try one or more of these growth strategies. All have been successfully used by other businesses and, with some planning and investment, will work for you.

1. Penetrate Your Existing Market

When you think about how to grow your business, the first thing that probably comes to mind is getting new customers, but the customers you already have are your best bet for increasing your sales. It's easier and more cost-effective to get people who are already buying from you to buy more than to find new customers and persuade them to buy from you. So focus on ways to get customers coming back.

2. Ask for Referrals

Of course, attracting new customers to your business is never a bad approach. One of the easiest ways to do it is to ask your current customers for referrals. But notice the verb. Having good products and great customer service and just assuming that your customers are passing the word about your business isn't going to do much to increase your customer base; you have to actively seek referrals. During or after every job or sale, ask the satisfied customer if they know anyone else who would be interested in your products or services.

3. Innovate Your Product or Service

Discovering and promoting new uses for your products or services is a great way to attract existing customers to buy more and attract new customers. Think petroleum jelly and duct tape—and how few of these would actually be sold if they only had one use!

4. Extend Your Market Reach

There are several ways of growing your business by making your product or service available to a new pool of customers. The most obvious is to open stores in new locations. New locations can also be virtual, such as a website with an online store. Another approach is to extend your reach through advertising. Once you've identified a new market, you might advertise in select media that targets that market. If your new market consists of a younger demographic, you may want to use social media for advertising.

5. Participate in Trade Shows

Trade shows can be a great way to grow, too. Because trade shows draw people who are already interested in the type of product or service you offer, they can powerfully improve your bottom line. The trick is to select the trade shows you participate in carefully, seeking the right match for your product or service.

6. Conquer a Niche Market

Remember the analogy of the big fish in the small pond? That's essentially how this strategy for growing your business works. The niche market is the pond; a narrowly defined group of customers. Think of them as a subset of the larger

market, whose needs are not being met, and concentrate on meeting those unmet needs. A nursery, for instance, might specialize in roses while a home design business might focus on window treatments.

7. Contain Your Costs

Surprised? Bear in mind that when we're talking about growing your business, we're actually talking about growing your business's bottom line. And the difference between pre-tax and post-tax money can make this a very effective growth strategy. There are two main approaches to cutting costs; liquidating your "loser" products and improving your inventory turnover.

8. Diversify Your Products or Services

The key to successful growth through diversification has a basis of similarity. You want to focus on the related needs of your already established market or on market segments with similar needs and characteristics. An artist might also sell frames and framing services, for instance. Or a mountain bike rental business might switch to renting skis and snowshoes in the winter season.

9. Franchising

The stories of entrepreneurs, who have become both well-known and well-heeled due to franchising their small businesses are legion, and not just stories. If you have a successful business and can develop a system that ensures that others can duplicate your success, franchising may be the fast track for growing your business.

10. Exporting

Expanding into international markets can also be a powerful boost to your business's bottom line. Like franchising, this is a way of growing your business that requires a major commitment of time and resources, but it can be extremely rewarding.

Time to Grow

There you have it, how to grow your business. Don't let this list overwhelm you. Pick one or two of these ideas that are suitable to your business and your circumstances and get busy developing your growth plan.

While you probably won't experience growth right away, whichever way of expanding your business you choose, you will see progress if you keep at it, and will successfully transform your business into all you want it to be.

From www.thebalance.com



Downtown Businesses -

Stay connected with email alerts from RDP.

Send your email address to
janice@riversidedowntown.org
to be added to our listing.

And remember to follow us on Facebook.

SECURITY CORNER

Active Shooter

This describes what to do if you find yourself in an active shooting event, how to recognize signs of potential violence around you, and what to expect after an active shooting takes place. Remember during an active shooting to RUN. HIDE. FIGHT.

Be Informed

- Sign up for active shooter training.
- If you see something, say something to an authority right away.
- Sign up to receive local emergency alerts and register your work and personal contact information with any work sponsored alert system.
- Be aware of your environment and any possible dangers.

Make a Plan

- Make a plan with your family, and ensure everyone knows what they would do, if confronted with an active shooter.
- Look for the two nearest exits anywhere you go, and have an escape path in mind & identify places you could hide.
- Understand the plans for individuals with disabilities or other access and functional needs.

During

RUN and escape, if possible.

- Getting away from the shooter or shooters is the top priority.
- Leave your belongings behind and get away.
- Help others escape, if possible, but evacuate regardless of whether others agree to follow.
- Warn and prevent individuals from entering an area where the active shooter may be.
- Call 911 when you are safe, and describe shooter, location, and weapons.

HIDE, if escape is not possible.

- Get out of the shooter's view and stay very quiet.
- Silence all electronic devices and make sure they won't vibrate.
- Lock and block doors, close blinds, and turn off lights.
- Don't hide in groups- spread out along walls or hide separately to make it more difficult for the shooter.
- Try to communicate with police silently. Use text message or social media to tag your location, or put a sign in a window.
- Stay in place until law enforcement gives you the all clear.
- Your hiding place should be out of the shooter's view and provide protection if shots are fired in your



direction.

FIGHT as an absolute last resort.

- Commit to your actions and act as aggressively as possible against the shooter.
- Recruit others to ambush the shooter with makeshift weapons like chairs, fire extinguishers, scissors, books, etc.
- Be prepared to cause severe or lethal injury to the shooter.
- Throw items and improvise weapons to distract and disarm the shooter.

After

- Keep hands visible and empty.
- Know that law enforcement's first task is to end the incident, and they may have to pass injured along the way.
- Officers may be armed with rifles, shotguns, and/or handguns and may use pepper spray or tear gas to control the situation.
- Officers will shout commands and may push individuals to the ground for their safety.
- Follow law enforcement instructions and evacuate in the direction they come from, unless otherwise instructed.
- Take care of yourself first, and then you may be able to help the wounded before first responders arrive.
- If the injured are in immediate danger, help get them to safety.
- While you wait for first responders to arrive, provide first aid. Apply direct pressure to wounded areas and use tourniquets if you have been trained to do so.
- Turn wounded people onto their sides if they are unconscious and keep them warm.
- Consider seeking professional help for you and your family to cope with the long-term effects of the trauma.

Source: <https://www.ready.gov/active-shooter>.

Other Information - <https://www.dhs.gov/cisa/active-shooter-preparedness>.





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

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Janice@riversidedowntown.org

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

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FREE CONCERT & ART EXHIBITION

EVA & THE VAGABOND TALES
THE SLEEPING SEA KING
BEYOND RHYTHM

Local Artists & Organizations
Chalk-Art | Local Entertainment
Demonstrations & Workshops

SATURDAY
9/14/2019

4:00 P.M. - 10:00 P.M. on 9th St. & Orange St. Downtown Riverside, CA

www.RiversideArtandMusicFestival.com

Logos at the bottom include: Riverside Downtown Partnership, Riverside Art & Music Festival, Bureau of Arts & Cultural Affairs, The Community Foundation, CBU, The Mission Inn, and Riverside Art & Music Festival.