

Downtown is  
Calling

Good  
Times  
Await



October 2019

# B Bulletin

Riverside Downtown Business Improvement District

## Downtown Business Improvement District

The Board of Directors of the Riverside Downtown Partnership (RDP) has approved the Annual Report for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) levy for the 2020 calendar year. The report has been submitted to the City for setting of the Public Hearing which is expected to be December 3rd. The City will send out notices to all businesses in the Downtown BID to advise them of the date and time of the public hearing. The Annual Report has been posted on the RDP website, [www.riversidedowntown.org](http://www.riversidedowntown.org), for businesses to review in its entirety prior to the public hearing.

The activities of the Downtown BID are funded by the BID levy which is equal to 100% of the annual business tax levied by the City of Riverside and assessed on all businesses within the BID boundaries. The City collects the levy on behalf of the Downtown BID and provides up to \$100,000 of matching money annually for improvements downtown. RDP works with the City and with other organizations to best utilize available resources and to work towards the effective implementation of programs and activities funded by the Downtown BID in specific areas; parking, beautification, public events, music in public places, promotion of business activities, and security. The activities recommended for 2020 are based on 2019 programs approved by the RDP Board of Directors.

RDP has allocated \$10,000 for parking activities in 2020 which include maps to assist visitors, patrolling of downtown parking garages and lots through the Ambassador Program, and input to the City on specific issues. RDP also works with the City's Public Parking Services Department on issues relevant to businesses and visitors.

Beautification efforts in the past have included the purchase of a sidewalk sweeper, installation of murals, and

pergola repairs. RDP also funded the removal of ten Ficus trees on University and the later replacement with Goldenrain trees. RDP has allocated \$10,000 for such efforts, including partnerships with other groups, in 2020.

RDP funds music in public places activities including the revamped lunchtime festivities series, Lunch Fest in July, the concerts at Fairmount Park, and the Riverside Art and Music Festival in September. An allocation of \$30,000 through a combination of City matching funds and BID levy income will fund the 2020 activities.

Public events draw people to downtown who then shop and dine at downtown businesses. RDP has allocated \$17,500 in 2020 for funding and support for a number of third party events as well as its popular event, Movies on Main. A portion of the City matching BID funds is also allocated in addition to the allocation of BID levy to public event activities.

RDP has allocated \$220,000 for promotion of business activities in 2020. As part of its promotion of business activities, RDP showcases downtown businesses to draw visitors in targeted demographic groups to downtown Riverside. RDP's retail initiative was launched in 2012 to brand downtown Riverside as a destination fashion district for the Inland Empire and to promote downtown retailers and salons. RDP partners with Riverside City College's Cosmetology school for hair and makeup, giving students practical experience on models. RDP partners with the Pink Ribbon Place of Riverside Community Health Foundation for the Fall Fashion Show in October to promote women's health issues.

Doors Open Riverside, which provided for 'Doors to Open' to a number of historic buildings in downtown Riverside including several private buildings not normally open to the public, was first

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The next monthly luncheon will be Tuesday, October 22nd at the Riverside Convention Center located at 3637 5th Street with a presentation by City Manager Al Zelinka.

The October luncheon is sponsored by Best Best & Krieger



The cost of the luncheon is \$22 with reservation by Friday prior to the meeting, or \$25 at the door. Please call the RDP Office at 951-781-7335 for reservations.

*Reservations not cancelled by the prior Friday will be charged.*



## DOWNTOWN BUSINESS from page 1

held in 2016. The event is a partnership between the City of Riverside and the Mission Inn Museum. The 2019 event drew an estimated 3,000 people to various locations including three outside the downtown core. The 2020 event will be held again on a Saturday to allow more people, specifically families, to attend.

Promotion of business activities include the destination marketing campaign with print ads in targeted markets, press releases to various media outlets, editorial content on downtown activities in selected magazines, a monthly newsletter, and a website promoting downtown and its attractions and spotlighting local businesses. These also include promoting events through a monthly calendar, website, emails, print advertising, press releases, and editorial opportunities in newspapers and magazines.


RDP also works to promote business activities by building business capacity through workshops, seminars, and other initiatives. RDP partners with the City of Riverside, the Arlington Business Partnership, and other organizations on these activities.

RDP has allocated \$124,800 for security activities in 2020. The Ambassador program is the most significant security

effort of RDP. The Ambassadors patrol the downtown core weekdays from 9 am to 5 pm, providing a visible safety presence and acting as the eyes and ears of the police with respect to panhandling and other security issues. The Ambassadors also patrol weeknights from 6:30 pm to 2:30 am, and weekends from 10:30 am to 2:30 am with specific focus on downtown City parking garages and parking lots.

Other security activities include both a downtown Security Committee with representation from the Riverside Police Department, the Homeless Coordinator's department, and the business community. RDP also helps coordinate information meetings for hospitality establishments held each quarter by the RPD North Area commander, as well as safety and security workshops for all businesses.

RDP will continue with its commitment to the safety initiative undertaken by the City of Riverside, the Streetplus Safety Patrol. This funding is equal to \$50,000 in support of the City's funding of \$338,172 annually.

If you have any questions regarding the Annual Report or the BID renewal process, please contact Janice Penner at the RDP office at (951) 781-7339. 

## Business Spotlight: Cold Cutz


Cold Cutz has been in Downtown Riverside since March of 2001 and is owned by a man named John Jefferson. The shop was originally located on University Avenue and Market Street until their building had to be removed in order for the new culinary school to be built. Then in 2004, the shop moved to Market Street between 10th and 11th Street until that building was sold, which made them move to a temporary location on University and Orange in the spring of 2019. Today, they are located at 3557 Main Street.



From cuts to shaves, Cold Cutz is a community-oriented, family-owned business that is dedicated to serving the region. Its' location has served as a meeting place, in addition to, a grooming place

that offers services for men, women, and children, from the Inland Empire to come and enjoy a collective dynamic that is the essence of the barbershop subculture.

Be sure to stop by if you are in need of a quality hair cut!

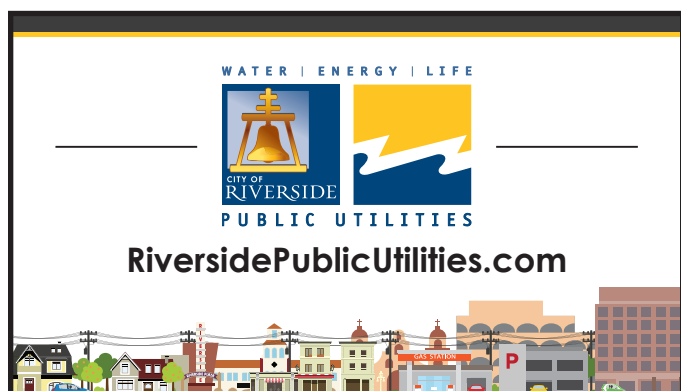
3557 Main St. Riverside, CA 92501 | (951)787-4909 | Sunday-Saturday Open 8:00 am-7:00 pm. 

## RDP Welcomes New Businesses to Downtown

Briana Ruvalcaba (salon services) • Heavenscent LLC. • Lucinda Metcalfe (services) • Moneygram Payment Systems Inc.

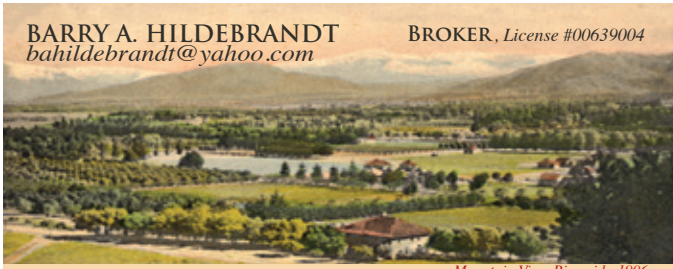
Riverside Doors • Smart Security Specialists Inc. • Hampton Inn Riverside Downtown • Lorelei Gift and Candle Co.(antiques)

Roberta Marshall (antiques) • Main & 9th LLC. (rentals) • Green's Development Inc. (real estate)



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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Goings On

Everyone who lives anywhere near a railroad track is affected by train horns. In Riverside we are impacted more than most communities because we have main line routes for both major railroads as well as Metrolink. Over 130 trains pass through Riverside every day, and in the downtown area they almost all use the same set of tracks.

Riverside has completed a number of railroad grade separation projects where the road is routed over or under the railroad. This eliminates the need to blow the train horn at these intersections and significantly improves traffic flow, but they are very expensive and construction takes a long time and has negative impacts in itself.

We can also reduce train horn noise by implementing Quiet Zones. A quiet zone has added controls to keep vehicles and pedestrians from entering a crossing when a train is approaching or already in the crossing. Riverside has successfully implemented Quiet Zones from the westerly city limits to Cridge Street for the BNSF Line which parallels the 91 Freeway and for the Metrolink Perris Valley Line through the residential neighborhood east of UCR. We are actively working on both new grade separations and quiet zones throughout the rest of the city.

Grade separation projects are planned at Spruce, Third and Mission Inn, but these are years away. Here is an update on plans for grade separations and quiet zones in the city. Many of these will affect the downtown area:

**Cridge Street and Panorama Road:** Quiet Zones are designed and funded at these two locations. We are waiting to finalize some agreements with the railroads (all three use these tracks) and construction could be completed next year.

**Palm and Brockton Avenues:** These crossings are for the Union Pacific and Metrolink only and they are not yet designed or funded. Cost is estimated at \$2 million for the two crossings. Construction is probably two years out on these

crossings.

**Mission Inn Avenue, Third Street and Spruce Street:** A grade separation project at Third Street is anticipated to be completed in 2023-24. Initially it was thought that an interim Quiet Zone at this location made sense, but the railroad has confirmed that trains would have to sound their horns during construction of the grade separation so staff is not recommending spending roughly \$1 million for an interim Quiet Zone. Spruce and Mission Inn grade separations are further in the future and an interim Quiet Zone makes more sense at those locations. Preliminary discussions with the three railroads are ongoing and it is hoped that quiet zones can be in place at those crossings within two years. Preliminary cost estimates show in the range of \$2 to \$3 million for the two crossings. This money is not yet budgeted. Construction is currently planned to follow construction of the Palm and Brockton Avenue Quiet Zones.

**PSET Statistics:** Since inception the Public Safety and Engagement Teams (PSET) have:

- Contacted 2526 Individuals
- 21 Individuals have accepted services
- Issued 1705 Code Enforcement Notices to private property owners for homeless encampment issues
- Issued 101 citations for a variety of crimes
- Arrested 59 people
- Removed 278 tons of trash from encampments on public property

The PSET Teams finally have permission to take heavy equipment into the undeveloped parts of Fairmount Park to remove trash from former encampments as the protected bird species has migrated away. We anticipate this work will happen around October 1.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### Happy Autumn Days!

**Eastside Fall Festival:** Come one; come all to the Fall Festival! The event is free and open to the community; children of all ages are welcome. The Riverside Parks, Recreation and Community Services Department will be hosting the event on Friday, October 25th at Bobby Bonds Park from 5 pm to 8 pm where families can enjoy carnival game booths, arts and crafts, jumpers, musical entertainment, and participate in a costume contest! For more information, contact the Cesar Chavez Community Center at (951) 826-5746.

**Riverside Arts Academy Making Music in Education Conference:** The Riverside Arts Academy is committed to changing the lives of our youth by providing instruction and a springboard to arts education in a broad-based curriculum that focuses on improving the quality of life through music, dance, performing, and visual arts. Join us on October 17th and 18th as we listen to cutting edge research that impacts our children's lives at the Making Music in Education Conference.

Renowned Neurologist Dr. Nina Kraus of Northwestern University is the keynote speaker and will provide insight into the importance of music and how it relates to brain development in children. On October 17th, the Public Lecture will be held at the UCR Extension Center, 1200 University Avenue at 5:30 pm. On October 18th, there will be limited seated available for the Conference that will be held at the Cesar Chavez Community Center, 2060 University Avenue at 8 am. For more details on this event please call (951) 826-2441.

### **Ward 2 Development:**

As we look for ways to strengthen our economy, provide better quality of life, and build on local assets we look to

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our partners and community members to help us create the appropriate atmosphere. We recently held a grand opening for an innovative and unique apartment complex.

- Trails at Canyon Crest Apartments are a brand-new luxury apartment home community in Ward 2. This is a pet-friendly location with one, two, and three bedroom apartment homes that are perched on the edge of the Sycamore Canyon Wilderness Park. The location has sweeping views of the natural landscape with easy access to 25 miles of hiking trails. Each of the stylish apartment homes are located near the Canyon Crest Country Club and they offer stunning views along with top-of-the-line, in-home features and community amenities like a resort pool, fully equipped state-of-the-art gymnasium, and a recreation

center with a kitchen for large gatherings.

**Canyon Crest Towne Center:** This is an amazing location with a variety of shopping experiences for the whole family. This summer they had great performances scheduled and they are free for all to enjoy. To learn more about upcoming performances and events visit [www.shopcanyoncrest.com](http://www.shopcanyoncrest.com).

**UCR Home of the Highlanders:** Come root for our Gold and Blue UCR athletes and enjoy our fall sports. Featured athletic events to enjoy include our Women's Cross Country, Men's Cross Country, Women's Golf, Men's Golf, Women's Soccer, Men's Soccer, Women's Volleyball, Women's Basketball, and Men's Basketball. For a detailed list of all games and to purchase tickets visit [gohighlanders.com/calendar.aspx](http://gohighlanders.com/calendar.aspx)

Andy Melendrez



## Events Downtown in October

### Fall Fashion Show

The Downtown Riverside Fashion District's Fall Show will take place on Thursday, October 3rd at 6 pm in the Cal Tower Block on Main Street. The show will feature unique fashions and accessories available from retailers in Downtown Riverside and from The Pink Ribbon Place's Pink Ribbon Thrift shop. Information from other women's health organizations will also be available. Downtown businesses are encouraged to promote their business at the event by providing flyers or other materials for the RDP Information Table.

### Evergreen Memorial Historic Cemetery Halloween Events:

- Pumpkin Patch 2019 is a fun event on Saturday, October 5th from 9 am to 12 pm for pre-schoolers and their families featuring games, bounce house, and music. The cost is \$5 per child with parents free.
- Tombstone Cinema presents two classic movies; The Goonies on Saturday, October 5th, and Little Shop of Horrors on Saturday, October 19th. Movies start at 7 pm with tickets at \$15 per person and children 10 and under free.

### Pink on Parade

Riverside's breast cancer awareness walk will take place on October 19th at 7:30 am at Ryan Bonaminio Park and Mt. Rubidoux. The cost varies between \$0-\$30 depending on age and registration before October 7th. After October 7th, prices increase. Registration is available online.

### California Riverside Ballet Ghost Walk

Ghost Walk Riverside returns on Friday, October 25th and Saturday, October 26th from 6 pm to 10:30 pm on Main Street. The event offers four distinctive story-telling walking tours throughout downtown Riverside. The tours range from the perfect youngster spook-fest to more daring tours for the adventurous tour-goer. Tickets range from \$12 to \$15 and can be purchased online.

### Fall Festival

Presented by the Inland Regional center, the free event will take place on October 27th starting at 11 am and goes till

2 pm. This event will be offering live music, photo booths, face painting, games, prizes, and so much more. There will be a variety of different vendors selling unique and one-of-a-kind crafts and knick-knacks.

### Riverside Halloween Fest

Riverside's new premier Halloween Festival will take place on Saturday, October 26th from 2 pm to 10 pm in White Park. Attendees will be immersed into a Halloween world full of Halloween vendors, interactive experiences, large scale art installations, and even a haunted trail. The event will feature live bands, performance artists, and a huge kid's zone featuring free games and crafts and a costume contest for kids and adults. There will also be food from some of the best food vendors in Southern California, plus a bar and beer garden! Downtown businesses are encouraged to promote their business at the event by providing flyers or other materials for the RDP Information Table.

### Riverside's Got Talent

Presented by Kiwanis Uptown Riverside at the Fox Performing Arts Center, the event showcases local talent ages 5 through adult with a portion of the proceeds benefiting 'Make a Wish'. Live auditions will be held during the week of October 1st. The show will be held on October 27th with the VIP reception starting at 4 pm and the show starts at 6 pm. General Admission tickets are \$25 for adults and \$10 for children (12 and under) and can be purchased online or at the door.

### And in November –

Riverside Day of the Dead takes place on Saturday, November 2nd - Presented by Division 9 Gallery and Ballet Folklórico de Riverside, the colorful cultural celebration of Día de los Muertos will come alive once again in historical downtown Riverside in White Park and on Market Street (road closures in effect). The 16th annual anniversary of this traditional Mexican festival is held on the first Saturday in November from 1 pm to 10 pm; celebrated with food, art, music, dance and most importantly, the beautifully decorated and personalized altars honoring loved ones that have passed.



# Arts Corner: Inlandia

## Inlandia: An Origin Story by Cati Porter

Open Inlandia's namesake anthology, *Inlandia: A Literary Journey through California's Inland Empire*, and the first story you'll find is a retelling of the Cahuilla creation story by tribal elder Katherine Siva Saubel, a story about the creation of the world. Inlandia's own origins begin even before that, with Marion Mitchell-Wilson and her deep love for preservation, which carried over into all aspects of her life including the founding of Inlandia Institute.

Marion began her career as the first professional director of Louisa May Alcott's Orchard House, bringing her love of preservation and literature together for the first time. Eventually, Marion found her way to California, first working in Sacramento as a State Historic Preservation Officer, and eventually to Riverside, where she was instrumental in developing a local historic preservation plan, and landing at last at the Riverside Public Library.

Then, Malcolm Margolin called.

Malcolm was founder and publisher of Heyday, a publishing house in Berkeley dedicated to books about California. Heyday received funding from the James Irvine Foundation to put together an anthology of writing surveying the literature of the Inland Empire — an area Malcolm knew hardly anything about, so he called upon those who know best: librarians.

Marion at that time was working for the Riverside Public Library and got wind of the project. From there, a task force was pulled together to identify works by iconic as well as lesser known or local writers, and the Inlandia anthology was born.

During this process of developing and launching the anthology, it became clear that there was a need for support of the regional literature beyond the covers of a book. Marion and Malcolm together approached the City of Riverside and, with the signing of a memorandum of understanding, Inlandia Institute was born. As Inlandia grew, it became clear that our mission was bigger even than a single city. The anthology spanned a region that was ecologically diverse, from San Geronimo and Lake Arrowhead and the Badlands to the Salton Sea and Palm Springs and all points in between. Spanning two counties plus with indistinct boundaries that bled into the adjacent areas like Claremont and Pomona, Inlandia split off from the City, maintaining its relationship and leveraging that into similar relationships with other cities and locales.

In 2012, the year Inlandia received its formal 501(c)(3) designation, Marion got sick.

Marion found Cati Porter when she was a presenter for an event at the library in 2007, not long after Inlandia's inception. By 2009, Cati had joined the Advisory Council, founded the Publications Committee, and in 2010 launched



the online literary journal as well as founding a writing workshop in Ontario. By 2012, Cati was already deeply invested in the cause and at the time the only contract staff, so it was natural that Marion turned to Cati to keep things running for her while Marion focused on her health. As her illness progressed, Marion decided that she needed to formally step down. By 2013, Cati had been appointed Executive Director by the Board

of Directors. With treatment, Marion was able to resume duties with Inlandia, serving on the Board and working closely with Cati. Sadly, in 2015 Marion passed away.

Inlandia continues to thrive in her memory and to forge new partnerships. Inlandia's five core programs: children's creative literacy, adult creative literacy & literary professional development, publications, public literary and cultural events, and the Inlandia Literary Laureate all continue to grow.

- Children's programs are presented in partnership with local schools and universities, school districts, libraries, and museums, including our signature adopt-a-school program at Bryan School of Arts and Innovation downtown and the Riverside Art Museum;
- Adult writing workshops, which have grown from one at the downtown Main library in Riverside to more than a dozen across eight cities, helping people from all walks of life to tell their story, from newly arrived refugees to our friends experiencing homelessness to seniors to college-educated working adults;
- Publications like our Sunday literary column in The Press-Enterprise and its sister newspapers, and books focused on Riverside's celebrated architect Henry L. A. Jekel, Art Littleworth and his contemporaries' and the historic voluntary integration of Riverside schools, and nationally-acclaimed poetry books including the winner of an American Book Award;
- Public events celebrating our local authors, like our sold out events featuring Dan Bernstein's account of The Press-Enterprise's historic win at the Supreme Court, Luis Fuente's memoir about his years as a cameraman for PBS's Huell Howser and California's Gold, and a standing room only film screening about George Wong and the history of Riverside's Chinatown.
- And Literary Laureates Susan Straight (2010-12), Gayle Brandies (2012-14), Juan Delgado (2014-16), Nikia Chaney (2016-18) and Rachelle Cruz (2018-2020), acting as ambassadors for literature through free programs throughout the region.

### What to look forward to this year:


The new season of Conversations at the Culver, 1:30 pm  
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every First Sunday through June 2020, plus a bonus evening event at 7 pm on October 8 featuring local literary luminary Susan Straight (RSVP required), and scheduled appearances by Genevieve Carpio, Juan De Lara, Sang-Hee Lee, Shonda Buchanan, Tom Lutz, Emily Rapp Black, and talks on the Harada House and the Trujillo Adobe, all in partnership with UCR's Center for Ideas and Society.

Inlandia continues to partner with the Friends of the Riverside Public Library to provide monthly Arts Walk programming on the First Thursday of every month, 7 pm.

In October, we feature the performance poetry troupe Poets in Distress, and in November, as special event honoring Day of the Dead and Native American Heritage Month, Letters to our Ancestors, then in February a special Black History Month presentation, and in March, Sherones: A personal storytelling event a la "The Moth".

To learn more about Inlandia Institute and our programs, please visit [www.inlandia institute.org](http://www.inlandia institute.org) or email Cati Porter at [cati.porter@inlandia institute.org](mailto:cati.porter@inlandia institute.org). 

## BUSINESS BUZZ

# Creative Ideas to Get Your Small Business Noticed You Do Not Need Big Money to Promote Your Business

by Paul Suggett

Early in 2016, a Super Bowl ad about a group of determined Vikings rowing in the high seas grabbed the attention of many small businesses across the country. Death Wish Coffee Company—which has 11 employees listed on their website, including the owner and founder, Mike Brown—was the only small business to air a commercial nationally in Super Bowl 50. This multi-million dollar commercial was funded by Quickbooks through a campaign called "Small Business, Big Game." And after it had aired, Death Wish Coffee was inundated with calls and online orders.

While Super Bowl commercials are exciting, we need to be honest. Death Wish Coffee hit the jackpot. That kind of air time is not cheap, or easy to come by. If it weren't for that ad, who knows how long it would have taken the coffee company to become an internet sensation. And this has caused many small business owners to say "well that's all well and good, but what about my business? I can't afford a Super Bowl ad, and I have no chance of winning one."

The good news is, you don't need a Super Bowl ad to become a success. Some small businesses will hire ad agencies to get them started. Others will go the PR route, or employ a local production team to make a video; one they hope will go viral.

But all you really need are some very creative, inventive, and bold ideas to breakthrough. And whether you're running a florist, a garage, or an accountancy, the fundamentals are always the same. Be original. Be different. Be a Purple Cow (read Seth Godin's great book of the same name for more insight into that).

So, with that in mind, here are 7 quick and easy ways that you can get your small business noticed. Feel free to take them and run with them. Tweak them to fit your business model. Or, write in and ask for help on turning one of these ideas into something your business can really use.

### Zig When Others Zag

One of the biggest mistakes you can make when promoting your small business is to copy the competition. You see what they're doing, and they're successful, so you do the same. The consumer is not going to run to you because

you're imitating a successful business...they'll just go to the successful business.

You need to zig when they zag. So, how do you do that? Well, it all depends on what type of business you run. For example, let's say you're a florist. Every florist raises their prices on Valentine's Day. You could drop yours. Not only will it get you noticed and create a flood of new custom, but it will also paint you as the only florist who actually cares about the tradition. From that, you could easily become the florist of choice for hundreds of new customers during the rest of the year.

### Create a Challenge

If you've ever seen shows like *Man Vs. Food*, or *Bizarre Foods*, you'll know about eating challenges. They can be a fantastic way to bring in business to an eatery, and depending on the rules you create, they can make you a lot of extra cash.

For instance, you could offer the meal for free if someone cleans their plate. However, the meal is so big, only 1 in 100 people will do it. The others, they all pay, and they pay for a massive amount of food. They know this upfront, but want to take the risk because they have something to prove. If they win, they get their picture on the wall of fame and a t-shirt. Plus, 25% off everything for life. Remember, very few people will succeed. The ones that do will spread the word, and do your advertising for you. College students, in particular, will jump at the chance to try it.

But what if you don't own a restaurant or bar? No problem. Just create a challenge based on your business. If it's a sporting goods store, can they hit a golf ball 500 yards in the simulator? If it's a bookstore, challenge someone to a quiz based on a best seller. You choose, and you will get the customers flooding in.

### Do the Unthinkable

You may have seen a show called *Nathan For You* on Comedy Central. It's a parody show, based on those shows that help failing businesses (think *Kitchen Nightmares* or *The Profit*). Usually, Nathan's advice is extreme, which is where the comedy comes from. But occasionally, he actually



comes up with a winner. Dumb Starbucks was incredible. The poo flavored ice cream, not so much.

However, what extreme ideas could you implement to create a stir? A restaurant called The Heart Attack Grill really pushes the limits, offering massive quadruple-bypass burgers, spanking customers who don't eat everything, and people over 350 pounds eat for free! You even have to sign a waiver. A brand of cigarettes called themselves Death and they sold out. It may seem odd, but think of something typical, and turn it on its head. You may just become an overnight sensation.

### **Create Advice Videos**

Whatever your business is, you are an expert in it. You really are. So why not share your expertise for free using channels like YouTube and Vimeo. You don't have to give away every successful secret you've learned, that would be foolhardy. But, you can create themed content that dovetails perfectly with your business, and also reinforces your role as an expert. Plumbers and electricians, you can create how-to videos that show people how to do some of the smaller, easier tasks around the home. If you own a restaurant, give out weekly cooking tips and recipes.

If you're an accountant, talk about simple life hacks for tax preparation and budgeting. Build genuine content, and seed it in social. Create a following. When it's time to call a specialist, you'll be top of mind. And remember, videos can be geotargeted at specific locations.

### **Let People Pay What They Want**

OK, so this idea often has many small business owners running for the hills, but it can work well. It all depends on the kind of business you run, and it works particularly well for restaurants, hair salons, massage therapists, and other similar service industries. The basic premise is...pay what you want, or, what you can afford.

Take a look at SAME Café. It's a thriving business and it has no set prices on the menu. You pay what you believe the meal was worth. You would think a lot of people would be very cheap, but it's actually the opposite. Customers don't want to appear greedy or thrifty, and often pay more than the café was actually going to charge. Some people definitely underpay, but those are usually people down on their luck, and their meal cost is balanced out by the overpayers.

Could you do the same with your business?

If you want to create a "suggested prices" list, you could do that in the beginning, but stick to the principle. Pay what you want, or what you can afford.

### **Break a Record (Or Simply Attempt To)**

People love seeing people break records. They love it even more when they're involved. You can kill two birds with one stone by creating a World record attempt involving your business, and potential (and/or current) customers. If you promote it on the usual social channels and reach out to local news stations, you will get a big audience.

So, what kind of records will you break? Remember to keep it relevant and fun. If you own a food or beverage related business, there are hundreds of records listed in the Guinness Book. In fact, almost every category of record

you can think of is in there, and some will definitely apply to your business.

### **Do Something for Charity**

This is a win-win situation. The charity of your choice gets much-needed funding and publicity, and you build goodwill with customers. Plus, you can also get some publicity out of it, too.

The charity event or donation does not have to be tied directly to your business, either. St. Baldrick's asks people to shave their heads for cancer relief. Imagine if the hair salon's employees all did that to raise extra money, too. It could be a sponsored walk or a donation of goods and services. Maybe you even help build homes for low-income families.

### **Wrap Something**

It could be a vehicle (your own if you want to save money), a building, a landmark, or anything else that will get the attention of the public. The easiest and safest place to start is wrapping a car or truck, as that is a tried and tested way of getting attention. There are several options open to you, and the cost is minimal (as low as \$2,000) to wrap an entire car in something that advertises your business. You can play it straight and simply put your logo and phone number everywhere, OR you could do something that will actually make people want to take a photo and share it.

Maybe you make the car look like it's been torn open by a giant claw, or it's covered in splatters of paint. The idea is to attract attention to it, and get people to write down the number and web address.

From vehicles, you can move to bigger subjects. Can you partner with a local business to wrap a store front with joint messaging? If you're looking to wrap a local landmark, however, you should know that you almost certainly won't get permission and will have to take it down. This is a case of "ask for forgiveness, not permission," and it is a strategy often used by driven small businesses.

### **Jump on a Bandwagon**

What are people talking about right now? What are they sharing on social media? What's in the news? What's going to be in the news very soon (you may have some local intel on this)? By attaching your business to something topical and trending, you have an "easy in" with a huge audience. Of course, the trend or topic should relate in some way to what you do (Oreo's "You can always dunk in the dark" tweet during the Super Bowl blackout was a massive success), or if it doesn't...make it relate if you can.

In Colorado, a local dentist was handing out fidget spinners in 2017 at a school fair. They really have nothing to do with dentistry, but the idea they went with was "keep the kids entertained while you're in the chair." Needles to say, with the fidget spinner craze at its height, the line for the dentist's exhibit was enormous. Dozens of people at one time, waiting up to 20 minutes to get a free spinner for the kids. The spinner, of course, was branded with the dentist's contact info. A cheap, effective way to capitalize on a short-lived pop culture boom.

*From [www.thebalance.com](http://www.thebalance.com)*





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**RDP Facebook Page**

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**RIVERSIDE  
HALLOWEEN  
FEST**

**SATURDAY : OCTOBER 26 : 2pm - 10pm**  
**TICKETS: Kids 14 and under FREE \* Adults \$10**

**COSTUME CONTEST KIDS & ADULTS \* HAUNTED TRAIL \* HALLOWEEN VENDORS**  
**KIDS ZONE FREE CRAFTS & GAMES \* FOOD & BEER GARDEN**

**White Park Downtown Riverside**