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Times  
Await



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**There will be no monthly luncheon for December due to the holidays.**

The next monthly luncheon will be on Tuesday, January 28, 2020 at noon with a presentation on Development from Nathan Freeman.

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.*



December 2019

# RDP Bulletin

Riverside Downtown Business Improvement District

## Downtown Riverside Brings Holiday Cheer

### Festival of Lights

Riverside's annual Mission Inn Hotel & Spa Festival of Lights will continue to turn downtown Riverside into a winter wonderland through December 31. More than 750,000 people visit Riverside during The Mission Inn Hotel and Spa's holiday event, making the Festival of Lights a major draw for beautiful downtown Riverside. The City of Riverside enhances the event with additional holiday lighting and family-friendly entertainment. The Festival of Lights offers something for everyone including holiday treats like hot cocoa, sweet and savory bites, tamales, kettle corn and more from food vendors.

This year there are more lights along Mission Inn Avenue. Entertainment for the entire family includes horse-drawn lighted carriages, train rides, ferris wheel, carousel, awesome entertainment, and photos with Santa. Shoppers looking for holiday gifts can peruse the Artisans Collective, an innovative arts market where the community can purchase original art from local artists, hear local musicians and participate in free public arts workshops. The Artisans Collective begins Saturday, November 30, 2019 and runs through Sunday, December 29, 2019. Hours are Thursday through Sunday from 5 pm to 10 pm. For more information and entertainment schedule is available online at [www.RiversideFestivalofLights.com](http://www.RiversideFestivalofLights.com)

And remember that due to safety concerns with increased traffic and pedestrians, streets are closed Thursday through Sunday from 3 pm to midnight. Businesses within the event footprint should plan accordingly. Carriage routes stay the same as do the three pickup/drop-off locations. Bus drop-off and pickup locations also remain the same.

To help minimize traffic congestion and direct visitors to available parking, garages are staffed Fridays through Sundays from 2 pm through the evening hours and Friday evenings from 5 pm

through the evening hours. Parking is \$10 upon entry. Parking is FREE at meters and City surface lots on weekends, holidays and after 5 pm weekdays. As an added convenience, patrons may reserve a parking space in selected garages for \$5 plus a service fee through December 31. Local business employees that show proof of employment will have in-out parking privileges on the same day that entry was purchased as long as spaces are available.

Streetplus and the RDP Ambassadors will be patrolling the parking facilities for the duration of the event. Nevertheless, please store valuables out of sight prior to arriving to any parking facility, always lock the car doors and roll up the windows when parking the vehicle. For more parking related information, please visit <https://www.parkriversideca.com/festival-of-lights-parking/>.

### New Year's Eve Celebration

As part of the Festival of Lights, there will be a New Year's Eve Celebration on the Riverside Main Library Plaza on Tuesday, December 31. The free celebration starts at 6 pm with family friendly activities. The event ends with a special countdown celebration at 9 pm with confetti.

### 15th Annual Chanukah Festival

The 15th Annual Chanukah Festival will be on Monday, December 23 from 6 pm to 8 pm at the Riverside County Historic Court House at 4050 Main Street. Activities include a Grand Menorah Lighting, live music, traditional foods and family friendly activities. The event is free and all are invited to attend.

The eight-day holiday, which begins at sundown December 23 this year, celebrates the ancient victory of a militarily weak but spiritually strong Jewish people over Syrian Greek invaders who tried to restrict Jewish life and impose a foreign religion. During their occupation, the invaders defiled the Holy Temple in Jerusalem. When the liberators

*continued on next page*

## HOLIDAY CHEER from page 1

prepared to rededicate the temple, they discovered there was only enough oil to light the Menorah for one day, but miraculously it burned for eight days until more could be obtained.

"Chanukah represents the universal message of light triumphing over darkness, good overcoming evil, perseverance and hope defeating adversity", said Rabbi Shmuel Fuss of the Chabad Jewish Community Center of Riverside, which sponsors the festival. Other sponsors include Chabad of UCR, the City of Riverside, Blumenthal Law Offices, and RDP.

### Miracle on Main Street

On December 8, the seventh annual Miracle on Main Street Christmas Event and Health Fair will take place from 10 am to 2 pm between 5th and 6th Streets. The event will include Santa distributing toys, a Healthy Kids Zone featuring games and prizes, and free health screenings for adults and children in attendance. Last year's event provided toys, health screenings, and a day of fun for over 1,000 families and this year is expected to top 1,500. Pre-registration is required.

If your business would like more information on how to make a donation or become a sponsor,


Please contact the Miracles & Dreams Foundation at [miracleonmain.org](http://miracleonmain.org) for more information. All donations made to the event are tax-deductible to the fullest extent

of the law. Donations can be made payable to Miracles & Dreams Foundation, Inc. Tax ID Number 83-1316710.

### Spark of Love Toy Drive

The Spark of Love program is offered in collaboration with the Riverside Fire Department. Fire personnel are responsible for gathering toys and PRCSD staff is responsible for distributing the toys at community centers located throughout the City of Riverside. The Spark of Love event collects toys and gifts for the children in the Riverside community starting from infants up to age 16.

Businesses who wish to participate by having a collection box or making a donation should contact Fire Marshal/ Division Chief Jennifer McDowell at (951) 826-5737 or Fire Public Education Coordinator Gina Perez at (951) 826-5334. Donations will be distributed locally by the Parks, Recreation and Community Services Department at community centers located throughout the City of Riverside.


For more information, visit [www.riversideca.gov/press/city-riverside-fire-department-teams-abc7-spark-love-toy-drive](http://www.riversideca.gov/press/city-riverside-fire-department-teams-abc7-spark-love-toy-drive). Registrations will only be accepted in person and identification/proof of residency will be required. Registration is not a guarantee and is subject to review and availability. Donations can also be dropped off at any of the 14 Riverside fire stations until December 24. 

## Arts Corner: Dickens Festival

The Riverside Dickens Festival was established in 1992 when Carolyn Grant and Joan Patton convinced the Friends of the Riverside Library that the city needed a literary event. By sheer will and endless hours of hard work these two women and their committee made the first festival happen on a very warm weekend in September. Since then, the Riverside Dickens Festival has established its own board of directors, which raises funds and runs the event entirely with voluntary help. In 1994, the festival was moved to the first weekend in February to coincide with Charles Dickens' birthday, February 7 (1812). Their mission is to promote literacy, provide educational


entertainment, and expand awareness of social similarities between Victorian times and the present.

The festival has grown over the years in stature and significance to become a greatly anticipated family event. The major emphasis is on Charles Dickens and his writings, but Victorian era culture is also broadly embraced. A strong expansion of historical perspectives for the festival includes California and Riverside timelines paralleling Dickens' life.

This year's Riverside Dickens Festival will take place on February 22 and 23, 2020. For more information, please visit [dickensfest.com](http://dickensfest.com). 

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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Goings On

This will be my last column as the Ward 1 Councilmember. Erin Edwards has been elected to replace me and we are working together on a smooth transition. My able assistant Lynn Anderson will also be leaving although I am hopeful she will remain as a city employee in some other capacity that will benefit from her considerable talents.

I have truly enjoyed my twelve years serving on the City Council. Together we have accomplished many things in the downtown, throughout the ward and across the city. Lots of projects are in the works and will be coming to fruition in the next few years, and I expect many more to follow the ones we know about today.

Our city is facing some major challenges that Erin will help lead us through. Although not first in the public eye, the city's finances are the biggest challenge. Over the next 20 years we need to find something on the order of \$600 Million to cover projected deficits in the cost of pensions for past and current city employees. This is serious, but not fatal. I am convinced the City can earn at least half of this deficit through smart economic development. Bringing in new and expanded businesses that offer quality jobs and benefits, developing vacant and underutilized land, and divesting city properties that do not need to be held by the city will both save the city money and bring in substantial additional sales, property and transit occupancy tax revenue. We must be frugal in our spending, but cannot cut city services to the

point that we are not an attractive place for new and expanded businesses.

Our second most important, and most visible, challenge is homelessness. The city is working with the county and surrounding jurisdictions to offer improved services for those that will accept them, and to increase enforcement to reduce impact of illegal activities. The County is stepping up its mental health and substance abuse services. Together this will begin to improve the homeless situation. I know that dealing with homelessness is a priority for Erin.

As I leave office and the RDP Board I want to thank all of you for your friendship, support, ideas, and suggestions. Erin is now our Councilmember. Let's all support her and make it as easy as possible for her to represent us well.

I will miss being a Councilmember, but the job is incredibly time consuming. I will now have time to do things I have wanted to do, but did not have time for. I am not going away and will see many of you around town as I pursue new opportunities and a bit of relaxation.

I hope you all had a great Thanksgiving and will have wonderful Holidays and a Happy, Healthy and Prosperous New Year.

Mike Gardner



## Ward One Council Welcome

Contributed by Incoming Councilwoman Erin Edwards

Hello! My name is Erin Edwards, and I am honored to begin serving as the Ward 1 Councilmember as of December 3, 2019. As a recent board member of the Riverside Downtown Partnership representing the Downtown Area Neighborhood Alliance, I look forward to continuing to work with RDP in a new capacity for the next five years.

To the Council, I bring over a decade of experience in the nonprofit sector. I am a Downtown resident, and I admire the

hard work of our Downtown businesses and organizations to ensure that Riverside is a unique and thriving community.

I thank Councilmember Gardner for his 12 years of service, and I look forward to providing RDP with Ward 1 updates in the new year.

Erin Edwards



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### Season's Greetings!

#### **Annual Nuestra Navidad Breakfast:**

Latino Network will once again be hosting their Annual Nuestra Navidad Breakfast on Wednesday December 11 from 7:30 am to 9 am at the Stratton Community Center, 2008 Martin Luther King Boulevard, Riverside, CA 92507. For details about sponsorships and ads or to purchase tickets contact Eva Amezola at [info@riversidelatinonetwork.org](mailto:info@riversidelatinonetwork.org) or at (951) 394-2634

#### **Lincoln Park Neighborhood Group: Santa in the Park!**

Thank you to everyone who volunteered and helped with the Annual Thanksgiving Dinner that took place at the

Lincoln Park Community Center. The next community event will be the Annual Santa in the Park event that will take place on December 21 from 2 pm to 4 pm. Registration for gifts are being taken at the Stratton Community Center and the Cesar Chavez Community Center. If you

have questions or are interested in attending the Lincoln Park Neighborhood Group meetings, please call (951) 826-5355.

*continued on next page*





**Patterson Park Holiday Posada:**

Come out and join us on December 14 from 12 pm to 2 pm at Patterson Park, 1843 Linden Street, Riverside, CA for a Holiday Posada. There will be Food, Music, Piñata, Arts & Crafts for kids, Zumba, and of course a special appearance by Santa Claus! Free food will be provided to the first 300 individuals. This year the Residents of Eastside Active in Leadership will be providing gifts for families in need. For more information on the event and to register please contact Noel Avila Garcia at (951) 788-3471 Ext. 159.

**Eastside Bike Ride!**

Please join me in the 2nd Annual Eastside Bike Ride that will take place on Friday, December 20 from 1 pm to 3 pm. We will be starting at Lincoln Park, 4261 Park Ave, Riverside, CA where we will have electric pedal assist bikes that are being donated for the ride by the Bike Riverside Bike Share Program. The bikes are first come first served and we will have a brief training prior to departing on the bike ride. For more detail call 951-826-5419 or email [asmelendrez@riversideca.gov](mailto:asmelendrez@riversideca.gov).

**Canyon Crest Towne Center Christmas!**

'Tis the season for Christmas joy. Come out to the Canyon Crest Towne Center Christmas event on Saturday, December 7 from 11 am to 2 pm. Enjoy a fun filled day of activities and crafts for kids, holiday music and free photos with Santa! For more information about the Christmas event and local businesses visit [www.shopcanyoncrest.com](http://www.shopcanyoncrest.com).

**Riverside's Professional Soccer Team:**

I am very proud to announce that Riverside now has its own Professional Soccer Team! The Riverside Semi-Pro Soccer team Riverside CORAS have now joined with the Xolos De Tijuana a Professional Soccer Team under the National Premier Soccer League. This is exciting news for our City and especially for our youth who aspire to be a part of a professional soccer team. To learn more about Riverside's new professional soccer team the Club Xolos USA U-23

team, visit <https://www.npsl.com/13507/>

**Eastside Snow Day:**

This year the Bordwell Park Advisory Committee has partnered with our Parks and Recreation Department to bring the Eastside Snow Day which will be held at Bordwell Park on Saturday, December 14 from 9 am to 12 pm. Come out and enjoy a fun-filled day of activities for the whole family.

**Miracle on Main Street:**

The Miracle on Main Street Christmas Event & Health Fair is back again for the 7th year in a row with an amazing day full of wonderful activities for our families. Several of our downtown Riverside businesses and non-profit organizations are spearheading the Miracle on Main Street: Toy Drive and Health Fair to spread holiday cheer and provide resources to local families in need. The event takes place on Main Street in Downtown Riverside between 5th Street and 6th Street from 10 am to 2 pm on Sunday, December 8, 2019.

**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 our partners and community members to help us create the appropriate atmosphere.

- **Steel Craft:** I am happy to announce that the site for the new Steelcraft business center located on Ottawa and University has now been fenced off! The project was approved by the development committee earlier this year. This unique set of business will have approximately nine Shipping Containers for small local and neighborhood businesses. The estimated start date is late 2020 with a potential completion in the first quarter of 2021.

**Wishing everyone a Merry Christmas, Happy Hanukkah and Happy New Year!**

Andy Melendrez



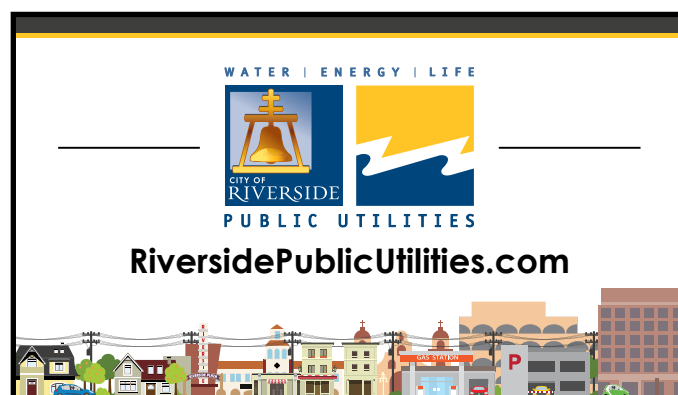
## Congratulations to the 2019 Festival of Lights Window Decorating Contest Winners

**First Place – Sweet Vintage**

**Second Place – Mrs. Tiggy Winkles**

**Third Place – Kelly's Boutique**

Each winner received a cash prize and a certificate to display in their window. Thanks to the City of Riverside and the Mission Inn Hotel & Spa and the Riverside Chambers of Commerce. Thank you to Mind & Mill for donating a 3 month co-working membership to the first place winner.



**Downtown Businesses -**

Stay connected with email alerts from RDP. Send your email address to [janice@riversidedowntown.org](mailto:janice@riversidedowntown.org) to be added to our listing.

And remember to follow us on Facebook.

# Riverside Public Utilities Rebate Program

## Energy Efficiency Lighting Incentive

Riverside Public Utilities offers customers incentives when they replace older, inefficient lighting with the most energy-efficient fixtures available. And now, we're expanding this incentive program to include daylighting and occupancy sensors, along with solar tubes and sky lighting.

### Here's how the program works:

To greater incentivize the use of new lighting technologies, our new tiered system offers three increasing levels of incentives:

#### Level 1

**\$0.06 per kWh saved using standard energy efficiency lighting fixture replacements**

#### Level 2

**\$0.08 per kWh saved for projects that incorporate all of the following:**

- New energy-efficient lighting fixtures
- Daylighting and/or occupancy sensors on previously uncontrolled lighting

#### Level 3

**\$0.10 per kWh saved for projects that incorporate all of the following:**

- New energy-efficient lighting fixtures
- Daylighting and occupancy sensors
- Daylight harvesting using solar tubes or sky lighting with appropriate electronic controls

### Outdoor Lighting

**\$0.10 per kWh saved for projects that incorporate all of the following:**

- HID to T-8 or T-5 fluorescent or LED lighting. Applicable to parking lot and parking garage lighting also

### Customer Benefits

- Monetary Incentive - Incentives that help offset the cost of purchasing new high-efficiency equipment.
- Return on Investment - Daily savings on your energy

consumption and electric bill from the installation of new high-efficiency equipment.

- Managing your Resources - Effectively managing your resources can help your business or institution save money and increase efficiency.

### Cash Incentive

Incentives are based on the amount of kWh saved over the course of one year. Rebate amount cannot exceed \$25,000 for Flat rate customers, \$50,000 for Demand customers, and \$100,000 for Time of Use (TOU) customers. In addition, rebates cannot exceed 50% of the project costs. Customers are limited to one capped rebate per program per fiscal year per premise. In addition, rebates cannot exceed 50% of project costs. Customers are limited to one capped rebate per program per fiscal year per premise.

### How do I apply?

Download the Commercial Rebate Programs Application to the right of this page, attach any required documentation and mail to:

Riverside Public Utilities Programs & Services

3750 University Avenue, 3rd Floor - Riverside, CA 92501

Give your account manager a call today at (951) 826-5485 for full details on our existing programs or to inquire about future programs, or send us an e-mail.

### Program Guidelines

Energy savings are calculated by the difference in lamp wattage only. Ballast factors do not qualify.

Ballasts must be retrofitted at the same time of the lighting upgrade.

Qualified lighting must have high-efficiency rating and is subject to approval by Riverside Public Utilities.

Qualified lighting must be installed and in operation at the customer's service address.

All General Program Guidelines apply.



## Reminder about Roy Hord Volunteer of the Year Award Nominations

The late Roy Hord was a former RDP board member who faithfully served the community of Riverside for over 25 years. RDP established the Volunteer of the Year Award in his memory in 2003. The award is given to those individuals who exemplify his spirit of volunteerism and presented each year at RDP's Annual Meeting and Awards Ceremony which will take place on February 19, 2020.



RDP is currently accepting nominations for this award until Friday, January 3, 2020. Nominees should be dedicated to the community and have a history of volunteerism, particularly with youth. Nomination forms are available on the RDP website [www.riversidedowntown.org](http://www.riversidedowntown.org) or can be obtained by emailing Janice Penner at [Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



# Business Spotlight: History in the Remaking: Avila's Historic 1929

Nine months after Café Sevilla shut down in Riverside, the 90-year-old building that housed it has reopened as an events venue.

The business is called Avila's Historic 1929, in honor of the heritage of the 13,000-plus square-foot facility at 3252 Mission Inn Ave.

"We're bringing it back to its historical condition so that all of Riverside can enjoy it," said Naomi Avila, who also owns the Tamale Factory on the Main Street Pedestrian Mall with her husband Charles.

Naomi Avila said she had been looking for a way to expand her banquet capacity at the restaurant when the Café Sevilla property became available. Charles Avila acquired it in May and they have been renovating it since then.

They are using the entire space, divided into three sections: Legacy, the area that used to be the restaurant's dining room and mezzanine; Ensueno, the nightclub area; and Portico, an upstairs patio.

One of their first decisions was to lighten the color scheme of the nightclub.

"When my husband bought the property, it was completely black... This place was remodeled so the young people in our community could use it for awards banquets. We cleaned up the stage and brought in two Steinway pianos."

The first event, a kickoff for the Miracle on Main Street holiday toy drive, took place Wednesday evening.

Avila's Historic 1929 is a stand-alone business with food service provided by Tamale Factory and other caterers, Naomi said.

The building originally housed a showroom for farm

equipment. It was a project of architect G. Stanley Wilson, whose nearby works include the 1923 Riverside-Arlington Heights Fruit Exchange, now home to Heroes Restaurant & Brewery ' the 1928 Riverside Municipal Auditorium; and the 1926 façade of the Stalder building, which is being preserved in a mixed residential and commercial project that is under construction.

Wilson is also credited with a wing of Corona High School, and a Mission Revival home featured on the HGTV/DIY series "Restored".

After a series of retail tenants, Café Sevilla opened in the building in 2000.

For nearly 20 years, it entertained guests with Flamenco shows, tapas and the nightclub. That came to an end over the winter, months after a fight at a Halloween party in the nightclub led to a shooting in the parking lot and in the venue with seven injured people, according to police.

The Avilas said they don't have any concern about safety in the neighborhood.

"Our city is wonderful, and they'll do everything possible to keep the community safe," Naomi Avila said.

The new events center is on the corner of Mission Inn Avenue and Vine Street, near an onramp to the 91 Freeway. It shares a parking lot with El Patron restaurant, housed in a 1904 train depot. El Patron originally opened in 2015 and recently reopened under new ownership

*Article by Fielding Buck*

*Retrieved from Press Enterprise*



## Holiday Greetings from RDP Board and Staff

Enclosed with our compliments:

What's Up with RDP in 2020





## SECURITY CORNER

# Christmas is Coming and SO ARE THE CROOKS! (holiday security tips that work year round)

*From a Press Release by Kenneth Carlisle, CPP Security Professional  
Phone: (415) 1810*

Heightened security awareness is prudent during the holidays. Law enforcement departments warn that crimes increase substantially (30%) during the Thanksgiving-Christmas holiday season.

During this season many people are out Christmas shopping. They are often distracted and carrying large amounts of cash and expensive gifts as well. Criminals definitely know this and do their own shopping by taking advantage of such tempting opportunities to harvest victims!

Whether in the office or shopping, staying alert is probably the most important thing you can do to keep from becoming the next victim of a holiday hustler. It is also important that employers and building managers ensure their employees and tenants are well informed regarding the need for extra precautions during the holidays.

Share the following safety and security reminders with residents, tenants, and employees:

- **Never leave the reception area unattended**

If you have to leave the reception area unattended for any period of time, lock the entrance door to your suite with a sign requesting visitors to knock.

- **All visitors should be monitored while on premises**

This definitely includes messengers, delivery, and maintenance personnel. It is better to escort them to inner office or work areas rather than simply directing them.

- **Do not hesitate to question outside maintenance personnel**

Verify that the individual was actually hired to complete a job in your suite. Do not let anyone wander alone through your suite unless you are sure that they are supposed to be there, even if you have seen that individual perform required work in the past. Strangers posing as maintenance, telephone, copier, and air conditioning service people have perpetrated many thefts.

- **Be alert during the two "30 minute danger zones"**

Special care should be taken during the times most suited for pilferage — the 30 minutes just after opening and just before closing — when there is maximum movement to and from work areas and offices. Retailers especially need to take extra precautions during these times, including cash control.

- **Valuables should never be left unattended**, even in inner office areas. Never leave a purse on the floor underneath your desk or on top of a file cabinet. Put them out of sight, preferably in a locked file drawer or cabinet.

- **Extra care should be taken with small valuable items** such as iPads, iPhones, laptops, radios,

calculators, and desk ornaments. Small items are particularly attractive to thieves since they are so easy to carry away unnoticed. Use extra caution and do not leave such items unattended.

- **Keep checkbooks and valuable corporate property secure**, particularly when not in use. Keep cashboxes and safes locked. Protect passwords and keys. This is common sense but is often ignored since personal property is not involved. Management must be firm on this subject.

- **If you work late, take an escort to your car**

Contact building security, or arrange to exit with a co-worker. Don't be embarrassed or get too rushed; this is just smart especially around holidays!

- **Lock packages securely in your trunk**, not inside your car where they can be a visible enticement for thieves. Look around to see who is watching you when you do this.

- **Solicitors or strangers loitering in the building should be reported immediately** to building security and management even if you have seen them before.

- **Be alert for pickpockets on the street and in crowded elevators**

Fasten pockets and turn purse flaps toward your body with your hand covering it.

- **If any loss occurs notify building security immediately** along with notifying building management, the police and your insurance company. Criminals can sometimes be quickly caught and they often strike again if once successful.

- **Some people may become dangerously depressed during the holidays**

Be cognizant of the people around you and intervene early if possible to deter a potentially violent situation from erupting. Some ways you can assist are by being a patient listener, reporting the matter, or guiding the individual towards appropriate counseling.

These measures are all-important and should be considered year round; however, they are especially critical during the holidays. Simple awareness and a little extra precaution can help to substantially reduce the risk of becoming a victim during the Christmas season.

Don't let a crook steal your Happy Holidays!

*Article retrieved from:*

<http://www.securitynet.com/110-christmas-holiday-security-tips.html>





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**Submit press releases to:**  
Janice Penner by email at  
[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

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