

Downtown is
Calling

Good
Times
Await



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**There is no monthly meeting in
February due to the Annual Meeting**

The next monthly luncheon will be held on
Tuesday, March 24, 2020 at the
Riverside Municipal Auditorium with food
provided by Hotz Kitchen | Cocktails and
a presentation by Patrick Brien on the
Riverside Arts Council

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.*



February 2020

RDP Bulletin

Riverside Downtown Business Improvement District

Volunteer of the Year Award to be presented at RDP Annual Meeting

RDP is pleased to announce on behalf of the Hord Family that Jerry Hurley has been selected as the recipient of the Roy Hord 'Volunteer of the Year' Award. This is the 18th year the award has been presented to an individual who exemplifies the spirit of volunteerism in the Riverside Community as did the late Roy Hord. Jerry Hurley was nominated by Stan Morrison for his volunteer service with the Riverside American Cancer Society and the Riverside Sports Hall of Fame.

Mr. Hurley joins past winners of the Roy Hord 'Volunteer of the Year' Award including the Hord family, Bill Gardner, Doug Shackelton, Barbara Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbi Guthrie, Henry W. Coil, Jr., Suzanne Ashley, Kathy Wright, Margot Chabot, the late Ardie Bailor, Doris Morton, Michael Mihelich, Chuck Beaty, and Kathleen Hartman. The Roy Hord 'Volunteer of the Year' Award will be presented to Mr. Hurley at the RDP 33rd Annual Meeting and Awards Ceremony on Wednesday, February 19th at the Mission Inn Hotel and Spa.

RDP will also be presenting the following Downtown Achievement Awards:

Arts and Culture – Riverside Arts Academy for its commitment to 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. The award is sponsored by the Mission Inn Hotel & Spa.

Business Activity – Riverside Convention and Visitors Bureau for bringing conventions and meetings downtown to benefit hotels, restaurants and other businesses.

Downtown Event – Kiwanis Club of Uptown Riverside for its annual Riverside's Got Talent event providing an opportunity for local talent to perform

while generating charitable proceeds. The award is sponsored by Best Best & Krieger.

Downtown Improvement – Ratkovich Properties for the Main + Nine residential development and infill of a former parking lot. The award is sponsored by Worthington's Tavern.

Downtown Safety and Security – City of Riverside Fire Department for its commitment to protect life, property, and the environment by providing exceptional and all-hazard emergency services, particularly during 2019's wildfires and earthquake assistance. The award is sponsored by the Arlington Business Partnership.

Chair's Award – Fire Chief Michael Moore for his leadership of the Riverside Fire Department during 2019's wildfires and earthquake assistance.

The RDP Annual Meeting and Awards Ceremony will begin with a no-host reception at 5:30 pm, followed by dinner, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. Tickets are \$80 per person or \$750 for a table of ten. To purchase tickets or a table, call the RDP office at 951-781-7335.

The event is sponsored by Riverside Community Hospital. Sponsorship opportunities are available starting at \$250. All sponsors receive a number of complimentary tickets and recognition in print material and social media depending on the level of sponsorship. RDP is also looking for donated items such as tickets, gift certificates, and gift baskets for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards. To sponsor or donate, contact Janice Penner at the RDP Office at 951-781-7339. 🏰


Riverside 41st Annual Black History Parade and Expo

2020 is a prominent year as it is the 150th anniversary of the right to vote for Blacks. On Saturday, February 8, 2020, the 41st Annual Black History Parade and Expo pay homage to the anniversary with the theme, "It takes a Village: Let's Vote".

For the past 41 years the Riverside Black History Parade has played an instrumental role in bringing the community, schools and local businesses together. With this being a monumental year for the African American community, the Adrian Dell and Carmen Roberts Foundation has teamed up with the NAACP Riverside Chapter to have their President, Dr. Regina Patton Stell, as this year's Grand Marshall. Vision Marshalls include: UCR's Athletic Director, Tamica Jones; Assembly member Jose Medina; Shauna Gates, Chief of Police at Riverside Community College District's Board of Trustees; and Community Icons Charles and Elaine Bibbs. The Riverside Black Chamber of Commerce is also assisting

in the 2020 Riverside Black History Parade and Expo.

The Parade and Expo takes place on Saturday, February 8th from 10 am to 5 pm in downtown Riverside. The Parade route starts at Riverside City College at the corner of Terracina and Magnolia Avenue and ends at the Historic County Court House located on Main Street between 10th and 11th Streets. The Expo and Car Show includes cultural food, music and fun-filled family activities.

The Adrian Dell and Carmen Roberts Foundation (Black History Month Committee of Riverside) is a 501(c) 3 not-for-profit organization, consisting of dedicated volunteers focused on the development of events and activities that promote positive family and cultural interaction in a cross section of communities. 2020 marks the 41st anniversary of dedicated service to our community. For more information visit www.adcrfoundation.org or www.blackhistorycommittee.org. 

The Riverside Dickens Festival

Join us on February 22nd and 23rd, 2020 in Historic Downtown Riverside for another weekend of FREE family-friendly fun and educational entertainment celebrating the wit and wisdom of Charles Dickens' life and times.

We are very excited and proud to announce 2020 will mark the 27th year Riverside Dickens Festival. This year, our featured novel is *A Tale of Two Cities*. Our annual book discussion will begin on consecutive Saturdays during the month January at Orange Terrace Library. Please see website for more information.

Street performers and costumed guests will fill Main Street in February transporting visitors to Victorian London. You might run into famous writers such as: Charles Dickens, Edgar Allan Poe, Mark Twain, the Bronte sisters, or even inventor, Nikola Tesla. Everyone is welcome to stop the famed time travelers for a quick photo or questions about their life and times. Be sure to look for an array of Steampunk characters this year.

Activities for the young and young-at-heart are planned at the following venues at the festival: Oliver's Alley, a Historical Encampment for the "history buffs", themed Escape Rooms, Victorian and Steampunk Vendors, , and a Tavern with local craft beer from Packinghouse for adults to relax, enjoy a show, and take a break!

The Victorian Fashion Show a Festival favorite will be featured on Saturday. On Sunday we will dazzle you with a Steampunk Fashion Show. Both fashion shows will be headlining the events at the Universalist Unitarian Church next to the Library.

The Festival will span Main Street from University Avenue to the Historic Riverside Court House near 11th Street. It will also spotlight a Royal Victorian Tea Room and Music Hall at the First Congregational Church on Lemon Street.

Evensong, a must-see Festival favorite for the last 19 years, will perform on Sunday evening at the First

Congregation Church. Evensong is a traditional Victorian Chorale performance at the end of the day presented by the 60 voice Raincross Master Chorale.

Lectures will be held in the Royal Victorian Theatre including: "Dickens 101" by Kameron Sanzo, "A Dinner at the Dickens House" by Richard Foss, "Workplace Safety Issues in Victorian England" by Bill Foss, "Dickens and Revolution" by Michael Cohen, and "Victorian Crime and Punishment" by Walter Nelson.

The Fezziwig's Victorian Ball will be held at the historic Life Arts Center. The Ball will be called by Darlene Hamilton with live music performed by the Whirled Peas. This year all day Saturday and Sunday we will have a dance hall hosted by the Historical Tea and Dance Society. The Life Arts Center will also feature an exhibition of Victoria era displays and an multitude of discussions on all things Victorian.

Mark your calendars for our 2020 festivities:

- Pickwick's Pub Night Fundraiser February 15, 2020
- The Riverside Dickens Festival February 22-23, 2020
- Mr. Fezziwig's Ball February 22, 2020
- Evensong by the Raincross Master Chorale February 23, 2020
- Be sure to look for Dickens characters strolling during the Festival of Lights.

A special hotel rate is available at Hyatt Place Riverside Downtown for the Festival weekend.

Individuals may call 888-492-8847 and mention code G-DCKN or book online at hyattplacerriverside

For more information visit the Riverside Dickens Festival Website: www.dickensfest.com.

Submitted by the Dickens Festival



COUNCIL CORNER

Ward One Council Update

Contributed by Incoming Councilwoman Erin Edwards

In January, City Council explored:

The future of the city's waste management for residential and commercial rate-payers (January 14th);

Riverside's new economic development framework (January 21st)

Modifying Riverside's municipal building code to allow 64 square-foot Pallet shelters for people experiencing homelessness (January 21st)

At the upcoming City Council Agenda (February 4th), we will be discussing items such as:

Riverside's Parks and Recreation Master Plan;

The possibility of pension obligation bonds to address our unfunded accrued pension liability;

The annual update on the Riverside Convention Center and Visitors Bureau.

As always, please attend the meeting to give public comment, submit e-comments, or email eedwards@riversideca.gov with your input.

Finally, the Ward 1 office relaunched our monthly newsletter in January.

To sign up, please visit: <https://riversideca.gov/council/wards/ward-1>.

Erin Edwards



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Greetings from Ward 2!

Ward 2 Development and Local Impact: 2020 is off to a great start in Ward 2. 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. Below is an outline of some of the development projects approved last year in 2019 by the City Council for Ward 2 and their local impact. We look forward to their completion soon.

Mission Lofts: 212 market rate residential units with a total investment of approximate \$50 Million and 150+ jobs.

Grapevine Development: 74 affordable housing units with a total investment of approximately \$52 Million and 100+ jobs.

California Fortune Land, LLC: Proposed Café, Bakery and Restaurant with a total investment of \$1.5 Million and 135+ jobs.

Wakeland Entrada: 72 Affordable Housing Units with a total investment of approximately \$27 Million and 80+ jobs.

RAM Artist in Residence: Affordable Home for local artist with a total investment of approximately \$435,000 and 20+ jobs.

Starbucks: Located on Iowa and University with an approximate investment of \$2.5 Million and 70+ jobs.

California Air Resources Board: Total investment of approximately \$400 Million with 850+ jobs.

Canyon Crest Apartments: 88 market rate units with a total investment of approximately \$22 Million and 80+ jobs.

Quail Run Apartments: 216 market rate units with a total investment of approximately \$45 Million and 150+ jobs.

Sycamore Canyon Apartments: 275 market rate units with a total investment of approximately \$55 Million and 150+ jobs.

Canyon Springs Healthcare Center: 3 separate building for

Independent Living/Skilled Nursing, Hospital/Medica, and Senior Housing. Approximate total investment of \$1.5 Billion with 800+ jobs.

There is a total of approximately \$2.1 billion in projects planned for Ward 2 with over 2,615 Jobs!

Riverside's Professional Soccer Team Tryouts! Riverside's very own Professional Soccer team the Club Xolos USA U23 will be hosting youth club tryouts on February 10th and 12th from 6:00 pm to 8:00 pm at Bobby Bonds Park, 2060 University Ave, Riverside, CA. For more information email rob.lopez@xolosacademy.com or call 951-500-5729.

Highlander Athletics: UCR Men's and Women's Basketball, Men's Baseball, Softball, Women's and Men's Golf, and Men's and Women's Tennis all have several exciting games coming up this month! Be sure to come out and join us to support them! Visit www.gohighlanders.com for a full list of games and ticket prices. Don't forget to take a look at the season tickets where you can save money and attend more games. If you would like to become a financial contributor of the Highlander Athletics Association and support our students, please contact 951-827-6823 or email athleticsassociation@ucr.edu.

2.1.20 – 11:00 AM: WOMEN'S TENNIS VS UC DAVIS
2.11.20 – ALL DAY: WOMEN'S GOLF BATTLE AT THR ROCK

2.12.20 – 7:00 PM: MEN'S BASKETBALL VS UC IRVINE

2.15.20 – 5:00 AM: WOMEN'S BASKETBALL VS LONG BEACH STATE
GO HIGHLANDERS!!!

Andy Melendrez



Arts Corner: Riverside Arts Council – Arts in Correction

Over the past three years, the Riverside Arts Council has been providing theatre and creative writing classes in three state prisons as part of the statewide Arts in Corrections program. Funded through the California Department of Corrections and Rehabilitation and administered by the California Arts Council, the program is provided in all 35 adult correctional institutions.

"I had personally worked as a dramatherapist in Orange County's juvenile hall several years ago, but this program was definitely outside of the spectrum of what the Arts Council did," said Patrick Brien, Executive Director of the Riverside Arts Council. "After really examining what was involved in the contract, I sought out advice from some longtime providers and developed what has turned into a very strong program."

The Riverside Arts Council conducts programs in the California Rehabilitation Center, California Institute for Women and California Institute for Men.

"The idea is not to create actors or poets," said Brien. "It's more to have a positive impact on the behavior and attitudes of people who are incarcerated."

He went on to explain that inmates segregate themselves on the inside, oftentimes out of self-preservation. In class they find themselves interacting with those whom they may otherwise never associate. They also learn about their own tendencies to respond to situations with certain types of body language that may be off-putting when going before a parole board or when they're in a job interview.

"If they're nervous, they may engage in posturing to cover up what they're feeling," said Brien. "We try to use theatre, for instance, as a way of making them aware of how their bodies are responding to emotional cues. In that awareness, positive changes can be made. Many of these individuals are going to be back in society at some point. We're hoping to make a difference so that they can make a smoother transition into life on the outside."

Prison arts programs began in the 1940s when San Quentin's warden Clinton Truman Duffy developed a series programs that focused on rehabilitation rather than simply correction. Newspapers were published and radio stations were operated



Riverside Arts Council teaching artist Garrett Botts conducts a theatre session in the California Institute for Men.
Photo by Peter Merts

behind those bars. In 1977, the first chair of the California Arts Council Eloise Smith and her husband Charles Page Smith created the Prison Arts Project at the California Medical Facility in Vacaville. This would be the model for what would become Arts in Corrections.

The program grew to be in every state institution, but the state budget crisis of the early 2000s brought things to a halt. Private funds allowed a handful of groups and artists to continue. In 2013, the partnership between the California Department of Corrections and Rehabilitation and California Arts

Council was formed. The state's investment grew from \$2.5 million in the first two years to what is now an \$8 million annual commitment.

"The benefits that are associated with this program, such as reducing conflict between inmates, as well as between inmates and correctional officers, are things that we have seen," said Brien. "We've even had correctional officers say that they look forward to our coming in. That's a very high stress job, so it means something when we get affirmation from them."

Although the Riverside Arts Council primary goal may not be to develop professional actors and poets, Brien acknowledges that it certainly does happen. He recalls meeting someone at the most recent California Arts in Corrections conference, held in June 2019 in Santa Clara.

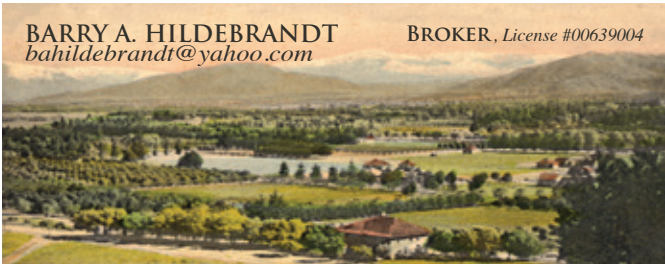
"He had been incarcerated for 22 years," he said. "During the latter part of his time, he became involved with a class taught by the Marin Shakespeare Company. For their culminating production, he played one of the leads. This man is now a professional actor in the Bay Area."

Brien said that there are constant reminders of the nature of this work. Sometimes the teaching artists will arrive at an institution only to discover that it is under lock down and they cannot get in. But whatever the challenges, he remains thrilled to meet them headlong.

"There is tremendous sense of accomplishment going into these institutions," he said. "For a lot of these individuals, they don't have many people who have ever made them feel respected and valued. Their reactions to that is reason enough to want to continue."

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RiversidePublicUtilities.com



Business Spotlight: Riverside Mission Florist

The White Park Building used to be a hotel but is now home to several restaurants and small businesses that make downtown Riverside what it is today. Of those businesses is the Riverside Mission Florist, located at 3900 Market Street across the street from White Park.

Riverside Mission Florist has been in downtown Riverside for more than thirty years and has seen the heart of Riverside grow and change. John Bateman, the original store owner, kick-started the floral arranging business and eventually gave it over to Elizabeth Godfrey. Since then, Jeannette Wester took full ownership over the business in August 2019 and is looking forward to letting it flourish as time goes on.

The beauty of flowers is that they can be used for anything and almost everything. From weddings to banquets, birthdays to memorial services, flowers are an essential component. The Riverside Mission Florist has a team of nine talented individuals who want to meet your flower needs. They love Riverside and meeting local residents. Their main goal is to serve the Riverside Community and provide quality flower

arranging services.

If you have a special someone to treat this coming Valentine's Day, be sure to contact the Riverside Mission Florist at (951)369-8150 for all your bouquet and floral arrangement needs!

Open: Monday through Friday 8:30 am – 5:00 pm and Saturday 9:00 am – 2:00 pm | Closed on Sundays. Website: www.riversidemissionflorist.net/



RCH Red Dress Fashion Show and Health Expo

RDP is pleased to be a sponsor of the Riverside Community Hospital's Red Dress Fashion Show and Health Expo. This event takes place on Saturday, February 29th and has become a signature event of the city. This year is its 11th anniversary of providing education and awareness to the women of the community about heart disease and stroke. This event has grown tremendously from 150 to 1,200 in attendance at the Convention Center. Those in attendance are provided with information and tools as well as free health screenings.

Models in the fashion show will include 'celebrity' women from the community. Also featured will be celebrity make-

up artist Edgar Santos. Hair and makeup will be provided by professors and students from the Riverside City College School of Cosmetology.

Ad space is available for businesses to show support, as are sponsorships for companies to sponsor a table of eight for only \$500. For more information on sponsorship, contact Taylor Robison at 951-788-3560.

Individual tickets are priced at \$35 which includes lunch. Tickets must be purchased in advance by calling 951-788-3463 or online at www.RCHRedDressFashionShow.com.



Modern Vintage Returns March 28th

Modern Vintage, the upscale vintage and artisan shopping experience, returns to the Main Street Pedestrian Walk Saturday March 28th from 10 am to 5 pm. The event (free to attend) features vendors offering original art, handcrafted, repurposed, refurbished and vintage items.

The event's producers carefully select vendors from a list of applications to curate the upscale shopping experience. Additional features include live music and DIY opportunities, one being the popular macramé class offered last fall. Produced by INSPIRED Vibe, Modern Vintage made its debut in downtown Riverside last September and has committed to two events this year (the fall date has yet to be released).

Businesses have an opportunity to get involved through one of the event's unique sponsorship opportunities. Integrating local merchants into an attendee's experience creates unique exposure at the community level. This kind of exposure has become a hallmark of INSPIRED Vibe's presence in communities, and the best sponsorships tend to go quickly. Those interested in the sponsorship opportunity should

contact INSPIRED at 909-695-0855 or info@inspiredvibe.com.

Vendors interested in participating at Modern Vintage can apply via www.inspiredvibe.com. The deadline for Vendor Applications is March 4th. Additional event information, including a gallery of events photos, can be found at www.modernvintageflea.com and online @ModernVintageFlea.



CYBERSECURITY FOR

SMALL BUSINESS

CYBERSECURITY BASICS

Cyber criminals target companies of all sizes.

Knowing some cybersecurity basics and putting them in practice will help you protect your business and reduce the risk of a cyber attack.

PROTECT YOUR FILES & DEVICES



Update your software

This includes your apps, web browsers, and operating systems. Set updates to happen automatically.



Secure your files

Back up important files offline, on an external hard drive, or in the cloud. Make sure you store your paper files securely, too.



Require passwords

Use passwords for all laptops, tablets, and smartphones. Don't leave these devices unattended in public places.



Encrypt devices

Encrypt devices and other media that contain sensitive personal information. This includes laptops, tablets, smartphones, removable drives, backup tapes, and cloud storage solutions.



Use multi-factor authentication

Require multi-factor authentication to access areas of your network with sensitive information. This requires additional steps beyond logging in with a password — like a temporary code on a smartphone or a key that's inserted into a computer.

LEARN MORE AT:
[FTC.gov/SmallBusiness](https://www.ftc.gov/SmallBusiness)



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PROTECT YOUR WIRELESS NETWORK —



Secure your router

Change the default name and password, turn off remote management, and log out as the administrator once the router is set up.

Use at least WPA2 encryption

Make sure your router offers WPA2 or WPA3 encryption, and that it's turned on. Encryption protects information sent over your network so it can't be read by outsiders.

MAKE — SMART SECURITY YOUR BUSINESS AS USUAL



Require strong passwords

A strong password is at least 12 characters that are a mix of numbers, symbols, and capital lowercase letters.

Never reuse passwords and don't share them on the phone, in texts, or by email.

Limit the number of unsuccessful log-in attempts to limit password-guessing attacks.



Train all staff

Create a culture of security by implementing a regular schedule of employee training. Update employees as you find out about new risks and vulnerabilities. If employees don't attend, consider blocking their access to the network.



Have a plan

Have a plan for saving data, running the business, and notifying customers if you experience a breach. The FTC's *Data Breach Response: A Guide for Business* gives steps you can take. You can find it at [FTC.gov/DataBreach](https://www.ftc.gov/DataBreach).

LEARN MORE AT:
[FTC.gov/SmallBusiness](https://www.ftc.gov/SmallBusiness)



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

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For Events email
Janice@riversidedowntown.org.



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