

Downtown is
Calling

Good
Times
Await



In This Issue:

RDP's Downtown Awards and 2020 Board of Directors

City of Riverside Receives Two Historic Preservation Awards

Council Corner: Wards One and Two

Arts Corner: Riverside Community Players

Business Spotlight: Hampton Inn Riverside

SECURITY CORNER: FBI Warns of Scammers Spoofing FBI Phone Number in Government Impersonation Fraud

BUSINESS BUZZ: How to Make Your Small Business More Successful

The next monthly luncheon will be held on Tuesday, March 24, 2020 at Loft.84, 3840 Lemon Street, and feature a presentation on the Riverside Arts Council with catering by Hotz Kitchen | Cocktails.

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.



March 2020

RDP Bulletin

Riverside Downtown Business Improvement District

RDP's Downtown Awards and 2020 Board of Directors

RDP would like to congratulate those recognized at the 33rd Annual Meeting and Awards Ceremony held on February 19th at the Mission Inn Hotel and Spa. Jerry Hurley was the recipient of the Roy Hord "Volunteer of the Year" Award while Fire Chief Michael Moore received the RDP Chair's Award.



photos by Michael J. Elderman

Also recognized was the Riverside Arts Academy with the Arts and Culture Award, the Riverside Convention and Visitors Bureau with the Business Activity Award, Kiwanis Club of Uptown Riverside with the Downtown Event Award for the Riverside's Got Talent, Ratkovich Partners with the Downtown Improvement Award for Main + Nine, and the Riverside Fire Department with the Safety and Security Award.

The RDP Board of Directors for the 2020 – 2022 term of office was also announced at the event. The Board of Directors of RDP consists of up to 33 voting members representing a cross-section of downtown stakeholders. In 2019, RDP undertook a review of its Bylaws that led to changes in the Board nominating process and composition to prepare for a Strategic Plan process to cover the period from

2020 to 2024. Under those changes, all Directors must be voting members and stand for election for a two-year term. Directors represent property owners, business owners, the healthcare sector, the entertainment and hospitality sector, the education sector, the arts, the public (government) sector including the County, the City and its departments, and downtown residents.

Nine Directors are elected as members of the Executive Committee which includes the four Officers. Up to twenty-four Directors constitute the remainder of the Board. There are three non-voting Ex-Officio positions that include the two City Council representatives of Ward One and Ward Two, and the representative of the Arlington Business Partnership.

The four Officers of RDP serving on the Executive Committee are Shelby Worthington-Loomis of SS Loomis, LLC as Chair, Shalini Lockard of Riverside Professional and Legal Management as Vice-Chair, David St. Pierre of The Menagerie as Treasurer, and Charity Schiller with Best Best & Krieger as Secretary.

Philip Makhoul, Diamond National Realty remains on the Executive Committee as a member while Andrew Walcker of Overland Development Corporation, David Bristow of the Mission Inn Hotel and Spa, Erin Phillips of Lot 713 Craft Brewery, and Lou Monville of Raincross Hospitality Corporation are new members of the Executive Committee. Geoff Neely of Heroes Restaurant & Brewery moves to the Board. We extend a sincere thank you to our retiring Board members, Daniel Iglesias and Brandy Marion, for their service. The full list of 2020– 2022 Board members can be found on the back cover of the newsletter.

RDP would like to thank the sponsors of the event and those who donated items for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards Ceremony.

continued on next page

DOWNTOWN AWARDS from page 1

Event Sponsor - Riverside Community Hospital



Arts and Culture Award Sponsor - Mission Inn Hotel & Spa



Business Activity Award Sponsor - The Menagerie



Downtown Event Award - Best Best & Krieger



Downtown Improvement Award Sponsor - Worthington's Tavern



Safety and Security Award Sponsor - Arlington Business Partnership



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Gram's BBQ

Heroes Riverside

Kathy Wright

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Mario's Place

Maxi Foods

Michael J. Elderman Photography

Mission Inn Foundation

Mrs. Tiggy Winkle's

RCC/Performance Riverside

Retro Taco

Riverside Art on Main

Riverside Community Players

Riverside Personnel Services

Windermere Tower Properties

City of Riverside Receives Two Historic Preservation Awards

The City of Riverside recently was recognized for its historic preservation efforts by the California Preservation Foundation and by the Governor-General. The City received a 2019 Preservation Design Award from the California Preservation Foundation in October and a 2019 Governor's Historic Preservation Award from the state.

The Preservation Design Award was for the City's Latino Historic Context Statement, which was recognized in the Cultural Resources Study category. The Latino Context was selected for its "impressive community engagement and breadth," which is a testament to the hard work of community members and City staff.

The Riverside Latino Historic Context Statement, completed in 2018, provides a comprehensive framework for recognizing the rich history of Riverside's Latino community. The study identifies historic resources significant to the Latino community. Involvement and input by the community was key to the successful completion of this project and represents a true community effort.

Doors Open Riverside was awarded the 2019 Governor's Historic Preservation Award, the only official preservation award presented by the State of California and given in recognition of "exceptional achievements in the field of historic preservation." The award recognizes the collaborative endeavor by the Doors Open Riverside partners, the generosity of the building participants, and the diligent efforts by the Mission Inn Museum docents.

Doors Open Riverside provides free access to architecturally and historically significant sites that are often closed to the public. Doors Open Riverside is a free, public event, organized by a collaborative partnership between the City of Riverside, Riverside Downtown Partnership, and the Mission Inn Foundation. The 5th Annual Doors Open Riverside will be held on Saturday, May 9, 2020.

From City of Riverside press release



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Mountain View-Riverside-1906

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COUNCIL CORNER

Ward One Council Update

Contributed by Incoming Councilwoman Erin Edwards

In recent months, Riverside City Council has focused, and will continue to focus, on innovation, housing, and sustainability—understanding that the three must go hand-in-hand for a thriving Downtown

- At the February 25th City Council meeting, Council heard an update on the Innovation District, which will span neighborhoods in Wards 1 and 2. This district will focus on “clean and green” jobs, technologies, and innovations. Additionally, this district will focus on housing—with an emphasis on affordable housing—which will significantly help our city meet its Regional Housing Needs Assessment (RHNA) numbers. The City and Innovation District partners will soon undertake a community engagement strategy to seek input in the next phase of the Innovation District’s implementation.
- TIG/m is a company that makes electric trams and is

currently based in Chatsworth, CA. The company is considering Riverside as the new location of their headquarters and test track. On February 25th, City Council gave direction to City staff to explore funding for a feasibility study to bring TIG/m to Riverside and to install an electric tram within and around the city’s Innovation District.

- On the afternoon session of March 10th, City Council will hear a workshop and provide input on the city’s sustainability framework. Please attend or provide e-comment to share your thoughts and perspective.

Erin Edwards



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Greetings from Ward 2!

The first quarter in the year is almost over and we have an exciting lineup of development projects and events coming to our area. Make sure that you register for the Ward 2 newsletter where we will be sending out weekly updates on the activities in the area. Please visit www.riversideca.gov under the Ward 2 category to register.

Adopt-An-Alley National Recognition: Over the past 6 years I have been working closely with residents and local businesses to combat graffiti, vandalism and dumping in our Ward. Through an innovative partnership with Keep Riverside Clean and Beautiful we started the Adopt-An-Alley program that has won 1st place Nationally! This innovative and unique approach to engaging our community in cleaning alleys with local agencies, business owners and residents has paved the way for other cities across the Nation to implement. To learn more about ways to help improve your neighborhood please call me at 951-826-5991.

Park Avenue Revitalization Project: We are close to finalizing the first mural along Park Avenue that has already reduced tagging and vandalism in that area. Our Lady of Guadalupe Shrine Church is one of the newest members of the Eastside Art Alliance and are working to help our residents fight back against graffiti and vandalism. Arcis Party Supply has now joined us in the effort to combat vandalism and will be helping to develop 5 amazing murals alongside local artists and residents on their wall that faces University and Park Avenue. We have also secured grant funds to start implementing the next phase of the Park Avenue revitalization and we will be installing Parklets and other artistic elements between University and 14th Street. If you would like to sponsor or get involved with future projects contact the Eastside Art Alliance at 951-453-5371 or by emailing asmelendrez@riversideca.gov.

Heal Zone Eastside Glow Up Celebration: Join us on Saturday, March 7, 2020 from 5 pm to 9 pm at Patterson Park for a fun filled evening. We will be celebrating all of the

amazing work that our Eastside Heal Zone has accomplished in Ward 2 since 2012. There will be multiple activities for the family including, Music & Dance Performances, live art, Riverside CORAS Professional Soccer Club Corner, a Youth Corner and activities for the whole family to enjoy. Come celebrate with us as we kick off the start of the year. Our Riverside Parks & Recs team will also be on site helping to gather data from our residents regarding Patterson Park and an \$8 Million Grant that we are seeking to apply for. The Eastside Glow Up Celebration is highlighting the partnerships and partnerships that we have and how these future grant ventures will benefit our community. We look forward to seeing you on March 30.

Xolos USA: Will kick off the season with an amazing lineup of games. Don’t miss out on the 2020 Season Passes; family deals are available. With the season pass you will have access to 13 home games through July 2020 and have access to:

1 Pre-Season Game

10 National Premier Soccer League Season Games

2 Exhibition Games, TBA.

For more information about upcoming games and to purchase tickets call 951-500-5729.

Highlander Athletics: Be sure to come out and support our UCR Men’s and Women’s: Basketball, Baseball, Softball, Golf, Tennis, and Track and Field. All of these sports have several exciting games coming up this month. 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 member of the Riverside Athletics Association and support our student athletes, please contact 951-827-6823 or email athleticsassociation@ucr.edu.

continued on next page



WARD TWO from page 3

3.5.20 – 2 pm: WOMEN'S TENNIS VS BALL STATE UNIVERSITY

3.5.20 – 6 pm: MEN'S BASKETBALL VS HOLY CROSS

3.10.20 – 10 am: MEN'S TENNIS VS EAST CAROLINA

3.13-21.20 – 11 am: MEN'S & WOMEN'S TRACK AND FIELD

GO HIGHLANDERS!!!

If you are interested in learning more about any of the projects or events in Ward 2 please call my office at 951-826-5991 or email me at asmelendrez@riversideca.gov.

Andy Melendrez



Arts Corner: Riverside Community Players

Sitting at the edge of historic downtown Riverside on Fourteenth Street, Riverside Community Players is one of the oldest continuously operating community theatres in the United States. While older theatres had to close their doors during hard times, depressions and wars, Riverside Community Players was able to persevere and is now in its 95th consecutive season. The success of this non-profit membership organization is entirely due to the many dedicated members, volunteers, patrons and donors who have provided support in so many different ways. During World War II, RCP members would go out to March Field and recruit soldiers to perform, a task often needed when a cast member would suddenly be shipped off for duty, providing them with transportation to and from the theatre for rehearsals and performances. The saying "the show must go on" was taken very seriously!

It all started in 1925 in conjunction with the Drama Department of the Riverside Woman's Club, when Janet Scott created the group that was to become known as Riverside Community Players. Initially performances were done on the stage at the Woman's Club but it was not too long before the group wanted its own identity and eventually left the Woman's Club to strike out on their own. Without a permanent location, productions were done on various stages around Riverside—at the Loring Building, Central Junior High School and Washington School at 12th and Almond. In 1929 the Washington School was sold to Riverside Community Players and fundraising efforts got underway for its conversion into a theatre. For about 24 years the building at 12th & Almond was home, but when the school district needed a site for a parking lot, a new home needed to be found.

Fundraising efforts began again, and in September of 1953 the newly built theatre at 4026 Fourteenth Street opened its doors. A true labor of love, much of the interior of the facility was quite literally built by many of the members, and with donations in kind from friends and businesses in the community. Local architects, Ruhnau & Ruhnau, designed the theatre and the cost of the original building was \$17,500. Later additions provided dressing rooms, the green room and a work/storage space, which is called the Lewis Room in honor of then mayor of Riverside, Ben Lewis. Mayor Lewis was an active member and also President of the Board of Directors of Riverside Community Players. Those attending functions on the patio at RCP will likely have noticed names of people and shows and an assortment of dates imprinted in many of the cement blocks. This patio was completed in January of 1967 and one of the ways it was funded was by selling cement blocks in which those purchasing could put their name and year they became a member or a show name on which they



worked or part they played. It was 42 years after the group originated and there were still 12 charter members who were around and still supporting their Riverside Community Players.

While the theatre building belonged to Riverside Community Players, the land itself was leased from the City at the cost of one dollar per year. The lease was intended to be renewed in perpetuity and the agreement was

made with an old fashioned handshake. However, over the years, and after an assortment of land swaps, the land came to be owned by Riverside Community Hospital and in 1989, Riverside Community Players was notified that when the forty year lease was up in 1993, the lease would not be renewed.

Riverside Community Players then did what it had never done before and hired its first full-time paid employee. The ensuing few years were filled with a lot of hard work, a few false starts and a lot of anxiety. A substantial amount of money was raised, but not nearly enough to purchase land and renovate or build a new building. Finally, a few dedicated and determined people came to the rescue and Riverside Community Hospital was persuaded to sell Riverside Community Players the land on which the theatre sat. In October of 1995, 70 years after it began, Riverside Community Players had a permanent home. Perseverance definitely paid off! Due to the generosity of the many loyal patrons, members and donors, Riverside Community Players was able to pay cash for the land and remains debt free to this day. The organization continues to provide a place where schools can bring their students to experience live theatre and see literature brought to life, where local high school drama students are encouraged to continue their theatrical interests, where organizations can find a unique and fun fundraising event and where an array of genres and quality theatre are provided in every season.

The most recent adventure that is being undertaken by RCP is a Restoration Project for which we very recently started a fundraising campaign. After 67 years, the exterior of the theatre building could use a facelift. In coming full circle, the architects doing the restoration are Ruhnau Clarke. The concept is to take the building to its 1950s roots in both design and color. The patio area will be fenced providing a warmer and more private feeling to this special outside area.

Very soon the designs will be displayed in the lobby of the theatre, along with information about the upcoming season of 2020/2021. It is hoped that one or both of these will provide enticement for those not already attending shows, to come and check out Riverside Community Players.

History provided by the Riverside Community Players



Business Spotlight: Hampton Inn Riverside

Owned and developed by the Greens Group based out of Irvine, California, the Hampton Inn Riverside Downtown is located at 3505 Market Street in the heart of Downtown Riverside. It opened in December of 2019 with the Greens Group having previously worked on developments in Downtown Riverside. The Greens Group is an active developer in the Riverside community and is currently working on multiple projects in Riverside including the Riverside Alive destination for retail, residential, and entertainment uses.


With its nearby proximity to the Riverside Convention Center, the Fox Performing Arts Center, UCR, and several other Downtown attractions, the Hampton Inn Riverside Downtown is a prime establishment for guests to stay overnight or locals to have a convenient stay-cation. The Hampton Inn Riverside Downtown features 140 modern guestrooms and a unique design that seamlessly blends details from the surrounding area amenities. Each hotel guest will have the opportunity to



enjoy the free and hot breakfast with healthy options; On the Run™ breakfast bags; and free WiFi in every room.

The Hampton by Hilton team members are committed to delivering friendly and authentic service to every guest, which is backed up by the industry-leading 100% Hampton Guarantee™. The Hampton Inn by Hilton Riverside Downtown is part of Hilton Honors®, the award-winning guest-loyalty program for Hilton's 17 distinct hotel brands.

The property features a unique, contemporary design as well as an interactive art piece called "The Citrus Swing" located on the Market Street side of the building at the main entrance. "The Citrus Swing" was crafted by local artisans, Made Shop, and pays homage to the rich history as the location of the first navel tree in California.

For more information, visit <https://www.hilton.com/en/hotels/raldohx-hampton-riverside-downtown/>. 

SECURITY CORNER

FBI Warns of Scammers Spoofing FBI Phone Number in Government Impersonation Fraud


The FBI has seen a recent increase in phone calls that spoof the FBI's phone number as part of a Social Security scam. The callers will often "spoof," or fake, the FBI Headquarters' phone number, 202-324-3000, so the call appears to be coming from the FBI on the recipient's caller ID. In this scam, fraudulent callers posing as an FBI agent inform the victim that their Social Security number has been suspended. The scammer provides a fake name and badge number to trick the victim into believing they are an FBI agent. The scammer tells the victim that in order to get their Social Security number reinstated, they must purchase gift card(s), put money on the card(s), and call the scammer back and provide the gift card number(s). Instead of providing any additional information on the victims' social security number, the scammer will hang up.

These calls are fraudulent; any legitimate law enforcement officer will not demand cash or gift cards from a member of the public. The FBI defines this type of scam as government impersonation fraud, in which criminals impersonate government officials in an attempt to collect money. The criminals often threaten to extort victims with physical or

financial harm to obtain personally identifiable information. Scammers are becoming more sophisticated and organized in their approach, are technologically savvy, and often target young persons and the elderly.

To protect yourself from falling victim to this scam, be wary of answering phone calls from numbers you do not recognize. Do not send money or gift cards to anybody that you do not personally know and trust. Never give out your personal information, including banking information, Social Security number, or other personally identifiable information, over the phone or to individuals you do not know.

According to the Internet Crime Complaint Center (IC3), 13,873 people reported being victims of government impersonation scams in 2019, with losses totaling more than \$124 million.

Anyone who feels they were the victim of this or any other online scam should report the incident immediately using the IC3 website at www.ic3.gov. More information about government impersonation schemes and other online fraud schemes can be found at <https://www.fbi.gov/scams-and-safety/common-fraud-schemes>. 

How to Make Your Small Business More Successful

by Susan Ward

Do you feel like you're treading water with your small business and not making progress towards your goals?

Or are you having trouble choosing business goals to work toward this year in the first place? Every entrepreneur wants to own a successful and profitable business, but it's not always clear how to get there.

If you want your small business to be more profitable than ever before, here are some suggestions for how to make it happen. And remember: Building a successful business is a marathon, not a sprint.

According to a study by NewVoiceMedia, 51% of customers will not repeat business with a company after a bad service experience. Other studies have shown that it takes several positive customer experiences to make up for one negative one.

Given that loyal customers make a much easier sell, make good customer service a priority. Examine your current customer service and make the changes that need to be made to ensure that your small business is providing service superior to that of your competitors. You may need to invest in staff training, revamp your return policy, or make basic improvements such as responding promptly to voicemails or emails from customers.

Build Word of Mouth for Your Business

Whether you operate your business in a small community or in a large urban center, word of mouth is more important than ever. Most consumers turn to the net to search for reviews of businesses before deciding where to shop, so building a good reputation is vital to the success of your business.

How do you get positive word of mouth? By providing good, professional service, building and monitoring your local (and online) reputation, and gaining publicity by giving back to your community through your support and sponsorship of local organizations and charities.

Expand Your Marketing Efforts

Effective marketing is key to increasing your sales, but you don't have to break the bank to promote your business. There are many inexpensive ways to market your products and services, including:

- Creating and using a promotion kit
- Sending out promotions with your invoices
- Joining professional organizations
- Involving the newspapers in your grand openings, moves, or charity events
- Giving free workshops or classes related to your products or services
- Developing business partnerships and doing cross-promotion with complementary businesses
- Cold calling (yes it can still work)
- Advertising your business on your vehicle with a vehicle wrap

Build Your Online Presence

Creating a professional-looking website can be quick and easy nowadays, and your small business needs to be in the online space. Research from the E-commerce Wiki indicates that 88% of consumers now research purchases online before purchasing in a store.

A simple website that describes who you are, what you do, and how to contact you will suffice for many small businesses. At a minimum, your site should contain:

- Your logo
- Your business name
- A summary of what you do—your products and services
- Your contact information
- Your address, including a Google Maps link
- Your mission, e.g. "We make the best pizza in town..."
- Testimonials from customers

Depending on your target market, social media can be a great way to promote your business as well. Establishing a presence on Facebook, Twitter, and Instagram is standard for most businesses these days.

Cut Your Business Costs

Business costs for everything from office space to vehicle expenses seem to always be on the rise, so keeping expenses in check is a crucial task for business owners.

Keeping track of expenses is time-consuming and tedious, so wherever possible try using new technology to make the job as easy as possible. For example, there are a number of mobile apps for expense tracking, including many cloud-based accounting applications that allow you to automatically add expense information into your accounting system by snapping pictures of receipts with your mobile device.

Conduct annual or even semi-annual reviews of your major expenses, such as office space, business insurance, staffing, and vehicle expenses. Where can you trim? If you are in an area with an abundance of available commercial space, perhaps you could think about relocating. If you don't even need a storefront, you could convert to a home-based business.

Review your major supply costs regularly and always look for discounts or ways to pool supply purchases with other businesses to save money. Make reducing expenses part of your job description and company culture.

Go Mobile

If you do nothing else with mobile technology this year, you need to make sure that your online presence, including your business website, is mobile friendly. Increasing numbers of people are surfing and searching with their phones—even when they're at home.

But there are two other trends that could benefit your small business. The first is mobile marketing. There are myriad mobile-specific strategies you could be using to reach your target market with great effect, from text message advertising and mobile display ads to having your own business app designed.

Mobile payment systems represent your other opportunity. Apple Pay, Google Wallet, Venmo, Square, Intuit GoPayment, Paypal—the choices for paying by phone are now endless. Offering pay-by-phone services is a significant convenience to customers, but your small business could also realize considerable savings from being able to use a mobile POS system.

Get in the Cloud

There is no doubt that cloud computing has leveled the playing field for startup businesses, but the serious advantages of using the cloud for “ordinary” established businesses is not always discussed.

Cost savings and access from anywhere are the biggest advantages to moving some of your business processes to the cloud. If, for instance, your business changes from a desktop small-business accounting program to a cloud-based accounting application, you would no longer have to install desktop software (saving IT costs for installation, backups, updates, etc.) and you can access your business accounts from anywhere, including from mobile devices.

There are some disadvantages to cloud computing, of course, but if you haven’t started using cloud storage and applications yet, make this the year that you at least investigate its potential.

Find and Keep the Right Employees

Attracting and retaining the right employees is one of the most important things you can do with your business. While hiring and training employees every other week might be business as usual for a fast-food restaurant, most successful businesses rely on hiring quality staff and keeping them for the long term.

Update Your Business Plan

You did make a business plan before starting your business, right? A business plan is vital for startup businesses for many reasons, including testing the viability of your business idea and securing debt or equity financing.

If you haven’t made one, it’s not too late. Successful, established businesses update their business plan annually to review accomplishments (or lack thereof) and decide on new goals or directions.

The financial health of your business is summarized by the income statement, the cash flow projection, and the balance sheet, which are contained in the financial section of the business plan. From there you can determine ways to make your business more profitable by increasing sales, reducing losses, or cutting expenses. If you want your business to be more successful, you need a plan for how to get there.

Stay Balanced

Many business owners sacrifice their mental and physical health, family relationships, and friends in pursuit of their business goals.

Don’t be one of them—find an acceptable level of work-life balance. Getting enough sleep, taking time for family and friends, and getting regular exercise will help you stay healthy and allow you and your business to prosper over the long term.

Make This Your Best Year Ever

Here’s the big takeaway: Success is not a given. If you want your small business to be more successful this year, you need to make the necessary changes to bring that about.

That work may be as simple as investing in a new tool or as challenging as changing your thinking about some of your business processes. But you haven’t brought your business this far only to let it stagnate, have you? Make the next year your best year yet.

From www.thebalance.com



RDP Welcomes New Businesses to Downtown

Marty Miller (law office) • Plant Power Fast Food • Leslie’s Nail Service

Baba’s Hot Chicken (Food Lab) • Nathanael Willis (vehicle wholesaler)

Kenneth & Judy Blevins (property rental) • Gallo, Inc. (property rental)

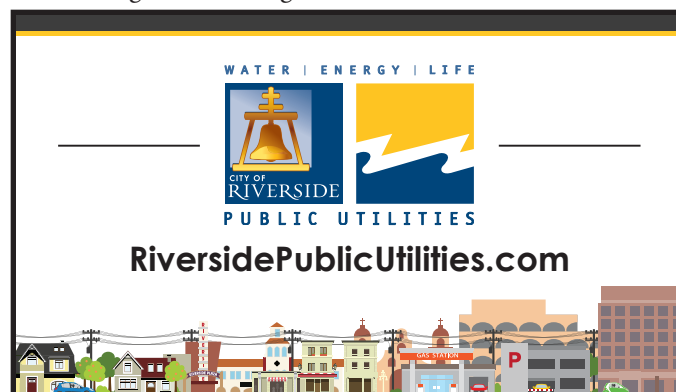
Sonia Villanueva (RE Agent) • Thomas Morgan Lii (RE Agent)

Downtown Businesses -

Stay connected with email alerts from RDP.

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

And remember to follow us on Facebook.





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each month prior to publication.

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Janice@riversidedowntown.org

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

ADDRESS SERVICE REQUESTED



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MODERN VINTAGE FLEA MARCH 28TH 10AM-5PM (FREE TO ATTEND)



ModernVintageFlea.com
[@ModernVintageFlea](https://www.instagram.com/ModernVintageFlea)

Our upscale shopping experience features:

- Beautifully curated artisans and purveyors of vintage.
- DIY workshops (such as macramé) and other vintage features.
- The SoCal Vintage Trailer club and the SoCal Vintage Baseball League were highlights of previous events!
- Live music and prepackaged food vendors (popcorn, sweets, etc)

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