

Downtown is
Calling

Good
Times
Await



June 2020

DB Bulletin


Riverside Downtown Business Improvement District

Downtown Events Update

Due to the need to stay safe during this pandemic, most downtown events are canceled. RDP normally partners with the City on Summer Lunches Downtown and Movies on Main, and sponsors the summer concerts in Fairmount Park. Unfortunately all three events are canceled.

RDP and the Riverside Arts Council

hope to hold the Riverside Arts and Music Festival in September but that is dependent on city approval. There will not be a fall fashion show but RDP will be working with the hosts of the Modern Vintage Flea Market to encourage businesses to participate.

We will provide updates on events as we receive them. 

Notice - COVID – 19 Cancels Riverside's Got Talent


Uptown Kiwanis Club of Riverside announces they are postponing the 9th annual Riverside's Got Talent event due to the corona virus pandemic. This major fundraiser for the club has made it possible for the past 8 years to support programs that focus on young children in need.

Many factors led to the postponement – no large groups will be permitted; our restaurants who have given so much each year to host our VIP Guest reception have been severely impacted; and our loyal business sponsors have suffered drastic income shortages. Our hearts and appreciation go out to each of them.

We wish to personally thank Mario's Place, Gram's BBQ, The Salted Pig, La Placita, Gra Pow!, La Cascada, Retro Tacos, Smokey Canyon BBQ, Molly's Tacos, and Hideaway restaurants for their kind generosity. Let's all get back to supporting these fine restaurants!

The success of this event over the past 8 years has raised more than \$450,000, and has all gone to support worthwhile programs in the Riverside community.


Planning will begin in early spring for the 2021 Riverside's Got Talent, where they showcase talent of all ages and types. In the meantime they will be reaching out to friends and supporters to offer donations by sending checks to P.O. Box 20394, Riverside, 92516. Monies received will go to granting a wish through Make-A-Wish, Orange County and the Inland Empire, providing Thanksgiving meals to needy families in their 4 adopted elementary schools, as well as purchasing a dictionary for each third grade child in the RUSD.

Uptown Kiwanis is the proud recipient of the 2019 Downtown Event award for Riverside's Got Talent. They salute the Riverside Downtown Partnership in all they do to promote business in our vital downtown area. 

Census 2020

The 2020 Census Continues: Be sure to do your part today!

The 2020 Census is your opportunity to help secure crucial federal funding for our community. COVID-19 has shown us the importance of adequately funded public health and education systems, among others, so make sure you do your part to ensure that California is properly supported.

While you still have the option of filling out the nine-question survey online at my2020census.gov using a code provided to you through the mail, or to be counted over the phone in your preferred language, paper forms for the Census are also being mailed to those who have not yet participated. Be sure to do your part before the Oct 31st Deadline! 

In This Issue:

Downtown Events Update

Notice - COVID-19 Cancels
Riverside's Got Talent

Census 2020

Arts Corner: Message from the
Riverside Arts Council

Council Corner: Wards One and Two

BUSINESS BUZZ: 10 Marketing Tips
to Best Prepare for Business After
COVID-19

BUSINESS BUZZ: Best Practices for
Marketing During and After COVID-19

SECURITY CORNER: Cyber Criminals
Conduct Business Email Compromise
through Exploitation of Cloud-Based
Email Services, Costing US Businesses
More Than \$2 Billion

SECURITY CORNER: Avoid
Coronavirus Scams

County Small Business Website

In keeping with recommended
protocols for dealing with the
COVID-19 virus aka Coronavirus, RDP
luncheons and most meetings are
cancelled until further notice.



Arts Corner: Message from the Riverside Arts Council

Dear friends,

We are now into our third month of quarantine. While things are gradually being lifted, much is still very much up in the air. We don't know when we will be able to gather for things such as the downtown Riverside's Artswalk, which usually takes place on the first Thursday of each month. We don't know when we will stand together in a gallery or museum, or sit next to each other absorbed in a performance.

Almost as soon as quarantine began, however, individuals and organizations around the world began to innovate. Plays began taking place on Zoom. Virtual tours of museums became available. We started listing these and other opportunities on our weekly 15 Favorite Things to Do in Riverside. Lately, though, we have begun shifting the focus back to what is happening here in our own community. Artswalk, for instance, may not be happening in person, but it's still happening. It has just temporarily taken on a different shape. The other opportunities still appear on our website, riversideartscouncil.com, but slowly the 15 is going to start looking like what it was intended to be...a celebration of Riverside's arts and cultural scene. For an idea of what is appearing each week, read on.

Virtual Cinema

UCR Arts

UCR ARTS is eagerly awaiting the day when they can welcome you back to their screening room. Until then, they're happy to announce the launch of their virtual cinema. UCR Arts is partnering with a number of distributors to bring you the latest in independent, documentary and international film in the coming months. Fifty percent of all proceeds go directly towards supporting UCR Arts.

<https://virtualucrarts.ucr.edu/cinema/>

Natural Inspirations for Writers featuring Christina Guillén

Inlandia Institute

Natural Inspirations is a weekly Zoom call where the Inlandia Institute invites people to write and talk about nature. Join Christina Guillén as Inlandia answers the call of the wild each Wednesday at 6:00 p.m.

<http://inlandia institute.org/>

UCR Arts Virtual

UCR Arts

UCR Arts has created a brand new website for you to enjoy from home. On the website you will find virtual tours of their most recent shows, activities for kids and families, artist interviews and much more. Content will be added regularly, so make sure to bookmark it and visit often.

<https://virtualucrarts.ucr.edu/>

Online Exhibits and More

Riverside Art Museum

While RAM is still temporarily closed due to COVID19 Stay-at-Home orders, they have been working to create

digital content.

<http://riversideartmuseum.org/exhibits/>

And for some interesting thoughts and activities drawn from other sources, check out the links below.

The Day the Live Concert Returns

An article in The Atlantic by musician, singer, songwriter and filmmaker Dave Grohl.

"I don't know when it will be safe to sing arm in arm at the top of our lungs. But we will do it again, because we have to." – Dave Grohl

<https://www.theatlantic.com/culture/archive/2020/05/dave-grohl-irreplaceable-thrill-rock-show/611113/>

How to Boost Authenticity in Your Marketing and Communications Efforts

An article from the American Society of Association Executives by Lori Kurtyka.

As COVID-19 changes how people interact worldwide, the desire for authenticity has surged. Associations that embrace authentic messaging can cut through the noise and show their members value.

https://www.asaecenter.org/resources/articles/an_plus/2020/may/how-to-boost-authenticity-in-your-marketing-and-communications-efforts

Café La MaMa

Responding to calls for social isolation, New York's legendary Café La MaMa Live brings their 1960s café aesthetic to a virtual platform that links performers and audiences. Weekly live performances experiment with form in real time across distance.

<http://lamama.org/livestreams/>

Film Festival Offerings

Each year, some of the finest new films in the world emerge from the film festivals such as Cannes and Sundance. This year, they will be streaming their films for free through June 7 on YouTube. Here's how to watch them:

<https://variety.com/2020/digital/news/youtube-free-film-festival-cannes-tribeca-sundance-1234590501/>

You Can't Stop the Beat

Actors Fund Virtual Hairspray Finale

Alumni from numerous productions of the Broadway sensation "Hairspray" are joined by a multitude of other professional theatre, film and television performers who come together for a joyous celebration of song and dance.

<https://youtu.be/GEgIJLBFUI>

To sign up to receive weekly updates through the 15 Favorite Things to Do in Riverside, visit <https://public.govdelivery.com/accounts/CARIVERSIDE/subscriber/new?preferences=true#tab1>

Sending each of you all my very best. Looking forward to seeing you in person, hopefully soon.

Patrick Brien

Riverside Arts Council



COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

Thank you to all the Downtown business owners and residents who, in the last three months, have put public health first. Our ongoing success combatting COVID-19 are thanks to your continued efforts in this very challenging time.

Heading into Memorial Day weekend, Riverside County received the go-ahead to move into Stage 2.5 of the Governor's plan to re-open the economy. Dine-in restaurants and shopping centers reopened, provided they could meet industry-specific public health guidelines. This is an important step to Riverside's recovery, specifically for our Downtown.

Eager to begin our economic recovery and aware that COVID-19 is still very present in our community, our city is innovating to meet our "new normal" head-on:

I was proud to co-write a small business micro-grant program with Councilmembers Fierro and Hemenway to support local businesses with 5 employees or fewer;

City staff is finalizing a "Temporary Outdoor Flexible Space Permit Program" to allow businesses to make creative use of outdoor space for the health and safety of patrons;

While the 4th of July fireworks show has been cancelled this year, Council is reviewing alternatives to allow for celebration and community-building;

Parks have begun to re-open, specifically Mt. Rubidoux which

opened last week with a new one-way trail to allow for physical distancing;

Riverside's Mayor, councilmembers, staff, and stakeholders continue to advocate for additional funding to address budget shortfalls due to COVID-19;

The City of Riverside's Road to Recovery outlines a robust community engagement process, which ensures all voices are heard. Learn more and take the short survey at: <https://www.riversideca.gov/recovery>

Finally, City Council has set a public hearing for the FY20/21 Emergency Budget at the June 16th City Council Meeting. This budget, while largely a roll-over budget, does include potential revisions to the Measure Z spending plan. Your input is critical to help the city address its fiscal health. Don't hesitate to contact me at eedwards@riversideca.gov.

Our Collective Mission: Ensure the well-being of residents, employees, and visitors in the City of Riverside by limiting the spread of COVID-19 and recovering in alignment with the Governor's orders. **Response, RECOVERY, Thrive.**

Erin Edwards



Ward Two Council Update

Contributed by Councilman Andy Melendrez

During the second quarter of the year we were hit with the National COVID-19 Pandemic that has changed the way that we as a City interact with our constituents and business members. We have re-opened the Council Chambers for Public Comment during City Council Meetings and have implemented various strategies that focus on Riverside's move to Re-Opening. Make sure that you register for the Ward 2 newsletter where I send weekly updates on resources and videos that highlight local businesses and good work being done by local community members. Please visit www.riversideca.gov under the Ward 2 category to register.

Riverside's Road to Recovery: The Riverside City Council unanimously approved the Riverside Road to Recovery Framework to help guide the City and its constituents through our road to reopen Riverside. In addressing the COVID-19 pandemic, three stages or phases of the pandemic have been identified and provide a framework that focuses city efforts in response to a continuously changing situation. The three phases of the pandemic are described as follows:

1. Response phase began when the City declared a local emergency, followed by the immediate government responses that were activated to meet the immediate needs of the emergency. Activities in this initial stage can be described as "triage" mode response to businesses, residents, neighborhoods, etc.
2. Recovery phase describes a transitional period when public health officials initiate a reduction in restrictions and provide allowances to start reopening businesses and places of assembly, and other actions intended to aid in a gradual, controlled return to normal.
3. Thrive phase encompasses an environment in which

businesses, schools, and other places of assembly return to full operations free of COVID-19 pandemic restrictions. This phase is characterized by efforts that lead to a full economic recovery, the restoration of a strong community, and a post-COVID-19 municipal government that has adapted innovative solutions.

This is a living document that is intended to be flexible and fluid in an evolving public health crisis. This Framework identifies strategic priorities under each phase to guide policies and actions to facilitate restoration of economic activities in a manner that enables businesses to operate safely and viably while maintaining public health objectives and keeping COVID-19 transmissions very low. The Framework also considers strategies to mitigate impacts to community members and suggests other strategies to ensure the recovery process is safe, equitable, and inclusive.

Small Business Emergency Micro-Grant Stabilization Program: was approved on May 5th and will utilize \$1.87 million in new federal Community Development Block Grant funds to provide as much as \$7,500 to small businesses to provide working capital during the COVID-19 pandemic. This unique program is being put on in partnership with United Way of the Inland Valleys who will administer the program to properly disburse funds and track funds to insure they are used properly.

Emergency Recovery Assistance Program: The Riverside City approved \$5 Million for the COVID-19 Emergency Recovery

continued on next page



Assistance Program to help RPU electric customers who have lost their jobs, been furloughed or are facing a reduction of their income due to reduced work hours due to Stay at Home orders put in place to fight the pandemic. Residents who meet

specific criteria are eligible for a one-time bill credit of \$250 that is retroactive to March 1 and extends to three months following the end of the emergency declaration.

Andy Melendrez



BUSINESS BUZZ

10 Marketing Tips to Best Prepare for Business After COVID-19

Only a few weeks ago, who could have predicted that “social distancing” would become the norm, and that a large percentage of the population would be under “stay-at-home” orders?

That, as we all know, is the unusual world we are living in.

But are there steps that small and mid-sized businesses can take now to best prepare for business after the coronavirus crisis?

“Yes,” according to Joe Bouch, President & CEO of 78Madison, a full-service marketing, digital and public relations agency based in Orlando, Florida. “Whether you are the owner of a small or mid-sized business, or its Director of Sales & Marketing, there are many prudent steps regarding your marketing that you can take now to prepare for better days.”

According to Bouch, beneficial steps you can take now include:

1. Evaluating Your Marketing Assets

If you have not kept an inventory of your marketing assets to date, this is a great time to do it. This can include photos, videos, print and digital ads, blog posts, email campaigns, web, infographics, signage, printed and/or e-brochures, and presentations. Look at each with a critical eye, and then determine which pieces and images were the most effective and/or which can be repurposed for other channels or with a different Call To Action. Also, analyze your messaging, as you may have the greatest company in the world but if your message is delivered in an uninspiring or unappealing way, or does not connect with your audience, you lose. Great creative makes your prospects look, think and act.

2. Having a Strategic Marketing Plan

During the slow down, use this time to strategically think about ways that you can market now or very soon because when the crisis is over, you want to be top-of-mind with consumers who are ready to get on with life again. Even now, it is important to keep your brand light burning, because once you turn the lights out, trying to turn them on again after being dark for an extended period could prove to be extremely challenging. Plus, if your competitors have taken a different path, you will be at a disadvantage.

3. Enhancing Your Digital Marketing

If you are not already doing so, get going with digital marketing. A short pause is understandable, but have your plan and campaign ready to go, as digital media has the advantage of being faster, less expensive, and often more effective than traditional media. An email or social media campaign can connect a marketing message to your targeted audience for a fraction of the cost of a print campaign or TV ad, immediately.

4. Reviewing Your Website

Now is a great opportunity to thoroughly review your website, identify information and photos that need to be updated, and/or fix the site. Look at competitor websites to see if there is more information, imagery or an FAQ section that should be added. Or, determine if you need a new site altogether. Take this time to get your company ready for the next stage of business.

5. Becoming Active on Social Media

If you are currently standing idle when it comes to posting on social media or blogging, now is the chance to start using these tools, particularly with tight marketing budgets.

It is also a great time to record and/or at least make plans for videos that you can post on social media later, as they are terrific for Search Engine Optimization (SEO) and can be used as a basis for other content too. This could be a traditional video, or possibly consider using Zoom or Google Hangouts to conduct and record video calls of your customers and/or employees about their experiences and knowledge of your company, the industry, products, services, and culture. In the coming months these videos can be a valuable source for your social content.

6. Digging into Your First-Party Data

Do a deep dive into your analytics and sales/lead data. What do you know about your customers? How about prospects that did not pick your company? Compare offline and online trends and determine what you could change now that you did not have time to do in the past.

7. Improving Your Online Reviews Strategy

Depending upon your type of business, this is also a good time to refine or formulate the procedure for answering online reviews. Write a few thoughtful template responses and then train a member of your team with your brand messaging so they can manage your online reviews going forward. Provide to them the tools they need to get alerts and monitor reviews. Also, teach them how to respond to negative reviews and when to escalate legitimate issues to the right person.

8. Conducting a Brand Photo and/or Video Shoot

If you can, this may be a great time to get your brand photo and/or video shoot completed, when things are not as busy. As business has likely slowed for photographers and videographers, you probably will get a good price, but you also will be helping them at a time when they may need the work.

9. Considering an Outreach Strategy

Reaching out to your customers during the COVID-19 crisis depends entirely upon your type of business, your existing relationship with customers, and the purpose of the communication. If customers are used to hearing from you

regularly by email, social media or SMS (text) messaging, do not let that relationship drop off. But be careful with the messaging and avoid crisis-related promotions. Think of how you can offer social connection, reassurance, tangible assistance, or something helpful to your audience.

10. Making Marketing a Team Effort

If you are not already doing so, make marketing a team effort. Conduct a Zoom call with people from different backgrounds and positions to brainstorm ideas. Talk and listen. Now is the time to consider implementing new operating procedures and other valuable modifications. Also, consider talking to an outside expert for a fresh viewpoint, as they may be able to

bring a different perspective that will complement what you are doing, and can ultimately help you achieve bigger things.

“Rather than sit on the sidelines,” said Bouch, “and in 6 months wonder what happened, it is vitally important to take a proactive approach now so that a 3-month crisis does not turn into a 9-month business downturn. Taking steps now can best prepare your company for the better days ahead.”

From New Jersey Business, a publication of the New Jersey Business and Industry Association



Best Practices for Marketing During and After COVID-19

A global crisis can either paralyze a marketing team or galvanize it to thrive. In the wake of the COVID-19 pandemic, that's exactly what we're seeing: some companies are cutting back on marketing (in some instances, laying off the entire marketing team), while others are being more agile and coming up with interesting ways of engaging their audience during these difficult times.

If you want to stay in business, you can't stay idle for long. As a business owner myself, I understand why many entrepreneurs would want to cut down completely on marketing activities. Being conservative feels like the safe choice when there's uncertainty about how long the crisis will last. But we have to balance financial responsibility with the need to keep consumers informed and engaged when things get tough.

In fact, long-term studies show that the right approach during economic uncertainty is to increase — not decrease — your marketing spend. The last thing you want is to be caught flat-footed and find yourself lagging your competitors when the economy revs up again.

For the most part, consumers are receptive to some marketing at this time. A recent study from the American Association of Advertising Agencies found that 43% of consumers find it reassuring to hear from brands. In addition, 56% said they like learning how brands are helping their communities during the pandemic. Only 15% said they'd rather not hear from companies.

That said, marketing during these times requires sensitivity to what's going on in people's lives and the flexibility to keep up with swift and swooping changes.

Start with customer empathy

COVID-19's impact on consumer behaviors and attitudes cannot be understated. An ongoing study we're conducting with our sister company Reach3 Insights recently found that 76% have recently picked up new habits, behaviors and routines in the wake of COVID-19. Of those people, 89% said they plan on keeping some of their new habits. Consumers are also trying new products, with 36% planning to continue using new brands they've tried after COVID-19.

Now is not the time to rely on assumptions. Any data you have from 6 weeks ago—let alone 6 months ago—is already out of date. As the consulting firm Gartner recently advised, CMOs must be proactive in monitoring changes to customer behaviors and purchasing needs while the crisis is unfolding.

Businesses must move forward but do so with genuine empathy. Marketers can help C-suite executives take the right

action by acting as a lighthouse for consumer understanding. Many companies already have existing Voice of Customer and research programs—these can be leveraged at this time to uncover the emotions underlying people's shifting attitudes and behaviors. Doubling down on customer engagement and listening programs can help provide insights on how to best move forward.

Tell relevant, authentic stories — and give, give, give

Impressively, some brands have already produced compelling campaigns that speak to the realities of the pandemic. Dove, for example, created a spot shining a light on the courage of health care workers. Some brands, like Budweiser and Burger King, are focusing on social distancing and encouraging people to do their part by staying home. One of my favorites is Sam's Club, which recently created a 60-second spot thanking its employees and calling them “retail heroes.”

It's great to see creativity in storytelling at this time, but marketers must push their companies to do even more. This is the time to pay it forward and provide as much value as possible to your customers and communities.

Every organization and person has the capacity to contribute in their own way. The most important question companies should ask themselves is this: “what can I do to help?”

Giving back can take several forms. For instance, Jägermeister is hosting a virtual event to help raise funds for New York restaurant owners. In tech, companies like Apple quickly mobilized their resources to produce much-needed PPEs. In my home country of Canada, big-box retailers such as Loblaw and Save-on-Foods have increased the wages of their front-line staff to show appreciation for their efforts. Following the lead of many software companies, Nike has temporarily eliminated its subscription fees for its app to help people stay fit while quarantining.

These moves transcend marketing and may not increase sales immediately, but they'll build goodwill and help drive long-term loyalty. Giving back is simply the right thing to do. The faster the world can beat the COVID-19 pandemic, the better chance all companies have in surviving the crisis.

Be agile for the new normal

Some entrepreneurs and marketers are holding off action, thinking that things will be back to “normal” in a few weeks or months. I do not hold the same view.

For one, some scientists are predicting that some form of social distancing may need to happen until 2022. That's a long

continued on next page

time to put any type of marketing on hold. A more important consideration is the fact that the pandemic will have a long-term effect on the psyche and outlook of consumers. In our own COVID-19 study, 86% of Americans and 81% of Canadians agreed that the crisis will create a new normal and have a lasting impact on society.

Regardless of how long the crisis actually lasts, COVID-19 will forever change the consumer landscape. After this comes to pass, companies can't go back to their old playbooks. Personas, messaging and even your product strategy may need to significantly evolve for the realities of the post-COVID-19 world.

For various reasons, some CMOs are hesitant to engage consumers in research at this time. But as Gartner's Frances Russell points out in a recent article, many marketers who have deployed surveys specifically about COVID-19's impact on customer experience have seen actionable responses. We see this in our own research as well: Not only are people

answering our conversational chat surveys, they are also providing detailed selfie videos, which is really helping us and our clients and partners understand the human impact of the pandemic.

The bottom line is that fresh data and accurate insights have never been more important. In these uncharted territories, relying on instincts alone is dangerous. If you haven't reached out to your customers in the past month, now's the time to do so.

While it's important to recognize the uncertainties and fears surrounding COVID-19, don't let this crisis paralyze you. Enabling your team to really understand your customers and act based on timely insights is key to navigating your way through this crisis both for your marketing team and your company.

From www.msn.com/en-us/money/smallbusiness/.



SECURITY CORNER

Cyber Criminals Conduct Business Email Compromise through Exploitation of Cloud-Based Email Services, Costing US Businesses More Than \$2 Billion

Cyber criminals are targeting organizations that use popular cloud-based email services to conduct Business Email Compromise (BEC) scams. The scams are initiated through specifically developed phishing kits designed to mimic the cloud-based email services in order to compromise business email accounts and request or misdirect transfers of funds. Between January 2014 and October 2019, the Internet Crime Complaint Center (IC3) received complaints totaling more than \$2.1 billion in actual losses from BEC scams using two popular cloud-based email services. While most cloud-based email services have security features that can help prevent BEC, many of these features must be manually configured and enabled. Users can better protect themselves from BEC by taking advantage of the full spectrum of protections that are available.

DEFINITIONS

Cloud-based email services are hosted subscription services that enable users to conduct business via tools such as email, shared calendars, online file storage, and instant messaging.

Business Email Compromise is a sophisticated scam targeting businesses that perform electronic payments such as wire or automated clearing house transfers. The scam is frequently carried out when a subject compromises legitimate business email accounts through social engineering or computer intrusion techniques resulting in an unauthorized transfer of funds.

BACKGROUND

Over the last decade, organizations have increasingly moved from on-site email systems to cloud-based email services. Losses from BEC scams overall have increased every year since IC3 began tracking the scam in 2013. BEC scams have been reported in all 50 states and in 177 countries. Small and medium-size organizations, or those with limited IT

resources, are most vulnerable to BEC scams because of the costs of robust cyber defense.

THREAT

There are a number of BEC scam variants. One of the most effective types is initiated through phishing emails designed to steal email account credentials. Cyber criminals use phishing kits that impersonate popular cloud-based email services. Many phishing kits identify the email service associated with each set of compromised credentials, allowing the cyber criminal to target victims using cloud-based services. Upon compromising victim email accounts, cyber criminals analyze the content of compromised email accounts for evidence of financial transactions. Often, the actors configure mailbox rules of a compromised account to delete key messages. They may also enable automatic forwarding to an outside email account.

Using the information gathered from compromised accounts, cyber criminals impersonate email communications between compromised businesses and third parties, such as vendors or customers, to request pending or future payments be redirected to fraudulent bank accounts. Cyber criminals frequently access the address books of compromised accounts as a means to identify new targets to send phishing emails. As a result, a successful email account compromise at one business can pivot to multiple victims within an industry.

Depending upon the provider, cloud-based email services may provide security features such as advanced phishing protection and multi-factor authentication that are either not enabled by default or are only available at additional cost.

RECOMMENDATIONS FOR END USERS

- Enable multi-factor authentication for all email accounts.

- Verify all payment changes and transactions in person or via a known telephone number.
- Educate employees about BEC scams, including preventative strategies such as how to identify phishing emails and how to respond to suspected compromises.

RECOMMENDATIONS FOR IT ADMINISTRATORS

- Prohibit automatic forwarding of email to external addresses.
- Add an email banner to messages coming from outside your organization.
- Prohibit legacy email protocols, such as POP, IMAP, and SMTP1, that can be used to circumvent multi-factor authentication.
- Ensure changes to mailbox login and settings are logged and retained for at least 90 days.
- Enable alerts for suspicious activity, such as foreign logins.

- Enable security features that block malicious email, such as anti-phishing and anti-spoofing policies.
- Configure Sender Policy Framework, DomainKeys Identified Mail, and Domain-based Message Authentication Reporting and Conformance to prevent spoofing and validate email.
- Disable legacy account authentication.

WHAT TO DO IF YOU ARE A VICTIM

If you discover unauthorized payments, contact your financial institution immediately to request recall of the funds. Report attempted or actual fraudulent financial transfers to the Internet Crime Complaint Center at www.ic3.gov or to your local FBI field office, which can be found at www.fbi.gov/contact-us/field. The FBI may be able to assist financial institutions in the recovery of lost funds.

From www.ic3.gov



Avoid Coronavirus Scams

Don't respond to texts, emails or calls about checks from the government. Here's what you need to know:

Ignore online offers for vaccinations. There are no products proven to treat or prevent COVID-19 at this time.

Be wary of ads for test kits. Most test kits being advertised have not been approved by the FDA, and aren't necessarily accurate.

Hang up on robocalls. Scammers are using illegal robocalls to pitch everything from low-priced health insurance to work-at-home schemes.

Watch for emails claiming to be from the CDC or WHO. Use sites like coronavirus.gov and usa.gov/coronavirus to get the latest information. And don't click on links from sources you don't know.

Do your homework when it comes to donations. Never donate in cash, by gift card, or by wiring money.

<https://www.ftc.gov/coronavirus/scams-consumer-advice>



County Small Business Website


The Riverside County Economic Development has created a dedicated website for small business resources in light of COVID-19. Visit <https://rivcoccsd.org/> to learn what assistance and resources are available countywide.



Reminder: Follow us on Facebook so we can share your posts




BARRY A. HILDEBRANDT BROKER, License #00639004
bahildebrandt@yahoo.com



Mountain View-Riverside-1906


WCI REAL ESTATE
 4197 BROCKTON AVENUE RIVERSIDE, CA 92501
 951.779.9738 x-12 Cell 951.321.9336

WATER | ENERGY | LIFE



**CITY OF RIVERSIDE
PUBLIC UTILITIES**

RiversidePublicUtilities.com





3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org

Submit press releases to:
Janice Penner by email at
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

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

ADDRESS SERVICE REQUESTED



STAFF

Executive Director
Janice Penner

Office Manager / Bookkeeper
Shirley Schmeltz

BOARD OF DIRECTORS:

Executive Committee

Shelby Worthington-Loomis, Chair
Shalini Lockard, Vice Chair
David St. Pierre, Treasurer
Charity Schiller, Secretary
Andrew Walcker
David Bristow
Erin Phillips
Lou Monville
Philip Makhoul

Directors

Gregory Anderson, Dr.	Chuck Beaty
Patrick Brien	Cherie Crutcher
Jesse De La Cruz	Nathan Freeman
Bill Gardner	Paul Gill
Randall Hord	Jeff Kraus
Nanci Larsen	Stan Morrison
Robert Nagle	Geoff Neely
Per Nilsson	Nick Pacific
Brian Percy	Thomas Portugal
Deborah Rose	Donna Stephenson
Sergio San Martin	Justin Tracy
Todd Turoci	Chris Wagner

Ex-Officio

Erin Edwards, Ward One	Andy Melendrez, Ward Two
Oz Puerta, ABP	

COVID-19 RESPONSE
Riverside University Health System - Public Health

- 1 STAY IN PLACE**
Icon: Person walking towards a house.
- 2 MAINTAIN YOUR SPACE**
Icon: Two people with a double-headed arrow between them labeled '6 FEET'.
- 3 COVER YOUR FACE**
Icons: Three heads wearing different types of face coverings: BANDANA, NECK GAITER, and HOMEMADE.

DO NOT PURCHASE
N95 MASK, SURGICAL MASK
MEDICAL MASKS SUCH AS SURGICAL AND N95 MASKS ARE IN SHORT SUPPLY AND NEEDED BY HEALTH CARE PROFESSIONALS.
TO PREVENT SHORTAGES, THE PUBLIC SHOULD AVOID PURCHASING THESE MASKS.