

Downtown is
Calling

Good
Times
Await



In This Issue:

City of Riverside Approves Changes to
2020 Festival of Lights

County of Riverside Submits Re-
Opening Proposal to the State

Council Corner: Wards One and Two

Don't Forget to Complete the 2020
Census

Arts Corner: Message from the Arts
Council

BUSINESS BUZZ: Are You a Restaurant
Owner Looking for Marketing Advice?

BUSINESS BUZZ: What Marketers
Need to Know About People's Social
Media Patterns During the Pandemic

SECURITY CORNER: FBI Sees Rise in
Online Shopping Scams

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



September 2020

Bulletin

Riverside Downtown Business Improvement District

City of Riverside Approves Changes to 2020 Festival of Lights

City will devote \$60,000 to support scaled-down event.

With revenues down as a result of the COVID-19 pandemic and large gatherings currently not allowed in California, the City of Riverside will scale back its participation in the 2020 Mission Inn Hotel & Spa Festival of Lights.

The City Council voted unanimously on August 4th to spend \$60,000 to support a lower cost version of what has been Riverside's signature event for more than 25 years. Since 2016, the City's expenses have ranged from \$378,000 to \$825,000, and revenues have ranged from \$453,195 to \$734,739.

The decision comes as the City and the historic hotel are wrestling with factors outside their control that make it impossible to enjoy a traditional Mission Inn Hotel & Spa Festival of Lights, both from a financial standpoint and to protect public health.

"The Festival of Lights is a much-loved Riverside tradition," Mayor Rusty Bailey said. "I look forward to a time when we can gather together again as a community to celebrate the holidays in this special way, but we have to make responsible decisions, even when they are difficult."

Among the factors playing into the decision were the expectation of a second wave of COVID-19 this fall and winter during flu season, the public's health, and the expected increase in cost for providing personal protection equipment (PPE) supplies for staff, vendors, and volunteers, as well as the cost of creating social distancing measures and the likely need for additional security and staffing.

The event typically kicks off with a Switch-On Ceremony, complete with an exciting countdown and fireworks show that attracts 75,000 people to downtown Riverside the Friday after Thanksgiving, then continues through the holidays with

programming such as music and dance performances, food vendors, and more. Private security guards and Riverside police officers patrol the event.

However, to suppress the spread of COVID-19, the state is not allowing large gatherings, and it is unknown whether that restriction will be lifted by late November. In addition, the City of Riverside, like all local governments, is facing a challenging financial future as a result of business, hospitality and other revenue-generating activities ceasing or dramatically slowing for the past five months.

The lower-cost model for the 2020 festival includes some holiday décor in the area around the Mission Inn Hotel & Spa, including holiday-themed selfie stations, three holiday trees, large ornaments, a sleigh, bows and garland on lights and bridges, and an assortment of holiday-themed light displays, in addition to the lights that are placed on the Mission Inn Hotel & Spa. But there will be no Switch-On Ceremony, programming, entertainment or attractions, no vendors and no horse carriages.

A map of the low-cost layout that will be in effect this year can be found at: <https://riversideca.legistar.com/View.ashx?M=F&ID=8685202&GUID=6E4C21DB-4E80-4020-A8D7-EE9559F034F9>

Other options included cancelling the event entirely; holding a no-cost event with minimal decor; spending \$250,000 on additional lighting and decorations; or trying to bring back most, but not all, of the vendors and attractions for \$575,000, knowing that revenue from sponsorships, vendors, parking and other fees would be substantial lower than in past years.

A representative of the historic hotel, David Bristow, said at the City Council meeting that Inn owners Duane and Kelly Roberts are committed to having

continued on next page

FESTIVAL OF LIGHTS *from page 1*

lights at the Mission Inn this year, but an exact description has not been announced.

Like all hospitality businesses, the hotel has been adversely affected by the COVID-19 pandemic. It was closed for several weeks, but now is welcoming guests and serving food from two restaurants in outdoor seating only.

“The Mission Inn Hotel & Spa and the Greater Riverside Chambers of Commerce have been key partners in producing the Festival of Lights,” Mayor Pro Tem Steve Hemenway said. “We are grateful for their creative efforts and continued

collaboration to ensure this modified version of one of Riverside’s world-class, signature events can continue in these unprecedented times.”

City staff will work on a Home for the Holiday Box of some of the festival favorites that families and visitors can enjoy in the comfort of their homes or send to friends and family. More information will be available in the next months.

City of Riverside Press Release August 5, 2020



County of Riverside Submits Re-Opening Proposal to the State

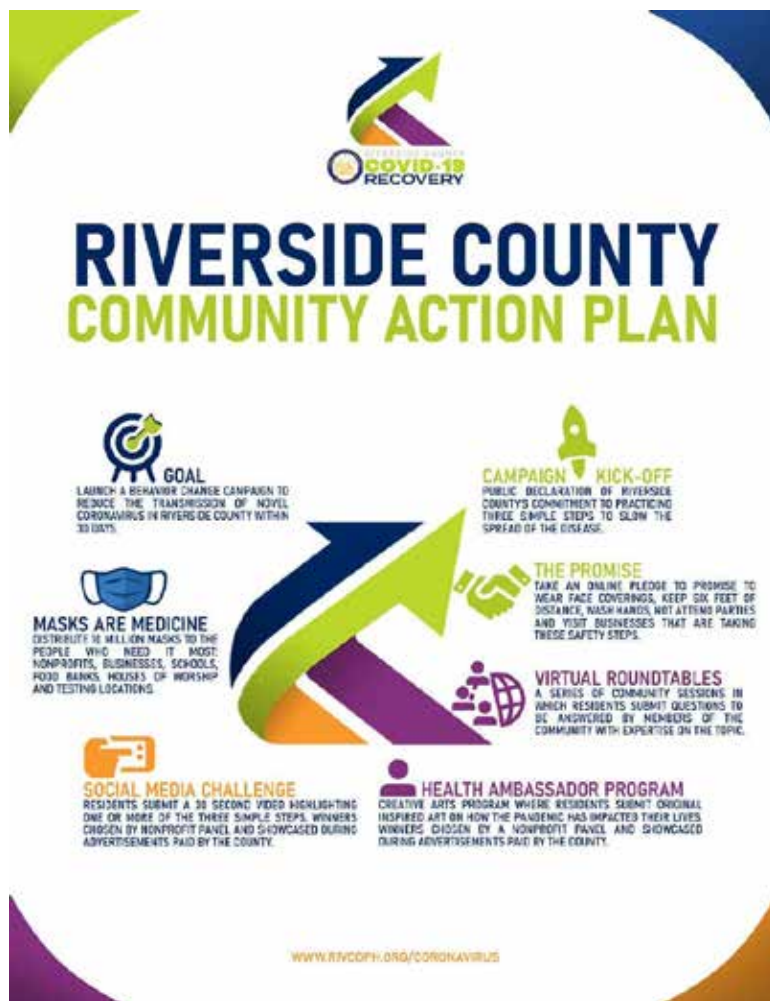
The County’s proposed Community Action Plan was launched July 24, 2020 to contain the virus and allow the County to reopen businesses closed by a statewide steps imposed to limit COVID-19 infections.

On August 12th, the County wrote to state officials proposing a plan starting after Labor Day to gradually reopen businesses and places of worship forced to close following a spike in COVID-19 cases. The three-phase plan, which needs State approval, builds on steps the County has taken to fight the spread of COVID-19. The letter also spells out the strain the virus and the ensuing economic shutdown has put on county residents and public services.

The reopening plan would see dine-in restaurants, wineries, and breweries; places of worship; non-essential indoor offices; and “personal care businesses” — hair salons, nail salons and tattoo shops — allowed to reopen in accordance with state COVID-19 guidelines starting September 8th. The second phase would allow limited indoor activities such as wedding receptions, group meetings and events, and indoor shopping malls to start September 22nd in accordance with state COVID-19 guidelines. The third phase would reopen gyms, movie theaters, and bars starting October 6th. The phased-in reopening approach is intended to allow opportunities along the way to assess the effects before proceeding further.

The County has also asked the State to change the positivity rate that lands a county on the state watch list. That percentage of county COVID-19 tests that come back positive is anything above 8% right now and the County has asked it be changed to 14%.

PLEASE NOTE: The County’s reopening plan and requested changes need the State’s approval to move forward.



RDP Welcomes New Businesses to Downtown

Dad's Icecream & Boba • GrayStone Commercial Inc. • Growth Mindset • Heritage Antiques

Jh2K (property rental) • Millennial Sound • Powerdripp Limited Liability Co.

R.J.R Janitorial Service • Troast and Associates • Velocity Home Inspections, LLC

COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

The last five months have come with many challenges, requiring us all to pivot in ways we didn't anticipate. But council members and city staff are as determined as ever to serve the community.

On August 4th, City Council Approved **\$28 Million in CARES Act Funding**. This funding will be allocated to local businesses, rental assistance, support for those experiencing homelessness, food assistance, and non-profits. \$3.6 million of these funds will be used toward a business assistance program. Business owners who apply to this fund may also be eligible for the Small Business Microgrant opportunity, which remains open to support low-income businesses with five employees or fewer.

Even in a global pandemic, the Downtown continues to grow. **The Stalder Building (The Mark)** is making remarkable progress and is expected to be finished by early next year. The City recently closed escrow with the Greens Group to build an **AC Marriott** in our Downtown. Once the entitlements are obtained, development is expected to start in early 2021.

The **new Main Library** is also making great progress, and the building should be completed in September 2020. Furnishing and technology installation will take place in October and November. While we are all excited to enjoy our new library, the opening day is still TBD. Until then, libraries around the city will continue offering curbside pick-up options, as well as virtual literacy opportunities. Keep an eye out for announcements on the Riverside Public Library's social media channels about the grand opening, as well as other programs such as Humanities Hour for adults that offer classes taught by Riverside Art Museum, the Mission Inn Foundation, and Inlandia Institute.

I sit on the Council's Economic Development Committee, where we recently approved \$295,628 for the **Riverside Arts & Culture and Emerging Artist grant programs**. I am also proud to announce that the Museum of Riverside's **Harada House**, in the heart of Downtown, received a \$500,000 "Save America's Treasures" grant from the National Park Service—the only landmark in California to receive funding!

Riverside's future is especially bright as the City gears up for the 2020 **Festival of Lights**. This year's festival will include decorative lights, holiday trees, poppy hill, selfie stations, and other fun, hands-free features to infuse our Downtown area

with holiday spirit. With a "Home for the Holidays" theme, the City will encourage residents to rediscover Downtown for the holidays and to support local businesses.

At a policy level, City Council continues to refine our strategic priorities. Our third **strategic planning** session will take place at the Tuesday, September 15th council meeting. We deeply value all input from community members, as these priorities will underpin next fiscal year's (priority-based) budget and our 2020-2025 strategic plan.

Also coming to the September 15th City Council meeting, Council will hold a **public hearing on solid waste rate increases** for residential and commercial customers. Proposed commercial increases are due to a change in collection costs, the disposal portion of the rate, franchise fees, and other City costs for waste system oversight and portions of street sweeping. Additionally, commercial rates include an adjustment for services required by the state to cover services and processing of trash, organics, and recycling. For more information on this topic, call 951-826-5311.

Policies are always better informed by community input, which is why City Council is committed to providing even more opportunities for engagement. As of October, **Council Meetings will take place four times a month (instead of two)**, setting aside one meeting for workshops and study sessions.

Finally, with temperatures on the rise, please pay special attention this month to communications from Riverside Public Utilities regarding **Flex Alerts** and other notices. RPU is eager to improve communications with customers once the City-wide geographic Information System project is completed this fiscal year.

I was pleased to see Downtown businesses highlighted on the front page of the Inland Entertainment Review's August issue and I know that, despite heat waves and a pandemic, we will all continue to work through this unprecedented moment.

Wear your mask, conserve energy, and stay well. 



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Welcome Back to School!

It is with great pleasure that I welcome back all the students, parents and faculty from the Riverside Unified School District! Ward 2 is the proud home and location to Emerson Elementary, Castle View Elementary, Highland Elementary, Longfellow Elementary, John W. North High, Lincoln High School, the Riverside Stem Academy, and UCR.

Ward 2 Development:

As we look for ways to strengthen our economies, 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. We have two local projects that we are excited about in the Eastside.

- Park and University: Request for proposals went out for the development site on the corner of Park and University and we have one successful application that is proposing affordable housing for our community. Stay tuned for additional



continued on next page

WARD TWO from page 3

updates as this project goes through the development process.

RCTC Layover Station:

The Riverside County Transportation Commission will begin soon to expand the Metrolink train layover facility at the Riverside-Downtown Station. The project will allow more trains to be housed at the station at the end of each night shift, which will allow for more efficient passenger rail service. Construction activities will include track improvements north of the train platform, new drainage facilities, new electrical systems, lighting fixtures, security fencing, access gates, utility relocations, and water and sewer connections.

Borrego Health:

During these challenging times we are fortunate to have several partners like the Riverside University Health Systems and Borrego Health who have provided additional COVID-19 testing sites in Riverside. Borrego Health has added

an additional test location for residents to get COVID-19 testing

Ward 2 Business Spotlight:

We have two new businesses that recently opened and they have been a huge success.

- Zacatecas Mexican Cafe: is a magnificent Mexican food restaurant that has a flavorful menu with an array of dishes for every ones needs. Catering is also available for any size party or event. Orders can be placed online or by calling 951-683-3939.
- Isabella's Cupcakes & More: is a gourmet pastry shop that is conveniently located in the Canyon Crest Shopping Center at 5225 Canyon Crest Drive. They have a variety of seasonal artisan pastries and a selection that helps cater to our community members with specific dietary restrictions and medical conditions like diabetes. To place your order call 951-782-9200.



Don't Forget to Complete the 2020 Census!

The Federal government recently announced it would be moving up the final day of the Census count from October 31st to September 30th. Your participation in the 2020 Census is more critical than ever to ensure communities receive the funding and representation they deserve for the next 10 years. By answering 9 simple survey questions, you can do your part to help secure funding for schools, roads, parks, social services like Head Start, health care resources, and so much more.

The Census counts everyone living in the United States regardless of their background. Please be sure to count everyone in your home, including roommates, young children, and newborns.

Go to <https://my2020census.gov/> to fill out your Census

survey online today. You can also call any of these three numbers to complete your Census over the phone.

English: 844-330-2020

Spanish: 844-468-2020

TDD (Telephone Display Device): 844-467-2020

If you have not been counted yet, Census takers throughout our community will be visiting your home to help you with any questions you may have about filling out your Census survey.



Arts Corner: Message from the Arts Council

We are now approaching six months since COVID changed everything. During that time I have written several pieces for this BID Bulletin, at first just looking at what was happening in scattered pockets online. Eventually that evolved into more of a focus on things taking place much closer to home. This month we are going to look more closely at a particular event that is being produced by one of the oldest organizations in Riverside. In fact, having been founded in 1925 Riverside Community Players is one of the longest continually operating theatrical companies in the nation.

Like every other arts organization, RCP had to cancel programming once we went into quarantine. They watched as other organizations began streaming their productions using such online platforms as Zoom. They watched and began to plan for their own entrance into this new method of presentation.

RCP originally planned to premiere Riverside playwright Robert Merrill's newest work "All the Jagged Edges" as part

of their Spotlight Series on August 1. Rather than postpone or cancel, the company and playwright decided to debut a recorded Zoom version of the production via Facebook Live on August 28. It then became available to view on RCP's YouTube channel, where it will remain for online audiences free of charge. Donations are, however, graciously accepted.

"I think it's a very exciting avenue for us as a theater company," said Kathryn Gage, president of RCP's board of directors. "It's not an avenue we would have pursued at other times, but it's a great way to keep outreach going to people in this area. We are keeping our face out there and actually have the chance to potentially attract new audiences."

Playwright Robert Merrill is no stranger to the RCP stage, having first performed there in 1989. He has acted in 18 plays there and directed three. "All the Jagged Edges" is Merrill's third play, with the "Aria's" and "Five-Door Farce" both having been produced locally and elsewhere. "Aria's" was first done as a staged reading at RCP in 2011.

Merrill is also a recently retired teacher who spent his educational career in Riverside.

“Obviously, doing an online reading wouldn’t be anyone’s first choice, but anyone associated with theater knows that there are always ways to adapt, whether it’s a light burning out, an actor forgetting his lines or a global pandemic,” said Merrill.

He went on to talk about the period of apprehension for artists of any kind between the time that they complete a work and the audience’s reaction.

“Until you hear the applause...or boos...it’s all theoretical,” he said.

To view “All the Jagged Edges,” visit YouTube.com and go to the Riverside Community Players page.

To learn more about events going on in Riverside, please subscribe to the 15 Favorite Things to Do in Riverside, a weekly email newsletter. Sign up at RiversideArtsCouncil.com.

Patrick Brien

Riverside Arts Council



BUSINESS BUZZ

Are You a Restaurant Owner Looking for Marketing Advice?

Consider joining the Facebook group, Restaurants That Rock. The purpose of the group is to provide a place to check in with other Restaurants and like-minded individuals, participate in group discussions, ask questions, and seek positive support. Hosted by ‘Mobile’ Mary Barnett, the site

has helpful videos and more. Thanks to Benita Bratton of Gram’s Mission BBQ on Main Street for the tip.

Go to www.facebook.com/groups/restaurantsthatrock and join to participate.



What Marketers Need to Know About People’s Social Media Patterns During the Pandemic

by Victor Synder

Social media usage is both increasing and changing in the COVID-19 era. Here are some lessons and new best practices to embrace the trends.

Over the last few months, fears of infection combined with lockdowns and movement restrictions have pushed more people than ever online and onto social media. On social media, users feel that they have a safe space to interact, be entertained, distract themselves, and find inspiration without any risk of contagion.

July 2020 saw a rise of 10.5% in social media usage, compared with July 2019, according to a GlobalWebIndex survey. Some 46% of women and 41% of men said they’ve spent more time on social media during the pandemic, making it the second-most popular digital activity.

As they spend their lockdown time online, consumers are moving onto new platforms and discovering entertainers and brands they hadn’t noticed previously. One of the most notable examples is the rise of TikTok. TikTok’s main USP (what sets it apart from other social media channels) is that it encourages users to tap into their own creativity by making their own content and riffing off of existing videos. TikTok encourages content creation collaboration through duets, dance contests and lip-syncing battles. Between people stuck at home who felt excited to unlock their creative potential and others who were searching for new diversions after tiring of their usual channels, TikTok added over 12 million unique U.S.-based visitors in March 2020 alone, crossing the 2 billion download mark in April.

Taking a closer look at these social media use trends in the

era of COVID-19, business owners and marketers can learn a great deal about opportunities to boost engagement and business impact as the new normal continues to evolve.

1. Your audience wants to be entertained.

One of the biggest factors fueling the recent rise in social media usage is a desire for pure fun that can distract people from the seriousness of their situation. A significant amount of TikTok’s growth comes from older social media users who previously looked down on the platform as too silly and immature, but discovered its benefits when they needed more entertainment.

Gen Z is particularly bored, with 42% saying they want more fun content, “fun” being the most commonly preferred emotional style for video content. Marketers should note this desire for light messaging that gives people a sense of escape, instead of feeling that they constantly need to acknowledge the difficulties of our times. Video content has long been one of the highest-engagement content formats, and the newly increased demand for diversions and distractions makes it an even better choice for marketing.

Research by Kantar found that most people want to suspend reality when seeing ads, finding advertising a useful escape from the stresses of the coronavirus. However, 38% said they find humor to be inappropriate in advertising right now, so you need to tread a careful line between entertaining and making light of the situation.

2. Unlocking creativity boosts engagement.

Users are not only consuming content; they are also creating it in larger quantities than ever before. In a study by

continued on next page

SOCIAL MEDIA PATTERNS from page 5

Lightricks, more than 90% of participants, who consisted of social media “creators,” said they use creativity apps to deal with boredom. The study also found that during lockdown, Americans spent over 90% more time using apps to create and edit visuals than they did before the pandemic, with the number of visual assets created and shared spiking in April.

TikTok’s gains also point to an uptick in audience participation creativity, as its users say they appreciate it largely for entertainment and the creative outlet.

You can respond to this rise in consumer creativity by ramping up your own creativity. Your target audience is a lot more likely to be receptive to experimental marketing formats, content and style, so if you were thinking of trying something a little edgy and wondering how consumers would react, now is a good time to float that idea. Try innovating with your imagery, camera angles and concepts to find a fresh approach.

That said, remember that consumers enjoy exploring their own creativity. Marketing that enables and encourages your audience to create content and actualize their own ideas is even better than showcasing your own creative concepts. Posts that evoke interactive creativity in audiences are likely to be received well. Calls for audience participation can go a long way.

3. People want connection and comfort.

Stuck at home, people are desperate to overcome their isolation and connect with others. Online gaming is one beneficiary, with a dramatic surge in multiplayer gaming and chat engagement related to games.

Shared media consumption experiences are another manifestation, as demonstrated by the rise of social “watch party” apps. Data from Google Trends shows a dramatic spike in searches for “watch party” in mid-March, which only began to taper off in April.

These data points reveal that marketers would do well to find ways to create and strengthen communities through dedicated branded groups and niche communities. Generate comforting content that makes people feel they are not alone in their difficulties, also ensuring that content is easy to share and hospitable to discussion so that people can connect with each other around it.

Consider doubling down on community engagement events, such as themed weeks in your brand’s Facebook group or an influencer-hosted and -moderated Twitter chat.

These tactics can give your tribe a space to rally around their shared experiences as they talk about your product and how they use it.

Developing hashtags that encourage people to share images of themselves using your product is a clever way to create a sense of togetherness and encourage creativity at the same time. You could connect your product to existing timely hashtags, like the #StayAtHomeChallenge or the #DoNotRushChallenge, to piggyback on the huge activity that wider online communities participate in.

4. Authentic positivity is attractive

It’s a natural human response to seek uplifting, inspirational content during difficult times. It’s hard to imagine any populations left in the world that don’t already know about the dangers of the coronavirus and the risks of infection. No one wants to hear about how to socially distance or wash their hands anymore, or about the negative impact of the pandemic itself.

Instead, consumers are looking for positive content to cheer them up. Actor John Krasinski’s new *Some Good News* series on YouTube, for example, tallied over 70 million views as of late May, according to Social Blade’s metrics.

The aforementioned Lightricks study found that 46% of content creators say their lockdown content has been more inspiring than normal, and 48% said it’s been more colorful. There’s a general desire to generate good feelings.

Your brand should support inspiration, demonstrate how you are giving back to the community, and emphasize positivity. Use positive and light colors, cheerful music, and themes that indicate hope and a sense of future possibilities.

5. COVID-19 has changed the dynamics.

Together, fears of infection and the social restrictions of the pandemic have brought significant changes to the ways consumers interact with social media, driving them to seek more creativity, connection and inspiring entertainment.

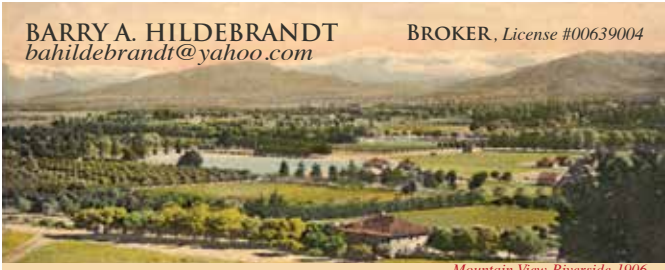
You should respond actively to the new needs of your target audience by producing diverting, fun, positive content that drives creativity and weaves a sense of community. If you pull this off, you are likely to see improvements in your customer engagement and brand sentiment despite the difficult marketing environment.

Source: Business.com



BARRY A. HILDEBRANDT
bahildebrandt@yahoo.com


BROKER, License #00639004



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



SECURITY CORNER

FBI Sees Rise in Online Shopping Scams

An increasing number of victims are being directed to fraudulent websites via social media platforms and popular online search engines.

METHODS

According to complaints received by the FBI, an increasing number of victims have not received items they purchased from websites offering low prices on items such as gym equipment, small appliances, tools and furniture. Victims reported they were led to these websites via ads on social media platforms or while searching for specific items on online search engines' "shopping" pages. Victims purchased items from these websites because prices were consistently lower than those offered by other online retail stores. Complainants indicated the following:

- Disposable face masks shipped from China were received regardless of what was ordered.
- Payment was made using an online money transfer service.
- The retail websites provided valid but unassociated U.S. addresses and telephone numbers under a "Contact Us" link, misleading victims to believe the retailer was located within the U.S.
- Many of the websites used content copied from legitimate sites; in addition, the same unassociated addresses and telephone numbers were listed for multiple retailers.

Some victims who complained to the vendor about their shipments were offered partial reimbursement and told to keep the face masks as compensation. Others were told to return the items to China in order to be reimbursed, which would result in the victim paying high postage fees, or agree to a partial reimbursement of the product ordered without returning the items received. All attempts made by the victims to be fully reimbursed, or receive the actual items ordered, were unsuccessful.

INDICATORS

Reported indicators of the fake websites included the following:

- Instead of .com, the fraudulent websites used the Internet top-level domains (TLD) ".club" and ".top."
- Websites offered merchandise at significantly discounted prices.
- Uniform Resource Locator (URL) or web addresses were registered recently (within the last six months).
- Websites used content copied from legitimate sites and often shared the same contact information.
- The websites were advertised on social media.
- Criminal actors utilized a private domain registration service to avoid personal information being published in the Whois Public Internet Directory.

TIPS TO AVOID BEING VICTIMIZED

- Do your homework on the retailer to ensure it is legitimate.
- Check the Whois Public Internet Directory for the retailer's domain registration information.
- Conduct a business inquiry of the online retailer on the Better Business Bureau's website www.bbb.org.
- Check other websites regarding the company for reviews and complaints.
- Check the contact details of the website on the "Contact Us" page, specifically the address, email, and phone number, to confirm whether the retailer is legitimate.
- Be wary of online retailers offering goods at significantly discounted prices.
- Be wary of online retailers who use a free email service instead of a company email address.
- Don't judge a company by their website; flashy websites can be set up and taken down quickly.

WHAT TO DO IF YOU ARE A VICTIM

If you are a victim of an online shopping scam, the FBI recommends taking the following actions:

- Report the activity to the Internet Crime Complaint Center at www.IC3.gov or your local FBI field office, which can be located at www.fbi.gov/contact-us/field-offices.
- Report the activity to the online payment service used for the financial transaction.
- Contact your financial institution immediately upon discovering any fraudulent or suspicious activity and direct them to stop or reverse the transactions.
- Ask your financial institution to contact the corresponding financial institution where the fraudulent or suspicious transfer was sent.

If you believe you are the victim of an Internet scam or cyber crime, or if you want to report suspicious activity, please visit the FBI's Internet Crime Complaint Center at www.IC3.gov.

From www.ic3.gov - Alert Number I-080320-PSA



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.



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 Pearcy	Deborah Rose
Simone Sink	Donna Stephenson
Sergio San Martin	Justin Tracy
Todd Turoci	Chris Wagner

Ex-Officio

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

