

Downtown is  
Calling

Good  
Times  
Await



April 2021

# DBulletin

Riverside Downtown Business Improvement District

## Mayor's Monthly Message

Each month I will be sharing with Riverside a **"Mayor's Monthly Message"** that highlights how my team and I are working to **serve** Riversiders, **grow** opportunities, and **unify** around common goals to **take on today's pressing challenges**.

I come to the mayoral role with a background in **environmental science, green technology, and open space preservation**—all of which have been my professional work for the last thirty years and what **my administration will prioritize**.

During this month of April, a time when we celebrate our natural environment, I share with you what **actions I am taking** in partnership with **UC Riverside and green tech industries** to create a **city and economy** committed to protecting our planet.

A **new job sector** is launching in Riverside that will utilize our local **higher education institutions** to propel these industries. What has ignited the **clean tech movement for our City** has been the Southern California Headquarters of the Air Resources Board. This move builds upon **previous successes** of businesses like SolarMax and SunSpark—which share a similar sustainability mission.


Inland Southern California businesses, governments, and communities are looking for **engines of innovation** and growth. With that regional desire in mind, UCR created **"OASIS"** to fill this need—Opportunities to Advance Sustainability, Innovation, and Social Inclusion (OASIS).

OASIS will be an **innovation hub** focused on the goal of creating a location—an economic ecosystem—with facilities and **living laboratories** created to support



**research** and catalyze the creation of **innovative startups**. This goal will work in tandem with the creation of a **skilled workforce** to fulfill the needs caused by technological changes.

My team and I have begun working with OASIS leaders along with businesses to make **Riverside an international center for green and clean technology**. As Mayor, I enthusiastically support this **economic development initiative** and will use my professional qualifications, paired with the influence of the mayoral title, to see this effort come to fruition—for our **City's economy** and for our **planet's future**.

I share near-daily updates on social media, so be sure to follow me on Facebook, Instagram, and Twitter for more—search "Riverside Mayor Lock Dawson." 

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RDP luncheons are canceled until further notice.

Riverside County moved from widespread to moderate as of March 17 which allows more businesses to resume limited indoor operations. Riverside County will need to remain in the red tier for a minimum of three weeks and meet the orange tier metrics for two of those weeks before advancing further. Visit the state's blueprint website for more information at <https://covid19.ca.gov/safer-economy/>.



# Update on Downtown Security

The decline in the downtown working and visitor populations due to the COVID stay-at-home orders gave rise to security concerns from businesses. To address those, RDP hired Multi-Housing District Patrol, a downtown-based security company, to provide an external one-person security patrol of the downtown entertainment district from 4 pm to midnight seven days a week starting in August 2020.

Thanks to two CARES Act grants, RDP was able to provide two additional patrols for a short period prior to the end of 2020. One, an external two-person security patrol daily from noon to 8 pm of the downtown core and outer boundary, started November 27, 2020 for the holiday season, but has been extended twice since then with RDP funding.

As part of its 2021 Action Plan, RDP assembled a Security Task Force in January 2021. One of its first actions was to send out a survey to downtown businesses. The survey results indicated security concerns were highest from midnight to 6 am and from 6 am to midnight. The Security Task Force recommended that RDP look at a change to its external security patrol schedule. The RDP Board approved the additional funding and the change took place March 16th.

The new schedule now provides an external two-person security patrol daily from midnight to 8 am, and an external one-person security patrol daily from 8 am to 4 pm of

the downtown core and outer boundary. The external one-person security patrol of the downtown entertainment district daily from 4 pm to midnight continues, as does the RDP Ambassadors' patrol of the downtown area Monday to Saturday from 9 am to 5 pm in a GEM electric vehicle.

The cost of the external security patrols has been funded by RDP, except for the two CARES Act grants of \$15,000 from the City and \$10,000 from the County. It is anticipated that RDP will spend approximately \$133,000 from July 1, 2020 to June 30, 2021 for external security patrols separate from CARES Act grants and from the Ambassador program. It is hoped that as the downtown returns somewhat to pre-COVID conditions, the need for the amount of additional security will lessen.

Please note that both the Ambassador Patrol and the Multi-housing District Patrol cannot enter private property or business premises. Their focus is on public areas including sidewalks. If you feel threatened, please call the police or 911 if it's an emergency. However, patrols can stand by outside until the police arrive or until the person causing the disturbance leaves the premises. Ambassadors can be contacted at 951-312-7522. Multi-housing District Patrol can be contacted at 951-358-0390.



# Notice Regarding Closure of Public Parking Spaces in the Former Main Library Lot

The Contractor for the new Cheech Marin Center in the former Main Library has pushed the demolition and replacement of the new concrete front podium to late April 2021. This has allowed the temporary construction fencing to be pushed back and provide 21 metered parking spaces in the former Main Library Lot, also known as parking Lot 1, adjacent to Orange Street across from the Mission Inn.

When the Contractor is ready to start the work associated with the concrete front podium, parking Lot 1 will need to be closed completely with no available public parking due to heavy construction traffic in that area. The contractor will provide a minimum of two weeks advance notice through signage as to when the parking lot will be completely closed.

Signage will also indicate alternative parking areas.


It is the Contractor's intent to expedite the work associated with the concrete front podium as quickly as possible. When that work is completed, the fencing can once again be pushed back to allow the 21 metered parking spaces to be accessible. It's expected the complete closure of parking Lot 1 will be for an approximate period of six to eight weeks.

Please be mindful that the above project plans are subject to change. The City will provide a status update if changes do occur.

*Submitted by City of Riverside Parking Services*




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**RiversidePublicUtilities.com**



# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilwoman Erin Edwards


There is much good news to share this month. Our community can safely enjoy the reopening of several sectors now that **Riverside County has entered the Red Tier of the State's Blueprint for a Safer Economy**. The City has doubled the daily amount of COVID vaccines administered and the vaccination center is now at the former Sears building on Arlington Ave. You can visit [Vaccine.RiversideCA.gov](https://Vaccine.RiversideCA.gov) to check your vaccine eligibility, make appointments, and learn more about vaccine access in Riverside County and the City. While Riverside's vaccination efforts have been successful, **our testing numbers must be consistent** for us to continue to move through the State's Blueprint. Visit [RiversideCA.Gov/testing](https://RiversideCA.Gov/testing) to make your COVID test appointment at any of the City's testing sites.

This Spring, we await the completion of the **Centerpointe Apartments** by the end of April. **The Mark** is expected to open in late summer, with pre-leasing numbers showing impressive interest from prospective tenants. Keep your eye out for discussions about the **AC Marriot** and **Residence Inn** taking place at the Planning Commission and Cultural Heritage Board. Staff is hopeful that construction of the AC Marriot will begin in early 2022. While we wait on these exciting new developments, we can enjoy food and fun in Downtown at **Saku Ramen**, the **Game Lab**, and the **Food Lab** (which, as of last week, reported pre-COVID sale numbers!).

Keep your eye out for important topics to be discussed in the community and on the dais. The Economic Development

Committee will be hosting a **stakeholder panel to discuss local procurement practices**. Code Enforcement staff will also hold a virtual community meeting to engage the community members on **updates to the City's mobile and street vending ordinance**. This meeting will take place at 2 pm on April 8th. To access this meeting on Zoom, use the Meeting ID number, 998 8961 7337, or dial +1-669-900-6833 to join via phone.

The City Council will also be voting on the approval of the **City Sponsorship Program**. Stay tuned this month to learn more about **Community and Policing** from Chief Larry Gonzalez and receive an update on **Riverside's COVID-19 Road to Recovery**. Finally, tune into the April 19th Special City Council meeting for the **first of several departmental budget workshops**—your engagement is critical for us to plan our fiscal future!

With so much coming forward this April, you are invited to bring your questions to my office's **virtual office hours** on April 5th from 4:30 to 5:30 pm via Zoom—find the login information on our social media channels. Please don't hesitate to reach me at 951-783-7811 or by e-mail at [eedwards@riversideca.gov](mailto:eedwards@riversideca.gov). 

## Ward Two Council Update


Contributed by Councilman Andy Melendrez

The first quarter of the year has come to an end and we continue to strengthen our relationships to get through these difficult times. Riverside County has moved into the Red Tier and is now reopening with limited capacity.

**Vine Street Mobility HUB:** The Vine Street Mobility HUB is well underway. The construction scope increased the project cost to \$1,600,000. This project creates enhanced opportunities for all modes of transportation, technology and transit supportive land uses to come together. The project is in the final design phase and is on schedule to start very soon.

**Riverside Arts Academy (RAA):** The Riverside Arts Academy is committed to changing the lives of our youth by providing instruction and a springboard to arts education in a broad-based curriculum that focuses on improving the quality of life through music, dance, performing, and visual arts. 2020 presented a challenge that the Riverside Arts Academy was able to push through and they were the first arts program in the nation to pilot virtual arts lessons for youth.

Our new partnership with the Riverside Unified School District pairs our Riverside Arts Academy Music Project (RAAMP) youth with student mentors to help them with solo performance recordings. These "spotlight" performances will be premiered at the RAA spring showcase in April and will give our kids much needed support in navigating virtual

music-making amidst continued school closures. We are continuing our partnership with UCR and working on a new project titled Improving Literacy Through Music. This innovative approach to music education incorporates best practices to help our students in their academics. If you would like to help our students in their arts education please consider becoming a member by visiting [www.riversideartsacademy.com](https://www.riversideartsacademy.com). 

**Ward 2 Business Spotlight:** As we look for ways to strengthen our economy, provide better quality of life, and build on local assets, we look to our partners and community members to help us create the appropriate atmosphere.

- **Monarch Asian Bistro:** This is a quaint and delicious business that will leave you feeling satiated after your meal. You can try any of their gourmet selections and walk away one happy customer. They're rated by locals as one of the Inland Empire's best Asian Bistros. Be sure to try Monarch's Asian Bistro conveniently located at 5225 Canyon Crest Drive, Suite 64, Riverside, CA in the Canyon Crest Towne Center.

- **Tina's Mexican Food:** If you like delicious, flavorful
- continued on next page***



## WARD TWO from page 3


Mexican Food then Tina's Mexican Food is your next stop. Their traditional style has been serving our community since the 70's and their flavors continue to impress. If you're in the mood for a great Taco then Tina's Mexican Food will not disappoint you. Stop by their location at 2421 University Ave, Riverside, CA or for large parties, call your order ahead at 951-686-1524.

### Ward 2 Projects:

- Little Free Pantries: This project came about as a result of food insecurity in the local area. Various neighbors and community members came together to create these amazing neighborhood pantries throughout Riverside. This is a wonderful example of our communities coming together to help

one another overcome these challenging times. To learn more about the Little Free Pantry project or to start your own Pantry in your neighborhood, contact Josaline Cuesta at [jcuesta@riversideca.gov](mailto:jcuesta@riversideca.gov).

- Upcoming Mural Projects: The Eastside Art Alliance is working on two new murals in partnership with two local community Farms. These murals will emphasize community engagement, nutrition education, and community resiliency. If you would like to donate, sponsor or participate in upcoming visioning workshops please contact my office at 951-826-5419 or email me at [asmelendrez@riversideca.gov](mailto:asmelendrez@riversideca.gov).

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](mailto:asmelendrez@riversideca.gov). 

## Arts Corner

*Contributed by Patrick Brien, Executive Director - Riverside Arts Council*

In March of 2014, Fritz Aragon opened an independent art supply shop on 9th Street in Downtown Riverside. He had previously built an art department within an office supply store, but his vision was larger than that. Urge Palette grew out of his ambition.

Aragon quickly grew the inventory to include materials for both beginning and advanced artists. The shop also became a go-to location for art teachers seeking supplies for their students. Urge Palette also began offering classes and workshops. They developed an extension with Pain Sugar Gallery, which has hosted exhibitions since its inception in 2017.

Aragon is, himself, a working artist and he began to attract others with similar backgrounds to the store.

"We function quite differently from a chain store being that we are working artists with experience in various mediums," said Aragon. "For example, if you are a printmaker you can drop by and get tips and possibly print with us. We offer a more personal experience for our customers. It's fun for us and we love what we do."

Ever since the pandemic hit, sales have dropped by over fifty percent. Aragon said that they have had to postpone all classes, exhibitions and events beginning in March of last year.

"We are a small space and for the safety of our customers we decided to transition to curbside pick-up/walk-up to minimize contact," he said. "On the bright side, it has propelled us to start an online store and focus on our long planned giclee printing service."

Aragon explained that they have also been doing some upgrades to the space in anticipation for when they can

once again welcome their customers back inside.

"The pandemic has also allowed us as artists to take on more commissions and take advantage of what we love to do...make art," he said. "We are just happy to still be available through such difficult times."

Aragon looks forward to being able to resume programming in Pain Sugar, as well. When asked to cite some favorites from the past, Aragon hesitated, saying that there are so many. He did name John Vochatzer's "Disfigurativism," though.


"John is an amazing collage artist from San Francisco who cuts and fuses vibrant, untamed imagery," he said. "His style is all at once comical, beautiful and unsettling."

He also talked about Mazatl and Kill Joy's installation, "Tierra Blanda." Mazatl, from Mexico City and Kill Joy, from Texas are traveling printmakers and muralists.

"They completely transformed the gallery from floor to ceiling with local organic materials," he said. "The room enveloped you with sights and sounds, creating an otherworldly experience."

Aragon also described Tim Musso's solo show and KUCR's Retrospective as other favorites.

"We are lucky to be surrounded by breathtaking talent and equally honored to have established many dear friendships in the process," he said.

Urge Palette Art Supplies is located at 3635 9th Street in Downtown Riverside. Curbside pick-up and walk-up hours are from 12:00 pm to 4:00 pm daily. For more information, visit [urgepalette.com](http://urgepalette.com) or call 951-782-0414. 

## RDP Welcomes New Businesses to Downtown

Allied Global Security Services • Italian Citizenship Assistance

Law Office of Christopher Hernandez • Life Works Coaching Agency

Mickey & Koko's Garden (Floral) • Mixies Ice Cream & Cookies • Mod House Plants

Oakwood Legal Group • Valerie E. Sutter (Property Rentals)

# BUSINESS SPOTLIGHT - The Hologram House

The Hologram House opened in January 2021 and features vintage pieces from the 50's, 60's. and 70's in an innovative and sustainable approach to home décor. The owner, Courtney Gallagher, says she is a mother and military/fire wife, just trying to do the best she can in these uncertain times. The store started as a hobby page on Instagram and 'exploded' into what it is today, allowing Courtney and 10 other



vendors to chase their dreams.

You can find almost anything for your home, ranging from furniture, accessories, art pieces, plants and more. There are a number of separate rooms for vendors, housing all types of treasures. Find The Hologram House on Facebook and on Instagram.

3768 10th Street, Riverside / Hours 11:30 am to 5 pm / 951-230-4925. 📍

## Riverside Arts Academy Update

The Riverside Arts Academy (RAA) is in its fourth month of online music classes for its Riverside Arts Academy Music Project (RAAMP) program. Students are participating in online choir,



strings, and band classes on Saturdays and online band and bucket drum classes weekdays after school. Despite the continued closures and restrictions related to the pandemic, RAA is charging forward this year, with online enrollment numbers of over 200 students for the spring 2021 semester. RAA staff and teaching artists have continued to pivot and exercise flexibility during this unprecedented time, making every effort to grow the organization and, most importantly, provide opportunities for advancement for their students.

One such opportunity is a student mentorship program in partnership with the Riverside Unified School District (RUSD), one of RAA's educational partners. In this program, which is set to launch in spring of 2021, RAAMP students will be paired with high school students in RUSD who will provide them with social-emotional support, musical guidance, and academic assistance.

"Now more than ever, kids are depending on technology for a fulfilling learning experience. When it comes to music, recording yourself is now a vital skill. Our partnership with RUSD will connect our students with mentors who have the right experience to help them create virtual performances they can be proud of," shared Luke Hilland, RAA's General Manager.

While only four months into the new year, RAA is on an upward trajectory as it continues to serve its students and community.

The Riverside Arts Academy is a nonprofit organization composed of leaders in Riverside's school districts, higher education institutions, city leadership, and community. Its

mission is to provide arts and music education to under-resourced youth in Riverside aged 4-17 to positively affect the trajectory of their lives and create social change in our community through music! RAA shares the joy of music to bridge community and change the trajectory of lives in Riverside.

For more information, visit [www.riversideartsacademy.com](http://www.riversideartsacademy.com). All other inquiries: (951) 266-5540. 📞

### Three Ways to Avoid COVID-19 Vaccine Scams

Start with your **state** or **local** health department to find out how, when, and where to get a COVID-19 vaccine in your community. And to avoid a scam, know that:

- You can't pay to put your name on a list to get the vaccine. **That's a scam.**
- You can't pay to get early access to the vaccine. **That's a scam.**
- Nobody legit will call, text, or email about the vaccine and ask for your Social Security, bank account, or credit card number. **That's a scam.**

Learn more at

[ftc.gov/coronavirus/scams](https://ftc.gov/coronavirus/scams)

[consumerresources.org/beware-coronavirus-scams](https://consumerresources.org/beware-coronavirus-scams)



# BUSINESS BUZZ

## How to Send an Email Blast (With Examples)

*by Rachel Gordon, business.com Contributing Writer*

**Email blasts convey powerful messages and drive conversion quickly, as long as they're executed efficiently.**

Companies have plenty of platforms at their disposal to get their messages to the masses, but email marketing is still one of the most crucial. Emails are a reliable, affordable and efficient way to reach prospects of all types, regardless of their position in the customer journey. To be effective, electronic communications must be deliberate, thought-provoking, and relevant without being overly intrusive or spammy.

Email blasts are a commonly used type of content marketing and can be extremely engaging (or irritating, if executed poorly). When planned carefully, these campaigns can provide great ROI (return on investment) without alienating your audience. If you want to learn how to send a compelling email blast to your subscriber base, this guide will set you up for success.

### **What is an email blast?**

An email blast is a stand-alone email message that you send to your entire contact list, or at least several segments. The goal is to reach as wide of an audience as possible with minimal investment on the front end. Also known as broadcast emails, bulk emails, or mass emails, email blasts are usually independent of targeted campaigns and more urgent in nature.

The message within an email blast is usually promotional, such as enticing news about a sale or special. Email newsletters typically fall into the e-blast category as well. Email blasts may also include important news or unexpected updates that you need to communicate quickly. While seemingly innocuous, e-blasts get a bad reputation when executed poorly, so it is important to use them properly.

### **Pros and cons of email blasts**

There are several reasons why a business may want to deploy an email blast. The main advantage of email blasts is the ability to target a large number of people in a quick and simple way. E-blasts can provide almost instant engagement boosts depending on the content, especially when they contain action-oriented language with a sense of urgency (think "act now").

The main downside of email blasts is the lack of personalization, which can lead some recipients to feel spammed. E-blasts are unsegmented and untargeted, meaning they may be irrelevant to certain subscribers. They might feel as if they've been sent at random, and the unexpected timing could confuse or even annoy your valuable contacts. If too many folks on your list send your email to the spam folder, it could have a negative effect on your future email deliverability rates.

With so many risks at play, you may wonder if it's worth sending a single email as a blast at all. Fortunately, there are several strategies you can use to get the best results possible.

### **How to send an effective email blast**

Let's first explore the steps in preparing the perfect email blast. Later, we will cover some best practices for success.

### **1. Pick a good email marketing service.**

A powerful, intuitive service to help deliver your e-blasts is essential to success. Email marketing software will allow you to create a contact list, segment that list, design emails, build campaigns, and schedule delivery. Some of the most popular are Constant Contact, Mailchimp, Sendinblue, GetResponse and Drip. Marketing automation is one of the key functions of these services, making them beneficial for more than just e-blasts.

### **2. Build your email list.**

An email list is one of the most powerful tools in your marketing arsenal, as it's a direct line to potential and returning customers. Simply put, an email list is a collection of email addresses from people who have consented to receive communications from your company. There are several ways to grow your email list, but you should never add contacts without their permission, as it violates federal regulations on email marketing.

### **3. Segment your email list.**

While most e-blasts are not segmented, it's still a good idea to curate your contact list into groups. This will help you understand your audience while helping you increase engagement by personalizing your emails. Email list segmentation is the process of dividing your contacts into smaller groups (segments) based on related characteristics. This may include demographics such as age, location, and gender and/or metrics such as previous purchasing behavior or stage in the customer journey.

### **4. Select your targets.**

As we previously mentioned, emails blasts are usually sent to the majority of your contacts without much differentiation. However, depending on the size of your list, it may be worth targeting your e-blasts when possible. For example, it might be a good idea to tweak the messaging and delivery time slightly to fit the different regions where your subscribers reside.

### **5. Develop a campaign.**

Now that you've created a contact list and segmented it according to useful criteria for your company's marketing efforts, it's time to actually produce an email blast. The way you complete the email design will depend on the marketing service you use. Email templates may be available, but the messaging is what counts.

Use a compelling subject line that clearly communicates your value and invites immediate action. Keep the body copy simple and punchy, using bold text or bullet points to stand out to those just skimming your message. Impactful calls to action at the bottom should tell the reader what you want them to do (e.g., "shop now" or "sign up today") and provide a link for easy conversion. After proofreading, you can schedule the blast for delivery.

### **6. Analyze the email's performance.**

Sending your email blast and noting the number of



conversions is not the end of your mission. It's also important to examine how recipients interacted with the email's content and links to better understand the results of your team's efforts. Email analytics such as your open rate, click-through rate, and deliverability indicate levels of success as well as areas that need improvement. It is crucial to continually review this data to help refine your efforts and boost the results of your future email marketing campaigns.

### Email blast best practices

When you're crafting an email blast, these practices could be the difference between conversion and spam designation:

- **Be thoughtful with your messaging.** While an email blast might be just a simple message, it should still resonate with your subscribers. Every email is an opportunity to speak directly to your customers and appeal to their perspectives. Craft copy that approaches your audience on their level – for example, an email to those in Generation X will likely be a little different from one you send to your Gen Z customers.
- **Avoid sounding like a spammer.** Email blasts get a bad rap due to their tendency to feel like junk mail, so you want to put in the effort to sound polished and professional. For example, lots of dollar signs or the word “free” may set off spam filters, decreasing your delivery rates and putting you at risk of a low sender score.
- **Lead with your value-add.** Remember that most people will glance at your subject line and decide quickly whether to open your email blast or trash it. Let people know what you have to offer and increase the sense of urgency to compel them to read more. Keep character counts short, and consider adding the recipient's first name to the beginning to make the message feel more personal.
- **Stick to one CTA.** Email blasts should be clear, concise and on-point with their calls to action. Don't convolute the copy with mixed messages or multiple requests of your audience – focus on the “why” and point the recipient exactly where you want them to be.
- **Consider accepting replies.** This may sound potentially overwhelming, but inviting two-way communication with your subscribers may work well over time. While it can be a lot of work to sift through replies, many of which may not be relevant, it could provide additional insights that you won't get through other marketing avenues.
- **Don't overdo it.** Too many e-blasts will almost certainly lead to higher unsubscribe rates and more spam designations. Be discerning about the frequency and timing of your marketing emails to maximize results and keep subscribers engaged.

### How often should you send out email blasts?

Email marketing requires a delicate balance. Too many messages can frustrate recipients, while too few can send your business into obscurity. The sweet spot for your business will depend on your type of operation and the needs of your contacts.

Most companies should send an email blast at least once per month, but no more than once a week. This will ensure you remain relevant to your audience without being invasive. Consider testing different frequencies and comparing your

historical email data to see how often your contact list wants to hear from you.

Statistically, the best days of the month to send marketing emails are the fifth, seventh and 12th days, especially if they land on a Tuesday or Thursday. As for the time within the workday, the hour of 8 a.m. tends to get the best results.

### Email blast examples

An e-blast is best for when you want to communicate important information across segments. Therefore, they tend to perform best when used for a specific purpose, not as a general marketing tool. Being deliberate and strategic in your blast will all but ensure good results. Here are some examples of the perfect e-blast occasions:

#### Flash sale

A message letting your entire contact list know about a limited-time offer or flash sale is one of the best uses of the e-blast technique. Relying more on imagery in the body of the email to encourage clicks may pay off as well.

Here are a couple of sample subject lines perfect for a bulk email push advertising a flash sale:

- Final day – 50-75% off ends tonight!
- (First name), it's your last chance to save ...
- Flash sale! Coats 50-75% off

#### New products or services

Announcing a new addition to your product line or adding a new service to your agency is another great use for an email blast. In this case, consider segmenting between prospective customers and existing ones to maximize effectiveness.

Try one of these sample subject lines for your next launch:

- Introducing your new favorite (insert product type)
- You won't believe what we have for you ...
- (First name), are you ready for (company name)'s next big thing?

#### Events or webinars

If your company offers online training or in-person events, an e-blast could be the perfect way to encourage people to save the date or register. A subsequent reminder email blast could include ways the recipient can share their attendance, potentially boosting conversion.

Consider these sample subject lines when crafting an e-blast for your next webinar or event:

- Don't miss out! (Insert event name) is (insert date)
- (First name), won't you join us for (event name)?
- Last chance! Register now for (event name)

#### Newsletters

Marketing newsletters are somewhat in a league of their own, in that they tend to be more structured and in line with longer-term campaigns. However, they are still generally considered email blasts because they are usually sent to most contacts on the sender's list. They typically contain company updates, blog snippets, promotional information, or fun content such as quizzes.

Subject lines for newsletters should reflect the copy within, but inviting subscribers to engage by asking a question or offering a unique value-add tends to increase open rates.

*Join [business.com](http://business.com) for free for access to articles on finance, marketing, HR, and more.*





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**Submit press releases to:**  
Janice Penner by email at  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)  
or fax at (951) 781-6951.

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

**For Downtown News Alerts email**  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)

**For Events email**  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



**RDP Facebook Page**

ADDRESS SERVICE REQUESTED



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## LOVE YOUR NEIGHBORHOOD



### Here's How to LOVE Them:

remove litter from streets & storm drains • remove graffiti & tape from street poles & utility boxes • collect & pile palm fronds • rake up weeds & green waste

**Supplies @** Riverside Chamber - 3985 University Ave. (Cross street: Chestnut St.)  
Monday - Friday 10 am - 4 pm  
same household • up to 8 per group • masks & gloves required

Contact: Stephanie @ [ssilva@riverside-chamber.com](mailto:ssilva@riverside-chamber.com) • Visit our website at [www.krcb.com](http://www.krcb.com) to sign up!

##### **Ex-Officio**

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