

Downtown is
Calling

Good
Times
Await



June 2021

RBD Bulletin

Riverside Downtown Business Improvement District

Spotlight on New Additions to Downtown



Although the pandemic has been a roller coaster for downtown businesses, we have seen a number of new additions to the downtown business community.

In the retail sector, The Alley Collective opened on Sixth Street just off Main, featuring lifestyle driven fashion and accessories. Just around the corner on Main between Sixth and Fifth Street, EcoNow and Meraki Plants will be joining Main Street merchants in June. Meraki Plants offers plants in front of their space during the Saturday Downtown Farmers Market. Also coming soon is Hollyhocks Simply Vintage which will move into the Sweet Vintage Décor space next to Curves on Main near Fifth Street.


A number of new restaurants have opened lately. Cheba Hut is located at the Hampton Inn on Market and features toasted submarine sandwiches. New additions to the bar and grill scene are Downtown Experiment at the corner of University and Orange, and Route 30 Brewery/Tap Room on Mission Inn Avenue near Main. The Mission Inn Hotel & Spa opened the California Lounge and Tequila Bar at Las Campanas, while Worthington's Tavern on University and Orange transformed to the W at Worthington's offering American cuisine with an organic flair.

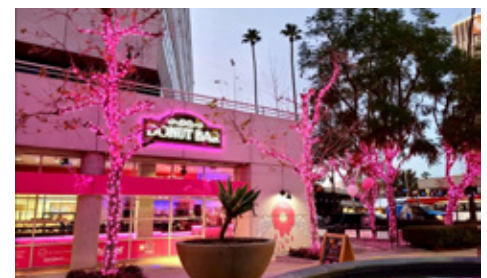
Both Fire Up Grill and Donut Bar opened on Main Street near University, with Fire Up Grill offering savory Mexican food and Donut Bar sweet treats and beer. Just around the corner, Slaters 50/50's opened on May 17th with a menu featuring burgers, bacon, and

beer. Also opening in June in the former Salted Pig location (they moved to the Cal Tower block) is Roots Restaurant and Bar featuring vegan dining.

Oh My Pie opened at 3782 Orange and specializes in empanadas both sweet and savory, mini pies as well as other deserts, and unique drinks. Style Me Beautiful Hair Salon opened up right next door in the former barber space at 3778 Orange Street. For ramen fans, Saku Ramen opened on Main Street in the Mission Inn block, creating full Japanese menu offerings completely from scratch. Just down the block, the Brickwood reopened after over a year, back with its craft beer flights and wine in a uniquely Riverside setting.

While we lost a few businesses, many were able to keep at least partially open, thanks to determined owners, loyal customers and employees, and government grants. In some cases, those empty spaces will be taken over by new business such as Stone Church Brewing soon to open in the former So China space in Cal Tower. One new business that focuses on downtown eateries is Riverside Sites and Bites, specializing in walking food tours of downtown Riverside, and an option for out-of-town visitors and locals looking for something different to do.

Want to know what's open and when? RDP just updated its Pocket and Dining Guide which is available on our website or at the RDP office. 



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RDP luncheons will resume in
September 2021.



Mayor's Message

Contributed by Mayor Patricia Lock Dawson



Back in the fall of 2019, when I launched my campaign for mayor, if you would have told me that **my first year** in the **mayoral role** would revolve **around a global pandemic**, I would have thought you were crazy. Well, how wrong I would have been!

We all know this has been an **unprecedented year** that has **affected our community** in many ways. But I want to share with you something not **frequently spoken about**—the sense of **hope** and **optimism** on the **horizon**. In Riverside, there truly is a new sense of optimism as we **begin the final push** to crush the virus in **our city and beyond**.

Our state is on its way to **fully reopening on June 15**, which is just days away. But, to make that reopening a **long-lasting one**, we must continue to **press on** and further the **promising vaccination numbers** we have seen. **Riverside's vaccination numbers are higher than the state average**—with 55% of Riversiders having **at least one shot** and over 40% being **fully vaccinated**. Perhaps

the **most impressive number is over 92%** of Riverside's seniors have been vaccinated—**positioning us well** on our way to the “return” we all long for.

California has the **lowest COVID-19 positivity rates** in the country, and Riverside is **open for business**. As our businesses begin to **welcome back** in-person customers, the City of Riverside is launching an “**Open for Business**” initiative. Banners **lining our main streets** and avenues are encouraging Riversiders to **shop local** as we reopen after **a year of various rounds of closures**. The City is also **offering resources** like a “**Retail Toolkit**” that provides materials **businesses can download** and print for **messaging and signage**, and a “**roadmap**” with a **comprehensive guide to industry specific assistance and offers**. This is all **accessible** for our local business owners **online at riversideca.gov/business**.

I will continue **my weekly ward spotlights** of businesses that need and deserve our local **support**. And my team and I will press on to **find ways** that we can **partner with Riverside's business sectors** to further the hope for **our economic future**—this is an effort that **benefits all Riversiders**.

I **look forward** to the days when **COVID-19 will be in our rearview mirror**, but until then let's all **keep doing our part**—for our city and for its **future**. 🏰

Welcome to RDP's Summer Intern

Welcome to Julie Estrada who will be with RDP for ten weeks starting June 2nd. Julie is a Riverside resident studying communications at California State University, San


Bernardino. She will be working on social media including Facebook and Instagram for both RDP and our downtown businesses. Expect to see her around downtown! 🏰

RDP Welcomes New Businesses to Downtown

AJRB Marketing & Consulting LLC • Atelje Rose (arts, crafts) • Blessed Dispatch & Transport LLC • Carlos Tijuana Tacos
Community Psychiatry • Fabfinds (apparel/accessories) • Findeeapp Inc. (business services)
Jennifer Finch (business services) • John Banks (antiques) • Joyce's Gifts • Kayla Healing Hands (healthcare)
LMCC Properties LLC (property rental) • Lynn's Oddities Galore (antiques) • Mod Space Revival and Vinyl (antiques)
Monarca Jewelry • Most Artistic (antiques) • Perceptual Motion Remediation • Pops Vintage Shop (antiques)
Raincross Inspection (engineering service) • Second Chance Tax & Bookkeeping
The Accident Network Law Group, APC • Thrifty Curves (antiques)

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COUNCIL CORNER

Ward One Council Update


Contributed by Councilwoman Erin Edwards

Good things are happening in Downtown Riverside-- **White Park is open again, Slater's 50/50 is open, the new Main Library is opening this summer, and we're gearing up for June 15th** when the State's tier system is no longer needed. This marks an important milestone for our community's post-pandemic vision. We could not have gotten here without your partnership and input. In the meantime, please encourage your family members, friends, and employees to get vaccinated if they are eligible. Vaccinations ensure that Riverside can open safely and remain open.

There are many opportunities ahead of us to make Downtown the best it can be. **Addressing homelessness in our downtown and supporting businesses are priorities of mine**, and I am excited about forthcoming and current endeavors to fulfill these goals. The **Hulen Campus will open 23 more beds (with on-site case management)**, bringing our shelter bed total to 246. I heard your concerns about the great need to address mental health support for homeless individuals and motioned to write a letter **urging Riverside County to enact Laura's Law** to expand our tools to address mental health needs, especially for homeless individuals.

There is so much good work already being done right now to address homelessness—there are **almost 500 County employees working on addressing these very issues in**

Ward 1 at the Behavioral Health Rustin Campus. This valuable partnership helped us pass an agreement to add **nurse outreach workers to PSET**. In addition to these ongoing actions, I will continue brainstorming with members of the business community on swift and effective solutions to keep Downtown safe and ready for Riversiders to enjoy.

Making sure our Downtown business community continues to thrive is important to me. Stay tuned this summer to give your thoughts on **how to best spend funding from the American Rescue Plan**—if you have ideas on how you would like to see businesses supported through this funding, this is the time to make your voice heard. Reach me or make public comment to be involved in the dialogue. You can also tune into discussions about the **final budget approval** at the Budget Engagement Commission and City Council. Finally, you are invited to join my office for our **virtual office hours** on June 7th from 6:30 pm to 7:30 pm. We look forward to speaking with you soon. 



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Congratulations Graduating Class of 2021!

Best wishes and salutations to the graduating class of 2021! We are proud and honored that you chose to stay here in Riverside's Ward 2.

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.

- Canyon Springs Health Care Center: The center is located in the Canyon Springs Parkway area. This project will bring three medical facilities that provide services to our seniors and people with disabilities. The facility will include an emergency room, skilled nursing facility and independent living facility. This project is an approximate investment of \$1.5 Billion and construction is now underway.
- Iowa Avenue reopening: The California Air Resources Development Project is nearing completion, and Iowa Avenue between University and Martin Luther King Blvd will be reopening by the end of June 2021.

21st Annual Juneteenth Celebration: The Riverside Juneteenth Committee has worked tirelessly since 1993 to bring the accomplishments of African-American people to the Inland Empire. Please join us on Saturday, June 5, 2021 for this wonderful and free virtual celebration at noon. The event will be livestreamed via Facebook and YouTube for all

community members. For additional questions, or to help sponsor the event, call 877-752-1619 or email info@juneteenthocal.org.

Riverside Fine Dining: If you are in the mood for delicious sushi, then Vanilla Fish is your next stop. This amazing location offers a wonderful variety of sushi and they have ALL YOU CAN EAT! The restaurant is conveniently located at 5225 Canyon Crest Drive, Ste 55, Riverside, CA. They are open Tuesday to Saturday from 11:00 am to 8:30 pm.

Riverside Arts Academy Music Program: I want to thank everyone that came out to support and helped make our Riverside Arts Academy Music Program (RAAMP) Spring Concert a huge success. Your support helps bring the arts to our youth in Riverside. During the summer, RAAMP will offer Free Summer Music Enrichment for youth ages 7 to 17 at the Cesar Chavez Community Center, 2060 University Avenue. To become a member, or to sponsor the Riverside Arts Academy, visit www.riversideartsacademy.com/membership/ or call 951-826-2441.

Parks and Recreations: Summer is here and our Riverside Parks and Recreations is now bringing back summer activities. To register for programs visit: https://www.riversideca.gov/park_rec/welcome. 



Arts Corner: Riverside Arts Council

Since 1977, the Riverside Arts Council has been Riverside County's central source for arts-related services, information, education and outreach. Programs have ranged from arts education, exhibitions, capacity building technical assistance, marketing and advocacy. In recent years, the organization has added art as therapy, with programs focused on developmentally disabled adults and dementia patients.

Four years ago, the Riverside Arts Council began offering programs in the California Department of Corrections and Rehabilitation's Arts in Corrections program. The group was awarded a contract through the California Arts Council and started teaching theatre and creative writing workshops in the California Institute for Women, California Institute for Men and California Rehabilitation Center. In 2019, a creative writing class was added at California State Prison, Los Angeles County.

Now called Transformative Arts, the program is designed to help reduce the rate of recidivism among inmates, as well as building communication skills and confidence that will be useful for participants re-integrating into families and society, interviewing for jobs and going before parole boards.

"All too often society can bypass people, particularly people of low socio-economic standing or low educational achievement," said Riverside Arts Council Executive Director Patrick Brien. "In many cases, neighborhoods with the greatest need receive the fewest resources. That leaves young people with few educational opportunities and leads to few roads out of poverty. This is the so-called pipeline to prison."

Brien went on to say that there are all kinds of individuals behind bars. The men and women with whom the arts council has worked, he explained, have all been eager participants.


"We aren't trying to create actors or novelists," he said. "We are trying to help people to understand themselves a little better. By using techniques in both theatre and the literary arts, we are examining the emotional and physical choices we make each day, as well the responses we have to the world around us."

In most cases, the people currently behind bars are going to be back in our society at some point. The question is, how equipped will they be to deal with life on the outside? Will they fall back into the same behavior patterns that led them on destructive paths? Unfortunately, according to a 2012 report by the California Department of Corrections and Rehabilitation, more than 65 percent of those released from prison return within three years.

"Our programs are designed to offer people self-exploration and critical thinking skills that can hopefully change those numbers," said Brien.

There have been a number of success stories that have come out of the program over the past four years. There are individuals who have earned collegiate degrees and others who have been paroled.

"We're always looking to refine our programs and reach even more inmates," said Brien.

For more information about the Riverside Arts Council's Transformative Arts program, visit riversideartscouncil.com. 

BUSINESS BUZZ

Boost Your Email Engagement in 15 Minutes or Less

by Angela Ash

Boosting email engagement is not nearly as complicated as young brands tend to think, especially if you are already familiar with using insights and have previous experience in marketing. By the latter, we primarily imply — communication.

Even if you are completely new to email marketing, you stand a good chance of growing your brand if you keep analyzing your campaigns' performance and encourage feedback. In a nutshell, that's all there is to success.

However, the trick is in getting people to actually open your emails, which is a bigger challenge than the quality of the actual offer and the content of your messages, believe it or not.

Getting Started

First of all, in order to understand the scope of the task ahead, it is necessary to understand your recipients' online habits. When do they check for new messages? Which

devices do they use? What do they expect from an email offer? What is one message too many? Are they likely to delete your message or mark it as spam? What does it depend on?

Some of the answers can be answered through stats:

- More than 52% of people access their inbox on mobile devices, and the percentage is on the rise and expected to keep rising
- 70% of mobile recipients read emails at least one more time
- 65% of the re-read messages result in a click
- One-third of all clicks are performed on mobile devices
- Most subscriptions take place on mobile devices

As you can see, optimizing email campaigns for mobile ***continued on next page***

continued from page 4

devices is imperative. This means you'll want to go easy with images, use proper formatting and mind the recommended word count, especially when it comes to subject lines.

As regards the "one message too many," use common sense. Newsletters are generally being sent either weekly, bi-monthly or monthly, so pick one option and stick to it! As for various offers, don't be too aggressive in your online marketing efforts. Announcing a sale prior to it actually taking place is recommended, but don't do it five times in a row and especially not every day leading up to the sale.

Stats also show that the best time to send emails is around 10 AM and 1PM because the majority of people check their inboxes around that time. Need we say that you'll want your message to be on top? People receive way too many offers for which they wouldn't have enough time, even if they were interested in all of them (and they certainly aren't).

In that sense, you'll want your brand to become a household name for your loyal customers. Don't be among those sending unwanted offers.

That, simply put, means that you should do your homework with audience research. Send your offer **ONLY** to your audience. Targeting, segmentation and personalization are the keys to long-term email marketing success, so that would be how you ensure your messages get the attention they deserve rather than being deleted or marked as spam.

Communicate!

There's nothing wrong with asking people for feedback. Quite the contrary! This is the most efficient way to show your audience that your brand cares about the people rather than just the sales. Nowadays, when social media pages have become new virtual hangouts, it's only natural to promote your offer on them as well.

The best results may be expected from cross-promotions. Of course, use your social media profiles as they should be used (i.e., Twitter for texting and discussions, Facebook for offer shares, Pinterest for images, etc.).

Email Marketing Tips

Frankly speaking, we're sick and tired of the multitude of useful hints and tips everyone seems to be an expert on nowadays. Email marketing best practices fall under common sense, as we've summarized below. To do email marketing mojo right, mind the following:

- Optimize your emails for mobile devices
- Make your website responsive (especially the landing page and the page linked in your email)
- Write literate and concise subject lines, text and copy hook
- Subject lines should not be more than 30 characters in length
- Pre-header text should not be more than 50 characters in length (40 to 50 characters are recommended)
- Include contact information and unsubscribe button to all emails you send
- Feature a large call to action button that stands out from the rest of the text

For the rest, refer to insights. Insights, coupled with feedback, are the key to every successful strategy.

Finally, mind your brand identity at all times. No matter the variety of the offers, your communication style, and your business promise must remain consistent at all times. You may address different audiences in a different way, but stick to one style.

Let's back up these tips with stats:

- Targeted email campaigns generate more than 75% of the total email revenue
- Transactional emails generate 6 times more revenue than other message types
- Transactional emails get 8 times more clicks than other email types
- Automated email campaigns have 50% conversion rates
- 77% of marketers use email to send personalized content to subscribers
- 67% of marketers use big data to personalize email campaigns
- 66% of marketers personalize email campaigns
- 64% of marketers use mobile-optimized designs for email campaigns

Conclusion

Email marketing is cheap, fun and holds an immense potential to multiply your customer base. Leaving complicated stats and calculations aside, in order for your campaigns to be successful, you need to be nice-mannered, communicate with your clients actively, and cross-promote your offer so that more people will get to see it.

Experimenting with various approaches is fine, but when you find a style that works — stick to it.

Last but not least — reward loyalty. Always devise special offers for people who've made your brand what it is. In that way, your business is guaranteed to become a household name.

Source <https://www.business2community.com>



SECURITY CORNER

Things You Can Do to Secure Your Business

by William Deutsch

Think about the records, legal documents, marketing data, cash, and people found inside the walls of your business. Are you doing your best to protect them?

Here are 10 things you can do right now to secure everything from smartphones to doors. While all of these suggestions won't apply to every company, if you work your way through this list, you're sure to find some practical steps that you can take to protect your people and assets.

Secure Your Smartphone

What's on your phone? Every time you use it, you're holding a storehouse of personal information, and most likely, an access point into your company network.

Along with the added convenience and productivity, smartphones have also blessed us with some heightened security risks. They can be stolen, hacked, and this can be a worst-case scenario because your passwords and credit card information are most likely stored inside.

Use Strong Passwords

A strong password policy may be inconvenient, but it's nowhere near as inconvenient as a data breach or a network crash. Here is a simple, three-step method for creating passwords. Once you create that killer password, you'll also find three rules for keeping it safe.

Control Your Keys

Do you have enforceable and up-to-date key control policies? With so much attention paid to high-tech threats, it's easy to forget that those little metal keys can make you pretty vulnerable, too.

Think about how many doors in your facility are accessed via mechanical keys. Do your entry doors require only a key to open? What about file or server rooms? Do you have expensive inventory or supplies protected by lock and key?

Mechanical keys tell no tales. If inventory or supplies go missing, you may have no way to determine who unlocked the door.

Erase Your Hard Drives

Before you toss out that old computer or copy machine, make sure that you erase the hard drive completely. A trashed computer is a gold mine for identity and data thieves. And many users still do not realize that their office copier stores documents on a hard drive until the files are overwritten. So unless you take the proper steps to ensure that all data has been erased from a computer or copier before it leaves your office, you may be opening the door to a security breach.

Develop a Social Media Policy

Email and social networking have created their own category of security concerns. These technologies make it very simple to disseminate information. And once that information leaves your building, it can rarely, if ever, be recalled. Your email policy should address appropriate content for company emails and social media pages. Assume that nothing will stay private on the internet.

Install High Security Deadbolts

A deadbolt is a physical security standard for protecting exterior doors. Properly installed, a deadbolt will guard your doors against attack by even the most determined intruder.

Install an Alarm System

A modern security system, with its array of electronic components, is designed to sense, decide, and act. The security system senses events (such as motion in a room), decides if the event poses a threat, and then acts on that decision. While a security system for your business isn't a do-it-yourself affair, you should understand the language of security in order to communicate your needs to a security professional, understand any proposals you may receive, and make the most of your security system after it is installed.

This introduction to security systems takes the sense-decide-act process as an outline and describe the electronic hardware that performs each function.

Use Security Cameras

Security cameras are used for two basic purposes: investigation and deterrence. The images that you collect with your security cameras will most often be used to review a crime or accident so that you can understand what really happened. But the cameras themselves also have a deterrent value since people who know they are being watched are usually on their best behavior.

In order to realize maximum investigative and deterrent value from your cameras, you need to carefully choose where you place them. Your front door, back door, first floor windows, and back area are four good locations.

Write a Visitor Management Policy

An unauthorized or unescorted visitor can be a physical threat and can also steal sensitive information. If possible, steer all visitors into a controlled entry point (a gate or receptionist's desk, for example). When writing your policy, decide whether visitors should be escorted at all times, or only in certain areas. Requiring visitors to wear a badge and sign in and out should also be considered. If your visitor management policy is communicated clearly, employees can more easily serve as your eyes and ears as they will feel more comfortable approaching or reporting a suspicious individual.

In a large company, it's nearly impossible to recognize every vendor, contractor, and new employee. Not only that, but most folks will not take the initiative to question someone they do not recognize. Intruders know this, and exploiting a lax or non-existent Visitor Management Policy is one way that they can gain access to a facility, steal information or property, or cause physical harm. Assigning a Floor Marshall is a simple and effective way to help protect your business against such intruders.

Source <https://www.thebalancesmb.com/>



Top 6 Reasons Why Businesses Move to the Cloud

by Caterina Bassano

Making the move to the cloud brings a multitude of benefits for businesses, regardless of their size. For most, the change will usually translate in reduced running costs, faster modernization capabilities and increased security – but there is more.

The benefits of moving to the cloud go much further, especially following the climate brought by the global pandemic. The adoption of cloud infrastructure creates a much safer and more resilient business environment. Given the challenging times we have been facing as a result of the pandemic, businesses have rapidly and progressively adopted cloud solutions that can help them to adapt.

Why do businesses migrate to the cloud?

Every organization has its own reasons to migrate, but one recurring and primary reason for making the switch to the cloud is the focus on modernizing the business and work environment.

Businesses may decide to migrate to the cloud because of specific challenges they are facing. Sometimes these may be over-allocated IT resources, or on-premises platforms that limit the adoption of modern services. Other triggers that often lead to a cloud migration include: expiry of data center contracts, business continuity (or the lack there-of), cash flow challenges and cybersecurity threats.

Here is a list of five of the biggest reasons why organizations choose to migrate to the cloud:

1. Reducing expenses

Migrating to the cloud increases efficiency and reduces operating expenses. With reduced hardware support, increased manageability and more efficient processes, you can save an average of 20 to 30% on virtual machine (VM) resource configuration alone.

2. Freeing up budget

By reducing costs and management overhead you can free up budget and re-adjust your focus to address your business needs.

3. Increasing business agility

As mentioned previously, business agility and continuity is a key element in modern economy, and has become essential for today's business environment.

Anytime and any-device access to IT resources is crucial for businesses to keep up to speed with competitors, to operate efficiently, to change and adopt new practices, and to effectively respond to their customers and market demands.

4. Achieving a scalable environment

The cloud moves businesses away from servers that are typically under-utilized, enabling a scale-as-you-need approach.

5. Application innovation

The cloud provides an integrated platform for modern development that can increase efficiency for teams and developers.

Cloud migration can allow effective integration of applications, modernizing your workspace and allowing teams to thrive and collaborate more efficiently.

6. Increasing security

Migrating end-of-support workloads to cloud platforms such as Microsoft Azure provides extended support and updates to strengthen security, ensuring compliance across a hybrid environment.

What should be considered when moving to the cloud?

In the first stages of migration planning, businesses need to take into account the range of workloads and applications that can be migrated to the cloud.

Common migration projects include:

- Windows Server
- SQL Server
- Databases
- DevTest
- Web apps
- SAP
- Specialized workloads
- VDI

A thorough migration will usually require a cloud provider (and core partners) that can deliver a comprehensive set of tools and methods to help simplify and accelerate migration, reducing overall risks.

Your IT partner should make the process simple for you and ensure a seamless migration, starting with a full scan of your content, structure, users, and permissions.

The cloud adoption is a process that can be simplified by breaking it into phases. It's important to get a clear picture of your overall migration readiness and your entire application and workload portfolio, to then find the best way to configure and achieve migration.

When planning your data and/or server migration, businesses need to know what they are dealing with: get a deep understanding of all the applications, quantity and nature of servers/VMs, and how all the components will be moved to the cloud.

Source <https://www.business2community.com> who republished from Euro Systems with permission





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