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August 2021

DBulletin

Riverside Downtown Business Improvement District

The California Comeback Plan - Relief for California's Families and Small Businesses

Governor Gavin Newsom signed SB 129 on July 12, 2021 which enacted legislation that reflected the majority of the 2021-22 state budget agreement, and included the biggest economic recovery package in California's history – a \$100 billion California Comeback Plan.

The California Comeback Plan provides immediate cash relief to middle class families and businesses hit hardest by the pandemic, creating the biggest state tax rebate in American history and the largest small business relief package in the nation.

Fueled by a resurgent economy, a surge in state revenues and additional federal recovery funds, the \$75.7 billion surplus reflected in the California Comeback Plan stands in stark contrast to the \$54.3 billion budget shortfall estimated just over a year ago. The budget is built on a strong fiscal foundation that includes over \$25 billion in reserves, pays off educational deferrals and continues to pay down long-term retirement debts. It also appropriately prioritizes one-time spending over ongoing, allocating 85 percent of discretionary funds to one-time spending.

The Plan creates the biggest state tax rebate in American history, expanding direct payments to middle class families for a total of \$12 billion in stimulus payments that will go directly to middle class Californians and families. Nearly two thirds of Californians will now qualify for a stimulus check of \$600. Qualified families with kids will receive an additional \$500.

The Plan provides a total of \$5.2 billion to help low-income renters and landlords, covering 100 percent of back-rent and all prospective rent for several months into the future. The Plan also

includes \$2 billion for past-due water and utility bills and more money than ever for tenant legal assistance.

The Plan invests an additional \$1.5 billion for a total of \$4 billion in direct grants to California's small businesses – on top of \$6.2 billion in tax relief – putting more money directly into the pockets of hundreds of thousands of small business owners and helping them re-hire workers displaced by the pandemic. The Plan also creates a \$120 million California Competes Tax Credit grant program to incentivize businesses to relocate to the state.

The \$1.5 billion direct grants to businesses are through the California Small Business COVID-19 Relief Grant Program offered through Lendistry. There are three additional rounds of grants to provide relief to more small businesses. Two of the three rounds will target only those previous applicants who are currently waitlisted. There are also \$150 million one-time general fund (GF) dollars for the California Office of Small Business Advocate (CalOSBA) to provide financial relief to independent venues, minor league sports and live event businesses.

California DREAM Fund will provide \$35 million for one-time microgrants of up to \$10,000 to seed small business creation, particularly for underserved entrepreneurs facing opportunity gaps. The "Microbiz" Grant Program will provide \$50 million one-time for grants to local governments and nonprofits to provide direct relief to eligible microbusinesses. The Small Business Technical Assistance Expansion Program will provide \$17 million for technical assistance support to small business owners for federal and non-federal providers. The SEED

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RDP luncheons will resume on

Tuesday, September 28, 2021 at

the Hyatt. Speaker will be Clarissa

Cervantes, Ward Two Councilmember.



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Grants provide \$20 million to the California Workforce Development Board for a second round of funding for the Social Entrepreneurs for Economic Development program.

In addition there is \$50 million allocated to IBank lending programs for underserved small business owners, including the California Rebuilding Fund. The Small Business Loan Guarantee Program allocates \$20 million to refinance the State Loan Guarantee Program, which allows California's FDCs to guarantee a portion of loans to small business owners throughout the state.

Other Measures in the plan include:

- \$12 billion in state and federal funds to address homelessness.
- \$35 million over five years for basic income pilot programs administered by cities or counties.
- Expanding eligibility for comprehensive Medi-Cal coverage to approximately 80,000 undocumented adults aged 60 and older.
- Significant increases in funding for K-12 education

- Universal transitional kindergarten for all 4-year-olds in the state phased in over four years.
- 100,000 new subsidized child-care slots and financial assistance for childcare providers using federal and state funds.
- Base increases and one-time funding for the state's higher education systems.
- Establishing college savings accounts for California children in families with low incomes.
- \$7 billion in American Rescue Plan and state funds to address the digital divide.

There are many details still to be finalized regarding the various programs under the California Comeback Plan. To keep informed, you can sign up for Small Business Majority's mailing list at their website, www.smallbusinessmajority.org. The organization offers education, online resources, and webinars on issues important to small businesses. They will be providing webinars on the various programs under the California Comeback Plan as details unfold.



Federal COVID-19 Relief – Paid Leave Tax Credit

Federal law allows small employers to claim refundable tax credits that reimburse them for the cost of providing paid sick and family leave to their employees due to COVID-19, including leave taken by employees to receive or recover from COVID-19 vaccinations. COVID paid leave tax credits are available to eligible employers that pay sick and family leave from April 1, 2021 through September 30, 2021.

The COVID paid leave tax credit is equal to wages paid to workers who were on leave for COVID-19 related reasons for up to 80 hours at 100% of the employee's regular pay rate.

The tax credit is limited to \$511 per day and \$5,110 in total.

The COVID paid family leave tax credit is equal to wages paid for up to 12 weeks of family leave at two-thirds of the employee's regular pay rate. The tax credit is limited to \$200 per day and \$12,000 in total.

Eligible employers report their total paid sick and family leave wages for each quarter on their federal employment tax return, usually Form 941. For more information go to irs.gov/newsroom/employer-tax-credits-for-employee-paid-leave-due-to-covid-19.

Explore Riverside Together (ERT) Returns

Explore Riverside Together (ERT) is back and this year we are focusing on Downtown Riverside. During our event in May 2019, we had more than 500 residents attend while walking, driving, and biking all around Riverside and discovering all that Riverside has to offer. We are confident we will surpass this number this year, particularly because we are doing two events!

Our Discovery Day events will be held on Saturday, August 28, and Saturday, September 25, 2021, starting at City Hall on Main Street. Each Discovery Day will feature 16 statues, monuments, and hidden gems on Main Street along with tours of local historic and important sites, such as the New Library, RCC Culinary & Music Schools, Mission Inn, Police & Fire Departments, and more.

We want to encourage Riverside residents to get back out into Riverside again, specifically DOWNTOWN Riverside. Our Discovery Days are a community collaboration bringing city officials, businesses, and residents together growing Pride in Riverside.

If you are interested in sponsorship or advertising opportunities, or are able to volunteer or contribute in another way, please contact Lorna or Mackenna at info@MyLearningStudio.com or (951) 789-5402. You can also visit www.ExploreRiversideTogether.com for more details.

All proceeds benefit My Learning Studio OUTREACH (MLSO) which is a 501c3 (26-2468733) that serves our community by investing in our youth.



RDP Welcomes New Businesses to Downtown

Cleansing Conversations (Misc. Professional Services) • EYEBROWSRUS, Inc.(Skin Care) • Infinite Love Yoga • Navs Woodworking & Creations • Orion SLS (Misc. Retail) • Penny Pinching Pleasures (Antiques) • Simple Simon's (New Owners) • Singh & Sons Realty • Tom or Dianne Householder (Property Rental)

Mayor's Message - Welcoming Riversides into the Big Tent

Contributed by Mayor Patricia Lock Dawson



Early July saw the start of a community-wide outreach effort that has been over a year in the making! During my campaign for Mayor, I pitched the idea of a Big Tent Tour of the city to get to meet Riversiders in their own neighborhoods.

Similar to so many things, COVID-19 had other plans and prevented these face-to-face events from occurring. Luckily, today we are in a place where we can safely gather and engage in these meetings—because nothing is better than the traditional in-person community meeting. There are twelve remaining tour stops between now and May 2022. That means there are twelve opportunities to personally express to me what makes your neighborhood home and why you have chosen to live and do business in this city.

Riversiders often ask me why I decided to host this tour—what is the purpose and how is it different from previous town hall meetings? The purpose of the Mayor's Big Tent Tour is for me to engage with residents in places that are most comfortable and convenient to them, speaking about the issues they have expertise in. Riversiders are experts about their respective neighborhoods and I want to hear this expertise. This is different from previous city-sponsored town hall meetings in that I am not asking residents from all across our expansive city to come to me at City Hall, nor is this about taking City Hall "on the

road" rather, this is me humbly coming to neighbors and businessowners, as your elected representative, in search of honest discussions on where we are and where we must go.

To do this, we will follow what is known as the ABCD of community outreach—Asset-Based Community Development (ABCD). We will identify the assets in each neighborhood—why this particular neighborhood is home—and how we can build on these assets to create new opportunities and solve challenges. For example, that community garden, the locally-owned coffee shop, the non-profit offering homelessness services, or the afterschool programming for struggling students could be something in your neighborhood that has been an asset and worthy of strengthening for greater neighborhood value.


In short, the "why" behind this tour is to listen, share, and learn from neighbors in every corner of Riverside. Each tour stop will be arranged in a casual setting with staff from the City's Neighborhood Engagement Division ready to capture notes on the feedback from Riversiders. The goal in this casual setting is to make all neighbors feel welcomed—no formal speeches or lectures, just time to speak freely and openly with me. It is my hope that all Riversiders accept my invitation to come and join me in their neighborhood for this historic Big Tent Tour. A full, detailed list of each location, date, and time is available online at RiversideCA.gov/MayorsBigTentTour. See you on the tour route!

The Downtown Riverside tour is at the new Main Library on Saturday, January 22, 2022 at 9:30 am. 

Update on Security Patrols


Currently, RDP funds three security patrols; the Ambassador patrol from 9 am to 5 pm Monday through Saturday, and an external security patrol from 7 am to 3:30 pm, and then an external security patrol from 3:30 pm to midnight. All three patrols cover the broader downtown BID area. The external security patrols are contracted through Multi-Housing

District Patrol, a downtown based security company.

To contact the Ambassador patrol, call (951) 312-7522. To contact Multi-Housing District Patrol, call their Dispatch at (951) 358-0390. Please note that the security patrols are there to assist with issues on the public right-of-way and cannot enter private property. 

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RiversidePublicUtilities.com



COUNCIL CORNER

Ward One Council Update


Contributed by Councilwoman Erin Edwards

In July, the City Council started conversations about American Rescue Plan Funding. During those conversations, **I advocated for funding that would act as springboards to help fund recovery of business owners.** Please tune into these discussions and help me champion security and recovery needs of businesses. I am proud of the robust community engagement regarding **street vendors** and amending the municipal code. This topic and amendments to the code regarding **food truck vendors** will return to the dais this fall. I welcome any questions you may have about these two topics.

The City is busy addressing safety in our community. This August, the Council will discuss the job description for **Park Ranger recruitment.** If approved, RPD will immediately begin recruiting for this role. Riverside is committed to implementing **cutting-edge methods of addressing homelessness.** In a partnership between the City, Illumination Foundation, and IEHP, we have opened a **Recuperative Care facility to care for homeless individuals** who have been discharged from local medical facilities. Prioritizing admittance to homeless Riverside residents will give patients a place to recover after a medical emergency and will better-connect people to services in the continuum of care. With resources like these, we can **intervene in the cycle of homelessness** and ensure that people move

from the hospital into housing.

Mark your calendars for May 8, 2022—**The Cheech will be opening** then! RAM has newly announced **Maria Esther Fernandez**, a curator from Santa Rosa, as **The Cheech's artistic director.** We look forward to this milestone which is a testament to our City's commitment to putting Riverside on the map. Expect the **Centerpointe Luxury Apartments** to open late this summer, and **The Mark** to open this fall. As we welcome more housing options in the Downtown, we need your input in planning the future of housing in the City. Give your feedback on the **housing update's draft EIR** by visiting <https://riversideca.gov/housingupdate>.

The Land Use Committee upheld an appeal to grant a certificate of appropriateness to Greens Ehrenberg concerning the construction of an **AC Marriott in Downtown.** The committee also recommended that the applicant modify the Northwest corner of the proposed building, which would result in a potential redesign to expand the roof deck. Follow along with this discussion at the dais this August. Join us for our in-person **office hours** on August 18th (location TBD). Don't hesitate to reach me by e-mail at EEdwards@RiversideCA.gov, or by phone at (951)783-7811. 

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

It is my honor to represent our Ward 2 residents. I believe that every Riverside resident deserves a seat at the table, and I promise to work hard every day to make our city government more equitable, diverse, inclusive, and responsive. Together we can transform our community, weaving a vibrant fabric of culture and intentional change in the heart of our neighborhoods.

Eastside Market Nights: This summer we collaborated with Fridars Women's Foundation to bring the Eastside Market Nights on the 2nd and 4th Saturdays of the month from 5:00 pm to 9:00 pm starting in August. There will be music, food vendors, fresh produce vendors, local artists, chalk art, small business opportunities, and an opportunity for our residents to participate in visioning sessions with our Transformative Climate Communities Team. Each event will hold workshops for residents to provide ideas for mural themes that will be designed and placed on local businesses throughout Ward 2. For additional details or to share your ideas, call my office at (951) 826-5419.

Riverside National Night Out: Come out and join us in The Annual National Night Out community-wide crime prevention program that is sponsored locally by the

Riverside Police Department and our local businesses. These events are designed to heighten crime and drug prevention awareness, generate support for and participation in local anti-crime programs, strengthen neighborhood spirit and police community partnerships, and send a message to criminals letting them know that Riverside neighborhoods are organized and fighting back. There will be a series of Neighborhood events held throughout the City from on Thursday August 3rd from 6:00 pm to 9:00 pm. Police & Fire personnel will be out in force and visiting events that are registered with the department. For more information on dates and times of National Night Out events see the list below or go to: <https://riversideca.gov/rpd/community-services-bureau/national-night-out>

Ward 2 Business Spotlight:

- **Punjab Palace Cuisine of India:** is a delicious family-owned small business that will leave you

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coming back for more! Punjab provides comfort food that's close to home. You can try dishes such as Chicken Tika Masala, Chana Masala, Garlic Naan, with vegetation options, walking away one happy customer! Be sure to try Punjab Palace that is conveniently located at 1766 University Ave,

Riverside in the Chicago and University Shopping Center.

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 CLCervantes@riversideca.gov.



Arts Corner: Riverside Artswalk

contributed by Patrick Brien, Executive Director-Riverside Arts Council

The Downtown Riverside Artswalk had been taking place on the first Thursday of each month since 2002. Like so many things, it was halted by COVID-19. For the first time since March 2020, Artswalk returned to downtown on July 1st. With it came artists and patrons from throughout the inland region and beyond.

The event is comprised of multiple elements, as museums, galleries and studios each have their own activities between the hours of 6 pm and 9 pm. A constant is that the evening is free to the public. The first night back featured fewer venues, as not all of what was formerly a list of more than 20 were ready to open. August will see more venues coming back, while still others will continue to be added in the months ahead.

The Riverside Art Museum was unsure of what to expect. As they opened their doors, staff feared that no one would show up. Instead, they ended up with nearly 400 people coming through their door over the course of the night. One staff member commented that these numbers are consistent with their best months, but that July and August typically have less attendance due to summer heat.

This would be a consistent theme for almost all of the venues. People seemed more enthusiastic about the event than they ever had.

The artist vendor lot at the corner of Lemon and University only allowed approximately fifty percent capacity. Rachael Dzikonski, Program Director for the Riverside Arts Council said that there was a steady stream of traffic throughout the night. She said that the vendors, who offer everything from paintings to handmade crafts, were thrilled with the sales they made.

"We are already sold out of all the vendor spaces for next month and have a 40 person waiting list," she said.

Artswalk began as an idea of Division 9 Gallery founder Cosme Cordova and Riverside Community Arts Association executive director Mark Schooley. Originally there were just the two locations. The event has since grown to be a significant attraction to downtown.

The event is held on the first Thursday of each month from 6 pm to 9 pm. For more information visit riversideartswalk.com.



Riverside Arts Academy Announces New Music Director



The Riverside Arts Academy (RAA) is excited to announce the appointment of its new Music Director, Dr. Nové Deypalan. Originally from the Philippines, Deypalan's personal story is that music was his way out of poverty and it opened a world of

opportunity for him. His professional and personal mission aligns beautifully with RAA's mission to provide arts and music education to under-resourced youth in Riverside.

"I am very excited to have Nové Deypalan accept the position of Music Director for RAA. His skills and experience are a great match for us. His personal story of how music changed his life will inspire our students

to have big dreams and to pursue them," said Dr. Steve Posegate, President of the Riverside Arts Academy.

Nové Deypalan was selected from a pool of applicants with a wide variety of skills, education, and experience. He is an excellent choice to lead RAA forward into new levels of excellence. Nové began his new duties at RAA on July 1, 2021.

The Riverside Arts Academy is a music and arts nonprofit organization composed of leaders in Riverside's school districts, higher education institutions, city leadership, and community. RAA focuses on the development of the whole child in order to positively affect the trajectory of the lives of Riverside's youth. It offers its programs free of charge to students with financial need.

For more information, visit www.riversideartsacademy.com

All other inquiries: info@riversideartsacademy.com or (951) 266-5540.



BUSINESS BUZZ

Here is Why You Need to Schedule Instagram Posts in 2021

by Sajjad Ahmad

How can I schedule Instagram Posts?

A question that people frequently ask nowadays. And we are here to answer that.

Having a well-laid profile on Instagram with consistent posts is essential to get followers and attract traffic to your page. Such things are possible only when everything is planned ahead of time, and you do not keep things hanging to be done at the last minute.

If you end up keeping things to be done at the last moment, they won't end up good. For example, the editing on the pictures may not look right, and you end up delaying the upload. On the other hand, if you schedule your posts, you can streamline the tasks before achieving perfect results. Lucky for you, there are many scheduling apps out there that you can use.

Keep reading the article to know the significant scheduling factors and some tips and tricks.

1. Cohesive Aesthetic

As a content creator, blogger, or face of a local brand, we know that you juggle many duties at a time. It gets challenging to take some time out and manage everything. If you use an Instagram scheduler, you can simply streamline your posts before time to sustain a well-laid Instagram feed.

Tips and Tricks

- Maintain the Instagram aesthetic as a top priority because it gives a boost to your account and followers.
- Make an excellent impression because your Instagram feed is the first thing people will notice.
- Don't limit the aesthetics to posts only. Instagram has many more features now included in the aesthetic such as IGTV, reels, highlights, and stories.
- Color-code various sections of your profile so that viewers get the urge to hit the follow button the moment they visit your page.

2. Time Management

Scheduling your Instagram posts is not only suitable for the aesthetic but also helps in time management. When everything is scheduled ahead of time, you can naturally start working on other projects. And it doesn't let projects get lined up. So, you no longer have to deal with angry sponsors.

Tips and Tricks

- Post frequently and consistently to have an adequately updated feed.
- Take out around 30-40 minutes to plan and schedule the content for auto-publishing. It is better than opening your Instagram 3-4 times in a day just to post. You might think that uploading a post doesn't take long, but it does.

- Once done with making content and scheduling, focus on your goals for other projects and make sure that they align with your account's overall theme.

3. Personal Time

Once you begin getting everything done before time or even on time, you will feel a sense of gratification. Trust us; it's the best feeling in the world. In addition, with good time management, you will get some time for yourself.

Tips and Tricks

After you schedule an Instagram post, treat yourself. Have a spa day. Anything that makes you feel relaxed. Because after all that hard work, you should treat yourself.

4. Improve Management

We already mentioned when you schedule posts on Instagram, you can post content more consistently. And that results in improved and better audience engagement. Remember, consistency is the key to everything.

Tips and Tricks

- Keep your account on top of everyone's feed by posting every day. It will keep them engaged as they look forward to more content from your side.
- Planning and executing are two different things. For instance, it can happen that you intended to publish a picture on Tuesday but were unable to execute it. So if you use an Instagram scheduler, it will take only a couple of minutes to put your planned posts into execution.

5. Post on the Right Time

Instagram's algorithm is changing every single day. So, it is becoming harder to reach the target audience and get good traffic on your page. Here your smart work will come into play. So, rather than working hard, work smart.

Tips and Tricks

- Pick a time for scheduling your Instagram posts when your audience is most active.
- If you don't know the time zones, get a calculator to help you find out the time of the countries your audience is in.
- Upload at the correct time. It will get you higher engagement and will lead to more visibility. The cycle will continue once you begin scheduling your Instagram posts.

With that bit sorted, let's see how you can schedule Instagram posts.

How To Schedule Instagram Posts?

Directly scheduling posts on Instagram is not available currently. Hence, use third-party apps. Let's see how you can do that.

Step 1: You have to make an account on the third-party platform you want to use to schedule posts. Most platforms

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will give you a free trial, and then you can pick the platform that suits you more.

Step 2: Once you are done registering, the platform will take you to your dashboard. Here you will be required to connect with your Instagram account.

Step 3: Next, verify your account and pick the video/picture you want to schedule. Each platform has a set number of files that you can upload at a time. So check that before starting.

Step 4: If your selected platform has an in-built editor, give some final touches to your post if need be.

Step 5: Once you have completed the editing, you can add hashtags, captions, location, and tag users in a post as well.

Step 6: Once you are happy with the outcome, you can pick to upload the post there and then or schedule it later. You can even save drafts if you are not sure about the scheduling date.

Final Take-away!

We live in a fast-paced world where social media is the most important means of communication. From good dine-in places to high-quality clothing brands, you will find everything on Instagram. So, why not get a handle on the most used social media platform, i.e., Instagram. Now that you know how to schedule Instagram posts, we hope you will streamline your processes.

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



How to Say YES — Every Time

by Shep Hyken

How do you say Yes to every customer request? Is it possible? Is this customer service utopia? My friend Christine Trippi wrote a book titled *Yes Is the Answer*. And Cameron Mitchell, about whom I've written before, wrote a book with a similar title, *Yes is the Answer*. What is the Question?

Both of these authors have a hospitality background. Trippi is a world-class, award-winning hotel manager and Mitchell is a super-successful restaurateur. Both know the value of their customers hearing yes for an answer.

If you dig a little deeper into the concept, it's not so much about saying, "Yes" to every customer. It's about not saying, "No." And, that's a pretty big difference, but not to the customer. So, let's flip this around. Rather than always saying, "Yes," the strategy can give you just as much impact if you never say "No."

The key is in how you train people to not say, "No." Unless the customer's request is immoral, illegal, could cause the company to lose money (although sometimes that's okay in the right situation), or something that is so far away from what the company does or sells, not saying, "No," is not all that difficult. It's about alternatives and options.

I asked Christine to tell me how she would deal with this scenario. The hotel she works at has no airport shuttle, but a guest who just landed at the airport calls and asks, "Do you have a shuttle to get me from the airport to the hotel?"

The simple answer is, "No." The better answer is to say, "There are three options to get you to the hotel. You can take a cab, take an Uber or lift, or we're happy to call a private service and arrange for your transportation."

I once bought a pair of workout shoes from a shoe store. I loved these shoes so much I wanted to buy another pair. I went back to the same store, only to be disappointed that the brand discontinued that model. Without hesitation, the salesperson had an alternative that he said I would enjoy even more. I tried them on, they fit, and he was right.

In my book, *Amaze Every Customer Every Time*, I write about the concept, "One to say YES and two to say NO." (I've written about this in past Shepard Letters, too.) Once

you have the idea that you don't want to say, "No" to a customer, you must empower your people to be able to do so. You teach them what they can say, "Yes" to, what they can't do for the reasons previously mentioned, and how to think in terms of options and alternatives. The idea is that they come up with ways to take care of a customer, but if they feel they are forced to use, "No" for an answer, they go to their manager or supervisor for support. Hence, "One to say YES and two to say NO."

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





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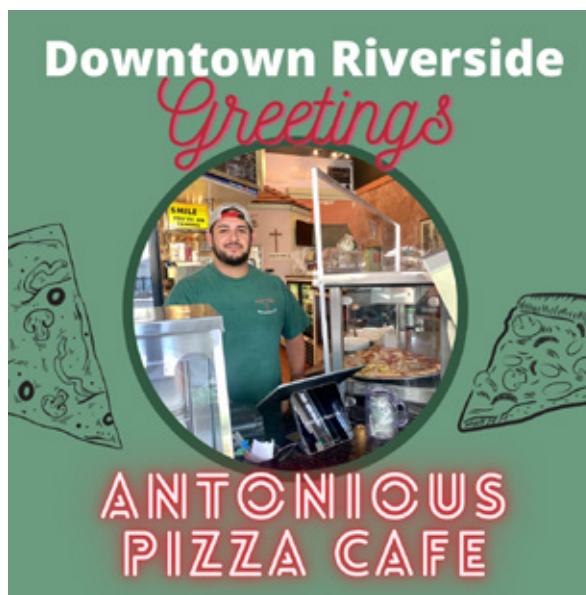
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pages for ongoing spotlights on Downtown
Riverside businesses.**