

Downtown is
Calling

Good
Times
Await



In This Issue:

New Funding Rounds for California
Small Businesses and Non-Profits!

Special Events Return to Downtown
this Fall

Riverside Arts Academy's Spanish
Nights Gala

Mayor's Monthly Message

Council Corner Wards One and Two
Update

Arts Corner: Riverside Art and Music
Festival

Security Corner: Beware of Unsecured
Wi-Fi Networks and Services

Business Buzz: The Small Businesses
Guide to Paid Advertising

Join us for the RDP luncheon at Noon
on Tuesday, September 28, 2021 at
the Hyatt Place Riverside located at
3500 Market Street.

Our featured speaker will be Clarissa
Cervantes, Ward Two Councilmember.

Call the RDP office at 951-781-7339
for reservations.



September 2021

DBulletin

Riverside Downtown Business Improvement District

New Funding Rounds for California Small Businesses and Non-Profits!

California's Office of the Small Business Advocate (CalOSBA), part of the Governor's Office of Business and Economic Development (GO-Biz), announced that there will be three additional rounds for the California Small Business COVID-19 Relief Grant Program following Governor Gavin Newsom signing into law the largest economic recovery package in state history. In the first six funding rounds of the program, 180,939 small businesses and nonprofits were awarded a total of \$2,034,395,811 in grant funding.

The additional \$1.5 billion expansion, for a total of \$4 billion, makes this the largest small business grant program of its kind in the country and provides grants up to \$25,000 for small businesses impacted by the pandemic. The three new competitive funding rounds will be conducted by CalOSBA's selected intermediary, Lendistry.

In accordance with the signed legislation (SB 151), there will be a closed round for existing eligible applicants who were waitlisted in previous rounds. These applicants do not need to re-apply. There will be at least one additional round for nonprofit cultural institutions. Additional information can be found at CAReliefGrant.com and below:

Round 7: Waitlisted applicants from certain previous rounds - Selection Window: Tuesday, August 3 through Thursday, September 16

Eligible applicants: This is a closed round and only available to eligible applicants who were waitlisted in certain previous rounds. Selection does not guarantee approval or an award. If you were waitlisted, you do not need to re-apply.

Round 8: Nonprofit cultural institutions only - Application window: Friday, August 27 through Wednesday, September 8

Eligible applicants: **Only nonprofit cultural institutions of any revenue size that meet eligibility criteria found at CAReliefGrant.com.** Eligible grant award: \$5,000 – \$25,000.

Eligible nonprofit cultural institutions must complete a new application even if they already applied in Rounds 1, 2, 5 or 6; nonprofit cultural institutions that applied in Round 4 do not need to re-apply. Grants will only be available to nonprofit cultural institutions that did not receive funding in any previous rounds.

Round 9: New Applicants and Waitlisted applicants from certain previous rounds - Application window: Thursday, September 9 through Thursday, September 30

Eligible applicants: Current waitlisted applicants from certain previous rounds and **new applicants** that meet eligibility criteria found at CAReliefGrant.com. Eligible grant award: \$5,000 – \$25,000.

Applicants not selected to move forward in the review process in Rounds 1, 2, 3, 5, 6, or 7 do not need to re-apply and will be automatically moved into Round 9. New applicants will need to apply at CAReliefGrant.com.

For more information on grant requirements and eligibility, along with links to application tips and webinars, visit CAReliefGrant.com.



Special Events Return to Downtown this Fall

(Please note that COVID-19 protocols may be in place with masks required)

8th Annual Riverside Tamale Festival

The 8th Annual Riverside Tamale Festival returns on **Saturday, September 18, 2021** from 11 am to 7 pm in downtown Riverside's White Park. The Tamale Festival is a celebration of family, culture and history. Guests will enjoy live music, dance, Lucha Libre wrestling, art, Kids Zone, Beer Garden, shopping, food, and of course TAMALES! Tickets are \$20 for regular admission, \$10 for military, seniors, and students, and \$50 for VIP access. Children 12 and under are admitted free. For more information, please visit rivtamalefest.com or call 951-235-3586.

Spanish Town Heritage Foundation presents the Riverside Tamale Festival as a learning opportunity to share the story of the Trujillo Family Adobe. Built in 1842, rebuilt in 1862 after the flood decimated the twin communities, the Trujillo Adobe remains today as City of Riverside Landmark #130, Riverside County Landmark #009, and a California site of Historical significance.

The Spanish Town Heritage Foundation is now opening the Trujillo Adobe on the second Saturdays of each month for tours, children's activities, and storytelling. Information on ways to get involved and the current preservation efforts at the Adobe can be found at <http://savetrujilloadobe.com/> or on Facebook at Spanish Town Heritage Foundation.

Spooky Art Walk

Grab your favorite pumpkin, broom, or coffin and head over to the Life Arts Center at 3485 University Ave on **Friday, September 24th** from 5 to 10 PM. Enjoy a night of shopping, music, food, and fun! Come dressed in your Halloween best! Shop from your favorite local spooky shops! Admission is FREE but you must register at <https://spooksiebooevents.com/>.

Riverside Art and Music Festival

The Riverside Downtown Partnership (RDP) and the Riverside Arts Council (RAC) are once again partnering on the annual Riverside Art and Music Festival. The event is

scheduled for **Saturday, September 25th** from 2 pm to 7 pm in downtown Riverside's White Park.


For more information on the Riverside Art and Music Festival, visit:

www.facebook.com/RiversideArtandMusicFestival
www.riversideartscouncil.com -or-
www.riversidedowntown.org

44th Annual Mission Inn Run

The 44th Annual Mission Inn Run returns on **Sunday, October 24th** with a Health and Fitness Expo on Saturday, October 23rd. This Signature Event takes place in Historic Downtown Riverside and is an Inland Southern California Tradition. The Mission Inn Run offers a 5K, 10K, and a 1/2 marathon run/walk with both a live and a virtual option. The run courses will be the same as 2019 and wind through the historic parks, sites and neighborhoods of Riverside, making a picturesque event for participants and spectators alike.

To sign up, participate as a sponsor, vendor or volunteer, or to get more information, go to www.missioninnrun.org. The website also has a map of street closures on October 24th along with times of closures. *Note to Downtown Businesses: Full street closures will start at 7 am and continue until 12:30 pm. The finish line is in front of the Mission Inn Hotel and Spa. As the event brings thousands of participants and spectators to downtown Riverside, we encourage you to be open and ready for the crowds.*

And don't forget October is when downtown Riverside becomes Halloween Central with Spooktober 2021 on Saturday, October 3rd in Fairmount Park, Spooky Art Walk on Thursday, October 7th at the Life Arts Center, and Riverside Halloween Fest on Saturday, October 16th in White Park. 


Riverside Arts Academy's Spanish Nights Gala

Mark your calendars! The Riverside Arts Academy (RAA) is excited to announce its *Spanish Nights* Art of Giving Gala on Thursday, November 4, at 5:30 pm at the Cesar Chavez Community Center. This will be the first in-person fundraising event RAA has hosted in over one year.

Spanish Nights will showcase the leadership of RAA's new Music Director, Nové Deypalan, and feature the dedication of RAA's Teaching Artists and staff. Most importantly, Spanish Nights will highlight the amazing talent of RAA's students.

Guests will enjoy musical performances from RAA

students, Spanish-themed tapas, and a live and silent auction, where all proceeds will go toward Riverside Arts Academy Music Project (RAAMP) programming. RAA is still accepting donated auction items and sponsors for Spanish Nights. For more information about sponsorship and auction opportunities, and to purchase tickets, visit RiversideArtsAcademy.com/Gala.

For more information about the Riverside Arts Academy programs, visit www.riversideartsacademy.com. All other inquiries: info@riversideartsacademy.com or (951) 266-5540. 

Mayor's Message - Getting Our Infrastructure Back on Track

Contributed by Mayor Patricia Lock Dawson



There has been much discussion at the national level about infrastructure needs across our country and how infrastructure can enhance the lives of people living in communities both large and small. Infrastructure is an essential factor in

determining a city's quality of life. Hard infrastructure—roads, bridges, sidewalks, signage, and more—is a part of our daily lives. It is the duty of a city to properly maintain its infrastructure so that residents can live comfortably and navigate with ease and convenience. We in Riverside have had similar discussions and have heard the calls from residents for upgrading Riverside's aging infrastructure.


More than just having these discussions, we have put words into action. Since the start of my term as Mayor just eight months ago, we have made historic investments in road-related infrastructure projects with approximately \$20 million approved for road repaving, improvements to sidewalks, curbs, gutters, storm drains, bike lanes, new road signage and more. This type of "hard" infrastructure is often the first impression guests have about a city and is critical to the quality of life of residents.

Infrastructure projects at the city level have included the approval of repaving or otherwise enhancing portions of Adams Street, Arlington Avenue, Brockton Avenue, California Avenue, Indiana Avenue, Jurupa Avenue, La Sierra Avenue, Magnolia Avenue, Monroe Street, Van Buren Boulevard, Washington Street, Wood Street, to

name a few, and a host of residential streets in each of Riverside's seven wards. In all, dozens of miles of roads will soon see improvements based on the actions taken from December through today.

This historic investment in roads and infrastructure is made possible because of voter-approved measures like Measure Z and Measure A; state legislation such as SB-1; along with transportation and infrastructure grants from the state and federal government.

To continue this great momentum, on August 17, 2021 the City Council and I discussed and approved a city blueprint that brings together multiple infrastructure-related plans known as Riverside PACT—Pedestrian Target Safeguarding; Active Transportation Master Plan; Complete Streets Ordinance; and Trail Master Plan Update. The purpose of this blueprint is to create cohesion with all the intersecting plans that guide what our city does to link transportation and recreation with roads, existing trails, employment opportunities, and commercial centers. PACT has the potential to improve safety, reduce collisions and enhance accessibility to parks, schools, libraries, and the workplace. When there is maintained physical access, such as roads—infrastructure, to important community destinations, we provide Riversiders with a heightened quality of life and maintain a fundamental pillar of local government.

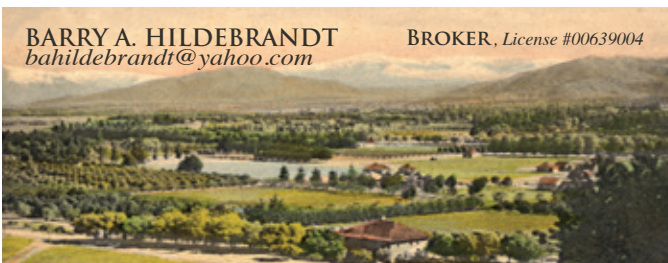
On my citywide Big Tent Tour, infrastructure concerns are some of the more frequently asked questions. That is why I am proud of our bold action to improve roadways in our city over the last eight months—and making the structural planning improvements to maintain this long-term. I pledge to continue the work of prioritizing Riverside's infrastructure—for this generation and for the ones that follow. 

RDP Welcomes New Businesses to Downtown

Destination Beauty 21 • Exit Bail Bonds • Inland Podiatry Group, Inc. • Inland Surgery Center, Inc. • JQL.(Transportation)
Magnolia Thrift and Boutique • Skin by Pai • StarNav LLC (General Services) • Olympus Engineering Corp.
Riverside Wine School • Skin Aesthetics by Sol • The Counseling Center for Individuals

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RiversidePublicUtilities.com



COUNCIL CORNER


Ward One Council Update

Contributed by Councilwoman Erin Edwards

We have made impressive progress since the beginning of the COVID-19 pandemic, and small actions like getting **vaccinated and tested for COVID-19** can help us make sure that Riverside's businesses keep thriving, kids can stay in school, and that our community can stay open. **City Hall employees and visitors are doing their part by wearing face coverings regardless of vaccination status when inside City Facilities.** If you or anyone you know has not had the opportunity to get vaccinated, visit vaccine.riversideca.gov to make an appointment.

Downtown is growing and changing. I am proud of Riverside for recently emerging as one of the housing markets seeing the highest jump in ratings as of May 2021 by Realtor.com. **The Mark is opening in January, Centerpointe Luxury Apartments will open early this fall, and Mission Heritage Plaza/Civil Rights Institute is in the midst of constructing 70+ affordable housing units.** As Ward 1 leads the way in diverse housing options, your engagement in planning the future of the City through the Housing Element process is crucial. Read the Draft Environmental Impact Report and give your feedback on the project at www.riversideca.gov/housingupdate. Follow along the continued discussion about the **AC Marriot**

in **October**, during which public hearings will take place to discuss two appeals for the proposed project.

Keep your eye out for opportunities to support micro-enterprises and local businesses. Your engagement is needed as we discuss **procurement of local labor for development of surplus City properties**, as well as amendments to the Riverside Municipal Code regarding **Street Vendors**. This fall, give your feedback on the City's expenditure plan for **American Rescue Plan Act funding** when it comes before the City Council in October. As the City continues to aggressively address homelessness, tune in to the **September 27th Housing & Homelessness Committee Meeting** and the **September 30th City Council special meeting regarding safety concerns and homelessness**. Please join us for in-person office hours at Hunter Hobby Park on **September 15th from 6-7 PM**. Don't hesitate to reach me with any further questions by phone at 951-783-7811 or by e-mail at EEwards@RiversideCA.gov. 

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Welcome Back to School!

It is with great pleasure that I welcome back all the students, parents and faculty from the Riverside Unified School District! Ward 2 is the proud home and location for the following five schools: Emerson Elementary, Castle View Elementary, Highland Elementary, Longfellow Elementary, John W. North High and Riverside Stem Academy. UCR will be welcoming new and returning Highlanders as their school year kicks off. This fall we have the following sports competing from now into early December: Women's Cross Country, Men's Cross Country, Women's Soccer, Men's Soccer and Women's Volleyball, Men's and Women's Golf. For more information on dates and events for UCR Athletics or to become a member of the Athletics Association, be sure to check out the Highlander's Athletics website, <http://www.gohighlanders.com>.

Ward 2 Development:

As we look for ways to strengthen our economies, provide better quality of life, and build on local assets, we look to our partners and community members to help us create the appropriate atmosphere. We are excited that one of the local projects approved by the City Council is nearing completion.

- **CARB:** The California Air Resources Board has almost finalized their new Headquarters on Iowa Avenue between University and Martin Luther

King boulevard. This 19-acre site near the campus of UC Riverside is approximately 380,000 square-foot facility and is one of the largest and most advanced vehicle emissions testing and research facilities in the world. It will also be the largest 'net-zero energy' structure of its type in the nation. You may have already seen the new tech added to the roads along Iowa that allow for smart vehicle communication. 

Ward 2 Projects:

- **Riverside Arts Academy Mural:** The Riverside Arts Academy has opened registration for the Fall Season. We are asking for assistance from our local artists or community members who would like to sponsor a mural in the rooms that our youth will train in. We have over 350 students that enroll every quarter and we would love to have these rooms showcase new murals that motivate our young ones. If you would like to donate funds or donate your artistic talents, we would greatly appreciate your support. We are currently in need of paint and paint materials. For additional details call my office at 951-826-5419.


continued on next page

WARD 2 from page 4

• **Neighborhood Mural Projects:** The Residents of Eastside Active in Leadership and the Eastside Heal Zone in partnership with the Riverside Community Health Foundation have begun planning the next Neighborhood Mural that will assist our local businesses along Park Avenue between 14th street at University Avenue. Recently one of our local artists, Juan Navarro, donated his time to assist us with the mural at the Polynesian Restaurant on Park Avenue and 10th Street. This is the only Polynesian Restaurant in Riverside that brings in clients throughout the Inland Empire. If you would like to donate, sponsor or participate in upcoming Neighborhood Transformation Murals please contact my office at 951-826-5419 or email me at clcervantes@riversideca.gov.

Ward 2 Business Spotlight:

• **Royal Orchid Restaurant:** is a quaint and delicious Thai Restaurant that will leave you feeling satisfied after your meal. You can try any of their gourmet selection and walk away one happy customer. They're rated by locals as one of the Inland Empire's best Thai Restaurants in our area. Their Pad Se Ew, Tom Yum Soup, Pad Thai Noodles, Curry Fried Rice and the Panang Curry are among the favorites. Be sure to stop by the Royal Orchid Thai conveniently located at 1450 University Ave, Riverside, CA. For your convenience you can call in your orders for takeout or delivery at 951-786-3930.

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 Art and Music Festival

contributed by Patrick Brien, Executive Director-Riverside Arts Council

The Riverside Art and Music Festival is back and will be coming to historic White Park on Saturday, September 25. After being relegated to virtual status last year, the event will once again be produced as a collaboration between the Riverside Arts Council and Riverside Downtown Partnership.

The festival brings together artists and arts organizations, as well as music and dance performers. It is a great way to interact with young, up and coming artists, and others whose careers are well established. Work will be on display and for sale, plus guests will be able to get to know the area's arts institutions on a much deeper level. Past performers have included winners of Riverside's Got Talent and Riverside Sings, as well as a Top 8 singer on The Voice.

A special zone for youth activities will be set up, where kids learn to draw and paint plus sign up for dance and theatre classes.

Intended as a way to open up the arts to those who might otherwise not enter a museum, gallery, symphony

hall or theatre, the event is free to the public. Since 2016, the Riverside Arts Council and Riverside Downtown Partnership have closed down sections of downtown streets. It was decided this year to bring the festival to White Park.

This marks something of a return for the arts council, as it used to hold the Mayor's Ball for the Arts at the park for several years. The Partnership, as well, once hosted events there. When the two organizations decided to join forces it was with the idea of combining the former Mayor's Ball with the Street Jam. Making it free as a means of expanding access was always the intent.

Another concept that is important to both organizations is that the event drive traffic into downtown businesses. As a result, there are no food or beverage vendors.

The Riverside Art and Music Festival will take place on Saturday, September 25 from 2 pm to 7 pm at downtown Riverside's historic White Park. For more information, visit <https://www.facebook.com/RiversideArtandMusicFestival>.



SECURITY CORNER

Beware of Unsecured Wi-Fi Networks and Services

by Diane H. Wong

Mobile Internet users need to check HTTPS protocol when using unsecured Wi-Fi services that can hack personal and business information.

Wi-Fi is convenient for mobile Internet business users but it's important to check for HTTPS protocol and beware of free and unsecured Wi-Fi that can hack confidential business information.

Mobile Internet business users use Wi-Fi greatly. They are being warned to be cautious of Wi-Fi

unsecured network services especially logging in to unsecured Wi-Fi networks at places like cafés, restaurants, and hotels. Besides, this Internet is impossible to use since it is slow as a lot of people are using it at the same time. Of course, you can enable 5GHz Wi-Fi on your laptop, but it won't secure your connection in any way. So keep reading to find a solution.

continued on next page

SECURITY CORNER from page 5

Firefox Web Browser's Firesheep

A recent software program for Firefox web browser, Firesheep, has unwittingly given amateur hackers the ability to capture login information from Twitter, Facebook, and perhaps other social networking dotcoms over unsecured Wi-Fi networks.

Developed by Eric Butler for Firefox web browser, Firesheep uses a packet sniffer to intercept unencrypted cookies from social networking websites like Facebook and Twitter. As the cookies are transmitted over networks, session hijacking vulnerabilities have been exploited by hackers.

What Happens When Searching for Information Online

For small business owners who are not that computer savvy, when you surf the Internet over a normal HTTP connection, the browser you use (Microsoft Internet Explorer, Mozilla Firefox, or Google's Chrome) keeps a record of key information on pages you have visited so that it works more efficiently. This information is stored by the Web browser in a browser or HTTP cookie, a piece of text stored on a user's computer by their Web browser.

A cookie than can be used for authentication, storing site preferences, as an identifier for a server-based session, or for anything related to storing text data. Email login passwords for Web mails (Gmail, Hotmail, or Yahoo), may be stored in a cookie and automatically loaded when a username is typed into a login screen.

Cookies, Firesheep Software Program, and Unsecure Wi-Fi

It is these cookies that the Firesheep program targets as users update their profiles on their Facebook pages at unsecured Wi-Fi access points. The trouble is that while the initial login system for Facebook may be secure, browsing other pages that tie into Facebook, that is, one that has a Facebook widget or image, may cause account login information to be saved to a cookie.

Hackers using the same unprotected Wi-Fi network can then use Firesheep to access cookie information and steal login details giving them complete access to a user's Facebook account.

Smart as they are, hackers who have infiltrated an account will search through personal records and be able to relay messages to anyone to gain a deeper understanding of someone's personal information. The more they know personal information, the more they can steal confidential business information. No decent person would want an online criminal to know personal home addresses and holiday plans any more than their Internet banking password information.

How to Avoid Becoming a Firesheep Victim

Since the Firesheep threat is limited to unsecured Wi-Fi access points in cafés and hotels, the best form of defense is to simply stop using these networks. Business people who are on the move and enjoy these free hotspots' convenience have to ensure that only Wi-Fi running on encrypted and password-protected networks is used. Decide what is better for you: PCI-E Wi-Fi Cards or USB Wi-Fi. Take into account different factors such as the number of users and the amount of work needed to accomplish.

Ensure that Internet Banking Uses HTTPS Protocol

Credible Internet banking dotcoms use Internet banking software with secure HTTPS protocol and will not allow a Web browser to save account information to a cookie. HTTPS creates a secure channel over an insecure network and is designed to protect a customer's account login information.

It's a good idea to get into the practice of checking for the HTTPS protocol in the browser window anytime money transfer is being done over the Web. While using free Wi-Fi networks can be convenient for business people on the move, keeping these things in mind keeps personal information safe.

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



BUSINESS BUZZ

The Small Business Guide to Paid Advertising

by Jess Lunk, BenchMarkOne.com

As a small business owner, you're managing operations, customer service, account management, and not to mention everything regarding sales and marketing.

Are you sure you're not a superhero?

Small business owners are doing it all. Even with the assistance of an in-house advisor or an outsourced marketing team, it's still ultimately your responsibility to know what's going on and why, especially when it comes to your paid advertising.

A strategy like paid advertising can be overwhelming, confusing, and challenging to manage — particularly if it's not your area of expertise. This quick guide to paid

advertising includes the essentials you need to know to ensure you're not wasting your time or money.

Why You Should Consider Paid Ads

At face value, it might seem like you can opt-out of paid ads entirely. After all, you can obtain massive reach with organic content marketing and search engine optimization (SEO). With all the free SEO tools out there and cost-efficient content creation, these efforts aren't going to empty your pockets.

But paid ads have a lot to offer, too, and most marketers are already on board. In fact, 80 percent of

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BUSINESS BUZZ from page 6

marketers are making room in their budgets for various paid advertisements.

There's good reason for this. For starters, paid ads are great for brand awareness, and the traffic that they bring your way is more likely to lead to conversions than those from organic advertising.

Then there's the fact that while content and SEO marketing have huge potential, it's also hugely competitive. The internet is packed with businesses of all sizes that are striving to rank for the same keywords. To get to the top of the pack, you're almost always going to need existing domain authority — a fact that overwhelmingly favors big companies who have already had a long time to establish their digital presence.

When it comes to small business ads, it's never a one-or-the-other type of thing. Your strategy should include both organic and paid advertising, with complementary campaigns that help you find your audience online (and help them find you in return).

To put your best foot forward with paid advertising, let's take a look at the types of paid ads and explain how they're used.

The 5 Most Common Types of Paid Ads

Most paid ads are designed as pay-per-click (PPC) ads, meaning that instead of paying outright for ad placement, you pay a set fee every time someone interacts with your ad — about \$1 to \$2 per click.

Within this designation, there are various types of paid ads that you can employ. Here are some of the most common:

- **Search ads** – These ads appear at the top of a search results page, above the organic rankings. They look pretty similar to standard search results but have a small box that says “Ad” next to the URL.
- **Social media ads** – These advertisements appear on social media platforms like Facebook, Twitter, Instagram, etc. These generally appear right in users' feeds and are noted as being sponsored posts. They are also highly targeted based on pages and brands users prefer, like, and follow.
- **Display ads** – These are banner ads that appear on websites that display ads to visitors and usually include a photo, brief text, and a link.
- **Google shopping ads** – If you own an eCommerce small business, you may benefit from eCommerce platforms like Google shopping ads. These appear in a carousel on the results page when people search for a certain item. They include basic details like an image, price, and website link.
- **Retargeted ads** – These are ads specifically placed in front of users who have previously checked out your website but did not convert. They can be any format, such as display ads, search ads or social ads.

This isn't an exhaustive list, and you've probably seen all of these ads before during your own internet perusing and searching. But, this should give you a good idea of the various types of PPC ads that are available and how you can use them to target specific subsets of your target audience.

Tips for Paid Advertising Success

Running a small business means that you don't have an unlimited marketing budget to throw at paid ads. Instead, you need to be smart with how and where you allocate your funds, and we've got some tips on how to do that.

Tip #1: Filter Your Audience

You obviously want as many people as possible to see your ads, but what's even more important is making sure the right people see them. Focus on members of your core audience when putting together your paid ads.

Luckily, you can use filters to narrow down who your ads target. Use your buyer personas and get as specific as you can in terms of audience demographics, geographical location, interests, needs, etc. Use more granular keywords and avoid broad terms to get the most out of your budget.

Also be sure to tailor the content of your ads – from design to copy – to your audience. This ensures that the right type of buyer clicks on your ad instead of wasting spend on buyers who are not the right fit.

Tip #2: Don't Try to Be Everywhere

In a similar vein, you also need to be strategic with where your ads appear. For instance, if you're mainly targeting older Millennials, your social media ad dollars are probably better spent on sites like Instagram and Pinterest versus platforms like TikTok and Snapchat, which cater to a younger audience.

You can survey your customers to see what social platforms they like the most. Get creative on social media by creating Instagram or Twitter polls, or send out a yearly survey to your subscribers that asks them various questions, including which channels they're most active on.

Tip #3: Track Your Key Performance Indicators (KPIs)

This one is crucial. The only way to know what's working and what's not is to dig into the data. PPC (pay-per-click) hosts like Google and social media platforms make it easy to track your key metrics, and you should keep a close eye on performance. Make tweaks here and there to make sure your budget is being spent wisely.

If you have to pull ads entirely, that's fine. The last thing you want to be doing is throwing more and more money at a strategy that isn't giving you anything in return. You're also not going to hit a home run on your first try. Give your social ads some time to perform before you make any significant adjustments.

Final Thoughts

While organic marketing and SEO will reach a wide audience, you're not likely to always reach your ideal target customer this way. Remember, you're competing against every big business within your industry out there. Opting for paid ads in conjunction with those efforts will strengthen your position in the market, increase awareness for your brand and put your company in front of the right customers.

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





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

For Downtown News Alerts email
Janice@riversidedowntown.org

For Events email
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RDP Facebook Page

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