

Downtown is
Calling

Good
Times
Await



In This Issue:

Downtown Business Improvement District

Festival of Lights Update

Mayor's Monthly Message

Council Corner Wards One and Two
Update

Arts Corner: Riverside Philharmonic

Security Corner: Business Email
Compromise

Business Buzz: 10 Proven Ways to
Boost Facebook Engagement

Join us for the RDP luncheon at Noon
on Tuesday, October 26 at Loft.84
located at 3840 Lemon Street.

Our featured speaker will be Nathan
Freeman and Sherry Shimshock on
downtown news. Call the RDP office at
951-781-7335 for reservations.



October 2021

Bulletin

Riverside Downtown Business Improvement District

Downtown Business Improvement District

The Board of Directors of the Riverside Downtown Partnership (RDP) approved the Annual Report for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) levy for the 2022 calendar year at their July 14th meeting. The report has been submitted to the City and the Public Hearing set for 3 pm on October 19, 2021. The City will send out notices to all businesses in the Downtown BID to advise them of the date and time of the public hearing.

NOTE: The Annual Report has been posted on the RDP website, www.riversidedowntown.org, for businesses to review in its entirety prior to the public hearing.

The activities of the Downtown BID are funded by the BID levy which is equal to 100% of the annual business tax levied by the City of Riverside and assessed on all businesses within the BID boundaries. The City collects the levy on behalf of the Downtown BID. RDP was charged with the responsibility for the programs and activities of the Downtown BID when it was created in 1986. RDP works with the City and with other organizations to best utilize available resources and to work towards the effective implementation of programs and activities in specific areas; promotion of business activities, security, public events, music in public places, beautification, and parking.

The COVID-19 pandemic affected RDP's activities for the first part of 2021, with certain programs and activities curtailed. RDP redirected its resources and dipped deep into its reserve funds to make business and patron security a top priority during the pandemic. The increased commitment to security continued during the first half of 2021 but was reduced during the second half, in part due to reduced available funding.

Thanks to an assertive vaccination

effort and a decrease in infections and hospitalizations, California officially reopened on June 15, 2021. Restrictions on physical distancing, capacity limits for businesses, and the County tier system were lifted. Restaurants, shopping malls, movie theaters, and most everyday places could open as normal with no capacity limits or social distancing required. With restrictions lifted, RDP resumed in-person meetings in July and event-related activities in the second half of the year.

RDP has continued to assume a financially conservative outlook for 2022 in the Annual Renewal Report. Projected BID levy income for 2022 is expected to continue at 2021's amount of \$368,000. That amount is allocated towards the estimated cost of programs and activities with any additional amounts intended to be used for security.

RDP has allocated \$180,000 for promotion of business activities in 2022. RDP promotes downtown, downtown businesses, and downtown attractions and offerings through print media, electronic media, and other communications and marketing methods. Marketing includes ads, website, Facebook and Instagram pages plus Constant Contact event updates. RDP produces a monthly newsletter in print and online to communicate items of interest and importance, and to help build business capacity. RDP produces a Pocket and Dining Guide that lists all downtown shops and most services, and information on downtown restaurants by category. The Downtown Riverside Historic Walking Guide is a companion piece.

RDP offers and co-promotes workshops and seminars of interest and information to businesses. RDP also works with other organizations to promote downtown businesses. RDP

continued on next page

BUSINESS IMPROVEMENT DISTRICT from page 1

sends out a welcome package to all new businesses and announces them in the BID bulletin. The welcome package includes copies of all printed materials including the organization's annual calendar, "What's Up with RDP", and Annual Report.

RDP has allocated \$142,000 for security activities in 2022. RDP Ambassadors patrol the downtown BID area from 9 am to 5 pm Monday to Saturday. They assist with moving transients along and other problems encountered by downtown businesses. RDP also monitors security issues through a committee, distributes updates, and holds workshops as necessary.


Recognizing the need for extra security during the pandemic, RDP has funded additional external safety patrols. RDP spent \$168,337 on such patrols during the fiscal year that ended June 30, 2021, and allocated an additional \$67,160 for the remainder of calendar 2021. Continuing the external patrols in 2022 will be dependent on either additional BID levy income or other funding.

RDP has allocated \$18,500 for public events in 2022. RDP sponsors events such as the Riverside Halloween Festival, the Mission Inn Run, and the Chanukah Festival that bring visitors and business patrons to downtown. RDP promotes downtown events through various media including a monthly calendar of events and an event guide, encouraging visits to downtown.

RDP has allocated \$13,500 for music in public places in 2022. The Riverside Art and Music Festival, a partnership with the Riverside Arts Council, was held on September 25, 2021 and was been relocated to White Park as a more conducive venue. The plan is to hold the event annually as a signature event for both organizations.

RDP has allocated \$9,500 for beautification in 2022. RDP has funded outdoor murals, assisted in repairing a historic pergola, purchased cleaning equipment for the City to use, and removed Ficus trees that were damaging sidewalks and replaced them with Goldenrain trees. RDP also improved the three alleys between Main and Orange from Mission Inn to 10th with new lighting and public art. The alley adjacent to The Mark will be considered for lighting and public art in 2022.

RDP has allocated \$4,500 for parking in 2022. To assist visitors in navigating downtown, RDP partners with the City on a downtown directory map available online. RDP also advocates on issues such as the potential loss of 325 parking spaces from the downtown parking inventory by the sale of garages 1 and 2, and the need to increase evening parking rates to improve security.

If you have any question regarding the Annual Report or the BID renewal process, please contact Janice Penner at the RDP office at 951-781-7339. 

Festival of Lights Update

Festival of Lights to Continue Without Traditional Switch-On Ceremony as ongoing COVID-19 pandemic makes it impossible to predict if a large event can be held safely.

The Mission Inn Hotel & Spa will once again host its Festival of Lights this year and has made the difficult decision to cancel the traditional Switch-On Ceremony because of concerns about the potential COVID-19 public health impacts associated with the Delta Variant. The City of Riverside also has reduced its usual programming this year to ensure the public's safety.

The Mission Inn Hotel & Spa will sparkle with millions of lights and decorations, continuing a holiday tradition that has delighted Riverside for decades and drawn visitors from around the globe. Festival of Lights has been recognized as one of the nation's most popular holiday events, enchanting visitors of all ages with the Mission Inn's décor and festivities surrounded by the charm of Riverside's historic Downtown. As a result, this year's Festival of Lights will largely mirror the 2020 event, which was the first to be scaled back due to COVID-19.

"A generation of Riversiders has grown up with the Festival of Lights as a much-loved tradition," Mayor Patricia Lock Dawson said. "We greatly appreciate our partners at the Mission Inn Hotel & Spa for their years of investment in this tradition, and we eagerly await the return of the switch-on ceremony in 2022. Until then, this 2021 season will still provide many of the signature lights and decorations that have come to attract locals and visitors alike."

The Festival of Lights will continue to feature the traditional lights and decorations at the Mission Inn Hotel & Spa, as

well as City-sponsored holiday décor in the surrounding areas, including holiday-themed selfie stations, holiday trees, large ornaments, a sleigh, bows and garland on lights and bridges, and an assortment of holiday light displays. However, because of the restrictions imposed as a result of the pandemic, many traditional features, including live entertainment, attractions, food vendors and horse-drawn carriages, had to be cancelled.

City staff is evaluating ways to potentially enhance the Festival grounds surrounding the Mission Inn with additional decorations and lights along Main Street. Because of governmental contracting requirements, the City must make decisions now because many key vendors must be notified this month. Final proposals will go to the City Council for review.

Historically, Festival of Lights has kicked off with the Switch-On Ceremony, complete with an exciting countdown and fireworks display that attracted 75,000 people to Downtown Riverside the Friday after Thanksgiving. Once the lights are switched on, they are a nightly attraction at the Mission Inn, drawing thousands of visitors to Riverside throughout the holiday season.

"We are hopeful that the 30th anniversary next year will be a time when we can return to the Festival as we knew it prior to COVID-19." Mayor Pro Tem Gaby Plascencia said.

Source: City of Riverside September 21, 2021 press release



Mayor's Message

Contributed by Mayor Patricia Lock Dawson



Two months ago, I shared an editorial about our **systematic approach to addressing homelessness** and the actions taken by my office in partnership with our regional stakeholders.

Now, I would like to provide a brief update on where some of the items previously mentioned stand to date.

Last December, Supervisor Karen Spiegel convened the District 2 **Homeless Solutions Collaborative** focused on the Santa Ana River Bottom. Since then, my team and I have become extensively involved with these efforts and others to **establish four goals**: rehouse existing encampment residents, remove and mitigate physical encampments, conduct clean-up and habitat restoration, and establish effective tools to prevent the recurrence of encampments. Previously, I stated that we expect to see results of this regional collaboration **as early as fall of this year**. That expectation came to fruition beginning last month when the City of Riverside homeless outreach team, County of Riverside Behavioral Health, Path of Life Ministries, and others focused efforts on encouraging individuals to **vacate** the river bottom and **receive services** available by the County of Riverside. This is a proactive measure to vacate a portion of the River that is now under construction.

Following this outreach, the Riverside County Park Rangers **cleared debris and vegetation** to aid SoCal

Gas in providing an accessible site for their project of **undergrounding** the vital **natural gas line** that currently stretches the southern end of the Santa Ana River in our County. This undergrounding will occur from **September 2021 to February 2022**. The work for this specific project will occur approximately between the **Acorn Street** and **Van Buren Boulevard** sections of the Santa Ana River.

Furthermore, an emergency City Council meeting dedicated to the discussion and establishment of a **plan of action** for addressing the **criminal and mental health-related challenges** intertwined with homelessness convened on September 30th. There, we discussed needed changes to our municipal code ordinances and reviewed the state laws that restrict local enforcement. We heard testimony from **RPD, the Sheriff's Department, and Homeless Outreach Team** on what works—and what does not, and explored ways to make improvements within existing structures by establishing a **regional five-year plan**.

Know that I walk the same streets as you, I patronize our local stores and businesses, and I share in the frustration that many have regarding the time it has taken just to get to this point. I am hopeful and proud of the **innovative action** we are taking to meet this challenge within the constraints of state **legislation**, voter-approved **measures**, and **rulings** by both the Circuit and Supreme Courts.

The September 30th workshop was **recorded** and is **posted** on the City's website at [riversideca.gov/meeting](https://www.riversideca.gov/meeting). I urge those interested in knowing more about these plans to please review this meeting video. 📺

Are you signed up for our Constant Contact?

Do you want to be informed of downtown events and more?

Then go to our website and sign up, or send an email to rdpjanice@riversidedowntown.org

RDP Welcomes New Businesses to Downtown

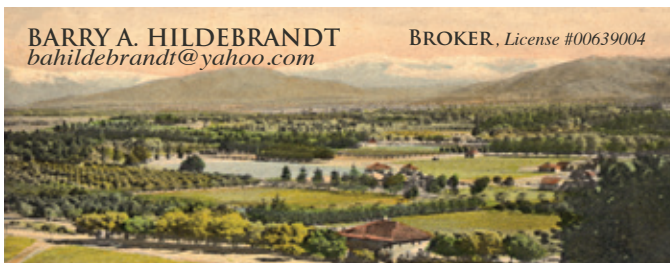
Beyoutifull Hope (Misc. Retail) • Centerpointe at Market Apartments • EXOH Labs

Law Offices of Kristine Toma • Magdalena Cleans • Mendez Chiropractic Group • R.J.R Janitorial Service

Solid Growth Investments • Tulipan Antojitos Mexicanos (Food Service)

BARRY A. HILDEBRANDT
bahildebrandt@yahoo.com


BROKER, License #00639004



Mountain View-Riverside-1906


WCI REAL ESTATE
4197 BROCKTON AVENUE RIVERSIDE, CA 92501
951.779.9738 x-12 Cell 951.321.9336

WATER | ENERGY | LIFE



CITY OF
RIVERSIDE
PUBLIC UTILITIES

RiversidePublicUtilities.com



COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

Riverside is making big moves this fall. The new Centerpointe Apartments will be opening this October. Mission Heritage Plaza and The Mark are both making construction progress, and their openings can be expected further down the line. Good news for brewery lovers: Corona brewers at **Stone Church Brewing is opening on the Main Street Mall this October!**

Your input is needed on exciting news for the future of our Downtown. This month, chime in on the final proposals for the **American Rescue Plan Act (ARPA)** expenditure plan. The Economic Development Department will present proposals for the **Riverside Alive Project** this fall as well. Also coming to the dais: discussions regarding the zoning for the **Innovation District**. Tune into the Council's conversations about **local procurement policies**. If passed, these amendments to our purchasing ordinance will help us support local entrepreneurs and businesses in ways that elevate diversity and equity in our processes. **The Housing Element** is in its final phases at the City. Listen to the zoning proposals from our Planning Department on October 5th. Check out the interactive map with the proposed sites at <https://riversideca.gov/housingelement>. Share your thoughts on these topics to help us put our best foot forward as we plan the future of our City.

The City Council approved amendments to the street vending ordinance, showing commitment to entrepreneurship, health, and safety. Barriers have been removed for vendors, in addition to creating operating hours that end at midnight and restricting vending 200 feet from special events. The policy will be reviewed in six months. These changes give us an opportunity to innovate and keep our Downtown vibrant. Please continue to reach out to me if you have any further questions about this topic. The City is still working hard to address homelessness. Last month, I rode along with Lt. Chad Milby during **Saturation Day, a homeless outreach effort spearheaded by RPD**. 30% of contacts accepted services needed. We will continue working rigorously to address this issue. Stay tuned for more developments regarding the hiring of a new Office of Homeless Solutions officer.

Mark your calendars for October 13th, my next office hours. They will be held at **Martha McLean park from 6 pm to 8 pm that night**. Please don't hesitate to reach me at 951-783-7811 or by email at EEdwards@RiversideCA.gov.



Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

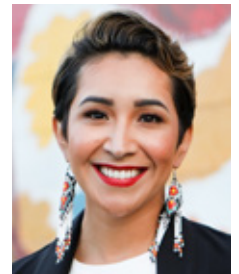
As we look for ways to strengthen our economy, provide better quality of life, and build on local assets, we look to our partners and community members to help us create the appropriate atmosphere. During these challenging times we are pleased to inform you that we still have individuals and organizations that are dedicated to creating affordable housing that will benefit many of our residents. Wakeland Development is one of the partners that joined us in bringing the Transformative Climate Communities and the Affordable Housing and Sustainable Communities Grant to Riverside. Their amazing "Entrada" housing development will bring a total of 65 Affordable units that range from 1 bedroom to 3 bedrooms and will invest approximately \$42 million that will generate hundreds of local employment opportunities.

Business Spotlight:

- **The Cookie Plug:** is located at 2790 14th Street, Riverside, CA 92507 and offers a variety of delectable cookies found in their "PHATTY FLAVORS" lineup, as well as regular favorites that you can find in their "ERRDAY HOOKUPS".

For our health conscientious community members they offer Vegan, Gluten-Free, and Keto Cookies in their DETOX Menu. If you're in the mood for a one-of-a-kind cookie then the Cookie Plug is your next stop. If you need a fix of cookies, you can place an order for pick-up or delivery at www.thecookieplug.com.

- **Zacatecas Mexican Cafe:** is an authentic Mexican Food restaurant that has its roots in Ward 2. Zacatecas is located at 3767 Iowa Avenue, Riverside, CA 92507 and is a family-owned restaurant with two generations of the Medina family that have served our community. If you are in the mood for traditional Mexican food then you need to stop by Zacatecas Mexican Grill. You can place your order via phone at 951-683-3939 or drop in and meet Jon and Vicky Medina.



Happy Autumn Days!

Riverside Arts Academy Art of Giving Gala: The Riverside Arts Academy is committed to changing the lives of our youth by providing instruction and a springboard to arts education in a broad-based curriculum that focuses on improving the quality of life through music, dance, performing, and visual arts. To try and bring some normalcy to these difficult times and provide joy through music, our Riverside Arts Academy will be holding a Community Mural project and The Art of Giving Gala, hosted by Musical Director Dr. Nove Deypalan and many caring leaders. We have several local artists that will be assisting us with a mural initiative to help inspire our youth while they enjoy amazing music instruction. If you would like to sponsor a mural or donate your artistic talent, please reach out to my office at 951-850-4962. **Our "Spanish Nights" Art of Giving Gala is right around the corner. Join us on Thursday, November 4, at 5:30 pm at the Cesar Chavez Community Center for an evening of wonderful music, delicious food, and a silent and live auction. All proceeds will support our RAAMP programming.** To sponsor upcoming projects or events and support our youth contact Luke Hillard at info@riversideartsacademy.com or my office at 951-826-5419. 🎻

The Art of Giving Gala

Spanish Nights

Thursday, November 4, 2021
5:30-8:30PM

Cesar Chavez Community Center
2060 University Ave. Riverside, CA 92507

Enjoy tapas, a live auction & great music!

Music by: Riverside Arts Academy Music Director, Dr. Nove Deypalan

Buy tickets at RiversideArtsAcademy.com/Gala

Emcees:
Sean Morrison & Richard Cardullo

Community Impact Award Honoring:
Assemblymember Jose Medina (2021)
Northgate Gonzalez Market Family (2021)
Kathy Allavie (2020)

Tickets: \$50 per person

Silent and Live Auction
All proceeds benefit Riverside Arts Academy

Committee:
Ellie Bennett, Richard Cardullo, Nove Deypalan, Lety Diaz
Kathleen Hartman, Collette Lee, Lauren Lee Sawyer, Annette Rainey

COVID-19 Information:
In light of COVID-19, we will be taking necessary precautions to ensure a safe event. You are encouraged to bring your face mask for the safety of yourself and others. As the situation evolves, we will use our approach to keeping all guests safe and healthy. We are adhering to all CDC, State and Local guidelines.

Parking Information:
Priority parking for gala attendees is the lot located on Douglas Ave. and University Ave.

Arts Corner: Riverside Philharmonic

contributed by Patrick Brien, Executive Director-Riverside Arts Council

Since 1959, the Riverside Philharmonic has been thrilling audiences with a mixture of masterworks and newer compositions. Their first concert, a sell-out at Ramona High School, was a precursor of things to come. Featuring a stellar list of renowned musicians from throughout the region, the Riverside Philharmonic has often been called by music critics, "the best orchestra in Southern California."

Having once called the Riverside Municipal Auditorium and Fox Theater home, the group now performs in the state-of-the-art concert hall at the Coil School for the Arts in downtown Riverside. They have also appeared at venues throughout the region, including a recent show in Lake Arrowhead. Among their best loved annual appearances is the Concert for Heroes at Riverside's National Cemetery as part of Fourth of July observances.

The pandemic changed everything for the Riverside Philharmonic, as it did for almost every other arts organization. They quickly adapted, however, shifting to a virtual platform without seemingly missing a beat. As easy as it may have looked, it took a lot of planning.

"I approached it much like I do a live concert, choosing pieces that will entertain the listener, bring out emotions," said Music Director Tomasz Golka. "But I also had the



additional criterion of managing a safe space for the orchestra, working with six-foot distancing guidelines, masks, and shields for the wind instruments, yet the sound had to be perfect."

Golka went on to describe how for a concert, he typically concentrates solely on the music and bringing out the best sound since very few of the audience can see all of the musicians.

"The added delight with video, however, is that we can carefully edit and choose views that enhance the sound and emotion, building moment by moment, by adding the visual element of the close-ups of the musicians' faces and body language," he said.

On September 18, the Riverside Philharmonic was able to finally return to the Coil for a much-celebrated concert. Golka said prior to the show that he could not imagine a better way to celebrate getting out of the COVID ordeal than with great music in person. His goal, he said, was to give their audience a powerful experience that they haven't been able to feel in a year and a half.

"For our musicians, we will have an opportunity to give," he said. "That's what we do. We give experiences to people."

The Riverside Philharmonic's will be bringing their holiday concert to The Box on December 4 and 5. For more information, visit riversidephilharmonic.org. 🎻

SECURITY CORNER

Business Email Compromise

Business email compromise (BEC)—also known as email account compromise (EAC)—is one of the most financially damaging online crimes. It exploits the fact that so many of us rely on email to conduct business—both personal and professional.

In a BEC scam, criminals send an email message that appears to come from a known source making a legitimate request, like in these examples:

- A vendor your company regularly deals with sends an invoice with an updated mailing address.
- A company CEO asks her assistant to purchase dozens of gift cards to send out as employee rewards. She asks for the serial numbers so she can email them out right away.
- A homebuyer receives a message from his title company with instructions on how to wire his down payment.

Versions of these scenarios happened to real victims. All the messages were fake. And in each case, thousands—or even hundreds of thousands—of dollars were sent to criminals instead.

How Criminals Carry Out BEC Scams

A scammer might:

- **Spoof an email account or website.** Slight variations on legitimate addresses (john.kelly@examplecompany.com vs. john.kelley@examplecompany.com) fool victims into thinking fake accounts are authentic.
- **Send spearphishing emails.** These messages look like they're from a trusted sender to trick victims into revealing confidential information. That information lets criminals access company accounts, calendars, and data that gives them the details they need to carry out the BEC schemes.
- **Use malware.** Malicious software can infiltrate company networks and gain access to legitimate email threads about billing and invoices. That information is used to time requests or send messages so accountants or financial officers don't question payment requests. Malware also lets criminals gain undetected access to a victim's data, including passwords.

How to Protect Yourself

- Be careful with what information you share online or on social media. By openly sharing things like pet names, schools you attended, links to family members, and your birthday, you can give a scammer all the information they need to guess your password or answer your security questions.
- Don't click on anything in an unsolicited email or text message asking you to update or verify account information. Look up the company's phone number on your own (don't use the one a potential scammer is providing), and call the company to ask if the request is legitimate.
- Carefully examine the email address, URL, and spelling used in any correspondence. Scammers use slight differences to trick your eye and gain your trust.
- Be careful what you download. Never open an email attachment from someone you don't know, and be wary of email attachments forwarded to you.
- Set up two-factor (or multi-factor) authentication on any account that allows it, and never disable it.
- Verify payment and purchase requests in person if possible or by calling the person to make sure it is legitimate. You should verify any change in account number or payment procedures with the person making the request.
- Be especially wary if the requestor is pressing you to act quickly.

How to Report

If you or your company fall victim to a BEC scam, it's important to act quickly:

- Contact your financial institution immediately and request that they contact the financial institution where the transfer was sent.
- Next, contact your local FBI field office to report the crime.
- Also file a complaint with the FBI's Internet Crime Complaint Center (IC3).

Source <https://www.ic3.gov>



BUSINESS BUZZ

10 Proven Ways to Boost Facebook Engagement

by Emily Standley

It's no secret that Facebook is the largest social media platform in the world. So much so it could be an independent country! But what isn't so clear is how to actually use Facebook to increase your engagement. Today **we are going to give you the top 10 Facebook**

algorithm hacks to increase your engagement and take it to the next level.

The latest **Facebook update** has changed the rules of the social media game once again. Businesses who

continued on next page

BUSINESS BUZZ from page 6

once relied on the sole exposure in their business page follower's news feed are now struggling to have any of their page posts appear at all. This is due to Facebook now zoning in at the business page post's **engagement vs. content** to determine how many followers get to see the post in their news feed.

As a result, this algorithm change is forcing entrepreneurs and business owners to look at even more creative ways to **boost engagement and improve** their news feed exposure.

Have you seen a decrease in your views and reach on your **Facebook business page**? Are you looking for ways to get people to engage more with your posts?

If so, then it's time to **get more strategic with your posts** and always be posting with the intention of garnering likes, shares and most importantly, comments with each post.

Here are Ten Strategies to Boost Your Facebook Engagement Rates:

1) Follow Up

Follow up on a Popular Post. Review your Facebook statistics in the audience **Insights area** and look for posts that received a high engagement in the past. Make note of that post's topic and **create a new follow up post** on the same subject.

2) Power Up with Pictures

Posting an **image** that grabs your follower's attention works. Always be thinking about how you can tell a **visual story** with your post. Your phone's camera makes it easy to snap and post a quick shot.

Viewers can't get enough of video and nowadays it's easier than ever to create short videos to keep your audience engaged and connected! Whether for business or personal use, Movavi multimedia tools makes creating graphics and videos simple and fun!

Always be thinking about how you can **share what you are doing visually** with your audience and ask leading questions to garner a discussion thread.

3) Timing is Everything

Posting a juicy post at a time when no one is online is worthless. Make the most of your posts by viewing your **Facebook Insights** stats to see when your audience is online.

Many users are most active in the evening after work but not always. Your Insights will tell you the real story as to when it's the best time to post for your particular business.

Your goal is to post when you have the most eyeballs for viewership.

4) Connect Using Facebook Live Video

Video gives fans an incredible feeling of connection with you. Create a consistent schedule and do regular Facebook Live shows.

Shoot weekly tips. Offer live Q&A sessions. Do live "how to" segments. Or share spontaneous videos of your travels and events you attend.

5) Create Content that Resonates

It's vital you create posts that resonate and appeal to your ideal target market. Do this by **paying attention to the questions your audience asks.**

Follow top influencers to see their insights about your field. Research topics covered in best-selling books in your industry on Amazon. Ask your audience what the biggest questions and challenges are that they have about your subject matter.

A great tool to use is **Buzzsumo**.

Search for keywords that are relevant to your industry and it will show you the most shared content related to that phrase/keyword on social media.

6) Generate Anticipation

Give your audience teasers about exciting things you will be posting in the future. Help develop a hunger and curiosity that has them looking forward to your posts.

Getting ready to launch your new website, course, eBook, or product? Build some buzz of anticipation that leads up to the big reveal.

7) Keep the Conversation Going

Closely monitor replies on your posts and do what you can to continue the conversation. Offer personal replies that shows you listen and respond. Ask questions to deepen the discussion.

8) Be Authentic

When you truly open yourself to your audience they feel closer to you. Be vulnerable. Show your warts. Admit to your mistakes. Celebrate with them. Let your tribe feel like an important part of your family in all you experience.

9) Ask for Engagement Questions to spark dialogue

Post a question that begs a response from your audience. What do you think about BLANK? What experiences have you had? What is your opinion? What is your favorite BLANK? What are your thoughts on this?

People love sharing their feelings when asked. Find creative ways to ask leading questions that require more than just a "yes" or "no" response but not too deep that will prevent any response at all.

10) Create Viral-Worthy Content

If you study **memes, gifs, and shareworthy posts**, they all share a common thread: they are either funny, informative, cute, powerful, thought provoking, or emotional that your audience relates too.

Dare to think outside the box and **create your own memes**.

Look at popular memes and see how you can do your own take on it. You never know when your post will be a winner that goes viral or "breaks the Internet".

Try these 10 strategies and watch your **Facebook page fan engagement soar!** What tactics have helped you to increase engagement on Facebook?

All of these tactics should be a huge help for increasing traffic to your blog and your website substantially! Until the next time they change the algorithms:)

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





3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org

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

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

For Downtown News Alerts email
Janice@riversidedowntown.org

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

ADDRESS SERVICE REQUESTED



STAFF

Executive Director
Janice Penner

Office Manager / Bookkeeper
Shirley Schmeltz

BOARD OF DIRECTORS:

Executive Committee

Shelby Worthington-Loomis, Chair
Shalini Lockard, Vice Chair
David St. Pierre, Treasurer
Charity Schiller, Secretary
Andrew Walcker
David Bristow
Erin Phillips
Lou Monville
Philip Makhoul

Directors

Gregory Anderson, Dr.	Chuck Beaty
Patrick Brien	Val Ceballos
Cherie Crutcher	Jesse De La Cruz
Jean Eiselein	Bill Gardner
Paul Gill	Terlyn Henderson
Randall Hord	Nanci Larsen
Chad Milby	Stan Morrison
Robert Nagle	Per Nilsson
Brian Pearcy	Thomas Portugal
Deborah Rose	Sergio San Martin
Sherry Shimshock	Justin Tracy
Todd Turoci	

Ex-Officio

Erin Edwards, Ward One	Clarissa Cervantes, Ward Two
Oz Puerta, ABP	

RIVERSIDE HALLOWEEN FESTIVAL

SAT * OCT * 16 * 2PM - 10PM



- Costume Contest Kids & Adults
- Live Entertainment
- Halloween Vendors
- Kids Zone Free Crafts & Games
- Food & Beer Garden

TICKETS: \$10
Kids 12 and under FREE



White Park Downtown Riverside
Location for Both Events