

Downtown is
Calling

Good
Times
Await



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Join us for the RDP luncheon at
Noon on Tuesday, November 23 at
Raincross Pub & Kitchen
Concert Lounge located upstairs
at 3557 University Avenue.

Our featured speakers will be Gary
Merk and Tom Chisum from the City
of Riverside, discussing the sidewalk
vendors ordinance. Call the RDP office
at 951-781-7335 for reservations.



November 2021

Bulletin

Riverside Downtown Business Improvement District

RDP'S Window Decorating Contest Returns

The Mission Inn Hotel & Spa has canceled the traditional Switch-On Ceremony because of concerns about the potential COVID-19 public health impacts associated with the Delta Variant. However this year's 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.

Downtown businesses can help light up downtown by participating in RDP's annual window decorating contest. Decorate your windows and

be eligible to win the \$100 First prize, \$75 Second prize, or \$50 Third prize, or one of five \$25 Honorable Mention. Winners will be notified by phone and then announced on December 10th on Facebook. Winners will also receive a Certificate.

To enter and receive an entry form, email janice@riversidedowntown.org. Entry forms will also be available at the RDP office or from the RDP Ambassadors. Submit the entry form to RDP by November 29th with judging taking place from November 30th to December 7th.

Help light up downtown!!

Sorry – entrants are restricted to businesses or organizations in the Downtown BID.



Take Advantage of Metrolink's SoCal Explorer Loyalty Program

Metrolink's SoCal Explorer Loyalty Program combines several partnerships with a growing collection of local businesses across the six counties this mega-railway serves, with rewards for its loyal riders. Metrolink is working to support the local community by encouraging riders to take the train to our SoCal Explorer partnership businesses in exchange for earning points towards their rewards account. Members earn one point for every mile they travel, which they can redeem for future free tickets.

Currently more than 50 local businesses (and counting!) are SoCal Explorer Partners, offering discounts and other incentives to the program

members in exchange for being promoted on Metrolink's marketing channels. Offers range from BOGO deals to a specific percentage or dollar amount off a purchase and more -- in exchange for comprehensive coverage across Metrolink's social media including Facebook, Twitter, Instagram, and the Metrolink Matters blog.

It's free to sign up, and businesses can learn more about this mutually beneficial program by visiting socalexplorer.metrolinktrains.com/partnerships. Questions can best be directed to the Director of Marketing and Partnerships, Monica Bouldin at bouldinm@scrra.net.

Submitted on behalf of Metrolink



Kiwanis Club of Uptown Riverside Donates to First Impression Program



Club President Elect Chuck Sprague (Center) presenting \$5,000 check to Salvation Army Captain David Cain. Also shown Philip Falcone (L) from Riverside Mayor's Office along with Mike Stong (R) & Brett Haney, Board members of the Uptown Kiwanis Club.

Salvation Army's FIRST IMPRESSION PROGRAM aims to address homelessness with creative solutions. The goal of this program is two-fold. First, to clean trash and debris from the entryways of Riverside, the "first impression" when entering our city. Cleaning is only cosmetic. Secondly, focused on tackling the root of the problem, the

Salvation Army hires homeless individuals to clean the entryways to Riverside, thus accomplishing an improved "first impression".

The goal is to assist with finding meaningful employment for homeless individuals, interested in re-entering the workforce and rebuilding their lives. They believe that hope

is the key element in guiding a person from desperation to restoration. Through a strength-based case management model, The Salvation Army works with individuals to eliminate barriers and prepare them for successful next steps toward long-term employment and housing.

Uptown Kiwanians is supporting this worthwhile effort using \$5,000 of its Riverside's Got Talent revenue. The donation has also triggered an additional \$5,000 anonymous matching donation to the Salvation Army from a loyal individual member of the Uptown Kiwanis Club for the program. Mayor Patricia Lock-Dawson was on vacation during the presentation but noted: "The Salvation Army has been a great partner in our efforts to solve homelessness and I want to thank the Uptown Kiwanis Club for seeing the need, stepping up, and providing community support. My team and I will continue to search for long-term funding opportunities that can help expand the program and encourage the Riverside community to support these initiatives too."

Submitted by the Uptown Kiwanis Club



Arts Corner: Riverside Arts Academy

contributed by Patrick Brien, Executive Director-Riverside Arts Council

The Riverside Arts Academy began as a dream in 2012. Former Councilmember Andy Melendrez hoped to re-establish an elementary school in the city's east side neighborhood. The result was the Eastside School of the Arts in the Cesar Chavez Community Center, located in Bobby Bonds Park.

Operating under the City of Riverside Parks and Recreation Department, the school thrived. Within a year it had 500 students participating in free lessons. In order to continue its success, however, the program would require support from the community. Local businesses such as Windermere Tower Properties, The Latino Network, Altura Credit Union, The Group and the Riverside Police Foundation banded together to ensure financial stability.

The organization's mission is to empower Riverside's youth to grow socially, academically and culturally through exposure to and training in the arts. They are committed to 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. They provide free instruments and up to five hours per week of free music instruction to underserved children.

According to a 2018 article published by the New England Board of Higher Education, benefits of music education include enhanced language capabilities, improved memory, strengthened hand-eye coordination, better study habits, increased teamwork,



and heightened processing and problem-solving abilities. Written by Jenny Silverstone, "Six Benefits of Music Education for Kids" cited studies that suggest how the area of the brain controlling both musical ability and language comprehension are closely related. She writes how beyond the scientific and academic evidence, those who study music learn to listen to others, sense emotion, and react with greater depth and understanding.

The Riverside Arts Academy began expanding into additional sites in the Arlanza and Casa Blanca neighborhoods while also providing after school programs and performing throughout the city. Their first music director was renowned pianist Alpin Hong. They recently hired their newest music director, Dr. Nove Deypalan, who holds a Doctor of Musical Arts Degree in Orchestral Conducting from the University of South Carolina. He has conducted around the world and performed at the Vatican for the Pope on three occasions.

In spite of school and community sites being shuttered during the pandemic, the Riverside Arts Academy has persevered, quickly transitioning to virtual instruction. As they move forward, the organization continues to provide service to the youth of Riverside. For more information, visit riversideartsacademy.com.



Mayor's Message- State Advocacy Secures Riverside Historic Funding

Contributed by Mayor Patricia Lock Dawson



Fostering relationships around a shared vision is fundamental to achieving results and making progress. As your representative, it is incumbent that I, and other local elected officials, do not allow politics to get in the way of delivering results for Riversiders. We

may not always agree with, or vote similarly as, those in Sacramento but we must ensure that Riverside has a say in state funding decisions. The way we ensure more funding comes to Riverside—a historically underfunded region—is by working with state leaders on shared needs and goals.

In my conversations with Riversiders, I hear the concerns and understand the frustration that many express regarding issues ranging from quality of life to finances and economic development. Addressing these matters is no easy task and Riverside cannot solve these challenges on an island. Good governance requires effective advocacy and diligent oversight of our processes and procedures.

State advocacy has been a focus of mine for decades. Over those years, I was able to secure millions of dollars in funding for major sustainability and land use projects. Now, as mayor, that same drive for ensuring our community receives its fair share of state resources continues.

Recent advocacy has brought home major investments into projects and initiatives. These efforts have secured \$3 million in allocated funding for the Civil Rights Institute of Inland Southern California which is under construction now and will provide 72 affordable housing units.

This summer, state advocacy efforts secured \$7 million for the Harada House restoration and construction of an adjacent interpretive center that will tell the story of the landmark legal battle over the California Alien Land Law of 1913, which prevented non-citizens from owning property. The Museum of Riverside hopes to have this large-scale project completed in several years.

A \$10 million allocation was made for The Cheech Marin Center for Chicano Art & Culture, which is under construction now. This center will open in May 2022 and will be the first museum of its kind in the United States.

\$15 million for UC Riverside's OASIS initiative, or Opportunities to Advance Sustainability, Innovation, and Social Inclusion was secured following extensive partnership between UCR, the City of Riverside, and our state delegation. This initiative will focus on sustainability and advanced technology within a common space for students and the community.

The region's shortage of doctors spurred the \$25 million state investment in the UCR School of Medicine which will help build the second education building to support the growing school.

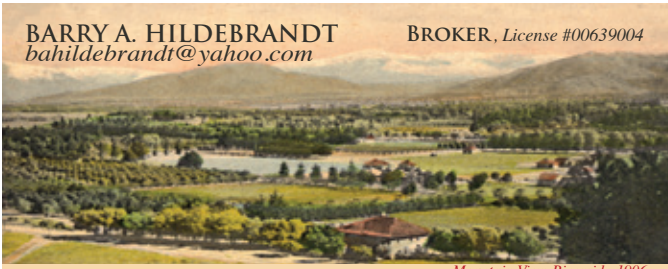
With state advocacy through my participation in the Big City Mayors coalition, the city has received millions of state dollars to combat homelessness, aid in COVID-19 recovery, and more.

The next round of advocacy efforts is taking shape now and I look forward to sharing those with you soon. I thank our state legislators for their work in ensuring these funds are realized in our community.

After witnessing the real investments currently in motion, it is my hope that you too realize the power of Riverside's advocacy in Sacramento and all that we can achieve when we come together to achieve our goals. There is always more work to do, so let's get to it! 🏠

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Mountain View-Riverside-1906


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COUNCIL CORNER

Ward One Council Update


Contributed by Councilwoman Erin Edwards

Thank you to RDP for hosting two amazing events in our Downtown back-to-back! Our office enjoyed joining the RDP team for both the Riverside Art and Music Festival and the Riverside Halloween Fest.

Last month, Riverside passed a policy **prioritizing local, skilled labor for the development of formerly City-owned property**. The City Council also directed staff to **engage the community on our 5-Year Workplan to reduce homelessness**—stay tuned for more developments and opportunities to give feedback.

Good news: the City Council voted in favor of **RDP continuing their service as the manager of the Downtown BID and levying assessments for 2022**.

This month keep your eye out for new businesses **Stone Church Brewing and Blackbird Mercantile** opening along our Downtown Mall.

City Council will continue needing your input on topics such as **ARPA Funding, the Riverside Alive Project, the AC Marriott, and the Innovation District**. I would love to hear your feedback and ideas! Reach out to me at 951-783-7811, or via e-mail at eedwards@riversideca.gov. 

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Happy Fall Greetings to everyone in Ward 2 and the City of Riverside!

Eastside Elementary School: For decades there have been requests and demands from residents for a new Elementary School in the Eastside community. In the Eastside there are currently over 1,400 elementary school students bussed out to other schools throughout Riverside. A new school will help reduce that number to less than 800 students that are bussed out. After extensive community input the RUSD School Board approved additional funds to ensure that a school will be built for our Eastside students. The RUSD Board also dedicated additional funds to help with the much-needed North High School renovations. We encourage residents to continue to participate in the Project Communications Committee that will meet to provide project updates as they move into site acquisition, CEQA, schematic, and design phases. For additional details contact Sergio San Martin at ssanmartin@riversideunified.org or 951-788-7135 ext. 80413.

Annual Nuestra Navidad Breakfast: Latino Network will be hosting their Annual Nuestra Navidad Breakfast on December 8, 2021 from 7:30 am to 9:00 am. This year we will return to an in-person event and attendees can enjoy an entertaining live auction, silent auction, and camaraderie with the focus on benefitting local scholarships, educational programs, and cultural events. Proceeds also benefit the Latino Network leadership programs including the Latino Network Leadership Institute, HOPE Leadership, and Bi-annual Leadership Conference. For details about sponsorships and ads to purchase tickets contact Alexandra Leon at 951-394-2634 or via email, lanetnuestranavidad@gmail.com.

RAA Art of Giving Gala: The Riverside Arts Academy is committed to changing the lives of our youth by providing instruction to arts education that focuses on improving the quality of life through music, dance, performing, and visual arts. Please join us for The Art of Giving Gala on Thursday, November 4 at 5:30 pm at the Cesar Chavez Community Center for an evening of music, food, with a silent and live auction. All proceeds will support the RAA

programming! For sponsorship opportunities contact Luke Hillard at info@riversideartsacademy.com or my office at 951-826-5419.

TCC Tree People Tree Planting Event: Join the TreePeople in Ward 2 for a crisp fall morning as we plant 20 street trees with our Eastside neighbors on Saturday, November 6th from 9 am to 12 pm, and help build our urban forest so we can have shade and cleaner air for our community! The event will be held next to Bobby Bonds Park at 2111 9th Street, Riverside, CA. For additional information or to get involved please contact Bryan Medina via email bmedina@treepeople.org or via phone at 951-446-1245. 

Ward 2 Business Spotlight: As we look for ways to strengthen our economy, provide better quality of life, and build on local assets; we chose local businesses to highlight for their unique and the wonderful contributions they bring to Riverside:

- **Tredish:** is hosting a grand opening on November 10th at the Avila's Historic 1928. Tredish is focused on providing resources to our local Culinary Community and ensuring that small business chefs and entrepreneurs succeed throughout Riverside County. For additional information on Tredish visit www.tredish.com.
- **Eastside Arthouse:** The Eastside Arthouse opened their innovative doors in September! Founded by local Riverside Artist in Residency, Juan Navarro. The Arthouse will provide 20+ artists with an opportunity to sign up for a monthly membership which gives them access to this creative space to host private community art events, meetings, paint on open walls, strengthen their artistic practices and beyond! To learn more visit www.EastsideArthouse.studio/ or stop by 4177 Park Avenue, Riverside 92507.

My daughter, Autumn Sky and I wish you a Happy Fall and Halloween! 

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

BUSINESS BUZZ

What Every Marketer Needs to Know About Facebook

by Sahail Ashraf

Facebook is an absolute minefield when it comes to optimizing marketing. But there are a few essential aspects that, once understood, add more value to your efforts.

It can be difficult to get consistent results from Facebook as a brand, but there are a few things that marketers could do with understanding if they are to get the most out of the platform. These essential aspects are outlined below.

Creative Hub

This particular aspect of Facebook marketing cannot be taken for granted. Essentially, it is the perfect place to test ads, and anyone with a marketing budget knows how important it is to test ads out.

It's an opportunity to mockup ads and play about with and test a variety of different ad types. You can really have fun with it too, with options to see ads on any device and therefore understand how they present and what kind of impact they have.

The Creative Hub also allows you to create mockups of Instagram Video ad content too. This makes it incredibly flexible. It just allows marketers to reduce errors, and to know exactly what they are sending out to audiences.

Campaign Budget Optimization

Ad campaigns are hard work. At the same time, they can be unpredictable. You could have one campaign that goes well, and then a few days later it starts to fall down. Another one may find traction with a certain audience segment while other campaigns flounder.

This is not a pretty situation to be in and it can cost you money as well. However, Facebook brought a feature out some time ago that some marketers are still not aware of, and it can really help to ensure your budget is handled in the best possible way.

Marketers set one campaign budget across ad sets. Then Campaign Budget Optimization (CBO) manages the budget, making sure that money is spent on ad sets that are effective, and not on under-performing ad sets. It's ridiculously simple, and it can help your marketing achieve the best when it comes to ROI.

With CBO, Facebook makes it clear that it will spend the most money on ads that work. And because Facebook has the data immediately available, it gets results.

Facebook also feels that CBO takes a lot of work out of the lives of marketers, and that makes sense. Not having to monitor the success of ads means that you can focus on other aspects of the marketing roles.

Making Use of Connections

Connections are obviously the lifeblood of any marketing campaign that you run. And using their loyalty and engagement effectively translates into marketing success.

Basically anyone connected to your Facebook page can be reached through the Connections feature with Facebook ads. It's a form of segmentation, and it means that marketers can:

- Target people who like your Page
- Target friends of people who like your Page
- Target people who have responded to Events you have

Connections also allow you to put together combinations of different people who are connected to your account. You can play around with it and build campaigns that optimize the loyalty and engagement that your connections have with your brand.

Automated Rules

Our final feature that we feel every marketer needs to know is Automated Rules. Here, marketers can completely automate what happens when campaigns are running. The real power comes with being able to activate campaigns when required and according to certain conditions. The same goes for pausing and ending campaigns.

There are many different factors and variables here, including the ability to change budget allocations, and to change action frequency. It rewards a deep-dive approach, but once you get stuck in, it can revolutionize how you handle your marketing.

Facebook marketing can be an absolute minefield, but looking at the above actions on a regular basis should allow you to get more out of the process, and show more profit moving forwards.

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



The Secret to Customer Loyalty

by Shep Hyken

Okay, maybe it's not the secret, but what I'm about to share with you is one of the secrets. Actually, three secrets.

In the real estate world, the three keys to success are location, location, location. In this article, we can say that three secrets to creating and sustaining customer loyalty are communication, communication, communication. The way you communicate, what you communicate, and how often you communicate can create the experience that gives a customer the confidence to continue doing business with you.

So, with that in mind, here are three communication tips that will help drive customer loyalty and move them to say, "I'll be back."

1. **Keep customers informed.** Customers love information that gives them a sense of control. Think about placing an order with Amazon and immediately receiving an email that confirms the order is placed. Then you receive an update that the order has been shipped. Finally, you receive an email that informs you the package was delivered. Sometimes there is a picture of the package next to your door. Whether you're sending out emails, text messages, calling the customer, or using any other form of communication, keeping customers informed is actually creating confidence that all is going according to plan. Customers love that!
2. **Stalk your customers on social media.** Okay, stalk is a strong word, but I wanted to grab your attention. Perhaps a better way to put it is to track your customers on social media. This is especially powerful for B2B businesses, but almost any type of business that has one-on-one relationships with customers can use this tip. Set up a Google Alert for your best customers. The customer could be an individual or a company. You'll be informed of any news that is published about them. Imagine that your customer received a promotion, or the company received an award, and you were one of the first to congratulate them.
3. **Go old school and call your customer.** When is the last time you picked up the phone and

called a customer with no agenda other than to say hello and see how they were doing? Even if all you can do is leave a voice mail, it lets the customer know you are thinking of them. The secret to the success of this simple idea is to have no agenda other than keeping in touch. In other words, don't bring up business. Don't tell them about the new product you have. Save that for a sales call. This is just a touchpoint with your customer that is all about them. Of course, the customer may ask you something related to business, but that's on them, not you.

Of course, there are many more ways to communicate with your customers. These are just a few I recommend.

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



SECURITY CORNER

How to Avoid Credit Card Skimming

Credit card fraud may be the most benign form of identity theft, since you're not liable for fraudulent charges. But it's still stressful and time-consuming to challenge the charges, wait for a new credit card,

and update any accounts that use that card for auto-payment.

While credit card numbers are most often stolen
continued on next page

SECURITY CORNER from page 6

through data breaches, a significant number are stolen through a practice known as “skimming,” in which thieves capture card information at the point of sale. In fact, skimming costs consumers and U.S. financial institutions more than \$1 billion each year. Skimming is also insidious and difficult to detect. While businesses work hard to detect and prevent data breaches, skimming is virtually invisible to them. It happens one card at a time and it needs to be prevented the same way: by you, the card owner.

Skimming can happen in several ways, both through point-of-sale devices and when you’re buying online. Let’s look at how it works and how you can stop it.

Card Skimming

Physical skimming of credit or debit cards is done with devices that attach to the card reader on an ATM machine, point-of-sale terminal, public ticket kiosk, or gas station pump. A skimmer is designed to blend in with existing equipment, so people don’t notice it. Thieves also install tiny cameras around ATMs and gas pumps to capture PINs to go with the stolen card numbers.

Some new devices, called “shimmers,” are so tiny that thieves can slip them inside an existing credit card reader, making them completely invisible. Shimming has become more widespread since the introduction of chip cards, which were designed to prevent card counterfeiting. While shimmers don’t enable counterfeiters to duplicate chip cards, they can steal enough information to produce a magnetic stripe card for the card-holder’s account or to use the card holder’s account for e-commerce transactions.

Dishonest salesclerks, restaurant workers, or gas station attendants can also use handheld devices to skim cards when they take them for payment.

Once information is skimmed, the thieves retrieve it either by collecting the skimmer or by downloading info from the skimmer via Bluetooth. They use the captured information to make counterfeit cards or for online transfers and purchases.

e-Skimming Grows with e-Commerce

As consumers have moved to e-commerce, card skimming has followed. Criminals steal card numbers online by planting small pieces of code called “e-skimmers” into e-commerce websites to capture and send them shoppers’ credit card information. The COVID-19 pandemic has been a windfall for e-skimmers, as more people turned to online shopping. Malwarebytes Labs reports a 26% increase in e-skimming between March 2020 and March 2021, and predicts that the threat of e-skimming will continue to grow.

Here’s How You Can Prevent Skimming

There are a number of easy steps you can take to prevent skimming. When using your card in physical locations, take these precautions:

- Use indoor ATMS, since those are harder for thieves to tamper with. At gas stations, pay

inside rather than at the pump.

- If the credit card terminal accepts NFC (“tap and pay”) transactions, instead of a card use a mobile payment app such as Apply Pay, Samsung Pay, or Android Pay.
- Check card reader devices before using them, especially ATMs. Inspect for anything that looks out of place or is loose. Try wiggling the keypad, as thieves will sometimes put an insert over the keypad to capture PIN numbers. If anything is loose or seems wrong, don’t use the device.
- Use your free hand to cover what you’re doing when entering PIN numbers.
- Never let anyone walk away with your card. Many restaurants now have mobile readers where you can swipe your own card at the table or drive-up window. If they don’t, pay at the cash register where you can see what’s happening with your card.
- Avoid using debit cards for payment. If you have to use one, use it as a credit card, without the PIN, so skimmers can’t use the info to transfer money from your bank account.
- There are “skimmer scanner” apps available for MacOS and Android devices, which check for Bluetooth transmissions to spot skimming devices. Accuracy varies, but the apps are mostly free.

Preventing e-skimming is more difficult, as there’s no way to detect malware hidden in a merchant’s website. Experts recommend storing a credit card number on sites you order from frequently. Since e-skimmers gather the information as you enter it on the site, the less times you enter your card information, the less chance it will be stolen.

Be Ever Alert

No matter how careful you are, your cards could be skimmed (or stolen or breached), so you need to be on alert for signs of criminal activity. Check your credit card and bank statements frequently and carefully for unauthorized transactions. Even better, set up transaction alerts so you can be notified immediately of any activity on your accounts.

Staying on the defensive takes a bit of time and energy. But, as with every other kind of identity theft, the sooner you can spot the problem, the sooner you can stop the crime in progress and limit the damage and inconvenience. And that saves a lot more time and energy in the long run.

Source: <https://www.idx.us/knowledge-center/how-to-avoid-credit-card-skimming>





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RDP Facebook Page

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SATURDAY NOVEMBER 6 * 2021 * 1PM - 10PM
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