

Downtown is
Calling

Good
Times
Await



December 2021

RBD Bulletin

Riverside Downtown Business Improvement District


Roy Hord "Volunteer of the Year" Award Nominations Now Being Accepted

The late Roy Hord was a former RDP board member who faithfully served the community of Riverside for over 25 years. RDP established the Volunteer of the Year Award in his memory in 2003. The award is given to those individuals who exemplify his spirit of volunteerism and presented each year at RDP's Annual Meeting and Awards Ceremony which will take place on February 16, 2022.



Nanci Larsen, Debbie Guthrie, Henry W. Coil, Jr., Suzanne Ashley, Kathy Wright, Margot Chabot, Ardie Bailor, Doris Morton, Mike Mihelich, Chuck Beaty, Kathleen Hartman, and Jerry Hurley.

RDP is currently accepting nominations for this award until Tuesday, January 4, 2022. The form is available

under **Press Releases** on the RDP website, www.riversidedowntown.org. Please email the completed form to janice@riversidedowntown.org OR fax it to 951-781-6951 OR mail it to the RDP office located at 3666 University, Suite 100, Riverside CA 92501. 

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There is no luncheon in December.

Join us for the RDP luncheon at noon on Tuesday, January 25, 2022 at the Hyatt Place Riverside, 3500 Market Street featuring Maria Esther Fernandez, Artistic Director of the Cheech. Call the RDP office at 951-781-7335 for reservations.



Miracle on Main Street

A miracle is returning to Riverside's Main Street on Sunday, December 12, 2021 for the 9th year in a row. Several downtown Riverside businesses and non-profit organizations are spearheading the Miracle on Main Street:

Toy Drive and Health Fair to spread holiday cheer and provide resources to local families in need.


On Sunday, December 12, 2021, local low-income families will be invited to pick up toys at the Miracle on Main Street event, which takes place at Main Street – Downtown Riverside from 6:00 pm to 9:00 pm.

Over the course of the last 8 years, the event has provided over 6,000 gifts to



infants and young children throughout the City of Riverside. Last year's event alone, supported nearly 1,000 families. During the event, families can expect to receive toys, health screenings, prizes, games, and the opportunity to take a

picture with Santa Claus!

If your business would like more information on how to make a donation or become a sponsor, please contact the Miracles & Dreams Foundation at info@miracleonmain.org for more information. All donations made to the event are tax-deductible to the fullest extent of the law. Donations can be made payable to Miracles & Dreams Foundation, Inc. Tax ID Number 83-1316710. 

Mayor's Message: Tomorrow is Today in Riverside

Contributed by Mayor Patricia Lock Dawson



If there is one takeaway from this past year, it is that Riverside is moving forward. At the beginning of the year, we were in the worst wave of the coronavirus pandemic, job growth was stagnant, and our economy was under enormous strain. Back then, vaccines were not

yet widely available, businesses were struggling to stay afloat, and restaurants' doors were closed. Nevertheless, as the year began to take shape, we started to see a Riverside recovery.

The signature annual event for the Mayor of Riverside is the State of the City Address which gathers friends and neighbors from across our city to reflect on the past year and project for the year ahead. My first State of the City did not happen like those of previous mayors. The 2021 address was me talking into a camera while at an empty Fox Performing Arts Center—missing the audience of hopeful Riversiders that has been traditionally present.

On January 27, 2022, I will deliver my second State of the City address—and my first in-person address for this signature event hosted by the Greater Riverside Chambers of Commerce. The purpose of a State of the City is to highlight the challenges, solutions, and advancements of the past year while providing a roadmap for the year ahead.

The guiding light that will direct this event is “**Tomorrow is Today – The Riverside Resurgence.**” (Special thanks to my friends at Black Roses LLC who helped me capture this sentiment into words.) Much like the meaning of resurgence, Riverside, too, is in the process of rising again into life, activity, and prominence. And now is the time to seize the day—deciding our future today.

Looking back at January 2021, we were facing multiple crises at once, but Riversiders showed their resilience and resolve.

Next year, my address will explore various themes associated with my priorities and our future. Some of these include green tech initiatives, our focus on Santa Ana River projects, infrastructure improvements, and the importance of state advocacy.

The fact is this: Riverside is in motion again. We are open for business, the most difficult days of the pandemic are in our rear-view mirror, businesses are expanding, and my focus on what is next for our city is clearer than ever. “Tomorrow is Today” recognizes our future prospects and calls on each of us to accept the shared task of creating a future that works for all Riversiders.

It is time to look forward again in Riverside. It's time to unlock our potential. It's time to be optimistic again. And it's time to recognize that our future will be determined by the actions we take right now.


I look forward to sharing much more in my State of the City address on January 27, 2022 at the Riverside Convention Center. Join in and let's launch the Riverside Resurgence together. 🏰

RDP Welcomes New Businesses to Downtown

911 Restoration of the Inland Empire (Repair) • A BLVE Rose (Arts, Crafts) • Beignet Spot (Restaurant)
Blackbird Mercantile (Retail) • California State Teachers Retirement System • Centerpointe Solutions Group (Business Support Services) • Fugitive Recovery Investigations Inc. • GR Fabrication (Misc. General Services)
Help Your Home California (Contractor) • Hospitality Staffing Solutions (Employment Service) • Ile Orun Botanica (Misc. Retail) • Meeks Studio (Photography) • Mission Medical Clinic • Riverside Food Store • RottenXAgenda (Arts, Crafts)

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

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CITY OF RIVERSIDE
PUBLIC UTILITIES

RiversidePublicUtilities.com



COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards


Big news at the City this month: Riverside has hired **Dr. Lorissa Villareal as our Homeless Solutions Officer!** The City will keep championing innovation in addressing homelessness and mental health challenges now that we've opened **28 beds at Helping Hearts' program at Hulen Campus.** Council recently passed the first tranche of our **ARPA Expenditure Plan**, through which I advocated for **\$1 million in a matching grant for businesses in need of bolstering security.**

Stay tuned for opportunities to engage with our next phase of **community engagement for our Economic Prosperity Plan.** Our Economic Development Department is embarking on a **multi-industry gap analysis, a workforce needs analysis (which has never been done at the City of Riverside), a leakage analysis,** while contextualizing Riverside as a regional

player within a regional context.

The Council approved the **AC Marriott project**, which will add much-needed hotel beds, offer roof-deck views, and infuse more art and tourism into our Downtown core.

Downtown Riverside is brightening the holidays with **lights and decorations Downtown** while **showcasing local businesses** as we look forward to **next year's 30th anniversary** of the Festival of Lights.

Reach out to me at 951-783-7811, or via e-mail at eedwards@riversideca.gov. Have a safe and happy holiday season and new year! 



Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Season's Greetings!

CARB: The California Air Resources Board has completed their new Headquarters on Iowa Avenue between University and Martin Luther King Boulevard. The Grand Opening was well attended last month, and the facility is absolutely magnificent. This 19-acre site near the campus of UC Riverside is approximately a 380,000 square-foot facility and is one of the largest and most advanced vehicle emissions testing and research facilities in the world. It is the largest 'net-zero energy' structure of its type in the nation. If you have recently driven along Iowa Avenue, you may have already seen the new tech added to the roads that allows for smart vehicle communication.

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's event will be held in-person and attendees can enjoy an entertaining live auction, silent auction, with a 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 Conference and the Bi-annual Leadership Conference. For details about sponsorships and ads, or to purchase tickets, contact Alexandra Leon at 951-394-2634 or via email at lanetnuestranavidad@gmail.com.

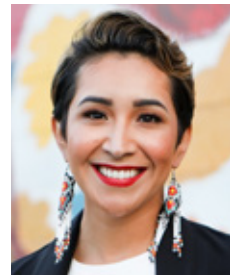
Riverside Arts Academy: The Riverside Arts Academy will once again host the annual Flash Mob performance on December 15th and honor a selected military family from the March Air Reserve Base with

gifts and amazing performances from our RAAMP students. BUT we still need your help!! 2020 and 2021 have been full of challenges and our Riverside Arts Academy stepped up to the plate and was one of the first music programs in the Nation to provide online music lessons for the community. Please consider becoming a member or donating to help us continue to serve our youth. To become a member or donate visit: www.riversideartsacademy.com/make-a-donation.

Miracle on Main Street Event: The Miracle on Main Street Christmas Event will be held on Sunday, December 12th, 2021, on Main Street in Downtown Riverside. The Greater Riverside Hispanic Chamber of Commerce and several of our local businesses have once again come together to sponsor this event and provide thousands of gifts and holiday cheer for local families in need. If you know of families in need of gifts and resources, or you would like to help by sponsoring or volunteering at the event, please call 951-826-5419 or 951-295-5968.

Ward 2 Business Spotlight: As we look for ways to strengthen our economy, provide better quality of life, and build on local assets, we choose local businesses to highlight for their unique and the wonderful contributions they bring to Riverside. This month's spotlights are:

continued on next page



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- **Craving Crab Haus:** A delectable Cajun/Creole restaurant, it just had its grand opening on December 1st and is located at 1201 University Ave. They are also hiring at the moment and applicants can submit resumes to hiring@cravingcranhaus.com. If you're in the mood for something new, delicious, and easy to get to then Craving Crab Haus is your next stop.
- **The Sub Station:** Tucked away on UCR's campus, The Sub Station is a family owned

and operated East Coast style sub shop that is going on 50 years of operation! Visit and you'll be welcomed with a community-oriented environment that feels like a second home. Serving hot, cold, and vegetarian subs on fresh Italian rolls, the Sub Station is a great stop for lunch. Visit them at 3663 Canyon Crest Drive or order in on thesubstationtogo.com.

My daughter, Autumn Sky and I wish everyone a Merry Christmas, Happy Hanukkah, and Happy New Year! 

Arts Corner: American Theater Guild

contributed by Patrick Brien, Executive Director-Riverside Arts Council

Since the 2017-18 season, The American Theatre Guild has been programming the Broadway musical series at the historic Fox in downtown Riverside. The organization was first established in 2014 and has been presenting Broadway touring productions in markets across the country since 2018.

"We are the largest non-profit touring Broadway presenter in the country," said Amy Hamm, Executive Director of The American Theatre Guild. "We raise funds through the support of our Broadway patrons to subsidize tickets and education/outreach programs for underserved students and communities in the markets that we serve. We are currently in 14 markets across the country."

Previous shows have included "Kinky Boots," "Evita" and "Chicago." The group recently brought "The Buddy Holly Story" and "An Officer and a Gentleman" to town.

"Touring groups have spoken favorably about the Fox and the city of Riverside," said Hamm. "They love the Fox's rich history and beautiful restoration as a downtown focal point. The audiences have been very gracious and welcoming to our touring cast members. All in all, it's been a great experience for these Broadway touring productions."


Based in Kansas City, the group also programs in

Thousand Oaks and Santa Barbara. Other cities across the country include Phoenix, Arizona and Eugene, Oregon.

Planning a series in Riverside can be challenging at times according to Craig Aikman, Director of Programming, although he added that this is precisely why their non-profit organization exists.

"It's important to us to be able to bring Broadway to a market that may not have the opportunity to see these shows if it weren't for our efforts," said Aikman.

"But the real challenge is finding the right show," he explained. "We survey our season members and past single ticket buyers to get a feel for what type of show they will like, then it is making sure we can work Riverside into the puzzle that is the route of a National Broadway Tour. We are lucky in that we can provide a strong western route which helps us bring wonderful titles to Riverside."


The remaining productions in the 2021-22 season are "The Simon and Garfunkel Story" just after the new year on January 11, "Waitress" on January 26 and 27 and "South Pacific" on March 22 and 23. For tickets and more information call the Fox Theater box office at 800-776-7469 or visit www.riversidelive.com. 

Business Spotlight: UCR Partnership Opportunity

Highlander Sports Properties is the dedicated partnerships team representing the UC Riverside Highlanders. In complete collaboration with the university, Highlander Sports Properties is committed to extending the affinity of the UCR brand to local businesses and corporations of all sizes looking to align with the undeniably loyal and passionate collegiate fan base of UCR.

Highlander Sports Properties manages all aspects of the rights relationship providing corporate partners, both traditional and new, media opportunities with UC Riverside. With over 20 corporate partners, Highlander

Sports Properties is committed to increasing the brand awareness and visibility of its partners through various opportunities such as venue signage; event sponsorships and promotions; corporate hospitality; television; ESPN+; digital engagement; through the official athletics website, GoHighlanders.com; and radio game broadcasts.

If you are interested in partnering with UC Riverside, please contact the Highlander Sports Properties General Manager, Cesar Serrano, at cesar.serrano@learfield.com. 

BUSINESS BUZZ

A Fast Answer or the Right Answer

by Shep Hyken

Recently I was talking to a customer support rep. She was amazing. She was personable, genuinely cared, and I felt that she understood my problem. That said, we were struggling to get the problem resolved. She said, "I know you want to get this resolved right away. I can give you a fast answer or I can give you the right answer."

Next, she explained why. She said that my problem was complicated, and while she could probably give me the answer that would make me happy in the short term, it was not a long-term solution. She was almost positive I'd be calling again in the future, even more frustrated than I was today. So, when she said that she could give me a fast answer or the right answer, she wasn't really offering me a choice. She was telling me that I wasn't going to get my answer that day. But the way she said it, and ultimately the way she handled the problem, was brilliant.

She told me that she wanted to research the problem. She asked if she could call me back the next day so we set up a time to talk, and true to her word, she did – and she was on time. The call was short. It was just an update. She was still researching the issue. Normally I would have been frustrated, but she gave me enough information to make me feel confident she was working on a solution. Once again, she promised she would call back the following day. Good news on that third call. She had

the answer and solved the problem. As happy as I was, she seemed even happier.

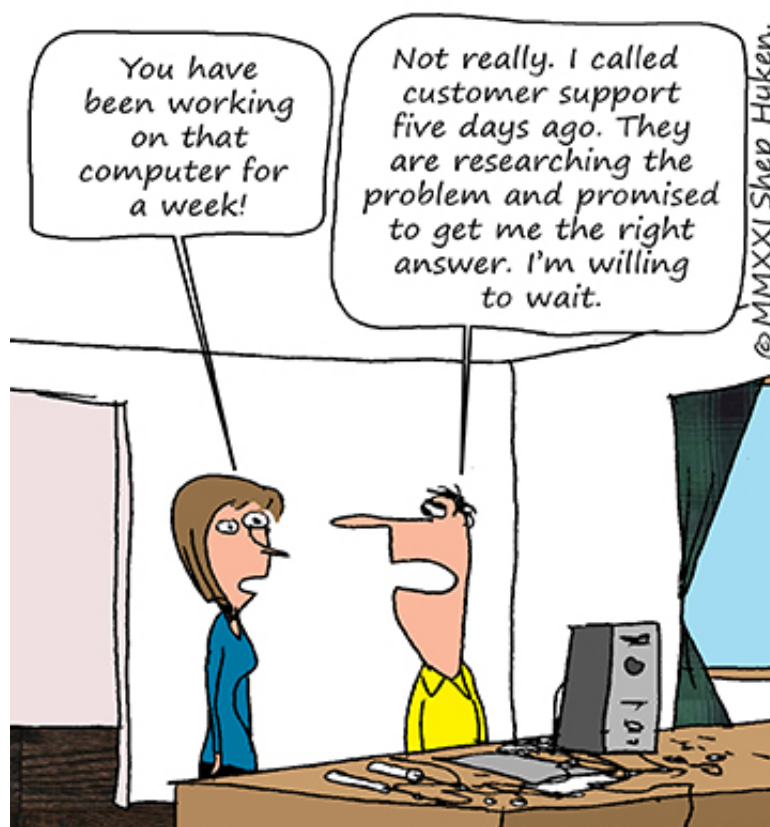
When you don't know the answer to a customer's question or problem

I've always preached that if you don't know the answer to a customer's question or problem, that's okay. Just know who to go to or where to go to get the answer. Be honest about it. Customers want the truth, even if it's not what they want to hear. And, if you have to make them wait, tell them how long it will be. Then don't be late! Customers don't mind waiting if they are informed, know what the next step is, and things continue to move in the right direction. That builds confidence.

Customer loyalty requires creating confidence, not perfection. Obviously, I would have loved the problem to be resolved on the first call, but every step of the way my rep made me feel confident we were heading in the direction of a resolution. That confidence makes me want to continue to do business with the company. By the way, here's a reminder of my loyalty formula:

Great Customer Service + Confidence = Potential Customer Loyalty

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



Even if the right answer takes time, it's worth the wait.

7 Inbound Marketing Strategies for 2021 and Beyond

by Dave Sutton

Inbound marketing is a content-led method of attracting new customers by providing relevant and valuable information. This method has been used successfully by many tech companies, and it typically uses channels such as blogs, search engines, and social media accounts to publish content and help you generate high-quality leads.

By addressing the problems and needs of your target audience, you can build trust and credibility for your company, which leads to higher conversion rates and customer retention.

In this article, we'll go over several top-performing inbound marketing strategies for tech companies in detail. Apart from search engine optimization (SEO) and developing landing pages, they also include focusing on content marketing and hosting virtual events. So keep reading to learn more about how implementing inbound marketing strategies can help your tech company.

1. Secure Your Customers' Data

Data privacy has become a hot topic in recent years. This is because more and more customers are concerned about the companies that they do business with, particularly when it comes to how secure their private data is. As a result, ISO 27001 consultancy services are more frequently used by companies that deal with customer data.

To avoid any PR blunders, it is important that you clearly communicate how you handle your customers' private data. This will help build trust and establish you as an expert in your industry. Furthermore, it will increase your credibility and encourage your target audience to engage with your content.

2. Embrace Content Marketing

Inbound marketing can help your company gain more visibility—but only if you truly embrace content marketing by building trust with your target audience and establish yourself as an expert through great and timely content production.

Content marketing can so easily be integrated into an inbound marketing strategy. Some effective ways of doing this include publishing blog posts, creating videos, distributing infographics on social media, and participating in webinars or podcasts.

With this approach, you'll be able to increase the number of leads that you acquire through SEO and landing pages.

3. Integrate Email into Your Strategy

Reaching out to your list of subscribers via email remains one of the most effective methods of inbound marketing. It's also one of the most cost-effective and scalable inbound marketing strategies that you can implement.

With email marketing, you can reach your customers and prospects even when they're not actively looking for information about your company. Furthermore, email marketing helps you nurture relationships with your customers and prospects, which can lead to higher customer retention rates and more conversions.

4. Design Compelling Landing Pages

Landing pages are a crucial part of every inbound marketing strategy because they're used to generate high-quality leads. In fact, according to Hubspot, landing pages increase the conversion rate by 80%.

In order to build a successful landing page, you'll need to focus on creating a clear and easy-to-understand value proposition for your target audience. You can do this by including a clear headline, a short description of your company and its services, and a Call-to-Action (CTA) button.

5. Develop an Engaging Social Presence

Social media is a great way of reaching out to your target audience and establishing yourself as an industry leader. With social media, you'll be able to reach many people, including potential customers and influencers on Twitter, Facebook, Instagram, YouTube, and LinkedIn.

Maintaining a powerful social presence on all of these channels will help you raise awareness of your company and encourage people to share and discuss your content. Furthermore, it will help you gain trust and establish yourself as an expert in your industry.

6. Host Virtual Events and Webinars

Virtual events are becoming increasingly popular among tech companies due to the low cost and time investment required to run them. This marketing tactic allows you to generate leads and increase your brand awareness without having to spend too much time or money on event planning.

Furthermore, virtual events often tend to attract more people than physical events do. As such, they're a great way of building credibility and gaining exposure for your business. Virtual events include webinars, live-streaming events, and web summits.

7. Focus on Perfecting Search

Search engine optimization (SEO) is a crucial part of any inbound marketing strategy. This is because SEO is the process of increasing the visibility of your website or content on search engines such as Google, Bing, and Yahoo. By doing so, you'll be able to reach more people and become a top result on the search engine results page (SERP).

Moreover, SEO is a great way of generating high-quality leads for your company. Because the content that you publish on your site can be easily found by people using search engines, it will help you appeal to a larger audience and generate exposure for your business.

The Takeaway

Inbound marketing is a useful strategy for tech companies due to the fact that it focuses on providing value to your target audience. This approach is ideal for B2B companies because it allows you to build trust and establish yourself as an industry leader.

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Furthermore, inbound marketing enables you to increase your brand awareness and generate leads through SEO and landing pages. Another benefit of inbound marketing is that it doesn't require too much time and money to implement. As such, inbound marketing is a great option

for small and medium-sized businesses, which might otherwise struggle to compete with larger brands.

<https://www.business2community.com>



SECURITY CORNER

Holiday Scams

When shopping online during the holiday season—or any time of year—always be wary of deals that seem too good to be true. Do your part to avoid becoming a scammer's next victim.

Every year, thousands of people become victims of holiday scams. Scammers can rob you of hard-earned money, personal information, and, at the very least, a festive mood.

The two most prevalent of these holiday scams are non-delivery and non-payment crimes. In a non-delivery scam, a buyer pays for goods or services they find online, but those items are never received. Conversely, a non-payment scam involves goods or services being shipped, but the seller is never paid.

According to the Internet Crime Complaint Center's (IC3) 2020 report, non-payment or non-delivery scams cost people more than \$265 million. Credit card fraud accounted for another \$129 million in losses.

Similar scams to beware of this time of year are auction fraud, where a product is misrepresented on an auction site, and gift card fraud, when a seller asks you to pay with a pre-paid card.

The IC3 receives a large volume of complaints in the early months of each year, suggesting a correlation with the previous holiday season's shopping scams.

If You've Been Scammed

- Call your credit card company or your bank. Dispute any suspicious charges.
- Contact local law enforcement.
- Report the scam to the FBI's Internet Crime Complaint Center (IC3) at ic3.gov.

Tips to Avoid Holiday Scams

Whether you're the buyer or the seller, there are a number of ways you can protect yourself—and your wallet.

Practice good cybersecurity hygiene.

- Don't click any suspicious links or attachments in emails, on websites, or on social media. Phishing scams and similar crimes get you to click on links and give up personal information like your name, password, and bank account number. In some cases, you may unknowingly download malware to your device.
- Be especially wary if a company asks you to update your password or account information. Look up the company's phone number on your own and call the company.

Know who you're buying from or selling to.

- Check each website's URL to make sure it's legitimate and secure. A site you're buying from should have

[https](https://www.fbi.gov/scams-and-safety/common-scams-and-crimes/holiday-scams) in the web address. If it doesn't, don't enter your information on that site.

- If you're purchasing from a company for the first time, do your research and check reviews.
- Verify the legitimacy of a buyer or seller before moving forward with a purchase. If you're using an online marketplace or auction website, check their feedback rating. Be wary of buyers and sellers with mostly unfavorable feedback ratings or no ratings at all.
- Avoid sellers who act as authorized dealers or factory representatives of popular items in countries where there would be no such deals.
- Be wary of sellers who post an auction or advertisement as if they reside in the U.S., then respond to questions by stating they are out of the country on business, family emergency, or similar reasons.
- Avoid buyers who request their purchase be shipped using a certain method to avoid customs or taxes inside another country.

Be careful how you pay.

- Never wire money directly to a seller.
- Avoid paying for items with pre-paid gift cards. In these scams, a seller will ask you to send them a gift card number and PIN. Instead of using that gift card for your payment, the scammer will steal the funds, and you'll never receive your item.
- Use a credit card when shopping online and check your statement regularly. If you see a suspicious transaction, contact your credit card company to dispute the charge.

Monitor the shipping process.

- Always get tracking numbers for items you buy online, so you can make sure they have been shipped and can follow the delivery process.
- Be suspect of any credit card purchases where the address of the cardholder does not match the shipping address when you are selling. Always receive the cardholder's authorization before shipping any products.

And remember: If it seems too good to be true, it probably is.

<https://www.fbi.gov/scams-and-safety/common-scams-and-crimes/holiday-scams>





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

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RDP Facebook Page

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**Riverside Arts Academy's
4TH ANNUAL
FLASH MOB**

December 15 | 5:30 pm
Downtown Riverside
Main Street Pedestrian Mall
Near the Mission Inn

**Join us as we celebrate
the holidays with music &
honor a military family
from
March Air Reserve Base**