

Downtown is  
Calling

Good  
Times  
Await



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Join us for the RDP luncheon at noon on Tuesday, January 25, 2022 featuring Maria Esther Fernandez, Artistic Director of The Cheech, plus an update on Riverside Community Players and RPU's new solar program.

Call the RDP Office at 951-781-7335 for reservations.



January 2022

# Bulletin

Riverside Downtown Business Improvement District

## RDP Once Again Celebrates Downtown Achievements

The Riverside Downtown Partnership (RDP) will host its 34th Annual Meeting and Awards Ceremony on Wednesday, February 16, 2022 at the Historic Mission Inn Hotel and Spa. This annual event recognizes outstanding individuals and organizations for their excellence in leadership and service to the downtown community.

Awards will be presented in the following categories:

**Chair's Award** – Douglas Shackelton (posthumously) for his many significant contributions to both downtown and to RDP. These include his service on the Board and as Chair, and the creation of the Roy Hord 'Volunteer of the Year' Award and the Chair's Award.

**Arts and Culture** – Assemblymember Jose Medina for his commitment to arts and culture in the community, including authoring AB 101 that made California the first state to mandate Ethnic Studies as a high school graduation requirement, plus securing \$9.7 million to support the development of the Cheech Marin Center for Chicano Art, Culture and Industry, \$3.5 million for the development of the Mission Heritage Plaza, and \$7 million to support the restoration and preservation of the Harada House.

**Business Activity** – The downtown business community for its strength and resiliency during the pandemic and beyond. Downtown Riverside suffered losses but also saw new businesses open as well as existing businesses expand.

**Downtown Event** – Riverside Tamale Festival recognition of the event providing a celebration of family, food, music, and art in an effort to restore and revitalize the Trujillo Adobe & La Placita.

**Downtown Improvement** – Riverside Main Library in recognition of its innovative space with an outdoor terrace, and beautiful views of downtown and Mount Rubidoux, plus the children's room with 570 lightbulbs used in the snowflake lighting, and the

Archive Photograph Collection with its 4,400 reels of microfilm.

**Downtown Safety and Security** – County of Riverside Department of Public Health in recognition of its commitment to public safety during the pandemic with programs, services, and information. The Department of Public Health was the conduit for most Riversiders to receive information about the virus, tests, vaccines, and more.

RDP will also host the presentation of the annual Roy Hord 'Volunteer of the Year' Award. This award was established in 2003 in honor of the late Roy Hord who was both a RDP Board member and an outstanding volunteer on behalf of the Riverside community. The Hord family selects the recipient each year from nominations received. Past recipients include the Hord family, Bill Gardner, Doug Shackelton, Barb Purvis, Gerry Bowden, Dell Roberts, 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. The recipient will be announced in the February 2022 BID Bulletin.

The RDP Annual Meeting and Awards Ceremony will begin with a no-host reception at 5:30 pm, followed by dinner, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. To purchase tickets or a table, call the RDP office at 951-781-7335.

Sponsorship opportunities are available starting at \$250. All sponsors receive a number of complimentary tickets and recognition in print material and social media depending on the level of sponsorship. RDP is also looking for donated items such as tickets, gift certificates, and gift baskets for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards. To sponsor or donate, contact Janice Penner at the RDP Office at 951-781-7339.



# Riverside Lunar Festival Returns

The Riverside Lunar Festival returns to downtown. The 2022 event will take place on Saturday, January 29th and Sunday, January 30th from 11 am to 8 pm. It will be held on Mission Inn Avenue between Lime Street and Orange Street.

Since 2010, the Riverside Lunar Festival has been a celebration of Asian American culture for the city of Riverside and the Inland Empire. From red lanterns to lion dancing, everyone is welcome to come and experience the festive atmosphere of the Year of the Tiger! The Tiger is the third of the 12 Zodiac signs and 2022 is the beginning of a new Lunar Calendar.

The event will kick off with a parade on Mission Inn Ave from 11am to 12pm on Saturday, January 29th with local non-profits, schools, and organizations. Afterwards there will be a performance of the lion dance and Shaolin Kungfu for the opening ceremony.

At the stage, performers from all around the area will showcase their talents during the event. Must watch shows include traditional Chinese dance by Inland HuaXia ECAA, Tang Arts and Performing Studios, K-Pop from M.A.D Dance Studios, traditional instruments from Merano Cultural Group, and Japanese Taiko Drums from UCR. There will also be martial arts demonstrations from Filipino Martial Arts and so much more.

Food is always a central part of any Lunar New Year

celebration. The event will host some of the best and unique food vendors in the IE with unique bites and mouthwatering drinks. Lamb skewers seasoned with cumin, steamed buns and dumplings, and flame grilled squid are some of the offerings.

At the marketplace, local and regional artisans will be on hand selling traditional and modern goods, including hand cut paper art, handmade jewelry and clothing, terra cotta dolls, Japanese dolls, and hand-written calligraphy from China and Vietnam. There will also be local artists drawing caricatures, manga, henna, and custom paintings.

Young children can experience the fun-zone inflatable rides, including a 40' obstacle course, 20' tall rock wall climb, and princess (Disney) jumper among many more. Kids can also experience the Japanese game machine corner with unique prizes.

"This event brings the community together by bringing people to downtown to celebrate and I'm glad it's coming back to Riverside" says Erin Edwards, Riverside City Council Ward 1.

The 2022 Riverside Lunar Festival is presented by Panana events with support from the City of Riverside, ICAA, and UC Riverside CSSA. For more information visit [pananaevents.com](https://www.pananaevents.com) or email [info@panananightmarket.com](mailto:info@panananightmarket.com).

Source: <https://www.pananaevents.com/about-5>



## See Tracks? Think Train!

While the speed and power of trains make for a fantastic commute and way to transport goods, it can also be deadly for distracted cyclists, drivers and pedestrians. In fact, California leads the nation in railroad related injuries and deaths. This why the Riverside County Transportation Commission (RCTC) and California Operation Lifesaver (CAOL) want you to remember when you, "**See Tracks? Think Train!**"

For more information on Rail Safety, visit [www.oli.org](http://www.oli.org).



Operation Lifesaver is an international, non-profit educational organization that seeks to reduce collisions, injuries and fatalities at railroad crossings and the railroad right-of-way. To coordinate a rail safety presentation for your neighborhood association or local community group, simply email your request to [RailSafetyEducation@rctc.org](mailto:RailSafetyEducation@rctc.org). Rail safety presentations are also available to K-12 schools and colleges and universities. Presentations can be done either virtually or in-person depending on the group's preference.



## RDP Welcomes New Businesses to Downtown

Coldlabel Studio (Hair, Nail, Skin Care) • JMP Water Trucks (Transportation, Trucking)

Laura Aguilar (Hair, Nail, Skin Care) • SlickHare (Hair, Nail, Skin Care) • Vanessa Alvarez (Hair, Nail, Skin Care)

# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilwoman Erin Edwards

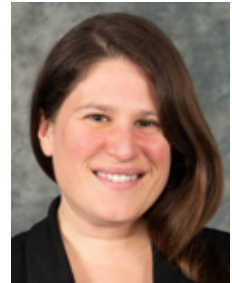
**Happy New Year!** I published my second annual report for 2020-2021. We accomplished a lot together in 2021. Here are some highlights:

- **Utility bill credits** for our small businesses
- ARPA funds allocated towards critical items such as **small business and non-profit grant funding**
- The **Magnolia Paving** Project
- **Park Ranger Program**
- **5-Year Plan to Reduce Homelessness**
- **New businesses in Ward 1:**
  - Meraki Plants and Eco Now, Stone Church Brewing & Bistro, the Comprehensive Autism Center, Slater's 50/50, Hotz Kitchen|Cocktails, Neighborhood Healthcare
- My office published **monthly newsletters** and hosted monthly office hours and **virtual mini office hours**

- **And more.** You can find the report in its entirety and sign up for our newsletter at <https://www.riversideca.gov/council/wards/ward-1>.

This month, look out for the soft opening of Arcade Coffee Roasters' newest shop located at Main Street and Ninth Street.

At the dais, look out for updates on redistricting and economic development along the Santa Ana River. Stay up to date with Ward 1 happenings through our social media, and reach me at 951-783-7811 or at EEdwards@RiversideCA.gov for any questions. I look forward to another productive year ahead. 🏠



## Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

**Happy New Year!**

**Farm-To-Fork:** We're off to an amazing start for 2022 and our hope is that we can positively impact the quality of life through our sustainable Farm-To-Fork project. This initiative will support 50 Riverside residents that struggle with chronic medical conditions like diabetes, hypertension and other conditions that can be remedied with healthy eating. We will be working with the UCR R'Garden to provide 5 – 7 lbs. of fresh organic produce weekly as well as health resources to reduce the impact of negative health conditions. If you would like to know more about the project or be a part of it, contact my office at 951-826-5419 or via email at ccervantes@riversideca.gov.

**Riverside Arts Academy:** The Riverside Arts Academy successfully hosted its annual Flash Mob performance on December 15th and honored a selected military family from the March Air Reserve Base with gifts and amazing performances from our RAAMP students. However, 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](http://www.riversideartsacademy.com/make-a-donation).

**RCTC Public Hearing for Metrolink Platform Expansion:** RCTC current plans are to demolish the Historic Royal Citrus Packing House to add two additional Metro Link platforms and place a 500+ parking lot on Howard and 10th street. The plan would have a tremendous impact on the Eastside neighborhood, community residents, and a historic landmark that is significant to our storytelling.

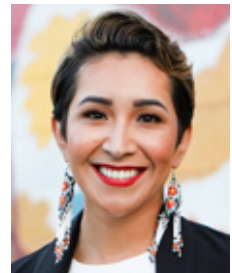
Please submit any written comments to RCTC no later than Thursday, February 3, 2022. Contact my office if you need help finding the link to comment: [mlujano@riversideca.gov](mailto:mlujano@riversideca.gov)

**Oasis Senior Village Apartments (Under Construction):** A new senior living complex and has broken ground in Ward 2! The Developer, "A Community of Friends" chose a triangular lot on the corner of Sedgewick and 14th street to develop 95 affordable housing units for seniors. The development project is scheduled to be completed by the 4th quarter, Winter of 2022.

**Ward 2 Business Spotlight:** 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 a rich atmosphere.

- **Tuition Tacos:** is a local business that has been in operation in the Eastside of Riverside for over 10 years. The founders, Alex and Michelle, started with a simple idea of providing free tacos to low-income students to encourage them to apply for college. Tuition Tacos has become the largest and most awarded Taco Caterer Company in the area. Profits go toward providing food and scholarships to low-income high school students in our community. If you are looking for a great traditional taco or a great twist on a California Street Taco, this is the spot! You can place your order via phone at 951-405-8979 or visit them at 3375 Iowa Ave, Unit D, Riverside, CA.

**My daughter, Autumn Sky and I wish everyone a Happy New Year y Prospero Año Nuevo!** 🏠





# Mayor's Message: Our Year in Review

*Contributed by Mayor Patricia Lock Dawson*



It is hard to believe that it has been one year since I was sworn in as the 18th Mayor of the City of Riverside. While I am no stranger to new leadership roles, **this office**—and all of its **responsibilities**—has provided me with extraordinary **opportunities** to listen

to Riversiders, learn from their own **expertise**, and reevaluate the ways in which we are approaching some of our greatest challenges.

The fact that I am only Riverside's **second female Mayor** in our city's 150-year history has not escaped me. As I am out in the community at schools, parks, and neighborhood meetings, I come across girls and young women who, for the **first time in their lifetime**, identify with the **person** holding this **office**. Encounters like these inspire me to **advocate** for them and all of Riverside's children and to be a representative whose actions **inspire** those who may one day also **choose public service**.

Since the swearing-in on December 8, 2020, we have **accomplished** much despite being in the midst of a global pandemic. We have secured **significant funding** to continue efforts that **improve** our quality of life and **preserve** our unique history. Just to highlight a few, we've secured over **\$12 million** in funding from the Big City Mayor's Coalition to address **homelessness** and **job programs**, **\$7 million** of state funding was allocated to the **full restoration** of the Harada House which includes the creation of an interpretive center and home museum dedicated to this **nationally significant site**.

We went on to launch **major initiatives** like the Mayor's Big Tent Tour—a year-long **listening tour** designed

to meet Riversiders in their neighborhood to discuss **hyper-local** issues. We launched a major **capital campaign** to refurbish our **Riverside Military Wall of Honor** that memorializes Riverside's own fallen heroes. And we proudly re-launched our **international relations** program which saw the welcome of Riverside's first international delegation in nearly **two years**.

In a year dominated by a slew of national infrastructure negotiations, we proved how to **get it done** at the local level as we broke ground on major infrastructure projects such as the **Magnolia Avenue** and **Van Buren Boulevard** street repaving—with over a dozen more projects approved and **nearing construction**.

With my office's commitment to **innovative** projects, we partnered with new private sector companies, like Tre'Dish, to **revamp** and **rethink** our local Riverside economy. This year we also welcomed the California Air Resources Board Southern California Headquarters which is the start of making Riverside an **international** center for **clean technology**—a field that is part of my own expertise.

Overall, this year has been deeply **rewarding**. I have had the privilege of receiving an appointment to the League of California Cities' **Revenue and Taxation Policy Committee**. I was also proud to announce my acceptance into the **Bloomberg-Harvard City Leadership Initiative** as one of only 38 mayors from across the globe—and Riverside will have direct benefits from this initiative in the year to come.

It continues to be an **honor** of a lifetime to serve as the Mayor of my hometown. And while I will continue to demonstrate the results of **steady** public leadership, I know that the work we set to do is **not yet completed**. In a year that still saw uncertainty, hardship, and loss, know this: better days are always ahead in Riverside and I continue to be dedicated to our city and to **you**. 🏡

## Arts Corner: P.L.A.C.E.

*contributed by Patrick Brien, Executive Director-Riverside Arts Council*

Art in non-traditional settings is designed to bring the arts to people who might otherwise never enter venues which are normally set aside for exhibition, such as museums and galleries. This practice extends into the world of dance through site-specific choreography.

"Site-specific choreography is significant in that the creation of the work is a collaboration between the choreographer and the site itself," says Sue Roginski, founder of P.L.A.C.E. Performance. "Inspiration is drawn from the architecture or history of a particular site. If it occurs in public spaces, the art of dance spills out into the open and becomes a more inclusive experience than dance that happens in a traditional theatrical setting."

P.L.A.C.E. stands for Possibility Location Artistry Collaboration Evolving. Roginski has set the organization up to exemplify all five components. More than a dance company, Roginski describes it as a collective of individuals who are interested in creating opportunities for dance artists in Riverside and the region.

"I think for the most part in our society, and I am generalizing, that dance is a form of entertainment," she explains. "However, I am an idealist so I believe that dance can shift the way a person views something, creating or inspiring social change."

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## ARTS CORNER from page 4

P.L.A.C.E. programs have included Trolley Dances Riverside and Between the Tables. The former was founded by Jean Isaacs of the San Diego Dance Theater. Isaacs had contacted Roginski and asked if she would like to become a community partner for an iconic, site-specific event that she had put on for 15 years. P.L.A.C.E. enthusiastically came on board, enlisting the aid of Mark Haines and Rita Chenoweth of the Riverside City College dance program as partners.

The program features public transit which transports audience members to various locations where they disembark to view dance performances in public spaces. P.L.A.C.E. partnered with the Riverside Transit Agency in performing throughout downtown Riverside beginning in 2012.

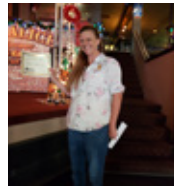
Between the Tables is yet another example of dance in non-traditional spaces, featuring afternoon performances that emerge literally between the tables at Back to the Grind, the independently-owned coffee shop in downtown Riverside.

As with most other organizations, COVID impacted the work of P.L.A.C.E., and they had to shift into a virtual world. Put on hold, Trolley has yet to return. As the world emerges from the pandemic, P.L.A.C.E. is using the time to regroup. Expect them to continue providing opportunities to both dancers and audiences in the new year. 🏠

## Enclosed is the 2022 RDP Pocket Calendar

## 2021 Holiday Window Decorating Contest Winners

The Riverside Downtown Partnership is pleased to announce the top three submissions in the 2021 Downtown Riverside Holiday Window Decorating Contest.



- First Place goes to Lake Alice Trading Co. located at 3616 University Avenue for their holiday themed decorations and lights.



- Second place goes to ProAbition Kitchen and Cocktails located at 3597 Main Street for lighting of their building and patio.

- Third place goes to Hollyhocks Simply Vintage located at 3541 Main Street for their 3D effect of vintage decor and lighting.



RDP is also pleased to announce the five Honorable Mentions in the 2021 Downtown Riverside Holiday Window Decorating Contest.

- Stone Church Brewing and Bistro located at 3737 Main, #160.

- Space #82 on the Mission Inn Avenue side of Mission Galleria located at 3700 Main Street.
- Mrs. Tiggy Winkles located at 3675 Main Street.
- T. Elliott Design Studio located at 3598 Main Street.
- Tula Yoga located at 3545 Main Street.

Thank you all for helping to light up downtown!! 🏠

## Business Spotlight: Tech Steam Center



The Tech STEAM Center teaches subjects/topics in technology to students, such as 3D character design, electronics, game development, robotics and more. Many topics involve programming (coding). The process of developing one's programming abilities is beneficial for several reasons. Learning to program helps with systematic thinking (linear, step-

by-step thinking) as well as algorithmic thinking (a mindset which allows breaking down problems into smaller steps, then solving each of those problems individually). These abilities carry into subjects such as math and other subjects taught in school. In addition, students learn trouble shooting and problem-solving skills, which are beneficial in any subject.

According to the U.S. Bureau of Labor Statistics, the fastest growing occupations through 2035 will be in the fields of medicine and technology. Since many of our nation's schools do not offer extracurricular courses in technology, we also partner with local schools. It's our life's mission to lead in technology education. The best thing about our offerings is that students find the topics interesting and FUN! We have witnessed the transformation of students as they gain competence and confidence while learning.

As technology advances, one can only imagine what the future holds. Just like learning a foreign language, it's best to start early in life, which is why The Tech STEAM Center is passionate about educating our children beginning at 3rd grade (8 years old). As technology evolves and becomes an ever-present part of everyday life, those with the knowledge and technical skills will find themselves in high demand.

For more information visit <https://techsteamcenter.com/> 🏠

## Improve Your Email Strategy By Monitoring These 8 Email Marketing Metrics

by Polina Zakaryan

Despite the fact that email marketing is one of the oldest forms of inbound marketing, it continues to be one of the most effective. There are many reasons for this, including that with over four billion daily email users, it's one of the most practical ways to reach someone. Not to mention that email marketing is incredibly cost-effective — email generates an estimated \$42 for every \$1 spent, giving it one of the highest returns on investment you could ask for.

However, simply running an email marketing campaign isn't going to automatically translate to success. The key is to monitor your email marketing efforts so that you can continuously adjust and improve your strategy over the long term. The best way to do this is by analyzing your email marketing metrics. With that in mind, the following are eight of the most important email marketing metrics that you should monitor.

### 1. Open Rate

According to research, the average email open rate should be between 12-15%. If your open rate is low, it means your subscribers have no interest in the emails you're sending them and they're not even bothering to open them. If your subscribers aren't opening your emails, then there's no hope in converting them. A low open rate can be indicative of a number of issues, whether it's bad timing, poorly crafted email subject lines, or email subject matter that's simply not relevant to your subscribers.

### 2. Click-Through Rate (CTR)

Once subscribers open your emails, you want to make sure that they're engaged with your content to the point where they'll follow any calls-to-action (CTAs) you may have. Your CTR indicates whether or not subscribers are clicking on any of your links or not. If they read your emails but don't click-through to another page (like your website), it likely means that they weren't interested in the content, your CTAs weren't convincing, or the content wasn't relevant to them.

The average CTR should be between 2-5%. But do not confuse CTR and CTOR (click-to-open rate). How to calculate CTR? Divide the number of users who actually clicked on at least one link by the number of emails delivered. At the same time, CTOR compares the number of people that opened your email to the number that clicked. That's why the average CTOR should be higher — you'd better keep this metric at 10-22%.

### 3. Subscribe Rate

Your email list is going to naturally decline over time if you don't sign up new subscribers at a regular pace. As such, you need to monitor your email subscription rate. If it's low, it means you need to put more effort into building your list, whether it's via your content marketing efforts, your social efforts, or your paid advertising

campaigns. The higher your subscription rate is, the bigger your pool of potential leads becomes.

### 4. Unsubscribe Rate

The last thing you want to see is people unsubscribing to your email list. However, monitoring this metric is critical to identifying serious problems with your email strategy. A high unsubscribe rate may mean that you're attracting poor quality leads, or that your email content just isn't relevant to your audience.

### 5. Email Conversion Rate

Your conversion rate tells you how effective your emails are at converting leads. You can compare the conversion rates of different email campaigns, landing pages, CTAs, types of content, and more to determine what types of emails convert highly and what emails don't to help you plan future email campaigns. How to calculate email conversion rate? Divide the number of people who completed the desired action by the number of total emails delivered. And then multiply the result by 100.

### 6. Opening Time

The opening time shows you when your subscribers are opening your emails. If you notice that the majority of subscribers open your emails in the evenings and you've been sending out your emails in the afternoons, then you can adjust your strategy to send out your emails closer to when your audience is opening them. Doing so can help boost your open rate and allow you to reach more of your subscribers at the right time.

### 7. Time Spent Viewing Email

This email marketing metric is only useful if you're attempting to engage your readers via your emails. It's not a useful metric if your emails are only a couple of sentences long since your subscribers won't spend much time on them. However, if you send longer articles, knowing how long subscribers spend viewing your emails will be helpful. If they are spending a lot of time on your email, it means the content is relevant and engaging. If they don't, it means it's not.

### 8. Active Audience

The active audience metric shows you how many subscribers on your list are actually active. A subscriber that hasn't opened an email from you in months can be considered inactive. You'll want to remove subscribers who are inactive for long periods of time from your email list every three months or so. If you leave them on, they'll negatively affect all of your other metrics, making it difficult to analyze them effectively.

### Conclusion

Email analytics are crucial to any successful email marketing campaign. You're going to find that there are

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## **BUSINESS BUZZ from page 6**

hundreds of different email metrics out there that you can monitor. Some may be more useful to you than others, but these are a few of the absolute essential

email marketing metrics that you should track.

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



# **SECURITY CORNER**

## **6 Ways to Keep Your Business Data Safe**

*by Dave Sutton*

Did you know that data breaches often result in businesses shutting down? Even if a company is thriving and winning in the market every day, all of that can be lost with just one cyber-attack. With business secrets out, customer trust lost, and a ruined brand reputation, it's often not possible to rebuild. Many business owners are unaware of the threat of data breaches and run their daily operations using very weak cybersecurity infrastructure. Successful business owners must avoid this mistake at all costs. In this article, you'll learn 6 easy ways to protect your business data and maintain trust with your customers.

### **1. Use Strong Passwords**

Passwords are the key to all of your important business data, and you want your key to be as secure as possible. Using weak passwords means securing your data with a weak lock. Through various types of cyber-attacks, hackers can break that lock in no time. It's just a matter of when they decide to do so.

Use long and complicated passwords for every single one of your business accounts. The best way to secure your passwords without worrying about forgetting them is by using a password manager for business. This simple tool will remember your passwords and keep them protected behind strong encryption.

### **2. Raise Phishing Awareness**

Phishing is one of the biggest threats to any business's data security, and you need to ensure that all employees are aware of it. Phishing is when fraudsters send text messages or emails to people and pretend to be someone they're not. These messages usually aim to steal specific data from people or trick them into making purchases on their behalf.

People who aren't educated on the most common phishing schemes are very likely to give away their information if they get targeted. So, you should set some clear communication protocols with your employees. Instruct them to never send their passwords through email, never click on random links they receive through email and verify any suspicious requests before taking action.

### **3. Keep Sensitive Data Under Wraps**

The more accessible sensitive data is across your employee base, the higher the risk of a data breach. Members of your company might leak your data on purpose: insider threats are actually a huge problem. You never know when someone will fall for a phishing scheme and give away important data. It's best to keep the most important business data under wraps on a secure cloud server and ensure that only a handful of people have access to it on a need-to-know basis.

### **4. Install Anti-Malware Tools**

Each business desktop, laptop, tablet, or mobile device should have antimalware tools installed. The most important to install are a firewall and antivirus software. These cybersecurity technologies will keep ransom ware and malware out of your work devices and away from your sensitive customer and business data. Many devices come with antivirus software and a firewall pre-installed, but you should make sure that they're enabled at all times.

### **5. Use Encryption**

Encryption ensures that your customer and business data is safe from outsiders. To start, make sure that your office network is encrypted. This is the network where all of the most important business data is transmitted, and it's the most likely network to be targeted by hackers. Next, set up Virtual Private Networks (VPN) for all of your business devices, which will keep business data encrypted even if the network is not. For example, public Wi-Fi networks often offer no encryption, and you can never know when employees might connect to one of these when they are out of the office. Whenever employees connect to any network other than your office's, they should be using a VPN.

Finally, you can also set up encryption for business email. If all else fails and employees connect to an unencrypted network without a VPN, then at least their emails will be encrypted and useless to cyber thieves.

### **6. Back It Up**

If all of your business devices were lost, would your data still be safe and backed up? Most businesses have some sort of data backup set up, but it's often not good enough. Your backup should be as safe and as updated as possible. If the data in your business is constantly changing, you should update the backup every day, or maybe even every hour. The backup should also be reliable. Maybe even keep a couple of backups to be absolutely sure that the data is always safe and secure.

### **Conclusion**

The most important data within your business might get leaked or lost tomorrow. With the rate at which such cybersecurity incidents have been growing, you can never be sure your business is safe. Follow these data security tips to minimize the risk of a breach and protect the continuity of your business.

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





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**Submit press releases to:**  
Janice Penner by email at  
[Janice@riversidedowntown.org](mailto: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**  
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**For Events email**  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



**RDP Facebook Page**

ADDRESS SERVICE REQUESTED



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*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

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Brian Pearcy	Thomas Portugal
Deborah Rose	Sergio San Martin
Sherry Shimshock	Justin Tracy
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##### **Ex-Officio**

Erin Edwards, Ward One	Clarissa Cervantes, Ward Two
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