

Downtown is
Calling

Good
Times
Await



March 2022

ABulletin

Riverside Downtown Business Improvement District

Volunteer of the Year Award to be Presented at RDP Annual Meeting

RDP is pleased to announce on behalf of the Hord Family that Virginia Blumenthal has been selected as the recipient of the Roy Hord 'Volunteer of the Year' Award. This is the 19th year the award has been presented to an individual who exemplifies the spirit of volunteerism in the Riverside Community as did the late Roy Hord. Virginia Blumenthal was nominated by Paul Gill for her volunteer service with numerous organizations such as the Riverside Philharmonic and the Riverside Community College District. Ms. Blumenthal has received multiple accolades for her professionalism and her commitment to community.

Ms. Blumenthal joins past winners of the Roy Hord 'Volunteer of the Year' Award including the Hord family, Bill Gardner, Doug Shackelton, Barbara Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbi Guthrie, Henry W. Coil, Jr., Suzanne Ashley, Kathy Wright, Margot Chabot, the late Ardie Bailor, Doris Morton, Michael Mihelich, Chuck Beaty, Kathleen Hartman, and Jerry Hurley. The Roy Hord 'Volunteer of the Year' Award will be presented to Ms. Blumenthal at the RDP 34th Annual Meeting and Awards Ceremony on Wednesday, April 20th at the Mission Inn Hotel and Spa.

RDP will also be presenting the following Downtown Achievement Awards:

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.

The RDP Annual Meeting and Awards Ceremony will take place on April 20th and feature a no-host reception at 5:30 pm, followed by dinner, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. 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.

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Join us for the RDP Luncheon featuring Sheriff Chad Bianco at Noon on Tuesday, March 22, 2022 at the Hyatt Place, Riverside.

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



City Council Approves Parking Ecosystem Sustainability Plan (PESP)

On Tuesday, February 15, 2022, City Council unanimously approved a plan to make the downtown parking program financially sustainable. The plan recommendations will allow the garage systems to be upgraded, fund deferred maintenance, and increase security by funding police officer patrols. For the next few months, Parking Concepts Inc.,

the City's contractor, will be marketing and communicating the upcoming changes. If you'd like to receive notifications regarding the public parking program, please send your information to parking@riversideca.gov to be added to a mailing list. For additional questions, please contact Parking Concepts Inc. at (951) 682-3167. 


Save the Date - Riverside Arts Academy Celebrating 10 Years

The Riverside Arts Academy is hosting its 10th Anniversary Fundraising Gala on Friday, October 21st at the Fox Performing Arts Center. This Gala will be a celebration of 10 years of service to the children of our community and will feature live musical performances directed by Dr. Nové Deypalan, RAA's Music Director, and many of our community collaborators.

The Riverside Arts Academy began offering its services to Riverside youth in 2012 through the Parks and Recreation Department. After experiencing financial woes in 2013, the community stepped in and formed a community board composed of the school districts, higher educational institutions, numerous businesses and corporations. A separate non-profit was formed with a mission to provide access to underserved children and provide high quality, no cost or low-cost music and arts instruction to students.

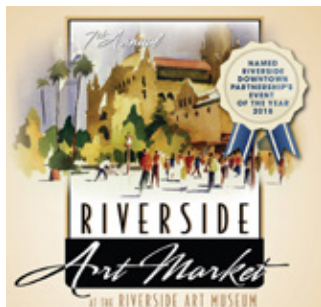
Each year, RAA has experienced tremendous growth, even during school-wide closures in 2020 and 2021 because of the pandemic. Board President, Collette Lee, says the 10-year celebration is a celebration of the community's resilience, support, and understanding that music is the universal language and contributes to the community in many ways.

"We worked really hard to accommodate our students and parents' needs. We have grown and adapted as the needs of our kids have changed," Lee said. "We focus on youth mentorship, video training for Transitional Kindergarten through Third Grade teachers to assist them in the classroom, and cultural music through Mariachi."

For more information, visit www.riversideartsacademy.com, contact RAA at info@riversideartsacademy.com, or call 951-266-5540. 

Arts Corner: Riverside Art Market

contributed by Patrick Brien, Executive Director-Riverside Arts Council



After a two-year hiatus due to Covid, the Riverside Art Museum's popular Riverside Art Market will be making its return on April 9, 2022. With the return of the event also comes a new location. This time it will be held in downtown Riverside's historic White Park.


One hundred artist vendors from around Southern California will be exhibiting and selling their work. One artist is coming from out of state to participate. Also included will be a children's pavilion offering arts and crafts activities. Entertainment will feature the band Chimera, as well as Ballet Folklorico de Riverside and students from both Riverside and Alvorá unified school districts. Food vendors will be on site, with beer and wine also being offered.

Riverside Art Market is a fundraiser for the many programs of the Riverside Art Museum. Several of the artist vendors have donated pieces for a silent auction that will be held. The museum also sees the event as a way for attendees to become familiar with and to support artists.

Ballet Folklorico de Riverside was founded by Ana de la

Tejera in 1976. Her intent was to preserve Mexican culture and heritage through the instruction and presentation of traditional Mexican dances. The initial group of thirteen dancers started practicing in driveways and garages. Now the organization features more than one hundred dancers, ages 5 and up. What began with simple costumes of peasant blouses, colorful hair ribbons and western shirts for boys has grown into costumes that authentically represent each region from which each dance comes. These dances are based on traditional stories and rituals that have been passed from one generation to another.

The band Chimera was formed two years ago when longtime singer, songwriter and band leader Stephen Parker moved to Riverside from Philadelphia. After having left his good friends and fellow musicians behind, the last thing he expected to do was put together and play in another band. But that is exactly what happened as Parker connected with Thel Rountree (guitars and vocals), Bill Dragoo (drums), Mike McNichols (bass) and Tim Peterson (keyboard). They play original music written by Parker and Rountree. They recently performed a concert at The Box in Downtown Riverside.

The Riverside Art Market runs from 10:00 am to 4:00 pm. The entrance to White Park is located at the corner of Ninth Street and Market Street. There is no fee to enter. 

Mayor's Message: Downtown Dynamism

Contributed by Mayor Patricia Lock Dawson



On February 24th, I delivered the State of the City Address where I laid out the vision for how we are “Building Tomorrow Today” in Riverside. The Address included a roadmap for our future, anchored by three signature themes: 1) Reinventing our economy

through arts, innovation, & industry; 2) Reimagining the river; 3) Revitalizing our downtown. These three are couched in an overarching focus on maintaining a Livable Riverside. For the sake of this article, I will focus exclusively on the “Revitalizing our downtown” theme.

Cities are known for their downtowns. To support a thriving economy, we must have a dynamic downtown with eclectic and diverse food and entertainment options and a flourishing arts scene. Art is more than just beautification; it is a true economic driver. For every dollar spent on arts-related entertainment, we see a \$3.35 return on investment to our local economy.

The city is expanding its investment with multiple new large-scale murals, such as the three-story mural created by Darren Villegas on the back of The Box theater, facing Fairmount Blvd. Several others have been completed in the last six months and more are slated to take place this spring. This summer will see the opening of the Cheech Marin Center for Chicano Art and Culture, an international sensation that will breathe new life into downtown's art scene.

The new Main library, with its iconic architecture, leverages such transformational efforts that are happening right now - just look around downtown. New restaurants and shops

have opened, historic buildings that have been blighted for years are currently in various stages of restoration to open soon, and scores of new apartments are bringing new residents to the downtown core, such as the long-anticipated housing development project The Mark—named in honor of my dear friend, champion of Riverside, the late Mark Rubin.

My office is taking the dynamic downtown theme to heart. One example is the Military Wall of Honor. In November, I launched a fundraising campaign to modernize and enhance this monument on our Main Street Mall which honors our fallen from across the city and county. For me, this is personal. I think about my own father, who served our country in Korea, and all the men and women in our lives who also answered the call of service. I hope they would be proud of this effort. I am excited to share that we have surpassed our fundraising goal which will allow us to establish an endowment for long term care - something we have not had before. Construction is happening now with an unveiling in late May.

Now that the Military Wall of Honor improvements are underway, we are working with the Riverside African American Historical Society for a privately funded upgrade to the Martin Luther King Jr. Memorial also on Main Street. This year we plan to better connect the Mall's six statues with a linked pathway and unifying signage, to better tell our story and draw visitors to other experiences in our downtown, such as The Cheech, the Mission Inn, the Main Library and the Civil Rights Institute—just to name a few.

Downtown and its success is Riverside's success; know that I am committed to continuing these efforts throughout my administration. If you have ideas on ways to bring more art and innovation to downtown, please share them with my team and me at 2mayor@riversideca.gov. 🏛️

Business Spotlight: Opportunity with Riverside Convention and Visitors Bureau

The Riverside Convention and Visitors Bureau and the Riverside Sports Commission are expanding their social media efforts, and would like to highlight the downtown shops, restaurants, and bars. If you would like to participate, please send a picture plus a blurb on your establishment to janice@riversidedowntown.org

and we will forward to them. If you have a Facebook or Instagram account, please share so you can be tagged on postings and/or any hashtags you'd like to include in posting.

RDP encourages businesses to use this opportunity to be promoted on the Bureau's social media. 🏛️

Take Advantage of Shop Riverside Toolkit

Visit the Shop Riverside website at <https://riversideca.gov/shopriverside/toolkit> for promotional materials you can download for free, and to request stickers to use to

show you support shopping local. RDP also has a supply of both large and small stickers available at its office. 🏛️



COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

Good news to start off the month--**City Hall is fully open** for visits with masks strongly suggested for unvaccinated visitors.


Delicious eats are on the way, too: we're counting down the days to the opening of **Arcade Roasters** (9th and Main Street) and **The Roots** (12th and Main Street). Take a stroll down 5th and Main Street to visit Downtown's newest **heirloom toy store, The Things They Love**.

Keep your eye open around the Downtown area (and across the City) as the **Park Ranger** program kicks off this Spring.

This month, the Economic Development Committee will discuss the **retail sale and taxation of cannabis**. We will also discuss community engagement on future use of the **Fairmount Golf Course**.

At the dais, the City Council will review the ordinance changes on **food trucks** in Riverside. The changes will help clarify vending times, restrictions for parks and residential areas, and ways to keep merchants and pedestrians safe.

Stay tuned for updates on the **Business Security Grant Program**.

We hope you join us for our **Office Hours on March 3rd on the 3rd floor of the Main Library from 6:30 pm to 8 pm**. City staff will be present to update attendees on the City's Housing Report Card. Please reach me at 951-783-7811 or at EEdwards@RiversideCA.gov for any further questions. 

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes


Greetings from Ward 2!

The first quarter of the year has come to an end and we are excited about the blooming springtime events and projects in Ward 2 and Riverside.

Entrada Housing Development: is scheduled to begin breaking ground this year! The project is in the final stages and is on schedule to start very soon. This project will have 65 units of affordable multi-family residential development on seven contiguous parcels. More to come as this project unveils.

Farm-To-Fork: kicked off last month and we had a great turnout. This initiative will support our Ward 2 residents that struggle with chronic medical conditions like diabetes, hypertension and other conditions that can be positively impacted with healthy lifestyle changes and resources. We had several partners like UCR R'Garden, Borrego Health, Molina Health Care, Word Be Well, Oscar Fajardo a Nutrition Specialist and Tre'Dish who are working to provide 5 – 7 pounds 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 (RAA): The Riverside Arts Academy is committed to changing the lives of our youth by providing instruction and a springboard to

arts education in a broad-based curriculum that focuses on improving the quality of life through music, dance, performing, and visual arts. This year we are excited to announce the launch of the Mariachi Classes that are now available to all students. Families can enroll in any of our Arts and Music Courses on our website: www.riversideartsacademy.com. 

Microenterprise Grants: The County of Riverside has opened the Microbusiness COVID-19 Relief Grant Program. The application portal opened on February 14, 2022 at 8 am and closes on June 30, 2022 at 5 pm. The City of Riverside has also received funds to continue our Microenterprise Grant Program and we hope to launch it sometime in the summer of this year. For more information on the Riverside County Microbusiness COVID-19 Relief Grant Program please visit www.rivcobizhelp.org. You can also submit emails bizinfo@rivco.org or call 951-955-0493.

If you are interested in learning more about any of the projects or events in Ward 2 please call my office at 951-826-5991 or email me at ccervantes@riversideca.gov.

My daughter, Autumn Sky and I wish everyone a beautiful Spring! 

RDP Welcomes New Businesses to Downtown

JAKS Group and Associates (Property Rental) • Bob and Weave (Hair Care)
MG Window Tints (General Services) • Sophisticated Convicts L.L.C. (Arts, Hobbies)
Whole Body Wellness Chiropractic (Medical)

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

8 Social Media Etiquette Rules for Business

by Polina Zakaryan

Social media etiquette for business is more important than it might seem at first. Just like other social etiquettes, social media etiquette for businesses can help you connect with the people you are talking to by demonstrating that you follow rules of behavior almost everyone can agree with.

What Is Social Media Etiquette?

Social media business etiquette has been evolving for many years. Just as ordinary people should follow posting etiquette to show respect to others in the online community, business social media etiquette is a sign that businesses value the time and attention of their audience.

This is an indispensable part of portraying a company as its **branded social media account**. "Social media manners" might not seem important to some people, but they can make or break a brand. Social networking etiquette helps you avoid embarrassing mistakes that generate negative attention. This is especially crucial since mistakes may be captured by screenshot and used against you – forever.

The Do's and Don'ts of Social Media Etiquette

The rules of social media are always evolving, but there are some basic rules you should never ignore. The ideas that follow are just a start. If your business will be using social media regularly, you should document social media best practices for your brand management team to follow.

Let's take a closer look at some of the top social media etiquette tips:

1. Always Know What a Hashtag Means Before You Post

Hashtags help surface content by making it easier to search for on social media networks. **Many brands** have been thoroughly humiliated when they used a hashtag pertaining to domestic violence or other serious subjects to sell their products. Even if a hashtag is trending and bringing in lots of traffic, be sure you fully understand what it is about and know it is relevant to you.

2. Disengage with a Social Media User if "SILENCED"

No matter how friendly your brand behaves, not everyone wants to talk to it. The **"Silence, Brand"** meme has become a visual shorthand for this sentiment.

If you contact someone and they respond with this meme, or a line that carries the same meaning, disengage and move on. They have made their feelings clear, and it is only polite to respect that. Plus, you never know if they will be act belligerently toward you.

3. If You @ a User, Make Sure It Is a Positive Experience

@ ("at") is a symbol used on most social media networks to tag an individual user, who will then get a notification. You should only use @ to create positive brand experiences. Remember, all your followers may be watching any given interaction. It is almost always okay to @ a user to express thanks or to draw your audience's attention to something positive that person did.

4. Do Not Enter a User's Direct Messages Unless Invited

Even if a user is following your brand, it does not mean they want to receive direct messages. Your promotions

should never rely on getting people to respond to direct messages – if you need to get attention from a specific user, tag them with @ instead. Direct messaging should only be used if the individual initiates or consents – for example, when providing customer service.

5. Do Not Argue in Public

Conversely, do not get into fights or arguments with social media users in public. Always try to steer customer service topics to DM quickly so that no personal information will be publicized by accident. Sometimes, a user may have a complaint that they want to draw lots of attention to. They may not be interested in constructive discussion or resolving the problem. In cases like these, pass the matter off to your company's outreach team. They will have additional options for giving the user an incentive to change their behavior.

6. Be Mindful of Highly Charged Subjects

When handling any type of controversy, be sure your social media is aligned with your Corporate Social Responsibility plan and brand values. Outside the clear bounds of your brand strategy, it is usually best to err on the side of caution and not get involved with disputes that could damage your brand. Always remember that you do not need to respond to every message, even when your account gets an @.

7. Monitor Your Brand Mentions So You Can Respond Proactively

There are many different ways to search for brand mentions. They may come in the form of a hashtag, an @, or an in-text mention of your brand name. Any such mention should be considered consent for you to respond, even if the person is making a complaint or a general observation. Be sure that your social media technology stack includes tools to monitor mentions for you and alert you to new ones. Some examples include Nexalogy, Mentionlytics, and more.

8. Be Polite and Respectful at All Times

Just as Ronald McDonald wouldn't yell at a child in Playland and Mickey Mouse wouldn't push someone out of line at the Magic Kingdom, your brand should always remain polite and respectful no matter what. Remember, a brand is not a human being – it is a character. Followers believe they have a relationship with that character, and your behavior is key to maintaining their immersion.

Social Media Etiquette Makes Life Easier for You and Your Followers

What does social etiquette mean? In the long run, it is a lot simpler than it looks. By being thoughtful in your social media communications, you will attract followers who care about what you have to say. That helps you get real business value from social media instead of just shouting into the void.

Be sure the social media etiquette tips above are available to everyone on your staff who will touch your social media. Make them available in your Slack, Dropbox, or right on the office wall – whatever is most convenient. Even the best etiquette rules are not worth anything unless you follow them!

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



The Omnichannel Experience - What the Heck Does That Mean?

by Shep Hyken



There is a term in the customer service world that is often misused or misunderstood. That term is omnichannel. I have had many conversations with clients about the omnichannel experience, and I've even shared content about it with our subscribers in the Shepard Letter and my videos. It's time to bring it back with what may be the perfect example.

First, let's talk about the basic definition. It all started with a concept known as multi-channel. This was about different ways customers could communicate with you. For example, they could use phone or email. That's two channels. Today there are many others, such as text, social media, apps, and more. It doesn't matter how many channels you have, once you get past one, you are in the world of multi-channel. The problem is that while multi-channel gives you options to choose your favorite method of communication if you switch from one channel to the next, you typically have to start the conversation over.

Then the phrase omnichannel came around. This meant that you could cross from one channel to the next and have seamless conversations. That's where people get confused. What does that really mean? Well, here's my "perfect" example to describe the omnichannel experience, which by the way, is what you want to provide for your customers.

I bought my wife one of those high-end electronic massagers to use whenever her muscles are tight after a tough workout. I was so excited to give it to her. As she unwrapped it, she was excited as well. That was until we plugged it in. When we did, nothing happened.

Maybe the battery wasn't charged, so I connected the charger and let it sit for a few hours. We came back and turned it on, and again, nothing happened.

I immediately went to the company's website, opened the FAQ (Frequently Asked Questions) page, but didn't find my answer. A pop-up window asked if I needed help, so I started to interact via chat. It could have been an AI-infused chatbot or a human typing back. It didn't matter. The result was a request to send a video of the problem or have a video chat, like Facetime, with them so they could see if I was properly charging and turning on the unit. So, I shot a quick video of me connecting the charger and showing them that the on/off light wasn't coming on. I sent it to them and within a few minutes, I received an email that confirmed there was definitely something wrong with my unit and they would send a new one. Just two hours later, I received an email notifying me that a new massager was on its way. Two days later it arrived.

In that scenario, I used the website FAQ, live chat, video, and email. The conversation crossed seamlessly and flawlessly from one channel of communication to the next. A perfectly executed omnichannel experience.

So, now does omnichannel make sense?

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



SECURITY CORNER

Business Email Compromise: Virtual Meeting Platforms

Business Email Compromise/Email Account Compromise (BEC/EAC) is a sophisticated scam that targets both businesses and individuals who perform legitimate transfer-of-funds requests.

The scam is frequently carried out when an individual compromises legitimate business or personal email accounts through social engineering or computer intrusion to conduct unauthorized transfers of funds.

Using Virtual Meeting Platforms for BEC Activity

Between 2019 through 2021, the FBI IC3 has received an increase of BEC complaints involving the use of virtual meeting platforms to instruct victims to send unauthorized transfers of funds to fraudulent accounts. A virtual meeting platform can be defined as a type of collaboration technique used by individuals around the world to share information via audio, video conferencing, screen sharing and webinars.

Criminals began using virtual meeting platforms to conduct more BEC related scams due to the rise in remote work because of the COVID-19 pandemic, which caused more workplaces and individuals to conduct routine business virtually.

Criminals use virtual meeting platforms to conduct BEC scams in multiple ways:

- Compromising an employer or financial director's email, such as a CEO or CFO, and requesting employees to participate in a virtual meeting platform where the criminal will insert a still picture of the CEO with no audio, or "deep fake1" audio, and claim their video/audio is not properly working. They then proceed to instruct employees to initiate transfers of funds via the virtual meeting platform chat or in a follow-up email.

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- Compromising employee emails to insert themselves in workplace meetings via virtual meeting platforms to collect information on a business's day-to-day operations.
- Compromising an employer's email, such as the CEO, and sending spoofed emails to employees instructing them to initiate transfers of funds, as the CEO claims to be occupied in a virtual meeting and unable to initiate a transfer of funds via their own computer.

Suggestions for Protection

- Confirm the use of outside virtual meeting platforms not normally utilized in your internal office setting.
- Use secondary channels or two-factor authentication to verify requests for changes in account information.
- Ensure the URL in emails is associated with the business/individual it claims to be from.
- Be alert to hyperlinks that may contain misspellings

of the actual domain name.

- Refrain from supplying login credentials or PII of any sort via email. Be aware that many emails requesting your personal information may appear to be legitimate.
- Verify the email address used to send emails, especially when using a mobile or handheld device, by ensuring the sender's address appears to match who it is coming from.
- Ensure the settings in employees' computers are enabled to allow full email extensions to be viewed.
- Monitor your personal financial accounts on a regular basis for irregularities, such as missing deposits.

If you discover you are the victim of a fraud incident, immediately contact your financial institution to request a recall of funds. Regardless of the amount lost, file a complaint with www.ic3.gov or, for BEC/EAC victims, BEC, ic3.gov, as soon as possible. 

Immediate Actions You Can Take Now to Protect Against Ransomware:

- Update your operating system and software.
- Implement user training and phishing exercises to raise awareness about the risks of suspicious links and attachments.
- If you use Remote Desktop Protocol (RDP), secure and monitor it.
 - Make an offline backup of your data.
 - Use multifactor authentication (MFA).



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