

Downtown is
Calling

Good
Times
Await



April 2022

Bulletin

Riverside Downtown Business Improvement District

RDP Annual Meeting and Award Ceremony Recognizes Downtown Achievements

RDP will be recognizing downtown achievements at its Annual Meeting and Awards Ceremony on April 20, 2022 at the Mission Inn Hotel & Spa. In addition to the Downtown Achievement Awards, two special awards will be presented.

Roy Hord 'Volunteer of the Year' Award – Virginia Blumenthal has been selected as this year's recipient in recognition of her many volunteer activities. Ms. Blumenthal has received multiple accolades for her professionalism and her commitment to community.

Chair's Award – Douglas Shackelton will be recognized posthumously for his many significant contributions to both downtown and to RDP. Barbara Shackelton will receive the award on his behalf.

RDP will also be presenting the following Downtown Achievement Awards:

Arts and Culture – Assemblymember Jose Medina will receive the award for his commitment to arts and culture in the community, including securing financial support for the Cheech Marin Center for Chicano Art, Culture and Industry, development of the Mission Heritage Plaza, and restoration and preservation of the Harada House.

Business Activity – The downtown business community will be recognized for its strength and resiliency during the pandemic and beyond.


Downtown Event – Riverside Tamale

Festival will receive the award in recognition of the significance of the event to restore and revitalize the Trujillo Adobe & La Placita.

Downtown Improvement – Riverside Main Library will receive the award for its impact on and improvement of that particular section of downtown.

Downtown Safety and Security – County of Riverside Department of Public Health will receive the award for its commitment to public safety during the pandemic with programs, services, and information.

The 2022 RDP Annual Meeting and Awards Ceremony is sponsored by the Mission Inn Hotel & Spa. The event will take place on April 20th in the Grand Parisian Ballroom and will 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. Tickets are \$135 per person or \$1,200 for a table of ten.

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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No RDP luncheon in April due to Annual Meeting and Awards Ceremony. Next luncheon will be Tuesday, May 24, 2022 at the Riverside Convention Center.


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



Riverside Art Market Returns to Downtown

Riverside Art Museum's popular Riverside Art Market returns on April 9, 2022 in a new location, downtown Riverside's historic White Park. Riverside Art Market provides a way for attendees to become familiar with and to support artists, as well as being a fundraiser for Riverside Art Museum.

In addition to artist vendors exhibiting

and selling their work, there will be a children's pavilion offering arts and crafts activities. Food vendors will be on site, and entertainment provided. The event runs from 10:00 am to 4:00 pm and is free to enter. The entrance to White Park is located at the corner of Ninth Street and Market Street. 

Discounted Employee Permit Program (DEPP) Starting July 1, 2022

Part-time employees making \$18 per hour or less and working in an establishment located within the area bounded by Third Street to the north, Fourteenth Street to the south, Mulberry Street to the east, and Brockton Avenue to the west may be eligible to purchase a Discounted Employee Permit. The Discounted Employee

Permit rate shall be \$50.00 per month and valid Monday through Friday 6am to 6pm in the Public Parking Garages. To obtain a Discounted Employee Parking Permit, contact the parking management company, PCI, at 951-682-3167.



Arts Corner: New Mural - Riverside Resilience

contributed by Patrick Brien, Executive Director-Riverside Arts Council

Downtown Riverside has a new mural and it is an impressive sight to see. Standing at roughly 25 feet tall and spanning around 65 feet, the colorful and vibrant piece of art does not even begin until 30 feet off the ground. Painted on the back of The Box at the Fox Entertainment Plaza, "Riverside Resilience" is by artist Darren Villegas.

Villegas said in a recent article in the Press Enterprise that the mural is a homage to Riverside's cultural heritage as well as to its residents' resilience of spirit.

It took Villegas approximately 320 hours to complete the mural. Due to the extreme nature of its location, those hours were spent on a scissor lift extended to what must have looked like a shocking height to onlookers. A sign was taped to the wall above the electrical outlet into which the lift was plugged. It read to please not unplug the cord so as to not strand the artist. Villegas went through 350 cans of spray paint, which is the sole medium for the mural.

"Riverside Resilience" was sponsored by the Leadership Riverside class of 2021.

Villegas grew up in Colton and San Bernardino. He believes that it was his dedication to art that kept him from a gang lifestyle. He had developed an interest in hip hop culture and spraycan art, within which he saw a culture where bravado and competitiveness were expressed through artistic ability and technical skill as opposed to physical violence.

Villegas moved to Riverside in 1999, but headed to San

Francisco where he majored in 3D animation and visual effects at the Academy of Art University. He began partnering with nonprofit organizations in 2005 to develop and teach mural art classes for teenagers at local community centers.

Under Villegas, the program provided the young people with a positive artistic experience that allowed them to be part of something and to express their emotions.

After several years of the program's success, Villegas was awarded a Certificate of Honor in the Arts from the San Francisco Mayor's office and Board of Supervisors.

In addition to facilitating mural art workshops and lecturing for several institutions including Stanford University, San Francisco State University and City College of San Francisco, in 2016 Villegas created "Cycles of Regeneration," one of the largest single artist murals in San Francisco's Mission District area.

In 2017, Villegas returned to Riverside in the hopes of using his experience to help develop the inland region's blossoming mural art movement. Since then, his murals have included "Two Lovers" at 14th Street and Market, "Universal Jazzman" at the Fox Theater and "The John Lewis Tribute Mural," which was commissioned by the Civil Rights Institute of Inland Southern California.

Villegas' work in Riverside is just beginning, with more commissions having already been planned.



Business Spotlight: Things They Love

Things They Love is a new store that opened on February 26th on Main Street between Hollyhocks Simply Vintage and Grams Mission BBQ. The store offers a curated selection of children's toys with a focus on wooden and educational toys and books. Owner Victoria Chediak opened their first location on Arlington in October 2020 during the pandemic.

Their new location focuses on inclusivity and



diversity, along with learning through play. Customers can enjoy 'Coffee and Crumbs' every Monday from 11 am to 12 pm along with coffee, support and free play.

Things They Enjoy is located at 3537 Main Street. You can contact them at info@thingstheylove.co or at 951-742-2118. Their website is www.thingstheylove.co and offers online shopping and shipping nationally.



Sidewalk Vendor Information Now Available

The City of Riverside has published a brochure entitled "Sidewalk Vendor – What You Need To Know" that provides information on applicable Rules and Regulations, along with graphic illustrations of specific required distances.

The brochure also provides Sidewalk Vendor Definitions, Permit Requirements, and Hours of Operation. The brochure can be downloaded from the City's website by

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going to <https://riversideca.gov/cedd/code-enforcement> and selecting Forms from the left menu and the Sidewalk Vendor Brochure from the drop-down menu. Both English and Spanish versions are available.

Key provisions from the brochure:

- No person shall act as a sidewalk vendor, nor employ, direct or otherwise cause any other person to do so, without having first obtained a Sidewalk Vendor's Permit.
- All vendors selling food or beverages are required to obtain a County of Riverside Health Permit and must follow all County Health Code requirements.

- Hours of operation are sunrise to sunset in residential areas and sunrise to midnight in all other areas, such as the downtown business district.
- There are specific distances required from health, safety, and emergency structures as well as public infrastructure.
- Carts are restricted to a maximum of six feet in length and four feet in width with the vendor's permit in plain sight, and with a refuse container of at least four cubic feet.

Infractions and non-compliance issues can be reported to Code Enforcement through the Call Center or 311. 

Mayor's Message: The Power of Nonpartisan Problem-Solving

Contributed by Mayor Patricia Lock Dawson



"Let us...[remember] on both sides that civility is not a sign of weakness, and sincerity is always subject to proof. Let us never negotiate out of fear but let us never fear to negotiate. Let both sides explore what problems unite us instead of belaboring those problems

which divide us."

Those words, from President John F. Kennedy, are as resonant today as they were in 1961.

In 2020, I ran for mayor of Riverside, a nonpartisan office, on a nonpartisan platform of stabilizing the city budget, building a hub for high-paying green-tech jobs, and reimagining the Santa Ana River.

I believed then, as I believe now, in the principles that have worked in this country for over 200 years: that elected officials should build broad consensus for any sweeping change and be representative of the people they serve.

And I believe that Riverside, as the largest city in Inland Southern California, should lead the way in promoting unity, cooperation and nonpartisan problem-solving.

I have done my best to model this approach through efforts such as:

- Emphasizing problem-solving. My focus is on good governance – using logic to make thoughtful, and not reactionary, decisions.
- Obtaining data and basing my policy recommendations on information rather than impressions or ideology.
- Promoting causes that unify, rather than divide – from improving city parkland to modernizing our downtown Military Wall of Honor to generating high-paying jobs that retain college graduates in Riverside.

Our city has many strengths and tremendous promise. It's also part of a democracy that invites and requires robust discourse, but at its extremes, can also foment division.

We've seen many elected officials, throughout our country, treat the spoils of politics as a zero-sum game, pitting one group against another in endless clashes over power and resources.


In our region and elsewhere, baby boomers are retiring and leaving public office, taking with them a wealth of experience and knowledge. Millennials are coming into their own, ascending into positions of leadership, with bold new ideas different from those of their predecessors. This creates a positive tension which will move us forward if we can manage this change productively.

What's unique about the 2020s is a shift away from centralized news sources – which interpret and help residents understand the local clashes – in favor of social media, a poor substitute for vigorous reporting, impartial fact-checking, and careful sourcing.

Too often today, small numbers of people – those with the loudest voices and most zealous views – disproportionately influence policy and decision-making.

Against this backdrop, our city needs steady leaders who cut through the noise to focus on issues that truly matter. We need officials who consider data, listen to all stakeholders, negotiate positions and compromise.

At no level of government do we need more of the same: drawing lines in the sand and defending positions in a zero-sum game. Voters in California have shown us they want something different: "No party preference" is now the second largest category of voters in the state, and growing.

As the mayor of Riverside, elected citywide, I will continue to represent everyone, with a steady hand, reject division, and do my best to inspire change, progress and unity. Please join me. 

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

COUNCIL CORNER

Ward One Council Update


Contributed by Councilwoman Erin Edwards

There is a lot happening this spring:

- In March, the Economic Development Department sent out an RFP for a consultant to help the City evaluate the pros and cons of a **Property-based Business Improvement District (PBID)**. The next steps are anticipated in June.
- The first **Park and Neighborhood Specialists (park rangers)** have been sworn in and can be seen patrolling Riverside's parks. We expect all 20 positions to be fully-staffed by the summer.
- My **office hours** will take place at the **Arlington Library from 5 pm to 6 pm on April 7th** and you are welcome to bring questions and stay afterward to attend a meeting regarding Riverside's plan to reduce homelessness (more below).
- We hear your concerns about homelessness in the Downtown. Join us for community meetings on **Riverside's Plan to Reduce Homelessness on April 7th** (6 pm, Arlington Library) and **April 14th** (6 pm, La Sierra Senior Center).
- We need your input: the first workshop for **Riverside's first-ever Priority Based Budget** cycle

for 2022-2024 FY will take place on **April 18th from 8 am to 5 pm**. Join us in Chambers or tune in virtually.

- On **April 21st at 3 pm**, the **Economic Development Committee** will hear recommendations for the consultant that will lead the **community visioning for the Fairmount Golf Course**. If the consultant is approved, the community visioning will take place in late summer or September.
- **Arcade Roasters** will open in mid-late April on the corner of Main and Ninth.
- April is full of **events** in our Downtown. Of note: the Re-opening of the Center for Civil Liberties and Social Justice (April 8th), In/Visible, Un/Heard Civil Rights Stories (April 23rd), and Insect Fair (April 30th).

As usual, please feel free to reach me for any questions or ideas at 951-783-7811, or by e-mail at EEdwards@RiversideCA.gov. 



Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Waudieure E. "Woodie" Rucker Hughes – U.S. Postal Service Dedication: On Friday February 25, the U.S. Postal Service dedicated the building housing its Riverside Main Post Office at 4150 Chicago Avenue in honor of the late **Riverside Community Icon Woodie Rucker-Hughes** at a special unveiling. Congressmember Mark Takano introduced legislation (H.R. 5983) to rename the Riverside Main Post Office after Rucker-Hughes in March 2020. "It brings me great joy to celebrate the legacy of Woodie Rucker-Hughes by renaming the Riverside Post Office in her honor," said Congressmember Mark Takano. **"Woodie's vision for social justice and equality in our schools transformed the Riverside community for the better."**

Today, the Riverside Main Post Office facility is officially the **"Waudieure E. "Woodie" Rucker-Hughes Post Office Building."** Waudieure "Woodie" Rucker-Hughes was a longtime activist and educator who led the Riverside branch of the NAACP for two decades. A history teacher at North High School in Riverside from 1969 to 1975, Rucker-Hughes also served in multiple administrative roles at the Riverside Unified School District, and as executive director of the Opportunities Industrialization Center. She was born in Washington, D.C., graduated from Cardoza High School and received her undergraduate degree from D.C. Teachers College and her Master of Arts in Educational Administration from the University of Redlands. Rucker-Hughes passed away in 2018 after leading a life by the mantra of *"Never let it rest until the good is better and the better is best."*


Thank you to everyone in the community who helped make this possible and attended in support!

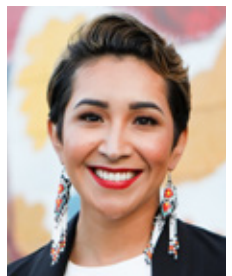


Text
Source:
USPS
Press
Release

MG Custom Printing: This month my office is highlighting a **local woman-owned small business!** MG Custom Printing is owned and operated by Martiza who launched her business in 2014. She now has a storefront located at **2001 3rd Street, Unit B, Riverside** and celebrated a ribbon cutting and open house the end of February that was packed with family, friends and community! I was honored to attend with Councilwoman Plascencia to support this Riverside entrepreneur who persevered and is offering a great service to our community. Be sure to visit their website at: www.mgcustomprinting.com and follow them on Instagram at [@MGCustomPrinting](https://www.instagram.com/MGCustomPrinting). Congratulations, Martiza on all your success!




Happy Spring Equinox and a Powerful Women's History Month to all! 



Reminder About Opportunity with RCVB and Sports Commission

Just a reminder that the Riverside Convention and Visitors Bureau and the Riverside Sports Commission are expanding their social media efforts, and they want to highlight the downtown shops, restaurants, and bars. You can participate by sending a picture plus a blurb on your establishment to

Shaheen Roostai at sroostai@riversidecvb.com. 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. This is a great opportunity to be promoted on the Bureau's social media. 

BUSINESS BUZZ

7 Popular Marketing Techniques for Small Businesses

by Andrew Beattie

When you don't have a big budget, marketing can be a challenge, but there's plenty a small business owner can do to attract and maintain a customer base. The rise in digital marketing has made it easier for small business owners to find a way to create a presence and attract informed buyers.

Before your business starts marketing a product, it helps to create a buyer persona whom you want to reach with your promotional materials. Once you have your ideal customer, you'll have a wide choice of marketing methods. Most of these are low-cost or no-cost tactics (sometimes called guerrilla marketing). You may use different ones at different stages of your business cycle—or you may utilize them all at once from your business' inception.

When you build a business, the first thing you want to secure is a customer base. With a decent printer, a phone, and an internet-connected device, you can put together a fairly extensive advertising campaign without having to pay for space. We'll look at seven of these small business marketing techniques in more detail.

KEY TAKEAWAYS

- Small businesses don't have the advertising budget of larger rivals, but there are inexpensive ways to build a customer base.
- Hitting the pavement with flyers distributed door to door (where allowed) and placing posters strategically can help get the word out.
- Follow up with customers after the first round of ads to reinforce the initial message and don't fear cold calls—they can be effective.
- Value additions, such as discounts or freebies for repeat customers, are a big boon once the business is up and running.
- Referrals—both from customer to customer and business to business—are important as well.
- Prioritize digital marketing, including traditional websites and social media.

1. Flyers

This is the carpet-bombing method of cheap advertising. You find an area where you would like to do business and distribute flyers to all the mailboxes within reach. Your flyer should be brief and to the point, highlighting the services you offer or products you sell and providing contact information. Offering a free appraisal, coupon, or discount never hurts.

2. Posters

Most supermarkets, public spaces, and malls offer free bulletin board space for announcements and advertisements. This method is hit-or-miss, but you should try to make your poster reasonably visible and have removable tabs that the customers can present for a discount. Make each location a different color to get an idea from the tabs where the most leads are being generated. If one area is producing most of your leads, you can better target your campaign (flyers, ads in local media catering to those areas, cold calling, etc.)

3. Value Additions

Value additions (or value-ads) are powerful selling points for any product or service. On the surface, value additions are very similar to coupons and free appraisals, but they aim to increase customer satisfaction and widen the gap between you and the competition.

Common value additions include guarantees, discounts for repeat customers, point cards, and referral rewards. The deciding factor for a customer choosing between two similar shops is the one that offers a point card or preferred customer card. You don't have to promise the moon to add value. Instead, state something that the customer may not realize about your product or service. It's important to highlight the value additions when creating your advertising materials.

4. Referral Networks

Referral networks are invaluable to a business, which often include customer referrals, who are encouraged through discounts or other rewards per referral. However, referral networks also include business-to-business referrals. If you have ever found yourself saying, "We don't do/sell that here, but X down the street does," you should make certain that you are getting a referral in return.

When dealing with white-collar professions, this network is even stronger. A lawyer refers people to an accountant; an accountant refers people to a broker; a financial planner refers to a real estate agent. In each of these situations, the person stakes their professional reputation on the referral. Regardless of your business, make sure you create a referral network that has the same outlook and commitment to quality that you do.

As a final note on referral networks, remember that your competition is not always your enemy. If you are too busy to take a job, throw it their way. Most times, you will find the

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favor returned. Besides, it can be bad for your reputation if a customer has to wait too long.

5. Follow-Ups

Advertising can help you get a job, but what you do after a job can often be a much stronger marketing tool. Follow-up questionnaires are one of the best sources of feedback on how your ad campaign is going.

- Why did the customer choose your business?
- Where did they hear about it?
- Which other companies had they considered?
- What produced the most customer satisfaction?
- What was the least satisfying?

Also, if your job involves going to the customer, make sure to slip a flyer into nearby mailboxes, as people of similar needs and interests tend to live in the same area.

6. Cold Calls

Unpleasant? Yes. Important? Yes.

Cold calling—whether it happens over the phone or door to door—is a baptism of fire for many small businesses. Cold calling forces you to sell yourself as well as your business. If people can't buy you (the person talking to them), they won't buy anything from you. Over the phone, you don't have the benefit of a smile or face-to-face conversation—a phone is a license for people to be as caustic and abrupt as possible

(we are all guilty of this at one time or another). However, cold calling does make you think on your feet and encourages creativity and adaptability when facing potential customers.

A combination of old-fashioned pounding the pavement and modern-day pounding the keyboard will provide the best results for a small business looking to market itself.

7. The Internet

It is difficult to overstate the internet's importance to building a successful business. Methods of marketing have stayed pretty much the same across the last 50 years, except for the birth and rapid evolution of the internet. No company (even a local café) should be without, at the very least, a website with vital details such as location and hours. You need a point of access for everyone who Googles first when they want to make a buying decision.

You also need a social media presence (Facebook page, Instagram, and Twitter accounts) combined with a content management system (CMS) with good search engine optimization (SEO). All this digital dexterity may feel intimidating at first. However, publishing technology has evolved to the point where WordPress—just one example of a free CMS—can meet all these needs. Yes, the internet is a beast. Make it your friendly one.

Source www.investopedia.com/articles/financial-theory/11/small-business-marketing-techniques.asp



SECURITY CORNER

FBI Warns of the Impersonation of Law Enforcement and Government Officials

The FBI is warning the public of ongoing widespread fraud schemes in which scammers impersonate law enforcement or government officials in attempts to extort money or steal personally identifiable information.

HOW IT WORKS

Scammers will often spoof authentic phone numbers and names and use fake credentials of well-known government and law enforcement agencies. Scammers will use an urgent and aggressive tone, refusing to speak to or leave a message with anyone other than their targeted victim; and will urge victims not to tell anyone else, including family, friends, or financial institutions, about what is occurring.

Payment is demanded in various forms, with the most prevalent being prepaid cards, wire transfers, and cash, sent by mail or inserted into cryptocurrency ATMs. Victims are asked to read prepaid card numbers over the phone or text a picture of the card. Mailed cash will be hidden or packaged to avoid detection by normal mail scanning devices. Wire transfers are often sent overseas so funds almost immediately vanish.

Scam tactics continually change, but often share many of the same characteristics. Examples of these tactics can include:

- The victim's identity was allegedly used in a crime, such as a drug deal or money laundering. The victim is asked to verify their identity, including social

security number and date of birth. The victim is threatened with arrest, prosecution, or imprisonment if they do not pay to remove charges or assist in the investigation against the "real" criminals.

- The victim is accused of not reporting for jury duty and is being fined, or the victim missed a court date and there is a warrant for their arrest unless a payment is made.
- Text messages from spoofed Government agencies requesting information regarding passport or driver's license renewals.
- A notification that your personal information has been compromised and to contact the agency immediately.
- Medical practitioners are contacted to warn of the expiration of their medical licensing, or their license was utilized to conduct a crime. The scammers will threaten revocation of their license or registration, and the medical professional is compelled to renew their license to protect their professional reputation.

Many victims report extortion by law enforcement and government impersonators in connection with other types of fraud.

- A romance scam victim begins to realize they are

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being defrauded and stops communicating with the scammer. Often, the victim is contacted by a law enforcement impersonator attempting to extort the victim to clear their name for participating in a crime or to aid in the capture of the romance scammer.

- A lottery scam victim is contacted by law enforcement to collect taxes and fees. Sometimes the impersonator will state the victim is caught in a scam, and the victim needs to pay to get their money back.
- A victim is contacted regarding a government grant, but must pay taxes and fees to claim their funds.

PROTECT YOURSELF

Law enforcement authorities or government officials will never contact members of the public or medical practitioners by telephone to demand any form of payment, or to request personal or sensitive information. Any legitimate investigation or legal action will be done in person or by official letter. Always ask for credentials to validate identity.

- **NO legitimate law enforcement or government official will request payment via prepaid cards or cryptocurrency ATM.**
- **Never give personally identifying information to anyone without verifying the person is who they say they are.**

IF YOU ARE A VICTIM

- Cease all contact with the scammers immediately.
- Notify your financial institutions and safeguard any financial accounts.
- Contact your local law enforcement and file a police report.
- File a complaint with the FBI IC3 at www.ic3.gov.
- Be sure to keep any financial transaction information, including prepaid cards and banking records and all telephone, text, or email communications.

Alert Number I-030722-PSA



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

For Downtown News Alerts email
Janice@riversidedowntown.org

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

ADDRESS SERVICE REQUESTED



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Shirley Schmeltz

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Reach Downtown Businesses!!

Advertise in the monthly RDP BID Bulletin.

Rates start at \$25 per month for a business card size ad,
\$50 for ¼ page, and \$100 for ½ page.

Rates reduce with frequency.

**Call Shirley at 951-781-7335
for more information.**

RDP Welcomes New Businesses to Downtown

Cerveceria Y Taqueria Estrella (Food) • Glenda Rice (Antiques)
Inclusion Advocates LLC (General Services) • Life Art Event Venue LLC
Moncada Media (Arts and Crafts) • Phantom Curio (Misc. Retail)
Plan B Print and Advertising LLC