

Downtown is
Calling

Good
Times
Await



In This Issue:

RDP's Downtown Awards and 2022
Board of Directors

Downtown Parking Program - Changes
July 1, 2022

Arts Corner: Riverside Philharmonic

Mayor's Monthly Message: The Politics
of Unity

Council Corner Wards One and Two
Update

Business Spotlight: Curiosity Shop
Escape Room

Business Buzz: Never, Never, Never
Be Late, How to Create a Sustainable
Instagram Content Strategy

Security Corner: Technical and Customer
Support Fraud

Join us for the RDP luncheon on
Tuesday, May 24, 2022 at the
Riverside Convention Center featuring
a presentation on downtown parking
and the changes effective
July 1, 2022.

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



May 2022

Bulletin

Riverside Downtown Business Improvement District

RDP's Downtown Awards and 2022 Board of Directors



Photo Credit Michael Elderman

RDP would like to congratulate those recognized at the 34th Annual Meeting and Awards Ceremony held on April 20th at the Mission Inn Hotel and Spa. Virginia Blumenthal was the recipient of the Roy Hord "Volunteer of the Year" Award while Douglas Shackleton was recognized posthumously with the RDP Chair's Award.

Also recognized was Assemblymember Jose Medina with the Arts and Culture Award, downtown businesses with the Business Activity Award, the Riverside Tamale Festival with the Downtown Event Award, the Riverside Main Library with the Downtown Improvement Award, and the County of Riverside Department of Public Health with the Safety and Security Award.

The RDP Board of Directors for the 2022 – 2024 term of office was also announced at the event. The Board of Directors of RDP consists of up to 33 voting members representing a cross-section of downtown stakeholders. Directors represent property owners, business owners, the healthcare sector, the entertainment and hospitality sector, the education sector, the arts, the public (government) sector including the County, the City and its departments, and downtown residents.

Nine Directors are elected as members of the Executive Committee which includes the four Officers. Up to twenty-four Directors constitute the remainder of the Board. There are also

three non-voting Ex-Officio positions. These include the two City Council representatives of Ward One and Ward Two, and a representative from the Arlington Business Partnership.

The four Officers of RDP serving on the Executive Committee are Shelby Worthington-Loomis of SS Loomis, LLC as Chair, Shalini Lockard of Riverside Professional and Legal Management as Vice-Chair, Nanci Larsen of the Mission Inn Foundation and Museum as Treasurer, and Brian Percy of Brian Percy Law Office as Secretary.

Also on the Executive Committee are Andrew Walcker of Overland Development Corporation, David Bristow of the Mission Inn Hotel and Spa, Lou Monville of Raincross Hospitality Corporation, Patrick Brien of the Riverside Arts Council, and Philip Makhoul of Diamond National Realty. We extend a sincere thank you to our retiring Board members, Charity Schiller, Cherie Crutcher, and Todd Turoci, for their service. The full list of 2022– 2024 Board members can be found on the back cover of the newsletter.

RDP would like to thank the sponsors of the event and those who donated items for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards Ceremony.



The Mission Inn
HOTEL & SPA

A NATIONAL HISTORIC LANDMARK

**Event Sponsor –
Mission Inn Hotel & Spa**

continued on next page

Roy Hord 'Volunteer of the Year' Award Sponsor –

Steve and Shelby Loomis

Arts and Culture Award Sponsor - Best Best & Krieger



BEST BEST & KRIEGER
ATTORNEYS AT LAW

Business Activity Award Sponsor –

Riverside Downtown Partnership



Downtown Event Award – MBG Lifestyle Group



Downtown Improvement Award Sponsor – The Menagerie



Safety and Security Award Sponsor – County of
Riverside District 2



Friends of RDP:

Collette Lee

Mission Inn Foundation

Kathy Wright

Paul Gill

PrintMyStuff.com / PIP Printing (Riverside/Corona)



Opportunity Drawing Donors:

Arlington Business Partnership

Back to the Grind

CBU – Courtyard Shakespeare Festival

Castle Park

Coffee Bean & Tea Leaf

Creative Metal Works

Division 9 Gallery

Downtown Bookstore

Farmer Boys

Hyatt Place Riverside

Kathy Wright

Lake Alice Trading Co.

Made

Michael Elderman Studio

Mission Inn Foundation

Molino's Coffee

Ontario Reign Hockey Team

Retro Taco

Riverside Arts Council

Riverside Community Arts Association

Riverside Food Lab

Riverside County Philharmonic

Riverside Convention Center

Salvaged Treasures

Slater's 50/50

Stone Church Brewery & Bistro

Tamale Factory

Terry Elliott Designs

The Curiosity Shop Escape Room

The Fox Foundation

The Nature of Things

Urge Palette



Arts Corner: Riverside Philharmonic

contributed by Patrick Brien, Executive Director-Riverside Arts Council

After an extended stretch of pandemic-imposed virtual concerts, the Riverside Philharmonic will close out its first season back in person with an exuberant spring concert on Saturday, May 28 at Riverside City College Coil School for the Arts Concert Hall in downtown Riverside.

The featured soloist will be 23-year-old violinist Fiona Shea, who will be performing "Violin Concerto" by Max Bruch.

Music Director Tomasz Golka was first introduced to Shea when she was just 8 years old. Golka was in Shea's home state of Texas conducting her father in a symphony when he noticed the young girl "playing violin like a fiend." Shea is now studying with the internationally regarded violin professor Robert Lipsett at the prestigious Colburn Conservatory of Music in LA. She instantly accepted Golka's invitation to come to Riverside.

"Being a young musician, to find opportunities at this stage, every single performance counts," said Shea in an interview for Riverside Living magazine. "It's comforting to have experienced musicians like Maestro Golka and the musicians of Riverside Philharmonic to collaborate with. I really looking forward to this performance."

She added that this Bruch concerto is her favorite work of all to play.


"It almost feels like coming home."

During the pandemic lockdown, Shea and her father, a symphony musician and clarinet instructor at the University of Texas, performed for their neighborhood by opening their living room windows. Shea chalked dates and times of their "concerts" on the sidewalk in front of their home to encourage her neighbors to attend.

Although both of Shea's parents are musicians, she says that she knows talent isn't just handed to a person.

"You have to dedicate time to making it happen, if that's what you want," she said. "You have to want to perform and be grateful, which I am because I am surrounded by people who love what they're doing."

Established in 1959 as the Riverside Symphony, the mission of the non-profit Riverside Philharmonic is to advance the enjoyment and appreciation of symphonic music to the diverse communities in the Inland Southern California region through performances and innovative programs that challenge, educate, enrich and entertain.

The concert on Saturday, May 28 will begin at 7:30 p.m. The Riverside City College Coil School for the Arts Concert Hall is located at 3890 University Avenue in downtown. Tickets are available at www.RiversidePhilharmonic.org or at the box office two hours before the performance. 

Downtown Parking Program - Changes July 1, 2022

On Tuesday, February 15, 2022, City Council unanimously approved a plan to help the downtown parking program reach long-term solvency. The plan recommendations generate additional funds that will be invested in upgraded garage systems and needed maintenance of the current parking garages. The funds will also provide increased safety patrols, including police officer on-foot patrols every weekend starting at the end of May.

The cost of monthly parking permits will be impacted as a result of these recommendations. If you and your staff need parking alternatives, the City facilities currently offer the Discounted Employee Parking Permit (DEPP) that allows low wage employees to apply and park for a reduced cost of \$25/month at select facilities. This DEPP cost will increase to \$50/month, effective July 1, 2022, but the wage threshold is also being increased from \$15/

hour to \$18/hour to allow more participants to utilize this program.

In addition, we are collaborating with RDP to promote the downtown area with a Downtown Tuesday Parker promotion where vehicles entering and exiting the parking garages between the hours of 10 am and 6 pm will receive a 50% discount.

The City recognizes businesses and other stakeholders are in need of additional parking in the downtown area. It is the City's intent that operational and capital costs of parking services, including enhancements, be funded through user fees and charges. To review the additional parking rate changes, please visit Parking Concepts Inc.'s website www.parkatriverside.com or call (951) 682-3167.



Mayor's Message: The Politics of Unity

How a group of 14 politically diverse Riversiders agree on how to modernize California's mental healthcare laws. *Contributed by Mayor Patricia Lock Dawson*



Over the last couple months in this column, I have shared what I am most passionate about - and what we should all work towards each day in our respective spheres of influence: bridging the division in our society. As Mayor, I am tasked with establishing a vision for our

city and being focused on building that tomorrow. But the truth is, we cannot envision, much less build, tomorrow if we cannot come together.

A reality we are regularly reminded of is our country, our democracy — even our city — are threatened by divisions, a crisis we cannot ignore.

Beyond acknowledging this crisis, we must call upon all leaders to do something about it. Identifying the problems are the easy part, finding the solutions takes real attention and hard work.

Several events that occurred locally — charged by the national sentiment — over the last 18 months left me feeling like I had to do something around the need for bipartisanship and unity. The idea I had was a simple one: let's take 14 Riversiders who span the broad political spectrum, have differing ideologies, professional backgrounds, upbringings, and socioeconomic statuses, and bring them together to discuss our most pressing challenges. Out of this idea came the Mayor's Bipartisan Forum.

The Forum and I wasted no time. We first convened in October 2021 and started discussing how we could drive solutions to our city — and state's — mental health and homelessness crisis.

Since then, this group has reviewed state laws and legislative proposals, met with state leaders, and found substantial common ground on this often politically charged topic.

Riverside is leading the discussion. Earlier this year, legislative proposals from California senators, the Governor, and my fellow twelve Big City Mayors all reflect topics and solutions the Mayor's Bipartisan Forum previously identified. With the advice of the Forum, I have been at the table every step of the way focused on modernizing how our state approaches mental healthcare.

As these proposals advance through committee hearings, we will need the support of Riversiders to encourage state legislators to vote in favor of bills that will update our mental health laws in California — laws that have been untouched and unchanged since 1967.

This shows us how effective we can each be if we set aside ideology in favor of pragmatism. I have relied on this method for over two decades in public office and it has never let me down. We, in Riverside, as the largest city in Inland Southern California, can strive to set an example and be a model for others — we are doing it right now.

The Mayor's Bipartisan Forum demonstrates the power of transcending the partisanship that has so gripped our nation. Their work should give us hope as it shows how in our own backyards and beyond, we have much more in common with one another than we do different.



RDP Welcomes New Businesses to Downtown

3 Bros Junk/Trash Removal and Hauling Services • Arcade Downtown (Food)

Cloud 9 Smoke Shop • Downtown Jiu Jitsu • Foate Law, A Professional Corporation

Jokaia Electric (Contractor) • Riverside Excite (Counseling) • Sarah Simpson and Tim Lyons (Antiques)

COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards


This May, tune into the 2022/2024 priority-based budgeting cycle discussions. You can engage virtually and in-person at the Council level (May 3rd and May 17th) and Budget Engagement Commission (dates TBD) by visiting EngageRiverside.com.

This month, the Council will hear your feedback incorporated into Riverside's Plan to Address Homelessness. Get excited for the future of Mission Heritage Plaza which will have a housing lottery prioritizing local residents later this month.

Riverside is walking the walk when it comes to Innovation now that ExCITE has celebrated their grand re-opening in Downtown. We look forward to seeing them continue their work uplifting entrepreneurs.

Gear up for The Cheech's opening on June 18th. Contact me to share your ideas on how our business community can work with The Cheech to ensure a successful opening while uplifting our local economy.

Our Police Department is working diligently on setting up our Business Security Matching Grant Program—expect more information next month.

Learn about May Office Hours by visiting my social media. Ward 1 is busier than ever, and I'd love to hear your ideas on all our happenings. Reach out to me at EEdwards@RiversideCA.gov, or call/text me at 951-783-7811. 

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

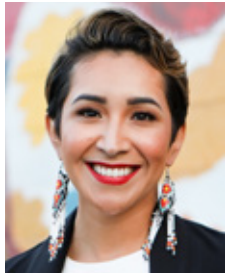
Grapevine Development: The City Council Economic Development, Placemaking, Branding/Marketing Committee has approved the request for proposal for the development project on University and Park Ave. Grapevine is set to be a 64-unit housing development, with 10 units dedicated to live-work spaces where small businesses will be given the opportunity to build roots and thrive. Approximately \$55 million will be invested into our local economy and roughly 70 construction jobs will be created as a result of this development!

Farmhouse Groundbreaking: Construction has started on the site of the old Farmhouse Motel. The property is being transformed into an entertainment and food hall for the community to gather and enjoy open-air food, drinks and events. The project is slated to generate hundreds of thousands of tax dollars yearly and create roughly 100 part and full time jobs for the community. A revitalized University Ave. is on the horizon, and the Farmhouse revamp is just the beginning.

California Air Resources Board (CARB): will host the 2020/2021 Haagen-Smit Clean Air Awards on May 20, 2022. Since 2001, CARB has annually bestowed the distinguished Haagen-Smit Awards to extraordinary individuals to recognize significant career accomplishments in at least one of these air quality and climate change categories: research, environmental policy, climate change science, science and technology, education, community service & environmental justice, and international leadership.

Ward 2 Business Spotlight:

- **Vero's Coffee:** If you're looking for a laid-back, family-operated coffeeshop, Vero's is the place for you. All drinks are made to order, and you can taste the quality of the ingredients and the soul that goes into making elements like their homemade horchata. The personal touch is very apparent in each drink and in the conversation from their baristas. Grab a drink and a pastry from 8 AM-4 PM any day of the week at 1223 University Avenue.
- **Royal Orchid Restaurant:** Rated by locals as one of the Inland Empire's best Thai Restaurants in our area. Their Pad Se Ew, Tom Yum Soup, Pad Thai Noodles, Curry Fried Rice and the Panang Curry are among the favorites. Be sure to stop by the Royal Orchid Thai conveniently located at 1450 University Ave, Riverside, CA. For your convenience you can call in your orders for takeout or delivery at 951-786-3930.

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. 

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.

Business Spotlight: The Curiosity Shop Escape Room



The Curiosity Shop Escape Room was established in 2015. The owners developed the brand to bring a fun and unique form of entertainment to the locals and tourists visiting Riverside.

The business offers multiple escape rooms curated with creative puzzles and creepy storylines. Each of the escape missions is designed with realistic props and intricate elements to create a unique ambiance. The cinematic sets paired with interactive narratives make you feel like you are transported into a thriller movie.

The business is housed inside a black commercial property on the main street amidst local stores and restaurants. The signboard at the storefront ensures visitors can spot the venue easily.

The interior of the venue has a black and golden theme. The lobby area is furnished with bright walls and wooden décor pieces, giving the place an exquisite environment.

The waiting room is equipped with ample seating space to accommodate teams of all sizes. The inquisitive props and well-decorated art pieces give the room a vivid appearance.

The Curiosity Shop Escape Room is located at 3466 University Ave Suite B, Riverside, CA 92501, US. 

BUSINESS BUZZ

How to Create a Sustainable Instagram Content Strategy

When marketers use social media to reach today's consumers, there is only one golden rule: content is the absolute king. But do you think the biggest and most successful Instagram brands pump out content off the cuff, with no strategy for what they're going to post? Of course not—that would be akin to a basketball team going into a game with no playbook, no plan for how to win.

A diverse, sustainable, and efficient strategy for creating and posting content is just as important as any other facet of your marketing. A report by the Content Marketing Institute shows that companies with a concrete strategy are more effective in almost all aspects of content marketing compared to those with only a verbal strategy or no strategy.

So, in this article, we will demonstrate how to put together a killer Instagram content strategy to set you on the path to success.

Crafting your Instagram Content Strategy

Study your audience

A scattershot plan isn't going to work — nobody puts together a game plan by first trying anything and everything and then figuring it out afterward. On the contrary, good strategies come together by first learning about your audience.

The more you know about the customers you're trying to attract, the more effective your content — you'll be better able to serve them content that engages them. You do this by knowing their pain points and challenges. If you think of content as a product, then your audience is your consumer. If you want your audience to "consume" your content, you have to make sure that the product solves their problems and makes their lives easier and better. Without this knowledge, you're taking shots in the dark, hoping that some will land — a waste of effort!

Once you can hone in on specific topics or types of content

that will resonate with your customers, then you should focus on those things.

Have a library of content ideas

The most challenging part of Instagram content marketing is creating the content day in and day out. You likely already have some ready content that is easy to put together — things that you can crib from your marketing material. But posting that all the time can mean that your Instagram profile looks like one big ad for your products.

That's no way to create an engaging experience with your intended audience. They need something that connects with them to keep them coming back to your feed.

Know your own strengths

Every brand has its own unique strengths and attributes — successfully executing your content strategy means utilizing those strengths. Perhaps your brand has a great aesthetic that plays well with photo carousel posts, or maybe you're a thought leader and have a wealth of knowledge that you can share with your followers in instructional videos. Your brand could have a rich heritage and history that people can identify with if you focus on telling your story. These approaches serve to create a connection with your audience and engage them in what you can offer.

In the early days of Instagram, all we had were single-photo posts. The platform has become much more complicated now, with a plethora of content options. Videos, photo carousels, Instagram Stories, Reels, etc. Trying to excel at everything means you could be spreading yourself thin (and wasting time and effort).

You don't have to utilize every type of Instagram content all the time — tailor your strategy to your situation. An effective communication plan can also help serve as a guide for your posting strategy.

continued on next page

Give yourself concrete goals

Without knowing what you're aiming for, your strategy will be aimless, disconnected from the rest of your business and marketing funnel. You need to know what kind of effect you're trying to create on a monthly or even weekly basis.

Perhaps you're trying to increase website hits, or you're trying to align with new products or service launches. Knowing what's coming down the line for your brand means that your content can be planned out in advance, saving you time and effort. The type of content you're going to post will need to change to serve those goals.

The only caveat is that your content should be consistent — like we said in the previous point, you need to play to your strengths; straying outside this paradigm could be seen as jarring.

Have a schedule

Having a schedule — both for posting content and for creating it — means that you have a concrete goal: post at these times or create something at a certain time.

However, your schedule isn't set in stone. You'll hear of posting schedules being spoken of as though there's some magical time where every post gets maximum engagement — but that's not the case. And there's not one blanket schedule that applies to all companies, all the time.

Your posting schedule should be tied in to your knowledge of your audience. What time are they on the platform and ready to engage? How often do they go on Instagram, and what do they do while there? Some brands post several times a day, while others post once or twice a week, but receive similar engagement and reach. The trick is finding the schedule that works for your brand specifically. We can simply figure out the best time to post on Instagram by looking at these analytics.

If your brand is just starting out with its content strategy, it can be beneficial to post a little more often than usual so

that you can build up a well of great content that engages your audience. Once you've gotten that ball rolling and built up a loyal following, you can transition to your preferred schedule.

Leverage User-Generated Content

Your audience is an incredible resource — if you can get them talking and posting about your brand, then you have a massive library of content for your own feed. Reposting user-generated content saves you time and effort and increases the trust your audience has in your brand.

Almost 90% of consumers trust online reviews as much as personal recommendations. Once your audience sees that other like-minded consumers are speaking positively about your brand, they're much more likely to give you their business.

And this isn't limited to consumer reviews — you can hold photo contests or giveaways, creating even more engagement.

The real caveat here is that you don't have much control over what your audience creates, but this can be a great supplement to your existing content library.

A starting point for your Instagram content strategy

These tips aren't the end-all-be-all for creating an Instagram content strategy, but they're an excellent place to start. The next big step is evaluating the success of your strategy and being flexible enough to adapt. That's the real sustainability that we're looking for: maintaining audience engagement over months and years, despite any changes in the market.

If you master these tips, you'll have a solid foundation for your sustainable and efficient

Instagram content strategy.

Source <https://www.benchmarkone.com/blog/instagram-content-strategy/>



SECURITY CORNER

Technical and Customer Support Fraud

Tech and Customer Support Fraud involves a criminal posing as technical or customer support/service to defraud unwitting individuals. Criminals may offer support to resolve such issues as a compromised email or bank account, a virus on a computer, or a software license renewal. Recent complaints involve criminals posing as customer support for financial institutions, utility companies, or cryptocurrency exchanges.

Many victims report being directed to make wire transfers to overseas accounts or purchase large amounts of prepaid cards. The use of cryptocurrency and cryptocurrency ATMs is also an emerging method of payment.

Tech support scammers continue to impersonate well-known tech companies, offering to fix non-existent technology issues, renewing fraudulent software, or security subscriptions. In 2021, the IC3 observed an increase in complaints reporting the impersonation of customer support, which has taken on a variety of forms.

- Banking support impersonators: Victims are usually contacted telephonically or via text to indicate a problem with the customer's account and the victim is persuaded to allow access to their computer and bank account to correct the issue. The scammer utilizes the access to initiate transfers from the account and others associated with it. By the time the victim realizes what occurred, the account is often empty.
- Cryptocurrency support impersonators: Cryptocurrency is still a new currency unfamiliar to most. Increasingly, crypto-owners are falling victim to scammers impersonating support or security from cryptocurrency exchanges.
 - Owners are cold-contacted via call, text, or email alerting them to a security problem with their crypto wallet and are convinced to either grant access to

continued on next page

SECURITY CORNER from page 6

their crypto wallet or transfer the contents of their wallet to another wallet to “safeguard” the contents.

- Crypto-owners are also searching online for support with their crypto wallets and transactions. Fraudsters will create fictitious support sites to entice crypto-owners to contact them directly and convince them to divulge login information or control of their crypto accounts.
- Drivers employed by ride-share or transportation mobility companies: Drivers report being contacted by someone impersonating support staff of their rideshare company with an issue regarding a rider complaint or the driver's account. The driver is convinced to allow access to their account and all funds in the account are taken by the impersonator.
- Utility, cable, or internet companies: Victims report being contacted by someone impersonating a utility company with claims of an unpaid bill they must pay immediately to avoid shutoff; or contacted by a cable, phone, or internet company with offers of great savings.
- Travel industry: Scammers are impersonating customer support of the car rental, airline, and hotel industries with offers of great deals or taking fake reservations. Payment is usually requested by prepaid cards. Unsuspecting victims report to a reservation counter, only to find no car, hotel, or flight reservation exists.

SUGGESTIONS FOR PROTECTION

- Legitimate customer, security, or tech support companies will not initiate unsolicited contact with individuals.
- Install ad-blocking software to reduce pop-ups and malvertising (online advertising to spread malware). Ensure all computer anti-virus, security, and malware protection is up to date.


- Be cautious of customer support numbers obtained via open-source searching. Phone numbers listed in a “sponsored” results section are likely boosted as a result of Search Engine Advertising.
- Resist the pressure to act quickly. Criminals will urge the victim to act fast to protect their device or account.
- Do not give unknown, unverified persons remote access to devices or accounts.

IF YOU ARE A VICTIM

- Run up-to-date virus scan software to check for potentially malicious software installed by the scammers. Consider having your computer professionally cleaned.
- Contact your financial institutions immediately. Take steps to protect your identity and your accounts.
- Change all passwords if the scammer had access to your device.
- Expect additional attempts at contact. The scammers often share their victim database information.
- File a complaint with the IC3, www.ic3.gov. If possible, include the following:
 - Identifying information of the criminal and company, including web sites, phone numbers, and e-mail addresses or any numbers you may have called.
 - Account names, phone numbers, and financial institutions receiving any funds (e.g., bank accounts, wire transfers, prepaid card payments, cryptocurrency wallets) even if the funds were not actually lost.
 - Description of interaction with the criminal.
 - The e-mail, Web site, or link that caused a pop-up or locked screen.
- Keep all original documentation, e-mails, faxes, and logs of all communications.

March 16, 2022 Alert Number I-031622-PSA





You earned it. Let us collect it.

**Partner with DGI to recover
the money your company is owed.**

Established in 1975, **DAVIS AND GOLDMARK, INC.** provides worldwide commercial and consumer collections with state-of-the-art technology, client services, and recovery strategies, including credit reporting and legal action. We utilize specialized collection tools to minimize Accounts Receivable Depreciation and maximize revenue recovery.

**THERE ARE NO UPFRONT FEES.
IF WE DON'T COLLECT, YOU DON'T PAY.**

The more delinquent your AR accounts become, the less collectible they are.
Let's get started! (951) 368-1709 or mblancarte@dgi1.com



3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org

Submit press releases to:
Janice Penner by email at
Janice@riversidedowntown.org
or fax at (951) 781-6951.

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

For Downtown News Alerts email
Janice@riversidedowntown.org

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

ADDRESS SERVICE REQUESTED



STAFF

Executive Director
Janice Penner

Office Manager / Bookkeeper
Shirley Schmeltz

BOARD OF DIRECTORS:

Executive Committee

Shelby Worthington-Loomis, Chair
Shalini Lockard, Vice Chair
Nanci Larsen, Treasurer
Brian Percy, Secretary
Andrew Walcker
David Bristow
Patrick Brien
Lou Monville
Philip Makhoul

Directors

Gregory Anderson, Dr.	Chuck Beaty
Bryan Crawford	Jesse De La Cruz
Shaya Edwards	Jean Eiselein
Bill Gardner	Paul Gill
Joseph Guzzetta	Teryn Henderson
Randall Hord	Amy Hoyt
Collette Lee	AJ Lincon
Stan Morrison	Robert Nagle
Deborah Rose	Sergio San Martin
Sherry Shimshock	Justin Tracy

Ex-Officio

Erin Edwards, Ward One	Clarissa Cervantes, Ward Two
Oz Puerta, ABP	



LOS ANGELES RAMS TROPHY TOUR

The Los Angeles Rams are Taking the Vince Lombardi Trophy on Tour!

Join us at one of our Southern California stops for your opportunity to take photos with the trophy and celebrate the World Champions all over again.

SATURDAY, MAY 14

RIVERSIDE CONVENTION CENTER

**3637 5th St, Riverside
12 PM - 4 PM**

therams.com/trophytour