

Downtown is
Calling

Good
Times
Await



June 2022

Bulletin

Riverside Downtown Business Improvement District

Attention Property Owners

RDP is compiling an inventory of private parking spaces available in the downtown area. If you are a property owner and have parking spaces available for either month to month parking or per day and/or evening parking, please let us know. The parking inventory will ultimately include City,

County, and private spaces.

Send the following information:

- address
- number of spaces
- applicable cost for monthly, daytime and evening parking.

to janice@riversidedowntown.org. 🏠

Reminder About Available Discount Parking Programs

The new Parking Ecosystem Sustainability Plan effective July 1st will still provide two existing discount parking programs, the Merchant Validation Program and the Merchant Token Program.

Under the Merchant Validation Program, downtown businesses may purchase validation books at a 50% discount from market parking rates in the garages. The stickers come in books of 50 of either ½ hour or 1-hour stickers. It's at the discretion of each participating business as to when they make the validation available for customers; for example with a minimum purchase. There is a maximum of two booklets per month.

Under the Token Program, business owners can purchase \$1 parking tokens at a 50% discount in order to offer more flexible parking options to their customers. The program is ideal for businesses not located near a parking garage or that have customers who prefer street parking. Tokens have no cash value. There is a minimum of 100 and a maximum of 200 tokens that can be purchased at a discount each month. The tokens are sold in quantities of 100 for \$50.

For more information or to purchase validations or tokens, contact Parking Concepts Inc. (PCI) at 951-682-3167 or visit them at 3750 Market Street, Monday to Friday from 8 am to 5 pm, except for weekends and holidays. 🏠

June Events in Downtown

Anime Riverside 2022 Arrives at the Riverside Convention Center on June 4

The first Anime Riverside convention will be held at the Riverside Convention Center and is expected to attract over five thousand anime devotees. The event includes vendors, artists, exhibits, cosplay contests and more. Outdoor activities will be a main stage, food trucks, and carnival. Expect to see everyone's favorite anime and movie characters walking around downtown! Visit www.animeriverside.com for more information and event details.

Doors Open Riverside Returns on June 11

The Doors Open event is back! The City of Riverside, in partnership with the Riverside Downtown Partnership, and the Mission Inn Museum and Foundation, is hosting the City's fifth annual Doors Open event. The event is being held in conjunction with Doors Open California, the first year of a state-wide event hosted by California Preservation. Check the website, DoorsOpenRiverside.com, for participating buildings in Riverside.

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Join us for the RDP luncheon on
Tuesday, June 28, 2022 at Avila's
Historic 1929 featuring the Tre'Dish
chefs and presentations on Riverside
Community Players and The Cheech
Call the RDP Office at 951-781-7335
for reservations.




JUNE EVENTS from page 1

The Cheech: A Home for Chicano Art Opens June 18

Joining the RAM family on June 18, 2022 is The Cheech Marin Center for Chicano Art & Culture. A public-private partnership between RAM, the City of Riverside, and comedian Cheech Marin—one of the world's foremost collectors of Chicano art—The Cheech will be the “center of Chicano art, not only for painting, but for sculpture,

photography, and video arts.”

The 61,420-square-foot center will house hundreds of paintings, drawings, photographs, and sculptures by artists including Patssi Valdez, Sandy Rodriguez, Carlos Almaraz, Frank Romero, Judithe Hernández, and Gilbert “Magú” Luján. Visit <https://riversideartmuseum.org/> for more information. 

Mayor's Message: Youth Job Corps Puts Riverside on the Offense in Addressing Poverty & Homelessness

Contributed by Mayor Patricia Lock Dawson



Opportunities that equip young people with the tools necessary to succeed in the workplace have become all too rare—and in Riverside we are ready to change that. The recent \$4.4 million grant we received from the state's Californians For All program is essential to initiate our Youth Jobs Corps

program. Last month, I met with the Deputy Secretary of the U.S. Treasury Wally Adeyemo, California Chief Service Officer Josh Fryday and representatives from community organizations who work with upcoming youth. Part of this invaluable discussion was the youth who discussed the importance and challenges of finding career pathways in our city. This program is made possible because of the positive partnership between the federal government, the state government, and local government—something I pride myself upon after having spent the last two decades working at every level of government.

Riverside has the grant in hand and ready to begin the work of forming the program for Riversiders between the ages of 16-30 years old. Over the course of the next few weeks, I will work with the City Council to establish how we want to see this program work for Riversiders. As part of the program, participants will receive training and work in areas focused on making a community impact, such as reducing food insecurity, furthering climate resiliency through obtaining skills like coding, tech programming, STEM learning, and the ongoing work of COVID response and coordination—both now and for future pandemics or disasters.


Riversiders have always been empowered by reinventing

our economy through arts, industry, and innovation and this is no different. The Youth Jobs Corps is a \$185 million statewide program that will create jobs for underserved and low-income youth across California—and many will be those living in our own neighborhoods.

Tightening our scope of who this program aims to help, we will focus on the growing needs of young people who have aged-out of the foster care system. More than 23,000 children age-out of the U.S. foster care system every year. Unfortunately, after reaching the age of 18, approximately 80% of foster care youth have some type of experience with homelessness—whether it be couch-surfing, living in their cars, or being on the streets. We can directly connect this back to a lack of job opportunities. National trends show that only 57% of those formerly in the foster care system have a job within the first five years of their adulthood. Riverside City College and others have sought to change this and have been hard at work in this space for years. This boost of funding is just what we need to make progress.

This program will enable us to create pathways for our youth to enter the local workforce and have a prosperous career in Riverside with the skills learned locally.

The reality is, to end poverty and prevent homelessness, we must be on the offense. For too long we have worked almost exclusively on the defense, and while that will not end with the onset of this program, it will allow us to chip away at ineffective defense-only strategies.

By providing job training and opportunities for local youth, we are ensuring a brighter future for generations of Riversiders. I look forward to sharing more on this exciting program as we approach the official launch. 

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.

COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

June marks a big milestone for the Downtown with the long-awaited **opening of The Cheech Marin Center for Chicano Arts and Culture.**


The Beignet Shop is now open—and it's the first of several new businesses coming to Downtown this summer. **TruEvolution** had their open house in mid-May, showing good progress towards ramping up services ahead of opening their greater campus (anticipated this fall).

The City Council is voting on the final **2022 - 2024 Budget on June 21st.** I was pleased to support additional funding this year for street paving, sidewalk repair, tree trimming, and addressing deferred maintenance. Additionally, as homelessness continues to be one of the biggest challenges we face as a Downtown, City Council voted to increase capacity in the Office of Homeless Solutions, to expand our urban Public Safety & Engagement Teams (PSET), and to add a Wildlands PSET team that will address the river bottom and other wildlands areas around the city.

You gave us great feedback on our **Plan to Reduce Homelessness;** now, tune into the Housing and Homelessness Special Meeting on June 8th at 3 pm to review the updated draft plan before we send it to the State this summer. Stay tuned for progress on an inclusionary housing policy at the Planning Commission in August.



Look forward to a Juneteenth Celebration on June 18th at White Park. **This Pride Month,** sign up for Riverside PRIDE's Glow Walk at UCR - also on June 18th. Find more details at www.riversideprideie.org.

As we go through changes at the City level, I encourage you to continue reaching out to me for any questions and concerns. Reach me by e-mail at EEwards@RiversideCA.Gov, or by phone at 951-783-7811. 

Customer Service Tip – Answer the Question the Right Way

Sometimes a customer asks a question, and then either doesn't understand or like the answer. And sometimes, it's more than just a misunderstanding or a breakdown in communication. Maybe it's because the employee doesn't want to take the time to answer the question correctly. Or sometimes employees are asked the same question so many times that they get sick and tired of customers asking, and it shows in the way they respond and act.

One of my favorite examples of this came from a Disney Institute class I attended several years ago. Our "teacher" told us that the No. 1 question guests asked the cast members – which is what employees are called at Disney – was, "Where is the bathroom?" The second most frequently asked question was, "What time does the 3 o'clock parade start?"

The bathroom one makes sense, but the parade question? Well, it turns out everyone knows what time the parade begins. But, what they really mean is what time does the parade pass by their current location. That said, the cast members are trained to enthusiastically answer either question as if it were the first time they ever were asked.

Why didn't he say that in the first place?

What made me think of this was when Angelica, one of our team members at Shepard Presentations, shared a customer service story about why she chose one coffee shop over another, even though it was more expensive. It wasn't that the coffee was better. It was because the

employees were better. Specifically, she chose not to go back to the less expensive shop because of the way an employee answered a question.


The menu said there were two types of cold brew, black and white. So, Angelica asked, "What's the difference between the black and white cold brew?"

The employee flippantly answered, "The color." Angelica then asked, "Does it taste different?"

The employee, who was obviously bored with the conversation, rolled his eyes and responded, "The black has no cream, and the white has cream."

Angelica thought, "Why didn't he say that in the first place?" Instead, he made her feel embarrassed for not knowing, and that's the last time she went to that coffee shop.

The lesson is simple and reminds me of what I share in our customer service workshops: "No question is a dumb question." Sometimes people don't know what we think they should know. It's okay. And no matter what question someone asks, we treat it as if it's one of the most important questions we have ever been asked. We want the answer to be the right answer, answered in the right way that imparts knowledge and understanding, and creates confidence in whoever asked the question.

So, the next time someone asks you a question you've been asked "a thousand times," answer it as if it's the first time you've ever been asked. 

Arts Corner: Courtyard Shakespeare Festival Returns

contributed by Patrick Brien, Executive Director-Riverside Arts Council

The is returning to its beautiful outdoor home on the California Baptist University campus this June after a two-year hiatus. This season's two productions are William Shakespeare's "Much Ado about Nothing" and "Richard III," which will run in repertory from June 3 through 18.

"Much Ado about Nothing" is a comedy that follows the "merry war" between Benedick and Beatrice, as their friends plan to trick them into love, all while planning a wedding for Benedick's best friend. However, villains are around, and plans for chaos and disaster are afoot. The play is among the most produced of Shakespeare's works and for good reason. It is truly is laugh out loud funny.

"Richard III" is both history and tragedy as we follow the rise and fall of one of England's most infamous kings. Watch as Richard plots from his famous first monologue just how to take the throne he covets. He will stop quite literally at nothing until everyone around him is fearful for their lives. The play contains moments of dazzling fight choreography where the stage is quite literally filled with action.

The festival began in 2016 with productions of "Romeo and Juliet" and "A Midsummer Night's Dream." Each subsequent year saw growth, with cast members coming from throughout the region. Audiences, too, came to Riverside from all over, frequently staying in downtown in order to catch both productions. "Much Ado" and "Richard" were scheduled for 2020, but like everything else had to be put on hold.

As rehearsals get started each year, the technical staff begins construction on a multi-level set in the Smith Courtyard. A lighting system complete with moving instruments that would be the envy of many permanent theatrical venues is installed along with a complete sound system. Depending on the show, projection and fog effects are often employed.

"Much Ado about Nothing" runs June 3, 5, 9, 11, 15, 17 while "Richard III" runs June 4, 8, 10, 12, 16, 18. All performances begin at 8:00 p.m. For tickets and more information, visit <https://calbaptist.edu/theater/current-production> or call the box office at (951) 343-4319. 🏰

RDP Welcomes New Businesses to Downtown

Carinito Recycling • Cynthia Lozada (hair) • Eric Tafreshi Chiropractic Inc. • Mi Vida Gorda (food)
Monty's Good Burger / Wilsons (food) • Terapia En Español Family Counseling A.P.C.

Business Spotlight: Downtowne Book Store

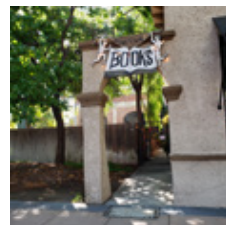


Downtowne Bookstore features an inventory of used books on a wide variety of topics, including a children's book collection. Recently they obtained an individual's extensive collection of books and other items related to Native American history. The owners, Nadia and Vera Lee,

have been selling fine used books since 1979 and are pleased to offer friendly knowledgeable service.

For those who love owls, they also have an extensive owl collection that began spontaneously when they purchased an owl and then a customer gifted them with a second one. Now there are over 400 owls throughout the bookstore. Customers continue to contribute to the collection gifting owls from their vacations from throughout the world.

Downtowne Book Store is located at 3582 Main Street (951) 682-1082. 🏰



BUSINESS BUZZ

Should Your Small Business Be on TikTok?

by Natalie Slyman

TikTok is shaping up to be the next big platform in brand marketing. But just because it's popular doesn't mean that it's a great fit for all businesses.

If you're running a small business, you know how important it is to allocate your marketing dollars as wisely as possible. Sometimes that means focusing your budget on a new trend or platform that's ideal for reaching your core audience — other times; it means opting out of things that aren't a good fit for your brand.

So, where does that leave TikTok? Here's what to know about marketing on the platform, including how to tell if it's somewhere you need to be (or somewhere to skip altogether).

What is TikTok?

TikTok is a video-sharing app that allows users to post content ranging from 15 seconds to three minutes. Videos are shown at random on a user's "For You Page" (FYP),

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with views, likes, comments, and shares all working to fine-tune the algorithm and show users more of the content they're interested in.

For brands, TikTok offers both paid and organic opportunities to get in front of the right audience. And because the algorithm is so good at picking up on an individual user's interests, it's less difficult than it might be on other platforms to end up on the right feed.

Pros and Cons of TikTok for Business

There's no denying that TikTok is fun to use, but is it a beneficial marketing channel for your small business? These pros and cons of using the app might help clear some things up.

Pros

- TikTok has more than one billion active users, plus a global user base that has increased by more than 1000% since 2018.
- Social commerce is high on TikTok, with only Tinder raking in more consumer spending.
- In 2020, TikTok generated \$1.9 billion in ad revenue.
- How's this for engagement? The average user spends 89 minutes per day on the app.

Cons

- The app is all video all the time. If your marketing strategy isn't at least somewhat video-focused, you'll have no other way to engage.
- TikTok's user base skews young, which may not be a great fit for all brands. 35% of its users are aged 19 to 29, and another 28% are under 18.
- An ad on TikTok will cost you \$10 per thousand views, with a minimum ad spend of \$500.

Is TikTok's User Base Your User Base?

If GenZ and young Millennials are your target audience, then you'll be glad to know that you can find them in droves on TikTok. In 2021, almost half (48%) of all U.S. 18 to 29-year-olds reported using the app, including 55% of 18 to 24-year-olds.

These are excellent numbers for brands that target that age group, but the numbers for older Americans aren't quite so impressive — you'll find only 20% of 30 to 49-year-olds on TikTok and just 14% of 50 to 64-year-olds.

As for gender, TikTok's users are split pretty evenly: 51% of users identify as male, and 49% identify as female.

There are other demographic considerations to keep in mind, too, including what types of content tend to do best (entertainment, followed by dances, lifehacks, and educational/informational videos) and whether that aligns with what you're selling or can be applicable to your industry in some way.

Quick Tips for Being Successful on TikTok

If you've decided that adding TikTok to your marketing strategy is a good way to go, then your next step should be optimizing your plan to help ensure success. Here are some places to start.

- **Master your TikTok hashtag game.** Hashtags are huge on TikTok. Use hashtags that are relevant to your content, and regularly search what's trending to see if there are any top-performing hashtags that you can get in on.
- **Connect with influencers.** You can hire influencers to promote your products or services just as you would on Instagram. Do plenty of research to determine which influencers have sway with your audience, and, if it's in the budget, check out influencer platforms like Post for Rent or Izea to simplify your search.
- **Mix up your content.** Not every video you post needs to be created with the intent to sell — nor should it. Creating general interest content that's relevant to your brand and industry will help you get more followers and engagement than overt marketing content alone.
- **Stay consistent.** If you're going to make TikTok part of your small business marketing strategy, then you need to go all in. This means keeping up with a frequent posting schedule and engaging with your followers in a timely manner.

Notice that none of these tips include buying TikTok ad space. Organic success is absolutely possible for brands on the app (we've seen it happen again and again), but it takes effort and creativity. If you've got both to spare, you should see good results in return.

Source - <https://www.benchmarkone.com/blog/small-business-tiktok/>



Everyone Deserves a Compliment

by Shep Hyken



I was on a flight to a city I can't remember, but what I do remember was the wonderful flight attendant, Bailee from American Airlines, who enthusiastically greeted me with a smile and said, "I like that hat!" I was wearing a baseball cap with the St. Louis Blues Stanley Cup Championship logo. Of

course, I thanked her and I found my seat, just a few rows from the front of the plane. I point that out because I was able to observe the way she greeted every passenger.

As each passenger boarded the plane, Bailee welcomed them with the same enthusiasm and had something nice to say to everyone. Let me emphasize that she said something nice to every passenger. If it was a child with a cute sweatshirt, she commented on that. If it was a gentleman in a coat and tie, she commented on his tie. She commented on shoes, shirts, coats, and more. The

continued on next page

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point is that each and every passenger received a greeting and a compliment from Bailee.

I thought to myself, "That is an amazing person. Look at how she's making almost every passenger smile." When the timing was right, I reciprocated by thanking her for her friendly, yet professional attitude. She was the perfect frontliner for American Airlines – or for that matter, any type of business.

We laughed, and she said, "Not everyone smiles back." I told her not to worry about those people. They were just having a bad day or were just not nice people. How could anyone not smile at Bailee when she exuded such a friendly and confident attitude?

Here's the thing about compliments:

1. They are free. It doesn't cost a thing to say something nice to someone.
2. While compliments are free, that doesn't mean it doesn't take a little effort to give one. To share compliments like Bailee, you have to be engaged and present for each and every customer.

3. Compliments must be genuine. No faking it. For Bailee, every compliment was different. That made them even more authentic. She looked for something different to say to each passenger.

I asked Bailee where she learned to engage with her customers at that level. She said nobody taught her. She just knew it was the right thing to do. I knew better. Her parents had taught her. That's where so much of customer service comes from – what our parents teach us. She had great role models in her parents. And she was now a great role model for others, not just her fellow employees, but the passengers who experienced her compliments.

Saying something nice only takes a moment, but the impact is much bigger than the few words shared. Take a lesson from Bailee and say something nice at the beginning of every conversation with a customer, colleague, friend, or family member.

Source - <https://hyken.com/customer-experience-2/greet-customers-with-a-smile/>



SECURITY CORNER

Cybercriminals Trick Victims into Transferring Funds to "Reverse" Instant Payments

Cybercriminals are targeting victims by sending text messages with what appear to be bank fraud alerts asking if the customer initiated an instant money transfer using digital payment applications (apps). Once the victim responds to the alert, the cybercriminal then calls from a number which appears to match the financial institution's legitimate 1-800 support number. Under the pretext of reversing the fake money transfer, victims are swindled into sending payment to bank accounts under the control of the cyber actors.

THREAT

Cybercriminals are targeting victims with a sophisticated phishing and social engineering scam which results in victims unwittingly sending funds to the actors using digital payment apps. The actors take advantage of payment apps connected to bank accounts. These payment apps are meant for the quick transfer of funds between registered users, with only the recipient's email or mobile number needed to initiate an instant payment transaction. The scam starts when cyber actors send financial institution customers an automated text message similar to the following:

Free Msg- (Insert financial institution name here) Bank Fraud Alert- Did You Attempt an Instant Payment in the amount of \$5,000.00? REPLY YES or NO or 1 To STOP ALERTS

The payment amount and financial institution name changes from victim to victim. If customers reply to the text with "No," a follow-up message is sent:

Our fraud specialist will be contacting you shortly

The actors-who typically speak English without a discernable accent-then call the victim from a number which appears to match the financial institution's legitimate 1-800 support number, and claim to represent the institution's fraud department. Once the actor establishes credibility, they walk the victim through the various steps needed to "reverse" the fake instant payment transaction referenced in the text message.

In these schemes, background information on the victims appears to have been well researched. In addition to knowing the victim's financial institution, the actors often had further information such as the victim's past addresses, social security number, and the last four digits of their bank accounts. This information was used to convince customers that the steps being requested of them were the financial institution's legitimate process for retrieving stolen funds.

Using the bank's legitimate website or application, the actor instructs the victim to remove their email address from their digital payment app. The actor, after asking for the victim's email address, adds it to a bank account controlled by the actor. After the email address has been changed, the actor tells the victim to start another instant payment transaction to themselves that will cancel or reverse the original fraudulent payment attempt. Believing they are sending the transaction to themselves, the victims are in fact sending instant payment transactions from their bank account to the actor-controlled bank account. In many cases, the cyber actors engaged with victims for several days. Victims often only realized they had been scammed

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after they checked their financial account's balance.

RECOMMENDATIONS

The FBI recommends the following precautions:

- Be wary of unsolicited requests to verify account information. Cyber actors can use email addresses and phone numbers which may then appear to come from a legitimate financial institution. If a call or text is received regarding possible fraud or unauthorized transfers, do not respond directly.
- If an unsolicited request to verify account information is received, contact the financial institution's fraud department through verified telephone numbers and email addresses on official bank websites or documentation, not through those provided in texts or emails.

- Enable Multi Factor Authentication (MFA) for all financial accounts, and do not provide MFA codes or passwords to anyone over the phone.
- Understand financial institutions will not ask customers to transfer funds between accounts in order to help prevent fraud.
- Be skeptical of callers that provide personally identifiable information, such as social security numbers and past addresses, as proof of their legitimacy. The proliferation of large-scale data breaches over the last decade has supplied criminals with enormous amounts of personal data, which may be used repeatedly in a variety of scams and frauds.

April 14, 2022 Alert Number I-041422-PSA



Information About Fentanyl

Fentanyl is a new epidemic in Riverside County. Illicit fentanyl is a dangerous drug that is killing people in the Riverside County community at an alarming rate. Fentanyl is a synthetic, manmade opiate that can easily be produced in a lab or on the streets. Fentanyl is less expensive than other opiates and is highly addictive. Fentanyl is 50 times stronger than heroin and 100 times stronger than morphine. Deadly amounts of fentanyl are being used in manufacturing and packaging of other drugs as well. Fentanyl is being added to counterfeit pills being misrepresented as Xanax and/or Oxycodone.

The County of Riverside District Attorney's office has recognized that fentanyl is poisoning the community, and is dedicated to combatting the fentanyl crisis with a three-pronged approach: prosecution, education, and prevention. The DA's office is taking a tough stance on prosecuting fentanyl drug dealers, and was the first DA's Office in Southern California and among the few offices to criminally charge drug dealers with murder for selling or providing fentanyl-laced drugs to someone who dies from ingesting it. They have filed several murder cases against those selling or providing fentanyl to victims who later died.

In 2021, they started a campaign to educate the public about the dangers of fentanyl including various informational videos and graphics on social media platforms. They created a social media campaign "What's in your pills? Fentanyl Kills" to educate the public about the dangers of fentanyl which includes several informative graphics and videos. They partnered with local community organizations to provide vehicle bumper stickers with the phrase "What's in your pills? Fentanyl kills." The bumper stickers were placed on official DA's Office vehicles and provided to the public at various community outreach events and presentations. The same image and message seen on the bumper stickers is also on a freeway billboard that is being placed in various locations across the county.

The Crime Prevention Unit recognized the importance of educating youth about the dangers of fentanyl. They created a presentation aimed at the high school student

audience that includes various videos to grab and hold their attention. At the end of each presentation, they have a parent share how they have lost their child to fentanyl poisoning. These presentations have been given to students and parents both virtually and in-person across Riverside County.

In addition to the public outreach efforts, their Bureau of Investigation has played a vital role in prevention and enforcement. The Riverside County Gang Impact Team (GIT), which is supervised by the DA's Bureau of Investigation, has seized fentanyl from dealers in the community on multiple occasions. For example, the GIT seized 10 kilos, or about 22 pounds, of fentanyl within a one-month period in Riverside County that equated to about 5.5 million lethal doses. To put that into perspective, Riverside County's population is 2.5 million people. In that short period, the investigators seized enough fentanyl to kill every person in Riverside County. Twice. The bottom line is there is no safe way to use or to sell illicit fentanyl. Simply put, it is deadly.

Source - <https://rivcoda.org/dangers-of-fentanyl>





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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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Take a Step Through Time



Doors Open

RIVERSIDE

June 11 • 1 - 4 pm

Take a peek at some of Riverside's historic
and most interesting buildings.

DoorsOpenRiverside.com • [#DoorsOpenRiverside](https://twitter.com/DoorsOpenRiverside)



*Tour times may
vary by location.
Please check
website for details.