

Downtown is
Calling

Good
Times
Await



In This Issue:

Riverside Police Department Offers
Active Shooter Training

Change in RDP Security Schedule

Summer Concerts in the Park

Arts Corner: New Threads Theatre
Company

Congratulations & Goodbye to Patrick Brien

Mayor's Monthly Message: Beautifying
Riverside - A Communal Job

Council Corner: Wards One & Two Update

Business Spotlight: Beignet Spot

Business Buzz: Lesson from
Michelangelo: Details Matter, Customer
Data Privacy in Digital Marketing: What
you Need to Know

Security Corner: The FBI Warns of
Scammers Soliciting Donations Related to
the Crisis in Ukraine

Join us for the RDP luncheon on
Tuesday, July 26, 2022 at
the Life Arts Center featuring
George Khalil, Innovation Officer with
the City of Riverside's Innovation
and Technology Department.

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



July 2022

Bulletin

Riverside Downtown Business Improvement District


Riverside Police Department Offers Active Shooter Training



With the horrific mass shooting events recently, it's important to keep people aware of what to do in an active shooter scenario. The Riverside Police Department (RPD) is offering a workshop on Tuesday, July 12th at 1:30 pm at the Fox Theater. The workshop will provide training for businesses and others on what to do should an active shooter scenario occur. The workshop consists of a presentation

by an RPD officer. The workshop is free of charge and is being hosted by Live Nation (providing the venue) and RPD, and RPD.

In addition to information on what to do in an active shooter scenario, Wendy McEuen of Riverside Community Hospital will also provide information on Stop the Bleed, and on CPR training.

Please RSVP to Janice Penner at 951-781-7339 or by email to Janice@riversidedowntown.org by July 8th with the names of those attending. 

Change in RDP Security Schedule

Effective July 1st, the RDP security schedule will change as follows:

- The Ambassadors will now patrol Monday to Saturday from 9 am to 5 pm, and on Sundays from 10 am to 5 pm in the RDP GEM. They can be reached at 951-312-7522.
- Multi Housing District Patrol, the contract external security company, will now patrol Monday to Sunday from 5 pm to 1:30 am in a marked vehicle so they can more easily respond to calls in the BID area. Dispatch is 951-358-0390. That patrol is

funded to December 31, 2022 and will be continued if funding allows.

The extension of the Ambassador Patrol and the continuation of an external security patrol reflects RDP's commitment to security in the Downtown BID. In the past two fiscal years, July 1, 2020 to June 30, 2022, RDP will have spent \$311,865 on external security patrols, not including the Ambassador Patrols.

If you have any questions, please contact Janice Penner at 951-781-7339. 

Summer Concerts in the Park

The 2022 summer concert series returns to Fairmount Park in July every Wednesday plus the first Wednesday in August. Concerts run from 6 pm to 8 pm and are free to the public. Activities include live entertainment, food vendors, beer garden, fun activities and swag.

The lineup includes:

- July 6 – Soul Stone - Motown

- July 13 – Steel Rod - Top 40/Variety
- July 20 – Tania Y Su Nueva Era - Latin
- July 27 – Kings of 88 - Pop/Rock
- August 3 – C4 - Latin Mix

For more information visit https://riversideca.gov/park_rec/ or <https://www.facebook.com/CityofRiverside.ParksandRecreation/> 

Arts Corner: New Threads Theatre Company

contributed by Patrick Brien, Executive Director-Riverside Arts Council

In 2015, Frank Mihelich founded New Threads Theatre Company. The San Francisco Bay Area-native had received his master's degree in classical theatre from Columbia University, after which he remained in New York, founding two theatre companies. He and his wife decided that New York was not the best place to raise a family so they moved to southern California in 2011, where he began teaching theatre at California Baptist University, his undergraduate alma mater.

It would not be long before the seeds of developing his own company would start to form in Mihelich's head once again.

The first production mounted by New Threads was David Mamet's "Oleanna," which deals with accusations of sexual harassment. The play ran at The Box in downtown Riverside, where most of the group's productions have been staged. Works have included contemporary classics such as Arthur Miller's "The Crucible" and new works such as Chris Cragin-Day's "OKC Bombing" and Jay Duffer's "Asleep in the Arms of God."

"New Threads Theatre Company is dedicated to building a community made up of artists and audience around the 'market place of ideas,' where all points of view are invited into the conversation," said Mihelich. "We envision a community where all ideas rise or fall on their own merits."



We believe that the art form of live theatre has a critical role in the revival of the cultural town square."

After a long hiatus imposed by the pandemic, New Threads is coming back strong. This time, however, Mihelich is leading the company on a full-time basis, having made the decision to leave his position at Cal Baptist as he looks to grow the organization.

"In the summer and fall of 2022 New Threads is going to revive our staged reading series of previously produced plays along with original works," said Mihelich. "We are also committed to our first full production back post pandemic in the fall. We are currently seeking the rights for our season and will be ready to announce titles in our newsletter on Thursday July 7."

For more information visit www.newthreadstheatreco.org



Congratulations & Goodbye to Patrick Brien



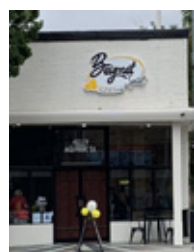
Join us in congratulating and saying farewell to Patrick Brien who is leaving the Riverside Arts Council to take a position with Arts Orange County based in Irvine. Patrick joined the Riverside Arts Council in 2004 and collaborated with RDP on a number of

projects. He also contributed a monthly Arts Corner to the RDP BID Bulletin. He will be missed but we wish him well.

And congratulations to Rachael Dzikonski who takes over as Interim Executive Director. She has considerable experience with the Riverside Arts Council and we look forward to working with her.



Business Spotlight: Beignet Spot

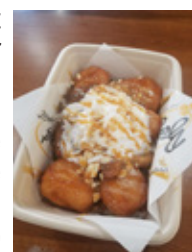


The Alce Family opened their first restaurant, Dhat Island, in the spring of 2009 in Redlands, California. Their idea was to provide unique Caribbean creole fare for all to enjoy. Their most popular item quickly became the tasty little powdered beignets which inspired their latest restaurant in the heart of downtown Riverside California, Beignet Spot.

The beignets are made fresh to order, rolled and cut perfectly, then fried and topped with powdered sugar and

artisan fruit compotes. The Beignet Spot also offers breakfast, lunch, and dinner items including one-of-a-kind jerk fried chicken and loaded fries. Customers can top it all off with their signature milkshakes or chicory coffee to complete their Beignet Spot experience.

The Beignet Spot is located at 4019 Market Street, 951-224-9830. Their website is <https://beignetspot.com/> and you can order ahead online.



RDP Welcomes New Businesses to Downtown

Camel Financial • Logos (Retail) • Main St. Registration (Misc. General Services)

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

Contributed by Mayor Patricia Lock Dawson



The Big Tent Tour has come to an end with the final tour stops a couple weeks ago. With the conclusion of the tour, the work of community engagement from my team and me continues. We have compiled the feedback gained after

a year of listening sessions. During this compiling process many of the neighborhoods had several shared concerns. The appearance of the city was one of the most common concerns we heard. The importance of having a beautiful and welcoming neighborhood - and city overall - is something that I understand and am committed to. To put that commitment into action, this month I will launch a new initiative known as Beautify Riverside.

Beautify Riverside is modeled after the City Beautiful urban renewal movement of the late 19th century that sought to create more attractive urban centers. The ideals of City Beautiful came closer to home in the United States in the 1960s when Lady Bird Johnson made her main cause as First Lady to enhance cities across the country through beautification programming. Our initiative seeks to improve the quality of life in Riverside by enhancing the appearance of main gathering points and neighborhoods. Privately funded and volunteer driven, Beautify Riverside projects across the city will focus on landscape improvements, litter removal, and mural painting.

Each neighborhood within the City of Riverside has a

unique story and feeling. It is the intention of Beautify Riverside to tap into that uniqueness with projects and public art that reflects the identity of those that call each neighborhood home. By welcoming public art and cleaner spaces to designated project areas, we will engage with residents, increase foot traffic and neighborhood interest, showcase the talents of local artists, and encourage community volunteerism.

Beautify Riverside will be separated into quarters to ensure concerted time and attention is paid to each of our city's seven wards.

This beautification movement launches this summer and will begin in the Magnolia Center neighborhood of Ward 3 before extending to other wards as momentum builds. The Downtown area is part of the second quarter of projects, starting in the fall. Planning is underway now for projects in our Downtown.

This is a community movement and is not intended to just be a government initiative. To live up to that intent, community support is paramount - and needed. Monetary and supply sponsorships for projects will ensure Beautify Riverside reaches its full potential. A volunteer advisory group of Riversiders is working with my team on project ideas and implementation. Additional project ideas from the community are encouraged - please send your ideas or inquiries for more information to Philip Falcone at PFalcone@RiversideCA.gov.

My team and I stand ready to add beauty to our city and look forward to your partnership in Beautify Riverside. Updates throughout this movement will be shared on my social media accounts so be sure to follow along to get involved. 📢

FREE
SPECTACULAR

Fourth of July

GRATIS 4 DE JULIO
ESPECTACULAR

AERIAL FIREWORKS SHOW
ESPECTÁCULO AÉREO DE FUEGOS ARTIFICIALES

July 4
4 de julio

SHOW STARTS AT
EL ESPECTÁCULO COMIENZA A LAS
9 PM

La Sierra Park • Ryan Bonaminio Park

LEARN MORE • APRENDA MÁS

COUNCIL CORNER

Ward One Council Update


Contributed by Councilwoman Erin Edwards

Happy 4th of July! Read below to learn how you can celebrate in Downtown, and find out what's coming to the dais.

- **The 4th of July Fireworks Show** in Ryan Bonaminio Park will be a sight you don't want to miss. Pro-tip: bring your Independence Day barbecue to the park and stick around for the show that starts at 9 pm.
- The Miracles and Dreams Foundation will have their annual **backpack drive at the Main Library on Saturday, July 9th**, from 10 am-2 pm.
- On July 19th, the City will review **State Drought Regulations**, including the **ban on watering non-functional turf for commercial buildings**. Find more information at <https://www.RiversidePublicUtilities.com/Drought>
- On July 21st at 3 pm, the Economic Development Committee will receive an update on the consultant contract for the community discussion on the **Fairmount Golf Course**. Join the discussion in-person at the Art Pick Council Chambers or virtually at engageriverside.com.

- Later this month, expect an update on the **Employee Discount Parking Program from our Parking Division at the City Council level**.
- The City is updating its green waste program. Visit [here](https://www.RiversideCA.gov/PublicWorks/Trash/Commercial-Business.asp) to learn how that can affect business owners: <https://www.RiversideCA.gov/PublicWorks/Trash/Commercial-Business.asp>
- While the search for a new City Manager continues, the City Council has appointed **Fire Chief Michael Moore as our interim City Manager**.



Last month, the City Council passed its 2022/2024 budget and reviewed its 5-Year Plan to Reduce Homelessness. If you didn't tune in, find the videos at engageriverside.com. As always, I can be reached by text at 951-783-7811 and by e-mail at eedwards@riversideca.gov. 

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Summer has arrived!

Fireworks Crackdown: As we celebrate our Nation's Independence Day, we ask that we all celebrate responsibly. Please remember that fireworks are illegal in the City of Riverside. Report any fireworks in your neighborhood to the Riverside Police Department using the Non-Emergency phone number at 951-354-2007. There is a minimum fine of \$1,000 for anyone who uses illegal fireworks.

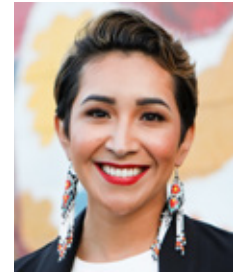
Riverside PRIDE: Thank you to our local LGBTQIA+ organization for hosting the first Riverside PRIDE walk and Gala to celebrate, uplift, and recognize PRIDE Month! I appreciate all those who came out to support and participate in these events. As an openly elected LGBTQ+ Councilmember, it is truly powerful and beautiful to see our communities come together to recognize PRIDE in the City of Riverside!

Riverside Recreation Swim Days: The Riverside Police Department and the Riverside Police Department Foundation, in collaboration with the City of Riverside Parks, Recreation and Community Service Department, will be hosting Free Swim Sessions every Wednesday this summer at the Islander and Sippy Woodhead (Bobby Bonds) Pools from 1:30 pm to 3:30 pm. Look for the RPD booth to get your free slips for families to swim. There are also free games and activities as well as FREE Kona shaved ice for kids.


Ward 2 Business Spotlight:

- **Cellar Door Books:** Shout-out to one of our woman owned, small businesses in the Canyon

Crest Town Centre! This month they hosted, "Drag Queen Story Time" on June 11 with families and community showing support for this fun event! They always have a wonderful and diverse selection of books to choose from! Be sure to show your support and pay them a visit at: 5225 Canyon Crest Drive, Riverside, California.



Park Avenue Revitalization Mural Projects: The Residents of Eastside Active in Leadership, Eastside Heal Zone, Riverside Art Museum, and the Riverside Community Health Foundation finished the El Trigo Neighborhood Mural. This mural along with the other two are part of the Park Avenue Revitalization Project that assist our local businesses along Park Avenue between 14th Street at University Avenue. Juan Navarro and Rosy Cortez, two of our Artists in Residency, worked with local community members to design a stunning new addition to the Riverside Art District in Ward 2. The Mural is in the alley on the side of El Trigo Restaurant at 4155 Park Ave, Riverside, CA.

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. 

BUSINESS BUZZ

Lessons from Michelangelo: Details Matter

by Shep Hyken



I don't know if it's true, but it doesn't matter. This is a great story with a great lesson.

Michelangelo was standing on his scaffold as he worked on painting a tiny leaf on the ceiling of the Sistine Chapel. A colleague looked up from far below and shouted, "Why are you so concerned about painting that little leaf? Nobody from this distance will ever know."

Michelangelo responded, "I will know!"

The point is that the smallest details matter. Even if they don't matter to the customer, they should still matter to you. It's a sense of pride, dedication, and discipline that you care enough not to cut corners, take shortcuts or gloss over details.

If he were living today, Michelangelo would be the guy you want doing the maintenance check on your airplane before a flight, working on your car, or looking over the budget for your next big project. That's when details really matter, and a person who obsesses over details is one you want on the team.

However, there are times when details might not be as important. Maybe you're brainstorming a new product or coming up with a new strategy. It could be about anything. In a brainstorming process, you don't worry about the

details. You look at the big picture. Then, once you have an idea you think might work, you take the time to drill down and get into the details.

As it applies to customer experience (including customer service), it is often the little details that move the experience from average to amazing. I've always preached that the best companies don't need to go over the top to be seen as amazing. They need to be just a little better than average. That's often where the details come in.

For example, using a customer's name at the right time is a small detail that adds to an experience. The garnish on a plate makes the entrée look better. Keeping the salt and pepper shakers full at a restaurant is never noticed until they aren't full. The follow-up call you weren't expecting pleasantly surprises you. It's the same with a fast reply to an email or quick return phone call. None of these are big. It's usually just "little things" – details that often are almost unnoticed – that give our customers confidence and help create customer amazement.

In the story, Michelangelo was saying that details, even if they aren't obvious, are important to him. They are also important to our customers, whether they know it or not. Furthermore, Michelangelo could go home at night and sleep, knowing he did his best. We should strive for the same.

Source - <https://hyken.com/customer-service-strategies/a-lesson-from-michelangelo-details-matter/>



Customer Data Privacy in Digital Marketing: What You Need to Know

The internet gave birth to an exciting new field – digital marketing. Businesses can reach thousands of potential customers worldwide without spending thousands on elaborate marketing campaigns.

When using digital tools to spread your message, there's one important thing to keep in mind: data privacy. This article will explain everything you need to know about data privacy as it relates to digital marketing.

What is Data Privacy?

In an age where almost all human data is available and shared online, it's unsurprising that questions about data privacy and security have come up.

Data privacy is particularly relevant in digital marketing since consumer data is crucial in:

- Developing personalized customer experiences
- Delivering marketing campaigns
- Gathering insights on consumer behavior

Data privacy can be defined as the ability to determine how data is distributed, used, and shared online.

In some jurisdictions, data privacy is regarded as a human right. In others, businesses are allowed to use data as they please.

Here are some ways personal data can be misused:

- Gathered without the user's consent
- Sold to third parties for a profit
- Tracking and monitoring user behavior

Why Data Privacy is Important

Regardless of jurisdiction, data privacy is always important. To engage with companies, people want reassurance that the data they provide will be handled with care. That's why many organizations have implemented data protection practices that show their dedication to keeping and handling user-provided data with care.

Companies that engage in shady customer data management practices, or experience data breaches due to a lack of security measures, run the risk of ruining their reputation and losing a ton of money.

continued on next page

Data Privacy Laws

Over the past decade, data privacy laws have become stricter. Companies that don't comply risk receiving hefty fines and public slander.

Some world regions take data privacy a bit more seriously than others, but the overall direction is towards stricter data control and regulations.

Perhaps the most popular and influential privacy law is the European Union's General Data Protection Regulation. The GDPR came into effect in May 2018 and kickstarted a wave of privacy laws that transformed how businesses were allowed to interact with consumers on the internet.

The GDPR advocates for "Privacy by Design." This approach to data management limits data collection and involves creating security measures to prevent data breaches and leaks.

The GDPR also requires consent and complete transparency throughout the data gathering process. All companies doing business in the European Union must abide by these rules, but it doesn't hurt to make sure your business complies regardless of where you're located.

Data Privacy Tips for Digital Marketers

Digital marketers have to adapt to the changing laws and user expectations. That means implementing changes in how they execute their campaigns and gather insights.

Here are five best practices on data privacy in digital marketing:

1. Transparency

Being transparent with your data-handling practices isn't just ethical. It's also required by law in many places. Website visitors or campaign targets should know how their data is being used and for what purposes.

If your site uses cookies, ask for permission to use them. Some sites block content if people don't accept cookies. You should avoid that because it sends the message that your main goal is to exploit users instead of providing value.

Digital marketing is all about connecting your excellent product or service to people that need it, not squeezing every possible dollar out of a customer.

2. Offer Something in Return

Private data is valuable. It's rather selfish of you to ask for it without giving anything in return. Create exciting campaigns involving promo codes or discounts in exchange for a user's personal information. Gating your content by requesting contact information is another option.

But make sure the content you're gating is high-quality, unique, and offers value.

This practice is becoming increasingly popular. If you're creative, you can come up with many interesting ways to "trade" with your customers.

3. Make It Easy to Opt-Out

If a user agrees to share their data, that doesn't mean you get to keep it and use it forever. Many people unknowingly agree to have their data shared online. After receiving a few promotional emails or text messages, they may wish to opt-out.

Make it easy for people to opt-out. You should add an "unsubscribe" link at the end of your promotional emails. A good rule to follow is making sure that opting out of sharing data isn't more difficult than opting in.

4. Control Customer Data Visibility

Access control is a crucial part of data privacy and marketing. While consumer data is valuable, not everyone in the organization needs it to do their job. Limit the people who have access to consumer data to only those that need it. Not even everyone in the marketing department should be able to access information that users are sharing with the organization.

The people who have access should be trained in how to handle it. Data leaks or breaches can have serious consequences. The more people have access to consumer data, the higher the chances of a data leak. To make sure your data is safe from external threats as well, you should keep your customer data encrypted at all times. For this, you can use a Virtual Private Network (VPN).

5. Use New Metrics to Measure Success

As data privacy regulations become stricter, it becomes more difficult to measure the success of your campaigns due to the less precise landscape. But, you can still track engagement, which may be all you need to see what works and what doesn't.

Some examples of engagement are:

- Clicks
- Conversions
- Unsubscribers
- Click-through rate

Other valuable metrics that don't infringe on customer data are the CPL (Cost Per Lead) and CPA (Cost Per Acquisition). Knowing how much money you spend on acquiring new clients can help you determine whether you need to adjust your approach.

These can all be useful metrics. You may need to adjust your marketing content to align with the new way of measuring success.

Data privacy concerns and regulations are changing the ways digital marketing works. Advanced tracking and cookies are discouraged as users become more aware of the dangers of sharing their data. This calls for digital marketers to find creative solutions to remain effective while abiding by changing expectations and regulatory standards. Are you up to the challenge?

Source – <https://www.benchmarkone.com/blog/customer-data-privacy/>



SECURITY CORNER

The FBI Warns of Scammers Soliciting Donations Related to the Crisis in Ukraine

The FBI warns the public of fraudulent schemes seeking donations or other financial assistance related to the crisis in Ukraine.

Criminal actors are taking advantage of the crisis in Ukraine by posing as Ukrainian entities needing humanitarian aid or developing fundraising efforts, including monetary and cryptocurrency donations.

Scammers similarly have used past crises as opportunities to target members of the public with fraudulent donation schemes.

Tips on how to protect yourself:

- Be suspicious of online communications claiming to be individuals affected by the conflict in Ukraine and seeking immediate financial assistance.
- Although the Ukrainian Government and other private organizations do maintain official donation mechanisms, be cautious and verify information about entities purporting to solicit aid for causes linked to the crisis in Ukraine. If an entity asks for donations to specific cryptocurrency addresses, be cautious, always carefully check if the addresses are legitimate, and compare the address alphanumeric characters to any known official addresses.
- Do not communicate with or open texts, emails, attachments, or links from unknown individuals posing as Ukrainian entities in need of humanitarian aid.
- Do not send payments to unknown individuals or organizations asking for financial assistance.
- Best practices to verify charities include, but are not limited to, researching the charity online to see if there are news, reviews, or posts linking the charity to fraud; checking to see if the charity is registered with your state's charity regulator, if available; and checking the Internal Revenue Service's website (<https://www.irs.gov>) to see if the charity is registered.

If you believe you have been a victim of a financial internet scam or a fraudulent scheme related to the Ukrainian crisis, please file a report with the FBI's Internet Crime Complaint Center at www.ic3.gov. If possible, include the following:

- Identifying information about the individuals or charity, including name, phone number, address, and email address.
- Financial transaction information such as the date, type of payment, amount, account numbers involved, the name and address of the receiving financial institution, and receiving cryptocurrency addresses.
- Describe your interaction with the individual, including how contact was initiated, such as the type of communication, purpose of the request for money, how you were told or instructed to make payment, what information you provided to the criminal actor, and any other details pertinent to your complaint.

Source – www.ic3.gov May 31, 2022 Alert
Number I-053122-PSA



50% OFF

DOWNTOWN PARKING GARAGES | **EVERY TUESDAY 10AM - 6PM**

Vehicles entering and exiting during the Downtown Tuesday Parker (DTP) time period shall receive a 50% discount from the total amount due.

Vehicles exiting after 6 PM will be subject to the Hourly/ Daily Rates up to the Daily Max.

Learn More About Downtown Riverside Parking at RiversideCA.gov/Parking



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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

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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

Send the following information:

- address
- number of parking spaces and times available (monthly, daytime, evening, and/or weekend)
- applicable rates for all available parking times to janice@riversidedowntown.org. The parking inventory will ultimately include City, County, and private spaces.