

Downtown is  
Calling

Good  
Times  
Await



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There is no RDP luncheon in August.

Join us on September 27, 22 at the  
Marriott Riverside to hear from Joe  
Ramos, Executive Director of the  
Miracle and Dreams Foundation and  
Jarod Hoogland, Executive Director of  
the Mission Inn Foundation.

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



August 2022

# Bulletin

Riverside Downtown Business Improvement District

## RDP Adopts Strategic Plan Framework for 2022 to 2026

At the time the Downtown BID was established, RDP determined six areas on which to focus its efforts. These areas were parking, beautification, public events, music in public places, promotion of business activities, and security. In 2007, RDP adopted a vision, mission, plus five broad goals for the organization and developed its first strategic plan for 2008 to 2010. The strategic plan for 2011 to 2013 refined the goals to three that were considered more actionable. The strategic plan adopted for 2014 to 2016 was the last comprehensive one prepared and used the same vision, mission, and goals as before.

In late 2019, RDP acknowledged the need for a new strategic plan that would reflect the changes in downtown Riverside. It was decided to begin planning in March 2020 coincident with the new Board of Directors. However that was derailed by the onset of the pandemic and the shutdown of many activities to stop the spread of COVID-19. The continuation of the pandemic through 2020 and 2021 further delayed strategic planning as RDP's activities shifted to reflect and respond to the COVID-19 pandemic.

By the latter part of 2021, it was clear that the downtown environment had changed and RDP's priorities needed to reflect those changes. RDP conducted several surveys during 2021 and held a downtown forum in November 2021 to get in-person responses and concerns from downtown businesses and constituents about issues and priorities. Some initial findings included RDP increasing its advocacy efforts and outreach to businesses, as well as adding new programs such as 'clean and safe' efforts. RDP engaged the services of a consultant in January 2022 and strategic planning efforts began.

RDP engaged Matt Lehrman of Social

Prosperity Partners as the consultant for its strategic planning. The intent was to focus on what RDP's purpose should be in the future, considering the changes in downtown and the post-pandemic environment. Accordingly, the strategic planning process was developed to enable RDP to consider the fundamental question of **"Who are our stakeholders and how shall we work to advance their interests?"**

RDP wanted to consider these fundamental questions:

- What is our **VISION** - i.e., what is RDP's greatest aspiration?
- What is our **MISSION** - i.e., what is RDP's clear, crucial & compelling purpose?
- What are our organizational **VALUES** - i.e., what organizational culture is expected to permeate RDP's relationships at every level?
- What are our organizational **GOALS** - i.e., what high-level objectives does the Board expect RDP to achieve over time?

To determine the answers to those questions, a number of focus groups and interviews were held by the consultant with various stakeholders during February and March. The Executive Committee used those responses to formulate an outline that was then adopted by the Board on July 13, 2022.

The principal components of the Strategic Plan framework are:

### Vision:

Downtown Riverside is a welcoming and exciting destination to work, live, and play while celebrating heritage and inspiring business innovation and success.

### Mission:

Riverside Downtown Partnership's mission is to foster a vibrant, safe, and successful business and cultural

community in downtown Riverside by celebrating our past and defining our future.

**Values:**

Welcoming – We embrace those within our community and those who visit.

Advocacy – We are a champion for our community's needs and priorities.

Responsive – We are supportive, helpful and add value to our members.

Connected – We encourage dialogue, and cooperation within our community.

Proactive – We continually seek ways to support and enhance our community.

**Objectives / Goals:**


- To serve as the essential liaison between downtown businesses and local government representing our members' interests.
- To create an effective partnership with local government that advances downtown business priorities.
- To expand our services and value for our members.

While RDP will be working towards achieving all of the above objectives and goals, in the short-term RDP will prioritize expanding our services and values for

our members. We have heard from members that their three major concerns are homeless (and their impact on downtown), parking, and safety.

RDP plans to:

- Set-up quarterly 'town hall' meetings for businesses to hear information, voice concerns, and network with each other.
- Implement changes to both the Security committee and Land Use committee to make them more relatable to businesses, increase attendance, and improve effectiveness.
- Expand security efforts.
- Survey businesses more frequently for concerns and issues.
- Implement a Business Visitation Program.
- Establish a Downtown Parking Committee to address concerns and make recommendations.
- Extend activities and efforts beyond the downtown core.
- Help businesses expand their customer base through workshops and promotions.
- Help attract more visitors to downtown.


RDP will be reporting on its progress through email updates, Facebook posts, and the BID Bulletin. 

## Update on Downtown Parking

In their July 19th evening session, City Council decided to halt the parking rate and schedule changes that took effect July 1st, recognizing the negative impact on downtown businesses and employees. The previous rates and schedules (AND free parking on the street after 5 pm and weekends plus first 90 minutes free in the garages) are back in effect although it will take some time for signage to be changed. We suggest posting on your social media to let your customers know.

The Council will be seeking input from downtown stakeholders to review downtown parking and develop

a program that reflects business needs while generating revenue to maintain parking facilities and provide needed security. The Riverside Downtown Partnership and the Greater Riverside Chambers of Commerce will be assisting in gathering that input and representing business interests.


Thanks to the many businesses and other stakeholders who attended that Council meeting to voice their concerns. Thanks to the City Council who listened and responded by taking action. 

## Business Spotlight: Opportunity with RCVB and Sports Commission



The Riverside Convention and Visitors Bureau (RCVB) and the Riverside Sports Commission have expanded their social media efforts, and want to

highlight downtown shops, restaurants, and bars. If you have a special event, please contact Kate Weggeland,

their Marketing & Communications Consultant at [mary.k.weggeland@gmail.com](mailto:mary.k.weggeland@gmail.com). If you have a Facebook or Instagram account, please share so you can be tagged on postings and/or any hashtags you'd like to include in posting. This is a great opportunity to cross promote your business. 

## RDP Welcomes New Businesses to Downtown

American Ambulatory Anesthesia (Health Care) • Blissful Modern (Retail) • Deepbits Technology Inc.  
Everytable (Hospitality) • Greater Inland Empire Regional Hispanic Chamber • Killer Queens (Hospitality)  
KLG Ventures (Property Rental) • Micultura (Retail) • Michael Jones (Child Care)  
North Medical Transportation (Non-emergency transportation) • Whimsical Wonders (Retail)

# Mayor's Message: Bipartisan Group of Riversiders Give CARE Court Stamp of Approval

*Contributed by Mayor Patricia Lock Dawson*



This monthly message comes from the Mayor's Bipartisan Forum discussing the mental health & homelessness crises in California.

**How much longer can we humanely avert our eyes, ignoring the mentally incapacitated people languishing on our**

**streets?** In a recent poll conducted by Suffolk University, 90% of respondents believed that the U.S. is facing a "full-blown mental health crisis", and in a California Health Policy Survey, Californians' identified their top priority policy as 'ensuring people with severe mental health disorders can get treatment' (2020).

Californians have an opportunity to address this seemingly bottomless crisis. The Community Assistance, Recovery, and Empowerment Act (CARE), also known as Senate Bill 1338, empowers family members, first responders, and behavioral health providers with an avenue to petition a civil court on behalf of a loved one or community member that is incapable of caring for themselves. This potentially allows families and local communities the ability to initiate a CARE plan to provide behavioral health care, including medication, housing, and other services, to adults with psychotic disorders and people who lack medical decision-making capacity. A critically important part of the plan is the appointment of both a public defender and a personal advocate to help guide participants and to ensure


individual rights are protected.

Californians across the political spectrum agree that it is time to make a bold commitment to transforming our broken mental health system to help our state's most vulnerable residents and we have an opportunity to do so now. Arguably, California has not seen meaningful mental health reforms since 1972, partially because we continue to allow a quest for perfection to negate a commitment to incremental progress.

As diverse members of Riverside Mayor Patricia Lock Dawson's Bipartisan Forum, we urge you to join us in supporting this legislation. Please contact your state representative this week (<https://findyourrep.legislature.ca.gov>) to urge a yes vote on SB 1338.

## **About the Mayor's Bipartisan Forum:**

In October 2021, Riverside's Mayor, Patricia Lock Dawson, convened a group of 14 community members with differing political ideologies to help drive solutions for the crises amongst those in homeless situations with serious mental health conditions. The group felt passionately that state-level mental health reforms were needed, including tools that would allow families to compel their family members with psychotic and addiction disorders into treatment. The CARE Court legislation (SB 1338) is a step forward in this direction.

*Dr. Cheryl-Marie Osborne Hansberger, Chani Beeman, Steve Johnson, Ana Miramontes, Rico Alderette, Tisa Rodriguez, Chuck Avila, Sheila Kay Riley, Ruben Ayala, Janice Rooths, Keith Sklarsky, Ana Lee, Dr. Regina Patton-Stell* 

## Startups Flourish at Riverside Incubator Bigger, Better Home

Since opening in 2015, ExCITE Riverside Incubator has supported more than 30 startups, creating over 180 high-paying jobs in the region. ExCITE, led by the University of California, Riverside, in partnership with the City of Riverside and County of Riverside, provides nascent companies with co-working space, workshops, mentoring, and assistance finding grants in its new 6,400-square-foot home downtown.

"We doubled the office space we can use to incubate companies," said Jennifer Yturralde, ExCITE's startup incubator manager. "The layout supports different growth phases from co-working areas available 24/7 to conference rooms for meetings with investors."

After relocating, ExCITE added activities for its members and the community such as weekly meetups, job fairs, a quarterly Founder's Night, and Fast Pitch events. During the last Founder's Night, Yturralde distributed bills in small

denominations for guests to "micro invest" in one of the five companies pitching.

Next for ExCITE is the implementation of a milestone-based program beginning later this year, in partnership with UCR's EPIC Small Business Development Center (SBDC). The initiative will take companies through three stages of growth, leading to graduation, launch, and expansion in Riverside.

It's no surprise that the UCR EPIC team receives calls from people wanting to start an incubator similar to ExCITE in cities across the Inland Empire.

"ExCITE is more than just a collection of people," Yturralde said. "It's a positive community looking for meaningful ways to support each other and build our region. When you walk through our doors, you feel a difference immediately."

*Source: from City of Riverside July 1, 2022 press release*





# COUNCIL CORNER

## Ward One Council Update


Contributed by Councilwoman Erin Edwards

### Here's what to look out for this August:

- On August 2nd, the City Council will hold a **public hearing** to consider authorizing the State to administer bonds for the proposed **Aspire Housing Development** (3rd & Fairmount), a 33-unit housing development for aged-out Foster youth.
- **Inclusionary Housing** comes before the Planning Commission in early August before it goes to City Council this fall.
- **Riverside is gearing up for redistricting.** Check out the August 16th City Council meeting to hear an overview of the process.
- I want to hear from you. Check my social media or newsletter for the date, time, and place of my **next in-person office hours** later this month.
- **Planning for the Festival of Lights is officially underway.** Stay tuned for more developments as we plan a special celebration for its 30th Anniversary.

- **The Downtown Parking Program has returned to pre-July 1, 2022 prices** while City Staff takes the next three to seven months to update the program. Later this month, City staff will present their community outreach and work plan before the City Council. Stay tuned and check [EngageRiverside.com](http://EngageRiverside.com) to learn dates, times, and agendas.



Don't hesitate to reach me if you have any questions or ideas--you can call/text me at 951-783-7811, or e-mail me at [eedwards@riversideca.gov](mailto:eedwards@riversideca.gov). You can also follow me on Instagram at [@cmerinedwards](https://www.instagram.com/cmerinedwards), and sign up for my newsletter at [Riversideca.gov/council/wards/ward-1](http://Riversideca.gov/council/wards/ward-1) to receive updates straight to your inbox. 

## Give Them Help Before They Yelp

by Shep Hyken



Make it easy for your customers to leave feedback.

Online reviews can work in two ways. For a company that provides a great customer experience, reviews can add credibility and bring in more business. But for companies that don't provide an acceptable experience, online reviews can become the bane of their existence. And the world gets to watch how they handle the problems.

But what if you don't have the type of business that gets Yelp or Google reviews? It doesn't matter what type of business or industry you're in. You are not immune from bad reviews. There is a forum for every industry where customers talk. It may not be as public as Yelp, but it's the place where your customers share their experiences with their colleagues.

I had an opportunity to interview Adam Alfia of Realtime Feedback for an episode of Amazing Business Radio. Realtime Feedback is exactly what it sounds like. Alfia and his team created a solution for customers to leave feedback at the moment it's needed. The result is that the company can fix the problem before the customer has the chance to go public with a negative experience and possibly create a PR nightmare. Alfia shared a great line: "Give them help before they Yelp."

When Realtime Feedback was starting up, that was its mantra. Alfia had been working in the restaurant industry, and whenever he saw a bad review, he took it personally. His solution was to have a manager visit every table and get feedback that they could use, if necessary, to fix any problems immediately.

Yet even with that effort, customers would choose to be non-confrontational and ignore the opportunity to complain or mention if something wasn't right. Some people have anxiety about face-to-face confrontations. So, Alfia and his brother would ponder, "How do we get customers to engage us and tell us the truth?"

It wasn't long before they created a solution, which was to provide a QR code customers could scan with their phones to connect to a platform where they could share any problems or complaints. Then, someone takes care of the issue before the customer leaves the restaurant. The result eliminated the problem of getting their customers to share feedback. It turned out that customers were more willing to share feedback digitally than in person.

Whatever your method for gathering customer feedback, here are four lessons:

1. It's important to get feedback. It's a gift. Appreciate that your customers are willing to share their thoughts with you.
2. It's important to make it easy for customers to leave feedback in the way they are most comfortable in doing so.
3. Once you get feedback, react – and do it quickly. If you wait, customers may go elsewhere to share their feedback. That might be to a social channel, which leads us to No. 4 ...
4. Heed the advice of Adam Alfia: Give them help before they Yelp!

Source: <https://hyken.com/customer-experience-2/give-them-help-before-they-yelp/>



# Biggest Mistakes You Can Make With Your 2022 Marketing Strategy

by Jonathan Herrick

Simon Sinek - motivational speaker and marketing consultant - once said, "People don't buy what you do, they buy why you do it." Besides spreading the word about your product or service, marketing plays a crucial role in letting people know the "why" behind your brand.

Digital marketing trends are constantly changing, and the landscape is full of various strategies that promise results. As a result, you're bound to encounter mistakes and challenges that hinder you from promoting your product and telling a compelling "why" story.

But not if you know those mistakes ahead of time. In this article, we'll highlight six marketing mistakes to avoid this year (and next).

### 1. Assuming Your Audience is Everyone

Everyone starts a business hoping to woo as many customers as possible. While there's nothing wrong with that, the innate desire to grow a huge customer base shouldn't blind you into thinking everyone is a potential customer.

Customers respond well to personalized marketing, and there are a ton of tools out there that can help you tailor each message you send to the right recipient. But if you're too busy marketing to everyone, you'll end up sending generic messages and campaigns, and your target audience will lose interest.

Before you kick off a marketing campaign, research your target audience. Know their needs and preferences, where they hang out online, and what they like or dislike about your product or service. Know as much about them as possible, and make sure you regroup every year or so to determine if anything has changed about your target audience. It's possible your target audience can change completely over time.

This information will help you deliver personalized campaigns and tweak your product to better solve customer problems.

### 2. Failure to Align Brand and Service Niche

While telling your "why" story is critical if it doesn't tie into your overarching business goal, it's worthless. Your "why" should align with your brand, industry, and audience.

If the story isn't aligned with those three components, users may struggle to understand how your product can solve their problems. Nike does a great job of tying their "why" to their marketing.

Take their Equality Campaign, for example. The company highlights sports' ability to bring people together, and as a company that outfits athletes and active lifestyles in general, this campaign ties into their "why" nicely.

### 3. Overlooking Email Marketing

Marketing strategies such as search engine optimization, content marketing, and social media marketing are geared toward sending people to relevant pages on a website. Some marketers stop at these strategies when they see an uptick in organic traffic, thinking it's enough to drive more sales.

Sadly, only a measly 2% of first-time web visitors buy from your website. 98% never take action, and if you don't entice them back, they may never return. Email marketing helps

get these customers back to your website with attractive offers. Sometimes, sending them an email about how your products work is all it takes to convert them.

Besides that, email enables you to keep your business top of customers' minds. You send the discount to entice them to come back, influential emails to build your authority, and educational articles to help them navigate the bumpy business landscape.

The good thing with email is that your strategy isn't at the mercy of an algorithm like Google. You're in charge of every aspect of the content you send. Even better, email has a return on investment (ROI) of \$36 for every dollar spent - the best ROI in the marketing scene.

For this to work, it's important for your website to have forms that encourage people to sign up for your email marketing. Popup forms are great because they can appear at the sign of exit intent, gathering information from a site visitor before they leave your site.

### 4. Not Conducting Enough A/B Tests

Most of the aspects of your marketing campaigns have alternatives: the email subject line, content format, CTAs, etc. The problem is that picking the right choice isn't always straightforward. This is where A/B testing comes in handy.

An A/B test enables you to determine which version of your campaign will deliver optimal results. For example, you could A/B test two email subject lines to see which one brings a higher open rate. Or, put two versions of a CTA button through the wringer to pick one that inspires customers to click.

A/B test enables marketers to stick with the best strategies out of the available options. Despite the benefits, 44% of brands rarely use A/B tests for their email and other marketing campaigns. If you're one of them, the time is ripe for adding the A/B test to your process and seeing what you uncover.

### 5. Not Leveraging Automation

Marketing automation increases sales productivity by 14.5% and reduces overheads by 12.2%. Yet, only 20% of businesses utilize marketing automation tools to the fullest potential. Failing to leverage marketing automation denies you the cutting edge you need to compete in the digital era.

Done well, marketing automation drives better segmentation and hyper-personalized email campaigns. It's also great for your sales and marketing strategies as it allows your teams to capitalize on opportunities to convert. For example, if someone downloads a guide on your site, you can track that download and follow up by sending them blog content related to that guide. They'll love that you provided them with needed resources and will be more inclined to take the next step with your brand.

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## **6. Monitoring Vanity Metrics**

As the adage goes: You can't improve what you can't measure. To improve your marketing strategy and achieve the stipulated goals, you have to find a way to measure progress. However, many marketers stumble in this regard because they pursue vanity metrics.

Peter Drucker has a piece of advice when it comes to tracking progress. "You must move from metrics keeping score to metrics that drive better actions." For example, if you want to increase organic traffic on your website, don't fixate on the traffic numbers. Instead, track metrics like social shares and the number of backlinks to your site you're able to achieve each month.

Also, keep your fingers on the pulse of industry trends to understand how the significance of key metrics is changing. For example, while open rates have been a key metric for email marketing, updates such as Apple's Mail Protection Policy could reduce its significance. In the future, the open rate may be a vanity metric for email marketers.

Make sure you keep these six mistakes in mind while you're facilitating your marketing strategy this year. Hopefully, by having these on your radar, you can correct some wrongs or avoid them altogether.

Source: <https://www.benchmarkone.com/blog/biggest-marketing-strategy-mistakes/>



# **SECURITY CORNER**

## **The Biggest Cyber Security Threats That Small Businesses Face and How You Can Protect Yourself Against Them**

*By Joel Witts*



Small businesses are just as at risk from cyber security threats as large enterprises. A common misconception for small businesses is an idea of security through obscurity, that your business is too small to be a target, but unfortunately, this is not the case.

As attackers increasingly automate attacks, it's easy for them to target hundreds, if not thousands of small businesses at once. Small businesses often have less stringent technological defenses, less awareness of threats and less time and resource to put into cybersecurity. This makes them an easier target for hackers than bigger organizations.

But, at the same time, they are no less lucrative targets. Even the very smallest businesses can deal with large sums of money, or have access to huge amounts of customer data, which, under regulations such as GDPR, they are obligated to protect. Small businesses also often work with larger companies, and so they can be used by hackers as a way to target those companies.

Small businesses also arguably have the most to lose from being hit with a damaging cyber-attack. A recent report revealed that businesses with less than 500 employees lose on average \$2.5 million per attack. Losing this amount of money in a cyber breach is devastating to small businesses, and that's not to mention the reputational damage that comes from being hit by a cyber-attack.

For these reasons, small businesses need to be aware of the threats and how to stop them. This article will cover the top 5 security threats facing businesses, and how organizations can protect themselves against them.

### **1) Phishing Attacks**

The biggest, most damaging and most widespread threat

facing small businesses are phishing attacks. Phishing accounts for 90% of all breaches that organizations face, they've grown 65% over the last year, and they account for over \$12 billion in business losses. Phishing attacks occur when an attacker pretends to be a trusted contact, and entices a user to click a malicious link, download a malicious file, or give them access to sensitive information, account details or credentials.

Phishing attacks have grown much more sophisticated in recent years, with attackers becoming more convincing in pretending to be legitimate business contacts. There has also been a rise in Business Email Compromise, which involves bad actors using phishing campaigns to steal business email account passwords from high level executives, and then using these accounts to fraudulently request payments from employees.

Part of what makes phishing attacks so damaging is that they're very difficult to combat. They use social engineering to target humans within a business, rather than targeting technological weaknesses. However, there are technological defenses against phishing attacks.

Having a strong Email Security Gateway like Proofpoint Essentials, or Mimecast, in place can prevent phishing emails from reaching your employees inboxes. Cloud-based email security providers such as IRONSCALES can also be to secure your business from phishing attacks.

These solutions allow users to report phishing emails, and then allow admins to delete them from all user inboxes.

The final layer of security to protect emails from phishing attacks is Security Awareness Training. These solutions allow you to protect your employees by testing and training them to spot phishing attacks and report them.

### **2) Malware Attacks**

Malware is the second big threat facing small businesses. It encompasses a variety of cyber threats such as trojans and viruses. Malware is a varied term for malicious code that hackers create to gain access to networks, steal data,

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## **SECURITY CORNER from page 6**

or destroy data on computers. Malware usually comes from malicious website downloads, spam emails or from connecting to other infected machines or devices.

These attacks are particularly damaging for small businesses because they can cripple devices, which requires expensive repairs or replacements to fix. They can also give attackers a back door to access data, which can put customers and employees at risk. Small businesses are more likely to employ people who use their own devices for work, as it helps to save time and cost. This, however, increases their likelihood of suffering from a malware attack, as personal devices are much more likely to be at risk from malicious downloads.

Business can prevent malware attacks by having strong technological defenses in place. Endpoint Protection solutions protect devices from malware downloads and give admins a central control panel to manage devices and ensure all users' security is up to date. Web Security is also important, stopping users from visiting malicious webpages and downloading malicious software.

### **3) Ransomware**

Ransomware is one of the most common cyber-attacks, hitting thousands of businesses every year. These attacks have only become more common, as they are one of the most lucrative forms of attacks. Ransomware involves encrypting company data so that it cannot be used or accessed, and then forcing the company to pay a ransom to unlock the data. This leaves businesses with a tough choice – to pay the ransom and potentially lose huge sums of money, or cripple their services with a loss of data.

Small businesses are especially at risk from these types of attack. Reports have shown 71% of ransomware attacks target small businesses, with an average ransom demand of \$116,000.

Attackers know that smaller businesses are much more likely to pay a ransom, as their data is often not backed-up and they need to be up and running as soon as possible. The healthcare sector is particularly badly hit by this type of attack, as locking patient medical records and appointment times can damage a business to a point where it has no choice but to close, unless a ransom has been paid.

To prevent these attacks, businesses need to have strong Endpoint Protection in place across all business devices. These will help to stop ransomware attacks from being able to effectively encrypt data. Endpoint protection solution Sentinel One even provides a 'ransomware rollback' feature, which allows organizations to very quickly detect and mitigate against ransomware attacks.

Businesses should also consider having an effective cloud back-up solution in place. These solutions back up company data securely in the cloud, helping to mitigate against data loss. There are various methods of data back-up available to organizations, so it's important to research the method that will work best for your organization.

The benefit of implementing data back-up and recovery is that in the event of a ransomware attack, IT teams can quickly recover their data without having to pay any ransoms, or lose productivity. This is an important step towards improved cyber-resilience.

### **4) Weak Passwords**

Another big threat facing small businesses is employees using weak or easily guessed passwords. Many small

businesses use multiple cloud-based services, that require different accounts. These services often can contain sensitive data and financial information. Using easily guessed passwords, or using the same passwords for multiple accounts, can cause this data to become compromised.

Small businesses are often at risk from compromises that come from employees using weak passwords, due to an overall lack of awareness about the damage they can cause. An average of 19% of enterprise professionals use easily guessed passwords or share passwords across accounts.

To ensure that employees are using strong passwords, users should consider Business Password Management technologies. These platforms help employees to manage passwords for all their accounts, suggesting strong passwords that cannot be easily cracked. Businesses should also consider implementing Multi-Factor Authentication technologies. These ensure that users need more than just a password to have access to business accounts. This includes having multiple verification steps, such as a passcode sent to a mobile device. These security controls help to prevent attackers from accessing business accounts, even if they do correctly guess a password.

### **5) Insider Threats**

The final major threat facing small businesses is the insider threat. An insider threat is a risk to an organization that is caused by the actions of employees, former employees, business contractors or associates. These actors can access critical data about your company, and they can cause harmful effects through greed or malice, or simply through ignorance and carelessness. Verizon found that 25% of data breaches were caused by insider threats.

This is a growing problem and can put employees and customers at risk, or cause the company financial damage. Within small businesses, insider threats are growing as more employees have access to multiple accounts, that hold more data. Research has found that 62% of employees have reported having access to accounts that they probably didn't need to.

To block insider threats, small businesses need to ensure that they have a strong culture of security awareness within their organization. This will help to stop insider threats caused by ignorance, and help employees to spot early on when an attacker has compromised, or is attempting to compromise company data.

### **Summary**

There are a range of threats facing small businesses at the moment. The best way for businesses to protect against these threats is to have a comprehensive set of security tools in place, and to utilize Security Awareness Training to ensure that users are aware of security threats and how to prevent them.

Expert Insights is a leading resource to help organizations find the right security software and services. You can read independent reviews of all of the top security solutions and discover the top features of each service. Get started by visiting [www.expertinsights.com/services](https://expertinsights.com/services)

*Source: <https://expertinsights.com/insights/the-top-5-biggest-cyber-security-threats-that-small-businesses-face-and-how-to-stop-them/>*





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RDP Facebook Page

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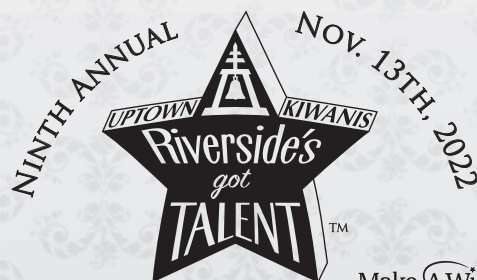
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Collette Lee	AJ Lincon
Stan Morrison	Robert Nagle
Deborah Rose	Sergio San Martin
Sherry Shimshock	Justin Tracy

##### **Ex-Officio**

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



A PORTION OF THE PROCEEDS TO BENEFIT

Make-A-Wish.  
ORANGE COUNTY AND  
THE INLAND EMPIRE

#### FEATURING LOCAL TALENT

Showcasing local talent ages 5 through adult - Go online to apply.  
Vocalists • Musicians • Variety Acts • CASH prizes to be awarded.

**LIVE AUDITIONS TO BE HELD THE WEEK OF OCT. 10, 2022**

**VIP RECEPTION STARTS AT 4PM • SHOW STARTS AT 6PM**

Hosted by Riverside's premier restaurants, featuring an array of fine food,  
wine, beer, live music and The Great Raguzi.

#### TICKETS - PURCHASE ONLINE AND AT THE DOOR

VIP Guest Reception & Show \$75 • General Admission \$25 • Children (12-) \$10

#### FOR MORE INFO & REGISTRATION VISIT

[WWW.KIWANISUPTOWNRIVERSIDE.COM/SPECIAL-EVENTS](http://WWW.KIWANISUPTOWNRIVERSIDE.COM/SPECIAL-EVENTS) OR (951) 682-9590  
RIVERSIDE MUNICIPAL AUDITORIUM, 3485 MISSION INN AVENUE

