

Downtown is
Calling

Good
Times
Await



September 2022


RD Bulletin

Riverside Downtown Business Improvement District

Update on Downtown Parking

Input from downtown stakeholders is needed to develop a public parking 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 have partnered on developing surveys to gather that input from downtown businesses, downtown employees, and downtown

visitors. Email blasts were sent out during the latter part of August by both the Chamber and RDP with the survey links in them.

Downtown businesses are encouraged to complete their survey and encourage their employees and customers to complete their respective surveys as well. It's crucial that businesses voice their concerns and opinions as the City proceeds. 

In This Issue:

Update on Downtown Parking

Special Events in Downtown this Fall

Arts Corner: Riverside Artswalk - Artist
Spotlight: Michael Notarianni

Council Corner: Wards One & Two Update

Business Buzz: Exit Interviews and
Staying Interviews, 12 Essential Small
Business Marketing Strategies

Security Corner: 5 Cybersecurity Tips that
Small Business Owners Should Know,
Five Basic Steps to Reduce the Chances
of a Ransomware Attack

Join us on September 27, 2022 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.



Special Events in Downtown this Fall

Reunion Jazz Festival

The Reunion Festival will take place on Sunday, September 4th from Noon to 10 pm in White Park. The festival is an event aimed to bring together local artists, businesses, and organizations aimed to enrich the communities in which they serve. The event will include live entertainment, vendors, local restaurants, and non-profit organizations. Partial proceeds will provide scholarships to students, resources for local musicians, and meals for those without homes. For more information and to purchase tickets, visit <https://www.reunionjazzfest.com>.

Riverside Inland Empire Pride Festival

Riverside's Inland Empire Pride is holding its first festival on Sunday, September 4th from 1 pm to 9 pm at the Riverside Municipal Auditorium. The festival is free for all ages with Main Stage entertainment, exhibitors, artist showcase, food and beverage, DJ and dancing, plus information and merchandise. There will also be educational and cultural content with panels, speakers, artist showcase, and LGBTQ history. For more information on the event, visit <https://www.riversideprideie.org/event/riversides-inland-empire-pride>.

9th Annual Riverside Tamale Festival

The 9th Annual Riverside Tamale Festival returns on Saturday, September 10th from 11 am to 7 pm in downtown Riverside's White Park. The Tamale Festival is a celebration of family, culture and history. Guests will enjoy live music, dance, Lucha Libre wrestling, art, Kids Zone, Beer Garden, shopping, food, and of course TAMALES! Tickets are \$20 for regular admission, \$10 for military, seniors, and students, and \$100 for VIP access. Children 12 and under are admitted free. For more information, please visit rivtamalefest.com or call 951-235-3586.

Riverside Art and Music Festival

The Riverside Downtown Partnership (RDP) and the Riverside Arts Council (RAC) are once again partnering on the annual Riverside Art and Music Festival. The free, family-friendly event is scheduled for Saturday, September 24th from 2 pm to 7 pm in downtown Riverside's White Park. The festival will include performances by local cultural groups and entertainers, artisan vendors, exhibits and demonstrations by arts and cultural organizations, plus children's activities. For more information on the Riverside Art and Music Festival,

continued on next page

SPECIAL EVENTS from page 1

visit www.facebook.com/RiversideArtandMusicFestival. You can also visit the websites www.riversideartscouncil.com or www.riversidedowntown.org.

And coming in October –

Explore Riverside Together


Explore Riverside Together (ERT) is back for its 3rd year! Hundreds of families and students will take a walk on the Historic side of Riverside on Saturday, October 1st. Attendees will check in at Riverside City Hall for free entertainment, an interactive passport tour of noble civil rights icons and then sign up for a tour or activity at a number of downtown locations between 9 am and 1 pm. For more information visit <https://exploreriversidetogogether.com>.

Night of Arts and Innovation

The Night of Arts and Innovation returns on Thursday,

October 13th from 5 pm to 10 pm along Main Street starting from City Hall. Families can enjoy a number of presentations showcasing the best of local universities and colleges, as well as art, math, coloring, and engineering presentations. Main Street restaurants are encouraged to have family-friendly menu items and to stay open during the event.

45th Annual Mission Inn Run

The 45th Annual Mission Inn Run returns on Sunday, October 23rd with a Health and Fitness Expo on Saturday, October 22nd. To sign up, participate as a sponsor, vendor or volunteer, or to get more information, go to www.missioninnrun.org. The website also has a map of street closures on October 23rd along with times of closures. Downtown Businesses should note that full street closures start at 7 am and continue until 12:30 pm. The finish line is in front of the Mission Inn Hotel and Spa. 

Arts Corner: Riverside Artswalk

Artist Spotlight - Michael Notarianni

Riverside Artswalk has been a key component of the arts and culture in Riverside since its beginning in 2001. The ever-growing community event celebrates the diversity of arts and culture in Riverside and the Inland Empire and unifies the many local museums, galleries, and studios, as well as other businesses in the downtown area. Many artists have established their footing in the art world by participating in the event, either through the galleries and museums or by setting up to display and sell their artworks in the Artist Vendor Lot.

Under the umbrella of the Riverside Cultural Consortium and the Riverside Arts Council, a new program has been launched to help boost the visibility of its artists and the arts community with a monthly artist spotlight. The program kicked off in August with Michael Notarianni, a regular artist vendor at the Riverside Artswalk Artist Vendor Lot, since 2016.

Michael is a mixed media artist who was born and raised in Riverside. He has been creating art from the time he was 15/16 and is currently working and creating art alongside his wife Ashley as Ghoul Vibrations. Michael has exhibited his work at the Riverside Artswalk, Gramercy Gallery, as well as various events and conventions. Michael sculpted for the first time when he took ceramics in high school, and immediately fell in love with the medium. It was in fact, his ceramics teacher that introduced him to the Riverside Artswalk in 2009. After high school, with no access to a kiln, Michael was unsure of how he would be able to continue working in ceramics without attending college and began to focus his creativity through photography. The passion to

sculpt never faded, however, and in 2016 he found a way to sculpt again.

As an artist, Michael finds inspiration to create from a variety of sources such as nature and other artists, but mostly from music. Music helps to set his mood as he allows the music to flow through him and into his work. Creating artwork is his form of meditation and stress relief – while he creates, his focus quiets his mind, and he feels as if the outside world no longer exists. As such, Michael spends much of his free time creating, outside of his time at work and other day to day responsibilities. Michael's ultimate goal in pursuing his artistic passion is to make creating art his career. Michael has shown his work at Saturation Music & Art Festival, the Los Angeles Comic Con, DesignerCon, Gramercy Art Gallery as well as various music and art shows, in addition to the Riverside Artswalk. Through the Riverside Artswalk, Michael has achieved personal and artistic growth based on the opportunity to show his artwork and connect with other artists and art lovers in our community.

Michael's artwork can be seen at upcoming events such as Riverside Artswalk every first Thursday of the month in the Artist Vendor Lot, DesignerCon November 18th through 20th and CreepE Con February 4th and 5th.

For more information, visit Michael on Instagram @StrudelDudel, TikTok @strudel.dudel

& @ghoulvibrations on any platform.

Contributed by Rachael Dzikonski, Interim Executive Director, Riverside Arts Council



RDP Welcomes New Businesses to Downtown

A No Means Next (Professional Services)

Epson Dining (Food)

St. Kate (Retail)

COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards


This is a September full of celebrations. The very first **Riverside Pride Festival** is taking place at the Riverside Municipal Auditorium on September 4th. Get ready for lots of good music and delicious food in White Park with the **2nd Annual Reunion Jazz Fest**, also on September 4th, and the **Tamale Festival** on September 10th.

Celebrate the Santa Ana River for **World Rivers Day** on September 24th from 9 am to 1 pm. Festivities begin at Ryan Bonaminio Park with a bike ride to Martha McLean Anza Narrows for a day of fun. September 24th will be a busy day in Downtown with the **Riverside Art and Music Festival** taking place in White Park.

On September 6th, tune into the City Council discussion on the **community engagement plan regarding Parking Rates**. I'm teaming up with Hotz and Route 30 to host a special Business Office Hours on September

28th and I hope to see you there. Looking ahead, you can anticipate engagement opportunities in October about **Riverside's Homelessness Action Plan**.

My Learning Studio is **seeking partnerships with Downtown businesses and museums** for their Explore Riverside Tours taking place on October 1st. Reach out to Lorna Jenkins at lorna@mylearningstudio.com to find out more.

As always, you can E-mail me at EEdwards@RiversideCA.gov or text me at 951-783-7811. You can also reach my assistant Paloma at PMontes@RiversideCA.gov or by phone at 951-640-9853. 



Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Welcome Back to School!

It is with great pleasure that I welcome back all the students, parents and faculty from the Riverside Unified School District! Ward 2 is the proud home and location for the following five schools: Emerson Elementary, Castle View Elementary, Highland Elementary, Longfellow Elementary, John W. North High, and Riverside Stem Academy.

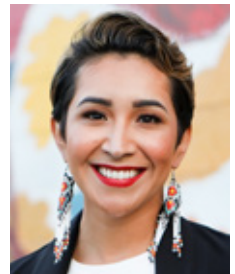
UCR will be welcoming new and returning Highlanders as their school year kicks off. This fall we have the following sports competing from now into early December: Women's Cross Country, Men's Cross Country, Women's Soccer, Men's Soccer and Women's Volleyball, and Men's and Women's Golf. For more information on dates and events for UCR Athletics or to become a member of the Athletics Association, be sure to check out the Highlander's Athletics website, <http://www.gohighlanders.com>.

Ward 2 Development:

Housing partnerships are vital to Ward 2! As we look for ways to strengthen our local neighborhoods and economy, providing a better quality of life for people of all backgrounds and walks of life – I believe how and where we build speaks volumes of our community's, which is why we are intentional with every development project.

- **Entrada:** Wakeland Development is a local developer that partnered with the City of Riverside to help bring the Transformative Climate Communities Grant and the Affordable Housing and Sustainable Communities Grants to Riverside. Their amazing "Entrada" housing development will bring a total of 65 Affordable units that range from 1 bedroom to 3 bedrooms, will cost approximately \$42 million, and will generate hundreds of local employment opportunities.
- **Grapevine - Park and University:** This is a housing

development that was approved by the Development Review Committee of the City and will be coming to the City Council for a vote in the last quarter of 2022. This housing project has 74 housing units located on Park and University. This development project will have an approximate investment of \$52 Million and will provide 70+ jobs for local businesses or entrepreneurs.



Ward 2 Projects:

- **Riverside Arts Academy Mural:** The Riverside Arts Academy has opened registration for the Fall Season. The Riverside Arts Academy is committed to changing the lives of our youth by providing instruction and a springboard to arts education in a broad-based curriculum that focuses on improving the quality of life through music, dance, performing, and visual arts. Families can enroll in any of its Arts and Music Courses on their website: www.riversideartsacademy.com. For additional details call my office at 951-826-5419.

Ward 2 Business Spotlight:

- **Grocery Outlet Bargain Market:** will be hosting their grand opening on Thursday, September 15th at 10:30 am. The new Grocery Outlet and Bargain Market will be located at the shopping center on the corner of Chicago and University Ave at 3981 Chicago Avenue, Riverside, CA 92507.

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



Exit Interviews and Staying Interviews

by Shep Hyken



One of my favorite sayings is, "What's happening inside an organization is felt on the outside by the customer." You can't expect to consistently deliver a great customer experience if you aren't creating a great employee experience. So, let's examine the employee experience to find out what makes employees happy with their jobs.

Some companies conduct exit interviews for employees who have chosen to move on. We can learn quite a bit from these interviews, including problems and shortcomings. Sometimes it's not that our company isn't a good place to work, but someone has offered an even better place to work. That may be as important, if not more so, than knowing what drives your employees away.

Yet consider what makes employees stay. Have you ever conducted a staying interview? On the surface, the staying interview would appear to be the opposite of an exit interview, but it's not. There are reasons employees stay with you, and you need to know what they are. Here are some to consider:

1. The boss is great. One of the top reasons employees leave is because they can't stand their boss.
2. Employees enjoy their coworkers. Like the boss, employees may be on their way out if they don't like the people they work with.
3. The culture aligns with the employee's values – and everyone seems to be in alignment with the culture. This one could be at the top of the list.
4. The company stands for something (a cause,

charity, etc.) that is important to the employee. This is especially important with Gen-Z and Millennials.

5. Employees get to work on tasks and projects that they enjoy. It's not that all work needs to be fun, but it should have truly enjoyable and fulfilling moments.
6. Employees may have unique abilities or talents that the company takes advantage of. People love it when they get to do what they're good at.
7. Employees feel challenged. There is a sense of pride when someone meets their goals.
8. There is an opportunity for growth and advancement. Employees want to know there is a future at the company.
9. Continual training keeps employees interested and helps build new skills.
10. Employees are empowered and given responsibility. If you hire good people and train them well, let them do their job!
11. Employees are proud of their company and its accomplishments.
12. Employees feel valued. This goes to two areas. First, they feel valued by the people they work with, both the boss and coworkers. And of course, there's proper compensation and benefits.

That's a dozen reasons I came up with in just a few minutes. Think about how many more you could uncover if you sat down with your team and had a focused meeting on this subject.

Be purposeful about what makes your company a great place to work. You'll notice more customer engagement, employees will evangelize your brand, and even more importantly, they will stay!

Source: <https://hyken.com/customer-service-strategies/exit-interviews-and-staying-interviews/>



12 Essential Small Business Marketing Strategies

by Jonathan Herrick

Let's face it: there are a million and one small business marketing strategies out there, but if you're like most business owners, you don't have the endless budget and time to find the hidden treasures that lead to results. Also, determining which marketing strategy is most effective can take months of testing and evaluation.

After growing businesses, testing plenty of marketing campaigns, and helping our small business customers grow, I have come up with the 12 marketing techniques for small businesses that you can use to help your small business flourish.

1. Audience Research

Marketing is about sending a relevant message to

your target audience to persuade them to buy your product or service. If you don't know your target audience, you risk focusing your attention too broadly or on the wrong people, which is a catastrophic error in the age of personalization.

Successful marketing begins with target audience research - a data-backed process that culminates into

continued on next page



BUSINESS BUZZ from page 4

elaborate audience persona(s). An audience persona is a profile or visualization of the person you're trying to reach. It outlines traits such as geographical location, career, gender, motivation, pain points, budget, and more.

Audience persona is your "north star" for creating and launching successful marketing strategies, from content marketing to word-of-mouth. It lays the foundation of your marketing strategy and informs the best channels to use for effective marketing.

2. Word of Mouth Advertising

Once you've laid the foundation, you can get your marketing strategies rolling. One of the most cost-effective small business marketing strategies is to tap into the voice of your customer by getting them to talk about their experience with your business. That means building a great product or service first and then delivering it in an amazing manner to your customers.

Encourage customers to talk about your small business on social and professional networks and to share their opinions. This will boost your chances of getting new customers in the door. Typically, people trust their friends and value their opinions. That is why it's critical to tap into your customers who are willing and able to share your excellent products/services with their tribes.

3. Content Marketing

If marketing is the engine that propels your business, content marketing is the gas in the tank. It's a fantastic way to bring you leads through search engines, but it also works well to educate your customers on best practices.

Content marketing is about creating interesting material that your audience is likely to engage with, be it text, video, or audio. It entails the creation of content for publishing on your homepage, blogs, product pages, landing pages, advertising channels, and social media. Content marketing allows you to show that you're a top expert in your field. This means creating fresh content based on your audience's biggest challenges, and curating content that is relevant to your visitors/readers.

Once you have created highly-relevant content, push it out where your audience is engaging, such as LinkedIn, Twitter, Facebook, and Instagram. Your content distribution methods are the only way to harness the full potential of your content marketing strategy.

4. Search Engine Optimization

Great content without search engine optimization (SEO) has a low chance of ranking on top of search engine results pages (SERPs). When you create highly-relevant content, you have to optimize it for search engines to increase its visibility when people search for keywords and terms relevant to your products or services.

As a small business, it's tough to compete with the rankings of larger companies when it comes to highly competitive keywords. Start by focusing on keywords with low competition but high commercial intent and search volume. Once your blog or brand builds authority, throw your hat in the ring for the high competition keywords.

That said, SEO is a multidisciplinary strategy that transcends keyword targeting. Other important SEO

aspects you should prioritize include: on-page SEO, local SEO, and site speed optimization.

5. Company Website

Every component of your marketing plan is going to come back to your website. Don't cut corners. It's where your visitors find out who you are, what you believe in, and what makes you unique. Ultimately, your website exists to convert visitors into leads, and the quality of your leads will improve if you have a great website that attracts the most relevant buyers.

Once you get visitors to your website, you've got to build a conversion strategy. You'll want to make sure that your company website has plenty of opportunities for site visitors to provide you with their information. Add sign-up forms to high-traffic pages and landing pages to direct traffic. These pieces will enable you to collect site visitors' email addresses and add them to your lead nurture campaigns.

6. Blogging

Just as your website is the guiding light for lead gen for your small business, the same holds true with your blog. And if you're not already blogging, you should be.

Why? Brands with an active blog generate 67% more leads than those without one.

To generate leads, add a call-to-action on each of your blog posts asking readers to take a desired action, be it buying a product, subscribing to your newsletter, signing up for an upcoming webinar, or downloading a whitepaper.

But your blog is more than just a lead gen tool. It's a canvas to share your thoughts and perspectives, to truly position yourself as a thought leader while connecting you to your audience. It's also part of your SEO strategy. Create pillar posts on your blog and set up an internal linking strategy so your readers can easily find and engage with similar content.

7. Email Marketing

Email has come from a basic communication channel to a powerful platform to achieve your marketing goals. Its power is undeniable – for every dollar you invest in email marketing, you see an impressive \$36 return on investment.

Email is also a great way to build your contact list for your small business. A good strategy to build your list is to simply create valuable and relevant content. Offer that content to site visitors in exchange for their contact information. As long as you promise to share high-quality, valuable insights, your site visitors will think the exchange is worthwhile.

As a small business owner, you probably wear many hats and have to juggle multiple tasks to keep the business moving smoothly. A marketing automation tool will help you facilitate effective email nurture so you can do more in less time, saving you hours that you can devote to other important tasks.

An easy-to-use tool, like BenchmarkONE, lets you automatically capture visitors from your website and send the right message to them at just the right time. Doing

continued on next page

BUSINESS BUZZ from page 5

so improves the effectiveness of your marketing strategy while helping you make the most of your marketing budget.

8. Social Media

If your small business doesn't have profiles on top social media sites, build them today. This includes Facebook, Twitter, Instagram, and LinkedIn. Each one offers a different format, but all allow you to connect and talk to your customers and would-be clients on a channel that they're already engaged on. Using social media marketing is a must to ensure that your brand and your customer base grow.

Most importantly, keep your fingers on the pulse of the tilting social media landscape, which includes joining new platforms. If your brand is yet to lay a mark on TikTok, you need to move swiftly to ride the wave of the highly-creative and playful channel. With over one billion monthly active users globally, TikTok presents an opportunity to build brand awareness, promote your products, and engage potential customers, particularly the younger generation.

9. Event or Trade Shows

Trade shows and special promotional events are fantastic strategies for launching a new product or service, driving brand awareness, and getting in front of your target audience. If you are attending a trade show, swap out a sponsorship package for an opportunity to speak on a topic relevant to your audience. It will keep your cost down and elevate your status as a thought leader in your niche.

Bonus tip: Don't forget to capture the full ROI of your event! Be sure to connect with prospects on social media and capture email addresses so you can run pre, during, and post-show campaigns.

10. Online Advertising

One of the fastest ways to get in front of potential buyers that are actively searching online is online advertising. With PPC advertising, such as Google Adwords and Bing, you can set your budget for the keywords that your audience is searching for and measure the cost per conversion.

Remember to not just set it and forget it. For example, adding negative keywords will eliminate unwanted clicks,

keeping your spending down. You should also test new keywords to ensure you are optimizing your spending wisely.

Also, if you are looking to increase brand exposure, remarketing is a great way to do it. Remarketing allows you to hyper-target visitors that have been to your site that you would like to bring back, with the goal of converting into a customer or sign-up.

11. Free Promotional Tools

Budget constraints could limit the options you can use as far as marketing goes. One way to cut overhead is to use free marketing and promotional tools. Evaluate your strategies and determine which activities require premium tools and which ones you could do with free software.

For example, if you're only just getting started with content marketing, you can use free keyword research tools to guide you through the initial phase. Once you scale and your strategy gather momentum, you can turn to paid keyword research and content optimization tools.

12. Networking and Partnership Building

Finally, always work on networking to promote your business. This is perhaps one of the most valuable ways to grow your expertise and showcase your skills to would-be partners and customers. Networking is a cost-effective way to drive sales leads and opportunities for strategic partnerships.

All of these approaches are effective but don't forget that in the spirit of cutting overheads, it's okay to only focus on strategies that you know will bring the best results. Start small with your strategies and experiment with different aspects to determine what works. Channel your resources, effort, and time towards sustainable methods of generating revenue.

Good luck incorporating these 12 essential small business marketing strategies into the way you promote and operate your business. Doing so will help you spend less time looking for solutions, so you have more time to devote to what you do best.

Source: <https://www.benchmarkone.com/blog/essential-small-business-marketing-strategies/>



SECURITY CORNER

5 Cybersecurity Tips That Small Business Owners Should Know

By Shelby Brown

Small businesses aren't exempt from Russian cyberthreats, according to US officials. Here's what to know.

Small businesses make up a significant section of US businesses. This means they're also vulnerable to cyberattacks.

In the wake of Russia's invasion of Ukraine, cybersecurity concerns in the US are mounting for small businesses, home offices and larger enterprises, according to national

security alerts issued by the FBI, DHS and CISA.

Even though government-sponsored attacks are gaining public attention, cyberattacks from independent actors or groups are always a concern for small to midsize businesses. Factors like budget and IT staff limitations can leave small businesses more vulnerable to cyberattacks. The Small Business Administration reported there were 32.5 million small businesses in the US as of 2021.

continued on next page

SECURITY CORNER from page 6

There's no foolproof way to completely protect yourself from online attacks, but the first step is to understand what the threat is, where your business may be at risk and which proactive steps you can take. To that end, we've compiled a list of cybersecurity tips for small business owners.

Know the most common cyberattacks

Cyberattacks can take many forms and are constantly evolving, according to the US Small Business Administration, but the best defense is knowing the most common cyberattack forms like malware, viruses, ransomware and phishing.

Malware is an umbrella term for malicious software that aims to damage your computer, server, network or client.

Viruses and ransomware are also considered as types of malware. Viruses mean to infect your computer as well as other devices, leaving your system vulnerable. Ransomware, which has been on the rise in the US, works like a virus, but is usually delivered through a phishing email and essentially holds your system hostage until a sum is paid.

Phishing is a type of scam that tricks people into clicking links that appear legitimate, but are actually malicious. Clicking the link infects your device with malware. Once your system is infected, cybercriminals can attempt to steal sensitive information. Phishing falls in a wider category of social engineering, a tactic meant to deceive individuals into disclosing sensitive information or clicking a malicious link.

Train employees to be security-conscious

Cybersecurity is a team effort. Make sure your employees create strong passwords and reset them on a regular schedule. Employees should be aware of red flags that indicate phishing emails and malicious files, as well as have an action plan in the event that an attack happens.

It's also important to keep devices, software and browsers up to date. The FCC suggests establishing clear guidelines for internet use, how to best handle customer data, as well as penalties for violating those policies.

Secure your Wi-Fi networks

Your business' Wi-Fi should be secure, encrypted and hidden, according to the FCC. Your business' router needs to be password protected, and it shouldn't broadcast the network name.

If your small business is operated out of your home, consider whether it's time to upgrade your router to handle modern security threats. If you're new to Wi-Fi networking, CNET has a handy FAQ that covers the basics. Go to <https://www.cnet.com/home/router-lingo-101-key-home-networking-terms-worth-knowing>.

Back up your files

Cyberattacks often mean to compromise, delete or steal your data. Backup programs can help mitigate this risk. It's even better if the backup software you're using lets you set up a schedule or automate backups, according to cybersecurity firm Kaspersky. Keep a copy of your backups offline in case of a cyberattack.

Use antivirus software

Finding the right antivirus software is an important weapon in your small business' arsenal against cybercrime. Antivirus software doesn't have to break your bank either -- Microsoft Defender is free for Windows, for example. Check out CNET's guide for the best antivirus software for more information. Go to <https://www.cnet.com/tech/services-and-software/best-antivirus>.

Source: <https://www.cnet.com/tech/services-and-software/5-cybersecurity-tips-for-small-business-owners/>



Five Basic Steps to Reduce the Chances of a Ransomware Attack

1. Educate employees.

Ransomware attacks often occur when an employee opens an email infected with malware. Once installed the malware scans for critical data, which the criminals then encrypt and hold for ransom. Educating employees on the ransomware threat and what to do if they receive a suspicious email is crucial to prevent a cybersecurity breach.

2. Use two-factor authentication and embrace zero trust.

Multi-factor authentication (MFA) requires a user to successfully present two or more pieces of evidence to an authentication mechanism, oftentimes through a one-time password delivered via text to access a system. MFA coupled with zero trust security, which removes trust as a default condition for users and devices, adds yet another level of security.

3. Keep anti-virus and malware detection software current.

Make sure your organization keeps its threat detection software up to date as it is the first line of defense in

thwarting an attack. As soon as software patches become available, assign responsibility for their installation as soon as possible.

4. Limit data access.

Following access management best practices ensures employees only receive access to data critical to performing their role. If an employee leaves your organization voluntarily or is terminated, delete their data access privileges immediately.

5. Routinely back up data.

To avoid losing control of your data, back it up in the cloud or an external storage device. Make sure there's robust security in place to deny unauthorized access and prohibit the modification, deletion, or copying of backup data.

Taking Action Today to Prevent a Ransomware Incident

Securing critical data and preventing others from assuming control requires a multi-pronged approach. Every layer of security your organization adds increases the likelihood that a cybercriminal will divert their attention to less secure targets.



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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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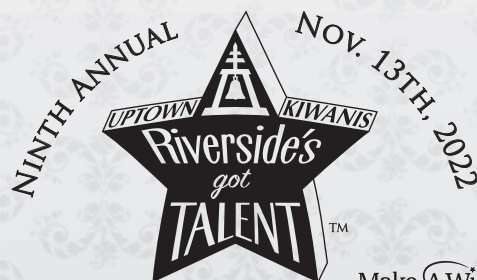
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A PORTION OF THE PROCEEDS TO BENEFIT

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

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