

Downtown is
Calling

Good
Times
Await



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There is no monthly luncheon in January, 2023.

RDP's next monthly luncheon will be
February 28, 2023.



January 2023

Bulletin

Riverside Downtown Business Improvement District

Riverside Lunar Festival Returns in January 2023


The 10th annual Riverside Lunar Festival will take place on Saturday, January 28 and Sunday, January 29, 2023 from 11 am to 8 pm on Mission Inn Avenue between Lime Street and Orange Street. The festival is a celebration of Asian American culture for the City of Riverside and the Inland Empire, and an opportunity to experience the festive atmosphere of the Year of the Rabbit!

The event will kick off with an opening ceremony on Mission Inn Avenue from 11:30 am to 1:00 pm on Saturday, January 28th with the Taiko Drummers, Lion and Dragon Dance performances, and Shaolin Kungfu.

This year will host some of the best and unique food vendors in the Inland

Empire, offering steamed buns, dumplings, plus unique bites, and drinks. Local and regional artisans will be on hand selling traditional and modern goods, including hand cut paper art, handmade jewelry and clothing, terra cotta dolls, Japanese dolls, and hand-written calligraphy from China and Vietnam.


The 2023 Riverside Lunar Festival is presented by Panana events with support from the City of Riverside, ICAA, and local non-profits.

Admission is free and parking is free. For more information, visit <https://www.pananaevents.com/riverside-lunar-festival> or [instagram.com/panananightmarket](https://www.instagram.com/panananightmarket) 

Riverside Dickens Festival Celebrates 30 Years in 2023

Celebrating the life and works of author Charles Dickens and his impact on society, the Riverside Dickens Festival is a weekend of family friendly fun and educational entertainment celebrating the wit and wisdom of Charles Dickens' life and times. The

festival returns Saturday, February 25th and Sunday, February 26th and celebrates Dickens' Pickwick Papers for its 30th anniversary.

For more information visit their website, www.dickensfest.org, or find them on Facebook. 

Save the Date - RDP Celebrates Downtown Achievements

The Riverside Downtown Partnership (RDP) will host its 35th Annual Meeting and Awards Ceremony on Wednesday, March 15, 2023 at the Historic Mission Inn Hotel and Spa. This annual event recognizes outstanding individuals and organizations for their excellence in leadership and service to the downtown community. Awards will be presented in the following categories; Arts and


Culture, Business Activity, Downtown Event, Downtown Improvement, and Safety and Security.

In addition, the Chair's Award will be presented, along with the annual Roy Hord 'Volunteer of the Year' Award. RDP is accepting nominations for the Roy Hord award until Friday, January 18, 2023. Nomination forms are

continued on next page

available on the RDP website www.riversidedowntown.org or can be obtained by emailing Janice Penner at Janice@riversidedowntown.org.

The RDP Annual Meeting and Awards Ceremony begins with a no-host reception at 5:30 pm, followed by dinner,

the awards ceremony, and then recognition of RDP Board members. Sponsorship opportunities are available. All proceeds raised are used to offset the costs of the Annual Meeting and Awards. For more information, contact Janice Penner at the RDP Office at 951-781-7339. 

Mayor's Message: Mayor's Year in Review: 2022 Edition

Contributed by Mayor Patricia Lock Dawson



December 8, 2022 marked two years as mayor of my hometown—the halfway point in my first term. I ran for mayor to bring what I learned in my career in the private sector and as a school board member to City Hall. The skills I honed over years of work in Riverside and beyond have been part

of an important tool chest needed to bring about positive change. But I know change takes time—it often moves much slower than many of us would like. Now, two years in and on the heels of a pandemic, I am proud to say that we are making progress and bringing about important change in areas where Riverside has fallen short in the past. We do this by working with broad coalitions: government leaders at all levels, business partners, and concerned community members all seeking to deliver results that represent who we are and who we want to be.


Our work over this past year has contributed to the passage of one of the most significant mental health laws in generations—CARE Court—which is designed to take on with the visible scourge of mental illness that we see on our streets every day. Riverside and all of California are facing a humanitarian crisis when it comes to homelessness and mental health. It is simply unacceptable to ignore it by not providing these individuals with professionals and services that help spur the process of rehabilitation.

Additionally, my office received a \$4.4 million grant to establish a Youth Job Corps within the city which will increase employment for underserved youth, develop meaningful public service career pathways, and enhance the capacity of local governments to address challenges. Complimenting the Youth Job Corps well is our new partnership with DoorDash to bring food to struggling families and seniors. Riverside will be able to leverage DoorDash data to help identify areas of the highest food insecurity.

Like last year, Team Lock Dawson has launched and continued major initiatives that demonstrate our care for veterans, the importance of keeping our city attractive, and our commitment to the next generation of Riversiders. In doing so, we refurbished our Military Wall of Honor within five months, raising \$200,000 in private donations while also establishing an endowment fund for future maintenance. We launched Beautify Riverside and have hosted nine

community cleanups and installed ten new murals across the city since July. We also launched Campus Riverside, which is an initiative that I am confident will inspire our local college students to pursue a career and raise a family in Riverside while contributing to our local economy.

I will also reemphasize: no doubt there is more work that needs to be done in many areas. And while I am heartened by the physical progress we see in our community with the opening of long-awaited developments such as The Cheech Marin Center for Chicano Art & Culture, The Mark, and the Civil Rights Institute of Inland Southern California, or with more road repaving being completed this year than any year in the past decade, I am eager to do more. We need more business and housing development, more work on homelessness, more police officers to assist with rises in crime, more innovation to grow our economy, and more entertainment and recreational opportunities to keep us excited about life in Riverside.

A better Riverside is always on the horizon, and when I look around our great city, I see opportunity and Riversiders who embody the spirit and ingenuity that will propel us into a new era of prosperity. Together, we will face our challenges – we already have done so in many ways. But if we stay focused, if we are united in a collective effort, we can turn those challenges into triumphs. 

RDP Welcomes New Businesses to Downtown

A Classy K-9 Pet Grooming
Artistic Therapist (Professional Services)
Aviles Norma Vilma Living Trust U A D (Property Rental)
Bradford Sun, Inc. (Property Rental)
Double Take Beauty by Yvette LLC
Inland Empire Parking Services
La Tiendita (Retail)
LC RE Investment (Property Rental)
Officially Legal (General Services)

COUNCIL CORNER

Ward One Council Update


Contributed by Councilwoman Erin Edwards

Happy New Year! As we start 2023, I want to look at all we have accomplished in 2022.

Last year, you brought your ideas to my **monthly office hours and business office hours**. Your advocacy helped shape conversations about **Redistricting, Downtown Parking, and the 2022/2024 City Budget**. Arts and culture helped our downtown thrive. We celebrated **The Cheech's grand opening** in June 2022. The museum excitement doesn't end there: the Council approved the contract with architects to design the future expansion of the **Museum of Riverside**. **PRIDE Fest** made a comeback, and the **30th Annual Festival of Lights** brought thousands of visitors to our Downtown. Together, we helped establish **non-profit and business security grants** with American Rescue Plan Act funding. **Our Downtown community grew** with businesses such as Things They Love, Roots, MiCultura, EveryTable, A Blve Rose Gallery, and The Beignet Spot.

Homelessness decreased by 8% in Riverside this year, and **Riverside's Homelessness Action Plan** passed in Fall 2022. To better address homelessness, Riverside

expanded the **Office of Homeless Solutions and the Urban Public Safety & Engagement Teams**. As a result, the City has been able to hire **14 additional homeless outreach workers**. In October, Mission Heritage Plaza and the Civil Rights Institute opened, bringing **72 more units of affordable housing** to Downtown.

There's still so much to accomplish, and I look forward to the year ahead. This month, we welcome new neighbors as The Mark officially opens. **Lunar Fest returns on January 28th** to usher in the Chinese New Year. Look out for continued conversations about **Redistricting on January 4th** at the ICGC Committee and at City Council on the 24th. Join us to get a sneak peek at proposed options for new **Parking Rates at the second community meeting on January 19th** at the Main Library from 5:30 pm to 7 pm. As always, you can reach out to me and share your thoughts at 951-783-7811, or by e-mail at EEwards@RiversideCA.gov. 

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Happy New Year!

Apartment Project on University Avenue: A developer by the name of CGI is proposing to build a new apartment complex on University Ave between Cranford and Chicago Avenue with 257 residential units and 5,000 square feet of retail space. I have asked CGI to present at our Ward 2 Neighborhood Meeting to provide a community presentation and gather input from constituents. Please join us on January 25, 2023 at 6:00 pm at the Cesar Chavez Community Center, 2060 University Ave, Riverside, 92507.

Neighborhood Enhancement Projects: The Residents of EastsideActive in Leadership and local artists have begun planning the next series of Neighborhood Enhancement Projects. The newest addition to the Park Avenue Arts District is a powerful mural collaboration in partnership with the historic Orange Valley Lodge, the Riverside Art Museum, Eastside Arthouse, and my office. The murals were created in partnership with residents and the local business community. We are still seeking donations to complete the front mural of the Lodge which features a portrait of Cesar E. Chavez and Martin Luther King Jr. If you are interested in sponsoring a mural or contributing to a mural, please contact my office at 951-850-4962 or email me at ccervantes@riversideca.gov.

City Council Vote on the RCTC Metrolink Platform Expansion: On February 7, 2023, the City Council will discuss whether to vote on sending a letter of opposition to the Riverside County Transportation Commission (RCTC) on the proposed RCTC Metrolink Downtown Expansion Project. There has been strong opposition to

the project from residents, community groups, leaders, and elected officials regarding the impacts of this proposed project to the Eastside neighborhood and the future Eastside Elementary School. Currently, RCTC plans to demolish the Historic Royal Citrus Packing House to add two additional Metrolink platforms and place a 500+ parking lot on Howard and 10th street. This parking lot would be hundreds of feet from where students would play and attend school, exposing our youth to long-term environmental and health impacts. As of today, the following entities have submitted letters of opposition to the project: the Riverside Unified School District Board, the Old Riverside Historic Foundation, LULAC, and members of the Cultural Heritage Board.

To submit your comments to the City Council, please email the city clerk at city_clerk@riversideca.gov by February 6th or join us in person for the meeting.

Ward 2 Business Spotlight:

The Halal Guys: This new business is an amazing addition to our University Village! If you are looking for something new to try this year then you need to visit the Halal Guys at 1201 University Ave, Ste 102, Riverside, CA. You can place your order via phone at 951-742-7556. Congratulations on your grand opening in Ward 2!

My daughter, Autumn Sky and I wish everyone a Happy and Prosperous New Year! 

Arts Corner: Riverside Artswalk - Artist Spotlight: Deladeso

Contributed by Rachael Dzikonski, Executive Director - Riverside Arts Council

As we bid 2022 farewell and welcome in the new year, our spirits are revitalized with the possibilities that a new year brings. Riverside Artswalk welcomed the new year with a significant change – the move and expansion of the beloved Artist Vendors Lot to the Main Street Pedestrian Mall. Artists on Main will now help to frame the downtown area during the event, connecting the many galleries and museums located near Main Street. The timing could not have worked out better. The Artist Spotlight for January, Deladeso, is currently on display around the corner from Artists on Main at Pain Sugar Gallery. During his 2-month exhibition, Deladeso has many workshops and events planned to bring in the community and share his talents.

But who is Deladeso? Deladeso is the art persona created by Richie Velazquez. Based out of Riverside California, he has been developing his Digital Death and Grime art aesthetic since 2012. Deladeso refers to himself as a product of the internet and has utilized this influence in his artwork. Although he did not consider himself an artist or put his energy into pursuing a career in the field, his experiences led him down the path. Taking inspiration from some of the popular culture that he grew up with, slime culture in particular, Deladeso inadvertently became the originator of grime art. He began taking existing and trending images and recreating the image with the addition of a dripping slime texture. The style took off and launched a cult following of artists that began to create artwork in the Grime style.

Although he has continued to create Grime artwork for such a long time, it is not his only style. His current exhibition showcases an installation including video creations, toys made of his artwork, paint, and found objects. Deladeso is inspired to create artwork when he comes up with an idea or finds something funny or interesting. To keep his ideas handy, he writes or sketches the rough idea in his journal.

Sometimes his inspiration and ideas come out of nowhere and journaling helps him to catch it for immediate of future projects. He also looks at his artworks as an extension of the notes or ideas, and often finds that his artworks are

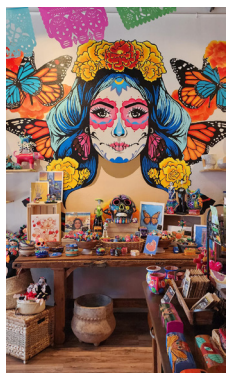
never complete although they are sufficient to hang on a wall. As a full-time artist, creating artwork does it all for Deladeso. It helps him to know where his head is at, and his notes help him to schedule out all the office madness. He believes that most people think he just tosses stuff up (and sometimes he does) but he mostly conceptualizes. He feels that it is always a brain battle to come up stickers but sometimes the stickers remind him that “STUFF ES NOT THAT DEEP...” Completing artworks and hitting deadlines, however, is a very satisfying feeling for him.

Deladeso has been participating in the Riverside arts community unofficially for about a decade by way of helping friends, volunteering for events and by donating time and artwork for fliers. The first event that he participated in locally was the annual Saturation Art & Music Festival in which he curated local films for a mini film fest as part of the event.

For more information, visit Deladeso.com or [@deladeso](https://www.instagram.com/deladeso) on Instagram and Pain Sugar Gallery [@pain.sugar.gallery](https://www.instagram.com/pain.sugar.gallery).



Business Spotlight: MiCultura



MiCultura opened its doors on October 21, 2022. The store specializes in handpicked pieces from all over Mexico. The owners, Elizabeth and Cassandra Becerra, only purchase from small, family-owned retailers. They believe in educating the community on Mexican culture, and enjoy telling the story

behind each item they sell. Each item does have a story about the way it was created and the artisan who made it.

Elizabeth and Cassandra are always looking for consignments from local artisans, and invite interested parties to contact elizabeth@miculturalariverside.com with the subject line “Interested in collab.”

MiCultura is located at 3737 Sixth Street, phone 951-233-1960. You can also find them on Facebook.



BUSINESS BUZZ

6 Underutilized Instagram Features for Small Businesses

by Amilcar Cruz

With 1.38 billion users that spend an average of 53 minutes daily on the platform, Instagram is one of the most popular social media platforms out there.

What makes it so engaging and entertaining is not just the way content is presented to users but that the platform has evolved over time to fit the needs its users have.

Instagram offers tons of opportunities for your small business to not only build brand awareness but also to drive sales. However, to expand visibility and reach your audience with Instagram, you must leverage every feature available to you. It's highly likely that you're making the most of the common Instagram features. You're creating stories, reels, and posts, but are you truly getting the most out of this powerful marketing tool?

In this guide, we'll discuss six Instagram features that are underutilized. We'll tell you what these features are and the benefits of using them. Let's dive straight in!

1. Link in Stories

Previously, the option to link to a specific webpage was only available for verified accounts or those with more than 10,000 followers. In October 2021, Instagram abolished those requirements and expanded the ability to add links to stories to all accounts.

The Meta-owned social media giant made the new feature even better. The link sticker is now more conspicuous, and you can add it anywhere on your story. In addition, the sticker shows story viewers the domain of the destination link, allowing for more transparency.

This is a must-use feature if you want to boost organic engagement, increase conversions, and make it easy for your followers to access your content. To achieve the best results, add a clear call-to-action and customize your link sticker to marry your brand and design.

2. Sell on Instagram

Instagram is a huge marketplace and an effective channel for boosting sales. More than 200 million Instagram users visit more than one business account daily. Out of this number, 44% use Instagram to shop.

This brings us to the next underutilized Instagram feature: **shopping tags**. Instagram shopping tags enable you to tag your products in the photos and videos you share. They contain the product's details like price, product description, characteristics, and link to purchase on your website.

Viewers simply tap on the shopping tags to purchase or learn more about the product. If you use Instagram to attract new customers and drive direct sales, the shopping tags are a must-use feature for your business. They help followers discover and even buy your products with ease.

3. Collab with Partners

The Instagram Collab is a relatively new feature that's catching on in social media. If you haven't been using this

feature, you aren't giving your post the impetus to trend and earn high engagement.

Before the introduction of the Collab feature, there were a lot of duplicate posts on Instagram, especially if you needed to use collaborators to widen your reach. You had to post to your account; then the collaborator would repost the same content to their own account. This created a scenario where you were competing with yourself for likes and views, leading to low engagement rates for both of you.

Secondly, when you used to tag someone on a Feed, it added an extra step for the users. They had to click the photo to see the tags and tap again to get to the tagged user's profile. This unnecessary step is one reason why customers drop out of the funnel.

Instagram Collab remedies both issues. When you create a post, you invite the collaborator. Once the collaborator accepts, the post is shared with both sets of followers. The most interesting and crucial part is that Collab posts live in both Profile Grids with a shared view count and comment thread, enhancing engagement and discoverability for both accounts.

According to Vishal Shah, VP of Metaverse, Collab posts are currently in beta, and you're limited to one collaborator per post.

4. Geotag Your Location

Instagram enables you to reach people from all corners of the world. An Instagram post or video can potentially be seen by buyers from Brazil to Australia and everywhere in between. While that reach is great, sometimes all your business needs is a more granular, local reach.

For example, you're a renowned cowboy bootmaker in New York. Your latest design is highly acclaimed for style and durability and is giving the Lucchese boots a run for the money. While you're based in New York, your largest customer base is in Texas, and you want to reach that clientele more than anywhere else.

Your caption on an Instagram photo or video won't help you in that regard. What's important in this case is the Instagram geolocation tag. As the name suggests, the geolocation tag lets you tag a specific location in your posts and stories (in this case Texas).

This way, your post will be visible not only to your followers but on location pages in Texas. This helps your target audience discover your latest custom cowboy design. The geolocation tag is an effective way for local businesses to reach nearby customers or for global brands that want to engage users in specific regions.

5. Send Push Notifications

Push notifications are another feature that many businesses deem to be of no real value. While you

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don't necessarily have to turn them on for your business account, you should ask your followers to accept push notifications from your business. Here's why:

According to one study, users who have enabled push notifications to engage with respective brands three times more than those who haven't. When users turn push notifications on, they're notified every time you post, and that could be the key to boosting your engagement levels.

6. Use Alt Text on Instagram

Alternative text, or alt text, is the description that appears in place of an image if the image fails to load. It's useful in search engine optimization (SEO) as it tells search engines like Google what's happening in the image.

When it comes to Instagram, alt text is such a vital element that shouldn't be overlooked for your images. Alt text improves the searchability of your Instagram posts and increases the probability of your content reaching a wider audience.

Moreover, adding alt text to images helps you reach visually impaired followers who don't use Instagram the

way other people do. This group of followers has to use assistive technologies like screen readers to get your message.

Screen readers don't translate images. Instead, they read out the alt text of on-screen images. If the images don't have alt texts, the screen readers will have nothing to read aloud — so your message won't reach these specific audiences.

Use These Instagram Features to Boost Performance

Social media is constantly evolving and changing to make the experience more engaging for users. It's important to become familiar with all the different tools and releases that Instagram has to offer. Create unique, engaging content that performs well. Using these features will improve your reach, enhance your engagement, and boost your conversion.

Source: <https://www.benchmarkone.com/blog/underutilized-instagram-features/>



SECURITY CORNER

Worried About a Cyberattack? What It Could Cost Your Small Business

By Alex Halperin

The risks are real, so having a plan is essential.

- Cyberattacks can cause significant financial damage to small businesses while leaving them open to legal liabilities.
- Cyberattacks can have lasting adverse repercussions on a small business's reputation.
- Straightforward protection and training measures can help small businesses prevent cyberattacks — and mitigate the damage if they fall victim to one.
- **This article is for small business owners concerned about protecting their operations from cyberattacks.**

Cyberattacks can cause devastating consequences for any business, but small businesses are uniquely at risk. When a cyberattack hits, unprepared small businesses may deal with overwhelming financial repercussions as well as hits to their reputation, pricing structure, productivity, employee morale, and much more.

It's crucial for entrepreneurs and small business owners to understand the magnitude of a potential cyberattack so they can prepare properly and make their operations less vulnerable. We'll look at how cyberattacks impact small businesses, explore ways to prevent cybercrime and improve your small business's cybersecurity, and share what to do if your small business is attacked.

How cyberattacks impact small businesses

Small businesses that ignore cybersecurity do so at their own peril. In fact, 43% of data breaches involve small business victims. Additionally, Verizon's 2022 Data Breach Investigations Report says that very small businesses are

extremely vulnerable to malware, ransomware, brute-force attacks, and social attacks — and may not survive one incident.

Even so, many businesses fail to use data security software and other security measures. This lack of preparation increases a small business's vulnerability to cyberattacks.

Here's a look at what can happen if a cyberattack hits a small business.

1. Cyberattacks cost small businesses money.

According to a report by IBM and the Ponemon Institute, the average data breach cost for businesses with fewer than 500 employees is \$2.98 million, and the average cost per breached record is \$164. While a small business's costs will vary according to the incident and its damages, you're unlikely to emerge financially unscathed.

When a cyberattack hits, businesses are responsible for direct costs, including:

- Handling immediate damages and repairs
- Paying the ransom costs of a ransomware attack
- Providing free credit monitoring
- Staffing customer service personnel to handle calls
- Offering free or discounted products and services

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- Paying fines

You may also need to incur the costs of hiring:

- IT security consultants
- Risk-management consultants
- Lawyers
- Physical security consultants
- Auditors and accountants
- Management consultants
- Public relations consultants

Additionally, cyberattacks can create legal, civil and regulatory liabilities that leave a business's operations and future mired in uncertainty. All of these costs and more can drag down a business's value.

2. Cyberattacks have indirect costs on business operations.

In addition to direct costs, cyberattacks have indirect costs related to unexpected downtime, loss of productivity and decreased morale. As the business owner or IT manager struggles to get the incident under control and assess the damages, they're unable to pursue business growth and handle their other responsibilities. Operations can grind to a halt, particularly if you depend on web-based applications that may be compromised.

All this negativity and workplace stress can affect team members' morale, especially if lax security practices contributed to the attack.

3. Cyberattacks prompt many businesses to increase prices.

Cyberattack costs are often passed down to consumers, who end up subsidizing the organization's lack of preparation. According to IBM, 60% of breached businesses raise prices after a cybercrime incident to help cover the expenses related to it.

Some customers may push back on higher prices, turning to competitors with more reasonable offerings and additional security.

4. Cyberattacks can hurt a business's reputation.

Cyberattacks can severely damage a business's reputation. Consumers may be understandably wary of frequenting businesses that have been hit by attacks. Similarly, investors may view being a cyberattack victim as a form of carelessness and may not want to involve themselves. A tarnished reputation may also scare away qualified job applicants who don't want to associate themselves with a poorly regarded business.

Did you know? *The best online reputation management services can help businesses strategize to repair a tarnished reputation while helping with crisis and media management*

How to prevent and mitigate cyberattacks

The good news is that there are often relatively easy and inexpensive ways businesses can prevent cyberattacks and take steps to reduce their damage. Here are some ways to improve your business's cybersecurity:

- **Make cybersecurity an ongoing process.** The best way to reduce the damage of a cyberattack is to prepare for one. This may include measures such as having a comprehensive cybersecurity plan that engages experts as necessary. It's also smart to keep software updated with the latest security patches, use robust antivirus software and secure devices from hackers.
- **Educate employees about the risk of cyberattacks.** Your employees can be your toughest or weakest line of defense. Hackers and cybercriminals often penetrate systems by tricking your employees into giving them the keys. It's crucial to continually train employees on cyberattack risks and the importance of staying vigilant. Consider training sessions to show employees how to spot infected computers and suspicious emails and websites, and guide them on creating strong passwords and using two-factor authentication.

Tip: *Cybersecurity measures don't have to be expensive.* Free antivirus solutions for businesses can provide robust protection while saving you money

What to do if you get attacked

Even taking smart precautions may not be enough to prevent a cyberattack. Here's how to minimize the damage if cybercriminals target your company.

- **Activate your cybersecurity response plan.** Companies that have taken steps to prepare for a cyberattack should have a planned response in place. This should include activating employees across the organization to take steps to reduce the damage. Ideally, team members will understand their roles, including technical tasks like determining the attack's source and type, securing compromised data, and evaluating the damage. Companies should also report the attack to local, state and federal authorities.
- **Protect your business.** Cyberattacks demand a multipronged response. Beyond the technological toll of these attacks, businesses must maintain operations despite software disruption; assuage customers, investors and the public; protect their technical and physical infrastructure; and recover whatever's been lost. The myriad cross-department tasks involved demonstrates the importance of having a response plan in place before it's needed.

Did you know? *According to a report by Alliance Virtual Offices, working from home increases cyberattack frequency by 238%. It's crucial to prioritize security when managing remote workers*

Small businesses must be ready for cyberattacks

For many small businesses, a cyberattack may seem unlikely and abstract, so they ignore the risk. That is a massive mistake. Cyberattacks are unfortunately common among small businesses and can have devastating consequences. It's critical to have a plan.

Source: <https://www.businessnewsdaily.com/8475-cost-of-cyberattack.html>





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*Enclosed with our
compliments:*
2023 Pocket Calendar



Congratulations to our 2022 Holiday Window Decorating Contest Winners!!

First Place: Mrs. Tiggy Winkles

Second Place: Back Road Rustic Design

Third Place: ProAbition Kitchen & Cocktails

Honorable Mention: Art Works, Blackbird Mercantile,
Downtown Apothecary, Lake Alice Trading Company,
Mission Inn Museum, Space 82 - Mission Galleria