

Downtown is
Calling

Good
Times
Await



March 2023

RBD Bulletin

Riverside Downtown Business Improvement District

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No RDP luncheon in March due to Annual
Meeting and Awards Ceremony

Join us for the RDP luncheon at Noon on
Tuesday, April 25, 2023

At Loft.84 featuring Mike Hestrin, DA

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



Downtown Public Parking Program


Last July 1, new parking rates and hours of operation went into effect to increase revenue and ultimately both balance the Parking Fund and provide revenue for technology upgrades and additional security. Those rates and other changes were ultimately overturned due to feedback from businesses, employees, and visitors. Since then, the Parking Services Department has been working on revising the proposed parking rates and hours of operation in response to public input.

On Thursday, January 19th, the City's Parking Services Department held another Community Meeting at the Main Library to discuss proposed parking rates and hours of operation for the downtown Public Parking Programs. The proposal put forward was intended to strike a balance between the need to balance the Parking Fund and generate more revenue and what the City heard from the community. Based on the input from that meeting, City Staff will be recommending a revised Public Parking Program to the City's Land Use, Sustainability, and Resilience Committee on March 13th at 3:30 pm. Highlights of the revised program recommended by City Staff are:

1. Free parking on-street and in surface lots on Saturdays and Sundays.
2. \$24 per month discount employee parking permits for downtown employees making \$24/hour or less. The pass is good for 12 hours each day, flexible arrival times.

3. Free 30 minute parking on-street using the new web-app (no validation at a business required)
4. Free 60 minute parking in surface lots using the new web-app (no validation at a business required)
5. Free 60 minute parking in garages using a ticket or the new web-app (no validation at a business required)
6. \$5 discount for pre-paid parking at special events
7. \$15 daily max in parking garages
8. No time limit for on-street metered spaces
9. Expanded monthly permit hours to 5 AM to 7 PM, smaller total cost increase over an 8 year period
10. New Downtown 24/7 permit – good for a full month with 24/7 access to all garages & lots

More information is available at (insert City parking website information here). Comments can be directed to RDP at rdpoffice@sbcglobal.net.

RDP has expressed its concern over the decrease in downtown parking inventory with the loss of parking lots to development and the pending sale of garages 1 and 2, declared as surplus and offered for affordable housing. That concern was put forward in a recent letter to the City from RDP and concerned downtown business and property owners. 

RPD's Safety and Security Program Business Grant Now Available

The Riverside Police Department is offering funding to local businesses in the city of Riverside to assist with the costs involved with improving safety and security. All businesses are eligible to apply and are subject to review and approval by the Riverside Police Department. The Safety & Security Program offers grant funding for security cameras, security lighting, fencing, and other security related items. Each awarded grant will be up to \$10,000

funded through the American Rescue Plan Act of 2021 (ARPA).

Eligible upgrades to businesses include:

- Improved or new lighting to parking lots, adjacent alleyways and/or areas immediately around business (may be direct wired, electrical, or solar).
- Video camera systems that monitor activity inside the business or directly surrounding the business.

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Mayor's Message - Spring Projects About to Bloom in Downtown



We are inching our way toward springtime and downtown will soon be bustling with improvement projects — more than normal! Last month I shared about a few of the projects my office is directly involved with that impact downtown: the launch of a

façade improvement matching grant for small businesses to enhance the appearance of their storefronts; a security grant for enhancing security cameras, lighting, and landscaping for businesses; a Beautify Riverside sponsored mural in the rear alleyway of the Loring Building; new California native landscaping along Main Street in partnership with a Rivers & Lands Conservancy grant; repaved alleyways from 10th Street to Mission Inn Avenue; near final approval of a \$2.6 million grant for establishing a Civil Rights Walk to better connect all our cultural sites for tourists and locals; and an enhancement of the Martin Luther King Jr. Memorial on the Main Street Mall. All of this is just downtown, and we have twenty-eight neighborhoods!


Even within the last month movement has occurred on each of these projects and I can now share an update.

- The façade improvement grant is being elevated to the federal government as we seek monetary earmark funding for this grant program from our congressman and senators. The request was submitted this week.
- Riverside Police Department began the administering of the security grant program and applications are now live at <https://riversideca.gov/rpd/arpa-grant-application>. Each grantee can receive up to \$10,000.
- The 3.5-story Beautify Riverside mural on the rear of the Loring Building was approved by the Cultural Heritage Board in mid-February and is slated to begin on March 6, 2023, weather permitting. Local artist

Contributed by Mayor Patricia Lock Dawson

Robin Golden will be depicting giant historic images of the Mission Inn, Fox Theater, Loring Opera House and more during this month-long painting project. Thank you to Lewis Management Corporation for fully sponsoring this mural.

- On March 18, 2023 at 1 p.m. we will take our shovels and gardening gloves and head to Main Street between 6th Street and Mission Inn Avenue for a planting event sponsored by Rivers & Lands Conservancy. If you would like to help please email Philip Falcone at PFalcone@RiversideCA.gov.
- My team, RDP, and the City's Public Works team are working closely together on the long-awaited alleyway repaving project from 10th Street to Mission Inn Avenue. Repaving is slated to begin on March 7, 2023, and last for just under two weeks — again, weather permitting.
- The Civil Rights Walk grant funds may be dispersed as early as July 2023 and we are now in the planning processes of putting together a working group and town hall meetings for community input on this project — more to come on that!
- In partnership with the African American Historical Society, we are moving forward on the enhancement of the Martin Luther King Jr. Memorial at Main and 9th Streets. The memorials on our Mall make downtown a cultural destination and the need for regular maintenance and enhancements is ongoing. Now, just shy of a year since the completion of the Military Wall of Honor, we hope to break ground on this next memorial enhancement project in late summer 2023.

As you can see, it is a busy time indeed. My team and I are here to serve you! Should you like to reach out please contact me directly at 2Mayor@RiversideCA.gov or at (951) 826-5551. 


RDP Recognizes Downtown Achievements on March 15th

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. The event will recognize the following individuals and organizations:

- Ruben Ayala with the Roy Hord 'Volunteer of the Year Award'.
- Cosme Cordova of Division 9 Gallery with the Arts and Culture Award.
- Mission Inn Museum's Docent Tours with the Business Activity Award.
- City of Riverside Park & Recreation's Spring Eggstravaganza with the Downtown Event Award.

- City of Riverside Mayor's Office - Beautify Riverside with the Downtown Improvement Award.
- County of Riverside Gang Impact Team's activities in response to the fentanyl crisis with the Safety and Security Award.
- (Adrian) Dell Roberts with the RDP Chair's Award.

The RDP Annual Meeting and Awards Ceremony will begin with a no-host reception at 5:30 pm, followed by dinner, the awards ceremony, and then recognition of outgoing and incoming RDP Board members.

To purchase tickets or a table, call the RDP office at 951-781-7335. 

COUNCIL CORNER


Ward One Council Update

Contributed by Councilwoman Erin Edwards

We're kicking March off with good news: the Small Business Security Grant application is open! Make sure you get your application in by March 25th to be eligible for up to \$10,000 towards securing your business. Learn more at www.RiversideCA.gov/RPD/ARPA-Grant-Application.

I am proud to have supported an expenditure plan for the second round of American Rescue Plan Act Funding, which allocated \$10 million towards Parks and Park improvements, \$4 million towards new trash trucks, and \$1.4 million towards an affordable housing fund. As of February 21st, the outdoor dining program is permanent, continuing the outdoor dining trend that

started during COVID. Stay tuned to learn more about the permit process.

Topics coming to the dais this month are Downtown Parking Rates and policies for industrial uses on March 13th at the 3:30 pm Land Use Committee meeting, and the final meeting on Redistricting on the 14th. Join me for my office hours on March 20th at 5:45 pm at the Izaak Walton Center in Fairmount Park. As always, reach out to me if you have any questions or ideas—951-783-7811, or at EEdwards@riversideca.gov. 

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Greetings from Ward 2!

The first quarter of the year has come to an end and we are excited about the blooming springtime events and projects, in Ward 2 and Riverside.

Ottawa & University Housing Development: We are happy to announce that we have two developers that will be working together to bring affordable housing and market rate housing to Ward 2 soon! Praxis Development Group and Innovative Housing Opportunities will be working together to develop two lots on University Avenue and Ottawa Avenue that have been vacant for years. Innovative Housing Opportunities will be building approximately 46 – 52 affordable housing units along University Avenue and Praxis Development Group will be creating approximately 12 townhomes that are market rate on Ottawa Avenue. This is a perfect example of two developers working together to help improve the quality of life for our district. More to come as these projects unveil.

Cesar Chavez Breakfast: The Annual Cesar E. Chavez Memorial Breakfast event has been a great source of pride for our community. This year's keynote speaker is Andres Chavez, Executive Director of the National Chavez Center (NCC). Our City is an agricultural community with historic ties to Cesar E. Chavez and we are honored that Latino Network continues bring this event to our City. This year the Annual Cesar E. Chavez Memorial Day Breakfast will be held on March 31, 2023, at the Riverside Marriott Hotel, 3400 Market Street, Riverside, CA. For more details about this event or to become a sponsor contact Alexandra Leon

at rivlatinonetwork@gmail.com or via phone at 909-762-2139.

Empowering Young Women

Conference: This year the Adrian Dell & Carmen Roberts Foundation is hosting the 22nd Annual Empowering Young Women Conference. The event will be held on March 11th at the Riverside Community College Digital Library from 8:00 AM to 3:00 pm. For additional details or to help sponsor the event visit <https://adcrfoundation.org>. 

UCR Taiko Ensemble: The UCR Beginning and Intermediate level members of the Taiko Ensemble will be presenting a demonstration of Japanese Taiko Drumming on Tuesday March 7th from 12:00 – 1:00 pm at The Barn, Outdoor Stage, 900 University Ave., Riverside, CA. This performance is free and open to the public. Free parking is available for this special cultural event in UCR's parking lot 1 Blue. Stop by the kiosk on the West Campus Drive to pick up your complimentary parking permit. You can also park in Lot 4, directly across the street from The Barn. For additional details contact Melanie Ramiro at melanie.ramiro@ucr.edu.

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.

My daughter, Autumn Sky and I wish everyone a beautiful Spring! 

SAFETY AND SECURITY GRANT from page 1

- Landscaping that improves the safety and security of the business.
- Fencing that improves the safety and security of the business.
- Any other devices, structures or equipment that improves the safety and security of the business that have been approved after a CPTED* inspection conducted by Riverside Police Department personnel.

*CPTED, or "Crime Prevention Through Environment Design," is a multi-disciplinary approach to crime prevention through building safety, architectural design, and the management of build and natural environment. A member of the police department who is qualified to conduct CPTED inspections will meet with the business owner to evaluate safety and security improvement in accordance with best CPTED practices.

In order to apply, the business must meet general qualifications that include:

- Must be a for-profit business within City limits. Homebased businesses are eligible, though owner residency is not required.
- Must have proof of a valid City of Riverside business license and be in good standing with the city (no liens or judgments unless demonstrated to be a direct COVID-19 impact).
- Must be a small or micro-enterprise with no more than 50 employees. This includes sole proprietors, independent contractors, 1099 employees, C-corporations,

S-corporations, cooperatives, limited liability companies, partnerships, and limited partnerships.

- Must have no more than 2.5 million in annual revenue.
- Must be registered with California Secretary of State and have valid County Health Department licenses if required based on business type.
- City employees and elected and appointed officials are not eligible to participate in this program.

"We are excited to announce this opportunity for our local businesses to enhance their security measures that not only better protect their property, but help reduce crime in their neighborhood," stated Riverside Police Chief Larry Gonzalez. Riverside Mayor Patricia Lock Dawson added, "The safety of our residents, businesses and visitors is our number one priority in Riverside. These ARPA grant funds are going to help us maintain our continued commitment to public safety and community wellbeing in our city."

To apply for the Safety and Security Program business grant, go to www.RiversideCA.gov/RPD/ARPA-Grant-Application to thoroughly review the entire business qualifications and complete the downloadable grant application. Once completed, submit your grant application to RPDSASProgram@RiversideCA.gov.

All questions or comments regarding the Riverside Police Department's Safety and Security business program grant, qualifications, and application process should be directed to RPDSASProgram@RiversideCA.gov.

Source: City of Riverside February 14, 2023 Press Release 

Spring Eggstravaganza Returns on April 1st

Gather the family and enjoy a colorful array of delightful activities at Ryan Bonaminio Park on Saturday, April 1 from 10 am to 1 pm. You can purchase wristbands at RivReg.org (search Eggstravaganza) to explore the fun zone. Fun zone activities include game booths, jumpers/

inflatables, train rides, body art and spring crafts. Kids can participate in the Egg hunts (divided by age), take photos with Peter Rabbit and visit multiple vendor booths.

Spring Eggstravaganza is RDP's 2023 Downtown Event recipient. 

Arts Corner - Riverside Artswalk - Artist Spotlight: Debra Varvi

Spring is in the air and Riverside is bustling in the warmer weather, getting ready for festival season. Many arts and cultural events are in the planning stages, such as the Riverside Art Museums Riverside Art Market on April 1st and the City of Riverside, and UCR Entomology Departments Riverside Insect Fair on Earth Day, April 22nd. Although Riverside Artswalk is a monthly event, the warmer weather encourages more participation, more artist vendors, and more attendees to the downtown area. March Artswalk marks the start of the busy season, and all of the galleries and museums are prepared with new and exciting exhibitions, such as Division 9 Gallery's 50 on the 9. The group show exhibits ten 8 x 8 artworks designed by each of the participating artists – artists including Gil Arreola, Chris Bautista, Jim Behrman, Cosme Cordova, Pablo Damas, Rachael Dzikonski, Denise Kraemer, C. Matthew Luther, Carlos Puma, Viviana Reyes, and last but not least, Debra Varvi - this month's artist spotlight.

Debra Varvi is a multi-disciplinary artist, working in henna, color pencil, ink, acrylic, dry point etching, and watercolor. She was born in Texas but has lived all over the US and

Europe. She arrived in California in 1980, settling in Riverside. Debra regularly takes printmaking classes with Denise Kramer at Division 9 Gallery where she has shown her work in 2 solo shows and various group shows. Recent exhibitions include This Might be Edible Stuff and the current exhibition 50 on the 9. Debra also has her artwork on display at Gramercy Art Gallery, the Corona Arts Colony and is a member of the Riverside Community Arts Association, the Riverside Art Museum, and the Riverside Art Alliance. As a professional henna artist, Debra has immersed herself in the various regional styles and cultures that celebrate with this ancient art form. Her curiosity has led her to workshops and classes throughout the US and to Marrakech and also led her to teaching her own classes in her artistic style of henna, both nationally and internationally.


Debra is inspired by nearly everything she sees and experiences - especially henna, which she has been doing professionally since 1999. All the visual information she takes in has come to inform her work, and she also has sketchbooks devoted to urban sketching, eyes, figures,

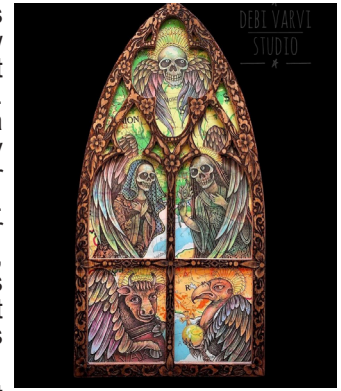
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Jacobean florals, henna designs, etc. Her most recent explorations are the juxtaposition of life and death, the role of organized religion in this balance, the contrast in the way other cultures deal with death compared to how Americans deal or don't deal with it. She is also interested in whimsy and the darker side of things. She tries to create every day and at any given moment she may have two or three projects she is working on.

"The object isn't to make art, it's to be in that wonderful state which makes art inevitable." by Robert Henri is a quote that resonates with Debra. She feels that creating art is when she feels like herself and a sense of belonging. Some of her earliest memories are of drawing or coloring – activities that her parents encouraged, and they always supported her artistic endeavors, no matter how strange or unusual. Debra feels fortunate to have settled in Riverside due to her experiences, from art education through to the start of her henna business at the old Wednesday Night Market. Now

she loves and appreciates Riverside Artswalk and how people are shocked to find that you can be a working artist. She believes the event is a great thing for the community and is excited that the vendor area moved to Main Street. She feels lucky that our community has an Artswalk, loves the energy that it brings and is thrilled to find that the Riverside arts scene is growing by leaps and bounds!

For more information, visit debivarvistudio.com @debivarvistudio on Instagram, Division 9 Gallery @division9gallery and Riverside Artswalk at riversideartswalk.com or @riversideartswalk 



BUSINESS BUZZ

23 Ways to Create an Amazing Experience in 2023

by Shep Hyken

Happy New Year! I'm not one for New Year's resolutions, which are often broken. Instead, I like setting and resetting my goals for the year, and in my world, those goals focus on delivering an amazing customer service experience. So, I've created a list of simple ways to deliver the experience that everyone wants. Here are 23 ways to help you and your teams provide an amazing customer experience in 2023.

1. Manage the first impression. It sets the tone for what's to follow.
2. Manage last impressions. They create lasting impressions.
3. Demonstrate your knowledge and expertise. Customers want to work with people who "know their stuff."
4. Make the customer feel like a person. Customers are not a sale, an account number, a prospect, etc. They are people.
5. Respond quickly to calls and emails. Fast response time creates confidence.
6. Don't make customers wait on hold. Making customers wait for unreasonable amounts of time is a sign of disrespect.
7. Be nice and show empathy. Create a warm human-to-human experience.
8. Be available. How easy are you to reach? And if you're not available, go back and read No. 5 again.
9. Treat employees the way you want customers to be treated. How employees are treated will be felt on the outside by customers.
10. Eliminate friction. If there is anything in the process of doing business with you that's hard on the customer, find a way to eliminate or mitigate it.
11. Act like a leader. My friend Mark Sanborn says, "You don't need a title to be a leader." Be the person everyone admires and wants to emulate.
12. Always be polite. Say please and thank you. It shows you respect and appreciate your customers.
13. Be proactive. If you know there's a problem, let the customer know before they call you. Any form of proactive communication is always appreciated.

14. Have an abundance mindset. Be generous – and don't keep score. Zig Ziglar used to say, "You will get all you want in life if you help other people get what they want."

15. Give customers the gift of your time. An extra few minutes with a customer goes a long way in building a relationship.

16. Give back to your community or contribute to a cause. Besides being a nice thing to do, customers gravitate to companies that "give back."

17. Have a "helpful" mindset. What can you do to help your customers be more successful?

18. Don't make excuses when problems arise. Instead, think in terms of explanations. Excuses show weakness. Explanations are reasons that can be followed up with how you plan to fix the problem.

19. Be flexible. Excellent customer service lies in flexibility. Rules should be guidelines.

20. Avoid phrases customers hate, such as, "It's not my department," or, "That's our company policy." I refer to these as loyalty killers.

21. Train and empower your employees. If you have good people and train them well, let them do their job. Customers love working with empowered employees.

22. Be customer focused. That means that every decision you make keeps the customer in mind. That doesn't mean every decision will make the customer happy, such as a price increase, but at least you've considered the impact or result of your decisions.

23. Express appreciation. Say, "Thank you!" Depending on



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on how your customers like to communicate, it could be in person, on the phone, in an email, a text, or an old-fashioned hand-written note.

As you look at this list, you'll see nothing complicated. The ideas may seem rather basic. But don't be fooled by

the simplicity. These are precisely the strategies and tactics that will make your customers say, "I'll be back!" May 2023 be your best year yet – and each year better than the last!

Source: <https://hyken.com/customer-service-strategies/23-ways-to-create-an-amazing-experience-in-2023/>



SECURITY CORNER

Privacy on Social Media Guards Against Identity Theft

By Julie Myhre (Jeremy Bender and Jordan Beier contributed to the writing and reporting in this article)

Safeguard your social media posts by not divulging private information scammers can use to steal your identity.

- Social media identity theft is growing more prevalent as we integrate social networks into our daily lives.
- Simple mistakes can compromise your personal information, allowing scammers to steal your identity, use your Social Security number, or damage your credit.
- Common-sense measures can mitigate the risk of social media identity theft, including customizing your privacy settings, hiding your current location, and creating strong passwords.
- **This article is for social media users who want to safeguard their personal and financial information against identity theft.**

By definition, social media is all about sharing information, including photos, articles, and innermost thoughts. But sharing your personal identity and private information on social media may not be the best idea. Social media-based identity theft is on the rise, and what we share and how we handle our social accounts can determine whether or not we become victims.

We'll highlight best practices for protecting your privacy on social media, explore the risks of identity theft, and highlight scams to watch out for.

Did you know? Social media isn't just for personal use anymore. It's common to use Snapchat for business, Instagram for business, and Facebook for business, which makes social media security a crucial topic for business owners as well.

How to protect your privacy on social media

According to the 2022 Identity Fraud Report by Javelin Strategy & Research, approximately 42 million U.S. consumers have been victims of traditional identity fraud or identity fraud scams, resulting in almost \$52 billion in combined losses. Social media is rife with information scammers can grab and use against you in various fraud schemes, including identity theft, ransomware attacks and data breaches.

Consider the following seven best practices for protecting your privacy on social media.

1. Keep your personal information private on social media.

Social media users routinely share their birthdays via their profiles, posts, and "about" information. It's also not uncommon to discuss the high schools and colleges you attended, the city you live in, and your pets and their names. Some users may even include their phone numbers and other personally identifiable information.

This personal data is a bonanza for identity thieves. To be safe, omit this information from your profiles and posts. Platforms include many options to fill out in profile pages, but you can leave this information out.

Instead, offer a generalized version of your personal stats, or leave these options blank. For example, the San Francisco Bay Area is a general option for Burlingame, California. Providing

generalized options still gives some information but makes it more challenging for scammers to figure out your ZIP code or home address.

2. Set strict privacy settings on your social media accounts.

Go into the settings for your Facebook, Twitter, Pinterest, Instagram, and LinkedIn accounts to edit your privacy settings. Ensure all your personal information — such as your birthday, current location, and workplace — is private or visible only to your friends.

When your privacy settings are more lenient, you give strangers easy access to all your information. They won't even have to hack into your account to discover everything they need.

Tip: Your LinkedIn profile is particularly vulnerable because it shares your career history. Ensure you only connect with someone on LinkedIn if you trust them with your personal contact information.

3. Don't tag or post your specific location on social media.

Many social media platform apps include location-based services to allow location tagging. The location tag is a fun feature, but not everyone needs to know where you are at all times. It makes you and your home or business location vulnerable, especially if your profile is public.

It's cool to let your social media friends know that you're at Disneyland with your sister, but you're also letting everyone know that you're more than 100 miles away from your home, which means it's vulnerable to break-ins.

4. Know your friends and connections on social media.

Never make yourself or your information vulnerable to people you've never met in real life. Steven J.J. Weisman, a lawyer at Margolis Bloom & D'Agostino and senior lecturer at Bentley University specializing in cybersecurity and identity theft, said befriending people you don't know makes it easier for them to use the information on your social media accounts to learn more about you.

"These 'friends' who don't know you gain access from your Facebook page to personalized information that often can be used to make you a victim of identity theft," Weisman warned. You may unwittingly provide information to help them learn or guess your email address or answer security questions.

Don't add someone as a friend just because they send you a request. Use the "decline" button on suspicious friend requests. You can also unfriend someone on social media, unfollow them, or disconnect their account if you realize they're a stranger or a fake account created only to access your information.

5. Always log out of your social media accounts.

Logging out of your social media accounts is especially crucial when you use a public computer, such as at a library or hotel. We all have some private information on our social

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media accounts, even if it's only our name and a photo, and you don't want to give someone easy access to your identity.

Leaving your account open allows anyone sitting at that computer to see all your recovery email addresses, phone numbers, credit card information, private messages, and friends and family.

6. Use strong passwords on your social media accounts.

Passwords are critical keys to your identity if discovered, so they must be effective and difficult to guess. To create strong passwords, combine letters, numbers, and special characters in randomized, nonsequential order. Avoid using full words and anything related to your birthday or current and previous addresses — these are the first keywords hackers will guess when attempting to log in to your accounts.

Key takeaway: Use password managers to store unique passwords for every account, eliminating the need to remember or write down complex passwords.

7. Use security software on devices you use to access social media.

Internet security software protects your identity while surfing the web or using social media. For example, if you download a message from a "friend," that message could contain a keystroke malware program that steals your personal information from your computer. Antivirus software can detect and remove such rogue software.

Most internet security software suites have identity theft protection features like anti-keyloggers, secure environments and password protection that features computer encryption.

What are the risks of identity theft?

Identity theft and fraud are multi-billion-dollar scams that impact large segments of the U.S. population. Identity theft can affect individuals and businesses in the following ways:

- Identity theft can impact finances. The most noticeable impact of identity theft scams is financial. Depending on the scam's severity, attackers could empty bank accounts, take over investment or retirement accounts, and even potentially take control of a victim's mortgage. ID theft cases can necessitate legal services that further compound the financial impact.
- Identity theft can damage your career. Actions by scammers who misuse your identity could appear on background checks and potentially affect employment opportunities.
- Identity theft can harm your reputation. Scammers could hurt your online reputation if they seize control of social media accounts. This is particularly damaging if you use social media for business. In worst-case scenarios, scammers could take control of a social media account and pose as the account holder while using the account to distribute malware, send phishing emails, or launch additional attacks on other targets.
- Identity theft can lead to account bans. If identity thieves misuse your social media, platforms could ban your accounts. You could lose years of work spent building up a social media following.

Did you know? Remote workers have added scam concerns. Remote cybersecurity tips include using only work email accounts, enabling multifactor authentication, and guarding against phishing emails.

Identity fraud scams to watch out for

Social media identity fraud can be challenging to recognize. The most dangerous scams constantly change to reflect current events and take advantage of consumer patterns. For

example, COVID-19 scams proliferated amid the pandemic, and fake Ukrainian relief scams cropped up amid Russia's invasion of Ukraine. Always research a person or organization before offering any personal or financial information.

Additionally, stay aware of the following common identity fraud schemes:

- Impersonation identity theft schemes. A hacker can message friends of the compromised account and ask for favors. Some messages may be innocuous, asking your friends about your weekend plans or work hours to learn when your home will be vacant. Others are more overt. These messages may claim that your friend is in some form of trouble and urgently needs money. Never send money without verifying that the request is genuine.
- Identity theft quizzes. Identity theft quizzes pose as fun games to post publicly and share with friends. Many quizzes ask questions about your childhood home's street, your first pet's name or your favorite restaurants — all potential elements of passwords and security questions. Posting your filled-out questionnaires on social media offers potential hackers an easy opportunity to learn your passwords.
- Identity theft fake business opportunities. When looking into business opportunities, remember one golden rule: If you have to pay for anything, you're a customer, not an employee. These scams often come in the form of pyramid schemes. The messaging party, almost always unsolicited, promises to send you a starter pack that you can sell. But first, of course, you must provide your credit card information. Do not, under any circumstances, provide credit card information unless you're making a purchase through a secure company page.

Identity theft is a growing business

Identity theft and related scams are a growing business for criminals. Unfortunately, social media and the increased availability of personal information have made these scams more common and easier to carry out. Removing yourself from all social media is drastic and challenging. Fortunately, there are ways to use these platforms while guarding against identity theft risks.

Implement social media privacy best practices and maintain a healthy level of skepticism to decrease your chances of being an identity theft victim.

Source: <https://www.businessnewsdaily.com/4194-social-media-security-tips.html>



RDP Welcomes New Businesses to Downtown

Amy Audet Therapy

Bacanana LLC (Counselling)

Cynthetic Medi (Health Care)

Ink by Keek (Skin Care)

Lord & Brooker APC (Legal Services)

MCL Health Management

Mernick Law

Michael-Anne Vasquez (Antiques)

Rebeca Horan (Antiques Dealer)

Salem Communications Holding Company

Thems Community, LLC (Property Rental)



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Submit press releases to:
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or fax at (951) 781-6951.

Press deadline is the 15th of
each month prior to publication.

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RDP Facebook Page

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STAFF

Executive Director
Janice Penner

Office Manager / Bookkeeper
Shirley Schmeltz

BOARD OF DIRECTORS:

Executive Committee

Shelby Worthington-Loomis, Chair
Shalini Lockard, Vice Chair
Nanci Larsen, Treasurer
Brian Pearcy, Secretary
Andrew Walcker
Lou Monville
Philip Makhoul
Randall Hord

Directors

Chuck Beaty	FeRita Carver
Bryan Crawford	Cherie Crutcher
Jesse De La Cruz	Rachael Dzikowski
Jean Eiselein	Paul Gill
Joseph Guzzetta	Teryn Henderson
Amy Hoyt	Collette Lee
AJ Lincon	Stan Morrison
Robert Nagle	Sergio San Martin
Sherry Shimshock	Justin Tracy

Ex-Officio

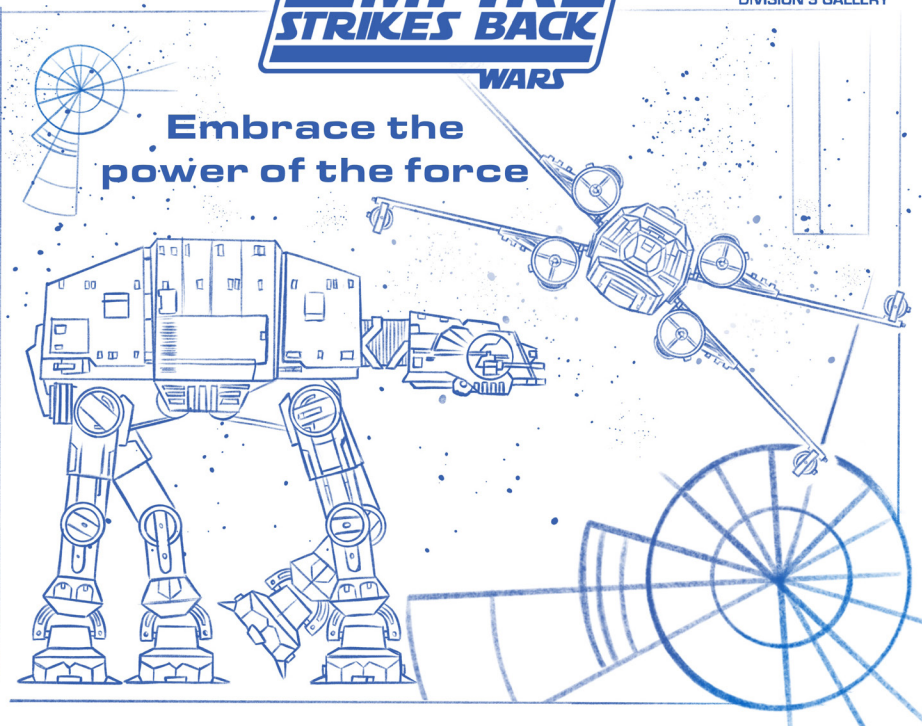
Erin Edwards, Ward One	Clarissa Cervantes, Ward Two
Oz Puerta, ABP	Bill Gardner, Director Emeritus

March 18
11 am-7 pm

SOCAL
THE INLAND
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the Jedi, and the Empire**

In North Park, located at Vine St. and Mission Inn Ave.