

Downtown is  
Calling

Good  
Times  
Await



July 2023

# Bulletin

Riverside Downtown Business Improvement District


## New International Food Festival

The International Food Festival is a new festival to downtown Riverside. It will take place Saturday, July 29th and Sunday, July 30th from 11 am to 9 pm on Mission Inn Avenue from Orange Street to Lime Street.

Food offerings will include International, Food Trucks, Vegan, BBQ, Fine Dining,

and Dessert. Other offerings include beer and wine, plus retail vendors.

The event will also have live music, street performers, food demos, plus a Train and Fun Zone for the kids.

For more information, check <https://www.facebook.com/familymarketco/> 

### In This Issue:

**New International Food Festival**

**Lock in Your Love Monument  
Now on Display**

**Third Street Grade Separation Project**

**Supervisor's Message:** Kevin's Corner

**Mayor's Message:** A Beautiful  
Riverside Summer for Downtown

**Council Corner:** Ward One

**Arts Corner:** Artist Spotlight -  
Maybeline Perey

**Business Buzz:** How to Target  
Older Demographics with Social  
Media Marketing

**Security Corner:** Protect Your Business:  
10 Types of Business Fraud to Look out For

**Parking Your Way:** Coming July 1


Join us for the RDP luncheon at Noon  
on Tuesday, July 25, 2023 at Palenque  
by Mezcal featuring an update on the  
first year of The Cheech by  
Drew Oberjuege, Executive Director,  
and Maria Esther Fernandez, Artistic Director.  
Call the RDP office at 951-781-7335  
for reservations.



## Lock in Your Love Monument Now on Display

The "Lock in Your Love" monument is now on display on Main Street between 9th Street and University Avenue. The monument was the class project of the Greater Riverside Chambers of Commerce Leadership Riverside Class of 2022.

The project was inspired by the "Love Lock" destinations popular in South Korea to symbolize an unbreakable bond between couples, love for friends and family, and hope for those who need it. The custom interactive sculpture was designed by the local artisans of Alderette Designs to hold thousands of padlocks. The monument creates an Instagram-worthy photo destination for visitors and natives of the City to display their love by attaching their own padlock.

For more information about the project, visit <https://www.lovelocksriverside.com/> 



## Third Street Grade Separation Project

The City of Riverside will receive \$15 million in federal funds to help pay for a grade separation project where Third Street crosses the Burlington Northern and Santa Fe (BNSF) railroad tracks, a project that will eliminate traffic delays and increase safety for trains, vehicles, pedestrians and bicyclists.

The City was notified June 5, 2023 that \$15 million in Rail Crossing Elimination funds have been set aside to help pay for the \$74 million project in the northwest corner of downtown, just east of Highway 91. The funds, one of seven allocations for either projects or studies in California, is the second-largest amount in the state.

*continued on page 2*

### **THIRD STREET GRADE SEPARATION from page 1**

"This grade separation project will create a safer and more convenient path of travel for everyone," Mayor Patricia Lock Dawson said. "Congratulations and thanks are in order for the City team that secured these funds in partnership with our federal representatives."

The project involves building a four-lane underpass, realigning three mainline BNSF railroad tracks to improve train speeds, and realigning Commerce Street to support traffic circulation. The BNSF mainline carries 66 freight trains and a total of 20 Amtrak and commuter trains, all of which will benefit from more efficient service, fewer delays and improved safety.

The City has advocated for funding for the project in concert with its federal advocacy team, Thorn Run Partners. The effort benefitted from letters of support from Rep. Mark Takano, Sen. Alex Padilla and Senator Diane Feinstein. Rep. Takano helped secure \$3 million for the project through the Community Project Funding program.

BNSF, the California Public Utilities Commission, and the California Transportation Commission also will contribute funds to the project. The Riverside County Transportation Commission recently allocated \$12 million through the Western Riverside Regional Arterial Grant Program.



**THIRD STREET GRADE SEPARATION PROJECT RENDERING**

The project still needs another \$10 million before construction can get started. The City's Public Works Department is pursuing grants for the remaining cost.

"This crucial funding moves us forward on this important infrastructure project that links the Eastside and our broader communities to the Downtown." Mayor Pro Tem Clarissa Cervantes said. "I look forward to us finding the remaining funds we need and creating stronger local workforce opportunities with projects like this."

Source <https://riversideca.gov/press/city-riverside-receives-15-million-third-street-grade-separation-project>

## **Kevin's Corner**



**Santa Ana River Bottom Collaborative** - One of the efforts our office has been involved with is the Santa Ana River Bottom Collaborative (SARB). Led by Riverside County Parks, it includes Riverside County Sheriff, Fire, Flood Control,

Housing and Workforce Solutions, Behavioral Health, and representatives from the Cities of Riverside, Corona, Jurupa Valley, Norco, and Eastvale. In the most recent SARB meeting, it was reported that over 37 tons of trash have been removed, 30 stolen vehicles retrieved, and dozens of individuals have received services, including 65 individuals placed in permanent housing. There has also been a measurable decrease in wildfire calls to the river bottom since the collaborative began operation. For more information on the SARB Collaborative, check out their website here: <https://sarbshare-countyofriverside.hub.arcgis.com/>

**Flood Control Commissioner Wanted!**—Speaking of Flood Control, the First District has had a long-standing vacancy for the zone that covers the entire City of Riverside. You do not have to be an expert on flood control or watersheds or really anything else, other than having a willingness

*Contributed by Supervisor Kevin Jeffries*

to serve your community and help oversee the Flood Control District budget for your area. There is typically only one or two meetings per year for the Commission. For more information about the Flood Control District, visit their website: <https://rcflood.org/district-overview> To apply for the Flood Control District Commission position, fill out the application here: <https://rivcodistrict1.org/boards-committees-commissions>

**Other Commissions and Committees**—Aside from the Flood Control Commission, there are a host of other commissions and committees for which we have openings, including: \*Solid Waste - One (1) Alternate, \*In Home Support Services (IHSS) - Recipient or Consumer of IHSS Services — One (1) opening, \*Behavioral Health Commission - Family Member - One (1) opening, Public Interest—One (1) opening, \*Community Action Commission - One (1) Alternate \*Assessment Appeals Board No. 3 - One (1) Alternate. Assessment Appeals Board is one of the few county commissions/boards that will actually pay you for your time. The rest are all volunteer positions. More information on all these groups and the application to be a commissioner are available here: <https://rivcodistrict1.org/boards-committees-commissions>.



# Mayor's Message - A Beautiful Riverside Summer for Downtown

*Contributed by Mayor Patricia Lock Dawson*



Every month there is always something new and exciting to report on—and that speaks to the dynamism and vibrancy of our downtown. As many Riversiders know, city beautification is a topic area that I am passionate about. Residents and

business owners regularly tell me how important it is to have a clean and attractive city—and they're right! How can we expect investment and revenue in downtown if we are not focused on making it a place where people want to spend their time and treasure.


This month marks one year since the launch of my Beautify Riverside initiative and while many projects have been completed, we are still working on projects in progress and dreaming up even more. After a brief hiatus, the largest mural in Riverside is back underway in the alleyway between Citizens Business Bank and The Mark. Coming in at 5,500 sq ft, longtime local artist—and resident artist at the Mission Inn since 1997—Tiffany Brooks will be working on this homage to historic Riverside for the next six weeks. This project is all privately funded by a generous donation from the Lewis Corporation Group. Thank you for your patience and attention when utilizing this busy alleyway.

Next, we are partnering with the Riverside Downtown Partnership for a few Beautify Riverside projects including two additional murals in the downtown core. Look for those in the coming months.

Cleanliness is also beautification and is top of mind. Our city-owned parking structures are seeing a new cleaning schedule. Stairwell cleaning now takes place once a week with parking levels cleaned once a month. We have paired this with 24/7 security in the structures—a security measure we have not had before.

And finally, as another way to help you keep your business looking its best, we are in the final stages of work with a consultant to formulate a Façade Improvement Program where grant monies will be available for new paint, signage, landscaping, and more. Once that program is live, I will be sure to share it here.

I've said it before, and I continue to say it—these topics are not superficial; we know that a more attractive downtown means success for all involved in the upward mobility of this beloved city center.

Interested in getting involved with one of these projects or have an idea of your own? I am all ears! Drop me a note at [2Mayor@RiversideCA.gov](mailto:2Mayor@RiversideCA.gov) 

## COUNCIL CORNER

### Ward One Council Update

*Contributed by Councilwoman Erin Edwards*

Summer in Downtown celebrates food, culture, City spirit, and more. Read on to get informed and join in on the excitement.

- **New parking rates** take effect starting July 1st. Visit <https://riversideca.gov/publicworks/content/downtown-parking> for more information.
- **The 4th of July Fireworks Show at Mt. Rubidoux is back.** Pro-tip: catch the Front Row Fireworks gathering at Evergreen Memorial Historic Cemetery at 5 pm and stick around for the show that starts at 9 pm.
- The Miracles and Dreams Foundation will have their annual **backpack drive** at the Main Library on Saturday, July 15th from 8:30 am to 11:30 am.
- The **Inland Empire International Food Fest** will take place on Saturday, July 29th and Sunday, July 30th from 11 am to 9 am on Mission Inn Ave. from Orange Street to Lime Street.
- On August 2nd at 9 am, Keep Riverside Clean and Beautiful will bring over **100 volunteers to Downtown** parks and surrounding areas for a beautification day


focused on picking up litter, planting greenery, and removing graffiti. Visit <https://www.krcb.com/> for more information.



The Cheech brought in 131,000 visitors to our Downtown in the first year since opening. Riverside is still glowing with pride over its 1-year anniversary.

Small businesses in need of assistance can turn to the Small Business Development Center, which has relocated to the Chambers of Commerce's headquarters at 3985 University Avenue.

The City Council passed the 2023/2024 amended budget and approved public hearings on Water, Electric, and Trash rates to take place on September 19th. Find the videos at [engageriverside.com](http://engageriverside.com).

As always, I can be reached by text at 951-783-7811 and by e-mail at [eedwards@riversideca.gov](mailto:eedwards@riversideca.gov). 



# Arts Corner - Riverside Artswalk - Artist Spotlight: Maybelaine Perey

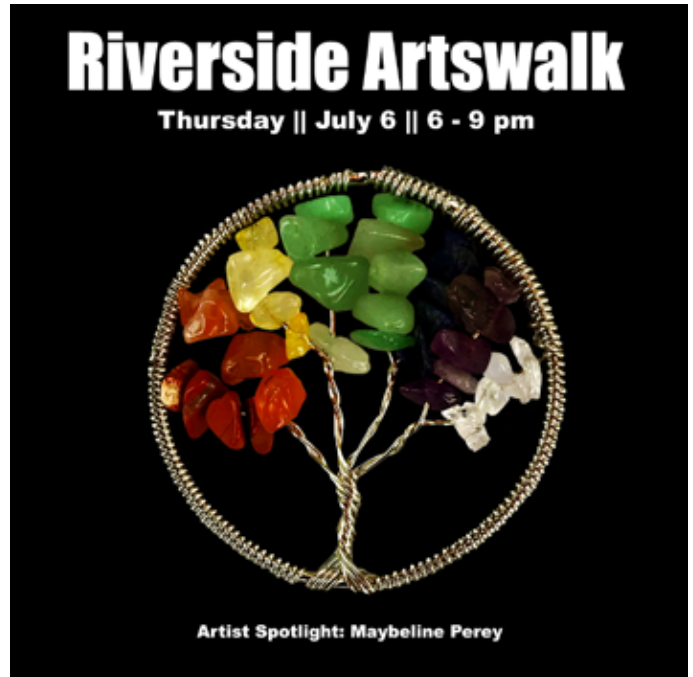


The summer season has finally emerged and Artswalk is as busy as ever. The June Artswalk showcased nine incredible artists who painted live in the City Hall Breezeway. They were next to the Ben Franklin Stage that hosted live music from a local up and coming

band. A DJ at Main and Mission Inn entertained Artswalk attendees strolling the Pedestrian Mall visiting the vendor booths. After the recent move of the event to Main Street, there has been incredible growth in the event that created a new experience for vendors and attendees alike. Positive feedback about the ambience of the new location is received consistently from vendors, including those who have participated from the beginning, such as Maybelaine Perey of Que Sera Designs. She was one of the first artist vendors to set up at the Artist Vendor Lot during Riverside Artswalk in 2011, and is this month's Artist Spotlight.

Maybelaine Perey is an artisan jewelry designer, small business owner, and mixed media artist from Moreno Valley, where she has lived for most of her life. Maybelaine (or May to almost everyone who knows her) has been the artist behind Que Sera Designs for over 12 years. May has also participated in various city Artwalk events all over Southern California, including but not limited to the Venice Art Crawl, Downtown Anaheim Art Crawl Experience, Temecula's Art off the Walls/Art Night, and participated in art events hosted by the Riverside Art Museum. The focus of her and Que Sera Designs, has been to offer unique, one-of-a-kind jewelry pieces that have a story and make people happy to see.

May is often inspired by the individual gemstones or beads that she works with. She tries to highlight the natural beauty of gemstones with the way she sets or strings them. May also pays attention to current and/or upcoming trends in the fashion industry to make pieces that fit that style. She is also fond of bright colors and shiny things,



and narwhals because they are the unicorns of the sea. May expresses herself through her art and it brings her joy, especially when she sees and interacts with people who love and appreciate her work.

May has been participating in Riverside Artswalk before the Artist Vendor Lot was established and tries to participate every month. She also tries to participate in other Riverside art events such as the Riverside Art & Music Festival, and has participated in Artwalk events all over Southern California, but tends to focus more on the Inland Empire. May feels that Riverside Artswalk has been the place where she learned to develop her art, run a business, and participate in vendor events. The welcoming community is something that May appreciates the most because without it, she would not have lasted as long as she has as an artist.

For more information about May and Que Sera Designs at [ko-fi.com/queseradesigns](http://ko-fi.com/queseradesigns) or @queseradesigns on IG. For more information on Riverside Artswalk visit [www.riversideartswalk.com](http://www.riversideartswalk.com) or @riversideartswalk on IG. 🏠

## RDP Security Update

Effective July 1, 2023 the Ambassador Patrol hours will change to 9 am to 5 pm, seven days a week, including Sunday. Ambassadors can be reached at 951-312-7522 during those hours.

Also, effective July 1, 2023, the evening patrol by Multi Housing District Patrol that was funded by RDP ceases. RDP thanks Multi Housing District Patrol for their service. 🏠

# BUSINESS BUZZ

## How to Target Older Demographics With Social Media Marketing

*By Stella Morrison*

Gen Z and millennials aren't the only ones using social media. If your business targets older demographics, here's how to market to them on social platforms.

- It is important to cast a wide net to reach a large audience when using social media marketing.
- Older generations are on every social media channel, despite the common misconception that this demographic is mainly offline.
- When targeting older demographics, be sure to use a different approach. The important trends and tactics for younger generations, like Gen Z and millennials, will not work for older generations.
- This article is for small business owners and marketers looking to reach older demographics through social media marketing.

Today's marketers often place a great deal of focus on reaching Gen Z and millennials through organic and paid content on social media. But what about Gen Xers and baby boomers? If you're trying to reach an older demographic, it might be difficult to pinpoint which social platform is best for engaging with your audience – but don't make the mistake of thinking they're not on there at all.

The Pew Research Center has been researching and recording social media usage for more than a decade. Business News Daily studied Pew's research to learn more about older demographics' use of social platforms and reached out to marketing professionals to see the kind of success they've had in engaging with older audiences on social media.

### Facebook

Many of the marketers we spoke with reported that Facebook was the most useful platform for reaching an older demographic. According to Senior Living, roughly half of the 47 million seniors living in the U.S. are active Facebook users.

Jake Tully, head of the creative department at Trucking Unlimited, pointed out that many of these users prefer to share media from another source instead of posting something themselves.

"Rather than taking selfies or giving out information regarded as personal, these older users enjoy filling up their timelines sharing articles, photos, and videos relating to their interests, and do so quite frequently," he said. "With this in mind, we try to cultivate an online presence with news stories that may bring the opinionated people out of the shadows."

The trend towards seniors using Facebook is only likely to continue. According to The Senior List, seniors are the fastest growing user group on the social media platform today.

Andrew D'Amours, co-founder of Flytrippers, said Facebook is the best platform because it gives businesses

more credibility with older audiences as they see their younger friends and relatives interacting with posts.

### LinkedIn

Kevin Huhn, growth strategist and consultant at Hopes, Wishes and Dreams, said it's not enough to know where your audience is; you should also consider the type of product you're promoting when you choose which social channel to use. While Facebook is a good platform for promoting personal products, LinkedIn is more successful for advertising business offers.

According to Pew, LinkedIn is more popular with 30- to 49-year-olds than with the 50-and-older demographic: 33% of internet users ages 30 to 49 use LinkedIn, compared with 24% of 50 to 64 year-olds and 20% of those 65 and older.

### Twitter

Some companies find success in reaching older audiences on Twitter. Deborah Sweeney, CEO of MyCorporation, said her company connects with Gen Xers and baby boomers frequently, especially through relevant Twitter chats.

According to Pew, fewer internet users are on Twitter than on some other social platforms, so you might not find as much success here as you would on Facebook, depending on your audience.

### Pinterest

Pinterest might be a good social media platform to focus on if women are part of your core buying demographic, said Laura Simis, an inbound specialist at Coalmark Productions. Pinterest also helps connect you with communities that share interests, Simis said. This platform is entirely visual, so think about what types of photos or videos your business could post if you decide to look into Pinterest.

An important part of any marketing campaign is knowing your audience. If you're looking to market to baby boomers or Gen X, Facebook is your best bet. However, depending on your audience, Twitter, LinkedIn and Pinterest might be viable options as well.

### 6 tips for marketing to seniors

If you're looking to market specifically to seniors and other older demographics, here are a few tips to keep in mind:

1. Use appropriate language. Besides avoiding crude or suggestive language, make sure to use words and phrasing that a large audience will understand. When specifically targeting older demographics, avoid using jargon or slang that would be understood only by millennials or Gen Z. Rather, use simple descriptions of your products and services, and clearly outline their benefits.
2. Stay away from fear-based tactics. It's a common trope to "scare" seniors into buying a product or service,

***continued on next page***


### **BUSINESS BUZZ from previous page**

particularly if it comes to their health and safety. However, Pew research shows that seniors use digital tools and social media to remain independent and connected to loved ones. The isolation once used to prey upon older demographics is rapidly becoming less relevant, so as you develop your marketing messaging, try to steer your language away from fear.

3. Market on multiple channels. Do not limit your marketing to one platform; use all possible channels to reach as many people as you can. In many situations, older demographics use different channels. Some use only one, and some might use all of them. In either situation, it is important to tailor your message to each channel. For example, use eye-catching images on all channels but write different marketing copy for each channel.
4. Be clear about what you want. Do you want your target audience to sign up for a newsletter, register for a free trial, or call your business for more information? Know precisely what you want your older demographic

audience to do. Referred to as a “call to action”, this is a key part of your marketing strategy and will be essential to the success of your campaign.

5. Don't sleep on video. YouTube is the second-largest website in the world. Videos demonstrating your product, showcasing testimonials, or giving clear how-to tips will be beneficial to the older demographic searching for solutions like the ones you offer.
6. Don't underestimate your audience. Some marketers make the incorrect assumption that other people make the buying decisions for seniors. While this is certainly true in some cases, it's also true in every demographic. Older demographics are independent and want to conduct their research. Adjust your marketing accordingly by speaking directly to them in your copy.

Source: <https://www.businessnewsdaily.com/10146-target-older-demographics-social-media.html> 

## **SECURITY CORNER**

# **Protect Your Business: 10 Types of Business Fraud to Look Out For**

According to the Association of Certified Fraud Examiners (ACFE), businesses lose around 5% of financial revenue due to fraudulent behavior. While that may sound like a relatively small amount, it definitely adds up! Experts estimate total annual loss around the world at a whopping \$3.7 trillion, and this doesn't even take into consideration the other costs of fraud like a negative reputation and company morale.

Recognizing what fraud looks like is the first step to protecting your business from it. Below are 10 of the most common types of fraud that business owners should check for.

### **1. Payroll Fraud**

Payroll fraud can manifest in a variety of ways. An employee could lie about their productivity, sales or hours worked to get a higher pay. Some may request for a pay advance without any intention of paying it back. Others may even take it a step further by enlisting a co-worker to manipulate their attendance records by clocking in and out for them.

According to most studies, payroll fraud disproportionately affects small businesses because they are less likely to have anti-fraud measures and systems.

How to avoid it: Do background checks on every potential employee. Have managers closely monitor time sheets and use secure automated payroll services.

### **2. Asset Misappropriation/Skimming**

Asset misappropriation is one of the most common types of business fraud, but it is also one of the easiest to spot. Watching out for forged checks, missing

inventory and accounts that simply don't add up is key to identifying asset misappropriation. You could also fall victim to skimming, which is the act of taking money from either a customer or the company without recording the transaction.

How to avoid it: Rotate cash-handling staff and do not entrust all financial tasks to one employee.

### **3. Invoice Fraud Schemes**

This type of fraud happens when the fraudster (often an employee in sales or accounting) creates fake invoices to steal money from the business. This could mean invoicing for products and services that were never bought, creating a fake supplier/shell company to funnel the money to, or awarding over-inflated contracts to personal friends and family.

How to avoid it: Cross-check every invoice with actual goods and services purchased. Do comprehensive background checks before approving a new supplier.

### **4. Financial Statement Fraud**

Financial statement fraud involves fudging important numbers like sales, revenues, assets and liabilities. Usually, this is done to dupe investors or the public, manipulate stock or increase bonuses. While this is one of the rarer kinds of business fraud, it is also one of the most damaging.

How to avoid it: Delegate different accounting functions to different employees. Closely examine financial statements for inconsistencies or inaccurate information before publishing.



## 5. Tax Fraud

Tax fraud (also known as tax evasion) is a type of fraud that happens when an individual or company's earnings and expenses are misreported to the IRS, often to take advantage of lower tax brackets and special exemptions. How to avoid it: Do not over-report expenses or under-report earnings. File your taxes completely, accurately and on time.

## 6. Data, Intellectual Property and Identity Theft

A lot of businesses handle sensitive information, whether personal data or intellectual property (IP). IP theft can damage your business if an employee leaks trade secrets and patents to your competitors. Identity theft can hurt your reputation due to lower customer trust.

How to avoid it: Restrict access to high-level documents. Have a security policy in place for the classification and handling of sensitive information.

## 7. Insurance and Banking Fraud

Most companies offer health insurance or workers' compensation to their employees. Sadly, there are employees who try to profit off insurance by filing false claims or lying about injuries and illnesses, resulting in higher premiums and more out-of-pocket expenses for small business owners.

How to avoid it: Be strict about the requirements for filing insurance claims/workers' compensation. Check all submitted documents to ensure they're real.

## 8. Money Fraud

Money fraud is a type of fraud where a customer uses fake bills to make a real purchase. If you don't check

regularly, you won't notice the notes are counterfeit until it's too late.

How to avoid it: Train cash-handling employees on how to check for counterfeit bank notes. Invest in a counterfeit money detector if you handle large amounts of cash regularly.

## 9. Return Fraud

Many retail businesses have some sort of return, refund or exchange policy that allows customers to send back defective items. Some people take advantage of this by lying about purchases, returning stolen goods, stealing receipts, or using items and then returning them before the return period is up to get their money back.

How to avoid it: Require receipts for all returns and exchanges. In the case of refunds, give store credit instead of cash.

## 10. Bribery and Corruption

Bribery and corruption encompass a variety of practices such as skimming/getting kickbacks from projects, using money to influence major company decisions, and manipulating contracts to favor some people over others.

How to avoid it: Implement stricter compliance programs and gifting guidelines. Conduct due diligence with all employees, management and third-party vendors.

### Other Fraud Risk Protection Tips

- Make fraud reporting a part of your company culture. Encourage people to report red flags via a safe, anonymous anti-fraud hotline.
- Have specific and comprehensive anti-fraud, anti-bribery and anti-corruption company policies. Make sure your policies have teeth by implementing the policy and enforcing consequences when an employee violates the agreement.
- Do surprise audits and inspections regularly. Regular checkups can help you spot fraudulent behavior and mitigate the damage immediately.

### Protect Your Business Against Fraud Schemes

No matter the niche or industry, all businesses are vulnerable to fraud if they don't know how the different kinds of fraud manifest. Once you know what to look out for, you can start the all-important work of creating more effective security measures and mitigating fraud risk in your day-to-day operations.

Source: <https://www.freshbooks.com/hub/leadership/protect-your-business-10-types-of-business-fraud-to-look-out-for> 📌

**PARKING YOUR WAY**  
ParkRiverside

**DOWNTOWN RIVERSIDE PARKING**

**IMPROVED PARKING SERVICES & EXPERIENCE**

The new rates and hours schedule effective July 1, 2023 include reinvestment back into parking facility maintenance, operations, and robust parking programs to improve customer services and experience.

**CITY GARAGES**  
24 hours a day, 7 days a week  
\$1.25 every 30 minutes  
\$15.00 daily maximum (all garages)

**CITY LOTS**  
Monday through Friday\*  
\$1.50 every 30 minutes  
8 a.m. to 7 p.m.  
7 a.m. to 7 p.m. (Justice Center only)  
\*Saturdays, City holidays

**ON-STREET PARKING**  
Monday through Friday\*  
\$1.50 every 30 minutes  
8 a.m. to 7 p.m.  
7 a.m. to 7 p.m. (Justice Center only)  
\*Saturdays, City holidays

**NEW AND IMPROVED**

- SECURITY**  
24/7 Parking Garage Security
- CLEANLINESS**  
Monthly Garage Power Washing  
Weekly Garage Street Power Washing
- MAINTENANCE**  
Improved Garage Maintenance  
State of the Art Garage Equipment Upgrades

Download the **Park Riverside App** for **FREE Parking**  
Restrictions Apply

**CITY OF RIVERSIDE**  
For more information on all parking programs, visit [RiversideCA.gov/Parking](https://RiversideCA.gov/Parking)

## RDP Welcomes New Businesses to Downtown

4418 University (Property Rental)

Blanca Hall (Property Rental)

IIMCO Enterprises LLC (Business Services)

Leonor Lara Leon (Misc. Retail)

Shrimp Shack Fusion (Food)

SoCal Prop Investments (Real Estate)



3666 University Avenue  
Suite 100  
Riverside, CA 92501

Ph.: (951) 781-7335  
Fax: (951) 781-6951  
Email: [rdpoffice@sbcglobal.net](mailto:rdpoffice@sbcglobal.net)  
[www.RiversideDowntown.org](http://www.RiversideDowntown.org)

**Submit press releases to:**  
Janice Penner by email at  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)  
or fax at (951) 781-6951.

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

**For Downtown News Alerts email**  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)

**For Events email**  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



RDP Facebook Page

ADDRESS SERVICE REQUESTED



#### 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 Percy, Secretary  
Andrew Walcker  
Lou Monville  
Philip Makhoul  
Randall Hord

##### **Directors**

Chuck Beaty	FeRita Carter
Bryan Crawford	Cherie Crutcher
Jesse De La Cruz	Rachael Dzikonski
Jean Eiselein	Damian Fussell
Jeff Greene	Joseph Guzzetta
Amy Hoyt	Collette Lee
AJ Lincon	Stan Morrison
Robert Nagle	Joe Ramos
Sergio San Martin	Sherry Shimshock
Justin Tracy	

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

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

**SUMMER FUN**  
**CONCERTS IN THE PARK**

**WEDNESDAYS**  
6 - 9 P.M.

**FAIRMOUNT PARK | 2601 FAIRMOUNT BLVD.**  
**LIVE ENTERTAINMENT | FOOD VENDORS | BEER GARDEN**  
BEER GARDEN HOSTED BY THE RIVERSIDE COMMUNITY SERVICES FOUNDATION

**JUNE 21 | STONE SOUL - MOTOWN**  
**JUNE 28 | 80'S ALL STARS - 80'S THROWBACK**  
**JULY 12 | C4 - TOP 40/ VARIETY**  
**JULY 19 | BRENT PAYNE - COUNTRY**  
**JULY 26 | THE HODADS - TOP 40/VARIETY**

@RIVPARKS  
HELLO RIVERSIDE PARKS

CITY OF RIVERSIDE  
PARK RECREATION AND COMMUNITY SERVICES

Riverside  
COMMUNITY SERVICES FOUNDATION