

Downtown is
Calling

Good
Times
Await



June 2023

RDB Bulletin

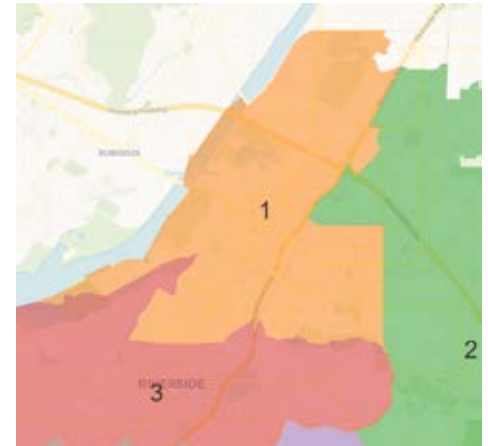
Riverside Downtown Business Improvement District

Reshape Riverside Effort Concludes with New City Council Boundaries

The City Council approved new City Council ward boundaries on March 28th, completing the eight-month Reshape Riverside process that included numerous community meetings and extensive public input. The final approved map can be found at <https://redistrictingpartners.com/wp-content/uploads/2023/03/City-of-Riverside-Final-Map-1.html>

“This process has been comprehensive, with extensive community input,” Mayor Patricia Lock Dawson said. “In the end, we came up with a map that does the best job possible in balancing the community’s needs and desires.”

Several potential final maps were considered from a batch of more than a dozen possible maps that had been proposed by individuals, community groups, and the city’s consultant, Redistricting Partners. The final map was chosen because the City Council thought it was the best option for complying with the Fair Maps Act and reflecting Communities of Interest testimony that was received during the Reshape Riverside process. “The community engaged for nearly a year and spoke through the Reshape Riverside process, and this map reflects that,” Mayor Pro Tem Clarissa Cervantes said. “The City Council



greatly appreciates the effort and thoughtful comments that helped us get to this point.”

The new map will determine the boundaries for City Council elections in wards 1, 3, 5 and 7 in March and November of 2024. An ordinance formalizing the changes is expected to come back to the City Council for its approval in about a month. Adoption will follow a second reading of the ordinance, which typically occurs at the next meeting following initial approval. More information can be found at reshaperiverside.com.

Source: from <https://riversideca.gov/press/reshape-riverside-effort-concludes-new-city-council-boundaries>

Parking Programs Coming July 1

The Downtown 24/7 Permit Program and the Discounted Employee Permit Program (DEPP) are part of the new downtown parking program changes taking effect on July 1, 2023. Applications for both programs will be available at <https://parkatriverside.com/> or at Parking Concepts Inc. located at 3750 Market Street. Those with questions can call 951-682-3167. Both programs require the 12 hour parking window to be initiated on the Park Riverside app for lots and

garages or License Plate Reader for garages.

The Downtown 24/7 Permit Program is available to downtown residents, downtown businesses, and downtown employees located within the area bounded by 3rd Street to the north, 14th Street to the south, Mulberry Street to the east, and Brockton Avenue to the west. The permit provides 12 hours of parking every day in garages 1, 2, 3, 6, or 7, or lots 1, 3, 12, 16, 19, 27, 33, or Main Library (subject

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Join us for the RDP luncheon at

Noon on Tuesday, June 27, 2023

at the Hyatt Riverside featuring

City Manager Mike Futrell.

Call the RDP office at 951-781-7335

for reservations.



Supervisor's Message

Contributed by Supervisor Kevin Jeffries



A quick recap of issues and items of Interest: Animals & Technology -

Local governments are facing statewide mandates to start converting their automotive fleets to electric vehicles. One of the many challenges for our

Department of Animal Services is that the special utility trucks they utilize require specialized air conditioning systems to keep captured animals cool and safe while being transported to regional animal shelter facilities (in a county as large as ours, that can be a very long ride). With the on-board air conditioning essentially running full time, the electric truck would quickly drain the battery system and potentially endanger the animals. Unfortunately, unlike emergency response vehicles, there is NO exemption for animal control trucks. Stay tuned because this is just one of many Red Flags as these regulations kick in.

Labor Shortages Hit Emergency Services – There has been an ongoing problem involving staffing shortages and long response delays with our contract (paramedic) ambulance provider for our county and nearly every city. Preliminary reports indicate that the situation is still NOT improving. County and City fire engines (with firefighter paramedic staffing) are still having to be placed out of service because the ambulance is not showing up to

serious emergencies with a paramedic on board. This causes the fire department paramedic to un-staff the fire engine and move over to the ambulance, and then travel to the hospital and remain with the patient until the hospital can find a bed and admit them (which is often a significant delay at some hospitals). Our Emergency Management Department is working on a variety of efforts to help fix this.

Full Court Press Update #2 – You may recall the large number of criminal cases that were being dismissed in Riverside County because of a lack of Judges (and court rooms) to hear the cases, and that State Senator Richard Roth had introduced SB-75 to help the Inland Empire gain more judges. Our local ratio of judicial officers per 100,000 residents is 3.4, compared to a statewide average 11.4. SB 75 is currently on the Consent Calendar and should pass the floor of the Senate this week.

Buildings For Sale – Riverside County recently had an auction for surplus properties it owned throughout the County. Surprisingly, three of those buildings located in the Downtown Area did not sell. The property at 4001 Main Street, Riverside (Provident Bank Building) did subsequently receive a full price offer and will be before the Board of Supervisors shortly, but while 4200 Orange Street and 3133 Mission Inn Avenue have both received a lot of interest, they have not yet sold. 🏠

Mayor's Message - I want to hear from you!



As we head into summer, Downtown Riverside is bustling with excitement—new businesses are opening, special events are near-daily and new residents moving into The Mark and Mission Heritage Plaza create the

next wave of live/work/play in the historic core.

It is not lost on me that our business community is the backbone of what makes Downtown work. You see the day-to-day challenges and success of Downtown in an acute way. While my team and I work in Downtown and regularly frequent many of your businesses, we admit that we do not know it all or have all the answers to every challenge. That is why this month I write

Contributed by Mayor Patricia Lock Dawson

this message seeking your ideas on how to make Downtown a better place for you and your customers. The challenges we face I am well aware of, and we are utilizing every tool in our toolbox to make progress, but I know there is sure to be an idea or method out there that you have thought “Why doesn't the City do this or that?” Here is your opportunity to share that with me and the City team. Share with me your ideas and solutions to homelessness, infrastructure, beautification, economic development and more by emailing me at 2Mayor@RiversideCA.gov.


A few highlights and follow-up on previous projects:

- The historic Riverside mural on the back of the Loring Building (Citizens Business Bank) was paused for a couple months but will be starting back up again in mid-June.

continued on next page

- The California native plants installed along the Main Street Mall are thriving. Some more were added to the planter pots along the Mall late last month. Signage explaining the planting is currently in fabrication.
- Interpretive panels now wrap the storefront windows of the building across from the historic courthouse. These panels explain the history of

the courthouse and were funded by the County of Riverside. The building is utilized by the court system.

- Following a fire at the former Utilities Plaza building at Orange and 5th Streets, the City is moving forward with an expedited demolition of the building. This is the site of a future parking structure. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

Summer is off to a busy start in Downtown and at City Hall. The annual Juneteenth Celebration returns to Fairmount Park on Saturday, June 17th from 1 pm to 6 pm.

Breaking news: the Riverside Art Museum was just awarded the 2023 National Medal for Museum and Library Service for its community work around The Cheech. Coming on the heels of this feat is the one-year anniversary of The Cheech's opening. Celebrate this milestone for Downtown with Pura Pachanga, a free community art festival along Mission Inn Avenue happening from 12 pm to 7 pm on June 18th.

On June 23rd, Habitat for Humanity holds the grand opening for the Mulberry Villages at 10 pm. Pride Month ends on a strong note as TruEvolution hosts the grand opening of Project Legacy on June 30th, bringing 49 units of supportive housing for homeless LGBTQ+ and HIV-positive people.


There's more action at the City Council Dais—don't miss out on the following conversations.

- On June 12th at 6:30 pm, the Riverside Public Utilities Board will discuss commercial and residential electric and water utility rate increases.
- On June 13th, City Council will discuss allocating \$6.4 million in Measure Z funds towards deferred park maintenance and allocating Measure Z funds of

\$3,500,000 annually beginning Fiscal Year 2024-2025 for parks facilities

- The discussion on electric, water, and solid waste rate increases continues at the City Council on June 20th. Check engageriverside.com for the agenda and discussion time.
- The City Council will vote on an amendment to the Management and Operations Agreement with Raincross Hospitality Corporation for the Riverside Convention & Visitors Bureau and Riverside Sports Commission on June 20th on the evening consent calendar.
- Budget season reaches its end: the public hearing to adopt the 2023/2024 amended budget takes place on June 27th at 6:15 pm.

I look forward to hearing from you--contact me with your questions and ideas at 951-783-7811 or EEwards@RiversideCA.gov.

*Get all agendas and meeting information at engageriverside.com. Keep an eye out for the master meeting calendar at <https://www.riversideca.gov/cityclerk/government-meetings> 



Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Happy Summer Riverside!

New Small Business Highlight - Estrella Taqueria Lounge: Congratulations to the McGuire family on their launch and successful grand opening of yet another restaurant in our city's Downtown! The restaurant is located next door to their bar and nightclub, The Downtown Experiment (DTE). Nestled in between the beloved Dragon Marsh, the Estrella Taqueria Lounge brings a new experience of dining and cuisine to our community, paired with specialty tastings and future events.

Thank you to the McGuires for your continued investment into our community, and service to the

residents through your work with the Miracles and Dreams Foundation. Visit their new restaurant at 3635 University Avenue, Riverside, now open Tuesday through Sunday, from 5 pm to 11pm.

Congratulations to all the graduating seniors and high school students across the City!

Wishing you a cool and fun summer!


Councilmember Cervantes



PARKING from page 1

to availability by location). Applications must be submitted in person to Parking Concepts Inc. with a Government issued application card, current vehicle registration to confirm the vehicle on the account, and a current utility bill, business tax license, or employer verification to confirm location of employment. Permit holders must comply with the program terms and conditions listed on the application form. The cost of the permit is \$115 per month and eligibility must be confirmed monthly.

The Discounted Employee Permit Program is similar to the Downtown 24/7 Program in that it allows 12 hours of parking every day in garages 1, 2, 3, 6, or 7, or lots 1, 3, 12, 16, 19, 27, 33, or Main Library (subject to availability by location). However, eligibility is restricted to full-time or part-time

employees, interns, or volunteers earning less than \$24 per hour or \$49,920 per year and working in an establishment located within the area bounded by 3rd Street to the north, 14th Street to the south, Mulberry Street to the east, and Brockton Avenue to the west. Applications must be submitted in person to Parking Concepts Inc. with a Government issued application card, current vehicle registration to confirm the vehicle on the account, and a current paycheck stub and copy of most recent W2. Permit holders must comply with the program terms and conditions listed on the application form. The cost of the permit is \$24 per month and eligibility must be confirmed monthly. 

Arts Corner - Riverside Artswalk - Artist Spotlight: Pablo Damas

Contributed by Rachael Dzikonski, Executive Director – Riverside Arts Council

Riverside Artswalk is picking up this season and continuing to expand. Artists on Main is expanding to 5th Street, now allowing room for over 100 artist vendors. Live entertainment has been gracing the Benjamin Franklin Stage on 9th and Main Streets, and with the addition of the new block, there will be room for more entertainment near the Riverside Convention Center. The galleries and museums have been busy as well, installing new exhibitions and showcasing the work of so many incredible artists, such as Pablo Damas at Division 9 Gallery.


Pablo Damas is a multidisciplinary artist who was raised in La Puente. He has been creating art since he was 8 years old and began exhibiting his artwork in Riverside in the early 2000's. Pablo currently works as a graphic designer and artist while continuing to exhibit his work at various galleries and museums in SoCal, including the Museum of Latin American Art in Long Beach, the Riverside Art Museum, and was part of the community gallery exhibit at The Cheech from June 2022 to January 2023. Pablo's graphic design work has been featured on apparel worn on various T.V. shows and movies, as well as worn by popular musical artists on stage during concerts. Between painting commissions, murals, original art for shows, and working on various graphic design projects, he is now sustaining himself and his son through art.

Now that his art is his career, Pablo feels lucky to have Cosme Cordova of Division 9 Gallery inviting him to different events that the city and other organizations host, such as an exhibit at The Cheech in the Altura Community Gallery. He also was able to create a live painting at the gala for The Cheech last year for their festival, and has also been a part of different exhibitions at the Riverside Art Museum. Pablo has been a part of the Riverside Day of the Dead event for about a decade, and has art on display at Division 9 for various art shows. Pablo has also painted



live at the Tamale Festival, the Amo Frida event and other pop-ups that have happened throughout the City of Riverside.

Pablo believes that he is lucky that all his work involves art because his art does so much for him. Pablo's ultimate goal would be to continue to create and be able to comfortably support himself and his family through his artwork. He also hopes that once he has passed away, that he has left a story behind that Netflix or similar entity will make a series about.

For more information, please visit www.riversideartswalk.com, [@riversideartswalk](https://www.instagram.com/riversideartswalk) or Pablo Damas [@sickdotone](https://www.instagram.com/sickdotone) or www.pablodamas.com. 

BUSINESS BUZZ

10 Unexpected Ways Facebook Is Good for Your Business

by Bennett Conlin

Facebook is the largest and most-used social media network. Are you taking advantage of everything it offers your business?

- Facebook is the largest and most recognized social media network worldwide, making it an excellent entry point for businesses looking to develop their social media strategy.
- Of all the social networks, Facebook exposes your business to the broadest audience and offers the most comprehensive set of business tools.
- Facebook's business tools help you build your online brand, create meaningful connections with customers and potential employees, and increase overall productivity.
- **This article is for small business owners who want to generate brand awareness and create meaningful connections through Facebook.**

In recent years, some studies have shown that Facebook can be detrimental to mental health. While spending too much time on the social networking site can be harmful – and the company has historically been terrible at protecting your data – Facebook does have some redeeming qualities for businesses and professionals, especially when used in moderation. In fact, Facebook is one of the best ways to use social media for your business.

Here are 10 ways Facebook can benefit your business and career.

1. Facebook can help build your online brand.

Your online presence is more important than ever as consumer interest in mobile and social media shopping continues to grow, and Facebook may be your best opportunity to get in front of customers near and far.

With Facebook's over 2.9 billion monthly users, according to Statista, no other social network can offer your business a matching level of potential exposure. As the largest and first social media network to achieve mainstream success, Facebook offers the most integration tools compared to other platforms, including follow buttons, account logins and photo sharing. These tools can lead customers back to your business website and other online content you want to highlight. Facebook's reach and structure make it the most useful platform if you want to reach an older demographic.

2. Facebook forms professional bonds between competitors.

One of Facebook's overarching goals is connecting people, whether it's old friends, current acquaintances or those looking to meet new people. While not every interaction on Facebook is helpful, there are specific instances when its sheer number of users can be beneficial.

Jo Trizila, President and CEO of TrizCom Public Relations, uses Facebook for business and personal improvement. Trizila joined a group of fellow PR professionals in the

Dallas area. The group members, who agreed not to steal business from each other, collaborate by sharing tips and advice, such as what reporters to pitch to, insurance policies to consider, and software to implement. All information shared with the group stays in the group. "It truly has been a blessing to meet, collaborate and share thought leadership with my colleagues," Trizila said. These PR professionals put their egos aside to help each other and improve the quality of the PR industry in the Dallas area.

3. Facebook can change preconceptions.

Certain careers carry negative stereotypes. People working as lawyers, politicians or used car salespeople can be seen as dishonest just because of their job. Facebook can help defeat these stereotypes.

"Attorneys are often seen as distant and a bit aloof from the general public," said Kevin Patrick, owner and founder of Kevin Patrick Law LLC. "To me, though, the key to developing business is making a personal connection. People want to feel like they are human and not just a case number. Facebook has been a great way of making those personal connections." Patrick posts content that differs from most law firms. Because he shows who he is and who his employees are, potential customers are more willing to work with the company. "For example, my law firm page doesn't include the typical '10 things to do if you have been in a car accident,' but rather, we focus our posts on ways we have served the community, such as making meals for the homeless and other volunteer activities," Patrick said. "For one, it's the right thing to do, and two, it has helped create a level of trust, and it leads to new cases."

4. Facebook can help you find top job candidates.

While a problematic social media persona may eliminate some candidates, Facebook provides direct access to everyone who follows your brand. This visibility can attract the best potential employees to your company.

Post job openings on your Facebook Business Page so people who would be excited to work for your company are the first to know there's an opportunity to join. If they aren't looking for work, they can use the "like" and "share" features to notify other qualified candidates who might be interested.

Regularly monitoring your Facebook Page can also help you adopt a more focused, proactive recruiting strategy. Check to see which customers engage positively with your brand. Do they post pictures or posts that showcase your product and service? Do your homework and reach out; you might convert a passionate fan into one of your best assets.

5. Facebook can increase productivity.

While many argue that social media networks only distract employees, the opposite may be true. When employees

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***BUSINESS BUZZ* from previous page**

take breaks to do something that interests them, they tend to be happier and more productive. If employees enjoy a quick break to check the Facebook News Feed and feel more connected to friends and family, they may be more relaxed and focused when they get back to work.

“Short and unobtrusive breaks, such as a quick surf on the internet, enables the mind to rest itself, leading to a higher net total concentration for a day’s work and, as a result, increased productivity,” said Brent Coker, researcher and lecturer in the management and marketing department at the University of Melbourne.

6. Facebook facilitates lead generation.

Facebook implements lead generation templates directly into its Ads Manager, the portal and hub for creating Facebook ads. These ads can send customers automated messages through Facebook Messenger and then analyze the response, helping you discover what the customer wants in a relatively straightforward process.

For small businesses, this tool is a helpful asset for generating leads without constantly monitoring Messenger or Facebook on the desktop and responding to spam accounts or soft leads.

The automated conversations make it easier for companies to connect to target customers, understand their interests, build an email marketing contact list, and convert prospects into paying clients.

7. Facebook’s Book Now tool makes appointment scheduling easy.

Another key feature on Facebook for small businesses is its Book Now appointment-booking tool. Book Now can integrate with a business’s calendar system and help customers book appointment times or demos when they’re available.

If customers schedule appointments through Facebook, assuming the calendar is accurate, this process can save companies time by reducing the number of phone calls to book appointments or time spent monitoring an online booking system. A handful of automated messages can make the process more straightforward than someone manually scheduling appointments.

After customers book their appointment, they’ll receive a calendar invite and information, directions, and instructions.

When using Facebook’s appointment-scheduling feature, keep it up to date with any other scheduling application you have, such as Microsoft Bookings, to avoid the risk of double bookings.

8. Facebook’s keyword search function helps you find people or content.

Facebook’s keyword search feature makes it easier and faster to find the most relevant content when you need it. It lets you search all types of posts – status updates, photos, videos, news articles and more – using simple keywords, just as you would for a Google search.

To find information on a person, business, event or subject, users type in a simple keyword or phrase, and relevant information will appear. This process makes finding information on a business partner or network connection easier, even if you only have limited information.

9. Facebook offers digital marketing and conversion rate optimization.

Facebook helps users contact and get information directly from businesses through a series of specific buttons on Facebook ads. These features help users communicate directly with small businesses in as little time as possible.

From a business perspective, these features allow companies to expand their reach to new clients, making it easier to convert them with the click of a button. With buttons, businesses can customize their call to action (CTA) based on their communication styles and conversion goals. These CTA buttons include Call Now, Get Directions, Send Messages and Shop Now, among many others.

10. Facebook Pay makes it easy to get started with e-commerce.

If you want to start selling online through a Facebook shop, Facebook Pay is a straightforward way to jump into e-commerce and start accepting payments. When you sign up for Facebook Pay, it’s easy to link it to your Facebook shop and include it in your payment arsenal.

Anyone with a Facebook account can use Facebook Pay on Facebook, Messenger, or Instagram to buy almost any type of goods and services. When your shop offers Facebook Pay, you’ll have access to many customers and give them an easy way to pay and a speedy checkout process. Facebook Pay is free to use for consumers and businesses.

Why Facebook is valuable to businesses

Facebook is a social media networking site that allows users to connect with friends, family, co-workers, and others, including groups of people who share similar interests. Users can share pictures, videos, articles, and opinions with their friends.

To get the most benefit from Facebook, business owners should understand how it differs from other social networks. When social media networks were first launched, they focused on individual expression. However, Facebook prioritized relationship-building to foster an interconnected online community.

A Facebook Business Page can be an effective small business marketing tool. Here are some of its benefits.

- **Connections:** Businesses can connect with their customers and target audiences to share updates on hours, sales and promotions, new product offerings, pictures of merchandise, and more.
- **Easy notifications and sharing:** People who follow your Page receive an instant notification when you post new content. With one click, they can share it with people in their network or a select group of friends.
- **Messaging:** Customers and followers can comment on your posts and Page and send you direct messages.
- **Customer engagement:** A Facebook Page can help boost customer engagement. Engaging with followers and answering their questions can immediately elevate a prospective shopper into a loyal customer.
- **Visibility:** Even followers of your brand who don’t share your updates are public endorsers because their connections can see the brands they follow.

Other social networks may have different purposes. For example, Twitter lets businesses share news or short written blurbs of up to 240 characters. However, Facebook has developed the broadest set of business and networking features. Its feature set exposes businesses to a massive

community of consumers and allows brands to engage with shoppers in unique ways.

Source: <https://www.businessnewsdaily.com/2534-facebook-benefits.html>



SECURITY CORNER

Business Email Compromise Tactics Used to Facilitate the Acquisition of Commodities and Defrauding Vendors

The FBI warns the public of criminal actors using Business Email Compromise (BEC) schemes to facilitate the acquisition of a wide range of commodities. BEC is one of the most financially damaging online crimes. It exploits the fact that so many of us rely on email to conduct business—both personal and professional.

In many BEC scams, criminals send an email message that appears to come from a known source making a legitimate request. You can find more information on BEC from PSA I-050422-PSA or from <https://www.fbi.gov/how-we-can-help-you/safety-resources/scams-and-safety/common-scams-and-crimes/business-email-compromise>.

METHODOLOGY

Criminal actors impersonate the email domains of legitimate U.S.-based companies using spoofed email domain addresses and the display names of current or former company employees, as well as fictitious names to initiate the bulk purchase of goods from vendors across the U.S. As a result, email messages sent to vendors appear to come from known sources of business. Thus, victimized vendors assume they are conducting legitimate business transactions fulfilling the purchase orders for distribution.

To further delay the discovery of the fraud, criminal actors apply and are often granted credit repayment terms known as Net-30 and Net-60 terms, providing fake credit references and fraudulent W-9 forms to vendors. The repayment terms allow criminal actors to initiate additional purchase orders without providing upfront payment.

Victimized vendors ultimately discover the fraud after attempts to collect payment are unsuccessful or after contacting the company they believed had initially placed the purchase order, only to be notified that the source of the emails was fraudulent.

Criminal actors continue to target and acquire a variety of commercially available goods, including:

- Construction Materials
- Agricultural Supplies
- Computer Technology Hardware
- Solar Energy Products

TIPS TO PROTECT YOURSELF

To reduce the chances of becoming a victim, individuals/vendors are advised to verify the source of the email by:

- Directly calling a business's main phone line to confirm the identity and employment status of the

email originator, rather than calling numbers provided via email contact

- Ensuring the email domain address is associated with the business it claims to be from
- Do not click on any links provided in emails, instead, type in the URL/domain of the source directly

Actual Email Domain	Spoofed Email Domain
@company.com	@co-pany.com
	@company-usa.com
	@companygroup.com
	@companygroupinc.com
	@companyengineering.com
	@companiesengineering.com

VICTIM REPORTING

If you believe your company has been the victim of a BEC, please file a report with the FBI Internet Crime Complaint Center at www.ic3.gov.

Be sure to include:

- Subject names, phone numbers, and email addresses.
- Transaction information if available.
- Any domains utilized in the fraud.

For security purposes, no attachments or files can be provided.

Source: <https://www.ic3.gov/Media/Y2023/PSA230324>



RDP Welcomes New Businesses to Downtown

Assure Behavioral Services (Counseling)

Cory's Upcycle (Antiques)

Craftz Lounge (Food)

Dazzle Me Nail Lounge (Nail, Skin Care)

Estrella Taqueria Lounge (Food)

RIV (Food)

Riverside Breath and Bodyworks (Personal Care)

South Made (Apparel, Accessories)

Too Simple Inc. (Consulting)

Victoria Community Counselling LCSWC



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

For Downtown News Alerts email Janice@riversidedowntown.org

For Events email Janice@riversidedowntown.org.



RDP Facebook Page

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**FIREWORKS
ARE ILLEGAL
IN THE CITY OF RIVERSIDE**

**MINIMUM
FINE: \$1,000**

For family-friendly activities, visit
RiversideCA.gov/Calendar