

Downtown is
Calling

Good
Times
Await



March 2024

RDB Bulletin

Riverside Downtown Business Improvement District

Spring Clean-up Ahead!

RDP is partnering with the Arlington Business Partnership (ABP) and Keep Riverside Clean and Beautiful (KRCB) on a Spring Clean-up on Saturday, March 16, 2024 from 8 am to 10 am. In downtown, the area to be cleaned will be University to Mission Inn, Orange to Market, and Main from City Hall to

5th Street. Staging will be at City Hall, 3900 Main Street at 8 am.

All downtown businesses are encouraged to "clean-up" by their business that day. Free clean-up kits will be provided by KRCB to any downtown business interested in participating. Call the RDP office at 951-781-7335 for a kit and get ready to 'Clean-up'! 🏠

In This Issue:

Spring Clean-up Ahead!

RDP Recognizes Downtown Achievements on March 20th

Mayor's Ball for the Arts Returns

9th Annual Riverside Arts Market

Coming in April

Supervisor's Message: Kevin's Corner

Mayor's Message: Mayor's Public Safety Neighborhood Tour

Council Corner: Ward 1

Arts Corner: Artist Spotlight:
Ashley Wright

Business Buzz: How to Target Older Demographics With Social Media Marketing

Security Corner: Many Businesses Fail to Use Data Security Software — at Their Own Peril

No RDP luncheon in March due to Annual

Meeting and Awards Ceremony

Next Luncheon is April 23rd – look for speaker and location in April Bulletin



RDP Recognizes Downtown Achievements on March 20th

The Riverside Downtown Partnership (RDP) will host its 36th Annual Meeting and Awards Ceremony on Wednesday, March 20, 2024 at the Historic Mission Inn Hotel and Spa. Award recipients will be Dwight Tate for the Roy Hord 'Volunteer of the Year' Award, The Cheech Marin Center for Chicano Arts and Culture for the Arts and Culture Award, the Riverside Convention Center for the Business Activity Award, the Riverside Insect Fair for the Downtown Event Award, the Civil Rights Institute of Inland Southern California for the Downtown Improvement Award, and Project Connect for the Safety and Security Award. There will be a Special Chair's Recognition of Multi-Housing District Patrol for security services provided during the pandemic. David St. Pierre will be recognized posthumously

with the Chair's Award in consideration of his many contributions to Riverside prior to his passing.

The RDP Annual Meeting and Awards Ceremony begins with a no-host reception at 5:30 pm, followed by dinner at 6:30 pm, the awards ceremony at 7 pm, and then recognition of RDP Board members. Tickets are \$155 per person and \$1,500 for a table of ten. Meal options will be Beef, Chicken, or Vegetarian/Vegan. Call 951-781-7335 for reservations.

RDP is still looking for donated items such as tickets, gift certificates, and gift baskets for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards Ceremony. To sponsor or donate, contact the RDP Office at 951-781-7335. 🏠


Mayor's Ball for the Arts Returns

On March 23, 2024 the Mayor's Ball for the Arts returns with a fresh new look and purpose. The event will showcase and honor the hardworking, dedicated, and talented artists who have made an impact in our community over the past year. Artists nominated and voted for by the public will receive their award

at the event where the winners will be announced. The event will also include a silent auction with incredible artworks created by local artists. With food, drinks, and entertainment, it's an event not to be missed. (see ad on back cover) 🏠

9th Annual Riverside Arts Market Coming in April

The Art Alliance of the Riverside Art Museum is pleased to announce its 9th Annual Riverside Art Market! Admission is FREE. The event will be held on Saturday, April 13th from 10 am to 4 pm. It will feature 100 artist/artisan vendors, FREE crafts for children, entertainment, art demonstrations, beer and

wine, and a silent auction. Additionally, a drawing for a Paulden Evans painting will be held. It will be located at the beautiful and historic White Park in downtown Riverside. The Art Market provides a great opportunity for the community to interact with local artists. It's a fun event for the whole family. 

Supervisor's Message – Kevin's Corner

Contributed by Supervisor Kevin Jeffries




Help Wanted: Riverside County Supervisor— I am retiring from the Board of Supervisors at the end of this year, so the people of the 1st District are being asked to begin the hiring process to replace me. This new hire will be required to oversee the government operations of a County with almost 2.5 million people spread across 7300 square miles of territory,

from Corona to the Arizona State Line, making it the 4th largest County by population in the State, and 10th largest in the nation—larger than 15 other entire states. We employ about 22,000 workers in 35 departments and agencies that range from janitors to counselors to engineers to accountants to deputies to attorneys to heavy equipment operators to literal brain surgeons.

Paying all those people requires a very large budget—\$8.6 billion this fiscal year. Most of how that money is spent is actually dictated by the state and federal governments, but we are held responsible for all of it. The good news is, that unlike the State of California, who is now facing a \$73 billion deficit, we are still experiencing higher than expected revenues (our general fund budget comes mostly from property taxes and sales taxes, rather than the more volatile income taxes the state relies upon). The bad news is that labor costs are increasing quickly, and are only going to get higher, and the other bad news is historically, when the State has a budget deficit, they tend to take it out

on us, by cutting funding to programs and pushing more responsibilities on to the County—as they have previously with shifting dangerous inmates from state prisons to local jails and closing state juvenile facilities and expecting us to find new programs to replace them.

For the Cities in the new 1st District (all of Riverside, all of Perris, and about half of Jurupa Valley), this position is responsible for health and human services programs (including behavioral health, child protective services, food stamps/SNAP), funding criminal prosecutions through the elected District Attorney, funding jails operated by the elected Sheriff, and overseeing elections county-wide. For unincorporated communities of the 1st District (Highgrove, University City, Mead Valley, Good Hope, Meadowbrook and areas surrounding March Air Reserve Base), we are also responsible for roads, fire, deputies, code enforcement, animal services, and anything else that would otherwise be handled by the City.

The first round of interviews for my job will be completed on March 5th, when the voters of the 1st District will choose their preferred candidates on the same day as the state-wide primary election. If no candidate receives more than 50% of the votes, the second and final round of interviews will conclude on November 5th. The new hire will start January 1st, 2025. Choose wisely, as a lot is at stake! 

DOOR HANGERS SAME DAY & NEXT-DAY!

Put your message in the hands of potential customers with **FAST**, colorful door hangers



print
my
stuff
.com

RIVERSIDE ■ 4093 Market St ■ 951.682.2005



CORONA ■ 501 E. Sixth St ■ 951.737.1820

Mayor's Message - Mayor's Public Safety Neighborhood Tour

Contributed by Mayor Patricia Lock Dawson



I am a firm believer in bringing city hall to the people. This is why every year since I took office, I have held listening tours dedicated to bringing the conversations happening at city hall directly to your neighborhoods. Beginning with the Mayor's Big Tent Tour, and all throughout the

Coffee with the Mayor series, I heard several important interests consistently arise. This is why last month at the State of the City address, I announced the Mayor's Public Safety Neighborhood Tour, with the goal of bringing the conversation surrounding our City's public safety efforts directly to where it matters most—our neighborhoods.

Together with the Riverside Fire and Police Departments, City Attorney's Office, Councilmembers, and City Manager, we will be discussing active public safety programs and advocacy partnerships led by Riverside to inspire the change necessary for safety in our community. The tour stops will be customized to address the specific needs of each neighborhood, so if you're involved with a neighborhood group, please contact my office to schedule a stop near you. Our first meeting with the Mission Grove Neighborhood Group reaffirmed the need for more education on the challenges we are facing and the progress we have made.

It's no secret that retail theft is a major concern statewide due to policies like Proposition 47. This action passed by voters in 2014 reduced the threshold for non-violent crimes. For some non-violent property crimes like theft, this law made offenses where the value does not exceed \$950 into misdemeanors. Although this voter initiative

had good intentions to reduce over-incarceration, the unintended consequences have been felt all across the state of CA and have left businesses struggling to recover from repeated theft and crime. Coupled with the rise in homelessness, this fundamental challenge is why I support the leadership of our public safety officials Riverside Police Chief, Larry Gonzalez, and our Riverside County DA, Mike Hestrin. Under their leadership, they are working to place "The Homelessness, Drug Addiction, and Theft Reduction Act" on the upcoming November ballot to address the shortcomings with laws like Prop 47. We must take swift action and make no mistake: Riverside is leading the way.

There are other simultaneous efforts from legislators at the state level to correct the unintended consequences of this policy such as: SB 22 (Umberg) [Assures implementation in California of state and federal law mandating coverage for insured people with mental illnesses, including substance abuse disorders, that is equivalent to coverage for people with other physical illnesses], AB 1702 (Muratsuchi), AB 1990 (Carrillo), AB 1772 (Ramos) and AB 1779 (Irwin) [All four dealing with shoplifting and retail theft] to name a few. Each of these proposals tackle aspects of Prop 47 that are not working, with several of them potentially becoming ballot measures for voters to consider. As your mayor, I pledge to advocate and support more commonsense policies like these that will improve our public safety and secure our businesses. I urge you to stay informed on potential ballot measures and policy changes being proposed such as the ones listed here. More information on advocacy efforts will be shared at each of the Public Safety Neighborhood tours, I look forward to seeing you at our next stop!



COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

March is National Arts and Culture Month, and Downtown is the center of the celebration. A 2023 study of the economic and social impact of the arts in Riverside showed that nonprofit Arts and Culture audiences spend an average of \$40.85 per person, per event on things such as hotels, restaurants, retail, and more. Celebrate our robust arts community at the Mayor's Arts Ball on March 23rd at the Riverside Main Library – stay tuned for more information.

March kicks off with Election Day on March 5th — make sure you have a plan to vote. To bring the community together for a visioning session around the future of the Santa Ana River District, Parks and Rec will host a

meeting at the Fairmount Park Armory on March 14th at 5 pm.

Families will visit Downtown during the Springtime Eggstravaganza at Ryan Bonaminio Park on March 16th from 10 am to 1 pm. At the dais, City Council will review an Affordable Housing Trust Fund to help accelerate future affordable housing developments, and a Nonprofit Resilience Fund to support Riverside's nonprofits.

As always, you can reach out for any questions or ideas at EEwards@RiversideCA.gov



Arts Corner - Riverside Artswalk - Artist Spotlight: Ashley Wright

Contributed by Rachael Dzikonski, Executive Director – Riverside Arts Council



March marks the inaugural Riverside County Arts & Culture Month in which we are celebrating the arts and culture of Riverside with many incredible events, such as the return of the Mayor's Ball for the Arts. The reimagined event will recognize the artists and organizations dedicated to building our


arts community in the City. Riverside Artswalk kicks off the month with a new batch of artisan vendors and incredible new exhibitions at the galleries and museums. One of the activities that has been picking up more traction for the event is the live painters who set up by City Hall to showcase their talents to Artswalk attendees. This month's Artist Spotlight, Ashley Wright, has been one of the most consistent participants, setting up each month to work on a new painting.

Ashley has been creating since childhood, exploring many different mediums from visual to performing arts. She earned a BA in Music at the University of Redlands, and in her senior year, took her first painting class which sparked a new passion on her journey. Ashley's biggest inspiration behind her artwork is nostalgia, from her childhood and in general from a time that no longer exists. She has an ability to bring that playfulness and joy out through her artwork and share that with the world. It also

allows her to explore what it is like to preserve history and the feelings of the past. One of the first reasons that Ashley began delving into the visual arts was a way to heal from traumas and to work through these feelings in a new way. She was previously involved in music and theater and so many other activities, but visual arts became a way for her to unload all the rules and regulations and allow herself to explore who she really is.

Ashley began participating in the arts community in Riverside about two years ago, from setting up at the Riverside Art & Music Festival in the fall to Riverside Artswalk. She has also participated in events throughout the Inland Empire, such as in San Bernardino Redlands and Wrightwood. Riverside's arts community won Ashley over because she was able to exhibit her artwork from the moment she stepped foot in Riverside. She sees how much this community loves arts and culture and was swept away by it. Artists of any caliber can find opportunities to participate in events and grow as artists, and it is also a great community for artists to get to know each other.

When you find yourself at Riverside Artswalk, check out the talented Ashley Wright on Main Street showing off her skills with a paintbrush!

For more information about Ashley and her artwork, visit [@artbyashleywright](#) on IG or [ashleywrightart.com](#). For more information on Riverside Artswalk visit [www.riversideartswalk.com](#) or [@riversideartswalk](#) on IG 

BUSINESS BUZZ

How to Target Older Demographics With Social Media Marketing

by Natalie Hamingson

Today's marketers often 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. Read ahead for the best social media strategies to reach older adults, including tips for using the most popular platforms.

6 tips for marketing to older adults

Businesses can use social media to market specifically to older demographics. Here are a few tips to maximize your efforts:

1. **Use appropriate language:** Besides avoiding crude or suggestive language, use words and phrasing that a large audience will appreciate. When specifically targeting older demographics,

avoid using jargon or slang that only millennials or Gen Z would understand. Instead, 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" older adults into buying a product or service, particularly regarding their health and safety. However, older adults use digital tools and social media to remain independent and connected to loved ones. It's no longer appropriate or relevant to use isolation to prey on older demographics. As you develop your marketing messaging, steer your language away from fear.
3. **Market on multiple channels:** Don't limit your marketing to one platform. Use multiple channels to reach as many people as possible. Older demographics typically use various channels. Some

continued on page 5

may focus on one social platform while others have a presence on many social media apps. Tailoring your message to each social channel is crucial. For example, use eye-catching images on all channels but write different marketing copy for each platform.

4. **Be clear about what you want:** Do you want your target customers to sign up for an email newsletter, register for a free trial or call your business for more information? Know precisely what you want your older demographic audience to do. Your call to action is a vital part of your marketing strategy and will be essential to any campaign's success.
5. **Don't sleep on video:** YouTube is the second-most-visited website in the world, behind Google. Videos demonstrating your product, showcasing testimonials or giving clear how-to tips will appeal to older adults searching for solutions.
6. **Don't underestimate your audience:** Some marketers incorrectly assume that other people make the buying decisions for older adults. While this is undoubtedly 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.

You can also use email marketing to reach older demographics. Gen Xers and baby boomers will likely click action buttons in email marketing messages to learn more about a product or service.

The best social media platforms to target older demographics

The Pew Research Center has researched and recorded social media usage for over a decade. We studied Pew's research to learn more about how older demographics use social platforms and asked marketing professionals for advice about engaging with older audiences on social media.

Here's a look at top social platforms and how best to use them to target older demographics.

Facebook

Many marketers say Facebook is the most valuable platform for reaching an older demographic. According to Senior Living, roughly half of the older adults in the U.S. are active Facebook users.

Jake Tully, former head of the creative department at Trucking Unlimited, pointed out that many older adults prefer sharing 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," Tully noted. "With this in mind, we try to cultivate an online presence with news stories that may bring the opinionated people out of the shadows."

Andrew D'Amours, co-founder of Flytrippers, agrees that Facebook is an excellent platform for targeting older adults because businesses gain more credibility

with older audiences when they see younger friends and relatives interacting with posts.

The trend toward older demographics using Facebook will likely continue. Senior Living's data shows that older adults are the fastest-growing user group on the venerable social media platform.

Businesses use Facebook to connect with customers, grow their online audience, boost web traffic and improve SEO.

LinkedIn

Kevin Huhn, a producer, writer and former consultant, 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 a social channel for marketing purposes. While Facebook is a good platform for promoting personal products, LinkedIn is more successful for advertising business offers.

According to Pew, LinkedIn is most popular with 30- to 49-year-olds. Additionally, 36 percent of internet users ages 30 to 49 use LinkedIn, compared with 33 percent of 50- to 64-year-olds and 11 percent of those 65 and older.

X

Some companies reach older audiences successfully via X, formerly known as Twitter. Deborah Sweeney, president of MyCorporation, said her company frequently connects with Gen Xers and baby boomers, primarily through relevant X chats.

According to Pew, fewer internet users are on X 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

According to Laura Simis, director of marketing at Hum, Pinterest might be a good social media platform to focus on if women are part of your core buying demographic. Pinterest also helps connect you with communities that share interests. This platform is entirely visual, so consider what types of photos or videos your business could post if you decide to look into Pinterest. Like Instagram, Pinterest incorporates hashtags to help users find relevant content.

Reaching older audiences on social media requires a multifaceted approach

Knowing your audience is a crucial part of any marketing campaign. If you're looking to market to baby boomers or Gen X, Facebook is your best bet. However, depending on your audience, X, LinkedIn and Pinterest might also be viable options. To reach older adults, you'll need to target multiple platforms and use tailored language with each one. When getting older adults' attention on social media, not putting all of your eggs in one basket is your best bet.

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



SECURITY CORNER

Many Businesses Fail to Use Data Security Software — at Their Own Peril

by Jeremy Bender

October may be National Cybersecurity Awareness Month, but the reality is that it's crucial that small business owners understand the need for robust data security all year round. A data breach can hit at any time, and a single incident can spell disaster for your company. In many cases, these crises could have been avoided but, unfortunately, too many businesses lag in cyber readiness.

Making matters worse is that cyberattacks have risen consistently in both overall quantity and sophistication. This marks a foreboding trend in and of itself. Furthermore, recent surveys have shown that a rising share of these attacks are aimed at small businesses. The upside? Companies can take concrete steps to increase their cyber readiness and implement the cybersecurity best practices necessary to defend themselves fully.

How small businesses lag behind in data security software

Cybercriminals, by and large, are most interested in attacking the easiest targets available. While a successful attack on a large bank may earn a hacker significantly more money than going after small businesses, the chances of success are substantially smaller. As such, attackers have increasingly targeted small businesses in recent years.

Many of these companies, unfortunately, have yet to increase their cybersecurity practices — either due to a lack of funds, a lack of education or a misplaced belief that they are of no interest to cybercriminals. This is especially dangerous as cyberattacks are becoming more complicated, meaning that even basic data security software may be unable to secure a business fully.

Overall, deployment of data security software remains extremely low across small businesses. In a 2022 CNBC|Survey Monkey Small Business Survey, less than half of respondents said they'd taken concrete steps toward implementing data security measures, such as installing antivirus or anti-malware software, employing data backups or mandating the use of strong passwords. Similarly, only 33 percent of respondents have taken steps to mandate the use of multifactor authentication (MFA) or enable automatic software updates.

This problem is compounded by multiple related issues. According to a 2021 survey conducted by Corvus Insurance, 63 percent of small and medium-sized businesses (SMBs) with more than 250 employees noted that the complexity of cybersecurity and a lack of knowledge prevented improvements in their overall cybersecurity. Astonishingly, 86 percent of respondents indicated that internal resource constraints were also a major factor.

Due to these challenges, it's unsurprising that many SMBs are lagging in cybersecurity best practices. According to a 2022 poll by business-to-business resource provider UpCity, 50 percent of SMBs still don't have a cybersecurity plan in place. Additionally, only 43 percent of businesses surveyed believed they were financially prepared to recover fully from a cyberattack. More positively, 37 percent said they are investing more in new cybersecurity technologies and products.

However, counterintuitively, investing in new products and technologies can actually make a business less safe and add to the overall cost of a data breach. IBM's 2022 Cost of a Data Breach Report found that added system complexity was the single greatest factor in increasing the cost of data breaches. This is because too many systems can cause "alert fatigue," which can make information technology (IT) and security teams overwhelmed and more prone to miss the first signs of a cyberattack.

Most small businesses aren't taking concrete steps toward implementing data security measures and many don't have a cybersecurity plan in place.

The risks of lax cybersecurity

Lax cybersecurity measures can affect small businesses in a range of ways. Most obviously, lax security can lead to otherwise preventable cyberattacks and data breaches. But that's not the end of the story. Cyberattacks can also prompt fines, lawsuits, negative public opinions and customer loss. It can even cause a business to close.

Cyberattacks and data breaches

The primary risks of lax cybersecurity are cyberattacks and data breaches. In 2021, the FBI's Internet Crime Complaint Center (also known as IC3) found overall cybercrime increased by 7 percent in 2021 compared to 2020. In the same time period, potential losses increased 64 percent to \$6.9 billion. There is no indication cybercrime will become less likely in the years ahead. Instead, those potential losses all but guarantee cybercrime will continue to entice hackers and likely increase in dollar size for the foreseeable future.

As attacks become more common, the likelihood of any single business being targeted increases. In 2021, for instance, the FBI saw both the prevalence of business email compromise (BEC) scams and ransomware attacks increase dramatically. These schemes are particularly costly and dangerous for small businesses: BEC scams caused \$2.4 billion in potential losses in 2021. Meanwhile, ransomware attacks can cause prolonged system downtime and also lead to data breaches.

Aside from the loss of funds and potential system downtime, cyberattacks can also lead to data breaches. In that case, on top of the negative publicity that typically comes from a data breach and the associated costs, businesses can face a range of soft costs. These may include lost productivity, increased employee workloads and decreased morale.

According to Verizon's 2022 Data Breach Investigations Report, at least 14 percent of recorded data breaches affected SMBs; however, the true number is likely higher as 81 percent of recorded data breaches affected businesses of unknown size.

Cost in fines, lawsuits and lost business

A successful cyberattack or data breach is only the beginning when it comes to the potential consequences of lax cybersecurity. Depending upon the type of data a small business handles, the company could face regulatory fines

continued on page 7

and lawsuits following an attack, not to mention a significant loss in revenue and profit.

Fines and costs: A small business that handles credit card info and is attacked by a hacker could find itself having to pay heavy fines to credit and debit card companies, especially if the impacted organization wasn't in compliance with Payment Card Industry regulations. In the event of a breach, credit and debit card companies have a right to level fines on merchants, as well as charge a business for any fraudulent purchases on stolen cards. Depending on the scope of the breach, the Federal Trade Commission could also leverage fines on the business.

Companies could face additional fines depending on the type of information they handle. For instance, a business handling protected health information could have to pay additional fines for violating Health Insurance Portability and Accountability Act. There's the possibility of additional, miscellaneous costs following a data breach. For example, if stolen data in a breach included personally identifiable information, the impacted business may find it necessary to purchase identity theft protection services for its affected clients.

Lawsuits: Besides fines, small businesses could be hit with lawsuits following a cyberattack or breach. These could arise in various ways, such as impacted clients launching a class action suit over improperly secured data. Another company could also sue an SMB impacted by a cyberattack if the attack rendered the impacted business unable to complete contractually agreed-upon business terms.

Lost business: Lastly, cyberattacks and data breaches are likely to cause the company to lose business. Even if a small company can recover its data and restore its systems more quickly than that, 55 percent of people surveyed by CNBC|Survey Monkey revealed they would be less likely to continue to purchase services from a business that suffered a cyberattack.

A comprehensive cyber insurance policy can help cover the costs of a cyber incident or data breach, including those associated with regulatory fines and legal fees.

Potential business closure

Frankly, any cyberattack or data breach runs the risk of forcing a business to close. This is especially true if a company doesn't have the necessary data security software and cybersecurity best practices in place. Without any sort of cyber readiness, the combined effects of business downtime, fines, lost business, reputational damage and potential lawsuits can overwhelm a small company.

From a purely economic perspective, a small business can expect to pay, on average, \$105,000 following a data breach, according to a 2021 IT security economics report by the cybersecurity company Kaspersky. While this cost is down from a high point in 2018, the current trend is for data breaches to become more expensive with each passing year. Also worryingly for SMBs, Kaspersky found that the cost of cybersecurity incidents was, on the whole, significantly higher than the cost of a data breach. For instance, an attack on an SMB's point-of-sale systems had an average financial impact of \$211,000.

With devastating costs like that, it is perhaps unsurprising that many businesses close within six months of a cyberattack or data breach.

12 cybersecurity tips to protect your business

Securing your small business can be confusing and requires an investment in time, money and manpower.

Fortunately, there are multiple options and best practices available to help protect your company and prevent worst-case scenarios.

SMBs can apply the following strategies to help enhance their overall cybersecurity.

1. Always use unique, strong passwords and mandate all employees do too.
2. Use password managers to help generate and store unique passwords for each account.
3. Whenever possible, enforce MFA on all resources and logins.
4. If you have the technical knowledge, employ a zero-trust architecture model across the company.
5. Host regular cybersecurity training sessions for all employees.
6. Keep all software and operating systems up to date to receive patches for bugs and security holes.
7. Use computer encryption to secure all data at rest and in transit.
8. Secure company devices with the proper cybersecurity hardware, such as firewalls, antivirus software and intrusion-detection systems.
9. Perform regular data backups, and store the backups in a separate, secured work network.
10. Develop a business continuity plan and an incident response plan to prepare for potential natural disasters and cyber incidents, respectively.
11. Purchase cyber insurance to help cover business costs like regulatory fines or legal fees.
12. If your staff doesn't have the technical capabilities or know-how to secure your networks, consider hiring a managed services provider to do it.

Cybersecurity in the modern work environment

As you shore up your small business to protect it from cyberattacks and data breaches, don't forget that on-premises servers, devices and software are not the only aspects of your business at risk. In today's modern work environment, more employees are working from home or other non-office locations. That's why it's critical that you also protect your remote workforce from hackers and require remote workers to follow cybersecurity best practices. Otherwise, your business may pay a steep price.

<https://www.businessnewsdaily.com/15316-lax-cybersecurity-for-businesses.html>



RDP Welcomes New Businesses to Downtown

365 Events

Dedicated Welding Services

JSM Injury Firm APC

Kore Athletic Performance and Recovery

Orbach Huff & Henderson LLP

Unlimited Luxury Bags

Sergio Hidalgo Law PC

The Vintage Treasure US

Zero Vintage



3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org



RDP Website

STAFF

Executive Director
Janice Penner

Office Manager / Bookkeeper
Shirley Schmeltz

BOARD OF DIRECTORS:

Executive Committee

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

Directors

Amy Hoyt	Bryan Crawford
Cherie Crutcher	Chuck Beaty
Claire Oliveros	Collette Lee
Denise Hamet	Jean Eiselein
Jeff Greene	Damian Fussel
Jennifer Gamble	Jesse De La Cruz
Joe Ramos	Joseph Guzzetta
Justin Tracy	Rachel Dzikonski
Robert Nagle	Ron Loveridge
Samuel Precie	Sorrelle Williams
Stan Morrison	Terry Walling

Ex-Officio

Erin Edwards, Ward One	Clarissa Cervantes, Ward Two
Sarai Arellano, Mayor's Office	Oz Puerta, ABP
Bill Gardner, Director Emeritus	



RDP on Facebook

ADDRESS SERVICE REQUESTED



Riverside Arts Council's MAYOR'S BALL FOR THE ARTS

at Riverside Main Library

March 23, 2024 • 6 pm - 9 pm

Honoring the Arts

• Food & Drinks • Live Music • Art Installation • Silent Auction

**GET YOUR
TICKETS TODAY!**



riversideartscouncil.com

