

Downtown is
Calling

Good
Times
Await



May 2025

Bulletin

Riverside Downtown Business Improvement District

Virginia Blumenthal Recognized by Mission Inn Foundation

The Frank Miller Civic Achievement Award was established in 1997 to honor individuals, couples or groups who have made significant contributions to the city and community of Riverside. Frank Augustus Miller's tradition of civic leadership and devotion to this community carries on in the efforts of many leaders and innovators working to promote and enhance the city of Riverside today. It is with Miller's devotion to community in mind, that the Mission Inn Foundation will present the Frank Miller Civic Achievement Award to Virginia Blumenthal on May 29th at the Mission Inn Hotel & Spa.

Virginia Blumenthal is the founding partner of Blumenthal & Moore, devoted exclusively to the defense of the accused. She is known for opening the first woman-owned law firm in the Inland area, has more than 45 years of trial experience and is recognized as one of the top criminal defense attorneys in the United States. Ms. Blumenthal has received numerous awards over the years including the Krieger Meritorious Service Award for outstanding community service – the highest honor of the Riverside County Bar Association. In 2024, she received the Ronald O. Loveridge Distinguished Leader Award from the Riverside Police Foundation, was named Best Lawyer in the IE by Inland Empire Magazine, and received an Access to Justice Award from the Legal Aid Society of San Bernardino. The list is numerous as is the list of boards on which she serves. In 2019, she argued before the California Supreme Court – a rare distinction for a trial attorney – in the matter of People v. Aranda. Three months later, the state high court issued a 6-1 decision in Ms. Blumenthal's favor. Her work has been recognized by the President of the United States; the Governor of California; the Mayor of Riverside; the California



State Assembly and State Senate; the Riverside County Board of Supervisors; and the Riverside City Council.

The Mission Inn Foundation continues to support this vision of a robust Riverside community through its active history and educational programs. The efforts of the Mission Inn Foundation to preserve, share and continue the legacy of the Mission Inn are supported through contributions and fundraising efforts like the Frank Miller Civic Achievement Award.

Tickets can be purchased at <https://www.missioninnmuseum.org/fmcaa/>.

More May Events Downtown

The 25th Annual Show and Go Car Show for Charity takes place on May 3rd. The event is a cruising car show organized by the Riverside East Rotary Club and the Old Farts Racing Team, a group of more than 2,200 hot rod enthusiasts. The event starts with a pancake breakfast at 7 am hosted by local volunteers, and then a Grand Marshall Parade starting at 12:30 pm. At 4 pm there will be a trophy presentation with trophies awarded in numerous categories. The classic cars, hot rods, *continued on page 2*

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Join us for the RDP luncheon at Noon on
Tuesday, May 27, 2025 at Taco Station
with Councilmember Clarissa Cervantes
updating on Ward 2
Call the RDP office at 951-781-7335 for
reservations.



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imports, and motorcycles cruise down Market Street with loops down side streets. Public admission is free. For more information and an event map, visit www.showandgo.org or contact info@showandgo.org or call 951-295-0534.

Riverside Inland Pride Festival takes place on Saturday,



May 10th from Noon to 9 pm at White Park. The event includes performances, art displays, and exhibits from LGBTQIA+ oriented and friendly organizations and companies. Gates open at Noon with main stage performances starting at 1 pm. There is a Youth Zone from Noon to 6 dedicated to youth 17 and under. From 7

pm to 10 pm is 18 and over.

For more information, visit <https://www.riversideprideie.org/our-events/2025-05-10/>

La Tardeada Banda Festival moves to North Park on Saturday, May 10th from 2 pm to 11 pm. The biggest Banda festival in Riverside features live music, food, and top-tier Banda performances and a day packed with fun. For more information, visit <https://www.latardeadafestival.com/>.

The West Coast Thunder Memorial Day Motorcycle Ride, one of Riverside's most moving traditions, will take place on May 26th. Riders will set off from Riverside Harley-

Davidson and make their way through the city, passing Riverside National Cemetery before concluding with a concert at the Riverside Municipal Auditorium. This annual event is a stirring tribute to unity and remembrance of those who served and gave the ultimate sacrifice.

Proceeds from the West Coast Thunder events benefit the Riverside National Cemetery Support Committee via the West Coast Thunder Foundation. West Coast Thunder is the major contributor of funds to Riverside National Cemetery, the largest in the United States National Cemetery System. These financial gifts have funded cemetery projects, including purchasing flower cones and assisting in the monthly burials of indigent and unaccompanied homeless Veterans, and funding each July for the Concert for Heroes.

Anime Riverside returns to the Riverside Convention Center on Saturday, May 31st and Sunday, June 1st for its fourth year. The event includes vendors, artists, exhibits, cosplay contests and more. The Anime Riverside convention has attracted over 15,000 anime devotees in its past years, many frequenting downtown shops and



restaurants in their favorite anime character costume. Visit www.animeriverside.com for more information and event details.



Supervisor's Message – Jose's Corner

Contributed by Supervisor Jose Medina



Preserving the Trujillo Adobe: A Cultural and Economic Opportunity for Riverside

Riverside is a city shaped by visionaries — people who saw potential in the land, built communities, and left legacies that still influence us today. One of those legacies is the **Trujillo Adobe**, built in the 1860s by **Antonio Teodoro Trujillo**, son of Lorenzo Trujillo—the explorer who led families from

New Mexico in search of a fertile new homeland and helped establish what would become the Riverside area.

The Adobe stands as one of our region's oldest surviving structures and a rare example of early Mexican settlement in Southern California. Though located just outside the Downtown Business Improvement District, the **Trujillo Adobe offers immense cultural and economic value** to our city's core. Its preservation represents an opportunity to attract cultural tourism, expand local storytelling, and support our downtown businesses.

When I served in the State Assembly, I proudly secured **\$5.4 million in state funding** to help protect and preserve this irreplaceable landmark. I did so with the same belief that guided my efforts to bring The Cheech Marin Center for Chicano Art & Culture to Riverside:

that investing in cultural spaces is investing in our future.

Just like The Cheech has energized foot traffic, brought national attention, and supported our local economy, the Trujillo Adobe has the potential to become a destination in its own right—a place where people gather to learn, reflect, and explore Riverside's origins. With your support, it can also become a **California State Historic Landmark**, giving it the formal recognition it deserves.

The **Spanish Town Heritage Foundation**, which has worked tirelessly to advocate for the Adobe, has already received recognition from the **Riverside Downtown Partnership**. Now, I invite our business community to go a step further and lend its voice to this important cause.

Here are **two easy ways to help**:



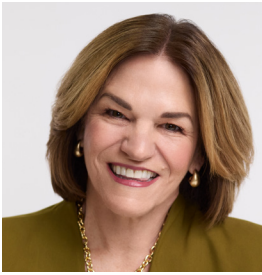
1. **Scan the QR code** to sign the petition supporting the Trujillo Adobe's designation as a California State Historic Landmark.
2. Use the same QR code to **send a letter of support** to the State Historical Resources Commission. It's quick, simple, and impactful.

Riverside's strength comes from honoring our roots while building toward the future. Let's make sure the story of Spanish Town, and the families like the Trujillos who helped shape it, are preserved for generations to come.



Mayor's Message - Riverside's Season of Community Events and Celebrations

Contributed by Mayor Patricia Lock Dawson



Whenever I am out in the community, people ask me how they can get involved or find out about all the cool events happening in our city. Spring brings us a jam-packed calendar of events and ways to come together as a community. So, I thought I would make this month's message all

about Riverside community events, celebrations, and opportunities to get involved. Whether you're a lover of the arts, an outdoor enthusiast, or just looking for fun ways to spend your weekends, there's something happening for everyone!

This year, we are celebrating the Year of Arts & Culture in The Arts and Culture District (ACD), highlighting Riverside's vibrant creative scene with a dynamic lineup of events, exhibitions, and performances. To keep up with the latest happenings, visit Arts & Culture District – Visit Riverside (<https://visitriverside.com/acd>).

Beyond The ACD, Riverside is buzzing with activity. Pickleball fans will now have another place to play the fastest growing sport in the country in Riverside later this year as we are adding brand new pickleball courts at Arlington Park.

Riversiders are also taking action to keep our city clean and beautiful with The Great American Cleanup on May 10th. This initiative is part of a nationwide movement to create a greener America ahead of the country's 250th birthday in 2026. Join **Keep Riverside Clean and Beautiful** in the morning, then stick around for lunch and entertainment as a thank-you for your efforts. Go to <https://www.krcb.com/pdf/GACflyer.pdf> for more information.


Car buffs won't want to miss the Show and Go Car Show on May 3rd in Downtown Riverside. Hosted

by the Riverside East Rotary Club and the Old Farts Racing Team, this annual gathering showcases a spectacular collection of classic cars and hot rods, making for a nostalgic and high energy weekend. Later in the month, Magnolia Avenue will come alive on May 24th for the Arlington Business Partnership's Chili Cook-Off & Car Show. With live music, delicious food, a kids' zone, and a variety of street vendors, it's a fun-filled event for the whole family. While on Magnolia, be sure to enjoy the unique local shops and restaurants of the Arlington Village.

One of Riverside's most moving traditions, the West Coast Thunder Memorial Day Motorcycle Ride, will take place on May 26th. Riders will set off from Riverside Harley-Davidson and make their way through the city, passing Riverside National Cemetery before concluding with a powerful concert at the Riverside Municipal Auditorium. This annual event is a stirring tribute to unity and remembrance of those who served and gave the ultimate sacrifice.

History aficionados will have a chance to step inside some of Riverside's most iconic homes during the Old Riverside Foundation's Vintage Home Tour on May 17th. This one-day-only event offers a rare glimpse into five showcase homes representing a range of architectural styles, from Victorian elegance to Mid-century Modern charm.

Riverside is a happening place! But if all of the above is not enough to keep you and your family busy, explore the Parks & Recreation Activity Guide, filled with activities for every age and every interest.

For even more ways to stay engaged, active, and entertained check out Visit Riverside. We can't wait to see you out and about, enjoying all that Riverside has to offer! 

COUNCIL CORNER Ward One Council Update

Contributed by Councilmember Philip Falcone


On April 9, I marked one year as the Ward 1 Councilmember. On day one I had a 268-item to-do list and we wasted no time getting to work. Since then we have made historic investments in road repaving, corrected the delay in solid waste collection, strengthened local ordinances on encampments, attracted several game-changing businesses and new developments to the ward, and more. Much of the focus of this work has been in the Downtown area because downtowns are so critical to the success of any city.

When I first started this role, a mentor of mine who served as a city councilmember and mayor in Riverside underscored the importance of downtowns in a succinct way. He said, "Name a thriving city that has a neglected downtown." I could not think of one. The reality is, Downtown is everyone's neighborhood and is our front porch to all the visitors who come to Riverside. What these visitors see



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and experience determines what they say to friends and family back in their home cities. For these reasons I have been a staunch advocate for beautifying, developing, and reimagining our downtown. This commitment remains the same as we enter year two — and your assistance in advocating to my colleagues on the City Council to invest more monies into Downtown is critical. Any action of the City Council takes a minimum of four agreeable votes, so please do not just share your thoughts and advocacy with me solely because I represent Downtown — share it with all seven of us.

The way we operate in Ward 1 is simple: we are clear-eyed and laser-focused on getting stuff done every day. That 268-item list is being whittled down - despite new projects and ideas arising every day. If you have something you believe is not being addressed, please utilize our “one call does it all” shop via calling 311 or using the 311 Riverside app. Much remains to do over the next three years as we continue to serve Riverside with purpose and joy. Stay connected with me on Facebook, Instagram, or via email at Ward1@riversideca.gov. 

COUNCIL CORNER

Ward Two Council Update

Contributed by Councilmember Clarissa Cervantes



Summer is fast approaching, Riversiders!

Eastside Arts & Music Festival:

I am so excited to share that my office and the City of Riverside are coming together again to host the 2nd Eastside Arts & Music Festival on Saturday, June 7th from 4 pm to 10 pm! Located at Lincoln Park,

4261 Park Avenue, this family friendly festival will once again feature free art workshops, live music, a car show, and so much more! Additionally, we are seeking local non-profit partners who are interested in participating in this event! Please contact my office at 951-826-5419 or email Ward2@riversideca.gov for more details.

Goodwill Bin Store Grand Opening: My office and I were so excited to welcome the first new Goodwill store in Riverside in over 3 decades early last month.



This Goodwill location is unique from the one we have known and loved off Magnolia Avenue for all these years because it is a bin store! That means that shoppers can pay for their thrifted finds by the pound! Check out this fun new way to shop at 1049 Spruce Street.


Eastside Library: The SPC. Jesus Duran Eastside Library at its current location will be closing on May 6th. However, the Riverside Public Library will be hosting an Open House on May 6th to celebrate the opening of the SPC. Jesus S. Duran Eastside Library in its new temporary location at the Lincoln Park Community Center! Come out to view the facility, meet the staff, and visit with the new electric Mobile Library van that will be visiting parks throughout the Eastside Neighborhood.

Date: May 6, 2025

Time: 9:30 am to 1 pm

Location: 4261 Park Ave. Riverside, CA 92507

If you are interested in learning more about any of the projects or events in Ward 2 please call my office at 951-826-5419 or email me at ccervantes@riversideca.gov.

Hoping that you enjoy a lovely springtime season, from my family to you and yours! 

Arts Corner - Merging Art and Community

The Riverside Arts Council is a private, non-profit corporation whose mission is “to provide, develop, support and sustain the arts.” It is a state-local partner of the California Arts Council and a leader among regional and state networks of local art agencies. Established in 1977, it is Riverside County’s central source for arts-related services, information, education, and outreach. Connecting artists and art organizations within this ever-expanding region, RAC encourages the advancement, participation, and integration of visual, literary, and performing arts into the fabric of its communities. Programs range from networking and regional arts and cultural infrastructure development to neighborhood revitalization, outreach, and collaborative projects that proactively address community changes.

As Riverside County’s local arts agency, the Riverside Arts Council is committed to equity in all forms, including, but not limited to, race, gender identity, sexual orientation, culture, age, and ability. Our commitment requires ongoing, concerted, and purposeful action internally through our work environment and externally through our programming and community partnerships.

- We are committed to ensuring that our organizational policies and practices reflect democratic principles of equity and justice. We will implement our policies, programs, and activities to identify and counter barriers to access and negative effects on communities of color and other groups impacted by inequities.

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- We will make it a priority to recruit, hire, and retain a diverse workforce and board.
- We believe that bringing together board, staff, volunteers, and community partners with differing backgrounds and life experiences will enhance our ability to increase opportunities for all arts service organizations to succeed.
- We will create space for discussing issues of race, racism, and other forms of inequality in ways that are relevant to our work.
- We will allocate financial and human resources toward our equity work.
- The organization will intentionally identify and build relationships in communities of color and other groups that are of and for those who experience injustice.

- We are committed to the just and equitable disbursement of resources in our grant-making. We will discuss equity issues with our grantees and work with them to incorporate a justice lens into their work.
- We will evaluate our progress toward our equity goals regularly and revise our implementation strategies to advance this work.

Building an equitable culture requires intention and effort and will be an ongoing process. This Riverside Arts Council Equity Statement will inspire greater collaboration internally and with community partners to advance equity across the region. Led by our Equity Statement, we will actively work to integrate equity into our operations and programs and work toward justice, improving both the Riverside Arts Council and our broader community.

Source: <https://riversideartscouncil.com/overview-1>



BUSINESS BUZZ

The 5:3:2 Rule for Social Media Explained

by Jennifer Dublino

Learn how to strike the right balance with your social media content to engage your audience.

Managing your social media content

Social media marketing can be highly effective in attracting audiences to your brand. However, to build and retain a loyal following, your social media posts must feature the right content mix.

People are drawn to brands that add value to their lives by providing a balanced mix of content that entertains, informs and engages. Although your business ultimately wants to sell products or services, you risk losing followers when you promote your company relentlessly. To engage followers and strengthen your brand, consider using the 5:3:2 rule in your social media content strategy.

What is the 5:3:2 rule for social media?

The 5:3:2 rule for business social media content is a guideline that helps brands strike the right balance between engaging their audience and promoting their products and services on social media. It states that, for every 10 posts, brands should follow this category breakdown:

- Curation: Five posts should be content from other sources relevant to your audience. This is known as curation.
- Creation: Three posts should be original content that you've created and is relevant to your audience.
- Humanization: Two posts should be personal, fun content that humanizes your brand and makes it more relatable.

"Sticking to this rule is effective because it fosters trust and engagement," said Brandon Leibowitz, owner of SEO Optimizers. "When I first applied this strategy to a client's campaign, we saw a noticeable increase in interaction rates."

Here's a more in-depth look at each aspect of the 5:3:2 rule to help you better engage your followers and improve your social media presence.

Fifty percent of posts should focus on curation.

You should curate most of your social media posts from sources that are relevant to your niche and target audience. But how do you know what's relevant to your audience?

To understand your audience, stay informed by reading industry news and participating in discussions about topics that interest your followers. Talk to your customers, sales team and customer service reps to identify genuine customer questions and interests. Sharing industry-specific, relevant content demonstrates that you understand your audience's concerns and stay on top of industry trends.

"For curated content, think along the lines of articles from industry leaders, interesting reports, and even sharing content from companies that you respect," suggested Peter Lewis, chief marketing officer at Strategic Pete. "It's a good way to tie your brand in with thought leadership."

The following tools can help you curate content for your social media channels:

- Feedly
- BuzzSumo
- Quora
- Pinterest
- Hootsuite

These aren't the only curation tools, but they're a great starting point. Your posts should be helpful, shareable and relevant to your niche and audience.

When you post curated content to your website or business blog, add personal commentary about why you chose it and why the subject matter is essential or interesting to the audience.

Thirty percent of posts should be original content.

Next, spend time creating your own content that blends promotional and informational material. Try to avoid the hard sell — if you come on too strong, your follower list may

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shrink, and you might even receive negative comments. Instead, focus on publishing helpful, shareable content, which will ultimately attract more people to your brand.

Social media is about engaging your target audience, and posting valuable content is an excellent way to appeal to potential customers. You can also vary your content to keep things interesting for your followers.

Here are some original content types to consider:

- Use video in your content marketing strategy.
- Create your own blog posts (as a bonus, you can refresh and repurpose your blog content to enhance its value).
- Design infographics to present information visually.
- Write e-books that inform and entertain.
- Draft email newsletters to keep your subscribers updated on your business.

Promotional content falls under this 30 percent category. If you're running a sale or launching a social media campaign, let your customers know. Build an online community by offering exclusive promotions and events just for your customers and followers.

Visual consistency is key when you're posting on Instagram for your brand. Your brand's "vibe" should align with your overall company branding and be recognizable to your Instagram followers.

Twenty percent of posts should humanize your brand.

Posts that humanize you and your team can bring your brand to life and show your audience that you're not just a faceless corporation trying to sell to them.

This type of content can showcase your brand's personality — whether it's humorous, lighthearted or uniquely engaging. These posts can relate to your industry or be completely random to keep people on their toes.

Innocent Smoothies excels in this area. Dogs that look like Chewbacca have nothing to do with smoothie making and drinking, but it's funny and encourages interaction with the audience.

Random posts like this are great — if you strike the right balance. The result? More followers keep coming back to see what fun content you post next, while also discovering valuable content along the way.

When you share this type of content, ensure two things:

- It's the kind of fun your audience likes.
- It shows off your personality.

Another way to humanize your brand is by showcasing your employees and their stories. Highlight your company culture, behind-the-scenes operations or even how your business gives back to the community. This is especially effective if you handcraft products or have a mission-driven brand.

Creating humanizing posts is an excellent digital marketing strategy for establishing a company's authenticity and relatability.

What are the benefits of following the 5:3:2 rule?

Steve Neher, CEO of Mail King USA, emphasized that each aspect of the 5:3:2 rule focuses on the audience, not on the brand — an approach that builds trust, credibility and engagement.

"By not overwhelming followers with constant promotions, we create a more authentic connection," Neher said. "While this rule is effective, I also stay flexible, adjusting the mix during product launches or major announcements to ensure our messaging aligns with business goals while keeping our audience's interests in mind."

Each content type has unique benefits, and following this ratio provides additional advantages.

Benefits of posting curated content

- Positions you as an expert in your industry
- Shows that you understand your customers and their needs
- Demonstrates that you stay up to date on industry trends
- Can earn you backlinks from the sources you link to
- Saves time and money because you're sharing content already created by others

Benefits of posting created content

- Gives you control over what is said and how it is said
- Shows that you're an active participant rather than a bystander in the industry
- Showcases your expertise directly
- Allows you to engage your audience and enhance your reputation

Benefits of posting human interest content

- Puts a human face on your company, allowing customers to form a connection
- Entertains followers and keeps them coming back
- Gets followers to share your content, especially if it's humorous or surprising
- Reinforces your brand, values and culture while helping you tell your brand's story

Benefits of posting in the 5:3:2 ratio

- Creates the right balance between professionalism and a more laid-back attitude
- Intrigues and attracts new followers
- Retains existing followers
- Allows you to post shareable content without veering into clickbait territory

Bottom Line

The 5:3:2 rule is an excellent guideline, regardless of your platform. Follow it when using multiple social media accounts to ensure your content stays relevant, shareable and audience-focused.

Managing your social media content

While you're following the 5:3:2 rule, you must stay on top of your social media presence to ensure timely, consistent posting and responses to followers.

Fortunately, excellent online tools can help you discover, monitor and manage content effortlessly. Consider the following platforms:

- Buffer: Buffer provides tools to plan, collaborate on and publish content. It also helps optimize your content schedule and suggests channels and hashtags to maximize engagement. Pricing starts at \$5 per month per channel, and a free plan is available.

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- Hootsuite: Hootsuite was one of the first social media management software platforms, so it has robust management tools. In addition to providing content creation tools, it can show you your digital marketing ROI in detail, increase your reach and manage your social media in one place with a universal inbox. Pricing starts at \$99 per month for 10 social media accounts.
- SocialPilot: SocialPilot makes it easy and affordable to manage a social media strategy team with experts covering specific roles. For example, a writer, graphic designer and social media manager can collaborate seamlessly. Plans start at \$42.50 per month and there's a free trial, so it's a good solution for smaller businesses.
- Sprout Social: Sprout Social supports multiple platforms, including Pinterest — a feature many other tools lack. In addition to integrating with Salesforce, Shopify and Marketo, Sprout Social provides content scheduling, analytics and social listening tools to reveal audience insights and help employee brand ambassadors spread the word more easily. Pricing

starts at \$199 per user per month, so it's ideal for established brands.

Remember that your social media presence is there to engage your audience. Try to strike a balance in your shared content, avoid the hard sell, and focus on valuable, interesting and fun material. Your goal is to humanize your brand and generate audience interest and interaction.

Source: <https://www.business.com/articles/explained-the-5-3-2-rule-for-social-media/>



RDP Welcomes New Businesses to Downtown

Beauty Tingz by T (Hair, Skin, Nails)
Imperial Valley Respite Inc (Health Care)
Physician (Medical)
Rare Flora, Inc (Garden/Floral)
Victorian Depot (Misc. Retail)
Zero Vintage (Misc. Retail)

SECURITY CORNER

Cybersecurity Policies for Small Businesses in 2025

In 2025, small businesses should prioritize cybersecurity by implementing strong password policies, enabling multi-factor authentication (MFA), regularly updating software, and educating employees on cybersecurity best practices. Securing networks with firewalls and Virtual private networks (VPNs), backing up data regularly, and utilizing endpoint protection are also crucial.

Here's a more detailed breakdown:

Essential Cybersecurity Measures:

- Strong Password Policies: Enforce the use of long, unique, and complex passwords for all accounts.
- Multi-Factor Authentication (MFA): Add an extra layer of security by requiring users to verify their identity through a second device or method.
- Regular Software Updates: Keep all software and systems up to date with the latest security patches to address known vulnerabilities.
- Employee Cybersecurity Training: Educate employees on recognizing phishing attempts, social engineering tactics, and other cybersecurity threats.
 - Network Security: Implement a firewall to protect your network from unauthorized access and consider using a VPN for secure remote access.
- Data Backups: Regularly back up important data and store backups securely, preferably offsite, to ensure business continuity in case of a cyberattack.
- Endpoint Protection: Use antivirus and anti-malware software on all devices connected to your network.
- Zero Trust Security Model: Adopt a zero-trust approach, where you don't trust any device or user by default and verify every access request.

- Monitor and Respond to Threats: Implement security monitoring tools to detect and respond to potential cyber threats quickly.
- Incident Response Plan: Develop a detailed plan for how to handle a cybersecurity incident, including containment, eradication, and recovery.

Additional Tips:

- Encrypt sensitive data: Protect sensitive data at rest and in transit by using encryption.
- Stay informed about cyber threats: Keep up-to-date with the latest cybersecurity trends and threats by consulting threat databases and cybersecurity news sources.
- Manage third-party risks: Carefully assess the cybersecurity practices of vendors and third-party partners.
- Compliance with regulations: Ensure your business complies with relevant data privacy and cybersecurity regulations.
- Regular Security Audits: Conduct regular security audits to identify vulnerabilities and ensure your security measures are effective.
- Consider a Security-as-a-Service (SaaS) solution: For small businesses that may not have the resources or expertise to manage cybersecurity in-house, a SaaS solution could provide a cost-effective and comprehensive security solution.
- Develop a cyber incident response plan: This plan should outline what steps to take if a cybersecurity incident occurs, including who to notify and what resources to utilize.





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RDP Website

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RDP on Facebook

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