

BID BULLETIN

Riverside Downtown Business Improvement District



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RDP LUNCHEON

Join us for the RDP luncheon at Noon on Tuesday, January 27 at Palenque Kitchen, 3737 Main Street featuring Susan Freeman of Freeman Means Business
Call the RDP office at 951-781-7335 for reservations



DOWNTOWN IS CALLING
www.RiversideDowntown.org

City of Riverside Announces New Park Riverside Public Valet Program – Enhancing Access, Convenience, and Customer Experience for Downtown Businesses

The City of Riverside is excited to introduce the Park Riverside Public Valet Program, a six-month pilot launching January 2026. Created with downtown businesses in mind, this premium public valet service aims to make visiting, dining, shopping, and spending time in Downtown Riverside easier and more enjoyable for customers.

This initiative is designed to directly support restaurants, retailers, entertainment venues, and other local businesses by removing one of the most common barriers to visiting downtown, **inconvenient parking**.

Key Features for Downtown Businesses

- **Increased Customer Convenience:** Valet drop-off and pick-up locations will be available in strategically selected high-traffic zones throughout downtown, operating every Friday through Sunday.
- **Modern, Ticket-Free Technology:** Guests can request their vehicle, track its status, and pay or tip directly from their phone – no paper tickets, no confusion.
- **Professional Guest Experience:** Trained, uniformed attendants will provide a polished, reliable service that reflects well on surrounding businesses and helps

reduce congestion and circling for parking.

- **Business-Boosting Benefits:** Easier parking encourages customers to stay longer, visit multiple locations, and return more often – supporting increased foot traffic and overall downtown vitality.

Designed with Business Partnership in Mind

The City is rolling out this pilot with a focus on long-term value for the downtown business community. Success metrics will focus on customer satisfaction, business participation, parking demand trends, and weekly zone performance.

How Downtown Businesses Can Get Involved

Businesses interested in growing their sales should participate in the validation plan offering customers partial or full valet validations. Marketing and promoting this can attract new customers, enhance the guest experience, and drive repeat visits.

For more information and details about business participation or program operations, visit the Parking Services website or contact the team directly:

Website: riversideca.gov/publicworks/parking/riverside-valet-parking

Email: Parking@RiversideCA.gov



Mayor's Message

Contributed by Mayor Patricia Lock Dawson

End of Year Message

As we approach the end of the year and gather with friends and family to celebrate the holidays, I find myself reflecting on how

much I love our city and our community. Riverside is often referred to as a "big city with a small-town feel" or (my favorite) the Midwest of California because of how
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friendly we are and how much we support each other. I love that about Riversiders: we are compassionate, we look out for each other and through our various roles, work to make the city a great place to live and work.

Despite this, many Riversiders struggle with loneliness and a desire to connect. And this struggle becomes even more challenging the older we get.

That's why this year my office has been focusing on seniors with a series of outreach events. Since 2020, I've prioritized connecting with residents through the *Big Tent Tour*, *Coffee with the Mayor*, *Crafty Conversations*, and other neighborhood-based events. Building on these, we launched the **Mayor's Senior Forum series**, an initiative that brings City Hall into the community, creates spaces for residents to raise concerns, and ensures that seniors do not navigate issues on their own.

Each forum is a mini-resource fair, providing information essential to senior well-being. We bring together the Riverside Police Department's You Are Not Alone program, Riverside Connect, Public Utilities, Housing and Human Services, Parks and Recreation, the Janet Goeske Foundation, and the County Office on Aging. This collaboration provides a welcoming environment where seniors can ask questions, access services, and help shape the work we do.

Our next Senior Forum will be held at the **Renck Community Center on February 12th from 10:00–11:00 a.m.** Spanish interpretation will be available. And if you couldn't join us in December, we have several more opportunities to connect:

- **March 12th • 10:00–11:00 a.m. • Orange Terrace Center** (Spanish interpretation available)
- **May 14th • 10:00–11:00 a.m. • Dales Senior Center** (Spanish & ASL interpretation available)
- **...with more dates to come.**

Please share these dates with parents, grandparents, neighbors, and friends.

Our goal is not just to provide information but also connect seniors with services. At one of our first forums, we were able to help one of our residents who was in danger of losing her home by connecting her with housing services.

Our **Homeless Prevention Program** supports renters facing eviction or financial hardship, and our **Senior Rental Assistance Program** provides help for seniors 62+ who spend more than 40% of their income on rent. Both programs offer short-term rental support, income-based eligibility, and personalized guidance during difficult times. If you or someone you know may benefit, please reach out to HomelessPrevention@RiversideCA.gov.

The Senior Forum series is another way we are building community across our city, creating places where questions are answered, needs are met, and residents know they are not alone. As we continue this work, we are building a Riverside where every person, at every age, feels seen, supported, and valued.

Thank you for helping us shape a city rooted in care, driven by action, and powered by people who lift one another up every single day. I am grateful for this beautiful community I have the honor to serve!

Council Corner



Ward One Council Update

Contributed by Councilmember Philip Falcone

The holiday season can be a fast-paced time of year, but it is important to take a moment to reflect.

This year we have been hard at work building upon the successes made in our first year in office – always focused on getting back to basics and stretching our ability to do more for you. We made historic investments in our roads and parks. We have focused on improving the quality of our city services. And we have doubled down on our commitment to preserving our unique history and architecture.

From our small but mighty team who serves the 46,000 Ward 1 residents every day, we wish you a holiday filled with celebration and the sharing and making of memories with family and friends.



Merry Christmas and Happy Holidays!

Owen, Philip, Sarai, and Matthew



Ward Two Council Update

Contributed by Councilmember Clarissa Cervantes

Thank you for an amazing year in 2025!

Save the date! We have two amazing events happening this month here in Riverside so make sure you mark your calendar!

Out in the I.E. Exhibition Grand Opening: Please join us on Thursday, January 15th from 6 pm to 8 pm at the Civil Rights Institute for the grand opening of their new exhibit, Out in the I.E. This exhibit honors the LGBTQ+ community's creativity, activism, care, and pride across Riverside and San Bernardino counties. My sister, Senator Cervantes, and I were honored to be included in this beautiful tribute. We hope to see you there! A huge thank you to the team and curators at the Civil Rights Institute for their work on this project! (3933 Mission Inn Ave., Suite 103, Riverside, CA 92501)

2026 Riverside Lunar Festival: Please join us for the 14th Annual Riverside Lunar Festival! This year we will be celebrating the Year of the Horse with food, culture and family friendly fun on Mission Inn Avenue! There will be live music and dance performances, an Asian market, gourmet street food, and more!

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COUNCIL CORNER, *continued from page 2*

Where: Mission Inn Avenue (Downtown Riverside), between Lime & Orange

Saturday, January 24: 11 AM – 8 PM

Sunday, January 25: 11 AM – 7 PM

Admission: FREE for everyone!

City Recognized Holiday: City Hall will be closed on Monday, January 19th, in observance of Martin Luther King Jr. Day. City Hall will reopen on Tuesday, January 20th for normal business hours.

Thank you to the Riverside Downtown Partnership and their

phenomenal team for their year round work serving our Downtown residents, businesses, and community! We are so grateful for your leadership and support in making the City of Riverside a special destination and place to call home.

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.

Sincerely wishing you and your loved ones a very happy new year.

Guest Column

Why a Thriving Downtown is the Best Business Card a City Can Have *by Susan Freeman*

When people think about first impressions, they often picture a handshake, a smile, or a business card. For cities, that “business card” is the downtown. Whether you are an investor considering a new headquarters, a tourist exploring California for the first time, or a young professional thinking about where to put down roots, your first look at downtown Riverside tells you volumes about the entire city.

A thriving downtown does more than look nice. It signals confidence, vitality, and opportunity. It says: *This city is open for business.*

The “Front Porch” of a City

Downtown is often called the “front porch” of a city, and for good reason. It is the most visible and symbolic part of the community – a place where history, culture, and commerce meet. Just as the front porch of a home welcomes guests and sets the tone for what’s inside, a city’s downtown welcomes the world.

- If it feels vibrant, safe, and well-maintained, visitors assume the rest of the city shares those qualities.
- If it feels neglected, empty, or unsafe, people make the opposite assumption – even if it’s not accurate.

This is why cities across the country have invested heavily in revitalizing their cores. The health of downtown is inseparable from the reputation of the city as a whole.

First Impressions Matter for Business

Site selection consultants – the professionals who help companies decide where to locate new offices or facilities – often say their first stop in any community is downtown.

Why? Because what they see there reflects the community’s values and future prospects.

- Vibrancy signals demand. Busy sidewalks, bustling shops, and active restaurants suggest a strong consumer base and a community where employees will want to live.
- Clean and safe streets signal confidence. A well-maintained core shows that the city invests in its appearance and its people.
- Diversity of uses signals resilience. When a downtown mixes offices, residential buildings, cultural venues, and public spaces, it shows economic adaptability.

In short, a walk down Main Street tells a prospective employer



whether Riverside has the right energy to attract and retain talent.

Tourists and Talent Judge a City by Its Downtown

It’s not just corporations that draw conclusions from downtown.

- Tourists decide how long to stay – and how much to spend – based on what downtown offers. A beautiful streetscape with outdoor dining, public art, and walkable attractions encourages longer visits and repeat trips.
- Talent – especially younger professionals – often choose cities based on

lifestyle. They want to live in places where they can walk to work, grab dinner with friends, and enjoy culture without a long commute. A thriving downtown tells them they don’t need to look elsewhere.

Think of downtown as both the city’s welcome mat and its résumé. It’s the place where we showcase our strengths in real time.

Riverside’s Advantage

Riverside is fortunate: we already have the bones of a great downtown. The historic Main Street Pedestrian Mall, the Fox Performing Arts Center, the Riverside Art Museum, and The Cheech center for Chicano art give us unique cultural anchors. Events like the Festival of Lights and Artswalk draw thousands, building tradition and vibrancy.

But keeping downtown strong takes constant work. It means:

- Supporting small businesses so storefronts stay full.
- Investing in public safety and cleanliness so visitors feel comfortable at all hours.
- Encouraging residential development so people live here, not just commute.
- Programming public spaces with concerts, art, and family events so sidewalks stay lively.

Each of these efforts builds confidence – not just for those of us who live here, but for those considering whether Riverside is the right place to invest.

Lessons from Other Cities

Cities across the U.S. illustrate the power of downtown as a business card:

- Greenville, South Carolina transformed its downtown into

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GUEST COLUMN, *continued from page 3*

a walkable hub with shops, restaurants, and riverfront parks. That effort helped it land corporate relocations and a reputation as one of the South's most livable small cities.

- Fort Worth, Texas leaned into public art, historic preservation, and a thriving convention center district. Now, downtown is a draw for tourists and employers alike.
- Denver, Colorado revitalized its LoDo (Lower Downtown) district, mixing loft living with entertainment and sports venues. The city became a magnet for young talent and high-growth companies.

Each example underscores a simple truth: the condition of downtown directly affects economic outcomes.

Downtown Riverside: Our Collective Business Card

When a company considers Riverside, when a family chooses a weekend getaway, when a graduate weighs where to start a career – their decision is shaped in part by what they see downtown.

If it's thriving, they see opportunity. If it's struggling, they may move on. That's why downtown deserves ongoing investment, attention, and care. It's not a "nice-to-have" – it's a strategic asset.

As a community, our job is to keep the "front porch" clean, inviting, and full of life. Because every time someone sets foot in downtown Riverside, we are handing them our city's business card.

And we want them to say, "This is a place where I can see myself."

ARTS CORNER

The Arts & Culture District of Riverside

Contributed by Rachael Dzikonski, Executive Director – Riverside Arts Council

The beginning of a new year brings a fresh start for many, with new goals and resolutions. Downtown Riverside's Arts & Culture District enters the year with renewed momentum, sparked by its recent designation as an official California Cultural District. The Arts & Culture District has been steadily strengthening over the last several years as community organizations, galleries, museums, cultural groups, and civic partners work together to uplift one another and create a welcoming space for community connection. Through collaboration and shared vision, the District has become a hub where Riverside's creative energy is not only visible but deeply felt.

California's Cultural Districts program began in 2017 with the designation of the first 14 districts across the state. After a pause, the California Arts Council revived the initiative for the 2025–26 cycle, opening up a statewide application process. Through a joint effort between the City of Riverside, the Riverside Arts Council, and the Riverside Downtown Partnership, the Arts & Culture District was submitted for consideration among a competitive pool of 73 applicants. In October, the California Arts Council's Executive Director Danielle Brazell and two staff members conducted site visits to the 19 semifinalists across the state. During their visit to Riverside, they met with leaders, artists, and community members; toured museums, galleries, and public art spaces; and experienced firsthand the collaborative ecosystem that defines the District.

On December 12, during the California Arts Council's public Board of Directors meeting, Riverside was officially named one of California's newest Cultural Districts. Riverside now joins communities such as San Francisco, Oakland, Merced, Modesto, Oxnard, Los Angeles, San Diego, San Jose, and Watsonville as part of the 2025–26 cohort. The designation recognizes Riverside's creativity, diversity, and the strong partnerships that fuel its cultural and economic vitality.

Administered by the California Arts Council, the Cultural Districts program supports areas where arts, culture, and creative businesses play a central role in community identity and economic growth. Riverside's designation highlights the city's longstanding cultural legacy, its vibrant cultural arts presence, and its commitment to nurturing creative expression across generations.

Riverside's Arts & Culture District is anchored by major cultural institutions including the Riverside Art Museum, the Mission Inn, and The Cheech Marin Center for Chicano Art & Culture, alongside a growing network of artist-owned galleries, creative entrepreneurs, public art, and grassroots community programs. This designation brings new visibility to the region, strengthens opportunities for investment, and supports the continued expansion of the local creative economy. As we celebrate this milestone, the community is invited to help shape the next phase of Riverside's cultural future. On January 15, the Riverside Arts Council will host a Creative Economy Town Hall at The Cheech, located in the heart of the newly designated Arts & Culture District. As a part of the statewide series tied to The Future of California Is Creative, the Town Hall will offer residents, artists, cultural workers, and business owners an opportunity to share insights, strengthen creative networks, and participate in envisioning the next chapter for our region and the State of California's Creative Economy Strategic Framework.

Riverside's designation is a testament to the power of collaboration and the belief that arts and culture are essential to a thriving community. The work ahead is exciting, and together, our city is well-positioned to build an even more vibrant, inclusive, and creatively empowered future.

For more information on California Cultural Districts please visit www.caculturaldistricts.org.

Business Spotlight: Downtowne Bookstore

Responses from Dr. Jungmiwha Bullock N, Owner

When did you open your business in downtown Riverside?

In 2026, Downtowne Bookstore will be a staple of downtown Riverside for nearly 47 years. I acquired and saved the bookstore in April 2023, launched the grand reopening in July of that year, and just this past August, expanded the bookstore for the first time in its four decades history. So now Downtowne Bookstore encompasses the entire building, with our expansion aptly nicknamed "Chapter Two".



Photo from Town Planner
Community Calendar Aug. 4, 2024

Why did you choose downtown Riverside?

My husband and I moved to Riverside County at the start of the pandemic. Afterwards, we started exploring the area with the desire to become more actively involved in our new community. We eventually ventured to downtown Riverside and were so impressed to see the potential for arts and culture sprouting up with every turn we took. After learning of the former owners desire to sell their business and retire, I felt a strong desire to continue its women-owned legacy and save the only bookstore in downtown from shuttering its doors.

What does your business offer?

Downtowne Bookstore is the oldest, women-owned independent bookstore in downtown Riverside, offering new, used, rare, and fine books in every genre, and merchandise for the book lover and those aspiring to be. The main side of the bookstore is located down a quaint, picturesque-lighted alleyway with a "Reading Alley" for customers to sit and read their latest finds. Inside are new and previously loved books, a rare books cabinet, and label markers indicating whether certain titles are new releases, first editions, rare books, and much more. We also have a "Chocolate Reading Bar" with chocolates from women-owned chocolatiers from around the world to make your reading experience more pleasurable.

Our new expansion is curated with the intention to inspire the arts and creative in all of us. It takes book loving to the next level, focusing not only on the performing, visual, and literary arts, but also the art of general health and well-being, the art of horticulture, the art of travel, and even the art of reading with pets!

What makes your business stand out from others of its type?

Our longevity and the boldness by which we not only represent the longstanding history of nodding to women entrepreneurs, but how we also serve to support other local and small businesses as well.

What value do you provide to your customers that makes them return?

Downtowne Bookstore is very intentional about providing a very positive, welcoming, and aesthetically pleasing environment to spoil avid book lovers and those who want to fall (back) in love with reading. Every program we have is free, such as ASL

programs for the community, book clubs, author signings, and more. We take pride in knowing our efforts extend much further than just Riverside with all of the visitors that frequent the bookstore, locally and beyond.

Are there any interesting facts or history about your business?

The building that Downtowne Bookstore is located in is one of the oldest buildings on Main Street. The very first Press Enterprise was located in our building, as evidenced by a large square indentation in our basement where the first press was once located. Several elder customers born and raised in Riverside have shared that long ago when musicians would stopover between traveling to gigs from Los Angeles and San Diego, they would play in the bookstore basement.

How do you engage with your customers and the community.

We use social media, bookstore memberships, philanthropy/ sponsorships, book clubs, live music, and host various events throughout the year to engage with our customers. We are gearing up for a full lineup of programs heading into 2026.

How would you best describe your philosophy as a business owner?

I often tell people that the success of any business is actually quite simple... it's 90% customer service, 10% product. We understand that people can purchase books and merchandise anywhere, not just at Downtowne Bookstore. I mentor my staff to make sure they understand that everyone should feel welcome, because you never know what someone is going through when they walk through our door. I'm incredibly proud of what this new iteration of Downtowne Bookstore has become since owning it and I look forward to my staff and I continuing to grow with the community and offering the best of ourselves.

Downtowne Bookstore, 3582 Main Street
951.682.1082 (main store line) / 951.275.9240
(direct/business mobile)

Email: info@downtownebookstore.com

Instagram: [@downtownebookstore](https://www.instagram.com/downtownebookstore)

RDP Welcomes New Businesses to Downtown

Ace Parking Management, Inc
Bom's Sheets N Sweets (Misc. Retail)
Coterie Bloom (General Services)
Mortenson Taggart Adams LLP
The Vintage Tunnel (Apparel/accessories)

BUSINESS BUZZ

Friction on Your E-Commerce Website *by Chris Christoff*

Learn ways to lower shopping-cart abandonment and increase online sales.

Cater to your customers on your e-commerce site

To increase conversions on your e-commerce site, you must consider the user experience. Driving website visitors to the checkout page is challenging enough, but additional complications can cause customers to give up.

Points of friction — anything that disrupts or complicates the shopping experience — can interrupt a customer's buying decision and prompt them to leave your site without purchasing. Issues such as slow page loading, complex navigation and unclear calls to action create unnecessary hurdles. Eliminating these issues on your e-commerce website is essential to reducing shopping-cart abandonment, streamlining and increasing sales, and generating more sales leads.

What is friction in e-commerce?

Friction in e-commerce refers to any element that confuses, frustrates, distracts, discourages or annoys customers when they're trying to complete an action on your website. Friction can occur at various points, including while visitors are purchasing, filling out a web form, or navigating your site.

Customers typically give up when they encounter friction, meaning they often abandon their shopping carts. In fact, according to a Baymard Institute analysis, e-commerce stores experience a 70 percent or higher shopping-cart-abandonment rate. Even if customers work through friction and complete a sale, they may leave with a negative perception of the retailer and brand and thus be discouraged from future visits.

Bottom Line

Websites with points of friction squander web traffic, lose potential customers and produce fewer sales. Perhaps even worse, their brand reputation may suffer permanent damage.

What are the types of friction in e-commerce?

Visitors may encounter several types of friction while on your e-commerce website.

- **Technical friction:** Technical friction includes bad code that produces error messages, as well as slow loading times, broken links and display issues.
- **Navigational friction:** Navigational friction can stem from website design mistakes, like difficult-to-find product listings or a confusing checkout page.
- **Content-related friction:** Content-related friction includes confusing or misleading web copy, distracting links, or a lack of information about taxes, shipping and fees.
- **Payment-related friction:** Payment-related friction includes limited payment options or overly rigorous authentication requirements.

How can you reduce friction for your e-commerce website?

A well-executed and thoughtful website design can minimize friction and lead to a better customer experience, increased sales and more prospects in your sales funnel. Use these website design tips to reduce friction on your website.

Increase your website's speed.

Slow page loading is a common source of e-commerce friction and shopping-cart abandonment. Visitors can't browse your products, learn about your brand or finalize a purchase if your website lags. Many users have experienced slow-loading checkout pages that cause frustration, leading them to abandon the purchase.

According to Deloitte, even a 0.1-second increase in page-load speed can increase conversions by 8 to 10 percent. A professional, fast-loading site creates a positive first impression with users and helps ensure they'll spend time with your content.

Consider the following tips to increase your e-commerce site's speed:

- Test your site's speed regularly so you're the first to know when lagging occurs.
- Update slow-loading webpages.
- Optimize images.
- Remove content that takes up too much space.
- Compress high-resolution content on product, landing and sales pages.

Offer multiple payment options.

Accepting a wide variety of e-commerce payment options can help eliminate the friction customers face when their chosen payment method isn't supported. Customers don't want to research a purchase, spend time shopping, and then realize they can't pay with the card or digital payment method they prefer.

While most e-commerce businesses accept credit card payments, you can stand out by also accepting these payment options:

- Card payments with PayPal
- Apple Pay and other mobile wallets
- ACH payments, especially if you sell business to business
- SMS mobile payments

Justin Christopher, e-commerce and marketing manager for Klatch Coffee, said providing an accelerated checkout experience through digital payment methods can streamline the buying process. "At Klatch Coffee, we see wide adoption of both Apple Pay and PayPal," Christopher noted. "Customers love not having to reenter their billing and shipping address (especially on mobile devices), and it's very convenient to skip the step of digging a credit card out of a purse or wallet to complete payment."

Evaluate your currently accepted payment options. Can you add more to the mix? Consider customers' requests for specific payment types, and determine which methods you can offer to make more customers happy.

Improve your website's design.

Your website's design should be seamless. Customers should be able to easily browse your pages, find the content or products they're seeking, and complete their purchases. If visitors have difficulty finding answers to their questions or don't know how to navigate your site, you'll see an increase in your bounce rate and a decrease in conversions.

Simplicity is crucial. The easier it is for users to navigate your

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BUSINESS BUZZ, continued from page 6

content, the higher your conversions will be. Consider the following tips for improving your website's design:

- Browse your site like you're a first-time visitor. Identify what wouldn't work for the average user.
- Prioritize clean, simple and minimalistic design.
- Avoid squishing text together.
- Incorporate white space to make pages easier on the eyes.
- Use visual content to break up the monotony of text and prolong user engagement.
- Eliminate content that doesn't serve a greater purpose on your website.
- Remove unnecessary links in your navigation bar.
- Ensure your calls to action are easy to see.
- Delete images that distract from the page's purpose.

Simplify the sales process.

Emily Mack, co-founder and chief operating officer of Vinat, stressed the importance of simplifying the visitor experience. "Customers know what they want," Mack said. "If they came to your website, they did so for a reason. Help them accomplish their goal as quickly as possible."

Streamlining the sales process will help reduce "decision fatigue" – what users experience when they feel overwhelmed by options. Here are some tips for eliminating design fatigue and simplifying the sales process:

- **Reduce the number of options.** If you sell similar products, do you need all of them? Streamline your offerings so customers don't have to wade through a confusing array of options.
- **Make it quick and easy to add items.** This is particularly important for repeat customers who know what they want. "Quick add and view options are your friend," Mack said. "If you have a product that people usually buy multiple of, make it easy to add multiple products to the cart at a time."
- **Group similar products.** This makes it easier for customers to find what they're looking for. It also helps them browse other items they might want to add to their cart – a simple upselling and cross-selling tactic.
- **Focus on product descriptions.** Update your product descriptions and images so they're clear and informative and help bring consumers closer to a buying decision.
- **Prioritize user-friendly forms.** Review your contact forms to ensure they're user-friendly, or else many visitors will abandon them.
- **Streamline checkout.** Avoid asking for unnecessary information during checkout. If you don't need it, don't ask for it, as this only prolongs the checkout process. Your e-commerce platform can also help you streamline checkout. "We use Shopify as our e-commerce platform," Christopher noted. "Due to their massive scale, they can test and optimize the checkout process on behalf of their merchants in a way that small and medium-sized e-commerce businesses could not achieve on their own."

Optimize your website for mobile devices.

As more consumers use smartphones to shop and make purchases, it's crucial to have a mobile-friendly e-commerce website. Improving the user experience for mobile users is essential to grow your brand and attract more customers.

Here are some ways to optimize your e-commerce site for mobile devices:

- Use a mobile site speed tool. Regularly test your website's performance on mobile devices. That way, you can improve it before it costs your business conversions and revenue.
- Avoid pop-ups and sidebar navigation. Pop-ups and sidebar navigation menus are challenging on smaller, condensed screens and hinder users from exploring every section of your site. Keep the most essential components above the fold or in the top quadrant of the webpage. Your call to action should be easy to locate and send a direct message that users can't ignore.
- Keep your shopping cart visible. Make it easy for mobile shoppers to purchase your products by keeping their shopping carts visible at all times. Provide one-step checkout buttons so they don't have to enter their information repeatedly. You can also offer a guest checkout option so new customers don't have to create an account if they don't want to.

Cater to your customers on your e-commerce site

Improving customers' experience on your site is vital to achieving your e-commerce business goals. Without an optimized website, it's frustrating for consumers to browse, learn and purchase. By reducing friction and creating a pleasant experience for online shoppers, you can increase sales and generate leads.

Source: <https://www.business.com/articles/reduce-friction-ecommerce-website/>

Congratulations to our 2025 Holiday Decorating Contest Winners!!

Participants were judged on their use of window space and frontage, use of lights and lighted ornaments, theme and artistic merit, and overall impact including interior. We had a record number of entries this year - thanks to all for participating!!



First Place: The Lobby
Riverside, 3730 Main Street



Second Place: ProAbition
Kitchen, 3597 Main Street



Third Place: Lake Alice Trading
Company, 3616 University Avenue

Honorable Mention: Estrella
Taqueria – 3635 University
Avenue, Gram's BBQ – 3527
Main Street, Mrs. Tiggy
Winkles – 3675 Main Street,
Riverside Mission Florist
– 3900 Market Street,
The Menagerie – 3581
University Avenue



**RIVERSIDE
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DOWNTOWN IS CALLING

www.RiversideDowntown.org

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