

BID BULLETIN

Riverside Downtown Business Improvement District



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RDP LUNCHEON

Join us for the RDP luncheon on Tuesday, April 28, 2026 at Riverside Game Lab featuring presentations on the City's updated Green Business Program and on "Options for All", a non-profit assisting with job placement. Call the RDP office at 951-781-7335 for reservations.



DOWNTOWN IS CALLING
www.RiversideDowntown.org

Downtown Events in April

Downtown Riverside Restaurant Week started on March 28th and runs through April 5th. The event is a promotional effort to attract visitors to the various dining options available in downtown Riverside. Participants and offers are as follows:

2026 Restaurant Week Participants

Business	Offer	Price
Bella Trattoria	Pan seared Barramund, herb roasted potatoes, lemon broccolini, salsa verde	\$39.00
Brass Monkey Bar	Tango margarita	\$15.00
Cheba Hut	Pineapple Express Punch	\$11.00
Copper Goat Coffee	Selection of Pistachio items including coffee and pastries	\$7.50 to \$15.50
Duane's Steak House	16 oz Grilled Pork Chop with Mango Chutney	\$42.00
El Pollo Taco Peruvian Restaurant	Fried yucca, Stomboli saltado, Tiramisu	\$24.99
Estrella	Tuna Ceviche, Fettucine with chicken, shrimp or ribeye, and wine sorbet	\$45.00
Gram's	choice of brisket, ribs or chicken, 2 sides, dessert, and drink	\$29.00
Killer Queens Social House	Avocado Bacon Melt sandwich	\$16.00
Lake Alice	Orange Chicken on rice	\$17.00
Lobby	Salad, twister fries, ravioli or chicken alfredo/ choice of old fashioned or Espresso Martini	\$40.00
Los Campanas	Queso Birria Tacos	\$29.00
Maki Sushi and Cocktails	Edame, nigiri, Sushi roll (Proabition crunch or spicy tuna) / Japanese Whiskey Smokin' Old Fashioned	\$18/\$16
Mario's Place	Purple Haze salad, tortellini filled with asparagus and ricotta, lemon sorbet	\$49.00
Mission Inn Resturant	Duo Veal Medalions Marsala Glace, Mushroom Comfit, Truffle mashed potato, green beans / Strawberry Panna Cotta with ice cream mochi flavor	\$44/\$14
Molino's Coffee	16 oz Strawberry Cloud Iced Latte	\$8.40
ProAbition	Mahi Mahi starter, short rib cheese burger with fries, expresso tiramisu	\$65.00
Palenque by Mezcal	Caesar salad, enchiladas, Choco flan	\$39.99
Smashed Papas	Flamin' Cheetos Burger, fries, and drink	\$20.00

Information is available at <https://www.riversidedowntown.org/special-rdp-events/restaurant-week/> and on <https://www.facebook.com/riversidedowntownpartnership>



Look for the poster at participating restaurants.

The Art Alliance of the Riverside Art Museum celebrates its 11th Annual Riverside Art Market on Saturday, April 11th. The event is free and will be held in White Park from

10 am to 4 pm. It will feature 100 artist/artisan vendors, free crafts for children, entertainment, art demonstrations, beer and wine, a silent auction, and a drawing for a *continued on page 2*

DOWNTOWN EVENTS, *continued from page 1*

Paulden Evans painting. RDP is proud to be a sponsor of this fun event for the whole family.



The 13th Annual Riverside Tamale Festival returns on Saturday, April 18th in downtown Riverside's White Park. The Tamale Festival is a celebration of family, culture and history where guests can enjoy live music, dance, Lucha Libre wrestling, art, Kids Zone, Beer Garden, shopping, food, and of course tamales from 11 am to 7 pm. The event helps generate funds and

awareness for the Spanish Town Heritage Foundation (STHF). Tickets are \$20 for regular admission, \$10 for military, seniors, students, and teachers, and \$100 for VIP access. Children 12 and under are admitted free. For more information, please visit rivtamalefest.com

Riverside Insect Fair returns to the at the Riverside Main Library at 3900 Mission Inn Avenue on Saturday, April 25th

The City's Arts and Cultural Affairs Division and the UC Riverside Entomology Graduate Student Association host the event to give the community the opportunity to learn about the impact of insects. The event runs from 10 am to 4 pm with more than 50 booths, an interactive butterfly tent, crafts and learning tools, books and jewelry, and experts to ask questions about creepy crawly critters.

Visit <https://www.riversideca.gov/insectfair> for more information.



Mayor's Message

Contributed by Mayor Patricia Lock Dawson

Paving the Foundation for Riverside's Future

All around Riverside new businesses are opening, parks are being renovated, and construction for more homes, retail, and office space is underway. Those are the visible signs of progress, but there is another indicator of growth that often gets overlooked: STREET PAVING!

The road beneath our tires and the sidewalks under our feet are literally the foundation of our city. While we celebrate growth, we can't lose sight of the essential work local government must do to keep a city moving. In 2025, our Public Works Department paved approximately 50 miles of road and filled over 1,700 potholes.

Driving on uneven streets or hitting a pothole the wrong way is irritating, unsafe, and can even cost you hundreds of dollars in car repairs. So we're doing our job: fixing existing potholes and preventing new ones from developing. Earlier this month, the City Council approved a \$1.9M contract to complete preventative maintenance on 11.6 miles of roadway across all seven wards. Taking this preventative approach is a potential savings of over \$14M for the city and for you, the taxpayer, when compared to the cost of waiting until the road has significantly deteriorated to fix it.

And those streets that require more extensive repairs? We're fixing those too. City Council approved a \$5.6 million contract in January for resurfacing and sidewalk repairs, including work on major roads like Chicago Avenue and Canyon Crest Drive.

We regularly update our interactive map so that residents can track these projects and see when their neighborhood is scheduled to get some fresh asphalt. While we work diligently to stay ahead of repairs, we rely on our community to identify areas in need of our attention. If you notice a pothole, a sidewalk, or a street that needs fixing, please report it by completing an online form, by calling 3-1-1 or by downloading our 311 mobile app.

A New Welcoming to Our City

Strengthening our transportation network goes beyond pavement, we are investing in our bridges too.

Since 1958, the Mission Boulevard Bridge has served as the gateway to Riverside, welcoming residents and visitors into our city. After more than six decades of service, the bridge is long overdue for a replacement to meet the needs of Riverside today.

First flagged for seismic deficiencies in 1997, the bridge has been on Caltrans' replacement list for years. However, like many major infrastructure projects, it faced delays due to rising construction costs, the pandemic, and permitting challenges. Today, the total project cost is estimated to be \$38.5 million more than originally projected in 2015.

After Years of Delays, the Project is Finally Moving Forward.

Thanks to grants from the Federal Highway Administration and funding through California's Proposition 1B program, 91% of the total project cost will be covered by state and federal dollars. By securing these grants, we are saving Riverside

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residents millions of local dollars while delivering a long overdue replacement. The remaining costs of the project will be split between the City of Riverside and the City of Jurupa Valley.

The new bridge is being designed to minimize disruption to current commuters during construction. It will meet modern flood and seismic standards and include enhanced safety features, such as a reinforced concrete barrier separating traffic.

One of the most exciting improvements is a 12-foot-wide, multi-use trail along the side of the bridge, safely separated from vehicle traffic. This addition will provide cyclists and pedestrians with a safe and accessible connection between our communities.

The new Mission Boulevard Bridge is more than a bridge, it advances our River District vision, reconnecting Riverside to the Santa Ana River and shaping the next chapter of our city.

While the Mission Boulevard Bridge improves how we enter and connect across our region, there is another bottleneck many residents experience, one that can derail a morning commute in a matter of minutes.

We've probably all been there, you are on your way to work or trying to get your kids to school on time when the train bells

begin to ring along Third Street. And just like that, you know you are not moving anytime soon, and your day is already starting behind schedule.

Every day, commuters are collectively delayed for more than three hours on Third Street due to nearly 100 trains passing through the corridor. And without a long-term solution, those delays will only grow.

But after years of waiting at the tracks, Riverside is finally building the solution with construction set to begin in June 2026.

Now, after securing \$22 million from the California State Transportation Agency and \$18 million from the U.S. Department of Transportation and Federal Railroad Administration, we are ready to move from planning to construction.

This project will eliminate the at-grade crossing, reduce congestion, improve emergency response times, and make Third Street safer, more reliable, and quicker for everyone who depends on it.

By investing in both vision and fundamentals, we are building a city that is stronger, safer, and ready for whatever comes next.

Council Corner

Contributed by Councilmember Philip Falcon



Ward One Council Update Expanding the Footprint of Downtown

Successful downtown's across America vary in size, style, and main attractions but what all have in common are regular, creative activities in areas that would otherwise not be as frequented or used. For

example, most downtowns have a legal or government center—in Riverside ours is from 10th to 14th Streets, known as the Justice Center, that can become desolate after 5pm. If cities neglect to program and utilize these portions of their downtowns, they are missing a great opportunity to energize a pocket of desirable real estate with programming during government or legal "off hours."

About a year ago, the City was approached by the Convention Center and several business owners and property managers that relocating the Saturday Farmer's Market to the Justice Center would energize this portion of downtown, free up coveted parking closer to the hospitality core of the downtown, and grant this area the flexibility to have more one-off weekend events such as expanded conventions or sidewalk sales.

The Farmer's Market receives a 12-month (calendar year) contracted permit with the City. For the final few months of 2025, we discussed the move at Riverside Downtown Partnership meetings and the Downtown Area Neighborhood Alliance. The

market's 2025 contract at its Main and 5th Street location was extended by a couple months (through February 2026) to notify vendors and patrons of the upcoming location change.

The relocation to Main Street between 10th and 12th Streets—in the shadow of California's most beautiful courthouse allows the market to grow and become larger, have much more free and available parking, and does the necessary work to expand the downtown footprint by activating this portion of Main Street.

Opposition to the move has stated that there are no benches or trees, that the road is too wide, and that this portion of downtown is too quiet on the weekends. However, the road is only 15 feet wider than the previous location, there are many mature trees, rose gardens, lawns, a butterfly garden, fountains, and benches to enjoy around City Hall and the two courthouses. We are also excited to be planting even more trees as part of an America 250 initiative. And, as stated previously, this move will help to liven this previously quiet stretch of bustling downtown. Many other cities utilize empty parking lots and quiet weekend roads for markets in their downtowns—this is a tried and true city planning decision.

Downtown Riverside has small city blocks and the four-block move is only a matter of a several hundred feet down Main Street. While this change will take some getting used to, new opportunities are exciting and encourage creativity in business. Join me in welcoming the market to its new location by stopping by and shopping local every Saturday from 8-1pm on Main Street from 10th to 12th Streets.

BUSINESS BUZZ

Email Design Guide

by Jennifer Dublino

Strategic email design helps engage recipients and improve website traffic.

Examples of fantastic email designs

While the words in your marketing messages are vital, they will struggle to capture attention if the emails are poorly designed. Strategic email design is the key to enticing recipients to open, read and engage with your digital marketing campaigns. Understanding how to construct visually appealing emails is crucial for reaching your audience effectively. We'll explain everything you need to know about effective email design, including how to maintain brand consistency and create emails to improve website traffic, sales and customer retention.

What is email design?

Email design is the strategic process of planning and creating messages for your email marketing campaigns. It goes beyond simple aesthetics; effective email design helps your message resonate with specific audience segments while ensuring accessibility across all devices. Well-designed emails, sent at the right times, can help increase conversions and improve your digital marketing ROI. Presentation is a critical component of email marketing success. High-quality email design grabs the recipient's attention immediately via best practices and carefully crafted content.

Email design best practices

When creating templates for potential or existing customers, businesses must weigh various presentation factors. Every element – from the color scheme to the subject line – must be crafted carefully. Consider the following email design best practices that can help set up your campaigns for success.

Craft a strategic email subject line.

An email's subject line is the first thing recipients see when they receive an email notification. In fact, if the recipient is using a mobile device, the subject line may be the only thing they see aside from the sender's name. It must capture the recipient's attention and inspire them to open the email, or else your campaign will fail before it ever has a chance.

A marketing email's subject line must convey the message's value and motivate the recipient to open it. However, it can't be a random, interesting phrase – it must be pertinent to the content of the message and give the reader an idea of its intent.

Bottom Line

A concise, well-written subject line that emphasizes the email's purpose, content and value can improve your email open rate.

Use an enticing preheader.

Much like the subject line, preheaders are among the first things subscribers see when they receive an email notification. On mobile devices, email notifications often show only the first few dozen characters of an email's body, so the preheader is crucial.

A preheader should not restate the subject line. Instead, it should provide insight into the email's content, highlight the message's offer and benefits, and use eye-catching language.

Create concise email marketing messages.

Getting subscribers to open your email is only half the battle. You also need them to complete your **call to action (CTA)**, such as making a purchase, downloading a whitepaper, or signing up for your email newsletter.

Consumers have limited time, so you have mere seconds to inspire action. Concise messaging with clear directives increases the likelihood that subscribers will follow through. To keep emails streamlined, include links to landing pages, FAQs or product details on your website rather than overcrowding the email body with text.

Natalie Dolphin, co-founder and managing director at HLTH Communications, emphasized the importance of straightforward, concise email messages. "I've worked on countless campaigns, and I have found that an email design is most effective when it is simple, mobile-friendly, and oriented toward action to improve the engagement and conversion rate," Dolphin explained. "Emails should be easy to read, with paragraphs that are relatively short, headings that are easy to understand, and one single primary CTA."

Stay on brand when you design emails.

Every email your business sends should be consistent in its theme and presentation because brand recognition breeds customer loyalty. Current and potential customers should immediately recognize your brand's aesthetic. If your brand, website and social media presence have a playful theme, keep your emails light and fun. If your brand is more serious, your emails should appear professional, sophisticated and exclusive.

Additionally, color schemes and fonts in marketing emails should align with the business's logo and social media presence. The logo should always be bold, visible and recognizable.

Create an intentional layout.

A marketing email's layout is as important as its colors and content. The right formatting will direct the recipient's gaze to the most enticing and essential information. Be sure to leave plenty of white space so recipients can absorb your message. A compelling image in the right context can also inspire engagement.

The layout directly impacts your click-through rates. Strategic design elements, such as the ideal CTA button placement, can make a significant difference in conversion rates. The CTA button should be easy to spot and relevant to your business.

Successful digital marketing campaigns never overwhelm customers with information, and good email design always considers the user experience.

Keeping subscribers' interest is an enormous email marketing challenge, and it's important to present a professional image. Before you send your emails, double-check that they don't have broken links or missing images.

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BUSINESS BUZZ, continued from page 4

Be likable and friendly – but not annoying.

When done correctly, email personalization and customization can boost conversion rates and customer retention. Email recipients are more likely to engage with your business if they perceive your brand as customer-oriented and committed to a positive, genuine relationship. Even if your brand has a more serious or professional tone, being likable and friendly is essential.

However, marketers must balance personalization with relevance. Overusing demographic data or inserting forced humor can alienate subscribers. Consider the latest trends in personalization:

- **Subject line personalization:** According to the GetResponse Email Marketing Benchmarks report, subject line personalization – for example, using a recipient's name – can actually lower your open rate and click-through rate (CTR). Non-personalized subject lines saw a 41.87 percent open rate, compared with a 35.78 percent open rate for personalized subject lines.
 - **Message body personalization:** In contrast, message body personalization can improve open rates (44.30 percent for personalized messages versus 39.13 percent for generic messages). The main takeaway is that marketers must walk a fine line between personalization and friendliness to avoid creating an annoying email campaign that backfires.
- Use the same caution when you consider emoji and humor in your email marketing messages.
- **Emoji in subject lines:** Using emojis can save space and add visual flair, but their effectiveness depends on your industry. While they can make your email stand out in a crowded inbox, they should never replace clear, compelling text. Always A/B test emoji usage to see if your specific audience responds positively.
 - **Humor:** Humor is also a popular strategy that can help you connect with your audience and humanize your brand. Although humor can work for certain brands that know their audiences well, Dr. Robert Applebaum, CEO of ApplebaumMD, cautioned that humor isn't universal and a more professional tone is a safer bet. "Though you may think something is amusing, it does not mean everyone else will, and that is why you should be direct but not include humor or sarcasm in your emails to better maintain effectiveness," Applebaum advised.

To connect with customers through email marketing, you must appeal to shared values, express appreciation for customers' business, be authentic and share content tailored to unique customer segments. Tornike Asatiani, CEO of Edumentors, agreed that authenticity is key.

"I believe emails build trust or break it in seconds," Asatiani cautioned. "What doesn't work is clutter, clickbait or design that looks like spam. ... Real engagement comes from writing like a human, not a machine."

Use responsive email design.

Business users and consumers routinely view emails on smartphones or tablets. If your emails aren't optimized for mobile devices, engagement and results will suffer. Like responsive web design, responsive email design is crucial today. Ensure that your content is optimized for different viewing platforms.

Marketing emails that are designed to fit different screens enhance the user experience and demonstrate a brand's ability to produce high-quality content and products.

Mobile dominance is here to stay. According to the Sensor Tower's State of Mobile report, consumers spend over 3.5 hours on apps per day on mobile devices. This prevalence makes optimizing emails for mobile devices essential to a successful email marketing campaign.

Optimize CTAs.

CTAs are used to initiate engagement from email recipients. A CTA often appears as a big button that provides a direct link to a sign-up form, coupon code, special offer or personalized content. CTAs should be consistent with your brand's aesthetic and stand out from the rest of the email's content. When you're designing a CTA, keep in mind its visibility, clarity and how it entices the recipient. In addition to assisting with strategic placement, email marketing software can help you personalize CTAs for segmented audiences.

Many successful email marketing campaigns present two CTA buttons – one at the top of the message and the other at the bottom.

Establish an email signature.

An email signature can increase conversion rates by humanizing a company and creating a sense of connection with customers. A well-crafted email signature should include the company name and the email's author. It also may be beneficial to include contact information, pronouns, job titles and a photo of the employee sending the email.

In addition, consider including a link to an event calendar, links to the brand's social media accounts, or industry-related disclaimers that highlight a brand's dedication to corporate social responsibility.

Include an unsubscribe button.

Opt-in email marketing best practices state that if an email recipient wants to unsubscribe from your business's mailing list, the process must be clear and simple.

This is also a legal matter. The General Data Protection Regulation (GDPR) is a law established by the European Union to grant individuals more control over their personal data. In the United States, the Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Act protects individuals from email spam and regulates email marketing practices. Failure to provide a clear unsubscribe option could result in noncompliance with these regulations and lead to fines or other penalties.

To ensure compliance and maintain customer trust, include an unsubscribe link at the bottom of every marketing email.

Run A/B tests.

Email marketing campaigns are constantly evolving and should be monitored and adjusted to improve results. A/B testing is an email marketing strategy that allows marketers to send nearly identical emails to different audience segments, varying only one element at a time – such as the subject line, colors, layout, images or CTA placement. The results of these tests can help you fine-tune all aspects of your emails and improve your campaign's overall performance.

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The importance of well-designed emails

Strategically designed email marketing campaigns can help you maximize success in the following ways:

- **Drastically improving conversion rates:** Poorly designed emails are rarely clicked on, while well-designed emails have a higher CTR.
- **Driving website traffic:** A well-designed email can compel subscribers to visit your website for information, shopping or other brand interactions.
- **Supporting strong customer relationships:** Attractive and informative emails can help you sustain and grow customer relationships through consistent communication.
- **Humanizing your brand:** Tailored content that showcases your brand's personality with photos, employee names, business history and anecdotes can help personalize and humanize the company and elicit more positive responses from recipients.
- **Standing out from competitors:** Consistent, relevant email messages can help you stand out from the competition, especially if your rivals send generic campaigns.
- **Targeting audience segments:** Emails crafted for specific audience segments — for example, new customers or people who have purchased specific items — can be incredibly

effective because they address specific needs. The best CRM software can help you establish audience segments and then integrate them with your email marketing platform to send targeted messages.

- **Building customer trust:** Relevant emails with personalized information and offers show customers that you understand their needs, thereby increasing their confidence and trust in your brand.
- **Boosting professionalism:** Clean, error-free and visually appealing emails demonstrate your organization's competence. They also show that your brand is well established and that you value attention to detail — a plus in any industry.
- **Enhancing your brand image:** All customer-facing communications, including email, are part of your branding. Thoughtfully crafted email marketing messages reinforce a consistent brand image and highlight its values and promises.

Bottom Line

Excellent, thoughtful email design can help you generate sales leads, boost sales, increase customer trust and grow your business.

Source: <https://www.business.com/articles/email-design/>

SECURITY CORNER

The New Reality of Cyber Risk for Small Businesses

Cyberattacks are no longer confined to big corporations with massive data troves and global footprints. Today, hackers are increasingly targeting small businesses because they're easier to reach, harder to defend, and often deeply embedded in networks of customer and vendor trust.

"It's not that attackers are abandoning large corporations," says Michal Salat, Director of Threat Intelligence for Norton. "Those attacks aren't going away. But it's becoming easier for attackers to go after smaller businesses because large corporations have invested heavily in cybersecurity over the past decade. The space for attackers there is shrinking."

Small businesses, by contrast, often operate closer to the consumer world than the corporate one. They use a wide mix of devices, software, cloud tools, and online accounts, often without strict policies or centralized oversight, because there usually isn't time, budget, or a dedicated team to manage it all. That openness is exactly what attackers look for.

"[For a small business,] there aren't always strict rules about what software you can use, what hardware you get, or what tools are approved," Salat explains. "A lot of habits carry over from the consumer space before the business matures in its security."

Why Small Businesses Are Prime Targets

The rise of AI has dramatically lowered the barrier to entry for cybercrime. Phishing emails that once gave themselves away with poor grammar or awkward phrasing are now nearly indistinguishable from legitimate messages.

"We used to tell people that bad grammar was a red flag," Salat

says. "Now we're almost saying the opposite. If an email is too perfect, that can be suspicious, because AI doesn't make mistakes. It can mimic writing styles, communication patterns, even visual designs."

For small businesses, that creates a particularly dangerous mix. Owners and employees are constantly communicating with vendors, clients, and partners. Whether it's an invoice request, a payment issue, or a change in banking details, a single malicious request can lead to real financial loss.

In addition to phishing and scams, ransomware remains a serious threat for small businesses. "It's still more impactful to attack a small business than a consumer," Salat says. "If you encrypt design files, patient data, or legal documents, there's a strong incentive to pay. The amounts may be smaller than corporate ransomware, but they're still worth it for attackers."

When Trust and Compliance Are on the Line

For businesses in sectors like finance, healthcare, and legal, the stakes go far beyond the immediate cost of fixing a breach. Client trust, regulatory compliance, and long-term reputation are all at risk.

Breaches also tend to cascade. Once attackers gain access to one set of credentials, they often use that information to impersonate businesses on trusted platforms, communicate with customers, or launch further attacks.

"We've seen cases where attackers took over booking accounts for small hotels or rental properties," Salat says. "They communicated with customers through legitimate platforms

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and sent fake payment requests. The customer thinks it's real, because it is coming from a real account." This can undermine trust and lead to real financial and reputational fallout.

Doing More With Less: The Cyber Hygiene Imperative

"It's very challenging for many small businesses to have a unified cybersecurity strategy," Salat says. "You don't want to overwhelm owners or expect them to run enterprise-grade systems with no one to manage them." That doesn't mean cybersecurity can be ignored. It means focusing on fundamentals that actually move the needle.

Keeping software up to date is one of the most important steps. "Updates are critical," Salat says. "With AI doing automated vulnerability scanning, outdated software is a major risk."

Just as important is protecting credentials. "Absolutely necessary today is having unique passwords for each account," he adds. "If one account is breached, it shouldn't spill over to email, social media, or financial systems."

Together, these basic hygiene practices form a strong foundation that helps small businesses reduce risk without adding unnecessary complexity.

A Practical Mindset Shift

For resource-strapped small businesses, essential cybersecurity doesn't mean spending tens of thousands of dollars. It means prioritizing a few high-impact basics: antivirus protection,

password managers, backups, and cloud storage where appropriate, giving business owners peace of mind that the essentials are covered, without needing a dedicated IT team.

But technology alone isn't enough. It must also be met with behavioral shifts. Owners should train employees on the importance of digital hygiene and brush up on their knowledge too. Gen, the owner of Norton, regularly publishes industry-leading research and data about new threats, and knowledge can help prevent something from happening.

"Critical thinking is key," Salat says. "If something feels too urgent or too good to be true, take a step back. Use a different channel to confirm the information you are being told."

That pause, especially around money, access, or sensitive data, can make all the difference. "It's very rare that something truly has to be done right now," he adds. "Usually, you have time." As scams grow more sophisticated and AI makes fraud increasingly convincing, cybersecurity can't rely on software alone. The strongest defense comes from pairing security tools designed to catch what humans might miss with informed, empowered employees. With the right software in place and a culture that encourages slowing down, verifying requests, and asking questions, small businesses don't just reduce risk, they take control of it.

<https://finance.yahoo.com/news/the-new-reality-of-cyber-risk-for-small-businesses>

City of Riverside Creates Award to Honor Duane and Kelly Roberts and Visionaries Who Furthered City's Advancement

The City of Riverside has created the Duane and Kelly Roberts City of Riverside Extraordinary Achievement Award to recognize Riverside visionaries and has named the Roberts' as the initial recipients.

The 6-0 vote on Tuesday (3/10) came at the urging of City Councilmember Chuck Conder, who proposed the idea. He praised Kelly Roberts and the late Duane Roberts, who died in November, for bringing back to life the historic Mission Inn Hotel & Spa.

Roberts' purchase of the historic hotel in 1992 and the subsequent re-opening is widely credited with kicking off the revitalization of downtown Riverside. Conder noted that the Mission Inn was closed and wrapped in chain-link fence when he arrived in Riverside almost 40 years ago.

"Then two visionaries came along," Conder said. "They knew what the Mission Inn was. They knew what it should be, what it could be, and what it would be with their help."

City Councilmember Philip Falcone, who represents the downtown area, where the Mission Inn is located, agreed.

"What would we have without that great investment?" he asked.

Conder noted in a report to fellow council members that he anticipated the award would be presented to "visionaries, innovators, constructors, leaders, and notable men and women



Photo credit: Mission Inn Hotel & Spa

who have significantly contributed to the history of Riverside." He said he expected other initial recipients would be Mission Inn founder Frank Miller and John W. North, who founded Riverside.

"We run the risk of losing that history if we are not celebrating those names and keeping them alive," Conder said.

<https://riversideca.gov/press/city-riverside-creates-award-honor-duane-and-kelly-roberts-visionaries-who-furthered-city>

RDP Welcomes New Businesses to Downtown

Abundio Home Energy, LLC
Right-Hand Healthcare
Italian Citizenship Assistance
KDI Building Developments Inc
La Tiendita Dos Y Mas (Arts, Crafts)
Riverside Health Surgery Center
Ma Teresa Ramirez Martinez (Administration Office)
Target Market Research Group



**RIVERSIDE
DOWNTOWN
PARTNERSHIP**

DOWNTOWN IS CALLING

www.RiversideDowntown.org

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Janice Penner

*Office Manager/
Bookkeeper*
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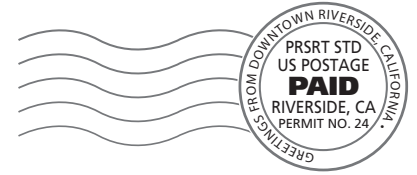
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SPRING AHEAD MEMBERS SHOW

FEATURING
KATHY WRIGHT
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OPENING RECEPTION DURING
ARTSWALK APRIL 2, 2026
6PM - 9PM

SHOW DATES:
APRIL 1, 2026 -
MAY 2, 2026

ARTIST TAKE-IN:
MARCH 28 - 29, 2026
2 - 4 PM



Riverside Community Arts Association Gallery
3860 Lemon St. Riverside, CA 92501
Gallery Hours: Wed-Sat 11am-3pm
Artswalk First Thursday of the Month 6pm-9pm



SPRING RECEPTION

CELEBRATING EXHIBITIONS
FROM HERE TO THE HORIZON: PHOTOGRAPHS IN HONOR OF BARRY LOPEZ
LENARD SMITH: FORTUITOUS ENCOUNTERS
MFA THESIS EXHIBITION



DATE **SATURDAY, APRIL 11** TIME **3-6 P.M.**

LOCATION **UCR ARTS, 3824 MAIN ST. RIVERSIDE**

FREE AND OPEN TO THE PUBLIC

