

BID BULLETIN

Riverside Downtown Business Improvement District



IN THIS ISSUE

- SMIA Enters Into Agreement to Purchase Historic Mission Inn Hotel & Spa 1
- New Museum Exhibit America 250 2
- Mayor’s Message..... 2
How Outside Partnerships are Shaping Riverside’s Economic Future
- Council Corner 3
Ward One
- Council Corner 4
Ward Two
- Arts Corner..... 4
Riverside Artwalk Artist Spotlight: Lana Licata Manzo
- Riverside Rewards and Shop Riverside..... 5
- Business Buzz 5
14 Ways to Improve Your Local Marketing Strategy (Updated)

RDP LUNCHEON

Join us for the RDP luncheon on

Tuesday, June 23, 2026

at Taco Station

Featuring Councilmember

Clarissa Cervantes

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for reservations



DOWNTOWN IS CALLING

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SMIA Enters Into Agreement to Purchase Historic Mission Inn Hotel & Spa

Yuhaaviatam of San Manuel Nation announced that the San Manuel Investment Authority, through its affiliated entities, has entered into an agreement to purchase the historic Mission Inn Hotel & Spa in downtown Riverside, California.

“The Mission Inn holds a special place in our hearts,” said Chairwoman Lynn Valbuena. “Generations of our family love the inn for its charming ambience and for the memories we’ve made there over the years. We recognize its historic, economic and cultural significance to Riverside and the region and would be delighted to include The Mission Inn in our non-gaming hospitality portfolio.”

For decades, Kelly Roberts, alongside her late husband Duane Roberts, served as visionary stewards of The Mission Inn Hotel & Spa, elevating the property into one of California’s most iconic and celebrated historic hotels. Through their shared commitment to preservation, restoration, and innovation, they transformed the Inn into a world-class destination while safeguarding its architectural integrity and rich cultural heritage.

Under their leadership, The Mission Inn has received widespread recognition and acclaim, including distinctions as a AAA Four Diamond hotel and consistent honors for excellence in hospitality, dining, and guest experience. Their stewardship redefined the guest experience through thoughtful enhancements, including the award-winning spa, curated culinary concepts, and the continued expansion of its museum-quality collections and artifacts.

Kelly and Duane Roberts are also credited with elevating the Inn’s signature Festival of Lights into one of the most celebrated holiday events in the country, drawing millions of visitors annually and cementing

the property’s role as a cornerstone of the Riverside community and Southern California tourism.

“It has been the honor of a lifetime to serve as stewards of The Mission Inn,” said Kelly Roberts. “Duane and I poured our hearts into preserving its legacy while evolving it for future generations. I am incredibly proud of what we built together and deeply grateful to our team, the Riverside community, and every guest who has walked through its doors. I have great confidence that Yuhaaviatam of San Manuel Nation will carry this legacy forward with the same care, respect, and vision.”

The Mission Inn is Riverside’s landmark historic hotel, recognized for its famous Mission Revival architecture, curated gardens and courtyards, one-of-a-kind guestrooms and suites, award-winning dining, and extraordinary collection of artifacts. Originally established in 1876 and expanded in the early 1900s by founder Frank Miller, the property now spans an entire city block and remains a defining symbol of the region’s history and charm. Subject to customary closing conditions, the transaction is expected to close as early as the end of May.

About Yuhaaviatam of San Manuel Nation:

Yuhaaviatam of San Manuel Nation is a federally recognized Indian tribe located on the San Manuel Indian Reservation near Highland, California. The Tribe, formerly known as the San Manuel Band of Mission Indians, proudly reclaims their ancestral name – Yuhaaviatam (pronounced “yu-HAH-vee-ah-tahm”) – honoring the deep-rooted heritage and enduring legacy of their people. Exercising their inherent sovereign right to self-governance, Yuhaaviatam

continued on page 2

SMIA, continued from page 1

of San Manuel Nation is committed to providing essential services to their citizens by building infrastructure, maintaining civil services, and promoting social, economic, and cultural development.

As the Indigenous people of the San Bernardino highlands, passes, valleys, mountains, and high deserts, the Yuhaaviatam have called this region home since time immemorial and

are committed to remaining a productive partner in the San Bernardino region. For more information, visit <http://www.sanmanuel-nsn.gov>.

Source: <https://www.sanmanuel-nsn.gov/news/smia-enters-agreement-purchase-historic-mission-inn-hotel-spa-riverside>

City of Riverside Celebrates America 250 With New Museum Exhibit

City sponsored exhibit at Mission Inn Museum features art, artifacts, history

The City of Riverside, as part of its celebration of America's 250th anniversary, invites the public to a new exhibit, "Riverside: An All-American City -- A Celebration of America 250," at the Mission Inn Museum.

The exhibit, which will run through Aug. 3, includes art and artifacts that commemorate 250 years of American freedom, as well as the roles the Mission Inn and Riverside have played in the shaping of American history and politics. The exhibit is part of a larger, nationwide observation of America's Semiquincentennial, 250 years after the founding of this nation.

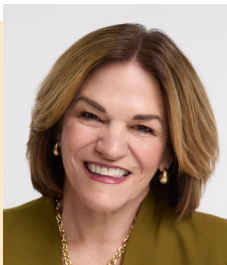
"The Mission Inn Foundation and all of Riverside joins in this observation because Riverside history is American history, and American history is Riverside history," said City Councilmember Philip Falcone, whose office funded the exhibit in partnership with

the Mission Inn Foundation. "Together these perspectives shape America's past, present, and future."

Among the art and artifacts are a handbell of Paul Revere from Mission Inn creator Frank Miller's expansive bell collection, wooden shields and portraits that adorned city streets to honor the local heroes of the Civil War. There's also a bust of Benjamin Franklin, a relief of Abraham Lincoln, mementos from the Mission Inn's nine presidential visits, and a retrospective of Riverside and the country's elaborate 1976 American Bicentennial celebration.

All are welcome to view this exhibition from different perspectives – from varying political views, cultural and religious backgrounds, and beliefs of what makes for "a more perfect union." The artifacts, images, and stories present here are small pieces of an overarching 250-year story – a story that is still being written.

Source: <https://riversideca.gov/press/city-riverside-celebrates-america-250-new-museum-exhibit>



Mayor's Message

Contributed by Mayor Patricia Lock Dawson

How Outside Partnerships are Shaping Riverside's Economic Future

Riverside is putting its strengths to work, telling our story to deliver progress that will expand opportunity for generations to come. We are home to three universities that support businesses with research and talent. We have a greenbelt and a river that connect us with nature. We have beautiful neighborhoods where families can thrive, and a rich history reflected in our architecture and culture.

But as a Riverside native, I find myself constantly striving for more for my city. While we are great, we can be even better. We can build a more resilient and diversified economy that creates jobs so people can live where they work. We can create civic spaces where our community gathers and connects. We can ensure there is enough housing and supportive services so that homelessness becomes a thing of the past. These ambitions drive my work every day, because Riverside residents deserve a life filled with opportunity, connection, and pride in their community.

Since taking office, my strategy has been simple: seek out opportunities and resources that make Riverside better. Every day I am pursuing the avenues and supports that will create jobs, support businesses, improve services, address homelessness, and expand recreation and access to nature. This strategy has resulted in strong partnerships with philanthropy, funding from state and federal governments, and collaboration with organizations that share our commitment to improving quality of life for our residents.

As Mayor, I am the chief advocate for the city, but that advocacy doesn't only happen in Sacramento or Washington, DC. It happens in every single room I enter. Whether I am meeting with private industries, philanthropies, or nonprofits, I am always thinking about what opportunities can be brought home for Riverside.

One example is a relationship built with Accelerator for America (AFA), a nonprofit organization that supports cities as they build housing, infrastructure, and economic opportunity. They call themselves a "do-tank," not a think tank, and Riverside has

continued on page 3

benefited greatly from their hands-on support.

Riverside was selected as one of just ten cities nationwide to participate in AFA's Innovative Infrastructure Initiative. Through this work, we received expert guidance in developing our Zero Emission Vehicle Transition Plan, helping Riverside earn recognition as the Greenest Fleet in North America. AFA has also provided expert guidance on the development of the city's Inclusive Development Action Plan which helped formulate the City's Economic Development Strategy approved by Council.

Just last month, AFA selected Riverside as their host city, and I was proud to highlight Riverside's economic development strategy. At this gathering, mayors from across the country—from Phoenix to Nashville to Montgomery—came together to share best practices and experience the best of Riverside. They had a chance to walk through the Citrus State Historic Park, visit The Cheech, and stay at the Mission Inn. The experience made a lasting impression, so much so that Matt Tuerk, the mayor of Allentown, Pennsylvania was inspired to get a tattoo of Riverside's iconic Raincross at a local shop. This is what I mean by being an ambassador for Riverside in every room I am in, every conversation can lead to an opportunity for Riverside big or small.

Another important partner in our work to strengthen Riverside is Bloomberg Philanthropies. Their support has advanced the redevelopment of the Armory at Fairmount Park, expanded our civic engagement efforts to better connect with residents,

streamlined our procurement processes, and funded two Harvard fellows who are helping us leverage data to deliver more effective, responsive city services.

Just this past week, Bloomberg Philanthropies announced that Riverside will receive a Youth Climate Action grant. This investment supports our Office of Sustainability and empowers our youngest residents to take an active role in protecting the future of our city.

Through my involvement with ICLEI—Local Governments for Sustainability—Riverside was selected as the only city in California to receive funding through the Municipal Investment Fund. This grant will support projects such as battery storage, electric vehicle infrastructure, and building decarbonization—investments that strengthen our infrastructure while preparing Riverside for the future.

These partnerships and investments deliver real results. They are creating more opportunities, strengthening neighborhoods, and improving the daily lives of our residents. Most importantly, they are helping us build a better future for the next generation.

By opening our doors to new ideas and new collaborators, we are bringing the best of the country, and the world, home to Riverside. And together, we are building a city that not only meets the moment but rises to it.

Council Corner

Contributed by Councilmember Philip Falcone

Ward One Council Update

Adaptive Reuse is What Downtown Riverside Needs



In Downtown Riverside, historic buildings are not relics of the past, they are great opportunities for economic development that can shape the future of local business and downtown vitality. Adaptive reuse, the practice of repurposing older structures for new commercial, residential, or mixed-use uses, has become one of the most effective strategies for revitalizing urban centers while preserving the character that makes a city unique. Cities have begun creating official adaptive reuse policies to streamline the expectations on how property owners can develop buildings from a former use (office buildings like banks, for example) to a new, adapted use (residential or hotel lodging, for example). Local cities like Los Angeles, in their downtown, have done this very well.

For business owners, adaptive reuse offers a powerful combination of maintaining the character and feel of the city while extending the useful life of a building. In an era when consumers increasingly seek memorable experiences rather than generic spaces, historic buildings provide architectural details, craftsmanship, and atmosphere that modern construction often cannot replicate. Exposed brick walls, vintage storefronts, historic facades, and walkable areas help

create destinations that attract customers and encourage repeat visits. Restaurants, shops, offices, galleries, and creative workspaces all benefit from the sense of place these buildings provide.

Downtown Riverside is particularly well-positioned to benefit from adaptive reuse because of its rich architectural heritage and a fair amount of available or underutilized buildings. Visitors drawn to landmarks such as the Mission Inn Hotel & Spa are more likely to explore surrounding businesses when the downtown environment feels cohesive, vibrant, and historically authentic. Rehabilitated buildings help strengthen this identity while increasing foot traffic and investment opportunities.

Adaptive reuse can also make financial sense. Rehabilitation projects may qualify for historic preservation tax credits, grants, or local incentive programs that reduce redevelopment costs. Reusing existing structures can lower material and demolition expenses while shortening construction timelines. In many cases, historic buildings occupy prime downtown locations that would be difficult or expensive to replicate today. Businesses that invest in these spaces are often rewarded with strong visibility and a built-in connection to the community.

Equally important, adaptive reuse supports sustainability. Preserving and upgrading existing buildings reduces construction waste and conserves the energy already embodied in older materials. For customers and tenants who prioritize

continued on page 4

environmental responsibility, adaptive reuse demonstrates a commitment to thoughtful, community-centered development.

Last month the Planning Commission discussed Riverside's own adaptive reuse policy and forwarded it along to the City Council where greater discussions will be had on the topic in short order. In summary, this policy is about streamlining one's ability to take an old building and breathe new life in it by adapting it to the needs of today's uses and economy.

As Downtown Riverside continues to evolve, adaptive reuse represents an opportunity to balance growth with preservation. By investing in historic buildings, business owners are not only creating distinctive commercial spaces—they are contributing to the long-term economic vitality, cultural identity, and civic pride of one of Southern California's most historic downtowns.

Council Corner

Contributed by Councilmember Clarissa Cervantes



Ward Two Council Update

Happy June, Riversiders! Summer is officially here!

Ward 2 Event: Following 2 years' worth of successful Arts & Culture festivals at Lincoln Park, my team and I have been working on an exciting new event to Ward 2! We are still in the planning phase but make

sure to save the date on **July 11th!** Keep an eye out on social media for more information to come!

6th Annual Riverside Juneteenth Celebration: You can celebrate Juneteenth here in Riverside on Saturday, June 13th, at Fairmount Park where the annual Juneteenth celebration will be hosted by The Black Collective from **3 pm – 6 pm**. My office is proud to be a sponsor of this beautiful community celebration! This event is free and open to the public, and will be held at Fairmount Park, **2601 Fairmount Boulevard**.

Graduation Season: I want to extend heartfelt congratulations to all our recent graduates throughout the city on your amazing achievement! You are the future of Riverside, and I sincerely wish you all nothing but the best as you embark on this new journey!

Juneteenth Holiday: City Hall will be closed in recognition of the Juneteenth Holiday on Friday, **June 19th**. City Hall will resume normal hours of operation on Monday, **June 22nd**.

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.



ARTS CORNER

Riverside Artswalk Artist Spotlight: Lana Licata Manzo

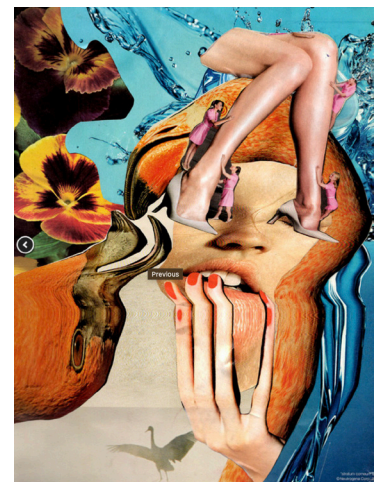
Contributed by Rachael Dzikonski, Executive Director, Riverside Arts Council

With summer right around the corner, school winding down, and travel plans beginning to take shape, June is the perfect time to slow down and enjoy everything happening close to home. In Riverside, one of the best ways to spend the first Thursday of the month is by exploring Riverside Artswalk, where galleries and museums open their doors late, local artists line Main Street, and downtown comes alive with creativity and community. This month, the Riverside Arts Council is pleased to feature artist Lana Licata Manzo as the Artswalk Artist Spotlight.

Lana's work reflects a thoughtful and deeply personal creative practice, and her participation in Artswalk highlights the diversity of artistic voices that make Riverside's arts community so vibrant. Lana is participating in Artswalk at the Riverside Art Museum, exhibiting her unique artworks during her Open Studio and Exhibition in the Powell and DeVean Galleries.

Lana Licata Manzo is a mixed media artist originally from Placentia, California. After spending several years traveling and studying in the Bay Area, she relocated to Riverside County six years ago and has become an active part of the region's arts community. Lana has been creating art since she was seventeen and is currently participating in an artist residency as she prepares for an upcoming exhibition at the Riverside Art Museum. Her work has been exhibited at venues including the Riverside Art Museum, the San Bernardino County Museum, the Frank M. Doyle Arts Pavilion, and the Brea Gallery, as well as in exhibitions throughout California and in New York and North Carolina.

Lana is deeply committed to her career in the arts, and her process is non-stop, as her art creation allows her to be a better version of herself. She finds inspiration in every experience in life: nature, her family and pets, the act of creation itself, as well as the excitement of completing a project. While playing in the sandbox with her daughter, she is thinking of shapes and/or materials she can use; while cooking, she is thinking of the feeling a piece gives her; while hiking with family, she is inspired to create a new sculpture based on what they see. Outside of the studio, Lana enjoys hiking and visiting national parks, and she loves sharing the creative process with her daughter. Through her residency and upcoming exhibition, she hopes to



continued on page 5

ARTS CORNER, continued from page 4

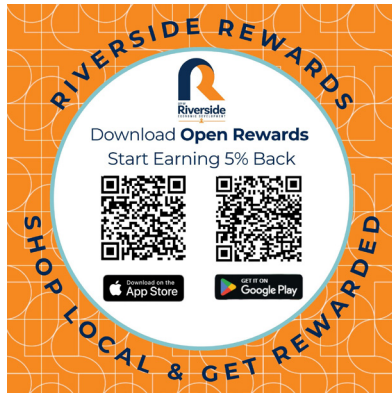
inspire others to experience the joy of making art and to let go of the intimidation that can sometimes come with trying something new.

"Art doesn't have to be perfect, and it doesn't have to be made for anyone but yourself," Lana says. "I hope my show brings joy to those who see it and encourages people to experiment and explore a new art form."

Lana's Open Studio and Exhibition will run through August 2026 in the Powell and DeVean Galleries at the Riverside Art Museum.

For more information about Lana and her artwork, visit @lanalicata on IG or www.lanalicata.com. For more information on Riverside Artswalk, visit www.riversideartswalk.com or @riversideartswalk on IG

Shop Local. Get Rewarded.



Riverside Rewards makes it easier to support local businesses while earning rewards along the way. When you shop at one of **500 participating Riverside businesses** during the pilot program, you can earn **5% in reward points** on eligible purchases. From favorite neighborhood spots to hidden gems across the city, every purchase helps strengthen Riverside's

local economy—and puts rewards back in your pocket for your next visit.

Plus, Riverside Rewards features **special monthly promotions** where shoppers can earn additional rewards at select businesses, during seasonal campaigns, or around community events.

Start exploring and earning today—because shopping local pays off.

How It Works

1. Download the Open Rewards app, available on iOS and Android.

BUSINESS BUZZ

14 Ways to Improve Your Local Marketing Strategy

Audiences in specific neighborhoods want your business to build relationships with them. Here's how (Updated).

How to improve your local marketing strategy

While navigating the turbulent seas of marketing, don't lose sight of one of your most important audiences: your local market. Reaching this group may require some targeted strategies. Local marketing is different from broader marketing efforts because it focuses heavily on building relationships within your neighborhood or a specific radius around your business.

What is local marketing?

Local marketing targets customers who live within a certain distance of a business's location. It allows businesses to promote their products or services to current and potential customers in a specific city or ZIP code. Small businesses sometimes overlook this strategy, often taking their marketing cues from large national brands instead.

"What I love about local marketing, particularly from an agency

2. Shop at one of **500 participating Riverside businesses**.
3. Scan or upload your receipts through the app.
4. Earn **5% in reward points** on eligible purchases.
5. Watch for **special monthly promotions** to earn additional rewards.
6. Redeem your points at any participating business.

Why Riverside Rewards?

Riverside's small businesses are the heart of our community. Riverside Rewards encourages residents to shop local by giving back to shoppers while helping drive foot traffic, customer loyalty, and economic activity for participating businesses.

Get Started Today

Download the Open Rewards app and start earning:

<https://www.bludot.io/open-rewards-riverside-ca>

For questions, please contact the City of Riverside Economic Development team at econdev@riversideca.gov

And don't forget the Shop Riverside Community Card

If you prefer a physical program, the city also offers the Shop Riverside Community Card. You can purchase this card from local non-profit organizations and participating schools for \$15. It acts as a discount card, unlocking special deals and offers at various Riverside-based shops, spas, and restaurants. Find it at <https://riversideca.gov/shopriverside/card.asp>.

by Stella Morrison

owner's point of view, is that no matter how large your company is, you're always going to have more loyal customers in your local area," said Aled Nelmes, CEO and founder of Lumen SEO.

Bottom Line

Local marketing is a smart retail marketing strategy for reaching prospects and customers within a specific radius of your business.

How to improve your local marketing strategy

Many local marketing strategies involve tailoring tried-and-true marketing tactics to attract nearby customers. While not every approach will be a perfect fit for every business, the following tactics can help you strengthen your local presence and connect more effectively with the community around you. Consider the following strategies:

1. Pinpoint your target audience.

The first and most important step in developing any marketing campaign is knowing your target audience.

continued on page 6

BUSINESS BUZZ, continued from page 5

"You can't market locally if you don't first understand who you're marketing to," explained Nichole Williamson, chief strategy officer at Zilker Media. "Start by asking, 'What does my customer care about? What problem are we solving for them?'" Knowing your audience allows you to develop messaging that resonates and design experiences that feel personal and intentional."

Defining your target audience goes beyond basic demographics and market research. Consider what your ideal customer cares about, what motivates them and what types of content or messaging will appeal to them. Also, think about where they "hang out" digitally as well as physically. For example, are they active participants on Instagram or TikTok? Or is Facebook more their cup of tea? Do they attend local events or participate in community forums?

2. Find ways to engage your audience.

Once you understand your audience, the next step is to reach them in relevant and personal ways. This means building your local campaigns around their interests, behaviors and needs and using the platforms, messages and incentives most likely to resonate with them.

In both your traditional (print ads, flyers, etc.) and digital marketing strategies (social media outreach, email marketing campaigns), focus on what interests your audience. Use search terms they'll likely use, and create advertisements that explain how your product or service solves a problem they're dealing with.

Engagement often comes down to creating a sense of connection and relevance, even in small, unexpected ways. Aled Nelmes, CEO and founder of Lumen SEO, shared how subtle, psychology-driven cues can encourage people to interact with a business more naturally and meaningfully.

"My favorite [local marketing] examples have been a local café putting chairs and tables outside even if it's raining to suggest they're open from a distance," Nelmes shared. "I've also seen a village shop offer a 'postcode discount,' the irony being that everyone within a 10-mile radius is within that postcode, but the consumer feels a sense of exclusivity nonetheless. It's those psychological tricks that I'd suggest for long-term success over high-spend ads."

3. Get involved in your community.

Local marketing isn't just about advertising; it's also about building real relationships. Find opportunities to show up in your neighborhood and support causes your customers care about. Attend local events, volunteer for community projects, or donate branded prizes to raffles and contests. These simple actions can improve your visibility and give people a reason to return to your business.

Williamson encourages businesses to make community involvement a part of their brand. "Sponsor the local high school football team. Host an educational seminar for other small businesses," Williamson suggested.

However, Williamson emphasized that true engagement takes more than just writing a check. "Community involvement builds visibility and credibility, both of which are essential for long-term loyalty."

4. Take advantage of local directories.

One of the easiest ways to drive local traffic is to ensure your business appears in local search results. You can do this by claiming and optimizing your listings on platforms like Google Business, Yelp and other industry-specific directories.

"Local directories are a powerful digital storefront," Williamson said. "Ensuring your business is listed — and that the listing is accurate and up-to-date — boosts your visibility in local search and signals credibility to both search engines and customers."

5. Gather and post testimonials.

Positive customer reviews are among the most effective tools for building trust in your local community. While people are often quick to share negative feedback, positive experiences can be just as powerful, especially when you make it easy for customers to share them.

Encourage satisfied customers to leave reviews on platforms like Google, Yelp or Facebook. If you receive great customer feedback in person, via email or on social media, ask if you can share it on your website or marketing materials. The more visible your happy customers are, the more likely others are to give your business a try.

6. Use local media.

Don't underestimate the power of local media, especially in smaller communities. Local newspapers, radio stations and TV shows often have loyal, engaged audiences, and they're always looking for stories with a community appeal.

Pitch a newsworthy event, sponsor a themed segment, or offer to be a local expert in your field. When you appear or are featured on local media, you can raise awareness, build credibility and drive more foot traffic to your business.

7. Run local search engine marketing campaigns.

Search engine marketing (SEM) is a powerful way to reach potential customers in your area. With tools like Google Ads, you can create targeted campaigns that drive both online traffic and in-person visits to your brick-and-mortar location.

Pay-per-click (PPC) ads and other location-based targeting options help ensure your business appears when local customers conduct searches for relevant products or services. These campaigns can help you get the most bang for your marketing dollar by reaching the right audience at the right time.

Use Bluetooth beacons to send real-time promotions, coupons or alerts to the smartphones of nearby or in-store customers. This is a great way to drive foot traffic to your store and boost engagement.

8. Work on your search engine optimization (SEO).

Search engine optimization, especially organic SEO, helps your business show up in search results without relying only on paid ads. For best SEO results, you'll need to create valuable content for your audience and optimize your website.

"Good local SEO ensures that when someone searches 'best bakery near me' or 'community bank in Austin,' you show up," Williamson explained. "That means optimizing your Google Business Profile, using localized keywords, and ensuring your website is technically sound and mobile-friendly."

Organic SEO takes time and consistent effort, and it could take

continued on page 7

BUSINESS BUZZ, continued from page 6

months before you see real results. However, the long-term benefits can be enormous. As search engines continually change and refine how they present relevant local results, like nearby restaurants, service providers and shops, your SEO strategy becomes even more valuable.

9. Use social media to engage the audience.

Social media is a great way to connect with your local community in a way that feels both professional and personal. For best results, focus your social media marketing on the platforms your audience already uses, whether that's Facebook, Instagram or Nextdoor, and use those social channels to answer followers' questions, share updates and start conversations.

Consistent, authentic interaction can help build trust, help sustain and grow customer relationships, and help nearby customers remember your business.

10. Run contests or promotions.

Contests and promotions can be great tools for engaging a local audience. You can even go viral with a contest that captures interest quickly online. Get creative with your approach, and offer prizes your ideal customers will actually value. You can also tie promotions to local events, holidays or community causes to build goodwill and brand awareness.

Nelmes advises brands to reward more participants with tiered incentives instead of offering a single big prize.

"I recommend offering a 1st, 2nd and 3rd prize to increase the number of entries," Nelmes shared. "You will also enjoy stronger word-of-mouth benefits following the competition, with more winners advocating for your now more generous brand."

11. Establish yourself as an authority.

Positioning yourself as a trusted expert in your field can help you stand out from local competitors and build lasting customer loyalty. To do this, create relevant, helpful content on your website, blog and email newsletter that answers common customer questions or explains industry trends. This strategy builds credibility, supports your SEO efforts, and helps you stand out from the competition.

Nelmes points out that becoming an authority or noted expert doesn't have to mean winning national awards. In a smaller local market, being the go-to provider in your niche can carry more value than broader recognition.

"Establishing yourself as an authority varies in importance depending on the size of your local area," Nelmes noted. "You can gain authority in hairdressing by being the only hairdresser in your area, and therefore can often waste time trying to win national awards instead of developing new services to offer to your regular customers to increase lifetime value."

12. Cross-promote with other local businesses.

Cross-promotion is a simple, mutually beneficial strategy where two or more businesses market each other to their customers. It helps each business expand its reach, attract new clientele and boost sales, all without significantly increasing marketing costs.

"There's a reason theme parks place drink stands next to salty food restaurants; they grow each other's demand, like a symbiotic relationship," Nelmes explained. "The potential wins here are huge, and therefore collaborating with local brands is essential and very important."

Nelmes encourages small businesses to think creatively about potential local partners. "In an ideal scenario, you would be located close to those partners, but a great social media campaign can bring brands closer together than ever," Nelmes said.

He also recommends tying these partnerships to specific seasons or events to maximize engagement. "For example, a florist could partner with a local deli to offer a competition in which customers could win a Valentine's Day experience. Watch how seasonality, social media and the power of two brands create more local interest than you've ever seen."

13. Host or sponsor local events.

Hosting or sponsoring local events is a great way to raise brand awareness and connect with your community in person. Whether it's a seminar, fundraiser, festival booth or neighborhood celebration, these gatherings let you meet potential customers, share your brand's personality and create positive experiences people associate with your business.

Choose an event that appeals to your target audience and matches your brand values. You're not just providing entertainment or information – you're building relationships and trust that can lead to long-term customer loyalty.

14. Build a mobile-friendly website.

Local customers often discover businesses through mobile searches, whether they're looking for a place to eat, shop or book a service. A mobile-friendly website helps provide a great user experience and is also a key factor in SEO, as search engines prioritize responsive, fast-loading websites.

Follow responsive web design best practices to ensure a smooth user experience across devices. Your site should automatically adjust to different screen sizes, with quick load times, clear navigation, clickable buttons and easy-to-read content.

Nelmes emphasized that mobile-friendly sites help consumers make more purchases.

"Whilst having a mobile-friendly website varies in importance depending on your target audience, you can't deny that for all demographics, it's becoming increasingly important, especially as users become more confident paying for and booking things online via their smartphone," Nelmes explained.

A responsive, mobile-friendly website makes it easier for potential customers to take action, whether that's calling your business, visiting your location or making a purchase on the spot.

Source: <https://www.business.com/articles/ways-to-improve-local-marketing/>

RDP Welcomes New Businesses to Downtown

All Around Program Services

Green Shack

Precision Psychiatric Services Inc

Psychplus Associates of California

Psychplus Medical Associates of California PC

Revela Photobooth

Rume Bottega



**RIVERSIDE
DOWNTOWN
PARTNERSHIP**

DOWNTOWN IS CALLING

www.RiversideDowntown.org

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Oz Puerta, Arlington Business Partnership
Bill Gardner, Director Emeritus



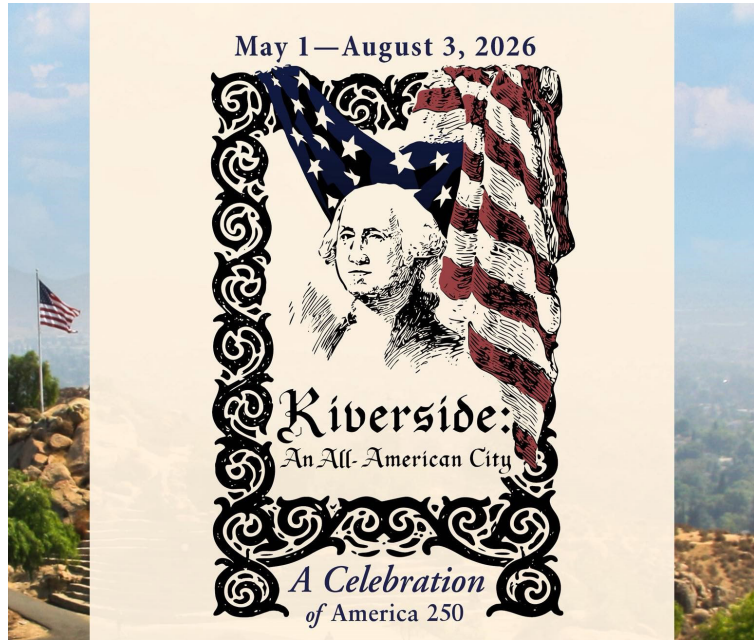
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3666 University Avenue, Suite 100
Riverside, CA 92501

(951) 781-7335 | (951) 781-6951

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