

BID BULLETIN

Riverside Downtown Business Improvement District



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RDP LUNCHEON

Join us for the RDP luncheon on Tuesday, July 28, 2026 at Loft .84 Featuring Greg Cuellar of Riverside Community Arts Association and Mindy Griffith of Mission Inn Foundation
Call the RDP office at 951-781-7335 for reservations

July Events

Summer Fun Concerts in the Park Series

This free annual event takes place every Wednesday evening in July at Fairmount Park from 6 pm to 9 pm. Families can bring their lawn chairs and settle in for live music, family-friendly fun, and a great atmosphere.

This year's lineup features a mix of Motown, rock, Latin, salsa, cumbia, '80s hits, and R&B favorites. Highlights include a special patriotic celebration on July 1 with a performance by the Riverside Concert Band and a 250th Anniversary of America drone show.

Concert Schedule:

July 1 | The Convertibles Band (Patriotic Rock & Soul) + Drone Show

July 8 | Bumptown (Old School & Latin)

July 15 | Vilma Diaz Y La Sonora (Salsa & Cumbia)

July 22 | Pop Gun Rerun ('80s Music)

July 29 | B.I.G. (R&B & Old School), presented by Ontario International Airport

Food vendors will be on-site each week, along with a beer garden hosted by the Riverside Community Services Foundation. The Altura Power Hour, featuring sponsored beats by Altura Credit Union, will keep the party going. Additional sponsors of the event include Fritts Ford and Carbon Nation Brewing.

Fourth of July Spectacular



Riversiders can celebrate America's 250th birthday with The City of Riverside Parks, Recreation and Community Services Department with a spectacular array of fireworks at two separate locations:

- La Sierra Park (5215 La Sierra Avenue)
- Mount Rubidoux (Mount Rubidoux Drive at 9th St.)

The shows begin promptly at 9 pm. No access will be available at Carlson Dog Park or Mount Rubidoux after 7 am on July 4th.

Want to be closer? Evergreen Memorial Historic Cemetery offers **Founders' Day Front Row Fireworks** for \$10 for adults, and free for military with ID and kids 12 and under. Attendees can enjoy food vendors, live music, as well as free activities for the kids in a safe, family friendly location. To purchase tickets, go to <https://evergreen-cemetery.info/event/front-row-fireworks/>.

International Food Festival

The International Food Festival returns to downtown Riverside. It will take place Saturday, July 25th and Sunday, July 26th from Noon to 9 pm on Mission Inn Avenue from Orange Street to Lime Street. Offerings will include global street food, fusion dishes, authentic international flavors, plus craft beer and handcrafted cocktails. The event will also have retail and cultural craft vendors, along with live music and performances and carnival attractions.



DOWNTOWN IS CALLING

www.RiversideDowntown.org

Attend a CAAP Virtual Workshop on July 8th!

The City is inviting residents to join a virtual workshop focused on Riverside's Climate Action & Adaptation Plan (CAAP). Learn about the CAAP process, project progress to date, and greenhouse gas reduction and climate adaptation measures that support a more sustainable and resilient future for Riverside.

CAAP Virtual Workshop

July 8, 2026 | 6 pm to 7:30 pm

Register at <https://qrco.de/RivCAAPworkshop>

Spanish and ASL interpretations will be provided.

Attendees will be entered into a raffle for a chance to win a \$100

grocery gift card!

Help Shape Riverside's Climate Plan!

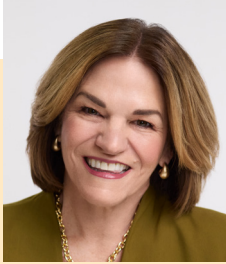
CAAP Survey - Take a short survey to share which climate actions and strategies you support.

- Take the CAAP Development Survey at <https://qrco.de/RivCAAPsurvey>

Learn More: www.Riverside2050.com

Sign Up for Updates: qrco.de/Riv2050OptIn

Questions or Comments: info@riverside2050.com | (844) 289-8614



Mayor's Message

Contributed by Mayor Patricia Lock Dawson

Summer Fun

Graduations, promotions, vacation planning, swimming lessons...all signs that summer has arrived and with it, a host of activities to make the next few months fun and interesting in Riverside.

With longer days and kids out of school, the City has planned all sorts of summer fun accessible to everyone and every taste. Our beloved Concerts in the Park series returns to Fairmount Park every Wednesday evening from June 24th through July 29th. These free community concerts bring live music, a beer garden, food vendors, and family-friendly fun to one of Riverside's most iconic gathering spaces.

Fairmount Park also offers unique summer experiences like the Riverside Community Sailing Program and swan pedal boat rentals on the lake. You can also enjoy an affordable round of golf at the golf course, one of the few public courses available in Riverside. Our historic Fairmount continues to be one of the best places in the city to enjoy the outdoors in a beautiful setting.

We are also continuing our Movies in the Park series, with free movies on Friday evenings throughout the summer. Pack a picnic and blanket and bring a friend to enjoy a movie under the stars together.

And of course, our seven public pools reopened June 1st, offering opportunities for families to cool off during the triple-digit days we know are coming. Whether you are learning to swim, spending time with friends, or simply escaping the heat, our pools remain one of the best summer traditions in Riverside.

If you are looking for something more structured this summer, our Parks and Recreation Activity Guide offers something for every age group: Ceramics, cooking, woodshop classes, adult boxing, pickleball, volleyball leagues and countless opportunities to learn new skills, stay active, and connect with

others. Families can also take advantage of swim lessons, day camps, and youth activities happening throughout the city. You can register for any of these classes and so much more at <https://anc.apm.activecommunities.com/riversideprcsd>

One of the highlights of the summer is our Fourth of July celebrations as we join communities across the nation in commemorating America's 250th anniversary. In addition to our fireworks celebrations at La Sierra Park and Mount Rubidoux, Riverside will host a series of America250 events (<https://visitriverside.com/america250>) throughout the community to celebrate our nation's history and future.

For many Riverside families, summer also brings a real challenge: when school is out, gone are the reliable meals many children count on each day. That's why programs like Riverside Summer Feeds are so important. Beyond nutritious meals, these programs give families peace of mind and kids a safe, welcoming place to gather. No child should spend their summer worrying about where their next meal will come from, and Riverside remains committed to supporting the health and well-being of our young people.

As Mayor, I believe investing in our quality of life is just as important as investing in infrastructure and economic development. Strong cities are not only measured by roads and buildings, but by whether families feel connected, children feel supported, and residents feel proud of where they live.

So this summer, take advantage of everything our city has to offer. Go to a concert. Watch a movie in the park. Visit one of our pools. Try something new. Meet your neighbors. Support local events.

Summer in Riverside is about community, and there is no better community than ours. I hope to see you out there this summer!

Council Corner

Contributed by Councilmember Clarissa Cervantes

Ward Two Council Update

Hoping that you all have had a happy Pride Month and Juneteenth holiday, my fellow Riversiders!

Ward 2 New Businesses

Voltu Motor: It was an honor to celebrate the grand opening of Voltu Motor's new manufacturing headquarters in Ward 2 this past month! This investment is a major

win for Riverside, bringing good-paying green jobs, supporting innovation, and strengthening our local economy. I'm proud to see companies like Voltu choosing our community as they help lead the future of clean transportation.

The Special Needs Network: I was also thrilled to join the Special Needs Network for the grand opening of their new Riverside office in Ward 2. Their commitment to empowering individuals with autism and other developmental disabilities, while providing vital resources and support for families, will make a meaningful difference in our community. Having these services available closer to home is an important step toward building a more inclusive Riverside for everyone.

UCR College Corp End-of-Year Celebration

It was a pleasure to attend the UC Riverside College Corps End-of-Year Celebration, honoring students who dedicated their time to serving our community through this statewide program. College Corps Fellows gain hands-on experience while addressing critical community needs, including food insecurity, education, and climate action.

A special thank you to our Food Insecurity Fellows, Reymarr Bermier and Amanda Young, for choosing to serve in the Ward 2 Office this year. As our third College Corps cohort, they have continued a tradition of service that has made a meaningful impact on our office and the residents we serve.

Celebrate This 4th of July Safely

As you celebrate Independence Day, please remember that all fireworks are illegal within the City of Riverside. Illegal fireworks increase the risk of fires and injuries while causing unnecessary stress for veterans, pets, and wildlife. Violators are subject to a minimum \$1,500 fine per violation.

If you witness illegal fireworks, you can report them anonymously through the City's 311 App, by calling (951) 826-5311, or by submitting a report through the City's 311 website. If there is an active fire or an immediate threat to life or property, call 911.

As a reminder, City Hall will be closed on Friday, July 3rd, in observance of the Independence Day holiday and will reopen with normal business hours on Monday, July 6th.

If you'd like to learn more about projects, events, or services in Ward 2, please contact my office at (951) 826-5419 or ccervantes@iversideca.gov.

On behalf of my team and I, we want to wish you and your family a wonderful Fourth of July as we commemorate our nation's 250th birthday. Thank you for making Ward 2 such a vibrant and

welcoming community. Have a safe holiday, and I look forward to seeing you around the neighborhood this summer!

The Blue Envelope Program

The Blue Envelope Program

The Riverside Police Department is proud to introduce the Blue Envelope Program, an initiative to foster inclusivity and enhance communication between law enforcement and community members.

The program provides individuals with easily identifiable blue envelopes and wearable items featuring the Blue Envelope logo. These items help officers recognize when a person may have a condition or disability that may affect communication, require accommodation, or warrant additional mindfulness during an interaction.



Developed in partnership with the Inland Regional Center and the Autism Society Inland Empire, the Blue Envelope Program is also recognized and used by several surrounding law enforcement agencies.



How the Program Works

Participants may present a Blue Envelope or display the program logo during any interaction with law enforcement.

The envelope can hold:

- Identification
- Emergency contact information
- Vehicle documents (registration, proof of insurance, etc.)
- Handwritten notes that offer helpful information regarding communication needs or accommodations

Participation in Program is:

- Entirely Voluntary
- Self-Managed
- Free
- Not recorded or registered

Available Blue Envelope Items

- Blue Envelope
- Provides instructions and tips to help support positive and safe interactions with officers during traffic stops and contacts.
- Wearable Products

These items help officers easily identify someone that may have a condition or disability:

- Lanyards
- Pins
- Key Chains
- Bracelets
- Vehicles Accessories

Ideal for drivers or caretakers of individuals who may require accommodations:

- Vehicle Decals
- Seatbelt Covers
- License Plate Frames

Examples of When the Program May Help

- A driver presents a blue envelope during a traffic stop,

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BLUE ENVELOPE, continued from page 4

which can include notes about their (or passengers') sensitivity to flashing lights and loud noises.

- A person with diabetes who is prone to hypoglycemia, potentially appearing intoxicated, is wearing a Blue Envelope wristband.
- A driver with a child/adult passenger with autism displays a Blue Envelope sticker on their vehicle.
- A teenager is hard of hearing and has a Blue Envelope keychain attached to their backpack.

How to Obtain a Blue Envelope

The Blue Envelope and wearable/displayable products are available at the Riverside Police Department's Magnolia Station for participants at their request.

Magnolia Station

Contact: CSO Andrew Guerra
10540 Magnolia Avenue
Riverside, CA 92505
AGuerra@RiversideCa.gov
(951) 826-5147

Magnolia Station

Contact: CSO Donna Granillo
10540 Magnolia Avenue
Riverside, CA 92505
DGranillo@RiversideCA.gov
(951) 826-8721

Source: <https://riversideca.gov/rpd/about-contact/administration/support-services/community-services-bureau/blue-envelope>

RDP Welcomes New Businesses to Downtown

Calbridge Financial Services
DVS Therapy
The Orange Tree, Tables and Taps

ARTS CORNER

Riverside Artswalk Artist Spotlight: James McClung

Contributed by Rachael Dzikonski, Executive Director,
Riverside Arts Council

As summer continues in Riverside, there are endless opportunities to experience the creativity that makes our city so unique. One of the best ways to do that is by exploring Riverside Artswalk, where galleries, museums, artists, and creative spaces come together each month to celebrate the stories that shape our region. This month, the Riverside Arts Council is pleased to feature artist James McClung as the July Artswalk Artist Spotlight.

James McClung is a painter, storyteller, and lifelong creative whose work is deeply rooted in personal experience, cultural history, and a profound connection to the Inland Empire. Through his artwork, he transforms memories, landscapes, and lived experiences into visual narratives that invite viewers to reflect on the communities and histories that have shaped Southern California. Currently, James is featured in Our Empire at The Cheech Marin Center for Chicano Art & Culture, a collaborative exhibition created alongside fellow artist Marcus Mercado. The exhibition serves as a visual exploration of the Inland Empire through the combined perspectives of two artists

who were both raised in Redlands, California. Together, their work offers a thoughtful and deeply personal interpretation of a region that is often overlooked despite its rich cultural history and evolving identity.

James began creating art later in life, in his late thirties, but quickly discovered that painting provided a meaningful outlet for storytelling. Today, he continues to balance his artistic practice alongside his work with the Media Workers Guild while exhibiting both locally and internationally. Throughout his career, his work has been shown and archived through a number of notable institutions, including the Riverside Art Museum, The Cheech Marin Center for Chicano Art & Culture, the Civil Rights Institute, Stanford University Archives, the Museum of California, and the National Museum in Mexico City. In addition to his visual artwork, James has also published seven books. His artistic process is deliberate and patient, with some pieces taking anywhere from three months to an entire year to complete. That slower pace allows him to fully immerse himself in the creative process while reflecting on the ideas and experiences that inspire his work.

James' connection to Riverside's arts community spans decades. In his twenties, he first became involved by assisting Cosme Cordova at Division 9 Gallery, helping prepare gallery walls and exhibitions as an intern. Years later, he was commissioned to create a painting representing both The Cheech and the Riverside Art Museum when The Cheech first opened.

Looking ahead, James hopes to continue inspiring younger generations of artists while also seeing Riverside expand opportunities for public art and independent gallery spaces throughout the city. His ultimate goal remains simple: to continue developing his personal style and building a visual language that tells meaningful stories. Artists like James McClung remind us that the arts are more than a creative outlet. They are a way to preserve history, celebrate place, and strengthen the connections that define our community. Our Empire is currently on view at The Cheech Marin Center for Chicano Art & Culture.

For more information about James visit jamesmcclungart.com or @jmsmcclng on Instagram. For more information about Riverside Artswalk, visit www.riversideartswalk.com or follow @riversideartswalk on Instagram.



BUSINESS BUZZ

LinkedIn Networking Tips for Business Success

by Jennifer Dublino

With LinkedIn, you don't have to wait for a networking event to make meaningful business connections.

LinkedIn has transformed business networking, turning what was once limited to conference room handshakes and industry events into a more scalable way to build professional relationships. Whether you're looking for new clients, strategic partners, investors or simply trying to establish yourself as a thought leader in your industry, LinkedIn gives you direct access to decision-makers and industry experts. But successful LinkedIn networking takes more than sending connection requests and hoping for the best.

We'll look at how to optimize your profile, grow meaningful connections and use LinkedIn's tools to build relationships that can help move your business or career forward.

Tips for successful networking on LinkedIn

LinkedIn networking tends to work best when you treat it like relationship-building instead of cold outreach. Random connection requests and immediate sales pitches usually don't lead very far (and most people will spot them instantly). People are far more likely to respond when you consistently participate in conversations, share useful insights and gradually build familiarity over time. The strongest LinkedIn networks are typically made up of professional relationships that develop naturally, not just long lists of disconnected contacts.

Here are some practical ways to build stronger business relationships and get more value from LinkedIn networking.

1. Personalize your connection requests.

Sending a LinkedIn connection request is often your first interaction with someone on the platform, so it's worth taking a minute to make it feel personal. While LinkedIn allows users to send quick generic invitations, adding a short note explaining who you are or why you'd like to connect can dramatically improve your chances of getting a response.

Keep your message brief and conversational. You don't need to write a long introduction; just provide enough context to help the recipient understand why the connection makes sense.

Here are some ways to make your LinkedIn connection requests feel more personal and relevant:

- Look for shared experiences or interests: Maybe you attended the same school, worked in similar industries, belong to the same LinkedIn groups or recently went to the same industry or in-person networking event. Mentioning common ground helps your request feel more genuine and less like part of a mass networking campaign.
- Explain why you want to connect: If you admire someone's work, enjoyed one of their LinkedIn posts or think there may be opportunities to collaborate in the future, say so directly. A little context makes people far more likely to accept your request.
- Focus on building a relevant network: Having more than 500 LinkedIn connections can help you look established in your

industry, but a huge network doesn't mean much if you never interact with the people in it. It's usually more valuable to connect with people whose work you actually follow, people you've met through your industry or professionals you could realistically see yourself collaborating with down the road.

2. Focus on building genuine relationships.

Once someone accepts your request, resist the urge to immediately jump into a sales pitch or ask for a favor. Most people on LinkedIn have experienced the awkward "Thanks for connecting — here's my service package" message, and it rarely leaves a great impression. Networking tends to work much better when you give relationships a little room to develop naturally.

That doesn't mean you need to message people constantly. Often, small interactions are enough to keep the connection active. For example:

- Comment on their posts when you have something meaningful to add.
- Share content they'd genuinely find useful.
- Send a quick message after a conference, webinar or industry event.

Over time, those touchpoints help create familiarity, which makes future business conversations feel much more comfortable and organic.

"Simply being present isn't enough," cautioned Jason Mudd, managing partner and CEO at Axia Public Relations. "Failing to interact with others' posts or responding to comments and messages makes your profile less impactful."

It's also important to acknowledge when someone takes the time to support or engage with you. If a connection shares your post, writes you a recommendation or introduces you to someone in their network, send a quick thank-you message. Small gestures like that help strengthen professional relationships and make people more likely to remember — and continue helping — you later on. "After connecting, send a friendly follow-up message to start a conversation and establish rapport," Mudd advised.

Don Martelli, CEO and founder of The PR Bunker, emphasized the importance of treating LinkedIn like a place for real conversations instead of nonstop self-promotion. "It seems like 90 percent of the people using LinkedIn these days are begging for jobs or slamming a sales pitch down your throat," Martelli noted. "All human elements of networking have been replaced by shameless plugs, blind pitches and zero effort to build relationships. It's time to take LinkedIn back and make it human again."

3. Join LinkedIn groups and participate consistently.

LinkedIn groups are still one of the platform's more overlooked networking tools, especially in industries where professionals regularly share advice, referrals and industry news. Joining active groups related to your field can help put your profile in front of people who already work in similar spaces or have overlapping interests, which often makes networking feel much more natural than sending completely cold connection requests.

However, joining a group is only the first step. The people who

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tend to get the most value from LinkedIn groups are the ones who participate occasionally, answer questions, join discussions and share useful insights when they have something worthwhile to add — not the ones constantly promoting themselves or their business.

LinkedIn groups can also help businesses identify potential B2B lead prospects, strategic partners and industry collaborators.

4. Share content that reflects your expertise.

Posting content regularly should be part of your broader digital marketing strategy, especially if you're trying to build visibility and credibility within your industry. Sharing business insights, lessons learned, industry trends or thoughtful commentary gives people more reasons to engage with you and remember your expertise.

Think carefully about the type of content you post. Content that teaches something useful, tells a story or sparks discussion tends to perform especially well on LinkedIn. Using a mix of formats — including photos, videos, polls and articles — can also help diversify your content and engage your audience on social media. LinkedIn newsletters can also help professionals stay visible with their network over time. When you launch a newsletter, LinkedIn automatically invites your followers and connections to subscribe, making it an easy way to regularly share insights and stay top-of-mind with clients, prospects and industry peers.

At the same time, try not to fall into overly aggressive or spammy posting habits. Posts designed mainly to provoke reactions or constantly promote your business may grab attention in the short term, but they can also turn people off if every post starts feeling argumentative or self-serving. In many cases, a conversational tone and thoughtful perspective will go further on LinkedIn than trying too hard to sound polished, authoritative or controversial.

5. Look for opportunities to strengthen relationships offline.

Some of the strongest LinkedIn relationships eventually move beyond the platform itself. If you're attending a trade show, conference or industry event, consider inviting relevant LinkedIn connections to meet in person.

The reverse is also true. If you meet someone at an event, following up with a LinkedIn connection request afterward can help reinforce the relationship and keep the conversation going.

Trade shows can also help businesses grow their email marketing lists. Consider having a sign-up sheet available for booth visitors and creating a welcome email sequence for new subscribers.

6. Keep your LinkedIn profile polished and up to date.

Your LinkedIn profile is often the first thing potential connections see before deciding whether to respond to your request, follow your content or engage with you professionally. Even strong networking efforts can fall flat if your profile looks incomplete or outdated.

Before actively networking on LinkedIn, take some time to make sure your profile reflects your current experience, skills and professional goals. Here are a few areas worth reviewing:

- Use a professional-looking profile photo: Profiles with clear, professional headshots generally attract more views and engagement than profiles without photos. You don't necessarily need professional photography, either; good

lighting, a simple background and appropriate attire usually work well.

- Write a strong headline: Your headline appears next to your name throughout LinkedIn, so it's one of the first things people notice when they come across your profile. It should quickly explain what you do and what kind of work you specialize in. In many cases, a straightforward headline that clearly describes your role or expertise will work better than vague buzzwords or overly generic job titles.
- Keep your summary concise and easy to skim: Your summary should give people a quick sense of your background, strengths and areas of expertise. Including relevant industry keywords can also help recruiters, clients and other professionals find your profile more easily through LinkedIn search.
- Highlight relevant experience and accomplishments: LinkedIn gives you more flexibility than a traditional resume, so don't feel like you need to copy and paste your entire work history. Focus on experience that supports the type of work you do now or the direction you want your career or business to move in. Short descriptions with specific accomplishments, results or measurable wins usually make a stronger impression than long paragraphs packed with job duties.
- Add recommendations and endorsements when possible: Recommendations from colleagues, clients or professional contacts can help reinforce your credibility and give potential connections more confidence in your experience and expertise.

Why LinkedIn is such a powerful networking tool

LinkedIn has become one of the most important professional networking tools for business owners, entrepreneurs and job seekers alike. Unlike traditional networking, which often depends on conferences, trade shows or local business events, LinkedIn gives professionals a way to build and maintain relationships year-round, including with people they might never meet in person.

Whether you're trying to grow your business, build your reputation in your industry or connect with potential clients and partners, LinkedIn offers access to a massive professional audience and tools that can help support those goals. Here are some of the biggest reasons LinkedIn networking matters.

LinkedIn supports a massive business community.

LinkedIn is the largest professional networking platform in the world, with more than 1.3 billion members spanning 200-plus countries and territories. For business owners and professionals, that reach creates opportunities to connect with potential employers, investors, strategic partners, vendors, advisors, employees and customers all in one place.

No matter your industry, there's a good chance many of the people you'd benefit from knowing already use LinkedIn regularly. Having direct access to so many professionals in one place is a large part of what makes the platform valuable for networking and business growth.

LinkedIn is a valuable source of professional information.

LinkedIn profiles can reveal a surprising amount of useful professional information before you ever reach out to someone. In addition to work history and skills, profiles often highlight

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shared connections, industry involvement, published content, recommendations and recent activity, all of which can help you better understand someone's background and interests.

Before sending a connection request, it's worth spending a few minutes reviewing the person's profile and activity. LinkedIn's search tools — especially for users with access to LinkedIn Sales Navigator — can also help you narrow down prospects based on factors like industry, company size, location or job title. That can make it easier to identify prospects that align with your customer personas before reaching out.

LinkedIn helps showcase your expertise to a wider audience.

A well-developed LinkedIn presence can help reinforce your credibility and make it easier for potential connections to understand your expertise. Recommendations, endorsements and detailed experience sections can all help support your professional and broader brand reputation.

LinkedIn also gives users opportunities to showcase their expertise more publicly through posts, articles and shared content. For example, you might highlight speaking engagements, podcast interviews, case studies, published research or business certifications that help demonstrate your experience and knowledge.

LinkedIn offers credibility and accessibility.

People generally come to LinkedIn with professional goals already in mind, whether they're hiring employees, researching vendors, building partnerships or looking for career opportunities. That business-focused environment makes networking conversations feel more natural than they sometimes do on other social platforms.

LinkedIn is also highly accessible. While premium tools like Sales Navigator and LinkedIn Ads require paid subscriptions, the platform's core networking features are free to use. Because LinkedIn is available around the clock, it can also make it easier to build and maintain professional relationships across industries, locations and time zones.

In addition to maintaining a professional LinkedIn profile, entrepreneurs and business owners can benefit from creating a LinkedIn business page to increase brand visibility, share company updates and connect with potential customers, employees and strategic partners.

LinkedIn networking quick-start checklist

If you're trying to build a stronger LinkedIn networking strategy, these are some of the most important basics to keep in mind:

Profile basics

- Use a clear, professional profile photo
- Write a headline that quickly explains what you do
- Keep your profile updated with relevant experience and accomplishments
- Add recommendations and endorsements when possible

Networking habits

- Personalize connection requests
- Join relevant LinkedIn groups
- Comment thoughtfully on posts and discussions
- Follow up after making new connections

Content and engagement

- Share useful industry insights and updates
- Respond to comments and messages

- Stay active on the platform consistently
- Focus on relationship-building instead of hard selling

Source: <https://www.business.com/articles/linkedin-networking-tips/>

What are the Five Customer Service Experiences Customers Value Most?

Customers value kind and helpful employees, convenient experiences, knowledgeable support, reaching the right person the first time, and receiving fast responses when they need help.

What do customers really want from a customer service experience? Customers' expectations remain consistent and as it turns out, they are simple and practical. When you get them right, they drive repeat business and customer loyalty. So, here are the five experiences that customers rate as most important:

1. 93% of customers say they want employees who are kind and helpful. In other words, be nice! It sounds simple, but sometimes, being nice is not easy. And there are many ways to demonstrate being nice, such as being polite, which means saying please and thank you. It shows respect. This seems like common sense, but that doesn't mean it's as common as it should be.
2. 92% want a convenient experience. Create an easy, frictionless experience. That's about convenience, and that one shows up at the very top or near the top of the list of what customers want. And when you are easier to do business with, price becomes less relevant.
3. 92% say they want employees who are knowledgeable. Being knowledgeable isn't always about having all the answers. It can also mean knowing where to go or who to go to for the right answers.
4. 91% say they want to reach the right support person the first time. When you get this one right, not only do they reach the right person the first time, they also don't have to repeat themselves. Customers hate, hate, hate being transferred multiple times and having to repeat their story.
5. 89% want fast customer support responses. Don't leave customers on hold for long periods and respond to their questions and comments in a timely manner. The faster the better. Fast response builds confidence!

None of these should be difficult to understand or deliver on, yet companies still struggle to put properly trained people on the front line. And regardless of how nice and helpful employees are, if the customer has to wait an unreasonable period of time on hold or for a response, it won't matter. The experience isn't defined by one of these. It's the combination of all of them. In other words, you don't get credit for being friendly if you're slow, and you don't get credit for being fast if you're frustrating to deal with.

And nothing on this list requires breakthrough technology or a massive investment. It's about discipline, consistency and culture. Consider the findings and execute them well. The result is an experience that gets customers to say, "I'll be back!"

Source: <https://hyken.com/customer-service-strategies/five-customer-service-experiences-customers-think-are-most-important/>



DOWNTOWN IS CALLING

www.RiversideDowntown.org

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