

BID BULLETIN

Riverside Downtown Business Improvement District



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RDP LUNCHEON

*There is no luncheon in August.
Join us for the RDP luncheon at Noon
on Tuesday, September 22, 2026
Sponsored by and at Riverside
Community Hospital
Call the RDP office at 951-781-7335
for reservations*



DOWNTOWN IS CALLING

www.RiversideDowntown.org

Main Street Update

There has been a significant change in the California Tower block of Main Street. The table and chair units installed under the sunshades have been removed due to

concerns about inappropriate behavior. The sunshades and poles will also be removed with plans for an installation to replace the seating. More information to follow.

KADIR NELSON INSTITUTE FOR YOUNG AND EMERGING ARTISTS

KADIR NELSON INSTITUTE FOR YOUNG AND EMERGING ARTISTS BRINGS 10 YOUNG ARTISTS TO RIVERSIDE FOR ITS INAUGURAL ART ACADEMY FOR OIL PAINTING AND THE BUSINESS OF ART

World-renowned artist and author KADIR NELSON (frequent contributor to The New Yorker magazine) and award-winning educator and socialpreneur, DR. JUNGMIWHA BULLOCK N. (owner of Downtowne Bookstore, Inc. and incoming Leadership Riverside Class of 2027) to welcome 10 young and emerging artists (age 17 – 22yrs) from around the U.S. and abroad for the inaugural all-expenses paid, two-week Kadir Nelson Institute for Young and Emerging Artists (KNIYEA) Summer Art Intensive Academy, beginning July 25, 2026. This competitive academy marks the first visit for these elite artists to Riverside, CA, each of whom were hand-selected by instructors Nelson and Bullock who will provide hands-on art and business instruction, studio art space, immersive field trips (to the USA BASKETBALL 3-on-3 Charity Basketball Competition and the Debbie Allen Dance Academy for live sketching), and special guest lectures.

The academy will culminate with an art exhibition opening at THE JKBN GALLERY, a new private VIP gallery located in Downtown Riverside, CA on August 6th from 7 pm to 9 pm during Riverside ArtsWalk and will feature the original oil paintings created by KNIYEA

participants during the academy.

The exhibition entitled "BRIGHT LIGHTS" will be open to the public (RSVP by 8/4 to info@thejkbngallery.com; space is limited and only confirmed RSVPs will be accepted). Sales from the exhibition will benefit KNIYEA student artists and the KNIYEA non-profit organization.

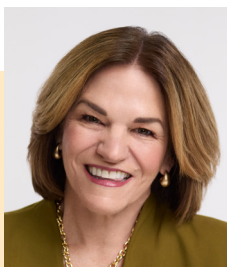
The KNIYEA Summer Art Intensive Academy is supported by Dr. Bullock N and Mr. Nelson, as well as a host of national and local partners and sponsors, including The JKBN Group, the City of Riverside, USA Basketball, the Debbie Allen Dance Academy, and a host of local downtown Riverside businesses, including Downtowne Bookstore, Inc., Riverside Arts Council, The Black Arts Museum, and Riverside Downtown Partnership, among many others.

About KNIYEA

The Kadir Nelson Institute for Young and Emerging Artists, Inc. (KNIYEA) is a 501(c)(3) non-profit organization dedicated to nurturing and empowering aspiring artists across the lifespan through education, mentorship, and opportunity. Your tax-deductible donation helps supports our programs to inspire creativity and build a brighter future for young and emerging talents.

Contact: Dr. Jungmiwha Bullock N. (323) 717-5959 or (323) 577-7779

Email: info@kadirnelsoninstitute.org



Mayor's Message

Contributed by Mayor Patricia Lock Dawson

Housing

As Mayor of Riverside, I hear from families, working professionals, and recent graduates-(including my own children!) who are asking the same question: Will I ever be able to afford a home in the community I love?

For generations, the California Dream included the opportunity to buy a home, build equity, and put down roots. Today, for too many that dream feels increasingly out of reach with only 55.3% of households in California owning their home and homeownership in Riverside faring slightly better with a 56.3% homeownership rate. That's far less than the 63.5% national rate.

One of the biggest barriers is that California stopped building enough starter homes. The state's "missing middle" housing: condominiums, townhomes, and other ownership opportunities that bridge the gap between renting and purchasing a single-family home. These have become increasingly difficult to build due to rising costs but also legal uncertainty and regulatory complexity.

That is why I am proud to have worked with Assemblymember Buffy Wicks and am advocating for her bill, Assembly Bill 1903. AB 1903 would reduce costly litigation, lower insurance burdens, and help make ownership housing financially feasible again. Most importantly, it would encourage the construction of the kinds of condominiums and townhomes that have long served as an entry point into homeownership for working families.

But while we're working with Sacramento on statewide reforms, Riverside isn't waiting. We're moving forward with our own solutions.

Our city is actively removing barriers to housing production through innovative local policies such as our housing density transfer pilot program, recently adopted adaptive reuse ordinance, and award-winning Vehicle Miles Traveled Mitigation Bank program, all designed to streamline development and create more housing opportunities faster.

We are also investing in innovative solutions to help expand missing middle housing opportunities. Riverside recently developed pre-approved duplex and bungalow housing plans that will be available to property owners free of charge, reducing design costs and making it easier to add housing in existing neighborhoods. These types of homes help bridge the gap between renting and homeownership and create more attainable options for working families and first-time buyers.

And we are building.

Across Riverside, more than 400 affordable housing units are currently in the development pipeline, including housing

for working families, seniors, individuals experiencing homelessness, and those transitioning into permanent housing. Projects like Mulberry Gardens, just outside downtown, will provide homes for more than 200 working families and seniors. Developments like Sunrise at Bogart in the Five Points neighborhood pair permanent supportive housing with on-site services, helping residents achieve long-term stability.

But affordable housing is only one part of Riverside's broader housing strategy. Altogether, nearly 3,000 homes are under construction, entitled, or proposed across the city, including market-rate neighborhoods, townhomes, condominiums, and mixed-use developments that expand opportunities for first-time homebuyers and growing families.

Projects like The Exchange on the Northside are transforming underutilized sites into vibrant mixed-use neighborhoods with new housing, retail, and community spaces. At the former Sears site, a planned redevelopment will bring approximately 80 townhomes and more than 300 additional residential units to the heart of the city. New student housing developments downtown are also helping meet the needs of our growing university population while supporting a more vibrant, walkable urban core.

Together, these projects reflect Riverside's commitment to creating housing at every income level and every stage of life ensuring that young professionals can build their careers here, families can put down roots, and longtime residents can continue to call Riverside home.

Homeownership remains one of the most important pathways to economic stability and generational wealth. If California wants to retain its workforce, support its economy, and keep the next generation here, we must make it easier to build the missing middle housing that has long served as the foundation of attainable homeownership.

State reforms like AB 1903 and local action in cities like Riverside must work hand in hand. Together, they can help restore the promise of homeownership.

But housing is only one part of the conversation. In communities across California, we must also address the challenges facing those who have already lost housing and are struggling to regain stability. In my next column, I will discuss Riverside's approach to homelessness and why creating pathways out of homelessness is just as important as creating pathways into homeownership.

In Riverside, we are committed to doing both.

Council Corner



Ward One Council Update

Contributed by Councilmember Philip Falcone

There is always a lot happening in Ward 1, and every few months, I like to provide you with a quarterly update on what's happening in each of the four Ward 1 neighborhoods. My last update was in April with the latest edition of the Ward 1 "Year in Review," which recapped the work done

over the past year. My priority is to ensure clear communication about the ongoing efforts in Ward 1!

While there is still more work to be done and additional projects are underway, here is a snapshot of what is currently happening. Please note that this list is not exhaustive; it simply captures a moment in time. Let's dive in!

Downtown

- Business is booming downtown, with a slew of new cafés, restaurants, and coffee shops all under construction and/or opening soon. These include:
 - Fleming's Prime Steakhouse & Wine Bar (Fall 2026)
 - Slow Bloom Coffee (Summer 2026)
 - Hayet Albi Cooperative Bakery, Bistro & Wine Bar (Summer 2026)
 - Annie's Café at Imperial Hardware (Summer 2026)
 - The Daily Café (Opening any day now!) 3607 Tenth Street
 - The Notebook Café (Open now!) 3512 Ninth Street
 - Orange Tree Tables and Taps (Open now!) 3744 Main Street
- This November, the Main Street Pedestrian Mall turns 60 years old! To commemorate six decades of this downtown gathering place, there are projects planned to enhance and beautify each block of the Mall. These include:
 - Over-street café lighting and a large Riverside monument sign on Main Street between 5th and 6th Streets
 - Added trees and landscaping on Main Street between 6th and Mission Inn Ave
 - A large public art installation using the original 1966 Main Street Mall Raincross streetlights between Mission Inn and University Avenues
 - The creation of the "Main Street Alley" between UCR Arts and Arcade Coffee for outdoor meetings, special events, or a shaded spot with a coffee and a good book
 - Restoration of various aspects of the iconic City Hall



Ward Two Council Update

Contributed by Councilmember Clarissa Cervantes

I hope you and your family are enjoying the summer, my fellow Riversiders! It was wonderful to see so many of you around Ward 2 throughout July as we celebrated our community, welcomed new neighbors, and supported our students and families.

clock tower fountain on Main Street between 9th and 10th Streets

- Repaving and roadway striping of Mission Inn Avenue between Scout Lane and Redwood Drive was completed a couple weeks ago.
- Installation of new landscaped medians on University Ave between Mount Rubidoux and Redwood Drives, and on 1st Street between Lemon and Mulberry Streets, is complete.

Eastside

- Construction of the Ofelia Valdez Yeager Eastside Elementary School has begun and is scheduled to be completed in Fall 2028. Thank you, RUSD!
- Numerous city facilities in the Eastside are under construction, including the new build of the Jesus S. Duran Eastside Library and Dell Roberts Gymnasium at Bordwell Park, the renovation of the Community Center at Bobby Bonds Park, and a complete overhaul of Patterson Park. All are currently in various stages of construction.

Northside

- Riverside Public Utilities is conducting electrical infrastructure and capacity upgrades as part of the Hunter Substation replacement project. This work will enhance reliability and support future electrical system upgrades in the Northside and Hunter Industrial Park area.
- Construction on The Exchange shopping center and hotel complex is moving along quickly. This new commercial complex at Orange Street and La Cadena Drive will include Corky's Kitchen and Bakery, Buffalo Wild Wings, medical offices, hotels, and other amenities adjacent to housing.

Wood Streets

- The restoration of the Juan Bautista De Anza statue and overhaul of Newman Park into a botanic garden-style park is complete. Interpretive signs explaining the significance of the site will be installed this summer. The entire project was privately funded through donations by the Duda Family Foundation.
- An inventory of lifted sidewalks and broken or damaged curbs is beginning this summer, led by the Ward 1 office, to identify the areas of greatest need for repairs and/or replacement. Phase 1 will consist of all Wood Streets between Magnolia and Olivewood Avenues.

If you have any questions about an item on this list or about something else in your neighborhood? Please email me at Ward1@RiversideCa.gov.

We are putting your tax dollars to work as we strive to improve the quality of life in our city—onward!

Community Backpack Giveaways

24th Annual Backpack Giveaway & Resource Fair: My office was happy to support the 24th Annual Backpack Giveaway & Resource Fair at Bordwell Park on July 11th. This longstanding community event brought together students, families, and community organizations to provide school supplies and connect residents with valuable resources and services. I am

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grateful to everyone who helped make this year's event a success and continues to invest in the well-being of Riverside families.

Lincoln Park Community Group's Annual Backpack Giveaway: Ward 2 was also able to join the Lincoln Park Community Group for its annual back-to-school supply giveaway on July 18th at the Lincoln Park Community Center. The event helped to provide our students with essential school supplies as they prepare for the new academic year. I am grateful to the Lincoln Park Community Group for continuing to support local students and families through this wonderful annual tradition.

Ward 2 New Businesses

Angry Chickz Nashville Hot Chicken: We attended the grand opening of Angry Chickz Nashville Hot Chicken in Ward 2 on July 10th. I am excited to welcome this new business to our community and appreciate their investment in Riverside. Their grand opening brought the community together with food, giveaways, and an opportunity to celebrate the newest addition to our local business community. Visit them at 2712 Canyon Springs Parkway, Suite 1, Riverside, CA.

Embarc Dispensary: Riverside welcomed Embarc Dispensary to Ward 2 and attended the grand opening of its new location on University Avenue on July 24th. As Riverside's second cannabis dispensary, Embarc's business brings a new storefront to the University Avenue corridor with the established cannabis tax supporting future city revenues and community investment. They are located at 1601 University Avenue, Riverside, CA.

Grand Openings in the City

California Indian Nations College Riverside Office: We are honored to celebrate the grand opening of the new California Indian Nations College Riverside Office on July 10th. This milestone marked an exciting new chapter in the college's continued commitment to expanding educational opportunities and strengthening connections with Tribal Nations, community partners, and supporters throughout the region. I am proud to welcome CINC to Riverside and look forward to seeing the opportunities this new office will create for indigenous students and our entire community.

Cesar Chavez Community Center Future Naming Workshop

Thank you to everyone who joined me for the Cesar Chavez Community Center Future Naming Workshop on July 30th. The City of Riverside is currently seeking community input regarding the future naming of the community center, and the workshop provided an important opportunity for community members to share their perspectives and participate in this process. I appreciate everyone who took the time to attend and make their voices heard!

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@riversideca.gov.

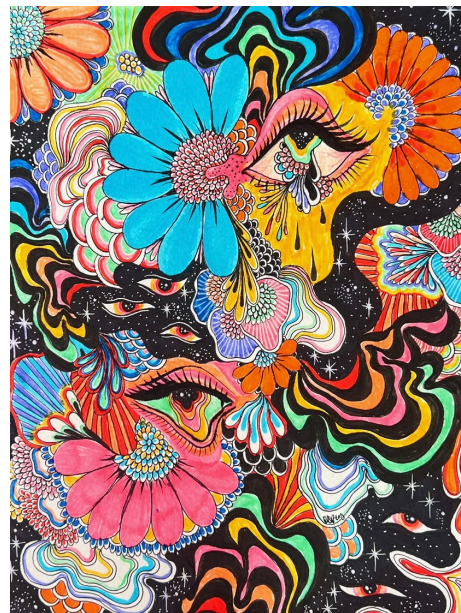
As students across our city head back to school, I want to wish all of our students, teachers, staff, and families a wonderful academic year ahead. I hope this school year is filled with new opportunities to learn, grow, and succeed. Best wishes to all of our students for a safe, successful, and rewarding year!

ARTS CORNER

Riverside Artswalk Artist Spotlight: Beverly Salas

Contributed by Rachael Dzikonski, Executive Director, Riverside Arts Council

As we reach the peak of the summer heat, we also find ourselves more than halfway through the year. August's First Thursday Artswalk marks the eighth rotation of artwork showcasing the incredible talent of artists throughout our community, supported by galleries such as RCAA Gallery, Division 9 Gallery, and Pain Sugar Gallery. These spaces have not



only provided opportunities for artists to exhibit their work but have also played an important role in helping Downtown Riverside grow into a recognized Arts & Culture District. August also marks the eighth month of Artists on Main, where more than 100 artists each month share their creativity, connect with the community, and pursue their creative careers. This month's Artist Spotlight features one of the many artists who regularly participates in Artswalk, sharing her work and building her career as an artist. We are pleased to highlight Beverly Salas.

Beverly Salas is an illustrator who was born and raised in Anaheim and began participating in Riverside Artswalk in July 2025. A lifelong artist, Beverly has been creating art since childhood and is now a full-time artist. While inspiration comes from many aspects of her life, nature has had the greatest influence on her work. She creates whenever she has the opportunity, making art a daily practice even while balancing the many responsibilities that come with running a creative business. Over the years, Beverly has exhibited her work at a variety of venues including Libromobile, Bookman, and Comic Book Hideout. Her illustrations have also been commissioned by organizations and clients such as Amazon Prime, Hulu, the Los Angeles Mycological Society, and several local bands. In addition to participating in Riverside Artswalk every month over the past year, Beverly has been a fixture at the Santa Ana ArtWalk for more than 12 years and has participated in numerous zine festivals throughout the West Coast. This year, she was also selected as a vendor for the Riverside Art & Music Festival, which will take place on September 26 at White Park in Downtown Riverside's Arts & Culture District.

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For Beverly, creating art is more than a passion or profession—it is her purpose. Her goal is to continue building a sustainable full-time creative career while expanding her exhibition opportunities through gallery and museum shows. Looking ahead, she dreams of taking part in ArtWalks around the world, traveling, connecting with new communities, and sharing her artwork with audiences internationally. This month during Riverside Artswalk, be sure to stroll through Artists on Main and visit Beverly's booth. Take some time to explore her work,

learn about her creative journey, and support her career as a working artist. While you're downtown, make sure to visit the many galleries, museums, and creative spaces that help make Riverside's Arts & Culture District such a vibrant and growing destination for arts and culture.

For more information about Beverly visit www.beverlysalas.com or @beverlysalas on Instagram. For more information about Riverside Artswalk, visit www.riversideartswalk.com or follow @riversideartswalk on Instagram.

BUSINESS BUZZ

6 Reasons Your Company Could Benefit From a Brand Ambassador Program

by **Andreas Rivera**

Brand ambassadors can drive sales, boost brand awareness, and help your business create a community.

How to find brand ambassadors

A vital part of a modern business marketing department's arsenal is using regular people with significant social media followings to raise brand awareness. Brand ambassadors can organically spread the word about a business and its products or services.

Brand ambassadors act as cheerleaders for your business, representing your company culture to the public. Here's a look at what creating a brand ambassador program entails, how it can benefit your company and how to find effective brand ambassadors.

What is a brand ambassador program?

A brand ambassador program is a marketing campaign that puts your company's message in the hands of ambassadors with specific goals in mind, such as improving sales, cultivating a reputation, and building brand recognition.

Brand ambassador programs can be temporary partnerships that last for a set time or ongoing relationships that last indefinitely. Either way, a brand ambassador partnership should involve a contract with negotiated compensation for the ambassador's work and effort.

The benefits of a brand ambassador program

Besides driving sales and increasing awareness, brand ambassadors can provide additional benefits you can't achieve with traditional marketing models.

Increasing your social media presence

With social media changing business in unique ways, brand ambassadors are a way to naturally tap into social channels. "We believe one of the main benefits of having a brand ambassador program is to reap the benefits of social media and increase your social media presence," said Matt Schmidt, CEO of Burial Insurance Pro. "Most ambassadors come with 'online' credibility and a large social media following."

A brand ambassador's principal medium is social media, particularly platforms that can acquire a sizable following — such as Instagram and YouTube.

Acquiring additional content sources

Your brand ambassadors create content that features your business or product. Depending on your ultimate goal, ambassadors can drive interest in your industry using your business, or utilize your product or service in their regular content.

As part of the partnership with your brand ambassador, the content they create with your brand will be yours to keep and use again as you see fit. For example, you can repost this content on your own social media pages and business website.

A creative brand ambassador will make content that features your brand in a positive, fun way. This type of content has a long shelf life; you can post or share video reviews, demonstrations or funny promo videos multiple times.

Creating a community around your brand

In the social media marketing world, there are clear superstars guaranteed to get your products or services in front of thousands — or perhaps millions of eyes — akin to a celebrity endorsement.

The number of eyes potentially exposed to your brand is quantifiable by the ambassador's follower count, and those numbers will reflect your ambassador's prices. But you don't have to go after the biggest Instagram celebrities or YouTube stars.

Instead, consider ambassadors with smaller audiences they regularly engage with. Ambassadors can influence their audiences and bring attention to your company, changing how people view your brand.

Even if ambassadors are just reaching family and friends, you're jump-starting a word-of-mouth campaign and hopefully building a community of enthusiasts.

"The results won't happen overnight, but if you have a well-thought-out long-term strategy and a vision to implement the strategy, there aren't any reasons why you shouldn't see results in a matter of a month or two," Schmidt said.

Building brand trust and credibility

Brand ambassadors with devoted followings can instantly bring trust and credibility to your brand.

"A well-structured brand ambassador program can increase
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BUSINESS BUZZ, continued from page 5

brand awareness and build brand trust and credibility, especially for young or emerging brands," said Lia van Eyk, vice president of marketing at Steadily. "Ambassadors can quickly raise brand awareness among their qualified audience and consistently lend their voice and authority to the brand."

Since brand ambassadors don't usually get paid monetarily, their thoughts on your products or services are already more credible with potential customers because they have no financial motivation to say positive things.

Saving money on marketing efforts

Utilizing brand ambassadors can be a cost-effective effort that stretches your marketing budget.

"A brand ambassador program is a great way to reach a wider audience without having to spend a ton of money on marketing," said Brian Donovan, CEO of Timeshatter. "Brand ambassadors already use your products and love them, and will also usually work for free products, which will ultimately save you money on marketing."

Gaining direct access to targeted customers

Using a brand ambassador can be a powerful marketing tool that acts as a shortcut to your target audience – with the ambassador serving as a credible and reliable spokesperson.

"You not only have direct access to more customers when you advertise through brand ambassador programs, but you also get to connect with the correct consumers," said David Skates, founder of Skates.co.uk. "Because brand ambassadors are enthusiastic about your brand, it's very probable that their acquaintances will be as well."

What's the difference between brand ambassadors and influencers?

While people may use the terms interchangeably, brand ambassadors and influencers aren't really the same things. There are a few main differences.

- **Following:** According to Lynda Le, founder of Polish Perfect, an influencer has a substantial social media reputation and a significant following. However, a brand ambassador doesn't necessarily need an enormous following to be an excellent tool for your brand.
- **Compensation:** Influencers usually have a contract with a particular brand or company laying out how much the company will pay the influencer and precisely what the influencer will do. A brand ambassador is usually compensated with free products – or isn't paid at all.
- **Commitment:** Influencers' contracts will specify how many posts, stories and videos are expected from the influencer. It's usually a short-term commitment with a firm end date, or it will expire after the influencer has posted all the required content, whereas a brand ambassador program is ongoing.
- **Experience:** According to Le, if an influencer promotes a product or brand, they don't necessarily use the product actively. Influencers don't promote products by word-of-mouth advertising; instead, they show or demonstrate the product using their voice on their social media accounts. Though brand ambassadors use word of mouth, they use your products actively and talk about them passionately.

How to find brand ambassadors

Here are some ways to find excellent brand ambassadors:

1. Look for active followers with potential.
2. Check with your employees.
3. Search for local micro-influencers.

1. Look for active followers with potential.

An easy way to find good brand ambassadors is to examine your company's social media following and find active followers enthusiastic about your business. Reach out to them and let them know you're interested in working with them as a brand ambassador.

It's essential to find people who will represent your company how you'd like it to be represented. Take care to look at potential ambassadors' audiences and social media content to decide if they're a good fit.

Good brand ambassador qualities include being outgoing and personable, creative, trustworthy and genuine. Find individuals who really like your business and would be excited to work with you. Working with someone unfamiliar with your organization or uninterested in your product won't come off well and would be akin to a typical paid advertisement. Their audience will easily be able to sense disingenuity.

When recruiting brand ambassadors, it's crucial to set well-defined agreements beforehand that outline how they present your brand. Otherwise, you risk being represented improperly and unprofessionally. You don't want your company to be part of inappropriate social media postings that hurt – rather than help – your cause.

2. Check with your employees.

Another excellent brand ambassador source is your staff. Employees can be great brand ambassadors; they can share the most accurate information about your company and have better insight into what kinds of messages will benefit the brand.

"There is much research to support the fact that employees are highly trusted when it comes to sharing information about the companies they work for and the products/services those companies create and sell," said communication strategist Linda Pophal. "I would say the greatest potential downfall for companies is that, in order for employees to be willing to serve as brand ambassadors and to share positive messages, they have to be loyal, committed, and engaged with the organization."

3. Search for local micro-influencers.

As part of a local marketing strategy, finding local individuals to act as brand ambassadors can be a great asset to your business – even if they don't know about you yet.

"These local individuals should have consistent, engaging activity on their social media platforms," said Mario Cacciottolo, PR and brand manager at SBO.net. "Even with just 1,000-plus followers, a brand ambassador can be quite impactful if the ambassador is from the town where your brick-and-mortar [store] is located. A strong candidate will have a clear aura or style on social media, so find one who has a personality that will mesh with your brand."

<https://www.businessnewsdaily.com/11023-brand-ambassador-program.html>

SECURITY CORNER

The Importance of Security in E-commerce

by Jack Danielson

Security is a cornerstone of a successful e-commerce business. By safeguarding sensitive client data and your online platform, you protect your company's reputation and build trust with your customers. Consider these reasons why e-commerce security is vital:

- E-commerce security protects customers' data. As an e-commerce business owner, you must ensure that all customer data is handled safely and securely. E-commerce security can be a tricky subject, but it is your responsibility to protect your website from being hacked and sensitive customer data from being stolen.
- E-commerce security builds trust in your company. Consumers want to work with a business they can trust. When they enter their personal information, like their credit card number or banking details, in a form on your site, they expect it to be protected. If your business is compromised and customers' information is exposed, they will be less likely to do business with you in the future.
- E-commerce security saves money from potential breaches. If your site is compromised by hackers, you'll have to pay to fix the security breach. This can include paying for a forensic investigation, data recovery services and credit monitoring for your customers.
- E-commerce security ensures compliance. Your business must also maintain security compliance to meet the proper legal standards for an online business. If your company does not adhere to those regulations, such as PCI DSS, you may be fined or subject to other penalties.

Failing to protect your e-commerce site and its data can lead to legal complications, especially if you aren't complying with the required security measures. You also might be accountable for pricey security breaches, which may land your business in debt.

Potential e-commerce security threats

With the proper safeguards in place, you can shield your business and customers from online threats. Here are a few common threats you should be aware of.

Phishing

Using email, text and even phone calls, hackers try to trick store owners into providing personal information, like passwords, banking information and Social Security numbers. They usually pretend to be an organization of authority that's just "checking" or "updating" information it already has.

It's never a good idea to give out any kind of sensitive information if you didn't initiate the interaction. Instead of replying to the email or text or providing any information over the phone, reach out to the organization's customer support line directly.

Malware and ransomware

Avoid clicking links or downloading software you're not familiar with, as these are common doorways to malware and other device- and network-infecting software. Once your system is infected, hackers can restrict you from accessing data within your system and may demand money to restore your access.

Another measure you can take to avoid a crunch like this is to back up your information regularly so that, even if your system is compromised, you can restore your system using your backup.

SQL injection

An SQL injection is a sneaky tool attackers use to manipulate the back end of your system. This is essentially a data breach, which means they can view private data and operate part of your system without your knowledge.

To avoid SQL injection attacks, make sure your system is up to date and consider implementing a web application firewall to help block malicious data.

Cross-site scripting

Cross-site scripting, or XSS, is when a hacker inputs harmful code into your company's webpage. This tactic is used to directly steal from your customers as visitors to your website are exposed to malware, phishing, malicious bots and other ways to steal their information. Consider using an HTTP Content Security Policy to beef up your data security.

E-skimming

When hackers infiltrate your e-commerce store through phishing, XSS or other attacks, they wait for customers at the checkout page so they can swipe their credit card and personal information. When attackers e-skim, they're going after all the information on your payment card processing pages.

Web-form hijacking is another version where hackers steal your customers' information during the checkout process. To protect the payment page on your website, keep your software updated, change all default credentials to strong passwords, implement multifactor authentication, and segment and segregate networks and functions.

Fortifying your online store

E-commerce security is a fundamental aspect of running a successful online business. With the growing number of cyberthreats targeting e-commerce platforms, retailers need to take proactive measures to safeguard their systems and protect their customers' data. By implementing SSL certificates, multifactor authentication and other best practices, businesses can reduce the risk of breaches, maintain compliance, and build trust with their customers.

Excerpt from <https://www.business.com/articles/e-commerce-website-security-5-best-practices-to-protect-your-online-store/>

RDP Welcomes New Businesses to Downtown

Advanced Gynecology and Oncology Group
Anchor of Hope Homes
Annie's at Imperial (Restaurant)
Cosmetologist
Crest RV (Automotive)
DTown (Retail)
Garage Mission District (Misc. Retail)
Homeowners Resource Group LLC
Ironjaw Design and Print
Riverside Home Buyers
Smile Makers Foundation (Non-Profit)



DOWNTOWN IS CALLING
www.RiversideDowntown.org

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*Office Manager/
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Shirley Schmeltz

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Bill Gardner, Director Emeritus



RiversideDowntown.org

3666 University Avenue, Suite 100
Riverside, CA 92501

☎ (951) 781-7335 📠 (951) 781-6951

✉ rdpoffice@sbcglobal.net

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UPTOWN KIWANIS INVITES YOU TO

CASINO
Royale

*Come for the Fun –
Stay for the Cause*

AN EVENING OF ENTERTAINMENT, DINING, GAMES AND GIVING

Professional Magician, The Great Raguzi - Close-up Illusionist & Unforgettable Surprises
Music by Paulo Santiago and the Little Big Band, Classical Guitarist Kevin Greenhaw in the Lounge
Exceptional food - Curated bites, Wine, Beer & Soda
Casino style games - Blackjack, Poker & Craps

SEPTEMBER 12TH, 2026 • 5:30 TO 10:00 PM

TICKETS \$100 - PURCHASE ONLINE AND AT THE DOOR

PROCEEDS TO BENEFIT FAMILIES AND CHILDREN IN NEED IN OUR COMMUNITY

AT THE

Victoria Club



FOR MORE INFO

kiwanisuptownriverside.com/casino-royale
or (951) 682-9590

**THE VICTORIA
COUNTRY CLUB**
2521 Arroyo Drive
Riverside, California

