

Downtown is
Calling

Good
Times
Await



May 2024

RDB Bulletin

Riverside Downtown Business Improvement District

Downtown Economic Impact Study

Why an Economic Impact Study?

RDP believes that downtowns are not only 'gathering' centers but also economic and cultural centers, and that investment in downtown is necessary for continued growth and prosperity.

RDP commissioned the study to provide data on the financial contributions of the downtown economy to the city as a whole to provide the rationale for investment in Riverside's downtown.

While RDP was the lead, funders included Raincross Hospitality Corporation, the Greater Riverside Chambers of Commerce Downtown Business Council, Overland Development, and the Raincross Group. The Riverside County Office of Economic Development provided the data for this study.

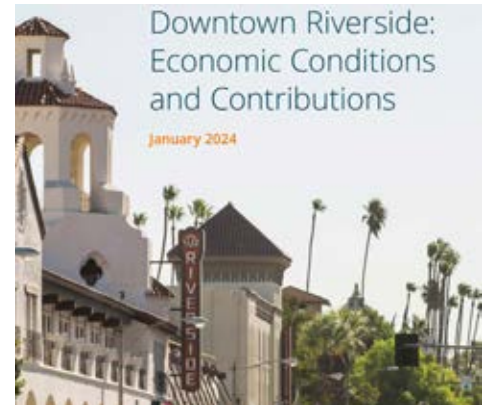
Key Findings:

Downtown Riverside employs more than 13,000 public-sector workers, roughly 34% of total government employment in Riverside.

Downtown Riverside is home to more than 11,000 private-sector jobs, which accounts for roughly 7.5% of total employment in the City of Riverside. Together, Education (private), Health Care, and Leisure / Hospitality account for nearly 60% of private employment in downtown.

After the pandemic, Downtown Riverside has added jobs at a faster rate (25.3%) compared to the state (23.6%) and national (16.4%) economies, yet a slower rate than the rest of the city (42.2% driven by warehousing and logistics).

Downtown Riverside is home to a greater number of higher-paying private-sector jobs than the rest of



the city with the average downtown worker earning a wage nearly 30% higher than the citywide average. Since 2020, inflation-adjusted earnings in Downtown Riverside have grown 5.5% compared to 1.3% citywide and 1.8% across California.

Downtown Riverside is home to a disproportionately high share of the city's highest-paying jobs, such as Professional, Scientific, and Management Services, as well as Information. Each job created in Downtown Riverside has a bigger impact on the city's economy than jobs created elsewhere in the city because of the greater spending power.

Call to Action

There is a growing nationwide movement to revitalize city downtowns driven by factors such as the increasing importance of walkability and sustainability, the desire to create more vibrant and attractive urban spaces, and the need to attract young professionals.

Downtown Riverside can continue to become a vibrant and economically prosperous area that is attractive to people and businesses. Investment in public transportation, construction

continued on page 2

In This Issue:

Downtown Economic Impact Study

May Events Downtown

Mayor's Message: Youth Job Corps 1 year anniversary

Council Corner:

Ward One and Ward Two

Arts Corner Artist's Spotlight:

Man One

Business Buzz: IRS Warns Small Businesses of COVID Tax Credit Scam

Security Corner: Ransomware Attacks Are on the Rise: Is Your Business Protected?

Join us for the RDP luncheon at Noon on Tuesday, May 28, 2024 at Palenque by Mezcal

located at 3737 Main Street

featuring Ward One

Councilmember Philip Falcone

Call the RDP office at 951-781-7335

for reservations.



ECONOMIC IMPACT from page 1

that favors mixed-use development, tax breaks, and other incentives for new and existing businesses — as well as support for arts and cultural institutions — can help revitalize Downtown Riverside into a place where people want to live, work, and visit.

Impact of Arts and Culture

In the City of Riverside, Arts and Culture generated \$26.2 million in economic activity during 2022 — \$12.2 million in spending by arts and culture organizations and an additional \$14.0 million in event-related expenditures by their audiences.

Nonprofit arts and culture organizations supported 291 jobs and generated \$2.8 million in local, state, and federal government revenue.

Attendees spend \$40.85 per person per event, beyond the cost of admission. 25.9% of attendees are nonlocal visitors who traveled from outside Riverside County and spend an average of \$46.50, and 72.5% of nonlocal attendees reported that the primary purpose of their visit was specifically to attend the performance, event, exhibit, venue, or facility where they were surveyed.

May Events Downtown

Show and Go Car Show takes to the Streets on May 4th!

The annual Show and Go Car Show for Charity is a cruising car show organized by the Riverside East Rotary Club and the Old Farts Racing Team, a group of more than 2,200 hot rod enthusiasts. The event is a free family event on Saturday, May 4th that starts with a pancake breakfast at 7 am hosted by local volunteers, and then a Grand Marshall Parade starting at 12:30 pm. At 4 pm there will be a trophy presentation with trophies awarded in numerous categories. The classic cars, hot rods, imports, and motorcycles will cruise down Market Street and Main Street between 13th Street and Mission Inn Avenue.

Public admission is free. For more information and an event map, visit www.showandgo.org or contact info@showandgo.org or call 951-295-0534.

La Tardeada Banda Festival – a Cinco de Mayo festival on May 11th

Get ready to dance and sing your heart out at the La Tardeada Banda Festival! Join us at White Park for an afternoon filled with amazing music, delicious food, and great company. This in-person event will feature some of the best bands in town, so make sure to bring your friends and family along. Don't miss out on this epic festival - mark your calendars now!

Areas of Future Growth

In Riverside, Education, Health Care, Construction, and Logistics have accounted for nearly 63% of net jobs added in the last decade, while Education, Health Care, and Leisure / Hospitality have accounted for nearly 86% of net jobs added in Downtown Riverside. Education and Health Care alone accounted for half of the jobs added in Downtown Riverside.


Beyond its importance to total citywide job growth, Downtown Riverside has been a contributor to the employment growth of several industries within the city. Notably, downtown has accounted for nearly 20% of the city's employment growth in Leisure and Hospitality in the last decade (2Q 2012 - 2Q 2022).

Next Steps

RDP with others will meet with senior City and County officials to discuss the report. Based on those meetings, additional work may be undertaken with Beacon Economics to refine the data.

Anime Riverside Returns to Riverside June 1st and 2nd

Expect downtown Riverside and the Riverside Convention Center to be flooded with everyone's favorite anime and movie characters when Anime Riverside returns at the beginning of June. The event includes vendors, artists, exhibits, cosplay contests and more. The Anime Riverside convention held at the Riverside Convention Center has attracted over 10,000 anime devotees in past years, many in costume frequenting downtown shops and restaurants.

Visit www.animeriverside.com for more information and event details. 



Mayor's Message - Youth Job Corps 1 year anniversary

Contributed by Mayor Patricia Lock Dawson



One of the proudest moments during my time as mayor was the launch of the Youth Job Corps in the City of Riverside. Last year, Riverside received \$4.4 million from the State to implement a youth workforce program

aimed at providing job opportunities and career pathways to young people ages 18 to 30 within city government and a few non-profit partners. We were able to turn this partnership into 100 jobs and counting, for youth who have not had access to job opportunities and those who were greatly affected by the pandemic. This program is a favorite of mine because we can visibly see the direct impacts for the next generation of our workforce. We can see the hope of our young people building their careers with real experience. Last week we celebrated the first year of the program with a press conference and pinning ceremony hosted with our State's Chief Service Officer Josh Fryday, who oversees the California Service Corps, which includes the AmeriCorps, College Corps, Climate Action Corps, and Youth Job Corps. We heard from various leaders in our community who have witnessed firsthand how impactful this program has been for their departments or organizations, and how we can even make it better for everyone involved. More importantly, we heard from program participants including Xitlaly Ayala, a fellow hosted by my office, about the impacts on their lives and the new level of hope it's given them. I've invited Xitlaly to share a written reflection of her time in the program as part of this article.

"As a Job Corps Fellow with California Volunteers, my journey has been nothing short of extraordinary. My journey first began in the midst of the competitive landscape of today's job market, unable to start my career in a political and administrative setting because of my lack of experience. The frustration of being unable to get my foot in the door grew as months passed.

Enter the Job Corps Fellowship – a door of opportunity that swung wide open, offering not just a chance to gain experience but to immerse oneself in the very essence of community service and civic engagement. That's what makes this fellowship




Xitlaly Ayala with Mayor Patricia Lock Dawson

program so special, it's the ability to match fellows with a variety of opportunities that highlight a vast array of experiences and talents.

As a native of the Inland Empire, the decision to serve where I live, to nurture the soil from which I have grown, and offer my talents to its people was important to me. Through my fellowship I have had the opportunity to do so; I continue to learn the day-to-day tasks as a fellow in Mayor Patricia Lock Dawson's Office, connect with community members one on one, bring to life outreach programs for Riversiders and so much more!

As I continue to evolve through this fellowship, I hope my story serves as a testament to the boundless opportunities that exist within our city because Riverside isn't just a city – it's a city of opportunity, where dedication and passion are met with open arms and endless possibilities." Xitlaly Ayala

As fellows such as Xitlaly continue to find success, I will continue to advocate for more funding and programs bringing direct benefits to our city. The Youth Job Corps Program will see sustained investment by the state, delivering more opportunities to serve our community locally for the foreseeable future. If there is one thing Riverside is known for, it's our heart for service, and I am proud we are finding meaningful ways for our young people to contribute. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilmember Philip Falcone

On April 9, 2024 I took the Oath of Office to represent the 45,000 residents and hundreds of businesses in Riverside's 1st Ward. The moment was truly surreal for me and the privilege of serving my fellow Riversiders is not one I take lightly or for granted.

I would like to begin this introductory message by briefly introducing myself and my team — all of whom are here to serve you. I am a New Orleans native, raised in Riverside and attended Riverside schools including RCC, UC Riverside, and obtained a Master's degree from California Baptist University, where I am a communications professor. Over the past decade, I have served as an advisor to Mayor Lock Dawson and Mayor Rusty Bailey. My service has focused on historic preservation, education, public art, infrastructure and environmental protections. I live in Downtown at The Mark and can regularly be found walking the Main Street Pedestrian Mall and patronizing local businesses.

The Ward 1 team also includes two Council assistants: Sarai Arellano and Matthew Maldonado. Sarai is also a UC Riverside graduate and has previous experience serving under State Senator Connie Leyva and Mayor Patricia Lock Dawson. Matthew is a native Riversider who previously served under County Supervisor Karen Spiegel and ran his family's agriculture business in our historic Greenbelt. Like me, both Sarai and Matthew are fully dedicated to the challenges and opportunities

that are ahead. Contact our office at any time at 951-826-2583 or via email at pfalcone@riversideca.gov

In early April, the Ward 1 team and City Manager Mike Futrell went on a driving tour of the ward to identify needs and focus areas in the short and long term. With this tour I also presented the City Manager with my 107-item operational "to-do" list. I am a list person. (My lists have lists!) This list focuses on operational Public Works, parks, and facilities-related needs — separate from legislative and ordinance related topics such as homelessness or crime. We will strive to check items off this list each week — small things such as additional lighting on Main Street to larger things like repaving Mission Inn Ave and/or an overhaul of our parking wayfinding signage. If you have an item that you would like to add to the to-do list, please send me an email — I am all ears!

Moving forward, each month I will provide you with an update on what is happening in the Downtown from my perspective. I welcome your feedback and ideas on how we can make this treasured neighborhood and business district better for all those who live, work, and shop here. Let's get to work — together!



Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

I want to extend a warm welcome to my three new colleagues on the City Council! I am looking forward to working together to make Riverside a great place to live and thrive.

Ward 2, Arts & Music Festival: I am so excited to share that my office in partnership with the City of Riverside and the Eastside Arthouse are coming together to host the Ward 2, Arts & Music Festival on Saturday, May 18th, from 2 pm to 8 pm! This event will be a part of the City's Local Vibes Series. Located at Lincoln Park, 4261 Park Avenue, this family friendly festival will feature headliner Tierra Legacy, along with great performances and a gallery show from local artists at the Eastside Arthouse, a car show, Pocket Change Pop Ups Night market, and so much more! Additionally, we are seeking local non-profit partners who are interested in participating in this event! Please contact my office at 951-826-5419 or email Ward2@riversideca.gov for more details.

Ward 2 Development Updates

SPC Jesus S. Duran Eastside Library: A very exciting update about the new SPC Jesus S. Duran Eastside Library, this project is now fully funded! In August, the City Council approved \$2 million for the design of the facility. Then, on January 16, Council accepted \$14.5 million

in state funds. This includes \$10 million from Building Forward and \$4.5 million from the State Budget. Additionally, Council approved \$3.5 million. This brings the total funds for the project of \$20 million which is the full funding needed. We will keep the community updated as new developments come in.

La Entrada Apartment Community:

La Entrada Apartment Community is an exciting Transformative Climate Communities (TCC) housing project that has been undergoing construction and near completion! As of now, they are at full capacity, and we are excited to move families into their new homes in a few weeks! Located at 1705 Seventh St, La Entrada provides 65 affordable housing units for residents. La Entrada will open their doors on May 3rd!

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.

Wishing you all a lovely springtime season, from my family to yours!

Sincerely, Councilmember Clarissa Cervantes



Riverside Artswalk Artist Spotlight: Man One

Contributed by Rachael Dzikonski, Executive Director – Riverside Arts Council



The heat is here with Summer just on the horizon, leading us into the start of festival season and the peak time to visit the Riverside Artswalk and artisan vendors on Main Street. The downtown galleries and museums have fresh new exhibitions and as usual, will be

open late and free of charge during downtown Riverside's First Thursday Artswalk. One of the founders and gallery owners, Cosme Cordova of Division 9 Gallery, is starting off the season with a group show, *Al Margen (On the Margin)* curated by Carlos Beltran Arechiga, that will showcase many of the talented artists in our region. Man One, one of the participating artists, has exhibited his work internationally as well as throughout his local community in Riverside, including Division 9 Gallery, The Cheech, and the Artscape exhibition at the Riverside County Administrative Center.

Man One (Alejandro Poli Jr.) is a multi-award-winning graffiti artist, muralist, illustrator, and curator who was born and raised in Los Angeles. As an artist, Man One has been creating art from as far back as he can remember, and is currently creating large public murals and showing his art in local Riverside galleries like Division 9 Gallery. At the end of 2020,

he relocated his family to Riverside County and opened his private art studio in Ontario, California. He has shown his work at The Cheech, MoCA, MoLAA, and traveled as an art envoy working internationally with the US Embassies in Nepal and Panama.

For Man One, art is his life. He believes that the act of creating art doesn't just happen in the moments in front of the easel or on the wall painting a mural – it happens in conversations with others, taking a walk, or even in his dreams. He feels lucky to have had the opportunity to create a successful business out of his artwork which enabled him to buy a home, raise his children, and send them off to college. Man One also believes creating his work nurtures his soul and helps to keep his mental health in check, but can still be stressful.

As an artist, Man One is inspired by everything but doesn't need the inspiration to create his work. He lives a fast-paced artistic life which forces him to paint, draw or illustrate all the time. Sometimes he works in the studio for several days or weeks in a row, and other times he is painting city walls or designing on the iPad. No two days are the same.

For this coming month Man One will be displayed along his fellow artists at Division 9 Gallery from May 2nd to June 1st, so don't miss your chance to see Man One's work in person and show your support for our local artists and arts community.

For more information about Man One and her artwork, visit @manoneart on IG or manone.com. For more information on Riverside Artswalk visit www.riversideartswalk.com or @riversideartswalk on IG 📍

BUSINESS BUZZ

IRS Warns Small Businesses of COVID Tax Credit Scam

by Shaun Hessinger

If a telemarketer tells you, the Internal Revenue Service owes your small business thousands. Watch out! You may find it too good to be true.

The IRS says companies contact small businesses telling them to apply for something called the Employee Retention Tax Credit.

"Scammers and unscrupulous promoters continue to run aggressive broadcast advertising, direct mail solicitations and online promotions for the credit," the IRS warned in a memo last year. "Many of these ads wildly misrepresent and exaggerate who can qualify for the ERC, which is sometimes also called ERTC or the Employee Retention Tax Credit."

Of course, the Employee Retention Tax Credit really exists. The government established it to help small businesses keep paying employees during the COVID-19 shutdown. It also applies to businesses with receipt losses related to COVID-19 during the eligible period.

However, unscrupulous companies tell small businesses almost everyone is eligible for the credit. Then, they offer to fill out the application paperwork.

The IRS lists several warning signs to look for:

- You receive unsolicited calls or ads promoting an easy application process.

continued on page 6

- Promoters tell you they can determine your eligibility in minutes — or without learning about your tax situation.
- They want big upfront money to do paperwork.
- They offer to handle the application for a share of your refund.
- They tell small businesses they have “nothing to lose” by applying.
- They tell small business owners to ignore the advice of tax professionals.

However, many businesses that are approached fail to meet the eligibility requirements. Worse yet, the IRS says businesses gaining the funds

improperly must repay them — often with interest and fines.

Scott Volner, President of Catalytic Innovations LLC, in Phelps County, Missouri, got \$330,000 in funds by applying. He now needs to return it all somehow.

“It’s gonna be a long hard road to tow to get this paid back,” Volner said in a recent interview with NBC News.

IRS Commissioner Danny Werfel estimates there’s been \$2.8 billion in fraud connected to the Employee Retention Tax Credit thus far.

Source: <https://www.businessnewsdaily.com/10624-communicate-better-with-customers.html>



SECURITY CORNER

Ransomware Attacks Are on the Rise: Is Your Business Protected?

by Jeremy Bender

Businesses hoping for a break from cybersecurity worries are facing some major headwinds. As overall cybercrime counts continue to rise, the threat from ransomware in particular has exploded. In March 2022, the FBI’s Internet Crime Complaint Center (also known as IC3) released its 2021 Internet Crime Report, which found ransomware attacks have increased by 82% from 2019 to 2021. In the same time frame, the total cost of attacks increased by 449%.

The FBI found ransomware caused \$49 million in adjusted losses in 2021. However, those losses are almost certainly an undercount, as they don’t include costs that weren’t reported to the FBI. Nor does that number include the cost of lost files, time, wages, equipment or associated third-party remediation.

With these potential costs in mind, we’ve put together this primer on ransomware to help you avoid a successful attack on your business – and take the right actions should the worst occur.

What are ransomware attacks?

Ransomware is a specific type of malware that encrypts files on the impacted device or network. These files are then unusable until the target pays the attacker a set ransom. The attackers almost always leave a ransom note on the target computer during the attack, with instructions for how to pay the ransom in cryptocurrency.

Specific criminal gangs often use different types of ransomware, and some may rent out their ransomware to other criminals in a product known as “ransomware as a service,” or “RaaS.”

The growing complexity of ransomware attacks

Given the large payouts criminals can earn through ransomware attacks, as well as competition among

ransomware gangs, ransomware and its operatives continually change tactics and evolve.

Some ransomware gangs now employ a technique in which the ransomware operator steals sensitive information from a company before encrypting the files. The ransomware gang then threatens to leak the files online if the ransom demand is not paid. This is an increasingly common tactic: Verizon’s Data Breach Investigations Report found ransomware appeared in 10% of breaches in 2021, doubling 2020’s rate.

Other ransomware operators take threats even further with a third level of extortion, which includes making threatening calls to employees or launching denial-of-service (DoS) attacks on business websites. As with double extortion, the gangs may use these tactics to incentivize payments or to demand a second or third ransom payment.

All ransomware attacks encrypt data to extort a business into paying a ransom. Some ransomware groups even steal a business’s data or take other threatening actions to extort payment.

How can ransomware affect SMBs?

Successful ransomware attacks encrypt data on a targeted device. This causes system downtime and potential long-term disruption, whether or not a business pays the ransom. Depending on the type of ransomware and the gang responsible for an attack, the impact on a small or midsize business can even go beyond these consequences.

In a whitepaper on ransomware attacks in Canada, Palo Alto Networks reported long-lasting impacts on businesses. The company found that 58% of businesses take longer than a month to recover from the attack, and

continued on page 7

SECURITY CORNER from page 6

29% take more than three months to fully recover. During these months, businesses incur substantial costs in lost revenue, contract IT recovery services, new equipment and more – in addition to any ransom they paid.

If a ransomware group also breaches data, businesses may have to pay regulatory fines or shoulder the cost of identity theft prevention services for impacted customers. The business is likely to suffer reputational damage from a data breach as well.

Verizon's 2021 Data Breach Investigations Report found that 95% of ransomware attacks incurred costs between \$70 and \$1.2 million, with a median loss of \$11,150.

How can I prevent ransomware attacks?

You can block most ransomware attack attempts by following best cybersecurity practices in your business. The FBI's IC3 found the majority of ransomware attacks took advantage of three attack vectors in particular: software vulnerabilities, phishing emails and remote desktop exploitation. All three of these vectors coincided with the rise of remote work and potentially lax cybersecurity arrangements.

You can prevent ransomware attacks on your business with a mix of technological controls and security practices:

- **Raise awareness.** The first line of defense is understanding the threat. Hold regular security training events for all employees, explaining what ransomware is and how to look out for it. Your employees should know about phishing emails in particular, and you might want to test their security awareness with periodic phishing tests. The U.S. Cybersecurity and Infrastructure Security Agency (CISA) has useful resources for teaching your staff about ransomware.
- **Keep software up to date.** Always update your software, hardware and operating systems with the latest patches. If it gets hard to keep on top of patch management, consider using a managed services provider to help secure your business. You could also develop dedicated IT personnel from within by helping some of your employees earn the best IT certifications.
- **Reconsider remote access.** Unless your business needs remote access software, like Remote Desktop Protocol, disable it. If you do need it for remote work situations, secure it with multifactor authentication and create a unique, strong password.
- **Use security software and hardware.** You can increase your security with a variety of software and hardware, including firewalls, email-scanning applications, and antivirus software. Also consider using workspace virtualization to secure devices and make recovery from a potential attack easier.
- **Perform regular backups.** Regularly back up all data and store it in a separate network environment. Separating the backups from the normal network can prevent the ransomware from finding and encrypting it.

Back up your computer to Google's cloud to not only increase your team's collaboration abilities, but also ensure your access to your business data in case of an emergency.

What should I do after a ransomware attack?

CISA has a step-by-step guide for what to do after a ransomware attack on your business. However, these instructions assume your business has an incident response team and a fully trained and staffed IT team available. At a basic level, you should isolate the affected systems and networks as soon as possible after infection and take all backups offline to secure them from potential infection.

You should contact the FBI about the attack as soon as possible and also file a report with the IC3. Your local FBI field office can provide assistance following an attack.

The FBI discourages paying the ransom, as this incentivizes further attacks, and there are no guarantees that the ransomware gang will actually decrypt the data if you pay. In some instances, data is corrupted during the encryption and decryption process, rendering payment useless.

After working with law enforcement and IT personnel, you should clearly communicate with your internal and external stakeholders about the attack. Tell your customers whether or not any sensitive information was stolen and about potential next steps, such as changing their passwords.

Once you're certain the ransomware has been removed from the affected devices and systems, use the oldest available backup to restore all data and system configurations. This decreases the chances of hidden malware in the backup.

What is the future of ransomware?

Data from Verizon, Palo Alto Networks and the FBI paint a clear picture of increasing ransomware attacks. Ransomware gangs continue to adapt and change their tactics, finding new ways to secure payment from impacted businesses. As long as ransomware groups are able to extort businesses into paying, attacks are likely to continue increasing and evolving.

Still, businesses are not defenseless. The right preparations can prevent a ransomware attack entirely, or at least mitigate the impacts so your business can recover quickly.

<https://www.businessnewsdaily.com/security/ransomware>



RDP Welcomes New Businesses to Downtown

Amy Gaines (Business Support Service)

BB.Q Chicken DT Riverside

Couple of Gems Photo Booth (Photography)

Kali Glow (Hair, Nail, Skin Care)

Luxurious IV Therapy (Misc. Professional Services)

Penrose Record Room (Misc. Retail)

SOL Mental Wellness (Misc. Professional Services)



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