

Downtown is
Calling

Good
Times
Await



June 2024

RDB Bulletin

Riverside Downtown Business Improvement District

Promote Your Business On These Websites!

Visit Riverside

Visit Riverside is an innovative online platform designed to be the go-to destination for discovering the vibrant array of businesses, attractions, and experiences in Riverside, California. The website serves as a comprehensive guide, spotlighting the diverse spectrum of local businesses, events, and hidden gems that make Riverside a unique and thriving community. From showcasing the finest dining spots, entertainment venues, cultural landmarks, to providing insights into exciting activities and events, Visit Riverside is the ultimate resource for exploring and experiencing the best of what Riverside has to offer for residents and visitors alike.

Businesses can gain significant exposure and numerous benefits by submitting their information to be featured on Visit Riverside's website. This exposure not only increases brand recognition but also opens doors to new customer acquisition opportunities. Additionally, inclusion on Visit Riverside provides businesses with a valuable promotional channel, allowing them to showcase their offerings, unique services, or products to a targeted audience interested in exploring the city. Submit your business to Visit Riverside to

elevate your business and connect with Riverside's thriving landscape. To do so, go to <https://visitriverside.com/submit>

Discover Riverside

Discover Riverside is the Riverside Convention and Visitors Center website designed to promote the city and the Riverside Convention Center as a great location for conventions, meetings, and other events. It is a resource for meeting planners and visitors, and provides information about the RCVB, Sports Commission and Convention Center. It also highlights downtown Riverside's food and drink options as well as things to do in the downtown area.

To be featured on the website or on the RCVB's social channels, email Mary.Kate@LittleMarketingGroup.com OR tag @DiscoverRiverside on Instagram. <https://www.instagram.com/discoverriverside/?hl=en>

To submit an event for the website, fill out the online form with event information and a photo/graphic. <https://riversidecvb.com/things-to-do/events/submit-your-event/>

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Join us for the RDP luncheon at Noon on

Tuesday, June 25, 2024

at The Lobby Riverside, 3730 Main Street,

featuring Riverside Community College

President, Claire Oliveros

Call the RDP office at 951-781-7335

for reservations.



Riverside Philharmonic Season Finale

For the season finale of the 2023-24 season, the Riverside Philharmonic will perform a concert of audience favorites such as the Blue Danube by Johann Strauss II and Symphony No. 26 by Mozart. Soprano Elissa Johnston and Jamal Moore, bass, will join the orchestra for opera selections from Don Giovanni, Bastien and Bastienne, and Cimarosa's Secret Marriage.

The orchestra is celebrating 65 years in Riverside; its debut concert was held on April 7, 1959 at Ramona High School. Originally a community orchestra, the musicians were often local college students and faculty, many from La Sierra

College (now La Sierra University), as well as local high school teachers. Today, the Riverside Philharmonic is comprised of top professional musicians, many of whom can be heard on soundtracks and film scores. (Hollywood's Best. Riverside's Own.)

The spring concert, entitled Love, Romance, and Other Misadventures is on Saturday, June 8, 2024 at 7:30 pm at Riverside City College's Coil School for the Arts, 3890 University Avenue, Riverside CA 92501. Tickets range from \$40-\$100, including parking in an enclosed garage next to the concert, and are available at www.RiversidePhilharmonic.org

Supervisor's Message – Kevin's Corner

Contributed by Supervisor Kevin Jeffries




Congestion and Sales Taxes: I have made mention in the recent past of a possible new sales tax being proposed by the Riverside County Transportation Commission (RCTC). RCTC is a separate stand-alone government agency that has a representative (city council member) from every city in the county, plus all five county supervisors. In my humble opinion, the RCTC has been forced to do the former job of Cal-Trans (a State organization), that used to be the national leader in planning, developing,

and constructing our highways and freeways. The State has reduced Cal-Trans to a simple maintenance and repair mission and has left the heavy lifting of providing new and expanded transportation infrastructure to local governments to fund and figure out (or not). When former Gov. Jerry Brown was first elected Governor (1975), I recall that he had a philosophy that if we (the State) did NOT build a modern transportation network – they (the population masses) would not come. The masses clearly missed the memo.

Fast forward to today where a similar “do not build it” thought process is now in place with the hopes that those who do move here will instead walk, ride a bike, or take a bus or train to work. While some will, the vast majority don't, won't or can't. Hence our freeway parking lots. Likely in June, the RCTC commission is going to be asked to put on the November ballot a NEW sales tax proposal to help fund and build all the freeway / highway

/ roadway improvements that are contained in a massive plan for our county. I have my own personal positions about new taxes and long-term debt being handed down to our children and grandchildren, but this future sales tax vote will be very personal for each of you to decide in November—because no one from our State government is coming to help. They just want us to add tens of thousands of new residents and homes to our County without any infrastructure funding to support them or us. You can read RCTC's Traffic Relief Plan here: <https://www.rctc.org/traffic-relief-plan/>

Congestion and Development Taxes/Fees: Another regional independent agency looking to raise more money to build roads and improve transportation is the Western Riverside Council of Governments. It also has a board made up of representatives from each city in Western Riverside County and four of the five members of the Board of Supervisors. They manage the Transportation Uniform Mitigation Fee (TUMF), which is a tax/fee on almost every new development in the region, which is intended to ensure new development pays for the increased traffic it creates (on top of the Developer Impact Fees paid by developers to cities or the County). They are doing a comprehensive “nexus” review of the fees tied to each type of development (residential, commercial, retail, warehouse, etc.) for the first time since 2017, and significant increases are expected. I still don't understand how they can argue that warehouses have the lowest impact and should pay the lowest fees, but you can read their report and submit comments until June 10th here: <https://www.wrcog.us/201/Studies-Documents> 

Mayor's Message - Fighting for Continued Funding to Address Homelessness

Contributed by Mayor Patricia Lock Dawson




As your Mayor, addressing homelessness remains one of my top priorities. On April 23, 2024, I joined several of my colleagues from the Big City Mayor's Coalition to urge our state legislators to continue investing in our efforts to address homelessness with direct funding from the Homelessness Housing Assistance and Prevention (HHAP) Grant Program. Since 2018, the State has provided

direct funding to large cities, counties, and continuums of care for addressing homelessness with HHAP funding. The State currently does not have plans to continue this funding in the budget that is currently being negotiated by the Governor and Legislature. Amidst a challenging budget crisis, I believe it is critical to maintain our investments to address homelessness if we wish to see continued results.

The 13 Big City Mayors, who represent nearly 11 million residents across the state, have used this funding to create more than 15,000 new beds, fund key operations, and serve roughly 150,000 homeless individuals. In Riverside, this has translated to a 12% reduction in chronic homelessness, and a 73% reduction in transitional aged youth who are homeless. Since 2018, we have used HHAP funding locally to serve over 1,500 individuals with shelter, rental assistance, recuperative care, and jail in reach services. While Riverside has effectively leveraged these dollars to provide assistance to those suffering from homelessness, our

data tells us that for every person we help exit homelessness, 6 more become homeless. It is imperative to address and manage the inflow and outflow for us to continue making progress.

Legislatively, we have witnessed the momentum building with key bills like CARE Court and conservatorship reform passed and implemented over the last 2 years. Most recently, we saw the passage of Prop 1 by voters this past March. These are the first major changes to our mental health laws in the state since 1967! Federally, the supreme court is taking up the Grants Pass v. Johnson case, which restricts local governments from enforcing anticamping laws. While it currently seems the Supreme Court is divided on this issue, I am hopeful that they will address this 9th circuit ruling and give us the ability to enforce our anticamping laws without the threat of litigation.

While these are major strides to push back against the increasing tides of homelessness, our work is not done. We are requesting the state continue funding HHAP with an additional \$1 billion in next year's budget and commit ongoing funding to allow us to better plan for sustainable solutions to reduce homelessness in our cities. We cannot expect to address homelessness without investing in strategies that are working to help our seniors, youth, and those suffering from mental illness and drug addiction. Our efforts to address homelessness are in jeopardy with the loss of this funding source. Without HHAP funding, one thing is certain, we will lose our momentum and resources and see more homeless people on the street as a result. I am determined to not let that happen, and continue advocating for our fair share of resources. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilmember Philip Falcone

City Investing Big In Downtown!

It has been a whirlwind of the first six weeks in office! I pledged to hit the ground running on day one and that is exactly what the Ward 1 team has done. I am big on infrastructure, parks, and beautification — these are the things that make cities attractive places to tourists and locals alike. Many projects in these topic areas are in various stages of work in our downtown core. I would like to highlight just a handful of my personal favorites — but this is not an exhaustive list.

- UCR Arts is in the second half of a façade restoration on the California Museum of Photography as they restore the stone tiles on the historic Kress building at 3824 Main Street.
- Exciting new dining options are under construction now at the corner of University and Main as well as in the former Raincross Pub + Kitchen at 3557 University Ave — with more developments to share in the near future!
- New and improved trash receptacles were installed on the Main Street Mall last year and we are now expanding that footprint with more receptacles across the downtown at Lemon, Lime, Market, 12th Street, and 14th Street.
- Major water main and sewer replacement projects are underway on Market Street between 14th and 12th Streets, and after this work is done the roadway will be repaved.
- The former splash pad on the Main Street Mall between University and Mission Inn Avenues will be removed and the concrete redesigned with early plans in the works for a monumental art sculpture in this space surrounded by more shaded seating areas.

- Plans are in the works for various minor improvements to White Park, North Park, and Newman Park including new lighting, fencing improvements, signage and painting.
- Major improvements are in the works for Fairmount Park with a general plan to strategize for the future along with the dredging of Fairmount Lake to allow for the use of pedal boats again, all new monument and wayfinding signage, an overhaul of the rose garden, and accessible sidewalks throughout the park.
- Market Street from 6th to 10th Streets and University Avenue from Market to Lime Streets are lined with American flags from May 1st until July 15th to commemorate Memorial Day, Flag Day, and 4th of July.
- This is the “back to basics” demands I heard from businesses and residents prior to taking office—to do the core responsibility of local government well. I take this as a mandate and the Ward 1 team will not tread lightly or go slowly when it comes to ensuring the City maintains its responsibilities to businesses and residents.



In July, my team and I will be going door to door to downtown storefronts to introduce ourselves and share valuable City information on RPD, 311 and Ward 1 contacts for when you need assistance. I look forward to meeting with you at your place of business soon. In the meantime, I am at your service, call or email anytime. 951-826-2583 or PFalcone@RiversideCA.gov

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

And just like that, summer is almost here!

My office and I would like to extend an enthusiastic THANK YOU to all of our partners for being a part of the Arts & Music Festival on Saturday, May 18th!

We were so happy to see our residents learning about the local resources available to them, participating in arts and crafts, or playing games with our local non-profits, TCC Grant partners, and other community leaders. The feedback from the residents was overwhelmingly positive, and we could not have done it without you! Sincerely, thank you so much for being a part of a day that will be in our community’s memories for years to come.



Longfellow Elementary School Bike Giveaway

– In the spirit of National Bike Month, our office was pumped up to take part in the Longfellow Elementary School Bike Giveaway! “Every Kid Deserves a Bike” was the theme, and in that spirit the entire 4th grade class was given a bicycle, helmet, safety lessons, and learned to ride with the California Highway Patrol. Thank you to Principal Koss and the Longfellow staff, City staff, Pedal Power, Riverside Community Health Foundation, Riverside University Health System, IEHP, and the California Highway Patrol for their partnership in making this event possible!



We look forward to working together in the future to bring more incredible events like this to the residents of Ward 2!

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 fun and safe start to the summertime season!

Sincerely,
Clarissa Cervantes

Riverside Artswalk Artist Spotlight: Mollie Ong and Rafael Mejia

Contributed by Rachael Dzikonski, Executive Director – Riverside Arts Council



As the summer weather in sunny southern California rolls in, we find ourselves nearly halfway through the year – and what an incredible year it has been for the arts thus far! From the artists, galleries and new exhibitions, to the festivals, events and public art, the Riverside arts community can be proud of how much has already been accomplished in 2024. In June we look forward to more incredible events, including June Artswalk which welcomes new exhibitions at the participating locations. This month, our artist spotlights, Mollie Ong & Rafael Mejia, are collaborating on a new show for Pain Sugar Gallery called *Origins*.

Mollie Ong is a painter and animator who was born and raised in Colton, California. Mollie began studying art in 2013, and currently works as a freelance animator/illustrator and part-time professor at Riverside City College, California Institute of the Arts, and Otis College of Art and Design. Mollie has shown her work at Pain Sugar Gallery, RCC Quad Art Gallery, RAC's Artscape, and Society of Illustrators. Mollie has also worked as an animator and illustrator for Watcher Entertainment, Netflix, and Charlie Kaufman, amongst others. Outside of commercial work, Mollie hopes to pursue oil painting and independent animated filmmaking.

Rafael Mejia is a painter, born in Ventura, California in 1992. He was raised in Perris after his family relocated there from San Diego in 2003. Rafael has been creating art since he was a child drawing comics with his cousin, but did not think of it as a career until the end of high school. He began studying art at Riverside Community College and recently received his BFA in drawing and painting from Laguna College of Art and Design. Rafael has shown his work at various galleries like RCC Quad Gallery, Salt Fine Art, Billis Williams Gallery, and Pain Sugar Gallery. He is currently working from his studio with his partner Mollie Ong in the Los Angeles area.

Both Mollie and Rafael have been involved and nurtured by the arts community in Riverside, specifically through their studies at Riverside City College. Mollie stated that "Even as a student, the benefits of the Riverside Arts Scene was life changing. It gave me an art education when I was struggling to find it elsewhere. RCC and the community gave me a strong foundation and work ethic. The idea of practice was embraced." Rafael studied art at Riverside City College for many years before transferring to complete a BFA at Laguna College of Art and Design. Throughout his time in Riverside, he has shown his work at Riverside Artswalk in different venues, as well as the RCC Quad Gallery. Rafael was recently hosted by Altura Credit Union for their artist spotlight at The Cheech.

Make sure to visit Riverside Artswalk on June 6th and check out Mollie and Rafael's incredible artworks in *Origins* at Pain Sugar Gallery!

For more information about Mollie Ong and Rafael Mejia and their artwork, visit @mollieong on IG or mollieong.com and @rafaelmejia_art on IG or rafaelmejiafineart.com. For more information on Riverside Artswalk visit www.riversideartswalk.com or @riversideartswalk on IG

BUSINESS BUZZ

TikTok for Business: How You Can Use This Social Network

by Shaun Skye Schooley

If you run a business, chances are you will eventually use some form of social media for marketing purposes. In 2022, nearly 4 billion people were estimated to use social media worldwide – a number that has been steadily increasing each year – which makes social media ripe with opportunity for companies to reach their target demographics.

One of the newer social media platforms that has recently exploded is TikTok. The app has been described as a mashup of Vine, Twitter and Instagram, allowing its 1 billion active monthly users to create short-form, music-focused videos and edit them with lenses, filters and AR features.

Although TikTok was adopted early on by teens, it has been steadily gaining the attention of young adults (nearly 70% of its active users are under 40), making it a prime target for any brands seeking the elusive attention of millennials and Gen Z.

With the ever-growing popularity of engagement marketing, TikTok is a great platform for businesses to advertise in a way that doesn't feel contrived or ingenuine.

How TikTok works

As with any social media site, you'll be instantly blacklisted if you come across as not knowing what you're doing or not following the unwritten rules of social platforms. Spend time on the app by making a profile, following popular users and creating practice content until you feel like you have a handle on what real users like to engage with and the platform's culture.

"For a business to be successful on TikTok, they need to first be active on TikTok," Mike Prasad, founder and CEO of

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Tinysponsor, told Business News Daily. “[Give] users a reason to follow you.”

Keep in mind that authenticity is the key here; don't try to create memes if that isn't your business's vibe. Create content that fits your brand and contributes to your specific goals.

If you want help marketing your brand on TikTok, sign up for TikTok for Business. The centralized platform will guide you through the process of creating affordable ads that reach your target audience.

Types of advertisements on TikTok

TikTok will support multiple types of advertisements: TopView Ads, In-Feed Ads, Brand Takeover Ads, Branded Effects and Branded Hashtag Challenges. Each one contributes to a different purpose and will have a different outcome based on the type of campaign you're running.

TopView Ads

TopView Ads are placed at the top of a user's TikTok feed when they open the app, and they can be up to 60 seconds long. Since this is the largest ad type that TikTok offers, it is a key marketing tool that can grab consumers' attention and increase brand awareness.

In-Feed Ads

In-Feed Ads act similarly to Snapchat or Instagram story ads. They play in full screen, are skippable and must be 60 seconds or less (although the ideal length is 15 seconds). They appear in a user's ForYou feed. You can measure a campaign's success through tracking clicks, impressions, click-through rate (CTR), video views and engagements.

Brand Takeover Ads

Brand takeovers allow one brand to take over the app for a day. You can create images or video ads (roughly three to five seconds long) that appear at the top of the app like TopView Ads; however, they are not skippable. You can embed links to internal and external landing pages within your ads as well. To measure the success of a brand takeover, look at impressions and the CTR.

Branded Effects

You can create branded effects (e.g., games, stickers, filters, special effects) that users can apply in their videos. This is an easy way to promote your brand with minimal effort. These interactive experiences are also a great way to go viral.

Branded Hashtag Challenges

Businesses can do hashtag challenges, where you create a hashtag and an end goal or prize for participants. For example, DreamWorks hosted a successful hashtag challenge to promote its Netflix show where the studio invited TikTok users to create a video of themselves dancing to the show's theme song and posting it under the hashtag #SpiritRidingFree. The campaign reached over 34.4 million users, with over 2.6 million engagements and over 4.3 million combined video views.

This is a great example of a company recognizing the value of running a campaign on TikTok versus another social platform, because Spirit Riding Free is a children's show and TikTok's user base skews young. It had a great demographic base for its campaign, as well as a campaign style that fits the platform.

Branded Hashtag Challenges have a median engagement rate of 17.5%. They also increase brand awareness by 4.5 times over standard mobile ads.

Tips for using TikTok for small businesses

TikTok is a valuable social media marketing tool and can be easily adopted by virtually any business. When using TikTok for your business, follow these tips for higher engagement.

1. Examine prevalent trends amongst users in your target audience.

This strategy can be used on any social media platform, but it is especially useful for TikTok. The platform sees high volume around specific topics like entertainment, dance, pranks, DIY, travel and learning. Research your target audience to see which type of content they are engaging with most, and use that knowledge to influence which type of TikToks you make.

For example, if you notice your target audience is highly engaged with prank videos, you can post videos of your employees playing good-hearted pranks around the office.

2. Use a laid-back, less commercial approach.

Unlike Instagram, TikTok largely rejects polished, high-quality content. As such, it has earned a reputation as a casual platform where users feel comfortable expressing themselves.

“The beauty of TikTok is that it's an accessible creative space,” Prasad said. “That means it thrives on a touch of quirkiness and avoids heavily commercial-style productions.”

Let engagement be your guide and delve into what is fun about your business. Make sure you clearly understand your brand culture, values and identity so that what you create is genuine and true to your brand, and avoids typical corporate guidelines.

“TikTok is a hub of creative, fun, and sometimes crazy ideas, so try to soften the brand tone and join the playful community,” said Madelyn Fitzpatrick, head of corporate communications at Charming Charlie. “Avoid being overly formal and stiff.”

3. Participate in TikTok challenges.

An easy way to increase engagement and visibility is to participate in TikTok challenges. Find out which songs or activities are trending, and create your own branded version of one to post on your TikTok. This can not only increase your visibility, but also make you seem more relatable and down to earth.

Younger generations like supporting brands they connect to. Participating in challenges can help you connect to your audience on a real level, especially if your target demographic is teens or young adults. Remember, when you post a challenge video, be sure to include the relevant hashtags to increase your likelihood of ending up on peoples' ForYou pages.

4. Post about your location.

Location can be a key driver for brand awareness, especially for small local businesses. Talk about your location in your videos, and include the location in your caption and hashtag. This will help people in your area find your business. It can also be helpful to create videos that are unique to your local area. This will make your product or service appear more relatable to locals.

Benefits of TikTok for small business

TikTok can be very beneficial to your business if you use it strategically. It gives you the opportunity to create diverse, engaging content that comes across as genuine to your consumers.

- Audience reach: TikTok is one of the most used social media platforms, joining the ranks of heavy-hitters like Facebook, YouTube and Instagram. It has 1 billion active monthly users in 141 countries. More eyes on the app mean more potential for those eyes landing on one of your branded ads. This makes it an attractive marketing platform for businesses that want to reach a large audience.
- Consumer engagement: Users aren't just downloading the app; they are actively engaging with content on TikTok, resulting in a high engagement level. The average user spends 858 minutes per month on the app, and this number has been increasing dramatically year over year. This, accompanied by TikTok's unique delivery algorithms, gives you the ability to see high brand engagement.

- Creative opportunity: Brands on TikTok thrive with content that is whimsical and entertaining. This allows you to explore different aspects of your business, such as what makes you fun and interesting, and TikTok provides a platform where those fun aspects will be welcomed (and can even make you money).

A study conducted by Kantar in partnership with TikTok found that nearly 30% of Gen Z users have purchased a product they saw advertised on TikTok.

Why you should join now

TikTok is relatively new, especially to the business world, and, as such, is not quite as saturated as Facebook, Instagram and

YouTube. It's also much cheaper to advertise on, because there isn't a strong influencer community yet; there are far fewer users competing for sponsorship and ad placements.

Furthermore, it helps you take the crucial first step into marketing to Gen Z, the notoriously difficult-to-market-to generational group, which is becoming more important as they gain a stronger foothold in the economy. Marketing to younger generations doesn't have to be impossible – just meet them where they are, play by their rules, and have a little fun doing it.

Source: <https://www.businessnewsdaily.com/12020-tiktok-business-features.html>

SECURITY CORNER

How to Buy a Secure Business Laptop

by Neil Cumins

Keeping data secure is essential for companies of all sizes. Punitive fines are levied on businesses that don't adequately protect client data, as evidenced by the \$877 million Amazon had to pay in 2021 after breaching European GDPR legislation. Even small businesses run the risk of massive fines if electronic data is mislaid, in addition to the practical and reputational challenges of restoring lost data.

Protected hardware is a key weapon in the battle against data loss or theft. For example, companies are increasingly adopting secure business laptops to keep their data safe. We'll explain how to select secure business laptops and why they're so crucial.

Business and consumer laptops differ in configuration options, security features, included software and price.

How to buy a secure business laptop

The best secure business laptops ensure private data remains private using a combination of hardware, software, physical connections and cutting-edge technology. Follow these steps to make this purchase for your business:

- Consider your computing needs. What data must your company protect? What laptop features will best help you accomplish this?
- Research business laptop options. Spend time researching devices that meet your needs. Check out online merchants and in-person computer stores. Read product reviews on consumer websites to see how users feel about the devices.
- Test various business laptops. If possible, ask laptop providers or manufacturers for a laptop and feature demo. Use this opportunity to ask questions about the device and address your concerns about its security features.
- Purchase and implement the device. Once you've settled on a laptop model, purchase the number of devices necessary for your company. Consider whether all employees need a secure laptop, and train laptop recipients on all security features. While you must adhere to your budget, don't cheap out on business laptops. This investment can potentially save you significant money and protect you from devastating losses.

Key attributes of secure business laptops

Keep in mind that poor access management leads to the majority of cyberattacks. Your secure business laptops will address access management and other cybersecurity risks with the following security features:

1. Secure business laptops include biometric security features.

Biometric security features lock down your laptop with physical attributes — creating more robust security than even the strongest passwords. Today's biometric systems come in two primary varieties: fingerprint scanners and facial-recognition cameras.

- Fingerprint scanners: The most common biometric authentication tool is a built-in fingerprint scanner that lets users log in to the laptop with their finger. Fingerprint-scanning technology is usually incorporated into the trackpad or power button, though you can also plug third-party scanners into a USB socket.
- Facial recognition cameras: Facial recognition technology is used for multiple purposes, including device unlocking and targeted facial recognition advertising. This technology is even more accurate than fingerprint scanning because a flat reproduction can't fool 3D sensors. Many non-Apple devices rely on Microsoft's Windows Hello service, which is the biometric technology on most of its Surface laptops, and third-party products from ASUS, HP, Razer and Dell.

Some time and attendance systems use biometrics to clock employees in and out and accurately track hours. However, it's crucial to adhere to biometric time and attendance laws to protect employee privacy.

2. Secure business laptops include smart card readers.

A smart card reader is a robust alternative to traditional passwords and biometric authentication. To log in to a protected laptop, users must insert a physical security card and then enter a PIN. From there, the smart card communicates wirelessly with the laptop to log the user in.

Smart card readers are generally available only on business laptops, including an array of Dell, Lenovo, HP and ASUS machines. If they're not installed as a standard feature, a modest upgrade costing less than \$20 may be enough to add a card reader to your preferred device. Alternatively, external smart card readers pair with your PC via a USB port.

Smart cards are typically used in enterprise scenarios where a large company provides laptops to its employees. However, you can also order smart cards from online vendors.

3. Secure business laptops use encryption.

Computer encryption keeps data on a laptop safe by making it unreadable for anyone without the password required to decode it. It's critical to encrypt your data even if a login password screen protects your computer, because that line of defense will

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be useless if someone steals your laptop. The hard drive can simply be plugged into another PC to access any stored data.

Advanced users can encrypt their files using third-party software, but Microsoft's BitLocker service is a good option for the average worker using a Windows laptop. It encrypts files via a special chip, called a Trusted Platform Module, attached to some laptop motherboards. Here's what you'll need to access BitLocker.

- Windows Professional: BitLocker is available only on the pricier Pro, Enterprise and Education versions of Microsoft's Windows 10 and 11 operating systems. (It's also available on Windows Server installations.) This full-volume encryption platform uses Advanced Encryption Standard (AES) encryption on each hard disk drive sector.
- Trusted Platform Module (TPM): This blocks thieves and attackers from accessing data unless they have access to a special password, which is partially stored on your computer's internal drive and partially stored on the TPM itself – a form of two-factor authentication. Since each TPM chip has built-in tamper protection, a thief can't place the drive on another motherboard to bypass the encryption.

You don't have to be tech-savvy to use a TPM; if your computer comes with one, it will automatically encrypt your data. If you ever need to access the full password to recover your files, you can view it inside your BitLocker vault, which is available after logging in to your Microsoft account.

Use one of the best secure messaging apps to keep your business correspondence and data confidential.

4. Secure business laptops feature a lock slot.

Securing your data is essential, but so is preventing a device from falling into the wrong hands. Many business laptops come with a special metal hole called a Kensington lock slot that lets you physically chain your system to a desk with a cable.

Like bike locks, the cable can be removed only after a four-digit combination code is entered or a key is used. The cables are typically carbon steel wrapped in cut-resistant plastic, requiring a saw and extensive effort to slice through.

5. Secure business laptops feature secure remote management.

Secure management technology is mandatory for employers responsible for keeping company systems updated. It enables business owners to track, locate or wipe systems if they're lost or stolen. Many third-party desktop management suites can meet your business's needs and provide unified endpoint management for laptops, phones and tablets.

The Intel VPro platform is an example of remote management technology. It can run software and group policy updates even when a system is turned off, which is helpful whether you need to locate the system, restrict access to it or wipe it clean if it's been lost or stolen.

Secure management technology can be part of a secure home office for businesses that must protect remote hardware and minimize the risk of data loss.

Why you need secure business laptops

Business owners and IT managers are responsible for their organizations' confidential information, including company, employee and customer data. Keeping this information safe is critical. If you don't, you may face financial, reputational and practical consequences.

Secure business laptops mitigate risk and are necessary for the following reasons:

- Employees make mistakes. Even the best and most responsible employees can be weak links in the security chain. According to a Tessian report, remote and hybrid employees are distracted, and many are making mistakes that compromise an organization's security. For example,


if a staff member leaves a business laptop on a train, the business's owners and managers will bear the brunt of the repercussions if critical data is lost or breached. Secure business laptops provide an extra protective measure against human error.

- Legislation is continually changing. Staying current with data protection laws can be complex and time-consuming. With 137 countries issuing proprietary legislation about securing data and maintaining privacy, businesses that operate internationally would find it impossible to ensure compliance manually. A secure business laptop with appropriate software installed should meet most global regulations, ensuring you don't unwittingly breach the law.
- Breaches could bankrupt your business. Mitigating the damage of a data breach can be devastating. According to IBM's 2023 Cost of a Data Breach report, the global average data breach cost in 2023 was almost \$4.5 million. Even more alarmingly, smaller companies simply don't have the resources to bounce back from a devastating data breach. Protecting against one is a case of life and death for your brand.
- Reputational damage takes years to mitigate. Even if your business has sufficient financial resources to survive a data breach, its name may be permanently tarnished. Some brands have as many headlines and search results relating to a high-profile breach as their core services. The damage could be so significant that only embarking on a business rebrand can fully disassociate the company from its historic sins. And it's easy to lose your audience when rebranding.

Other ways to improve your business's cybersecurity include training staff to identify threats, conducting periodic cybersecurity audits and implementing multifactor authentication on business accounts.

Taking care of business

Managers and administrators aren't expected to have an intimate understanding of global data protection laws or the latest malware threats. However, they'll still be liable if corporate data is leaked or stolen. Purchasing and distributing secure business laptops in your organization is one of the best ways to protect the valuable data belonging to your company and customers. Secure business laptops take some of the pressure off cybersecurity responsibilities because they outsource numerous aspects of data protection to industry experts like Microsoft. They're a smart investment in your business's future success.

Source: <https://www.businessnewsdaily.com/9104-business-laptop-security.html> 

RDP Welcomes New Businesses to Downtown

A Karshmer (Property Rental)

Buzz Gals (Photography)

Chay's Edible Images (Misc. Retail)

Hayet Albi Co-op Bakery

Inno Space, LLC (Property Rental)

Kari Cakes Creation

Legacy Aerospace LLC

Sweet Street Eats LLC

The Document People Riverside (Prof. Services)

Welcome Health Medical Group



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RDP Website

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RDP on Facebook

SATURDAY JUNE 15TH

4th ANNUAL

JUNETEENTH

1865-2023

RETAIL VENDORS

MUSIC & FAMILY FUN

FOOD VENDORS

FAIRMOUNT PARK
FREE ENTRY 1PM- 6PM
2601 FAIRMOUNT BLVD,
RIVERSIDE, CA 92501

BC
The Black Collective