

Downtown is
Calling

Good
Times
Await



September 2024

RD Bulletin

Riverside Downtown Business Improvement District

Fall Events

Mucho Gusto 2024

A music festival without borders on Saturday, September 21st from 3 pm to 11 pm at North Park. Back for a second year, this vibrant celebration will feature mouth-watering delights from an array of local food vendors, including delectable Vegan dishes, Tacos de Canasta, savory Pupusas, and more plus a Beer Garden. Attendees can

explore a treasure trove of over 40 unique art vendors and more than 20 breathtaking Art Installations scattered throughout the park. They can also dance, sing, smash piñatas, and dive into a world of artistic wonders. Visit <https://www.mucho Gustofest.com/> for more information and how to buy tickets.

Riverside Art and Music Festival:

A free family friendly festival on September 28th from 2 pm to 9 pm at White Park. Attendees will enjoy live music, artist vendors, food vendors, art installations, workshops, community performers, a beer garden, and more.

Riverside favorites The Debonaires and the Skeletones will bring their unique sound to the main stage that evening. Visit <https://www.facebook.com/RiversideArtandMusicFestival> for more information.

Riverside Pride BBQ:

A free family block party on Saturday, September 28th from Noon to 8 pm at 3839 Brockton Avenue. Attendees will enjoy music, food, and artists plus vendors and games. The event is free

with tickets available from <https://www.riversideprideie.org/event/riverside-pride-bbq/>. Admission will be \$10 at the gate on the day of the event. 🏳️‍🌈

Supervisor's Message – Kevin's Corner

Contributed by Supervisor Kevin Jeffries



Voter Validation Efforts—A group of civic-minded Riverside County residents has been regularly attending our Board meetings, expressing their concerns about our election processes, and the accuracy of our voter rolls, and the apparently

high numbers of voters who appear to have moved or died that still show up as registered voters. This is particularly important, since the COVID-era state law changes require every registered voter to receive a ballot by mail. In response to

these concerns, the Registrar of Voters hired a credit reporting agency to review our entire list of voters to identify those who have moved or maybe deceased. That agency has identified 123,541 individuals who MAY have moved, and almost another 150,000 out of 1.34 million voter file records whose addresses “couldn't be validated”.

Good news, right? Well--partially. Some or most of these people may only be temporarily out of county (job assignment, military deployments, college students), so we have to verify each voter independently, but this list does give us a good starting point. The bad news is, we are required under state law (Elections Code 2227) to receive an affirmative response from the

continued on page 2

In This Issue:

Fall Events

Supervisor's Message: Kevin's Corner

Mayor's Message: Riverside's Fight Against Homelessness: Enforcement and Compassion

Council Corner:

Ward One and Ward Two

Arts Corner:

Artist Spotlight – Darren Villegas

Business Buzz:

Google Calendar: 11 Hidden Tips and Tricks

New Law Requiring Bars Serving Spirits to Offer Drug Testing Devices in Effect as of July 1

8 Tips and Tricks To Managing a Restaurant

Join us for the RDP luncheon at Noon on

Tuesday, September 24, 2024

at the Riverside Game Lab

featuring Andrea De Leon from KRCB and

Amy Metcalf from UCR Arts

Call the RDP office at 951-781-7335 for reservations.




SUPERVISOR'S MESSAGE from page 2

voter that they have moved or no longer wish to be registered to vote in Riverside County before we can remove them. That means that we can send a post card to the new address, but if they do not confirm their voter registration has changed, sign the post card, and mail it back to us, we are required to keep them listed as a registered voter and ballots will continue to be mailed to their old address.

It would seem to me that if they don't respond to the inquiry, they should be removed automatically, particularly since a voter can now register to vote as late as Election Day if they had still wished to vote and were mistakenly disenrolled, but those are the rules the state has created for us. These citizen groups have also asked us to end automatic mail ballot voting entirely, end early voting periods, and to require voter identification be shown at the polls, but those are also state laws, not county ordinances, and any concerns about these election rules and others should be taken up with your state legislators and/or the Governor.

Bring Out Your Dead—The voter registration review also identified 1,080 potentially deceased registered voters county-wide, but it isn't clear to me whether state law also require the dead to respond to our post card affirmatively in order to remove them from the list...

Election Integrity Meetings—In response to concerns expressed over the years, the Board of Supervisors has created both a Citizen's Election Advisory Committee (<https://rivco.org/election-advisory>), and an Ad Hoc Committee (consisting of Supervisors Karen Spiegel and Manuel Perez) to evaluate elections processes in Riverside County. The Ad Hoc Committee recently held a standing room only public meeting with the Registrar of Voters and community members to answer questions and discuss concerns, and will be holding another one soon. 

Mayor's Message - Riverside's Fight Against Homelessness: Enforcement and Compassion

Contributed by Mayor Patricia Lock Dawson



As Mayors across the country grapple with homelessness and public safety challenges, Riverside remains steadfast in its commitment to addressing these critical issues. The recent decision in the Supreme Court Grants Pass case will enhance our city's efforts as an additional tool in our arsenal to navigate and mitigate the complex issue of

homelessness.

Before the ruling, the City of Riverside actively removed encampments using our Anti-Camping Ordinance, including sections that prohibit camping in the wildland-urban interface, such as the Santa Ana River bottom. The Grants Pass decision coupled with Governor Newsome's Executive Order re-affirms the city's authority to enforce local ordinances designed to deter illegal activity by all people, not just people experiencing homelessness.

In light of the recent decisions, we are beginning the process of reviewing our current Anti-Camping Ordinance, which was initially written and approved in 2022 with the 9th Circuit case in mind. Our goal is to evaluate the need for any potential enforcement revisions to address quality of life issues and maintain safety and order in our public spaces.

A critical component of our city's approach to addressing homelessness is the Public Safety and Engagement Team (PSET), a program approved by City Council in early 2019. This multi-department approach is designed to maintain order in public places while also providing homeless individuals with a pathway out of homelessness. PSET team members specialize in providing resources and assistance while also addressing issues of unlawful panhandling, camping, abandoned personal belongings, and vagrancy.

In May 2022, the City Council approved an expansion of the PSET Team to include an Urban Team, focused on encampment removal in public rights-of-way, and a Wildland Team, dedicated to enforcing the Anti-Camping Ordinance in environmentally sensitive areas. Earlier this year, City

Council also approved a Memorandum of Understanding with the Riverside County Flood Control and Water Conservation District to allow PSET to promptly address homeless encampments on district properties.

Both the Urban and Wildland PSET, are comprised of police, fire, code enforcement, homeless outreach, and behavioral health. In FY 2023/2024, they have:

- Visited 6,357 different locations where homeless reside.
- Made 5,748 contacts with homeless individuals, which includes multiple contacts on the same individuals, and offered services.
- 531 individuals have accepted services.
- Over 2,150 code enforcement notices have been issued for property removal.
- Removed 326.87 tons of trash.

Riverside's strategy to address homelessness is multi-faceted, combining enforcement with supportive services. While removing encampments remains a critical component, our approach also integrates homeless outreach and mental health partners to provide the appropriate services to our unhoused community. As we confront this challenge head-on, we always offer services first as part of our continuous three-pronged approach of prevention, intervention, and enforcement to assist people in getting off the street and into shelter. Preventing vulnerable groups like Transitional Aged Youth (TAY), older adults, and veterans from falling into homelessness is critical.

In January of 2023, I launched a Challenge to End Youth Homelessness which has made significant strides. Through partnerships with 21 agencies, we achieved a remarkable 58% reduction in youth experiencing homelessness. Currently, 26% of the affected youth have a HomeConnect Referral and 16% are awaiting a home connection. To further support these efforts, the city will secure two additional TAY Case Managers to assist with housing the individuals awaiting a home connection and navigate any new TAYs through our homeless response system. We also eagerly anticipate

continued on page 3

MAYOR'S MESSAGE from page 2

The Aspire Project, a development of 32 permanent supportive housing units for TAY.


Riverside has also been a leader in advocating for updates to the state's outdated mental health laws. Our advocacy efforts in Sacramento were instrumental in Riverside County becoming one of the first counties in the state to implement a CARE Court program. Though these updates will take time, these are the first meaningful changes to our mental health laws in over 50 years.

To uplift these efforts, I recently launched a Public Safety Neighborhood Tour to connect residents with resources provided by the Riverside Police Department, Fire Department, Code Enforcement, and the City

Attorney's Office. These events allow residents to learn about available resources and voice their safety concerns. The final two stops on the Public Safety Neighborhood Tour are scheduled for:

- September 10th at 6 pm at the Hunt Park Renck Center featuring Councilmember Mill
- September 24th at 6 pm at the Riverside Airport Café featuring Councilmember Robillard

Interested residents are encouraged to join, RSVP to 2mayor@riversideca.gov to secure your spot!

Through these comprehensive efforts, Riverside remains committed to addressing homelessness and enhancing public safety in our community. 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilmember Philip Falcone

This time of year—the few months between the end of summer and the start of Festival of Lights—is the City's prime time for checking items off our downtown facility and infrastructure to-do list. This year a layer of importance is added as we prepare to welcome several thousand city planners from across California to a conference at the Convention Center on September 27-October 1.


People have asked me "Why do you care so much about this American Planning Association (APA) conference when we have conferences in town every month?" While every conference is important, and the way each conference goes experiences our downtown is important, what makes this one more significant is the attendees. The APA conference goes are the people who plan and design cities up and down California and they are coming to learn from us on how we do things in Riverside. To prepare, we are ensuring downtown shines a little brighter.

Here are some of the ways we are doing that:

- Street light banners branding the Arts & Culture District will showcase local artists and murals. This district is a

new venture of mine to brand a portion of our downtown for tourism—5th to 10th Streets and Fairmount Blvd to Lime Street.

- Parking garage 3 improvements with new landscaping and window beautification. New parking wayfinding signage is also on the way this year for all our parking structures.
- New tables and chairs for Main Street between University and Mission Inn Avenue.
- New trashcans on Mission Inn Avenue and other downtown streets.
- Market Street repaving from 14th to 10th Streets.

A slew of other signage, landscaping and cleanliness items are also top of mind. So please be prepared to welcome interested planners throughout our downtown later this month. As always, I am here to serve you and do not hesitate to contact me at 951-826-2583 or pfalcone@riversideca.gov 



Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes



Welcome back to school RUSD, ALVORD, UCR, RCCD, LA SIERRA & CBU! Wishing everyone attending and working at our local schools a wonderful school year!

Cesar Chavez Community Center Renovation: Join the ELS Architecture and Urban Design team, the Parks, Recreation, & Community Services team, City Officials, my office, and

Councilmember Falcone to help shape the future of this historic community center! These workshops will take place in person at the auditorium of the current Cesar Chavez Community Center within Bobby Bonds Park. Your participation is essential to ensure that the renovation meets the community's needs and aspirations!

The second meeting is on Tuesday, September 10, 2024 at 6:30pm in the Cesar Chavez Community Room located at 2060 University Avenue. Light refreshments will be available.

9/11 Day of Remembrance Ceremony: Please join us outside of City Hall at the Veterans Plaza to honor our first responders and the lives tragically lost on September 11th, 2001. The ceremony take place on Wednesday, September 11th at 8:45 am. Thank you to Councilmember Perry and his office for facilitating this event.

City Recognized Holiday: Just as a reminder, City Hall will be closed on Monday, September 2nd, for Labor Day. City Hall will resume normal business hours on Tuesday, September 3rd, however, there will not be a City Council meeting scheduled for September 3, 2024.

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.

Sincerely,

Councilmember Clarissa Cervantes 

Arts Corner - Riverside Artswalk - Artist Spotlight – Darren Villegas

Contributed by Rachael Dzikonski, Executive Director – Riverside Arts Council



As we near the end of summer, wishing for cooler weather in Southern California, we find ourselves coming into the fall festival season leading up to Riverside's landmark Festival of Lights. This month we look forward to the monthly Riverside Artswalk, Annual events including Mucho Gusto Fest, and the Riverside Art and Music Festival. With all the incredible arts happenings in town, we are keeping our artists busy including this month's artist spotlight, Darren Villegas. Darren's murals can be viewed throughout Riverside, with one in our own downtown neighborhood on the back of the Fox Theatre. Check out his mural during Riverside Artswalk and he will be hosting an interactive mural wall during the Riverside Art & Music Festival on September 28th at White Park.

Darren Villegas is a mural artist and digital designer who was born and raised in the Inland Empire. Darren has been creating

art from the time he was fifteen, and is currently the owner of Mass Murals, a company specializing in commercial murals and signage. Darren has shown his work at several galleries across Southern and Northern California, but his primary display platforms are his murals, which are sprinkled throughout California, with a concentration in the Inland Empire and the Bay Area. Darren was inspired by the concept of spreading inspiration and wants to leave the audience with the same magical feeling of inspiration that he felt, and continues to feel, from the works of older artists that inspired him to pursue his passion and artistic journey. Whether he is painting or doing something on the administrative end to make more painting happen, Darren spends on average about five days a week working on his artistic career – sometimes even more. Darren is also a comedy fan, a rock music enthusiast, and a pickle connoisseur.

The first commercial mural Darren ever painted was in Riverside in 2000 or 2001 but has been creating public artworks in Riverside on a more consistent basis since 2020. His goal is to continue growing as an artist and continue working to inspire people. Darren also plans to spearhead a scholarship program for aspiring artists to pursue their education in the arts. In his goal to help uplift and inspire up and coming artists, Darren also hopes to see the development of a free expression art zone, where artists can practice their mural art craft in a free, safe, and regulated space. Join Darren this month at the Riverside Art and Music Festival where he will be providing this opportunity during the event from 2 pm to 9 pm.

For more information about Darren and his artwork, visit @ darren.vs.drama on IG or www.massmurals.art. For more information on Riverside Artswalk visit www.riversideartswalk.com or @riversideartswalk on IG 

BUSINESS BUZZ

Google Calendar: 11 Hidden Tips and Tricks.

Google Calendar is already among the easiest calendar apps to use. With these tips and tricks, you'll find it even more helpful.

Google Calendar is an excellent tool for planning your workday. This web-based application features an easy-to-use, minimalist design and broad compatibility. You can sync your Google Calendar with just about any mobile device and with numerous desktop calendar applications, including Microsoft Outlook.

However, Google Calendar is much more than a digital version of your desktop calendar. It's packed with tons of hidden functions to boost your daily productivity. We'll share 11 Google Calendar features you may not be aware of and explain how this simple, powerful tool can streamline your workday.

What is Google Calendar?

Google Calendar is Google's calendar app. It's free to use for anyone with a Google account, but Google Workspace users can access additional features. Google Calendar automatically syncs with your other Google tools, including Gmail, and you can integrate it with other platforms, such as your project management software. Google Calendar is accessible via your web browser or the Google Calendar mobile app.

11 Google Calendar tips and tricks

The following tips and tricks will come in handy when you're using Google Calendar.

1. Set notifications for events and appointments.

Putting events and appointments into your Google Calendar won't do you much good if you forget about them when the time comes. Fortunately, Google Calendar can send push notifications or text messages to remind you of upcoming and imminent appointments. It can also alert you if an event is canceled or the details change.

Follow these steps to change your notification settings:

1. Open the Settings menu (the gear icon).
2. Select Settings.
3. In the General section, choose Notification Settings.
4. Edit your notifications to suit your preferences.

2. Have your daily agenda emailed to you.

In addition to sending alerts for individual appointments, Google Calendar can email you a daily agenda so you can see your entire schedule at a glance. Here's how it works:

1. Open the Settings menu (the gear icon).
2. Select Settings.
3. In the "Settings for my calendars" section, select a calendar.
4. Under "Other notifications," go to Daily Agenda and toggle the box from None to Email.
5. Google will send a complete agenda to your inbox each morning.

continued on page 5

BUSINESS BUZZ from page 4

3. Hide your inactive hours.

If you use Google Calendar for business, then weekends and evenings are probably just taking up space on your calendar. Consider hiding those times to get a better view of the hours and days you're open for business.

Follow these steps to hide weekends:

1. Open the Settings menu (the gear icon).
2. Select Settings.
3. In the General section, choose "View options."
4. Uncheck the box next to "Show weekends."

You can use Chrome extensions to hide specific hours in Google Calendar. The Hide Morning in Calendar Chrome extension, as the name implies, allows you to hide morning times. GCalPlus lets you hide everything before and after the times you specify.

4. Set your working hours.

Google Calendar users can receive meeting invitations from others and add those appointments to their calendars with a few clicks. But because you're not always available for a meeting, a feature in Google Calendar helps you set working hours. When someone tries to schedule an event outside those hours, they will receive a warning and the option to select a different time.

Follow these steps to set your working hours:

1. Open the Settings menu (the gear icon).
2. Select Settings.
3. In the General section, choose "Working hours."
4. Select "Enable working hours."
5. Select the days and times you're available for work.

5. Manage your tasks.

Forget about pen-and-paper to-do lists. Google Calendar has a hidden task manager that lets you create lists and check off items as you go.

Follow these steps to view or add a task:

1. Select My Calendars from the left column.
2. Ensure that Tasks is selected.
3. To view a list of tasks, select the task icon, which looks like a check in a circle, from the menu on the right side.
4. To add a task, select the appropriate day in your calendar. When the event dialog box appears, select Task.
5. Enter the task details, and select Save.
6. Use your calendar offline.

A web-based calendar has perks, including that it's accessible from any internet-connected device. However, you won't always have internet access, and mobile coverage can be spotty. In those instances, it comes in handy to access an offline version of your calendar using Google's Chrome browser.

To enable this function, you must use Google Calendar as part of Google Workspace and Chrome as your web browser. Here's how it works:

1. Open the Settings menu (the gear icon).
2. Select Settings.
3. In the General section, select Offline and then "Turn on offline calendar."
4. Select "Reload now."
5. Your calendar will sync for offline use.

7. Share your calendar.

Sharing your calendar with employees or colleagues is an excellent workplace collaboration practice that can help teams complete projects efficiently. When you share a calendar with team members, they can access it on their Google Calendar page.

To share a Google Calendar, follow these steps:

1. Open the Settings menu (the gear icon).
2. Select Settings.
3. Under "Settings for my calendars," select the calendar you want to share.
4. Select "Share with specific people or groups."

5. Select "Add people and groups," and enter the email address of the person you want to share with.

6. Choose their permission level, and select Send.

You can also create and share a project-specific calendar instead of your primary calendar. Here's how to do it:

- On the main Google Calendar screen, select the plus sign (+) next to "Other calendars."
- Select "Create new calendar," and enter a calendar name and description.
- Select "Create calendar."
- Enter specific project-related events, tasks and dates, and share the calendar with the appropriate team members.

8. Schedule group meetings according to availability.

Planning business meetings with groups of people with different schedules can be challenging. Google Calendar can help you plan meetings that accommodate all parties' schedules. Here's how to do it:

1. From the top left of the main screen, select Create and then Event.
2. Enter your meeting details, including a meeting title and location.
3. Select "Add guests," and enter the email addresses of your meeting attendees.
4. Select "Find a time" to manually scan for open times, or select "Suggested times" to see time options when all participants are available.
5. Choose your meeting time, and select Save and then Send.

9. Create a video meeting link.

You don't need Zoom or a conference call service to host a virtual meeting when you have Google Calendar. Whenever you create an event involving at least two people (including yourself), Google Calendar will automatically populate the event with a Google Meet link. Here's how to do it:

1. From the top left of the main screen, select Create and then Event.
2. Enter your meeting details, including a meeting title and time.
3. Select "Add Google Meet video conferencing."

Your attendees don't have to request a video link, and you don't have to send one. Everyone can load the event and select Join with Google Meet when the meeting begins.

10. Utilize Google Calendar keyboard shortcuts.

Google Calendar is among the most streamlined planning apps, and keyboard shortcuts make it even more efficient. Here are a few basics:

- While you're looking at your calendar, type "Q" to quickly add an event.
- Type "C" to bring up the full event addition menu.
- Type "T" to go to today in your calendar.

11. Use Time Insights to improve time management.

As artificial intelligence continues to proliferate, Google has been at the forefront of building new technology into its existing software suites. Time Insights is an excellent example. With this tool, you can get a quick, at-a-glance view of who you meet with and how you spend your time. Here's how to do it:

1. Open Google Calendar.
2. Select "More insights" from the left-hand menu.
3. Check how much time you spend in meetings overall or with a specific person.

This feature is available only in Google Workspace or school accounts. Note that if you manage other team members' calendars, you can also view their Time Insights.

Benefits of Google Calendar

Google Calendar can bring the following benefits to professionals, managers and other users:

continued on page 6

- Google Calendar streamlines meeting planning. With Google Calendar, you can share your schedule with anyone. You can also invite other people within or outside your organization to meetings while auto-generating video conferencing links. Additionally, you can indicate your working hours and meeting availability and compare them with those of other users.
- Google Calendar can send meeting reminders. It's easy to miss meetings or deadlines when you have so much happening. Google Calendar can send you notifications that help you avoid missing key events. You can receive notifications in your web browser, on your desktop or via your mobile device.
- Google Calendar can send daily agendas. Google Calendar can automatically email you a daily agenda at the start of every workday. This way, you can start the day knowing exactly what's on your agenda and plan for it.

- Google Calendar streamlines task scheduling. Google Calendar's Tasks function can help you manage your workload. Although it doesn't have the functionality of top productivity apps, it's a convenient tool that can help you stay organized.

Google Calendar is an excellent business resource

A functional, easy-to-use calendar is an indispensable tool for busy professionals and business owners who need to stay organized and on task. Google Calendar's collaboration and meeting features can help anyone streamline their workday and enhance communication and collaboration in the workplace. When you use Google Calendar in conjunction with Google's wider suite of business tools, your efficiency will skyrocket.

<https://www.businessnewsdaily.com/6243-google-calendar-tips-tricks.html> 

New Law Requiring Bars Serving Spirits to Offer Drug Testing Devices in Effect as of July 1st

A new law mandating certain alcoholic beverage license holders to offer drug testing devices for sale or at no cost to patrons took effect as of July 1st.

AB 1013 (Lowenthal) requires establishments with a Type 48 license from the California Department of Alcoholic Beverage Control (ABC) to have signage displayed in a prominent and conspicuous location, letting patrons know that drug testing kits are available to test for common date-rape drugs, often referred to as 'roofies.'

The required signage displays a message reading, "Don't get roofied! Drink spiking drug test kits available here. Ask a staff member for details." A sample sign is available on ABC's website and can be downloaded and printed by licensees.

The new law impacts approximately 2,400 licensees across California. Type 48 licenses are issued to bars and night clubs. The license authorizes the sale of beer, wine, and distilled spirits for consumption on the premises where sold. Minors are not allowed on the premises, and food service is not required.

Licensees will be responsible for procuring testing kits. ABC does not sell or provide kits, and does not recommend or endorse any specific company that does.

Additionally, Type 48 licensed premises must either offer the drug testing devices for sale to customers at a price not to exceed a reasonable amount based on the wholesale cost, or be given to customers free of charge. Drug testing devices could include test strips, stickers, straws or other devices that can detect the presence of controlled substances in drinks. These substances could include flunitrazepam, ketamine, and gamma hydroxybutyric acid.

License holders who do not comply with the new law could face administrative actions impacting their licenses. For more information please visit ABC's industry advisory Type 48 Licenses New Signage and Product Requirements page.

Contact

Additional information may be obtained by contacting:

Public Information Office

3927 Lennane Drive, Suite 100 • Sacramento, CA 95834

Email: pio@abc.ca.gov • Phone: (916) 419-2525 

8 Tips and Tricks To Managing a Restaurant

Managing a restaurant is not an easy task. These eight tips and tricks will help you create balance and a successful restaurant.

Ready to get started?

What is restaurant management?

Restaurant management is the day-to-day management of the business. It includes, but is not limited to, the following duties:

- Overseeing daily operations
- Managing workers
- Financial planning
- Planning company strategies
- Ensuring marketing strategies are working
- Managing the restaurant's reputation

All of these duties are what make up a restaurant manager's job and should be seen as important to both the job and the company.

Why restaurant management is important

When managing a restaurant it is important to have an in-depth understanding of the business and how it's running. This is because a restaurant is a fast-paced environment and managers do not have a lot of time to be learning about the business and the restaurant industry as a whole.

Managers have to be able to learn every aspect of their job quickly so they are not falling behind during service or need to ask too many questions. Though they can spend some time training when the restaurant is slow, those moments are not enough for a restaurant manager to learn everything they need to know about the job.

Having good restaurant management is also important as it will help the business track performance. Tracking performance is when you note how busy the restaurant is and see what times during the week have the most successful service. This is important as it will help inform the manager as to how much staff is needed on a given shift.

Managing a restaurant requires expertise in customer service. This is important as the amount of business you get relies on providing good customer service. The better the manager is at customer service, the better the rest of the staff will be and the restaurant will be successful.

Good restaurant management is also important as the manager has a hand in every aspect of the business. Since the manager is so involved in all aspects of the business, they can have a big effect on the success of the restaurant. A good manager can mean

continued on page 7

RESTAURANT TIPS from page 6

that the restaurant is successful as they are able to keep up with everything that is needed for such a fast-paced environment.

8 tips and tricks to managing a restaurant

Managing a restaurant is not easy. We've come up with eight tricks and tips that you can use to make the job a bit easier.

1. Be Consistent

Working at a restaurant means you have to be okay with working at a high speed, staying on your feet and always putting the customer first. This type of environment can be stressful for workers as there is a lot of pressure on them to not only work quickly but also, be perfect.

Having someone that is consistent when it comes to rules and how they deal with issues can allow staff to feel relaxed despite the busy environment. You need to be consistent with

- how you communicate
- how do you maintain rules
- what are your expectations

By being consistent in these ways, you are providing good support for your staff so they do not have to worry about how things will be handled.

2. Be Proactive

Being proactive means that you are able to anticipate things before they happen. This is important in restaurant management as the restaurant needs to be functioning at a high level without stopping to fix problems. Due to the nature of the restaurant industry, you need to stay on your toes to keep up with the changes while at the same time providing good reliable service every day.

This means you need to be able to anticipate issues before they arise. A good restaurant manager will always look to the future when planning for the following:

- staffing needs
- menu changes
- marketing campaigns
- food and supplies inventory
- customer trends

Staying proactive in these areas will mean you will have a well-run restaurant that can always keep up with customers' needs.

3. Prioritize Staff Retention

Having the same staff in a restaurant is extremely important, especially when it comes to the back of house. The chefs and line cooks are crucial to how good the food is, so you want as much retention there as possible. Being able to produce a good plate of food for each customer each day will require very talented and loyal chefs, so make sure to prioritize retaining them.

All staff should be very well trained so that they can do their jobs without having to ask you questions. For example, if a customer has a question about the menu, you want your wait staff to be able to answer the question without having to run back to the kitchen to ask the chef.

This is because the chef should not have to stop what they're doing in order to answer a question about the menu. This could disrupt the service, which is never a good thing in the restaurant business.

In order to avoid having to train people all the time, prioritizing staff retention is a very important aspect of good restaurant management. Also, the hiring and training process can be expensive, so try to keep your staff happy so that they stick around for the long haul.

4. Customer Experience is Everything

Make sure to always keep an eye on customer satisfaction. Try to spend a few shifts a week simply interacting with customers and watch them as they interact with your staff as well. There is a lot you can learn about their satisfaction simply by observing how they react to the atmosphere and food.

By observing your customers you can come up with ways to improve the client experience. Remember that customer experience is a combination of ambiance, cleanliness (especially

bathroom), friendly staff, unique food and not having to wait too long to be seated. If any of these aspects are lacking, think of ways to improve them so that the overall experience is always stellar.

5. Take Word of Mouth Seriously

Having clients recommend your food to their family and friends can make a huge difference in the number of customers who come to your restaurant. Make sure that you are taking this aspect of the business seriously so that you do not miss out on gaining new clients.

One way to do this is by getting good customer reviews. People will try a restaurant if it has good customer reviews as they trust those people to tell the truth about their experience.

If you do not have many customer reviews, try doing a promotion where people who post a review on your website or social media will get a free appetizer on their next visit. This will boost the number of reviews you have while at the same time bring customers back. Both of which are very positive things for a restaurant.

6. Invest In Advertising

Making an investment in advertising can be very beneficial for the overall revenue of the company. With restaurants, you will need ways of getting your brand out to the public so having advertisements to help with this.

One of the best ways to do this is through social media. Having someone to help with social media can bring in new customers to your restaurant, which is always something to strive for.

A social media specialist can make sure that your posts are relevant to the market and will bring new eyes to your brand. Investing in something like this means that you have more time for other parts of your job which is important when running a restaurant.

7. Learn to Delegate

Though this can be difficult to do, learning how to delegate some of your responsibilities is important when managing a restaurant. You want the restaurant to be able to function properly when you're not there so that you can take time off without worrying about what is going on at work.

A lot of restaurant managers allow themselves to get run down as they work whenever the restaurant is open, which could be up to seven days a week. Not being able to rest and take care of yourself is not good for you and not good for the company. You will not be functioning at your best if you do not take care of yourself so make sure to take breaks when needed.

8. Get a Mentor

Having a mentor can help motivate you when you are feeling overwhelmed by the pace of the restaurant business. Being a manager of a restaurant is not easy, so having someone you can talk to about the business can be extremely helpful.

A mentor can be a good sounding board for issues and may give you a different perspective on a particular problem. They can also help inspire you as you will be able to see the ways in which they are successful and emulate that.

When managing a restaurant there are a lot of different things you have to take care of. Hopefully, these tips and tricks will help you bring success to your business.

<https://ca.indeed.com/hire/c/info/tips-managing-restaurant> 

RDP Welcomes New Businesses to Downtown

Copper Goat Coffee Inc. (Food)

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Innovative Property Solutions LLC (Property Rental)

Riverside Beer Wine (Misc. Retail)



3666 University Avenue
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Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org



RDP Website

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**ALL AGES | FREE | 2-9PM
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MAIN STAGE

**2:00 - 2:30PM
POCHO**

**3:00 - 3:30PM
THE FRICK FRACKS**

**4:00 - 4:45PM
SAILOR'S
SONGBOOK**

**5:05 - 5:50PM
RED STORE BUMS**

**6:10 - 6:55PM
THE DEBONAIREs**

**7:30 - 8:45PM
THE SKELETONS**



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