

Downtown is  
Calling

Good  
Times  
Await



October 2024

# RD Bulletin

Riverside Downtown Business Improvement District

## Exciting News from the Mission Inn Foundation!

We're thrilled to announce the upcoming opening of our new store on Main Street in Downtown Riverside at 3750 Market Street! Get ready for a grand opening celebration filled with fun and surprises. Stay tuned for the official date! (And keep an eye out for the new window wrap along Market and University as part of the Arts and Culture District Branding!)

### Don't Miss This Incredible Event:

- Frank Miller Civic Achievement Award: Join us on November 14th as we honor the remarkable Kathy Allavie. Secure your tickets today for this inspiring event.

### Discover Riverside's Rich History:

- New Raincross Tour: Embark on a captivating exterior tour of Downtown Riverside, exploring the Mission Inn's legacy and the surrounding area's fascinating past. Book your tour today!

- More Tours Coming Soon: Get ready for exciting new tours of historic churches and the iconic Mt. Rubidoux.
- Art Walks Tour: Immerse yourself in the local art scene on the first Thursday of every month.

### Mark Your Calendars for Fall Fun:

- Haunted Tours: Brace yourself for spine-tingling adventures from Thursday to Sunday starting September 13th.
- Mission Inn Run: Lace up your shoes for the highly anticipated run on October 20th. This year promises to be the biggest and best yet!

Visit our website for the latest updates and to purchase tickets. Thank you for your unwavering support of the Mission Inn Foundation! We can't wait to share these exciting experiences with you. 🏰

*Submitted by the Mission Inn Museum and Foundation.*

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Join us for the RDP luncheon at Noon on Tuesday, October 22, 2024  
Sponsored by Riverside Community Hospital in the G Tower dining room featuring Peter Hemstead, CEO of Riverside Community Hospital  
Call the RDP office at 951-781-7335 for reservations.



## Fall Events

**Doors Open Riverside** takes place on Saturday, October 5th from 2 pm to 7 pm at 19 locations within and near downtown. The Historic County Courthouse returns as a participating location as does the Grier Pavilion on the 7th Floor of City Hall, as well as both the Riverside Art Museum and The Cheech. For a full list of participating locations and their tour times (times do vary), please check the website for information. <https://riversideca.gov/DoorsOpen/>

**The Mary S. Roberts Pet Adoption Center's Barktoberfest** will be held on Saturday, October 12th from 12 pm to 4 pm at White Park in Riverside. This is a dog-friendly, fundraising event with the proceeds providing second chances to homeless pets and resources to the community. Animal lovers and craft brew lovers alike will come together to enjoy tastings from some of the best local craft breweries, partake in delicious bites available for purchase, listen to music, participate in special **continued on page 2**

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activities and more. Visit [petsadoption.org](https://petsadoption.org) for more information.

**The Inland Regional Center's Fall Festival** will be held on Saturday, October 19th from 11 am to 3 pm at the Riverside Convention Center. This free family festival will celebrate the Inland Empire's cultural diversity. Visit <https://www.inlandrc.org/pec-events/irc-fall-festival-2024/> for more information.

**The 47th Annual Mission Inn Run** returns on Sunday, October 20th with a Health and Fitness Expo on Saturday, October 19th. To sign up, participate as a sponsor, vendor or volunteer, or to get more information, go to [www.missioninnrun.org](http://www.missioninnrun.org). The website also has a map of street closures

on October 20th along with times of closures. Downtown Businesses should note that full street closures start at 7 am and continue until 12:30 pm. Visit [missioninnmuseum.org](https://missioninnmuseum.org) for more information.

### And Halloween fun includes:

- California Riverside Ballet's Ghostwalk October 25th and 26th at White Park. For more information, visit <https://crballet.net/ghost-walk/>
- Tombstone Cinema at Evergreen Memorial Historic Cemetery with Hocus Pocus 2 on October 5th and Beetlejuice on October 19th. for more information, visit <https://evergreen-cemetery.info>.



## Attention Businesses: Monopoly Now Has a Riverside Edition!

◆ Fast-Dealing Property Trading Game ◆



Riverside is Passing GO and Collecting \$200! The highly anticipated Riverside Monopoly Edition is set to debut on October 10th, 2024. This special edition replaces the traditional Atlantic City squares with Riverside's cultural sites, historic landmarks, charitable organizations, and local businesses. Top Trumps is now accepting orders from retailers. If you're interested, please contact Jennifer at [Jennifer.Tripsea@toptrumps.com](mailto:Jennifer.Tripsea@toptrumps.com).



## Downtown Business Improvement District

The Board of Directors of the Riverside Downtown Partnership (RDP) approved the Annual Report for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) levy for the 2025 calendar year at their September 11, 2024 meeting. The report was submitted to the City following the meeting for setting of the Public Hearing. The Public Hearing will be set for November 19, 2024. The City sends out notices to all businesses in the Downtown BID to advise them of the date and time of the public hearing.

Both the Annual Report for the renewal as well as the PowerPoint presentation will be posted on the RDP website on October 15th so businesses can review

prior to the public hearing after October. Go to [www.riversidedowntown.org](http://www.riversidedowntown.org), click on "About RDP" from the dropdown menu, and then "Annual Renewal Report".

The activities of the Downtown BID are funded by the BID levy which is equal to 100% of the annual business tax levied by the City of Riverside and assessed on all businesses within the BID boundaries. No changes in the assessment or boundaries are proposed for 2025.

For more details, please refer to the Annual Report and the PowerPoint presentation once posted. If you have any questions regarding either, or the BID renewal process, please contact Janice Penner at the RDP office at 951-781-7339.



## RDP's Holiday Window Decorating Contest Returns

Downtown businesses can help light up downtown by participating in RDP's annual window decorating contest. Decorate your windows and be eligible to win the \$250 First Place prize, \$200 Second Place prize, or \$150 Third Place prize, or one of five \$75 Honorable Mention prizes. Winners will be notified by email or phone and then announced on December 13th on

Facebook. Winners will also receive a Certificate.

To enter, email [janice@riversidedowntown.org](mailto:janice@riversidedowntown.org) to receive an entry form. Entry forms will also be available at the RDP office or from the RDP Ambassadors. Windows must be decorated by November 15th and entry forms submitted by December 2nd.



## Supervisor's Message – Kevin's Corner

*Contributed by Supervisor Kevin Jeffries*




**Pennies On The Dollar** - Each year you, your family, your friends, and local businesses located here in Riverside County pay your state income taxes. Those tax dollars are then allocated and spent via the adopted state budget and its regulatory formulas. Many of those tax dollars are directed to the 58 counties to carry out programs and services as mandated by the State. Riverside County is

the fourth most populated county in the state (behind LA, Orange & San Diego). So how does Riverside County do when it comes to getting tax dollars back to support all the services mandated by the State? Well... we come in near the bottom in nearly every measured ranking (54 out of 58, 50 out of 58, 49 out of 58 for Mental Health funding) according to a firm that conducted a study for San Bernardino County. The only area we do well in is from the Prop 172 law enforcement sales tax (7th out of 58). So, as we are all donors to the rest of the state, I guess you can at least feel good knowing that you are helping millions of people in other counties?

**Future of March Air Reserve Base** – The importance of the March Air Reserve Base both to our local economy and to national security cannot be overstated. The military almost completely walked away from the base in the mid-1990's, downsizing the base operations, and transferring significant acreage over to a local re-use commission known as the March Joint Powers Authority (March JPA). The remaining military mission was transferred to the Air Force Reserves and California Air National

Guard. Fast forward a couple of decades and the world has dramatically changed. China has become a contentious world power in the Pacific, multiple military and national security related agencies now work out of the base, and the newest group of military aircraft was recently announced to be deployed at the base in the near future. The rebounding role of military operations at March ultimately increases the number of flight operations on the base, and the jobs that come with it. Meanwhile, at the same time, the base re-use commission (March JPA) is looking to significantly increase the civilian/commercial/private sector use of the military runway. When the future of the base was in question in 1997, the military agreed to allow up to 21,000 private sector-related flights (take offs and landings).

But the world has changed. In my opinion, if the March JPA insists on expanding anywhere near the 21,000 flight maximum, it will almost certainly negatively impact the viability of the base for future military operations. For those sitting in the Pentagon evaluating which West Coast bases to invest in and preserve, March ARB would seemingly fall a number of notches or more. Some of you might be saying that not every military base needs to be preserved forever, and we could have a good debate over that issue. One undeniable concern or question then becomes – what would the former base be used for if the military packed-up? Today that proposed expanded use is for cargo flights. All that merchandise we buy online has to come from somewhere, land somewhere, and be stored somewhere (warehouses). How much more of the logistics industry do we need to host in western Riverside County? Choose wisely. 

## Mayor's Message - Crafty Conversations

*Contributed by Mayor Patricia Lock Dawson*



Earlier this summer, I launched "Crafty Conversations", a community outreach series dedicated to celebrating and connecting with innovative businesses who are enriching our city's business landscape. This initiative is designed to foster collaboration and build a thriving business community by highlighting the stories and

insights of our local entrepreneurs, specifically local craft brewers.

So far, I have had the privilege of engaging in interactive discussions with the owners of Packinghouse Brewing

Company and Route 30 Brewing. These crafty conversations have revealed fresh ideas and innovative solutions to local business challenges. Councilmember Robillard and Councilmember Falcone joined me in facilitating these conversations within their respective ward. We delved into the owners' entrepreneurial journey, how they honed their craft, obstacles they have overcome, and how they set themselves apart in the industry. I am eager to continue these insightful conversations with more business owners throughout the city!

The pandemic presented unprecedented challenges, not only threatening business survival but also creating a sense of disconnect within the community. As we

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## MAYOR'S MESSAGE from page 3

have completed two of our seven stops, I've enjoyed being able to reconnect with our residents and business owners to celebrate innovative ideas that will move us forward. We've also gained valuable feedback and suggestions which will help us continue to navigate through the lasting impacts of the pandemic together.

We have also been joined by Jennifer Lilley, the Community and Economic Development Director and City Manager, Mike Futrell. Their presence has been instrumental in discussing the impact of local businesses on the economy and identifying the support that community members and business owners may need to ensure long-term resilience and growth.

Additionally, Paul Nolta, Director of the Inland Empire Small Business Development Center provided a presentation and answered attendees questions on available resources for small businesses, such as the Small & Micro Business Grant Program. Administered by SoCal 211, this grant program is designed to support

local small business resiliency with grant awards of up to \$25,000 for qualified businesses. Beyond financial support, applicants have the opportunity to participate in a free one-on-one Strategic Planning Consultation to identify opportunities for improvement and build customized strategies to increase financial stability, long-term sustainability, and capacity for success. The Inland Empire Small Business Development Center also offers guidance throughout the application process and follow up reporting requirements.

I encourage everyone to engage with and support local businesses as we continue to highlight remarkable talent behind our community's home-grown creations. Join us for the next installment on October 2nd at Thompson's Brewing Company, where we will be joined by Councilmember Mill. Stay updated on all things crafty by following my social media @MayorLockDawson!. 🇺🇸

## COUNCIL CORNER

### Ward One Council Update

Contributed by Councilmember Philip Falcone

It has been a busy summer of your tax dollars at work—think about if you were rerouted while driving around town because of road work—that is what I am talking about! While much more remains to do and the list of items making their way to City Council for approval and/or in the works is lengthy, I have an update on what is happening now. The list is not exhaustive, rather, a snapshot of a moment in time. Let's jump in!

- Despite extreme heat and the challenges that poses to new plantings, our city landscape crews are currently installing new landscaping on the Main Street Mall, parking garage 3 (Mission Inn and Market Ave), the California Tower and Fire Station 1.
- Lighting fixtures that have been broken and vandalized for five years around White Park are now replaced and shining bright each night.
- New street banners are throughout the downtown featuring our new Arts & Culture District (The ACD) branding.
- Diagonal crosswalks at University and Market Ave and Mission Inn and Market Ave were installed last month. This makes walking to and from popular destinations like the Main Library, the Fox, and the Civil Rights Institute a lot easier.
- New vandalization-resistant trashcans were installed last month all over downtown. They replaced the former open-top trashcans.
- In late August pedal boats returned to Fairmount Park for the first time since 2019. They operate every weekend, noon to 6 pm.

On the homelessness front, the Safety, Wellness, and Youth Committee of the City Council met in mid-September to receive a report on a proposed ordinance to amend the City's ordinances regulating

camping and encampments considering the recent United States Supreme Court case of Johnson v. City of Grants Pass, Oregon (2024) and recommend that the City Council adopt a stricter ordinance regarding the regulation of camping and encampments.

The proposed city ordinance establishes that it is unlawful for any person to camp in or upon any public property:

- Within two blocks of an elementary, middle, or high school citywide.
- Within two blocks of any shelter citywide, provided signs are posted prohibiting camping that are clearly visible to pedestrians.
- In any park citywide, provided signs are posted prohibiting camping that are clearly visible to pedestrians.
- In the Wildland Urban Interface.

Next, this recommendation will go to the full City Council in October or November for debate and decision.

Finally, I would like to invite you to a business town hall I am hosting in partnership with the Riverside Downtown Partnership and the Greater Riverside Chambers of Commerce. It is happening soon! October 2, 2024 at 3 pm in the community room of the Riverside Main Library. All Riversiders are welcome to attend, however, the focus will be on the ideas and concerns of the business community. Thank RDP for your partnership!

Cannot make this meeting? Sign up for my email blasts by sending your contact information to Ward1@RiversideCA.gov. 🇺🇸



# Bring Holiday Cheer to the Community: Host a Booth at Metrolink's Holiday Express Train!



The holiday season is quickly approaching, and we're excited to announce an opportunity for our local businesses to participate in Metrolink's Holiday Express Train event. On December 7, families from across the region will enjoy a festive, fun-filled train experience — an ideal opportunity for your business to connect with the community, promote your services, and spread some holiday cheer.

Join us at the Riverside-Downtown station for an unforgettable experience with families this holiday season. The event is expected to draw up to 2,000 guests, beginning with a welcome celebration featuring family-friendly activities, interactive partner booths, music, and a local charity drive. Guests will then board the Holiday Express Train, where they'll enjoy a festive ride with visits from Mr. and Mrs. Claus, beloved holiday characters, and cheerful carolers.

By hosting a booth, your business will have the chance to showcase its services to an engaged audience while contributing to a joyful community celebration. Best of all, there's no cost to participate! Whether you offer samples, host holiday-themed activities for kids, or simply spread goodwill, your booth will be an essential part of a cherished event for families. This is a fantastic way to gain brand exposure, build relationships, and support an event that brings the community together.

Elevate your brand presence with an exclusive offer! As a valued member of the Riverside Downtown Partnership, you're eligible for a 10% discount on all sponsorship packages — on top of receiving a free booth! Sponsorship opportunities come in a variety of levels, providing enhanced visibility and the chance to create a memorable experience for SoCal families.

If you'd like to be part of this heartwarming event, simply email Amber Moyers at [moyersa@scrra.net](mailto:moyersa@scrra.net) to reserve your space. No matter how you'd like to participate, the Metrolink team will provide all the details to ensure you make the most of the event.

Don't miss this opportunity to be part of a cherished holiday tradition in our community! With local families and neighbors coming together to celebrate, your business can make a meaningful impact and connect with the heart of our region.

We look forward to seeing you at the Holiday Express Train event this year!

*Submitted by Metrolink Holiday Express Train*

<https://metrolinktrains.com/schedules/holiday-express-train/>



## BUSINESS BUZZ

### Why Analyzing Sales Data Is Important for Small Businesses

*Poring over sales data may not be at the top of your priority list, but the information you glean from it can help you grow and improve your business operations.*

Although cash flow and profitability are the top focus of new small business owners, analyzing sales data is a major component of raking in revenue. If you don't look at your sales, you won't be able to spot a trend, remove a product, or boost inventory to meet demand.

In today's omnichannel world, where sales often come in from multiple touchpoints, understanding your data is more important than ever. This article will walk you through various methods of tracking and using your sales data, so you can turbocharge your growth from the beginning.

#### Why should you track sales analytics?

Small businesses capture a lot of data, and business data can be used to inform decisions. Every time a customer makes a purchase from you, a treasure trove of information is at your fingertips that can inform all sorts of business decisions.

"Omnichannel and digital commerce is so critical," said Opher Kahane, former vice president and general manager of QuickBooks Commerce. "Business owners need to figure out which products are selling the best. Sales analysis is critical, especially when you start to scale your business."

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Here's a closer look at the benefits of sales analyses and how the insights they provide can help businesses grow.

**1. It can help you improve cash flow.**

Cash is the lifeblood of any business, and the way to generate cash is through sales. When you look at your sales, you gain a better understanding of your current cash position and what it will look like in the future.

"Without taking the time to analyze data around sales, you're leaving a lot of information out there that would be valuable and useful inside your business," said Twyla Verhelst, a CPA who leads the Accounting Professionals Program at FreshBooks.

**2. It informs sales and marketing decisions.**

Small businesses sell their products through several channels online, including their own websites and general marketplaces like Amazon. If you don't track those sales as well as your in-store ones, you won't be able to identify the areas you should focus on.

Let's say you've been spending your time marketing on Facebook, only to find that most of your sales are coming from Amazon. Maybe you're also gearing up to order more inventory for a specific product without realizing the demand for it is waning.

"Once you have [your sales data], you can figure out which sales channels to double down on, what marketing to double down on, and which products to double down on," Kahane said.

**3. It can help you focus.**

New small business owners are crunched for time, with little left in the day to find new customers, let alone pore over sales data. Analyzing sales can help a business narrow their focus, said Tom Sullivan, vice president of small business policy at the U.S. Chamber of Commerce. He pointed to one company that had been selling directly to consumers and distributors. After looking at trends in its sales, the company realized it would be more successful if it sold exclusively to distributors.

If you analyze your sales, you can track your most profitable products as well as the ones that aren't moving, identify your most profitable customers, and improve your sales process. "It's an important data set, and there is technology that can help," Sullivan said.

**4. It can improve your overall business.**

The insights you glean from analyzing sales data can change the trajectory of your business and enable you to take actions that improve your operations.

**What are the types of sales analytics to track?**

You can analyze a bevy of sales metrics for your business.

- **Sales growth:** This metric tells you how your business is performing compared to a previous period, such as a quarter, a month, six months or a year. It will show you if sales have grown, declined or remained flat from a prior period.
- **Product performance:** By using sales data to analyze product performance, you can learn which products sell well and which don't. You can learn the favored color, type or time of year for certain products. This metric can tell you if you should order more or scale

back inventory, or if you should focus on one product over another.

- **Sell-through rate:** This data set is handy for managing inventory. It tells you the amount of inventory you've sold in a month compared to the inventory you have on hand. That data can inform your sales strategy.
- **Lead conversion rate:** Customer acquisition costs can eat away at your profits, converting a prospect into a customer takes a long time. Through your sales data, you can track your rates of converting leads. If it's taking too long, you'll know you need to tweak your customer acquisition efforts.
- **Sales by channel:** E-commerce has exploded during the pandemic, forcing business owners to sell via multiple channels. By tracking the different places sales are coming from, you'll get a better sense of which channels to focus on.

These are just a few of the sales metrics you can track. What makes sense for your business depends on the type of products you sell, the seasonality of your enterprise, and how long you've been in operation.

"What gets measured gets improved, which obviously applies to sales," said Enrique Ortegon, senior vice president of SMB at Salesforce. "These insights can range from which sales rep is most productive, on what days or times you sell most and what you're selling more or less of, or which promotions are the most successful."

**How do you conduct a sales data analysis?**

Knowing you need to analyze sales data is one thing; collecting and actually analyzing it is another. That task can be intimidating for small business owners and may lead to paralysis.

"Before 2020, more businesses got away with success by luck," Verhelst said. "They made gut decisions that served them well. At some point, it might not serve them well. They could have been doing better had they had additional insight."

**1. Start with what you have.**

To get over the intimidation, Verhelst said to start with the basic business systems. It could be a point-of-sale (POS) system, invoicing platform or another operating system. The information you can pull from those sources is often enough to inform your decisions. If it isn't, Verhelst recommends conducting an audit of your tools to identify programs that could provide deeper insight.

**2. Analyze sales based on cycles.**

When conducting a sales analysis, some businesses do a year-over-year or month-to-month comparison. Kahane said that if your business is seasonal — if, say, you do most of your sales during the holidays — then you want to track sales year over year. If you have no particular busy season, a month-to-month or quarter-to-quarter comparison is probably better. Some companies also track sales data based on the length of an advertising campaign or social media push.

**3. Tap into your circle for help.**

It's important to analyze your sales data without emotion, according to Sullivan. Even if the numbers are bad, it's

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good to have that clear idea of where your sales are and where they're heading. It's also a good idea to turn to your personal network, which Sullivan calls the "small business owner's board of directors," for advice on what to make of your sales and how you can improve. These are your friends, family and business peer networks that give you advice.

"Small business owners bounce ideas off each other all the time," Sullivan said. "The most successful small businesses have a board of directors."

### What are some sales analytics tools to consider?

Many sales analytics solutions are on the market at various price points. Here are some popular sales analytics software programs for small business owners:

- **SAS:** A leader in data analytics, SAS has been helping businesses gain insight from data since the 1970s. Through its sales analytics tool, you can easily analyze sales and engage in forecasting.
- **Salesforce Essentials:** This is a CRM for small businesses that lets you manage your contacts and leads, analyze sales data, and forecast. It is simple to set up and can scale with you as you grow.

- **FreshBooks:** This accounting software helps small businesses manage their financial operations and integrates with a lot of popular CRMs, including HubSpot.
- **HubSpot Sales:** This software brings all a small business's data into one easy-to-use platform, which you can use to analyze sales, create email templates, and track your overall business performance. You get access to free tools and can upgrade as your business grows.

### Sales analysis can get a business to the next level

It's hard to make good decisions without context. Sales analyses provide critical information about where the biggest returns on investment are coming from. This allows you to invest in what works and cut what doesn't. Understanding sales data also means getting closer to your customer base and figuring out what makes them tick. This can inform future marketing and advertising campaigns, which can boost engagement with the content you're putting out there and drive more sales by targeting the most relevant audiences. Don't sleep on sales analyses — they have the potential to change your business for the better.

<https://www.businessnewsdaily.com/16012-sales-analytics.html>



## SECURITY CORNER

### Unlock the Future of Cybersecurity at the SBA Cyber Summit

Join the SBA virtually on October 16 and October 23, 2024, for the SBA Cyber Summit, the premier destination for mastering cybersecurity in the small business landscape. This invaluable event is completely free to register and attend!

Discover cutting-edge strategies and solutions from a diverse lineup of experts, including top cybersecurity specialists, business coaches, peer entrepreneurs, Federal and state program managers, and leading corporate technologists. Gain actionable insights, practical advice, and hands-on guidance tailored to the unique needs of small business owners and entrepreneurs.

Don't miss this opportunity to secure your business's future and connect with industry leaders who can help you navigate the complex world of cybersecurity. Reserve your spot today and empower your business with the knowledge and tools to thrive in a digital age!

Sample Workshops for the SBA Cyber Summit Cybersecurity include:

- **Fundamentals for Small Businesses** - Learn the essentials of cybersecurity, including common threats and protective measures to safeguard your business data.
- **Building a Robust Cybersecurity Policy** - Develop a comprehensive cybersecurity policy tailored to your business, including best practices for employee training and incident response.

- **Securing Your Digital Assets: Tools and Techniques** - Explore the latest tools and techniques for protecting your digital assets, including encryption, secure passwords, and multi-factor authentication.
- **Risk Assessment and Management Strategies** - Understand how to conduct a cybersecurity risk assessment and implement strategies to manage and mitigate potential threats.
- **Incident Response Planning: Preparing for the Worst** - Create an effective incident response plan to quickly and efficiently address cybersecurity breaches and minimize damage. Each workshop is designed to provide practical knowledge and actionable steps to help small business owners strengthen and protect their enterprises.

To register, go to <https://www.sba.gov/business-guide/manage-your-business/strengthen-your-cybersecurity> and click on The 2024 SBA Cyber Summit taking place on Wednesday, October 16, and Wednesday, October 23. Find out more and register now.

## RDP Welcomes New Businesses to Downtown

Alec Ian Holistic Center & Spa  
Los Angeles Cancer Network  
XeAlexandria (Misc. Retail)



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[www.RiversideDowntown.org](http://www.RiversideDowntown.org)



**RDP Website**

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*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
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ADDRESS SERVICE REQUESTED



Mission Inn Foundation

# Riverside Tours

For the last 40 years, the Mission Inn Foundation has conducted tours showcasing Riverside. We are delighted to persist in this tradition with the many tours we offer. Show your support for your local non-profit by participating in these tours guided by our enthusiastic docents who are passionate about sharing history with you!



[Missioninmuseum.org](http://Missioninmuseum.org)  
Facebook: Mission Inn Museum

Private Tour Inquiry- (951) 781-8241



**RDP on Facebook**