

Downtown is  
Calling

Good  
Times  
Await



November 2024

# BID Bulletin

Riverside Downtown Business Improvement District

## 2024 Festival of Lights



by the Mission Inn Hotel & Spa during the holiday season.

In addition to the lights and food vendors along Main Street, festival visitors will be able to enjoy amusement rides located in the lot at Mission Inn Avenue and Lemon Street, community entertainment, and skating on the ice rink located on the west side of The Cheech.

The festival once again starts before Thanksgiving so families can enjoy the festivities during the schools' holiday break. The Switch-On Ceremony takes place on November 23rd at 5 pm and will include fireworks and a star-studded concert lineup headlined by Matt Mauser and The Tijuana Dogs, with a Special Guest Performance by Richard Goodall, America's Got Talent 2024 Winner. The festivities will continue through December 31 with the light displays remaining until January 6, 2025.

Adding to the fun is the Mission Inn Candy Lane Store opening on Wednesday, November 6th with a delightful assortment of sweet treats and a holiday-themed decor. It joins Santa's Toy Store in Kelly's Boutique as part of the new attractions offered

The "Merry Art Market" encourages the community to buy local, offering a market that represents artisans dedicated to making hand-crafted, original, one-of-a-kind art, jewelry, ceramics, paintings, metal works, garments, stationary, and much more. This year the Merry Art Market will be located on Main Street under the City Hall Breezeway between Ninth and Tenth Streets, and will take place daily from Sunday, November 24, 2024 through Sunday, December 8, 2024 from 5 pm to 10 pm (except for Artswalk on December 5). It will feature 8-10 artisan vendors daily as well as live stage performances from Thursday to Sunday, and on-stage.

For more information, visit <https://www.missioninn.com/about/festival-of-lights> and <https://www.riversideca.gov/fol/>



### In This Issue:

#### 2024 Festival of Lights

#### Downtown Business Improvement District Public Hearing

#### Supervisor's Message: Kevin's Corner

#### Mayor's Message: Improving Riverside's Waste Collection: Addressing Delays and Planning for the Future

#### Council Corner: Ward 1 and Ward 2

#### Light Up Your Window for RDP's Holiday Window Decorating Contest

#### Metrolink's Holiday Express Train

#### Arts Corner - Riverside Artswalk - Artist Spotlight: Cynthia Huerta

#### Business Buzz: Riverside Relaunches its Green Business Program

#### Business Buzz: How to Use Google Ad Manager for Your Small Business

#### Roy Hord 'Volunteer' of the Year Award Nominations

Join us for the RDP luncheon at Noon on

Tuesday, November 26, 2024

At the Hyatt Place Riverside featuring Police

Chief Larry Gonzalez

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



## Downtown Business Improvement District Public Hearing

The Public Hearing for the renewal of the Riverside Downtown Parking and Business Improvement District (Downtown BID) levy for the 2025 calendar year is scheduled for 3 pm on November 19, 2024 at City Council Chambers. All in the Downtown BID are sent a notice of the date and time of the public hearing.

Both the Annual Report for the renewal as well as the PowerPoint presentation

are on the RDP website so businesses can review them prior to the Public Hearing. Go to [www.riversidedowntown.org](http://www.riversidedowntown.org), click on "About RDP" from the dropdown menu, and then "Annual Renewal Report." If you have any questions regarding either, or the BID renewal process, please contact Janice Penner at the RDP office at 951-781-7339.



# Supervisor's Message – Kevin's Corner



**State Fines County for State's Decisions.** When a felony crime is committed, the person who committed the crime can, according to State law, be evaluated to determine if they are "Incompetent to Stand Trial" (IST). If a State appointed Judge determines the individual is Incompetent, they are placed into a mental health diversion program. The State has also set

a limit on the number of diversions that can occur per year in a given county. That means the State decides who gets diverted, while at the same time the state restricts how many can be diverted. So guess what happens when the State diversion limit is exceeded by the State Judges? Well... the County gets fined! Yep, you read that right. Last year the State judges exceeded the 146 IST limit for Riverside County – so the State is fining Riverside County over \$1.8 million. The good news is that the county just has to develop a plan (subject to state approval) that outlines how the county can identify and treat would-be IST individuals BEFORE they commit a crime, thus reducing the number of IST determinations that would have to be made by judges. A good plan is then eligible to get back some or all of the fines to support the program. Anybody remember the futuristic "Pre-Crime Division" from the 2002 Tom Cruise movie "Minority Report"? We're here...

**Mission Impossible?** Last month, I wrote about the March Air Reserve Base and its possible growing mission as the west coast and the greater Pacific theater becomes more challenging with China's

*Contributed by Supervisor Kevin Jeffries*

military growth and increasing encroachment, and the military technology advances being made by North Korea. This is coupled with a somewhat controversial ongoing push by the March Joint Powers Authority (JPA) to bring more private sector businesses and commercial cargo flights to JPA properties and the base itself (including use of the base's runway). With the above political backdrop, I was recently made aware of the State of California Office of Business and Economic Development (known as GoBiz) having reached out to Riverside County seeking a location for a new manufacturing facility known as the NALINV Technologies project. NALINV requested to meet with the March Joint Powers Authority to discuss a site for their new USA facility. The County Economic staff then forwarded the inquiry to the March JPA executive staff, who took the lead in helping to secure a proposed location along I-215 and the March Air Reserve Base (FYI – March ARB has numerous National Security Agencies operating on the base). Turns out NALINV is a "China-based film manufacturer"! So when the military brass was informed (by a local private citizen) of this proposal, some bells and whistles went off and military investigators were promptly dispatched to obtain details from JPA staff of a Chinese owned firm's request to operate next to a U.S. military base. As a commissioner on the March JPA, I've had to learn of much of this third hand from outside sources. I'm told this particular "manufacturing" use is now being deemed "incompatible" for reasons unrelated to the ownership of the company, but being left in the dark by the JPA is not a successful way to communicate.



## Mayor's Message - Improving Riverside's Waste Collection: Addressing Delays and Planning for the Future



*Contributed by Mayor Patricia Lock Dawson*

Let's talk trash this month! It is no secret that the City has struggled to stabilize waste collection services due to a fleet of aging trucks and staffing. This month I want to spend some time identifying the challenges facing our waste management collection and also outline our plan to improve services.

Residents are angry and rightfully so! Many of our routes have been days behind which is a health and safety issue. Something had to be done.

On Tuesday, September 17th, the City Council and City Manager took action to address the issue head-on. City Manager Mike Futrell authorized an emergency order to

address the service delays that Riversiders have been experiencing. Through the emergency order, Athens Services began supplementing our city crews on impacted routes starting Thursday, September 19th.

Under this emergency order, Athens Services will temporarily expand its refuse services in areas covered by city crews facing delays. While this emergency order is in place, our city refuse drivers will continue to work delivering replacement trash cans, checking residential cans for contamination, and assisting with service on manual routes. This emergency declaration will be reviewed periodically but could remain in place for six months.

Additionally, the Public Works team has been strategizing other ways to improve services. For example, on September 17th, City Council approved an interfund

***continued on page 3***

## MAYOR'S MESSAGE from page 2

loan of \$2,870,000 from the General Fund Infrastructure Reserves to the Solid Waste Fund. This funding will facilitate the purchase of 5 new refuse vehicles from Peterbilt Motors, expected to arrive by the end of the year.


These 5 trucks will join the fleet along with the 10 side-loading trucks and 2 rear-loading trucks from Velocity Truck Centers, approved for purchase by City Council in June of 2023. We are eagerly awaiting the arrival of the vehicles but are facing long waits for delivery due to high demand nationwide. Almost every city in the country is facing this backlog.

Staffing challenges have also impacted our services, but we are making progress hiring (this is also a national issue!) City Council approved a 5-person relief crew that will assist with route coverage when the regular drivers are unavailable. The Public Works team is working closely with our Human Resources department to fill these and other vacant positions with interviews and testing scheduled on September 14th and 28th.

We are also installing technology upgrades in all trash trucks to improve route service, especially for new drivers. This new software will collect data such as when cans are not placed on the curb for service and will enable us to rebalance routes and assess driver performance.

The Solid Waste division is currently testing this technology and will be fully operational soon.

Earlier this year, the City Council also approved a Solid Waste SHARE Program to benefit qualifying low-income residents to help offset rate increases. If you are interested in participating in this program (or if you'd like to contribute to the fund to assist your neighbors) visit <https://riversideca.gov/utilities/residents/assistance-programs/share-english> for additional information and to identify if your household meets the participation requirements.

What makes our community great is our ability to respond to tough challenges together. As Mayor, my job is to listen to you and bring your insights to the City Council and City Manager so we can identify effective solutions. We have taken significant steps, implementing both immediate measures to address waste collection delays and long-term strategies to ensure our services can meet future demands. This situation has provided us with a valuable opportunity to improve and adapt. I want to thank you all for your continued engagement and patience as it strengthens Riverside.. 

## COUNCIL CORNER

### Ward One Council Update

Contributed by Councilmember Philip Falcone

Ready or not, here come the holidays and Festival of Lights!

I begin by extending my gratitude to Riverside Downtown Partnership and the Greater Riverside Chambers of Commerce for joining me in hosting the "Ward 1 Means Business" town hall at the start of last month. Thank you to all those who attended. We will likely gather in this format a few times a year—with our next one sometime in February.

Last month in this bulletin I shared about some local ordinance changes that relate to the topic of homelessness and outdoor camping. In mid-September the Safety, Wellness, and Youth Committee of the City Council proposed an ordinance to amend the City's law regulating camping and encampments considering the recent United States Supreme Court case of *Johnson v. City of Grants Pass, Oregon (2024)*. The committee recommend that the City Council adopt a stricter ordinance regarding the regulation of camping and encampments. The full City Council heard this item on October 23, 2024 and approved its implementation.


The new 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—the Main Street Mall meets the criteria for a "park" in this ordinance.

- In the Wildland Urban Interface—such as the river bottom and Sycamore Canyon.

A notice to clean up and remove the encampment will be posted on the encampment which will give the homeless individuals up to 24 hours to gather their belongings and relocate before city crews can come in and remove the encampment and associated items.

Opponents of this decision have said it is too harsh and insensitive to people living on the streets. While I have compassion for all people and wish to see no one living on the street, the reality is we typically have ample shelter services to provide to people who wish to come off the streets. Due to resistance and mental health challenges beyond the ability or scope of city jurisdiction, many refuse help upwards of a dozen times. Our past approach clearly has not worked, and the City Council approved a stricter ordinance to exhibit a more "tough love" approach in hopes to provide the necessary nudge into help. This ordinance will go into full effect within the next 30-45 days.

Questions about this ordinance or anything related to downtown? I am here to serve you! Please email or call me at [Ward1@RiversideCA.gov](mailto:Ward1@RiversideCA.gov) or 951-825-2583. 



## RDP Welcomes New Businesses to Downtown

Errajith Bertrand Ricardo DeSilva MD Inc  
Looneyville Vintage (Misc. Retail)

# COUNCIL CORNER

## Ward Two Council Update

Contributed by Councilmember Clarissa Cervantes



Fall has finally arrived in our beautiful city!

### City Council Update:

I am pleased to share that during last month's City Council meeting on October 22nd, the City Council approved a grant agreement with Inland Empire Community Foundation to manage a Non-Profit

Revolving Loan Fund of \$2.8 million. This agreement will help to provide critical capital and programmatic expansions activities for not-for-profit agencies located in, or benefiting residents of the City of Riverside with an agreement consisting of loan capital, startup and two years of operational costs.

The funding comes from the American Rescue Plan Act (ARPA) federal dollars that were provided to the city for COVID-19 relief. I am thrilled that our local nonprofits will have the resources they need to continue to serve our great city and its residents! Thank you to all those who came out to show their support.

### Veteran's Day Parade:

Please join us on November 9th from 10 am to 12 pm for the Annual Salute to Veterans Parade! This parade will feature airplane flyovers, marching bands, antique cars, floats, and more! The parade will begin at RCC at 10 am and end at the historic courthouse in

Downtown around noon. For more information, please visit [www.asalutetoveteran.org](http://www.asalutetoveteran.org).

### Thanksgiving Dinner Event:

The Lincoln Park Community Group in partnership with my office, Councilmember Falcone's office, and the Riverside Parks, Recreation, & Community Services team will host their Annual Thanksgiving Dinner. This free event takes place on Friday, November 22nd, from 6 pm to 8 pm, located at 4261 Park Ave, Riverside, CA 92507. No registration for this event is required. For more information, please reach out to (951) 826-5355.

### Family Friendly Color Run at Bordwell Park:

Mark your calendars for Saturday, November 30th, to join us at Bordwell Park for a free, family friendly color run! Please reach out to my office at [Ward2@riversideca.gov](mailto:Ward2@riversideca.gov) or call (951) 826-5419 for more information!

### City Recognized Holiday:

City Hall will also be closed on Thursday, November 28th, and Friday, November 29th, in observance of the Thanksgiving Holiday. City Hall will reopen on Monday, December 2nd for normal business hours.

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](mailto:ccervantes@riversideca.gov).

Wishing you all a joyful start to the upcoming holiday season, from my family and me, to you and yours! 🎄

## Light Up Your Window for RDP's Holiday Window Decorating Contest

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.

*Sorry – only businesses in the Downtown BID are eligible to enter.* 🎄

## Metrolink's Holiday Express Train



Join RDP at the Riverside-Downtown station on Saturday, December 7th for an unforgettable experience with families this holiday season. The event is expected to draw up to 2,000 guests who will board the Holiday Express Train and enjoy a festive ride with visits from Mr. and Mrs. Claus, beloved holiday characters, and cheerful carolers. Before

they leave the Riverside-Downtown station, they will be welcomed with family-friendly activities and booths hosted by local organizations, music, and the Miracles and Dreams Foundation Polar Bear! Families can attend the welcome event at 9 am and then board the train at 10:30 am, or the welcome event at Noon and board the train at 1:30 pm. RDP will have an information table at the Holiday Express Train event this year so drop off flyers or special offers!

For more information, visit <https://metrolinktrains.com/schedules/holiday-express-train/>



# Arts Corner - Riverside Artswalk - Artist Spotlight – Cynthia Huerta

*Contributed by Rachael Dzikonski, Executive Director – Riverside Arts Council*



Fall has finally arrived in sunny Riverside, right in the midst of the holiday season. The city has been bustling with festivals and the Festival of Lights is just around the corner. This has been a busy time for artists who are participating in an array of events and stocking up on new artworks for holiday shoppers. We start November off with the annual Day of the Dead event hosted by Division 9 Gallery, and this year marks the first 2

day extravaganza after over 2 decades of celebrating the holiday with our community in Riverside. We then have Riverside Artswalk on November 7th with new exhibitions to peruse at the participating galleries and museums and over 100 artists showcasing their artwork on Main Street. November's Artist Spotlight, Cynthia Huerta, will be busy with both events as she has been volunteering her time and expertise for the Day of the Dead events for 10 years, and will be unveiling her solo show at Division 9 Gallery during Riverside Artswalk.

Cynthia Huerta is a Mexican-American, first generation, Multidisciplinary Community Artist, Art Curator and Arts Advocate that has been exhibiting, collaborating, and serving the many Inland Empire communities for over 19 years. She was born in Los Angeles and moved to Riverside at 10 years old. Cynthia is proud of claiming the IE as her home. She is formally trained with a BA in Visual Studies with an emphasis on Art Education/Art Therapy from California State University San Bernardino.

In July of 2019, she was presented with the Arts and Innovation Honoree Award from the City of Riverside for her many years of Community Arts Advocacy. She has

taught Art workshops for Cal State San Bernardino, UCR Undocumented Student Programs and Raza Assembly, Teaching Residents at Teachers College through Columbia University, Google Austin & San Francisco, Latinas at Google, Success in Motion, California Latinas for Reproductive Rights, Foodcorps, RCC Puente, Alvord Unified School District, Riverside Unified School District Hearts program and nonprofits throughout the Inland Empire.

Cynthia is inspired by her culture. Knowing the history of her Mexican indigenous ancestors has always been a huge source of pride and feels blessed to still have roots in her indigenous land in Tuxpan, Jalisco. Nature also inspires Cynthia and using this imagery has a way of helping her process her feelings and ground herself. She creates every day and is a full time artist whether creating an art curriculum for upcoming art workshops/events at RCC, UCR, or other organizations in the IE, or simply creating artwork for herself, to process life and to connect with others. In March of 2023, she started the Love With Joy Art Club with her sister Heaven Huerta, an affordable, intuitive and expressive art club in the Inland Empire that creates a safe space that is open to all. Cynthia was honored shortly thereafter to be selected as a grant recipient for the California Arts Council's Creative Corps Program through the collaborative Creative Corps Inland SoCal to further her pursuit of using art as a vessel to heal and support communities in their needs.

For more information about Cynthia Huerta and her artwork, visit @lovewithjoyart or @lovewithjoyartclub on IG or lovewithjoyart.com. For more information on Riverside Artswalk visit [www.riversideartswalk.com](http://www.riversideartswalk.com) or @riversideartswalk on IG.



## BUSINESS BUZZ

### Riverside Relaunches its Green Business Program

We're excited to introduce you to the City of Riverside Green Business Program, a fantastic opportunity for downtown businesses to make their mark as an eco-conscious enterprise. This program provides environmental consulting at no cost to local Riverside businesses of all sizes and from different sectors to operate more sustainably, save money and receive public recognition for their efforts.

Becoming a Certified Green Business in Riverside means implementing practices that reduce energy and water consumption, prevent pollution, divert waste from landfills and educate staff in creating a cleaner healthier environment for all to thrive in.

*Here's why this is a great opportunity:*

- **Cost Savings through Efficiency:** Going green isn't just about saving the planet; it's also about saving on operational costs. Obtaining certification typically requires adopting practices that minimize energy and water usage, prevent pollution, and reduce landfill waste.
- **Boost Your Brand:** Consumers are increasingly choosing businesses that prioritize sustainability. The Riverside Green Business Certification is a powerful emblem that sets you apart in a crowded marketplace. While doing so, it helps foster a cleaner, healthier environment where everyone can flourish.

***continued on page 6***

- Join the Sustainable Movement: California is leading the charge in promoting sustainable business practices. By joining the Green Business Certification program, you become part of the statewide California Green Business Network dedicated to making a positive impact on the environment.

Ready to make a difference? Go to the California Green Business Network webpage ([www.greenbusinessca.org/cityofriverside](http://www.greenbusinessca.org/cityofriverside)) to start the certification process.

If you have any questions or need assistance along the way, feel free to contact our dedicated team at [scassidy@environmentalin.com](mailto:scassidy@environmentalin.com).

Going Green couldn't be easier!



## How to Use Google Ad Manager for Your Small Business: *Google Ad Manager makes optimizing ads over several accounts efficient and high-yielding for small businesses.*

*by Jennifer Post*

Search engine giant Google owns over 91 percent of the global search market share, making it a powerhouse advertising opportunity for businesses of all sizes. In fact, according to the State of PPC Global Report 2024, 98 percent of survey respondents said they were currently running pay-per-click (PPC) advertising campaigns via Google. Google Ads are a convenient, affordable way to drive brand awareness and boost website traffic, and many businesses take advantage of this platform to run multiple campaigns via more than one Google Ads account.

Fortunately, Google Ad Manager can help with this ambitious endeavor. This platform is a valuable resource for advertisers juggling multiple accounts, allowing them to centralize ad management and revenue. Here's how it works.

### What is Google Ad Manager?

Google Ad Manager is an ad management platform that helps businesses create and run campaigns. It debuted in June 2018, merging Google's older advertising platforms, DoubleClick for Publishers and DoubleClick Ad Exchange. Google Ad Manager can act as an ad server or a platform for managing online ad sales.

Google Ad Manager — not to be confused with Google Ads — is primarily used to elevate the ad experience and optimize advertising campaigns for large digital publishers. It also helps advertisers and marketers analyze ad revenue and improve ROI through comprehensive, insightful reports.

Google says Google Ad Manager is a tool for professionals who need one location for monetizing all inventory types, including websites, mobile apps, videos and games. This platform also allows businesses to manage their ad revenue and use third-party networks to compete for ad inventory.

### Google Ads vs. Ad Manager vs. AdSense vs. AdMob

Google is known for its suite of efficiency-boosting business tools. However, it can be challenging to differentiate between its various ad-management products and when to use them.

### Here's a brief overview of four popular Google business tools:

- **Google Ads:** Google Ads, which used to be called Google AdWords, is the company's online ad platform. If you buy Google Ads, they can appear on an extensive network of Google properties, including Google Search, YouTube and the Google Display Network. Google Ads are a great way to drive traffic, increase brand awareness and boost sales.
- **Google Ad Manager:** Ad Manager is a management platform for Google Ads that includes comprehensive tools for campaign management, ad serving and more. Businesses or marketing agencies with more than one Google Ads account often use it to optimize ad revenue.

- **Google AdSense:** AdSense is a program that helps website owners reach target customers via displayed ads. These ads are placed based on a site's content and user interests. If a user selects the ad, the website publisher gets paid.

- **Google AdMob:** AdMob focuses on mobile ads for app developers who want to grow their companies; developers can monetize their apps by serving global ads.

Websites must be Google mobile-friendly to optimize their search engine ranking. Without mobile optimization, you won't capture mobile visitors, and your SERP ranking will suffer.

### How to sign up for Google Ad Manager

Creating a Google Ad Manager account is straightforward for existing and new users.

Create a Google Ad Manager account.

1. Go to the Google Ad Manager homepage and select Go to Manager Accounts.
2. Sign in to your Google account or create a Google account. If you have multiple Google Ads or Gmail accounts, sign in under the account you want to establish as the managing account. You can use the same email address for up to 20 Google Ads accounts.
3. Enter an account display name and select whether you're managing your own or other people's accounts. Then fill in your billing country, time zone and the currency you'll use to conduct business. (Google recommends choosing the time zone in which you work. Once established, the time zone can't be changed.)
4. Complete the Captcha and select Submit.
5. You'll be taken to an overview of your new Google Ad Manager account.

Add another Google Ad Manager account.

There are two ways to create an additional Google Ad Manager account: from the sub-account settings and the performance page.

### Create another Google Ad Manager account from the sub-account settings page:

1. Sign in to your Google Ad Manager account and select Accounts > Sub-account settings from the menu on the left.
2. Select the blue plus sign.
3. Select Create new manager account.
4. Fill out the required information, complete the Captcha, and select Save and continue.

*continued on page 7*

## BUSINESS BUZZ from page 6

5. Click Select accounts to move specific accounts to the new Ad Manager or link accounts by entering customer IDs. Select Done.

### Create another Google Ad Manager account from the performance page:

1. Sign in to your Google Ad Manager account and select Accounts > Performance from the menu on the left.
2. Click the blue plus sign and select Create new manager account.
3. As above, fill out the required information, complete the Captcha, and select Save and continue. Link accounts as necessary.

### Invite users to your Google Ad Manager account.

It's easy to invite employees and collaborators to your Google Ad Manager account and control permissions.

1. Sign in to your Google Ad Manager account and select Admin > Access and security.
2. Select the blue plus sign and fill out the required information on the users you're inviting, including the permissions you want to allow.
3. Select Send invitation.

### How does Google Ad Manager work?

Google Ad Manager connects publishers with advertisers through a real-time bidding system, where ad inventory is auctioned to the highest bidder in milliseconds. Ad Manager also offers tools for managing direct ad sales, setting up campaigns, targeting specific audiences and tracking ad performance.

To use Google Ad Manager, publishers set up ad units within the platform and define their inventory's parameters, such as ad formats and placements. They can then either sell this inventory to advertisers or allow it to be auctioned in Google's ad exchange. The platform's built-in analytics and reporting tools help publishers monitor ad performance and make data-driven decisions to maximize revenue.

While Google Ad Manager isn't a dedicated social media for businesses tool, you can use it to manage and optimize some social media ad campaigns.

### Does Google Ad Manager really work for small businesses?

Google Ad Manager can be an effective tool for small businesses, particularly if they are looking to maximize ad revenue from multiple sources and have dedicated resources to leverage the platform's comprehensive capabilities. According to Alexa Kurtz, marketing strategist and paid ad specialist for WebTek, small businesses will likely appreciate how easy Google Ad Manager makes conversion tracking.

"[It] is a great way to track your return on investment," Kurtz noted. "Google [Ad Manager] will allow you to enter specific details when setting up conversion tracking, like lead worth. Thanks to that information, once you start generating leads, it can project about just how much profit you can expect to earn from the ads."

Still, small businesses should note the following if they want to explore Google Ad Manager:

- Small businesses should set goals. According to Kate Bielinski, owner of Kate Bielinski Marketing & Consulting, successfully using Google Ad Manager requires set goals and a matching strategy. "The ads, whether served on Google Ads or programmatic platforms, only bring users to the site," Bielinski explained. "The advertiser needs to be prepared to convert the user with relevant and engaging

content. This will also improve your conversion costs since part of Google's bidding system ranks sites by Quality Score [and] relevance."

- Small businesses must watch their ad spend. Small businesses must also pay careful attention to ad spending if they're working with Google Ad Manager. Daniel Digiaino, president of Baker Street Funding, cautions businesses to stay on top of their company's ad spending and content. "If you just set it and forget it, you will end up with a mind-numbingly expensive bill and nothing to show for it," Digiaino warned.

If your business has more straightforward needs and just wants to buy online ads to promote its products, Google Ad Manager may be overkill. Using a simpler tool like Google Ads, Facebook Ads, or other platform-specific tools may be a better bet.

Focus on simplicity in online advertising. Your customers will be more likely to interact with straightforward, easy-to-read ads.

### Should small businesses work with advertising professionals?

While small businesses can create, run and optimize their own ads, many experts recommend hiring a professional — such as a marketing company — to manage all digital advertising and marketing efforts, including landing page optimization. Rhianna Chung, senior account manager at iQ 360 Inc., is one proponent.

"[When using a professional], you'll generally get better ROI and protect your brand," Chung explained. "A professional digital marketer may also help you with recommendations on how to optimize your landing pages, teach you best practices, and give you an edge against competitors."

Chung also recommends looking for a certified Google Partner when choosing an agency to manage your ads because Google Partners are constantly evaluated on the performance of the campaigns they manage. Additionally, they have experience trafficking ads and knowledge of Google's unique platform and promotions.

"Working with a certified Google Partner to manage your paid advertising campaign has a world of benefits," Kurtz noted. "The one our clients tend to enjoy the most is simply the peace of mind in knowing that their PPC ads are in good hands. As a small business, or anyone choosing to partner with a company offering professional advertising services, you can rest assured knowing that while you manage your business, your partner is managing theirs. Being able to trust your PPC agency is a huge win."

A Google Business Profile is an excellent way to promote your brand and help customers find you.

### Maximize ad success with Google Ad Manager

Google Ad Manager provides a one-stop shop solution for businesses managing multiple ad accounts, allowing them to streamline operations, optimize ad performance and increase revenue. With comprehensive ad management tools, Google Ad Manager helps businesses maximize the value of their ad inventory across platforms like websites, mobile apps and videos. This platform is particularly useful for larger publishers and businesses needing to centralize their ad operations and gain deeper insights into their ad performance.

Source: <https://www.businessnewsdaily.com/15203-google-ad-manager-business.html>





ADDRESS SERVICE REQUESTED



3666 University Avenue  
Suite 100  
Riverside, CA 92501

Ph.: (951) 781-7335  
Fax: (951) 781-6951  
Email: [rdpoffice@sbcglobal.net](mailto:rdpoffice@sbcglobal.net)  
[www.RiversideDowntown.org](http://www.RiversideDowntown.org)



**RDP Website**

**STAFF**

*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

**BOARD OF DIRECTORS:**

***Executive Committee***

Shalini Lockard, Chair  
Andrew Walcker, Vice-Chair  
Nanci Larsen, Treasurer  
Brian Pearcy, Secretary  
Lou Monville  
Philip Makhoul  
Randall Hord  
Shelby Loomis, Past-Chair

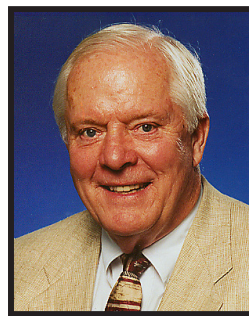
***Directors***

Amy Hoyt	Bryan Crawford
Cherie Crutcher	Chuck Beaty
Claire Oliveros	Collette Lee
Denise Hamet	Jean Eiselein
Jeff Greene	Jennifer Gamble
Jesse De La Cruz	Joe Ramos
Joseph Guzzetta	Justin Tracy
Mercedes Serrano	Rachel Dzikonski
Robert Nagle	Ron Loveridge
Samuel Precie	Sorrelle Williams
Stan Morrison	

***Ex-Officio***

Philip Falcone, Ward One	Clarissa Cervantes, Ward Two
Zoe Ridgway, Mayor's Office	Oz Puerta, ABP
Bill Gardner, Director Emeritus	

# Roy Hord 'Volunteer' of the Year Award Nominations



The late Roy Hord was a former RDP board member who faithfully served the community of Riverside for over 25 years. RDP established the Volunteer of the Year Award in his memory in 2003. The award is given to those individuals who exemplify his spirit of volunteerism and presented each year at RDP's Annual Meeting and Awards Ceremony. The 2025 event will be held on February 20th at the Riverside Convention Center.

RDP is now accepting nominations for this award and will do until Monday, January 6, 2025. Nominees should be dedicated to the community and have a history of volunteerism, particularly with youth. Nomination forms can be downloaded from [www.riversidedowntown.org](http://www.riversidedowntown.org) under RDP News or obtained by emailing Janice Penner at [Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



**RDP on Facebook**