

Downtown is  
Calling

Good  
Times  
Await



March 2025

# RDP Bulletin

Riverside Downtown Business Improvement District

## RDP's Downtown Awards and 2025 Board of Directors

RDP would like to congratulate those recognized at the 37th Annual Meeting and Awards Ceremony held on February 20th at the Riverside Convention Center. Collette Lee was the recipient of the Roy Hord "Volunteer of the Year" Award while Rose Mayes was recognized with the RDP Chair's Award.

Also recognized was UCR ARTS with the Arts and Culture Award, the Riverside Arts Council's Expanded Artswalk with the Business Activity Award, the Miracles and Dreams Foundation's Backpack Giveaway with the Downtown Event Award, Regional Properties' The Mark with the Downtown Improvement Award, and the Riverside Police Department's National Night Out with the Safety and Security Award.

The RDP Board of Directors for 2025 was also announced at the event. The Board of Directors of RDP consists of up to 33 voting members representing a cross-section of downtown stakeholders. Directors represent property owners, business owners, the healthcare sector, the entertainment and hospitality sector, the education sector, the arts, the public (government) sector including the County, the City and its departments, and downtown residents.

The Executive Committee consists of up to nine Directors, including the four Officers and the immediate Past Chair. Up to twenty-four Directors constitute the remainder of the Board. There are also five non-voting Ex-Officio positions. These include a representative of the Mayor's Office, the two City Council representatives of Ward One and Ward Two, a representative from the Arlington Business Partnership, and a Director Emeritus.

The four Officers of RDP serving on the Executive Committee are Shalini Lockard of Riverside Professional and Legal Management as Chair, Andrew Walcker of Overland Development Corporation as Vice-Chair, Nanci Larsen of the Mission



Volunteer's Award: Collette Lee



Chair's Award: Rose Mayes

Inn Foundation and Museum as Treasurer, and Brian Percy of Brian Percy Law Office as Secretary. Shelby Loomis of SS Loomis, LLC serves as the immediate Past Chair.

Also on the Executive Committee are Lou Monville of Raincross Hospitality Corporation, Philip Makhoul of Diamond National Realty, and Randy Hord of Raincross Financial Partners. The full list of current Board members can be found on the back cover of the newsletter.

RDP would like to thank the sponsors of the event and those who donated items for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards Ceremony.

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Join us for the RDP luncheon at Noon on Tuesday, March 25 at the new 'The State' with Erin Edwards presenting on the City of Riverside Blue Zone initiative. Call the RDP office at 951-781-7335 for reservations.



**Roy Hord 'Volunteer of the Year' Award Sponsor  
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*Dwight Tate and Kathy Wright*

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| Arts & Cultural Affairs Dept.    | Riverside Arts Council                 |
| City of Riverside                | Riverside Art Museum                   |
| City Council Ward 1              | Riverside City College                 |
| Creative Metal Works             | Riverside Community Arts Association   |
| Dave & Buster's                  | Riverside Community Players            |
| Division 9 Gallery               | Riverside Convention & Visitors Bureau |
| Downtown Bookstore               | Riverside Police Department            |
| Farmer Boys                      | SS Loomis, LLC                         |
| GLO Mini Golf                    | T. Elliott Design Studio               |
| Heroes Restaurant & Brewery      | Taco Station                           |
| Hyatt Place Riverside            | The Fox Riverside Theater Foundation   |
| Inlandia Institute               | The State Restaurant                   |
| Kathy Wright                     | Toni Moore/How She Wore It             |
| Killer Queens Social House       |  |
| Lake Alice Trading Company       |  |
| Lorenzi Estate Vineyard & Winery |  |

## City of Riverside Green Business Program

*Reflections from the Riverside Downtown Business Partnership Luncheon on 1/28/25*

At the Riverside Downtown Business Partnership Luncheon this January, we had the opportunity to discuss a vital initiative: helping small and medium-sized businesses adopt sustainable practices through the City of Riverside's partnership with California Green Business Network (CAGBN). The City recently relaunched the City of Riverside Green Business Program, available at NO COST to Riverside businesses. The event brought together business owners, city officials, and sustainability advocates to explore how local businesses can benefit from going green.

### *Why Sustainability Matters for Riverside Businesses*

At the luncheon, we highlighted the fact that small businesses are often left out of sustainability efforts, despite their significant role in local economies. To address this gap, the City of Riverside and the California Green Business Network are working together to provide technical

assistance, incentives, and recognition to businesses that take steps to improve energy efficiency, reduce waste, and conserve water.

### *Key Takeaways from the Luncheon*

- ✓ Sustainability Saves Money – Many local businesses have already implemented simple, cost-effective measures such as switching to LED lighting, using water-efficient fixtures, and improving recycling programs. These changes lower operating costs while making businesses more resilient.
- ✓ Recognition Matters – Certified Green Businesses receive visibility through city promotions, social media, and public recognition. Businesses that take the initiative to go green can differentiate themselves in a competitive market.
- ✓ The Process is Straightforward – The Green Business certification process involves an online registration, a walk-

through assessment, and access to rebates and expert guidance. The goal is to make sustainability accessible for all businesses, regardless of size.

*Next Steps: Join the Movement by Earth Day 2025!*

The event underscored that now is the perfect time for Riverside businesses to take action. By starting the certification process now, businesses can complete their certification in time for Earth Day 2025, positioning themselves as leaders in the community's sustainability efforts.

*How to Get Started:*

Visit [www.greenbusinessca.org/cityofriverside](http://www.greenbusinessca.org/cityofriverside) to learn more about the program and begin your certification journey. Our team is here to support you every step of the way. Questions? Contact us at [scassidy@environmentalin.com](mailto:scassidy@environmentalin.com).

Thank you to the Riverside Downtown Business Partnership for hosting such an engaging discussion. Together, we can build a greener, more sustainable business community in Riverside!



## Supervisor's Message – Impact of The Cheech on Downtown

*Contributed by Supervisor Jose Medina*



Fifteen years ago, downtown Riverside was nearly empty. Foot traffic was minimal, and businesses struggled. But through investment in arts and culture, we have seen a transformation. What was once a ghost town is now a thriving district filled with restaurants, entertainment, and a vibrant business community.

A key part of this resurgence has been the Cheech Marin Center for Chicano Art & Culture. Since opening two years ago, The Cheech has welcomed 227,932 visitors—90% from outside the region—generating \$29 million in economic impact. More than a museum, The Cheech is an economic driver, filling hotels, restaurants, and shops.

### **Investing in Arts, Investing in Riverside**

Public investment in arts and culture has helped turn downtown into a destination. While some misinformation exists about The Cheech's funding, here are the facts:

- The Cheech was funded through public-private collaboration – A mix of private donations, state grants, and local investment made this possible.
- Public investment generates strong returns – Every \$1 invested in arts and culture generates up to \$5 through tourism and business spending.
- Downtown businesses benefit directly – Increased visitors bring more customers to restaurants, hotels, and shops.

This is what smart investment looks like—one that strengthens businesses while making Riverside a cultural and economic leader.

### **Maximizing Business Opportunities**

The Riverside Downtown Partnership (RDP) has helped make downtown a destination. Now is the time for businesses to capitalize on this momentum. Some ways to do so include:

- Cultural Dining Experiences – Restaurants can feature menu items inspired by exhibitions at The Cheech.
- Retail and Art Displays – Shops can showcase local artists or offer museum-related merchandise.
- Event Nights – Coffee shops and bars can host live music, artist talks, or poetry nights.
- Hotel Packages – Hotels can offer discounts for visitors attending The Cheech.

- Walking Tours – Businesses can collaborate on tours highlighting Riverside's culture and history.

Downtown is no longer a place people pass through—it is a destination. By working together, we can strengthen its role as a cultural and economic hub.

### **Upcoming Exhibitions at The Cheech**

Businesses can align promotions with major exhibitions, such as:

- Amalia Mesa-Bains: Archaeology of Memory (March – August 2025) – A retrospective of a pioneering Chicana artist.
- Hecho en Park Avenue (March – September 2025) – A collection highlighting everyday Chicanx life and Riverside's Eastside history.
- Cheech Collects (June 2025 – May 2026) – A refreshed selection of works from Cheech Marin's collection.
- Plática at The Cheech: Amalia Mesa-Bains with Judy Baca (March 2, 2025, 12:30 PM – 2:00 PM) – A discussion between two influential Chicana artists.

### **Strengthening Downtown Riverside Together**

Fifteen years ago, this level of business activity, tourism, and cultural energy seemed impossible. But through planning and investment, downtown has become a thriving center for culture and commerce.

As your County Supervisor, I am committed to working with the Riverside Downtown Partnership, local businesses, and community leaders to ensure downtown remains a vibrant economic hub.

Downtown businesses should explore how The Cheech can support them. Whether through partnerships, promotions, or new experiences, there are many ways to engage visitors and expand opportunities.

Thank you for being part of this incredible community. Let's continue working together to strengthen downtown Riverside.

*Jose Medina Supervisor, Riverside County District 1*





# Mayor's Message - Riverside Fire Department Ramps Up Staffing Amid Heightened Wildfire Threat

Contributed by Mayor Patricia Lock Dawson



As we confront the heightened risk of fires posed by recent wind events, I want to assure you that the City of Riverside is taking swift and decisive action to protect our community. The safety of our residents remains our top priority and we are committed to ensuring that we are prepared to respond to these threats with urgency and efficacy.

I am incredibly proud to say that the Riverside Fire Department is among the best in the nation, with accreditation from the Centers for Public Safety Excellence (CPSE) and recognition as an ISO Class 1 department. This esteemed status places us in a select group of only four agencies in California that hold both distinctions. This prestigious recognition speaks volumes about the caliber of our fire department.

Under our new Fire Chief Steve McKinster's leadership, we are confident that the department will continue to grow in excellence and further strengthen our efforts to keep Riverside safe.

Knowing the forecasted windstorms would increase the wildfire threat, our fire department got prepared. We strategically ramped up staffing levels, making sure we had the resources available to respond swiftly to any emergency. To ensure fires did not spread in those conditions, we amplified our resource deployment by "flooding" fire threats with resources. For example, during the wind events, fires that might normally require just three fire engines were being met with six, ensuring that we contained those threats as quickly as possible. So when a fire broke out in the river bottom on January 14th, we sent 14 engines to the scene, an overwhelming and successful effort that extinguished the fire and prevented any damage to buildings or the nearby neighborhood. This proactive response exemplifies the dedication of our fire department and the resources we are investing in to protect Riverside.

While our fire response efforts are robust, we must also consider fire prevention. In addition to our rapid deployment strategies, our fire teams are taking proactive measures to identify potential risks before they escalate. For instance, when returning from a call, our fire engines "take the long way home," surveying the area for hazards such as tilted power lines or other safety concerns and shift Arson Investigators are patrolling known problem areas. This proactive approach allows us to address issues before they develop into larger threats.

Fire prevention efforts in the riverbed, an area particularly vulnerable to fire, are of critical focus. To mitigate these risks, Riverside enforces its anti-camping ordinance which prohibits camping in the riverbed. Our Wildlands PSET team, which includes both police officers and outreach personnel, works to ensure this ban is followed, helping to minimize fire hazards in vulnerable areas. While the city owns only a small portion of the land along the river, we work in close coordination with our county and state partners to ensure a swift and unified response in the case of an emergency.

You can help our hardworking firefighters prevent fires and protect your own home by implementing home hardening measures like clearing roof and gutters of debris, removing fallen and dead vegetation, storing flammable materials at least 30ft away from your home, and creating 100ft of defensible space in your yard to decrease fire spread. In the event of the fire threat, make sure you are prepared with a kit, plan, and access to real time updates on evacuation orders and fire spread.

In the aftermath of the recent fires, we are reminded of the strength of community. In times of crisis, true resilience is measured not just by our ability to rebuild, but by the compassion we extend to each other. It is in that spirit that I ask Riversiders to consider helping our neighbors to the west as they recover from these disasters, knowing that when we unite, we can overcome any challenge.

Links: [www.riversideca.gov/readyriverside/](http://www.riversideca.gov/readyriverside/)  
[www.watchduty.org](http://www.watchduty.org)



## COUNCIL CORNER Ward One Council Update

Contributed by Councilmember Philip Falcone



At the Mayor's 2025 State of the City address in January, Mayor Lock Dawson shared that we are declaring this year as the Year of Arts and Culture in Downtown's Arts and Culture District. This district—which we lovingly call the ACD—spans north and south from 3rd to 10th Streets and west to east from Fairmount Blvd to Lime St. We have identified over 300 events within this district during the year and are excited to

share even more throughout the months. In 2005 a version

of this footprint was identified in our Riverside General Plan as the location in the city with the highest concentration of museums, public art and cultural institutions. While codified by City Council action at that time, it never really met its full potential. Now, twenty years later, we are reviewing our General Plan once again and preparing a full arts and culture element to the plan with a focus on how to take the ideas and recommendations in this plan and make them real for the district. We started with the roll out of branding materials such as banners and electrical box wraps, next up is the marketing of the various events that already occur within the district but perhaps are not as widely known, after that will be more events specific to



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## COUNCIL CORNER - Ward One from page 4

this special year, followed by permanent ways to make this district live up to its name.

Most cities, especially in their downtown areas, follow the district model of mapping, branding and wayfinding. Cities have theater districts, financial districts, warehouse districts, and arts districts, so we are not reinventing the wheel, rather, utilizing and branding the cluster of similarly-minded institutions that already exist and do great work. If you have an idea, event, or institution you would like to include in this exciting year please send that information to

Ward1@RiversideCA.gov so it can be added to our to-do list.

Lastly, I ask that you help us spread the word of the district and encourage others to get in the habit of knowing the boundaries and patronizing the museums, galleries, special events—and all that downtown has to offer not just during the Year of Arts and Culture but always!

*I am on Instagram and Facebook under “Councilmember Philip Falcone.”*



## Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes



**Save the Date!** Farm House Collective Grand Opening on Saturday, March 29!

We are so excited to see the Farm House Collective’s Grand Opening this month! After much preparation and focus, the Farmhouse Collective will offer a one-of-a-kind experience, featuring restored Farm House motel rooms that highlight the finest local chefs, eateries, and retail vendors.

A raised deck will offer shaded dining and lounge areas, nestled beneath vines and surrounded by shade trees. The garden will feature a blend of permanent and pop-up kiosks, providing space for local artists and makers to display their work. This concept reimagines the food hall, focusing on community gathering and dynamic programming to create a lively social hub for both Riverside residents and visitors. See you there!

### Join Us at the Riverside Community Resource Fair!

The Human Migration Institute is excited to invite you to the Riverside Community Resource Fair, a free and family-friendly event aimed at connecting residents with essential services. This event will take place on Saturday, March 15, from 9 AM to 12 PM at the Stratton Community Center, located at 2008 Martin Luther King Blvd, Riverside 92507.

At the fair, you’ll have the opportunity to access resources in Medical Care, Housing, Mental Health, Food Security, and Financial Support. This is a wonderful chance to get the support you and your loved ones need while enjoying a fun community atmosphere. Don’t miss out on this opportunity to improve your health and wellness!

We look forward to seeing you there!

**Ward 2 Business Spotlight:** Qamaria Yemeni Coffee Co., 1201 University Ave, Riverside 92507

Our office welcomed the opening of Qamaria Yemeni Coffee Co. in the University Village this past month and encourage everyone to stop by and try their amazing coffee and baked goods! The team there is incredible and the atmosphere in the shop is unforgettable. Check them out!

If you are interested in learning more about any of the projects or events in Ward 2, please call my office at 951-826-5419 or email me at ccervantes@riversideca.gov

Wishing you all a wonderful Spring season!

Sincerely, Councilmember Clarissa Cervantes



## Arts Corner - Riverside Artswalk - Artist Spotlight: Barbara Simpson-Lara

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



March is here and Spring has arrived – can you believe it?! With the weather warming and the flowers blooming we are moving back into event season! March is also Women’s History Month and marks the second

year of Mind the Gender Gap, an exhibition celebrating Women in Art at Riverside Community Arts Association. The exhibit was started and led by this month’s Artist Spotlight, Barbara Simpson-Lara, to activate the local community in celebrating Women’s History Month and the artists in our community.

Barbara Simpson-Lara is a photographer, mixed media artist, curator and filmmaker who was born and raised in Montebello, CA. Barbara moved to the Inland Empire in 1989 and quickly became involved in the arts. As a student at RCC and later at La Sierra University, she joined many art focused clubs and activities. She has been a member of Riverside Community Arts Association for over 10 years, and a member of the Board of Directors for the last eight years. Barbara’s work has a home at the RCAA gallery and has been displayed at Division 9, Artscape at the Riverside County Administration Center, and was a Blue Door Featured Artist at RAM in 2024. Her broader presence has been featured in Los Angeles, Tokyo and Osaka, Japan in collaboration with the Hive galleries, as


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well as in Mexico displaying work with the Torino gallery in Ensenada.

Barbara's art is her life blood. There have been times in her life when art took a backseat because of work and family and when she found herself experiencing depression and anxiety. She also made some bad life choices, but when she is producing art and active with her art community, all of that goes away. Around 12 years ago Barbara met Roy Dietrich from RCAA at an art event at White Park. He encouraged her to take up art again after a long pause. He introduced her to RCAA, and when she joined the group, she discovered her art family and a place to show her work on a regular basis.

Currently, Barbara is focused on bringing light to the Gender Gap in the Arts. This is her second year of curating a show at RCAA called Mind the Gap. All of the pieces reflect issues that women face. She is also working

on a documentary on issues women in the art world face including the wage gap, harassment and systemic exclusion. Ultimately, Barbara's goal is that she just wants to create art that inspires discussion and influences deep thought on many different subjects. She stands for inclusion and diversity. These are the things which make our existence richer and more interesting. Join Barbara Simpson-Lara during Riverside Artswalk at Riverside Community Arts Association on March 6th from 6 pm to 9 pm to check out an incredible group show celebrating Women in Art.

For more information about Babs and her artwork, visit @my.obscure.reality on IG or FB or at BarbaraSimpsonLara.com. For more information on Riverside Artswalk visit www.riversideartswalk.com or @riversideartswalk on IG 

## SECURITY CORNER

### What are the 5 C's of Cyber security

In today's increasingly digital world, cybersecurity has become a top priority for businesses of all sizes. The rise in cyberattacks, data breaches, and online threats means that safeguarding sensitive information and digital assets is more critical than ever. One way to structure an effective cybersecurity strategy is by focusing on the 5 C's of Cybersecurity.

These core principles—Change, Compliance, Cost, Continuity, and Coverage—provide a comprehensive framework for businesses to assess, manage, and improve their cybersecurity posture.

This guide breaks down each of the 5 C's, explaining their importance and offering practical insights into how your business can implement them to create a robust cybersecurity strategy.

#### 1. Change

In the fast-evolving world of technology, the first "C" of cybersecurity is Change. Cyber threats are constantly evolving, as hackers develop new techniques and tools to bypass security measures. This means that businesses must stay agile, regularly updating their security practices, systems, and technologies to keep up with emerging threats.

##### *Why Change is Important*

The dynamic nature of the cyber threat landscape means that no security solution is ever permanent. A firewall that protects your network today might be ineffective against a new malware strain tomorrow. For this reason, staying current with software updates, security patches, and threat intelligence is essential. According to a 2023 cybersecurity report, 60% of businesses that experienced a data breach had outdated security software, underscoring the importance of maintaining updated systems.

##### *How to Implement Change*

- **Regular Updates:** Ensure all software, operating systems, and antivirus tools are updated regularly. Apply patches as soon as they are available to mitigate potential vulnerabilities.

- **Monitor Threat Landscape:** Stay informed about the latest cyber threats by following security advisories and engaging with cybersecurity communities.
- **Flexible Security Policies:** Regularly review and update your internal security policies to ensure they reflect the latest best practices and cover emerging risks.

#### 2. Compliance

The second "C" stands for Compliance, which refers to adhering to the relevant legal, regulatory, and industry-specific cybersecurity standards. Compliance is crucial not only for avoiding fines and legal repercussions but also for building trust with customers and partners. Regulations such as the GDPR (General Data Protection Regulation) and HIPAA (Health Insurance Portability and Accountability Act) place strict requirements on how businesses handle, store, and protect personal data.

##### *Why Compliance is Important*

Non-compliance with cybersecurity regulations can lead to severe penalties, reputational damage, and even the loss of customers. For example, businesses that fail to comply with GDPR face fines of up to €20 million or 4% of their global turnover, whichever is higher. Additionally, following industry standards like ISO/IEC 27001 can significantly enhance your business's reputation, as customers and partners are more likely to trust companies that take cybersecurity seriously.

##### *How to Achieve Compliance*

- **Understand the Regulations:** Identify which data protection regulations and industry standards apply to your business. For example, GDPR applies to businesses handling the personal data of EU citizens, while HIPAA is relevant for healthcare providers.
- **Conduct Regular Audits:** Carry out regular security audits to ensure your systems are compliant with the latest regulations. This includes reviewing data storage, access controls, and encryption practices.
- **Implement Compliance Tools:** Use compliance management tools to track and manage your adherence

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to relevant regulations. These tools can automate audits, track changes, and provide updates on compliance status.

### 3. Cost

The third "C" is Cost, and it refers to the financial considerations involved in implementing and maintaining cybersecurity measures. While it's tempting to view cybersecurity as an expensive overhead, the reality is that the cost of a cyberattack far outweighs the cost of preventive measures. For example, a 2023 study showed that the average cost of a data breach is around \$4.35 million, highlighting the financial impact of inadequate security.

#### Why Cost is Important

Investing in cybersecurity should be seen as an essential part of running a modern business, not an optional expense. Failing to invest adequately can lead to devastating financial consequences, including lost revenue, legal costs, and reputational damage. However, businesses also need to be strategic about where they allocate their cybersecurity budget to ensure that they are getting the most value for their investment.

#### How to Manage Cybersecurity Costs

- **Prioritize Critical Assets:** Identify and protect your business's most critical digital assets, such as customer data, intellectual property, and financial information. This will help you allocate resources effectively.
- **Invest in Scalable Solutions:** Choose cybersecurity tools and platforms that can scale as your business grows, ensuring that your investment today will continue to provide value in the future.
- **Consider Outsourcing:** For small and medium-sized businesses, outsourcing cybersecurity to a Managed Security Service Provider (MSSP) can provide robust security without the high cost of building an in-house team.

### 4. Continuity

The fourth "C" refers to Continuity, which focuses on ensuring that your business can continue operating even in the event of a cyberattack. Cyber resilience is a critical component of any cybersecurity strategy, as it helps minimize downtime, protect critical operations, and recover quickly from incidents.

#### Why Continuity is Important

Cyberattacks like ransomware can disrupt your business operations for days, weeks, or even longer. For instance, a ransomware attack can lock your systems, halting critical business processes and potentially costing thousands or even millions in lost revenue. A well-structured business continuity plan can mitigate these risks by ensuring your organization has protocols in place to maintain essential operations and restore systems in the event of an attack.

#### How to Ensure Continuity

- **Develop a Business Continuity Plan (BCP):** Outline steps for maintaining operations during a cyber incident, including backup protocols, emergency contacts, and a recovery timeline.
- **Implement Regular Backups:** Ensure your data is backed up regularly, both onsite and in the cloud. Backups should be encrypted and stored in a secure location to prevent loss or tampering.
- **Test Incident Response Plans:** Regularly simulate cyberattacks and test your incident response plans to identify gaps and improve your organization's ability to recover quickly from disruptions.

### 5. Coverage

The final "C" stands for Coverage, which refers to ensuring that your cybersecurity efforts encompass all aspects of your business, from internal systems and devices to third-party vendors and cloud services. Comprehensive coverage is essential because attackers often target the weakest link in your security chain, which could be an overlooked area like mobile devices or a third-party vendor.

#### Why Coverage is Important

Cyber threats can come from multiple vectors, including insider threats, phishing attacks, unsecured mobile devices, and poorly secured third-party applications. In fact, 63% of data breaches in 2022 were linked to vulnerabilities within third-party vendors. Ensuring full coverage protects not just your core systems but also external touchpoints that could expose your business to attacks.

#### How to Achieve Comprehensive Coverage

- **Conduct a Risk Assessment:** Regularly assess all areas of your business to identify vulnerabilities and potential risks. This includes reviewing networks, devices, cloud storage, and vendor relationships.
- **Implement Multi-Factor Authentication (MFA):** Strengthen security by requiring multi-factor authentication for all users accessing sensitive data or systems, particularly when using remote access.
- **Secure Third-Party Access:** Ensure that third-party vendors comply with your security standards by requiring them to implement robust security measures. Consider conducting security audits on key partners.

### Strengthening Cybersecurity Through the 5 C's

In an era where cyberattacks are becoming more frequent and sophisticated, the 5 C's of Cybersecurity—Change, Compliance, Cost, Continuity, and Coverage—offer a comprehensive framework for businesses to safeguard their operations. By focusing on these core areas, businesses can proactively defend against cyber threats, ensure regulatory compliance, manage cybersecurity costs effectively, and maintain continuity in the face of an attack.

Source: <https://creative-n.com/blog/what-are-the-5-cs-of-cyber-security/>



## RDP Welcomes New Businesses to Downtown

Esthetician

Gina Beauty Makeup

Good Samaritan Medical Group

Hope Esthetics

Inside Ink (Crafts, Hobbies)

JZS' Auto Detail Supply LLC

Lucy Willbanks (Misc. Retail)

Mandi Express ( Food)

Nurselink Solution, Inc.

Segovia Research & Analysis. LLC

SoCal Virtual Tours (Photography)

Super Foam Corp (Consulting)

Wellbeing LLC (Home Furnishings)



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