

Downtown is
Calling

Good
Times
Await



April 2025

RDB Bulletin

Riverside Downtown Business Improvement District

April Events Downtown

The Mayor's Ball for the Arts returns on Saturday, April 5th with an Alice in Wonderland theme. Event attendees can celebrate the event and attend in costume dressed as their favorite Alice in Wonderland character. The Mayor's Ball for the Arts showcases and honors the hardworking, dedicated, and talented artists who have impacted the arts community over the last year. The event will be held at the Barbara and Art Culver Center of the Arts from 5 pm to 9 pm and includes an opportunity drawing with artworks created by local artists, a silent auction, food, drinks, and entertainment. Go to <https://www.zeffy.com/en-US/ticketing/mayors-ball-for-the-arts--2025> for tickets.

The Art Alliance of the Riverside Art Museum celebrates its 10th Annual Riverside Art Market on Saturday, April 12th. The event is free and will be held in White Park from 10 am to 4 pm. It will feature 100 artist/artisan vendors, free crafts for children, entertainment, art demonstrations, beer and wine, a silent auction, and a drawing for a Paulden Evans painting. RDP is proud to be a sponsor of this fun event for the whole family.



DragonMarsh's 16th Annual Peep Show returns on April 19th to the Main Library. The event include games such as peep races, ring a peep, and "peep tac toe toss". Children of all ages are invited to sing along with the peeps, and enter the peep calling contest. Attendees can take a picture as their favorite Peep, quiz themselves on peep fun facts, and receive peep recipes for use at home. The event runs from Noon to 4

pm and is free to attend. RDP is proud to be a sponsor of this Peep-themed event.

The Miracles and Dreams Foundation's Annual Easter Egg Hunt benefiting the Riverside Community takes place on April 19th at North Park. The event runs from 10 am to 2 pm and features an Easter Egg Hunt hosted by Miracle the Polar Bear plus community partner booths and more. The event is free for kids up to 12 years old but children need to register at <https://www.eventbrite.com/e/miracle-the-polar-bears-annual-easter-egg-hunt-and-community-fair-tickets> and bring their own basket/bag for the easter egg hunt.

Riverside Insect Fair returns to the at the Riverside Main Library at 3900 Mission Inn Avenue on Saturday, April 26th. The City's Arts and Cultural Affairs Division and the UC Riverside Entomology Graduate Student Association host the event to give the community the opportunity to learn about the impact of insects. The event runs from 10 am to 4 pm with more than 50 booths, an interactive butterfly tent, crafts and learning tools, books and jewelry, and experts to ask questions about creepy crawly critters. Visit <https://www.riversideca.gov/insectfair> for more information.

The Annual Riverside Tamale Festival returns on Saturday, April 26th in downtown Riverside's White Park. The Tamale Festival is a celebration of family, culture and history where guests can enjoy live music, dance, Lucha Libre wrestling, art, Kids Zone, Beer Garden, shopping, food, and of course tamales from 11 am to 7 pm. The event helps generate funds and awareness for the Spanish Town Heritage Foundation (STHF). Tickets are \$20 for regular admission, \$10 for military, seniors, students, and teachers, and \$100 for VIP access. Children 12 and under are admitted free. For more information, please visit rivtamalefest.com. 

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Join us for the RDP luncheon at Noon on Tuesday, April 22nd at Riverside Game Lab with Matthew Taylor presenting on the City of

Riverside's General Plan Update.

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



Mayor's Message - Local Leaders Take on Riverside's Rising Expectations

Contributed by Mayor Patricia Lock Dawson



Effective Advocacy is Transforming Riverside's Future

Riverside faces critical challenges that require persistent, strategic advocacy to secure the resources and policies necessary for progress. Effective advocacy helps position

our city and region to secure state and federal funding for local programs and projects. When we do not engage our legislators and support groups in Sacramento and Washington, D.C., we forfeit opportunities to influence legislation that impacts our city. Given the sometimes volatile nature of state and federal funding, it is critical for local leaders to seek broad-based support for achievable and impactful initiatives. The instability of state and federal support creates uncertainty, making local leadership more crucial than ever.

That's why I've worked relentlessly with our partners in Sacramento and Washington, D.C. to help bring over \$300 million to Riverside. But advocacy isn't just about money—it is about ensuring our policies align with local needs so our community thrives. Recently, I was honored to be selected as Chair of the Big City Mayors, a coalition representing California's 13 largest cities. In this position, I am amplifying Riverside's voice to shape the policies that directly impact our residents.

Advocacy for Systemic Change

California has long grappled with the issue of homelessness. This challenge, compounded by an increase in mental health diagnoses, has left many individuals suffering without adequate treatment or support. Alongside my colleagues at Big City Mayors, we successfully fought for the CARE Court program. The first major mental health law reform in 50 years, CARE Court creates a new pathway to care by facilitating outpatient treatment to residents suffering from severe mental health disorders. This effort is also supported by conservatorship reform through Senate Bill 43 (Eggman, 2023) and Proposition 1, the Behavioral Health Infrastructure Bond, both of which the Big City Mayors endorsed and worked to pass.

We have also been successful in securing state funding for the Homeless Housing, Assistance, and Prevention (HHAP) program. Through the Big City Mayors coalition, Riverside receives a direct allocation of these funds, totaling \$38 million since 2020. However, this funding is not guaranteed. Last year's state budget proposal omitted the funding, which ignited a fight the Big City Mayors ultimately won when they secured the crucial HHAP funding in the final version of the state budget. And now we are in the ring again, fighting for that funding since the Governor's 2025-2026 budget proposal has again left out this important program. Without consistent

funding, cities cannot plan long-term solutions, leaving vulnerable populations like seniors, children, and the disabled at risk. This is why advocacy is not a one-time effort—it must be continuous, strategic, and realistic.

Measurable Success: Ending Youth Homelessness


In 2023, we launched the Challenge to End Youth Homelessness in Riverside. Thanks to targeted strategies and dedicated funding, Riverside has achieved 'functional zero' in youth homelessness—a testament to what advocacy can accomplish. But we cannot stop there. Sustained efforts are needed for continued progress and to expand our support to other vulnerable groups.

The Next Fight: Freeway Encampments

Following the City of *Grants Pass v. Johnson* U.S. Supreme Court decision affirming the rights of local governments to address encampments on public property, Governor Newsom signed an executive order directing state agencies to take urgent action while ensuring the dignity and safety of unhoused individuals. This allowed the City of Riverside to implement an additional anti-camping ordinance, prohibiting camping near parks, schools, and shelters.

While the City of Riverside has cleared the few encampments we had, homeless encampments along onramps remain because those spaces are under the jurisdiction of the California Transportation Department (CalTrans). Without structured collaboration, clearing these encampments is difficult, if not impossible. That is why I am supporting Senate Bill 569, the Homeless Encampment Collaboration Act, authored by Senator Blakespear. This bill will mandate coordinated action between CalTrans and local agencies, ensuring that encampments are addressed efficiently and humanely.

Moving Forward: A Call to Action

Advocacy is not only about speaking up. It is ultimately about producing results. Riverside's future depends on leaders who can navigate political landscapes, challenge ineffective policies, and secure the necessary resources to improve our community. We have already seen the power of strategic advocacy. Now, let's build on our momentum and continue to shape a safer, healthier, and more prosperous Riverside. 

RDP Welcomes New Businesses to Downtown

6RL (Misc. Retail)

Abel's Bailbonds Riverside

Legible Brands (Business Services)

Stray Dogs Coffee

COUNCIL CORNER

Ward One Council Update

Contributed by Councilmember Philip Falcone

Sign Code Changes are on the Way!

Every ten to fifteen years it is wise for cities to reexamine their codes and ordinances. One code that has been in desperate need of updates is the code that regulates signage across the city—window wraps, cabinet signs, rooftop signs, A-frames, banners, and flags. Last examined in 2008, it is widely known among municipal governments that changes to sign codes are historically controversial and met with great resistance. In the case of Riverside, our code, in my view, does not prioritize the aesthetic and quality we are seeking to bring to our city—especially in our downtown. In mid-2024, at my request, the Planning department came to the City Council Land Use Committee, of which I am vice-chair, to begin the update process. There were lengthy discussions about where our code could be more explicit and clearer as well as what types of signs we wish to discourage and what are the preferred types of storefront signage. It subsequently was discussed by the committee three additional times with a request to construct a guidebook for businesses with picture examples to help minimize confusion or too much interpretation. A few items the committee decided to move forward were: no more than 25% of a storefront's windows can be wrapped in a graphic design unless it is a shuttered business. The Police Department concurs that being able to see into a store is a critical matter of life and safety. Windows should not be wrapped with words advertising what is sold inside as that no longer makes it a wrap and instead makes it a sign and is in poor taste. All forms of rooftop signs have been prohibited since 1998 and that remains the case.


Cabinet signs with vinyl inserts are strongly discouraged and currently being evaluated by the Planning Commission to prohibit them. The most desirable type of sign, especially in a downtown, is a blade sign that projects off the corner of a building. Locations who have mastered this well are the Fox Theater, The Mark, and Citizens Business Bank. Authentic neon, not LED neon, is a new encouraged sign design choice being added to the code. There is also a desire to have a “creative sign permit” that will allow businesses to create large, funky, neon or artistic signs that may not fit within all the parameters of the sign code but

could make a positive aesthetic impact. This would be a special permit issued over the counter by the Economic Development Department and is already done successfully in cities such as Palm Springs and Pasadena.

As for temporary signage such as flags and banners, very few changes are being recommended; however most business are out of compliance with the existing code that has been in place since 1998. Feather flags of any kind are not permitted, blinking marquee signs are not permitted, vinyl banners require a permit from the Planning Division and should not be up for more than 30 days, and sidewalk signs or A-frames should not surpass more than one sign per storefront.

The questions often asked are, “Why does it matter?” or “Why are some required to correct their signs but not others?” First, the appearance of our downtown area should never be seen as a trivial thing. If downtown's aesthetic is cluttered and poor quality, then patrons will certainly go elsewhere. Secondly, Code Enforcement is reactionary which means they only respond to complaints and do not proactively drive around looking for violations. Therefore, I strongly encourage you to help your neighbors stay in compliance by being in communication with Code Enforcement when you see a violation. We are a city of codes and ordinances and must always strive for compliance, we do that by holding ourselves and each other accountable.

The sign code will have a second community meeting, followed by a second meeting with the Planning Commission before coming to the City Council for final adoption this summer. RDP will share with you via email when those opportunities are to weigh in.

In the process of changing your sign now? Send me an email and I can help you through the process to ensure you are in compliance now and in the future following code changes. . 



COUNCIL CORNER

Ward Two Council Update

Contributed by Councilmember Clarissa Cervantes



Dear Community,

This past March was Women's History Month! Let's take the time to honor the women who have shaped our history, continue to uplift our communities, and persist in breaking barriers. From labor organizers and civil rights leaders to the trailblazers

in our communities today, we celebrate their resilience, strength, and countless contributions.

As we reflect on the past, we also recognize the ongoing work needed to achieve true gender equity. Let's continue to empower all women, amplify their voices, and create opportunities for future generations!

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Empowering Young Women Conference: On March 8th, I had the honor of being a panelist at the 25th Annual Empowering Young Women Conference presented by the Adrian Dell & Carmen Roberts Foundation! Since its founding in 2001, the conference has played a crucial role in shaping the futures of young women in Riverside. By offering workshops on topics like college preparation, building self-esteem, and addressing important issues such as peer conflict and abuse, the conference empowers the next generation of leaders.

As the only woman on the Riverside City Council, I deeply understand the transformative power of empowering young women in our community. It is essential for shaping a future where every self-identifying woman or girl can aspire to be a leader, whether in government, science, business, or any field she chooses.

Thank you to Carmen Roberts and the ADCR Foundation for their continued commitment to fostering confidence, strength, and purpose in these young women, helping to build a brighter, more inclusive future for us all.




Hippity Hop Spring Event: Be sure to bring the family out to Bordwell Park on Saturday, April 12th from 10:00AM-1:00PM for a fun-filled day! This free event will feature an easter egg hunt, pictures with Peter Cottontail, and more! Thank you to our Bordwell Park Advisory and Lincoln Park Neighborhood Group for partnering with our City Parks & Recreation team for hosting this event for our families!

Ward 2 Business Highlights

Madres Brunch: Brunch and breakfast all week long?! At Madres Brunch located at 1805 University Avenue, that is exactly what you can expect! Riversiders have been raving about their unique menu, where you can find a stack of rainbow pancakes or pistachio waffles. Madres Brunch is open Monday-Friday from 7:30-2:30pm and 7:30-4:00pm on weekends.

Buenos Dias Café: If you have not visited this charming Cafecito and deli located at 2790 14th Street, you are missing out! With specialty coffee drinks like horchata lattes and fresh tamales made daily, Buenos Dias Café has become an Eastside favorite! Be sure to stop by for breakfast or lunch! They are open daily from 6:30AM-3PM.

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.

May the magic of spring bring joy and inspiration to your days! 

Arts Corner - Riverside Artswalk - Artist Spotlight – Niniane Selene
Contributed by Rachael Dzikonski, Executive Director – Riverside Arts Council



Spring is in the air; orange blossoms are blooming, and Downtown is bustling with new restaurants and so many arts and culture events. April is California's Arts, Culture & Creativity month and our Arts & Culture District has the month packed full of celebrations for the community. We have the Riverside Arts Council's Mayor's Ball for the Arts on April 5th at the Culver Center

of the Arts to present awards to local artists for their impact in the community; the Riverside Art Alliance's Annual Riverside Art Market on April 12th at White Park; and the Riverside Insect Fair on April 26th at the Downtown Main Library. Of course we start the month off with the monthly Riverside Artswalk on April 3rd throughout the Downtown core at the galleries and museums as well as Artists on Main Street. This month, our Artist Spotlight

is Niniane Selene, an artisan vendor who has been at Riverside Artswalk's Artists on Main every month for the last 4 years.

Niniane is a watercolor and mixed media artist who was born in Northern California, and for the last 5 years has lived in Riverside. Niniane has been creating art since she was 14 years old, and she is currently living her dream of working as a full-time artist. Creating art gives her life fulfillment in many ways; as an outlet for personal expression, a way to connect with people, a source of income, and ultimately a practice that gives her a sense of purpose and brings her happiness. She spends 10 to 40 hours every week creating art. Niniane's process starts with a lot of sketching to find ideas, followed by meticulous drawing with a pen until the piece is ready to paint with watercolor and gouache to produce a finished piece. Each painting takes anywhere from a day to a few weeks to complete.

Niniane's goal with pursuing art is to live authentically and have a positive impact on others. Artists have an

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important role in shaping what is seen as beautiful and valuable in the world. The content we create impacts how we see ourselves and each other. Niniane's artwork is inspired by observing nature and reading fantasy stories. She is fascinated by the magic of our natural world and the creativity of human minds. Niniane showcases her adoration for life through depictions of plants, animals, and fairies. She has shown her work in galleries and events throughout the Inland Empire. During her time

living in and participating in the local art scene, she has gained skills and confidence from being surrounded by so many people who appreciate the arts. She has found a very kind and uplifting community through participating in the arts in Riverside.

For more information about Niniane and her artwork, visit @selene_scapes on IG or www.selenescapes.com. For more information on Riverside Artswalk visit www.riversideartswalk.com or @riversideartswalk on IG. 🏰

BUSINESS BUZZ

Customer Loyalty: How to Build a Rewarding Loyalty Program

by Sean Peek

Customer loyalty can help your business boom in the best of times, but it can also help you survive in tough or challenging times.

As a business owner, you know your customers are the reason for your business. That's why it's important to consider your customers in everything you do. Your customers' needs should be at the forefront of your business. This will not only drive more sales, but also build customer loyalty for the long haul. Here's why cultivating customer loyalty is important and tips on building it.

How to build customer loyalty in 7 steps

Customer loyalty isn't something that happens without intentional effort. Here are seven steps to build customer loyalty.

1. Know your customers (and let them know you).

To cultivate customer loyalty, you'll want to get personal with your customers. Learn their names, their stories and their buying habits. Based on this information, create a sales pipeline that resembles your typical customers' experiences to better understand how you can make their buying journey memorable.

For instance, on a customer's birthday, you could send them a personalized birthday message with a special deal. In fact, there are useful marketing tools that can help you do this automatically, including the best text message marketing software and best email marketing software.

Erin Laine, owner of Orlando West N-Hance Wood Refinishing, said that her team focuses on truly getting to know their customers so they "can anticipate their needs, solve their problems and deliver quality results worthy of a referral." "By taking the time to understand our customer – maybe they need more space for remote learning, for a baked goods side hustle, a spacious place to fit a growing family – we're able to better provide recommendations and help make their lives easier by bringing their vision to life," Laine said.

For your customers to trust your brand, you'll have to share information about yourself and your business as well. For instance, keep them updated on any business news (before it hits the press), and don't be afraid to admit to rough patches. This will help customers see the humanity of your brand, making them more comfortable about doing business with you.

2. Create a customer loyalty program.

A customer loyalty program is a great way to encourage and reward loyal customers. These programs typically have criteria for rewards (e.g., the customer must spend X amount per month), but the benefits for the customer usually outweigh these conditions.

"We'd all love to believe that customers will buy from us again and again, with brand love being the driving motivation," said Herb Jones, owner of executive consulting firm Jones Growth. "Unfortunately, reality doesn't work like that. Tiered programs ensure that you are recognizing your most valued customers and keeping them connected."

There are various types of customer loyalty programs, such as credit card programs, punch cards and points systems. What they all have in common is the incentive for customers to spend more money on your products or services.

Consider Starbucks, for example. When you join its rewards program, you earn points each time you buy a drink or other item from its menu. When you reach a certain number of stars, you get a free purchase. This helps customers feel justified in their purchases, as they are working toward a reward they might not get elsewhere.

3. Set up a referral program.

Like a loyalty program, a referral program rewards customers for their engagement with a business. In this case, customers receive certain benefits if they refer your company to a friend or loved one. This not only helps attract new customers (referral marketing is both effective and affordable), but also keeps your existing customers coming back for more, as they now have incentives to do business with you.

Referral programs aren't only for attracting new customers. They can give your recruiting and hiring a boost too. Check out our guide on employee referral programs to learn more about how to motivate your employees to help your recruiting efforts.

4. Play to your strengths and values.

What does your business do best? What are your unique offerings? What do you value most? Your answers to these questions will help you frame your brand, which is

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an important part of attracting loyal customers. To really connect with buyers, you have to stay true to your brand and focus on what you do best. Be a constant in your market – a business that consumers can always rely on to deliver.

You know what they say: “Don’t fix what isn’t broken.” Unless you are having trouble attracting and retaining customers, don’t switch up your offerings or become unrecognizable as a brand. Instead, stay as loyal to your business as you’d like your customers to be.

5. Engage customers on social media.

Social media is a great way to build relationships with your customers. In fact, if you aren’t present on social media, many consumers will perceive you as irrelevant. It’s important to have an active business profile on various social media platforms.

Sharing behind-the-scenes information about your brand and products or services, as well as interacting with your followers, will create a strong online community that encourages customers to come back for more. Think about the companies you frequently do business with and how they conduct themselves on social media: Do their posts resonate with their target audience? Does their brand voice align with their values and offerings? Do they engage their followers in an authentic way? Odds are you answered yes to these questions.

6. Encourage customer feedback.

To show your customers how much you value them and how you are willing to constantly improve, ask for their feedback. Send out surveys, request email reviews and be open to the feedback you receive. Customers are more willing to invest in businesses that value their opinions and insights. Don’t just say you care about customer satisfaction; really implement customer feedback and market it to them as proof of your dedication. To cultivate their loyalty, you must be loyal to them first.

“Listen to customer feedback, use that feedback to improve your business, and then tell your customers that you heard them and directly implemented solutions to give them a better experience,” said Nerissa Zhang, CEO of The Bright App. “Even if you’re listening to customer feedback to make improvements, be sure to explicitly tell your customers about those improvements.”

7. Store customers’ data.

Businesses that store customer data make it easier for customers to shop with them in the future. For example, you could allow members to create an account on your mobile app or website that securely stores their shipping and payment information for a quick purchase. That way, they have a one-touch solution for ordering rather than having to enter their credit card number every time they want to make a transaction.

Consider Amazon, for instance. Prime members can make orders by simply clicking “buy now” under a desired product. Convenience like this could encourage customers to make frequent purchases from your business.

What is a customer loyalty program?

A customer loyalty program is a customer relationship initiative designed to reward shoppers for making repeat purchases from your business. Along with incentivizing

customers to patronize your company, a loyalty program is also a great way to collect data about your clients so you can better target your products, services and marketing.

“As consumers get more and better information regarding how to compare various products and companies, it is critical to compete on price and value,” said Patrick Bosworth, co-founder of hotel revenue strategy solutions provider Duetto. “Loyalty programs provide an opportunity to learn the preferences of customers and design communication strategies that will resonate with them.”

Types of customer loyalty programs

Businesses considering a loyalty program have a daunting array of options. Here are three that can work for SMBs.

Rewards and discount programs

A rewards program is one of the most popular types of loyalty initiatives available. They typically work by awarding a coupon, free item or another incentive to customers who have earned a certain number of points by shopping there.

“Businesses should absolutely offer rewards and discount programs to customers,” said Josh McCarter, former CEO of business management software company Booker. “Rewards and discount programs give customers more reason to come back again, especially in the competitive retail and services markets.”

Direct mailers

Direct mailer coupons can be a simple, cost-effective way to bring local customers into your store. However, for these programs to succeed, you need to have a strategic, personalized mailing system. It’s not too hard to get started with direct mail.

“Target a specific customer demographic with a tangible product and message based on a specific element on the individual’s life,” Brian Wirth, a digital marketing strategist who has worked with restaurant and adult beverage brands, said.

Nontargeted direct mailers have proven to be increasingly less effective as consumers have other ways to engage with a business, according to McCarter. However, targeted mailings to VIP clients with special offers still can be effective.

Card-linked offers

Card-linked offers – for example, providing cash back for making a purchase with a specific vendor – are a convenient way to offer discounts, according to Silvio Tavares, a former credit card executive who’s now president and CEO of VantageScore, a credit model company.

“You can personalize your offers for consumers based on their spending and websites they’ve visited in the past,” Tavares said. “You now have the ability to measure [the effectiveness of] an ad and see if it led to a purchase on that customer’s card.” <https://www.businessnewsdaily.com/16017-build-customer-loyalty.html>. Card-linked offers are an effective and easy way for customers to realize discounts, but they need to be aware the offer exists first. Be sure to promote those discounts ahead of time to bring customers in. Otherwise, you may be simply offering a discount to customers that would have shopped with you anyway.

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“In other words, the consumer may have already intended to come to the business and didn’t require a discount to do so,” said McCarter.

Why is customer loyalty important?

Customer loyalty is a customer’s likelihood of doing repeat business with you. This stems from customer satisfaction and outweighs availability, pricing and other factors that typically impact buying decisions. When a customer is loyal to a product, service or brand, they are willing to wait for a restock or spend a little extra money for it.

“Customer loyalty means the difference between a one-time sale and a customer who comes back to you potentially for the rest of their lives,” said Tyler Read, CEO of personal training company PTPioneer. “If you put in the work necessary to build customer loyalty, those customers will . . . stay invested in your business. When your business is struggling, it’s the loyal customers who will help you stay afloat.”

This was especially important and evident amidst the global COVID-19 pandemic.

“I think the pandemic was a test of customer loyalty in that it forced consumers to honestly evaluate what service providers they trusted,” said Bill Zinke, senior vice president of marketing at BELFOR Franchise Group. “So, one of the key lessons from the pandemic has been [that], in good times, building customer loyalty can help you grow faster and more profitably, and in tough or challenging times, it can be the difference between surviving and going out of business.”

Customer loyalty is important for many reasons. These are the major ones:

- Repeat customers typically spend more than new customers. Because they already trust your business and its products or services, existing customers tend to spend more money than new customers. In fact, the amount they spend typically increases with the duration of doing business with your brand.
- Loyal customers yield higher conversion rates. Existing customers have an average conversion rate of around 60 percent to 70 percent, while new

customers have a conversion rate of 5 percent to 20 percent. In other words, you get more value from loyal customers visiting your site.

- Customer loyalty boosts profits. The more customer loyalty you have, the better your profits will be. In fact, just a 5 percent increase in customer retention could increase business profits by 25 percent to 95 percent.
- Customer retainment is cheaper than customer recruitment. While recruiting new customers is important, it can be expensive – around five times more expensive than retaining a loyal one. Simply retaining loyal customers is much more cost-effective, as they bring higher profits at a lower cost.
- Loyal customers shop regularly. Because they’ve already had positive experiences with your brand, repeat customers tend to shop much more frequently than new customers. This is especially true around the holidays, when consumers are purchasing gifts and spending more than they typically would during the rest of the year.
- Customer loyalty helps you plan ahead. When you have loyal customers, you can make better anticipatory decisions and effectively plan your finances and marketing efforts.

Customer loyalty can improve your sales and reduce your marketing costs compared to customer recruitment. It can also buoy your business in difficult economic times.

Customer loyalty leads to repeat business

It takes time to build customer loyalty to your brand, but once you have it, you have a customer for life. Doing so takes dedication and care to ensure your customers feel valued, appreciated and, above all, as though their needs were met. Regularly consider the customer experience and how to improve it further to encourage more customers to come back to your business. After all, it’s repeat business that keeps most small businesses profitable.

Source: <https://www.businessnewsdaily.com/16017-build-customer-loyalty.html>



SECURITY CORNER

Reducing Trespassing

To proactively protect your property:

- Remove/cover any accessible outlets
- Have operable and efficient outdoor lighting to prevent loitering
- Install key lock water spouts
- Password protect your Wi-Fi
- Pick up trash and debris immediately
- Keep trash bin enclosures locked
- Reduce foliage that may be used as hiding spots for people or property
- Do not feed or give money to non-patrons
- Consider private security measures
- Complete and file a “No Trespassing Authorization Form” with RPD and post “No Trespassing” signs on property

- Have sufficient physical barriers to your property where appropriate, such as fencing

Trespass Authorizations for the downtown area can be obtained through the Police Department by contacting Donna Granillo at (951) 826-8721 or dgranillo@rivesideca.gov.

Contact the Police Department 24-hours a day at (951) 354-2007 to report criminal conduct including drug activity, trespassing, or aggressive panhandling.

Contact the Homeless Outreach Team at (951) 826-2200. You can also use the City’s mobile app or call (951) 826-5311 to facilitate providing assistance and resources for the homeless. 311 can also be contacted regarding graffiti, shopping cart removal, and trash/debris in public areas such as sidewalks and alleys.





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