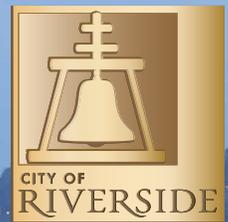


# Explore Riverside



*City of Arts & Innovation*

SUMMER 2012

## INSIDE

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## RIVERSIDE NAMED 2012 MOST INTELLIGENT CITY... IN THE WORLD!

Recently, the Intelligent Community Forum (ICF) named Riverside, California, as the 2012 Most Intelligent Community at its annual awards ceremony at Steiner Film Studios in Brooklyn, New York!

Riverside has been named in the Top 7 Intelligent Communities for two years in a row but this year was presented the top International honor. Riverside competed with over 400 cities worldwide. This 2012 award marks the first time in five years that a North American city has won and the first time in ten years that a US city has won.

Mayor Ron Loveridge accepted the award that

honors Riverside's excellence in high technology, workforce development, digital inclusion, arts, innovation, collaboration and social capital.

Riverside was recognized for its commitment to broadband, citywide innovation and its knowledge-economy. In a release from ICF, they noted Riverside stood out because of its intelligent approach to initiating change.

Riverside was also the winner for the "Coolest Broadband App" for Riverside Unified School District's "Digital Dashboard," selected by vote of ICF summit attendees based on demonstrations by

the Top 7. RUSD Director of Instructional Technology Jay McPhail provided an impressive demonstration of this app as part of the competition and generated strong interest amongst attendees.

The awards are presented by ICF, an independent think tank at a conference attended by nearly 300 thought leaders from around the globe, including the world's Top Seven Intelligent Communities.

**To view Riverside's Top 7 video and RUSD's Digital Dashboard presentation, visit [Economic Development at ExploreRiverside.com](http://EconomicDevelopment.com)**

**Intelligent  
Community  
of the Year  
2012**

## THE MUNICIPAL AUDITORIUM RE-OPENS!

After earthquake safety improvements and other upgrades, the historic Riverside Municipal Auditorium, a.k.a. The Muni, comes back online just in time to step-in and serve as the City's Events Center.

Dedicated on March 14, 1929, the Municipal Auditorium was intended as a memorial to Riverside soldiers who died in World War I. Aside from minor interior alterations and the addition of an elevator for ADA access, the building had remained relatively untouched until this \$10 million project began.

The project included a seismic upgrade, façade improvements, refinishing the interior, repairing the roof, completing ADA and Building Code requirements, making electrical, mechanical and plumbing improvements, and replacing Auditorium seating.

The Muni, now referred to as the Riverside Auditorium and Events Center, will serve as host to several upcoming events to include Riverside's Got Talent on July 29. Additional events will be moved to the Riverside Auditorium and Events Center from the Convention Center during the expansion and renovation of the Convention Center.



## SUMMER FILM FESTIVAL AT THE FOX

Summer at the Fox Performing Arts Center is just starting to heat up with a film festival starring one of Hollywood's most iconic stars... Humphrey Bogart.

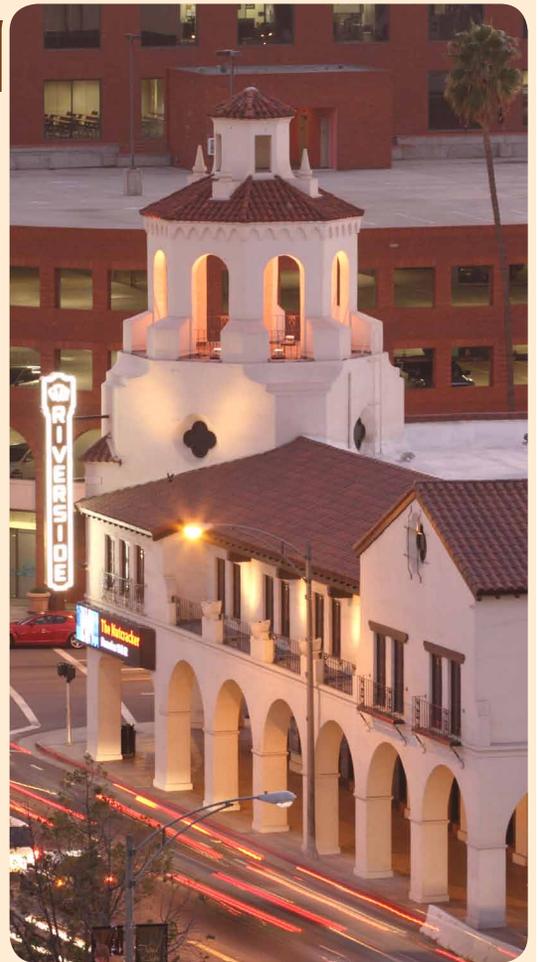
The Bogart Friday Film Festival begins on Friday, July 13, at 7:30 p.m. and runs every Friday night through August 17 at the Fox Performing Arts Center. The film festival kicks off with "Casablanca," which is No. 1 on the American Film Festival list of Top 100 Love Stories and No. 32 on the list of 100 Most Inspiring Movies of all time. Set in unoccupied Africa during the early days of World War II, an American expatriate meets a former lover, with unforeseen complications.

Other films in the festival include "To Have and Have Not," "Maltese Falcon," "The Treasure of Sierra Madre," "The Big Sleep" and "Key Largo."

Humphrey Bogart was an American actor who is widely regarded as a cultural icon. It was his performance in Casablanca that raised him to the peak of his profession and, at the same time, cemented his trademark film persona. The American Film Institute ranked Bogart as the greatest male star in the history of American cinema. He appeared in 75 feature films during his thirty-year film career.

Tickets for the film festival are available through Ticketmaster or at the Fox Performing Arts Center Box Office which is located at 3801 Mission Inn Avenue in Riverside. Ticket Prices are \$9 for general admission - with senior citizen and student prices at \$6 at the box office.

**For more information and box office hours, call 951-779-9800 or visit [FoxRiversideLive.com](http://FoxRiversideLive.com)**



## DEAF AWARENESS WEEK

**This year, the 13th Annual Deaf Awareness Week will be held September 23 – 29.**



**For more information about this year's events, contact Jetta Hice at (951) 826-5551 or [jhice@riversideca.gov](mailto:jhice@riversideca.gov).**

**Also visit [Codie.org/daw](http://Codie.org/daw) and [RiversideCa.gov/mayor/deaf.asp](http://RiversideCa.gov/mayor/deaf.asp)**

# RIVERSIDE LEADERS KICK-OFF PROGRAM TO RAISE COLLEGE GRAD RATES

Mayor Ron Loveridge and Completion Counts, a citywide partnership of education, civic and business leaders, recently kicked off the Riverside City College two-year Completion Guarantee program. Completion Guarantee is aimed at boosting college access and success for local youth.

The guarantee assures that eligible 2012 graduates of Alvord and Riverside Unified School Districts receive priority class registration at

RCC and a seat in classes to help them earn an associates degree, or transfer to a four-year university, within two years of enrolling.

The RCC two-year guarantee is part of an ambitious effort led by Completion Counts to raise the number of Riverside students who enroll and graduate from college by 2020. The partnership is driven by the City of Riverside, Riverside City College, Alvord and Riverside Unified School Districts, Riverside County Office of

Education, UC Riverside, and the Greater Riverside Chambers of Commerce.

"This kind of collaboration between K-12 and higher education is unheard of in many communities – but we're making it happen here in Riverside," commented Board President of Riverside Unified School District Gayle Cloud.

To learn more about the program visit [College311.org](http://College311.org)



## RECONDITIONING THE ROAD

Like all things, roads wear out with regular use and need to be resurfaced every 15 – 20 years in order to maintain a good quality riding surface.

Riverside's City Council recently approved funding backed by the City's Gas Tax and Measure A revenue to generate \$32 million for the rehabilitation of arterial and local streets.

The three-year Street Rehabilitation Program includes pavement rehabilitation, curb, gutter and sidewalk repair, and installation of wheelchair ramps as appropriate. It is anticipated the three-year Street Rehabilitation Program will rehabilitate approximately 48 miles of the City's streets.

Approximately \$7 million of City funds will be dedicated to the Pavement Preservation Program which will extend the life of pavements in good condition an additional five to 15 years.

"What we're trying to do is extend the life of a road by investing wisely and resurfacing while that is an option," said Tom Boyd, Public Works Director. "If we wait for roads to fall apart to the point where they need to be rebuilt, we will incur much greater cost of repair."

Resurfacing roads creates a smoother and more durable surface and reduces road noise for the driver.

## DOTY-TRUST PARK NOW OPEN



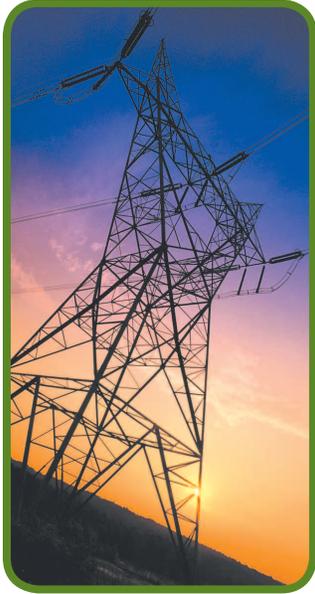
Doty-Trust Park is now open and ready for Riverside residents to enjoy!

The new park, which is located near the intersection of Campbell and Golden Avenues, provides approximately 21.3 acres of recreational and open space amenities to serve area residents as well as enhance overall community pride. Lighted playgrounds, walking paths, basketball courts and a remembrance to the fallen Riverside police officers are main features of the project. Other park improvements include a water-play feature, open turf area, picnic shelters, lighted walks, trail connections and parking lots.

The vacant location was previously called Golden Park until 2006, when it was renamed to honor two Riverside police officers killed in the line of duty, Dennis C. Doty and Phillip N. Trust.

To stay up-to-date on the latest Riverside news, visit [ExploreRiverside.com](http://ExploreRiverside.com)

# POWER PARTNERS READY TO REDUCE ENERGY LOADS



A number of Riverside businesses have become "Power Partners" with Riverside Public Utilities (RPU) this summer, and have agreed to reduce their energy demands through voluntary conservation efforts when called upon.

The "Power Partner Program" is RPU's way of helping to reduce the demand on the regional energy grid and lessen the likelihood of temporary planned outages.

"Our first obligation is to provide safe, reliable power for

our customer-owners," said RPU General Manager David H. Wright. "But we also are tied to, and dependent upon, the state's power grid, and we must help to support and maintain it as well."

Since May, RPU has been signing up commercial Power Partners who have volunteered in advance to shed or shift a specific amount of energy from their own power demands from July 1 to Sept. 30. Power Partners include: Flexsteel, K&N Engineering, Mac Fam

Inc., MBM Food Service, Pepsi Bottling Co., Riverside Auto Auction, RUSD, K&N Engineering, Sherman Indian High School and Superform.

RPU is also asking its residential electric customers to do their part and conserve energy this summer.

**For details on how to become a Power Partner visit [RiversidePublicUtilities.com/PowerPartner](http://RiversidePublicUtilities.com/PowerPartner).**

# GREEN PAGE



## CLEAN UP THIS SUMMER & DROP-OFF FOR FREE

Residents planning to clean up around the house and yard this summer should put July 21, August 18, and September 15 on their calendars. These will be the next Clean Up Riverside's Environment (C.U.R.E.) Free Drop-Off Days at the Agua Mansa Transfer Facility.

On these dates, Riverside residents (upon providing proof of residency) can dispose of up to one ton of trash, bulky items, tires, refrigerators, and yard waste free of charge at the facility, located at 1830 Agua Mansa Road. All loads must be covered per California vehicle code rules.

For Household Hazardous Waste (HHW) cleanups, for things like batteries, aerosol

cans, pool chlorine, sharps and needles, used paint and more, residents can drop these items off at Riverside County's new HHW location at 1780 Agua Mansa Road on any non-holiday Saturday from 9 a.m. to 2 p.m.

C.U.R.E. will also host a Bulky Item/E-waste Drop-off Day on September 15, at 8095 Lincoln Avenue (at St. Lawrence Street).

**For more details and information about additional bulk item, household hazardous waste, or E-waste drop off dates and locations throughout the year, visit [RiversideCA.gov/CURE](http://RiversideCA.gov/CURE), or call (951) 826-5311.**

## QUICK STEPS TO REDUCE YOUR WATER USE

There are several quick and easy steps you can take to make sure you don't waste water this summer.

Start by checking for and fixing any leaks you find inside and outside of your home. A break in a sprinkler line, a dripping faucet, showerhead or a leaking toilet can waste thousands of gallons each year if gone unchecked.

Next, check your watering schedule and sprinkler run times. Watering after dusk or early in the morning is best to avoid evaporation. Set run times to give lawns and planters only as much as they need and avoid wasteful runoff.

**For more water saving tips and information on Riverside Public Utilities' water rebate programs visit [GreenRiverside.com](http://GreenRiverside.com)**

# ECONOMIC DEVELOPMENT NEWS

## FARRELL'S RETURNS TO RIVERSIDE

Farrell's Ice Cream Parlour and Restaurants officially makes its triumphant return to Riverside this fall when it will open its newest and largest location.

Riverside will be home to the largest Farrell's location built to date at 8,700 square feet – more than enough room to accommodate large parties celebrating any occasion and definitely enough room to tucker out any Farrell's Cast Members who attempt to run Farrell's Famous Zoo sundae around the restaurant in its ice cream stretcher. The location will also include a large Farrell's famous candy store.

Once you step in the door, you will feel like you've stepped back in time over 100 years to see servers dressed in pin-striped vests, old fashioned ties and cane hats. The restaurant will feature the distinctive "old Farrell's" appearance of a century past ice cream parlor. It's the place where "old time memories for a new generation" are made every day.



The new Riverside Farrell's will be located next to Castle Park at 3610 Park Sierra Drive in the space that was formerly the Black Angus restaurant.

Farrell's is looking to hire more than 130 people at the new Riverside location. Currently, they are looking for qualified people to fill management positions for this location. Applications for all other Cast Member positions including Servers, Hosts, Cooks, Bussers and Dishwashers are expected to be taken in late September or early October. Anyone interested can get more information from Farrell's Web site, [Farrellsusa.com](http://Farrellsusa.com).

## ROCHESTER MIDLAND DEDICATES NEW RIVERSIDE FACILITY



Rochester Midland Corporation (RMC) celebrated the opening of their new facility in Riverside, California on June 13. Distinguished guests included Riverside Mayor Ron Loveridge, Chairman and CEO of RMC Harlan Calkins and Glenn Paynter, President of Rochester Midland.

RMC identified Riverside as the location for their expansion project and worked closely with City

Business Liaisons throughout the permitting process to ensure a smooth and efficient transition to the new facility.

RMC plans to use the new facility, located at 7275 Sycamore Canyon Blvd., to upgrade and expand their current production and warehouse/distribution capabilities on the west coast. The new facility brings higher technology and added value to RMC's western U.S. customer base.

RMC was one of the first manufacturing companies to become Green Sealed and AQMD Certified. As the first Emerald City with a strong record of green and sustainable policies, Riverside is exceptionally pleased to welcome Rochester Midland, a company committed to developing sustainable solutions for health, productivity and the environment.

# ECONOMIC DEVELOPMENT NEWS

## RIVERSIDE'S ECONOMIC RECOVERY IS HITTING ITS STRIDE



The City of Riverside is showing substantial signs of economic recovery, welcoming many new businesses over the past year. More than 25 grand opening celebrations along with many more new companies that have quietly joined the City mark strong business growth across several job markets.

UC Riverside recently announced it will be the new home for the UCPath Center, a human resources shared service center for all ten UC campuses and five medical centers, bringing a potential 600 more professional jobs to Riverside. In addition, AMA Plastics and Crystal Pacific Window & Door Systems, two major manufacturers, added approximately 300 new jobs to the community and have taken advantage of the City of Riverside's energy incentive programs. Rounding out the list, companies such as Castle & Cooke, Dr. Pepper/Snapple and Meridian Food Services Inc., a woman-owned food distribution company, brought another 600-plus jobs to the distribution sector this last year.

Downtown Riverside added the only new office building in the Inland Empire within the last year. Citrus Tower, a 140,000-square-foot premier Class A office building, has welcomed BB&K law firm as its first tenant and showcased their space at the Grand Opening celebration in May.

The City's local universities and college have also been in growth mode. In February, Riverside Community College introduced their new School of Nursing, and La Sierra University broke ground on their School of Business.



Entertainment, hospitality and retail options are on the rise as well. The Downtown skyline now includes the newly opened five-story Hyatt Place Hotel. Forever 21's expansion into the Galleria at Tyler in time for 2011 holiday shoppers is just one example of the recovering retail market in the City. And for Riverside foodies and visitors alike, several new eateries have opened their doors, including Burger Boss in Canyon Crossings, Elephant Thai Cuisine on Mission Inn Avenue, and Mazz Bar & Grill, which joined the Riverside Plaza and added more than 60 new jobs.

Shoppers are also providing proof of Riverside's strengthening economy as sales receipts in the city for fourth

quarter 2011 were 9.5% higher than the adjusted values of the same quarter one year ago. This follows a year-over-year adjusted increase of 10.9% in the third quarter, and is the eighth consecutive quarter with increasing sales tax revenue for the City. The upward trend in sales activity is primarily attributed to auto sales and construction activity, and new eateries added to the positive results in restaurants and hotels. This quarter on a statewide basis saw sales tax receipts grow to within 7.25% of the pre-recession high.

Across the economic spectrum, signs point to increasing consumer confidence in the local economy and the promise of continued job growth, especially in highly-desired professional industries. These businesses and others are examples of the City of Arts & Innovation's resilience as an engine for prosperity in the inland region and its commitment to the City's Economic Development Action Plan, which was developed to help businesses create jobs for our community.



# Community Calendar

## July

**15**  
**Riverside Road Runner**  
Arlington Heights Sports Park  
6:30 a.m.  
For info visit [riversideroadrunners.com](http://riversideroadrunners.com)

**Red Green Live:  
Wit & Wisdom Tour**  
Fox Performing Arts Center  
7 p.m.  
For info call 779-9800

**17**  
**The Screening Room:  
The Band's Visit**  
Regency Theater University Village 10  
1:30 p.m.  
For more info call 784-2549

**18**  
**Discovery Days:  
Beetle Mania**  
Metropolitan Museum  
1:30 p.m.  
For more info call 826-5273

**Open Mic Night**  
University Village  
6 p.m.  
For more info call 818-710-6100

**Rhythm of Riverside Concert  
Series: Stone Soul (Motown)**  
Fairmount Park  
6 p.m.  
For more info call 826-2000

**19**  
**Movies on Main: "Puss in Boots"**  
Outdoor between University & Mission  
Inn Avenues  
7 p.m.  
For more info call 781-7339

**Summer Concert Series**  
University Village  
7 p.m.  
For more info call 818-710-6100

**20**  
**Concerts in the Park**  
Citrus State Historic Park  
6 p.m.  
For more info call 780-6222 x14

**Movies in the Park:  
"Puss in Boots"**  
La Sierra Park  
7 p.m.  
For more info call 826-2000

**Bogart Friday Film Fest:  
"To Have and Have Not"**  
Fox Performing Arts Center  
7:30 p.m.  
For info call 779-9800

**21**  
**3rd Annual Summer Boutique**  
Sherman Indian Museum  
10 a.m.  
For more info call 276-6719

**Movies in the Park:  
"Puss in Boots"**  
Orange Terrace Park  
7 p.m.  
For more info call 826-2000

**24**  
**The Screening Room:  
"Little Miss Sunshine"**  
Regency Theater University Village 10  
1:30 p.m.  
For more info call 784-2549

**25**  
**2012 SCS Junior Olympics  
hosted by RAA**  
Riverside Aquatics Center  
8:30 a.m. – 8 p.m.  
For more info visit [raa-swim.org](http://raa-swim.org)

**Rhythm of Riverside:  
Latin/Top 40**  
Fairmount Park  
6 p.m.  
For more info call 826-2000

**26**  
**2012 SCS Junior Olympics  
hosted by RAA**  
Riverside Aquatics Center  
8:30 a.m.  
For info visit [raa-swim.org](http://raa-swim.org)

**Summer Concert Series**  
University Village  
7 p.m.  
For more info call 818-710-6100

**Movies on Main: "Zookeeper"**  
Main between University and Mission  
Inn Avenues  
8 p.m.  
For more info call 781-7335

**27**  
**2012 SCS Junior Olympics  
hosted by RAA**  
Riverside Aquatics Center  
8:30 a.m.  
For info visit [raa-swim.org](http://raa-swim.org)

**Movies in the Park:  
"Zookeeper"**  
Villegas Park  
7 p.m.  
For more info call 351-6142

**Viaje a Mexico –  
Voyage to Mexico**  
UCR University Theater  
7 p.m.  
For more info call 827-1012

**Bogart Friday Film Fest:  
"The Maltese Falcon"**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**28**  
**2012 SCS Junior Olympics  
hosted by RAA**  
Riverside Aquatics Center  
8:30 a.m.  
For info visit [raa-swim.org](http://raa-swim.org)

**Movies in the Park:  
"Zookeeper"**  
Bryant Park  
7 p.m.  
For more info call 351-6135

**29**  
**2012 SCS Junior Olympics  
hosted by RAA**  
Riverside Aquatics Center  
8:30 a.m.  
For info visit [raa-swim.org](http://raa-swim.org)

**Riverside's Got Talent**  
Riverside Municipal Auditorium  
5:30 p.m.  
For more info call 452-3488

## August

**2**  
**ArtsWalk**  
Downtown Riverside  
6 p.m.  
For more info call 682-6737

**Summer Concert Series**  
University Village  
7 p.m.  
For more info call 818-710-6100

**3**  
**Bogart Friday Film Fest:  
"The Treasure of the  
Sierra Madre"**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**4**  
**Merrill St. Block Party**  
4433 Merrill Avenue  
11 a.m.  
For more info call 686-7262

**9**  
**Summer Concert Series**  
University Village  
7 p.m.  
For more info call (818)710-6100

**Movies on Main:  
"The Muppets"**  
Main between University and Mission  
Inn Avenues  
8 p.m.  
For more info call 781-7335

**10**  
**Bogart Friday Film Fest:  
"The Big Sleep"**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**12**  
**Riverside Art Museum: Event  
Expo Extravaganza**  
Riverside Art Museum  
11 a.m.  
For more info call 684-7111 x 305

**15**  
**Open Mic Night**  
University Village  
6 p.m.  
For more info call 818-710-6100

**16**  
**Summer Concert Series**  
University Village  
7 p.m.  
For more info call 818-710-6100

**Movies on Main:  
"The Adventures of Tin Tin"**  
Main between University and Mission  
Inn Avenues  
8 p.m.  
For more info call 781-7335

**17**  
**Bogart Friday Film Fest:  
"Key Largo"**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**22**  
**UCR BioResearch Product Faire**  
UCR, Student Commons, Multipurpose  
Rm 302  
10 a.m.  
For more info call 530-272-6675

**23**  
**Summer Concert Series**  
University Village  
7 p.m.  
For more info call 818-710-6100

**Movies on Main: "Spy Kids 4"**  
Main between University and Mission  
Inn Avenues  
8 p.m.  
For more info call 781-7335

**25**  
**SmartRiverside  
E-waste Drive**  
2801 Hulen Street  
9 a.m.  
For more info call 351-6190

## September

**6**  
**Fashion's Night Out**  
Main Street and University Avenue  
4 p.m.  
For more info call 781-7335

**ArtsWalk**  
Downtown Riverside  
6 p.m.  
For more info call 682-6737

**8**  
**Sheltering HeARTS Gala Event**  
Riverside Art Museum  
6 p.m.  
For more info call 789-0059

**19**  
**Open Mic Night**  
University Village  
6 p.m.  
For more info call 818-710-6100

**22**  
**Riverside Mariachi Festival**  
Fairmount Park; Band Shell Area  
9 a.m.  
For more info call 826-2000

**28**  
**Indian Day Celebration**  
Sherman Indian High School  
8 a.m.  
For more info call 276-6719

**29**  
**SmartRiverside  
E-waste Drive**  
2801 Hulen Street  
9 a.m.  
For more info call 351-6190

**Calabaceado Festival**  
Bryant Park  
12 p.m.  
For more info call 285-4323

**Fall Celebration—RCHF**  
Rooftop of Porsche/Audi Building  
6 p.m.  
For more info call 788-3471

**30**  
**9th Annual Chinese Moon  
Festival**  
Heritage House  
6 p.m.  
For more info call 826-5273

## October

**4**  
**Long Night of Arts**  
Downtown Area  
6 p.m.  
For more info call 826-5372

**5**  
**SmartRiverside's 6th Annual  
Charity Golf Tournament**  
Victoria Country Club  
8:26 a.m.  
For more info call 826-5109

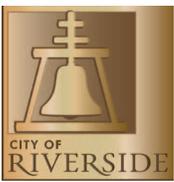
**7**  
**First Sundays**  
Various locations in Downtown Riverside  
1 p.m.  
For more info call 680-1345

**10**  
**6th Annual Fifty and  
Better Health Fair**  
Janet Goeske Senior Center  
8 a.m.  
For more info call 840-3904

**13**  
**American Diabetes Step Out:  
Walk to Stop**  
Castle Park  
6 a.m.  
For more info call 619-234-9897

**UCR Chancellor's Dinner**  
UCR Highlander Union Building  
6 p.m.  
For more info call 827-3144

TO SUBMIT EVENTS AND SEE MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT **RiversideCa.gov**



City of Arts & Innovation

## Explore Riverside Summer 2012

Published by the  
City of Riverside  
3900 Main Street  
Riverside, CA 92522

Mayor:  
Ronald O. Loveridge  
City Council Members:  
Mike Gardner      Ward 1  
Andy Melendrez      Ward 2  
Rusty Bailey      Ward 3  
Paul Davis      Ward 4  
Chris Mac Arthur      Ward 5  
Nancy Hart      Ward 6  
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The City of Riverside & San Manuel Band of Mission Indians  
Present the

**RIVERSIDE**  
**MARIACHI**  
*Festival*

2601 Fairmount Boulevard  
Friday, September 21 • 6 – 9 p.m.  
Saturday, September 22 • 9 a.m. – 9 p.m.

Pre-sale Tickets : 1 for \$12 or 2 for \$20 (Sept. 21, 3 p.m.)  
Day of Event: \$15 per person  
Youth 12 and under are FREE

**SHOP RIVERSIDE**  
[ShopRiversideNow.com](http://ShopRiversideNow.com)



1% of all taxable sales come back to the City to support Fire, Police, Museum, Parks, Libraries and Youth Programs.