

# EXPLORE



FALL 2017

RIVERSIDE

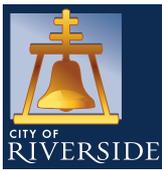
The Mission Inn Hotel & Spa  
presents the  
**25<sup>th</sup>**  
ANNIVERSARY  
Festival of Lights

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**Riverside Alert** 25th Anniversary  
Festival of Lights

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**Camp Anza** Pets and You!



City Hall  
3900 Main Street  
Riverside, CA 92522  
City Hall Hours:  
Monday – Friday  
8 a.m. – 5 p.m.

**ExploreRiverside.com**  
**Explore@RiversideCA.gov • (951) 826-5311**

**Mayor**

Rusty Bailey

**City Council Members**

Mike Gardner	Ward 1
Andy Melendrez	Ward 2
Mike Soubirous	Ward 3
Chuck Conder	Ward 4
Chris Mac Arthur	Ward 5
Jim Perry	Ward 6
Vacant	Ward 7

**City Manager**

John A. Russo



**OCTOBER 12, 2017**  
**5PM - MIDNIGHT**  
**DOWNTOWN RIVERSIDE**

Mark your calendars! **The Long Night of Arts & Innovation** is back by popular demand! Experience this **FREE** event with:

- Over 400 Presentations
- Insect Petting Zoo
- Curious Kids Zone
- Cooking Demonstrations
- Cutting Edge Technology



- Poetry Potpourri
- Music and Dance
- Art, Math, Coloring and Engineering Competitions
- Food Tastings

For more information, visit  
**LongNightRiverside.com.**

**EXPLORE COVER: The Reyes Family celebrating the Riverside Festival of Lights.** Tony Reyes

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# ACTIVITY GUIDE

To view the Parks and Recreation Activity Guide

[Click Here](#)

**REGISTER NOW!**  
**RivReg.org**  
**(951) 826-2000**

<b>81</b>	<b>Green Riverside</b>
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# PETS

ARE BUNDLES OF  
**LOVE**  
WRAPPED IN FUR



## LICENSING

Obtaining a dog license is good for you and your dog! Pets are important members of our family and we want to ensure they remain healthy and get home safely if they ever get lost. A dog license can help with that! A current dog license indicates that a dog has been properly microchipped and vaccinated against rabies. A current tag also tells animal control officers that a dog has a human companion whose contact information should be on file and rapidly accessible.

Learn more about dog licenses at [RiversideCA.gov/PublicWorks](http://RiversideCA.gov/PublicWorks).

## VOLUNTEER OPPORTUNITIES

There are many wonderful organizations in Riverside dedicated to the well-being of animals, including the following two shelters:

**Riverside County** provides animal services to the City of Riverside including pet licensing, spay/neutering, microchipping, surgery, vaccinations, pet education, adopting, lost pets and many others. Make a difference and volunteer today! Meet new people, experience the satisfaction of community service, develop new skills, and acquire work experience for future endeavors.

6851 Van Buren Blvd.  
Jurupa Valley, CA 92509  
(951) 358-7387  
RCDAS.org

**The Mary S. Roberts Pet Adoption Center (MSRPAC)** is a non-profit 501(c)(3) public benefit charitable organization committed to giving homeless cats and dogs another chance for a healthy and happy life by finding them good, loving homes. Their Helping Paws program is one of the most heart-warming programs imaginable! Volunteers go daily to local convalescent centers with the shelter's pet residents to do meet and greets. The joy on the senior residents' faces when they are able to snuggle with a dog is priceless. They've visited over 8,000 seniors already!

6165 Industrial Ave.  
Riverside, CA 92504  
PetsAdoption.org



## PUPPY PLAYTIME!

The City of Riverside has two public dog parks. For more information, call the Parks, Recreation and Community Services Department at (951) 826-2000:

**Riverwalk Dog Park**  
Pierce St. & Riverwalk Pkwy.  
Riverside, CA 92505

**Carlson Bark Park**  
Mission Inn Ave. & Scout Ln.  
Riverside, CA 92501

The Mission Inn Hotel & Spa  
presents the  
**25<sup>th</sup>**  
ANNIVERSARY  
Festival of Lights  
Riverside, CA



**BE SURE TO TAG YOUR PHOTOS!**  
#ILoveRiverside #RiversideFOL



**Celebrate with Us**

**Switch-On Ceremony**

Friday, November 24, 2017 • 4:30 PM

[RiversideFestivalofLights.com](http://RiversideFestivalofLights.com)



# Saturday, November 25, 2017 - Wednesday, January 6, 2018

This year's event will feature old and new holiday attractions for your enjoyment along with delicious **specialty food vendors**.

Get your foodie fix while you get your groove on: **Two stages of live entertainment** will thrill you daily. From Merry-oake to jam sessions to classic carols, there's something for everyone!

Feeling artsy? Shop and awe at the local **Artisans' Collective** as it expands to every Thursday - Sunday from **November 25, 2017 - January 6, 2018**.

**Horse-drawn carriages** will be returning along with new holiday décor and Santa Claus, of course!



In celebration of the 25th Anniversary of the Riverside Festival of Lights, the Greater Riverside Chamber Foundation is pleased to announce participation in the **2018 Rose Parade® presented by Honda**.

This will be the first time in more than 50 years that Riverside has had a float entry! **Volunteer, donate, tune-in, visit!**

Learn how you can be a part this exciting adventure at [RiversideFestivalofLights.com](http://RiversideFestivalofLights.com).



**@pearmama**

Have you been to downtown Riverside to enjoy the Festival of Lights? It's been a family tradition since my kids were babies. Now they're practically grown and we still go to see all of the lights and eat all of the goodies.



**@allisonmercadefe**

Ready to sing at the Festival of Lights!

## Can't wait for the Festival of Lights? Let's start the fun now! **SPOT THE 10 DIFFERENCES**



The Yelorda Family

Answers on Community Calendar pg. 87



# GEOFF GOUVEIA

Geoff Gouveia was born and raised in Riverside and is a respected artistic entrepreneur who writes, draws and paints. People who know him describe his art as distinctive, quirky and fun. So we sat down with Geoff to find out more about what makes him tick.

## How did you get started in art?

I didn't become interested in art until the end of high school. I was kinda squirrely in most of my classes but, in art class I was totally dialed in, and it held my attention and kept me focused. After high school, I attended California Baptist University, first as a Theology major, but then I switched to art when I realized I might be able to make a living as an artist.

## How would you describe your art?

I'm a muralist, so I paint very large, but I illustrate very small. I like the more messy mediums like acrylic, graphite or pen and ink. I like things that are very bold so that when you start, you can't go back.

## How did you develop your own style?

To be honest, I don't know. It's like someone asking you why you talk the way you do or why you sing that way. In doing art every day, you just seem to find your own voice.

## What inspires you?

I really love Shel Silverstein because his pen and ink drawings are wonky and the lines aren't straight. It's not perfect. Many things aren't, but that's what makes it fun and gives off a certain feel.

## What's your daily routine look like?

I have a pretty strict routine. I like to get up and go to a coffee shop and write for a little while, then I draw in my sketch book. After an hour or so, I'll reach out to new clients. Then I go to my studio and paint for about three hours before lunch. My afternoons are spent working on existing client work, and if I have spare time I'll work on new designs. If I don't stick to this routine, I find the day will slip by and I have to ask myself what the heck just happened!

## How do people find your work online?

Social media plays a big part in being found. My fans recognize my style, and I've been able to attract a larger audience than just Riverside.

## Why Riverside?

I think one of the best things about being an artist is living in a community where you can keep your costs down and the community supports you. I have that in Riverside, and it's great. And because rents are lower here compared to larger cities, I'm able to keep my costs down while still selling to markets like New York, Los Angeles and San Francisco.

## Why do birds appear in your work?

My wife's maiden name is Pigeon so I try to include a bird in some of my art to pay homage to her.

## How can people see your work?

Social media is probably the best way. Get all the links to Geoff's work at [GeoffGouveia.com](http://GeoffGouveia.com) / [@GeoffGouveia](https://www.instagram.com/GeoffGouveia)

CITY OF ARTS



# CHARLES CAI

Born in China • Educated in Canada  
Bachelor's degree from UC Davis in chemical engineering.

Charles Cai is an Assistant Research Engineer and adjunct professor at University of California, Riverside. Two years into his Ph.D program at CE-CERT, UCR's Center for Environmental Research and Technology, he invented a game-changer. He figured out a way to turn plant, wood and green waste into energy. We discussed what his invention might do for the environment.

### What were you like growing up?

I've always been a science and technology nut. And I've always been interested in creating things that would have a positive impact on people. Initially I thought I might go into stem cell research, but while at UC Davis, I learned that 18 percent of the world's population is still without electricity, and I wanted to help solve that problem. Because I have a background in chemical engineering, I decided to pursue my Ph.D at UC Riverside. I heard they were doing some amazing things in Bio-Mass at CE-CERT so I relocated.

### While working on your thesis, you invented something called C.E.L.F. What does that stand for?

It's Co-solvent Enhanced Lignocellulosic Fractionation. It means that I engineered a solvent that when mixed with water and put under pressure and heat, speeds up the process for decomposing plant matter like wood, palm fronds and other hard-to-decay green waste.

### Why is this innovation important?

It's a big deal because agriculture and lumber industries create a lot of waste that doesn't decompose easily, taking up space in our landfills. Take corn, for example. We only actually eat the corn kernel, and the rest of the plant gets thrown away because it's not edible. In America, we generate a lot of agricultural and forestry waste.

### What does this mean for the petroleum industry?

Fossil fuels were once dinosaurs and plants from millions of years ago and were somehow buried under the earth's surface. Over millions of years with heat and pressure, that created oil which we drill out to make gas. I looked at that chemistry and essentially developed a method that can accelerate that process from millions of years down to just 30 minutes.

### What's next?

My business partner and I have been able to replicate and scale our equipment and process off site, which means anywhere there's large amounts of green waste, we can convert it and produce energy. We can eliminate green waste problems in our landfills and generate power for local consumption. As long as we have a very low cost supply of green waste, this process is very competitive to petroleum.

To find out more about the innovative products being created at UCR's CE-CERT facility, visit [Cert.UCR.edu](http://Cert.UCR.edu).



**Business Spotlight**

# Los Novillos Market

Alberto Murillo has been in the supermarket business for more than 20 years. He's a butcher by trade and had a dream to one day open his own market. With the help of his brother and friends, he finally did so in May of 2016. We visited his store to find out how things are going.

**Why did you open Los Novillos?**

I always knew I could be successful if I stocked quality products and treated customers nicely. I saved my money over the years and with the help of my brother, Moises, and some friends, we purchased a market that was up for sale near downtown Riverside. It's a family business so my wife, Maricella, also helps with the store.

**What does Novillos mean in Spanish?**

It means young bull. I chose that name because butchers know that it offers top quality meat for recipes.

**What kind of products do you sell?**

We have fresh fruits and vegetables, mostly locally-grown right here in Riverside. We sell fresh fish and meat, including ceviche made daily. We carry wine, beer and Mexican sodas and snacks. And besides your typical canned goods, we have a pretty good variety of cheeses, salsas and guacamole. If you need

a market that has most everything you need, we're your store.

**How did you change the existing store?**

I thought it was dark, had empty shelves and could use more variety of goods. So I installed new LED lights to make it brighter and stocked every shelf with something people would want to buy.

**What makes you different than other markets?**

I think we have a better selection of items, and we're one of the only markets serving the north part of Riverside. But I think what really sets us apart is our customer service. To me, my customers aren't just customers, they're guests in my home. They're my family. I know many by first name and make a point to shake their hands because I truly appreciate their business.

**Where do you see the business in 5 years?**

This is just my first store. I want to open several more right here in Riverside. It's always been my dream and with the help of my friends and family, I'm making them all come true.

**Los Novillos Market**  
2650 Main Street  
Riverside, CA 92501  
(951) 530-8893  
[LosNovillosMarkets.com](http://LosNovillosMarkets.com)



# NOW OPEN

City Hall, 3rd Floor

All your development review needs in one location!

[RiversideCA.gov/Streamline-Riverside.asp](http://RiversideCA.gov/Streamline-Riverside.asp)



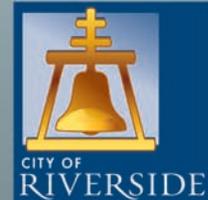
# LED INSTANT REBATE

Installing LED bulbs is one of the easiest things you can do to lower energy use and utility bills.

To make it even easier for you to save, we are offering an instant in-store rebate on select LED bulbs from Greenlite.

For participating store locations and details, go to [GreenRiverside.com](http://GreenRiverside.com)

WATER | ENERGY | LIFE



PUBLIC UTILITIES

# RIVERSIDE: A CITY RICH IN HISTORY

## HOMEFRONT AT CAMP ANZA

Completed in 2016, Camp Anza is a unique project that reinvented a dilapidated old Army building into a historic centerpiece for a thriving community designed for veterans and their families.



Located in the Arlanza area of Riverside, the restored 1942 Officers Club is now surrounded by 30 new affordable residential units in compatible bungalow clusters. Once slated for demolition, the Officers Club is now eligible for listing in the California Register of Historical Resources and the National Register of Historic Places.

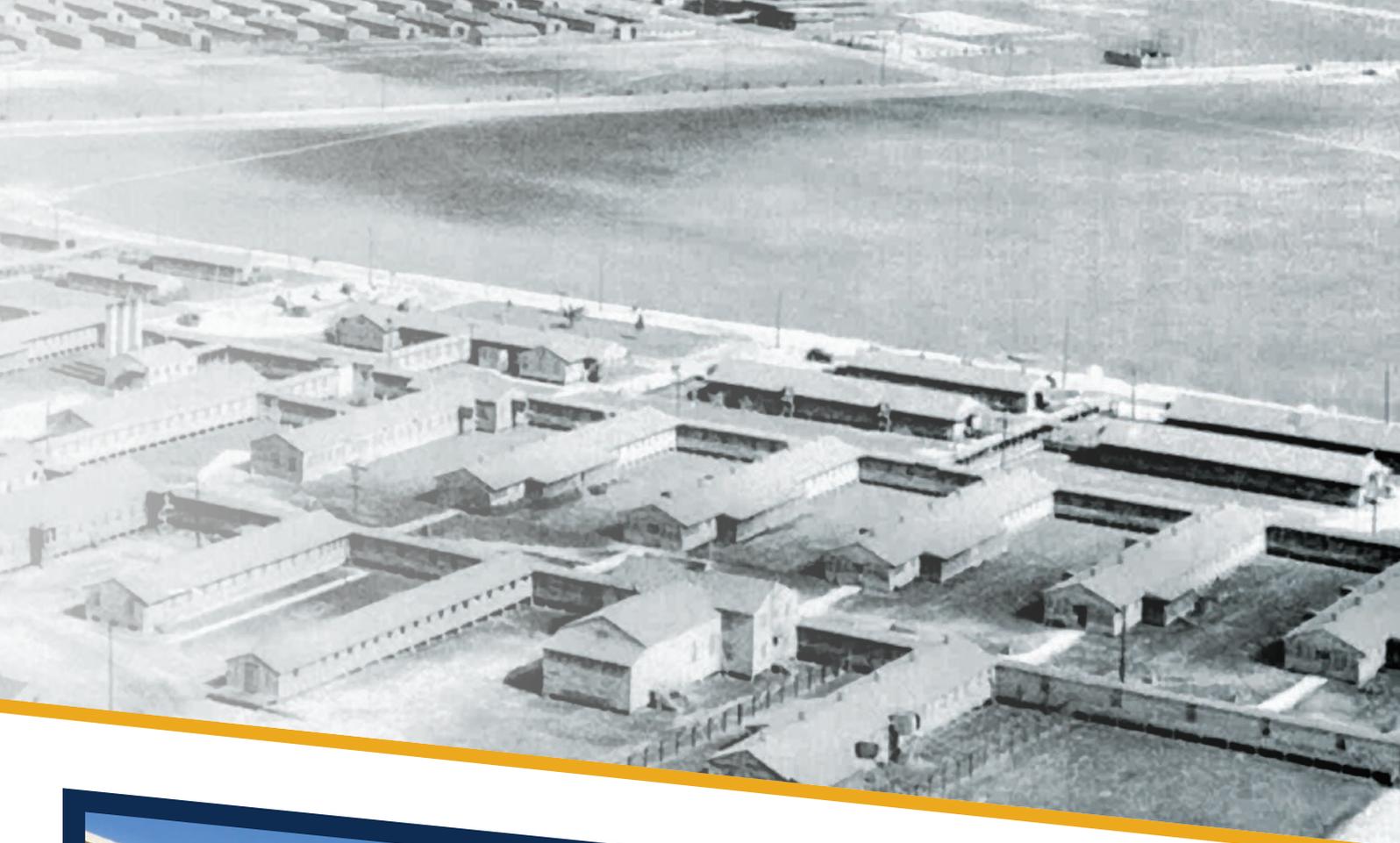
The project ensured maximum retention of the Officers Club's original design and materials. A history room was created to commemorate its military past as part of Camp Anza, a WWII staging area for the Los Angeles Port of Embarkation that processed more than 625,000 troops en route to and from the Pacific Theater, as well as Italian POWs.

"Home Front at Camp Anza is an incredible example of how we are better together in Riverside," Mayor Rusty Bailey said. "So many people, agencies and groups came together to make this happen for our veterans – it's a best practice for the rest of the country."

This unique project has become a point of local pride and gained state and national attention, including from the National Trust for Historic Preservation.

"Home Front at Camp Anza is a model for affordable housing and historic preservation partnership," said project historic consultant and architectural historian Jennifer Mermilliod. "Through uncovering the story of Camp Anza and reinventing the Officers Club for a new generation, this project has demonstrated a true commitment to neighborhood revitalization while also honoring our veterans and the City's critical role in the WWII war effort."

**Camp Anza is located at 5797 Picker St, Riverside, CA 92503 • [WakelandHDC.com](http://WakelandHDC.com)**





# RIVERSIDE TV

## CATCH A GAME EACH WEEK — High School Football —

### Three Great Ways to Watch



**YouTube.com**  
**@CityofRiverside**

Subscribe and be the first to know about the great things happening across the City!



**WatchRiverside.com**

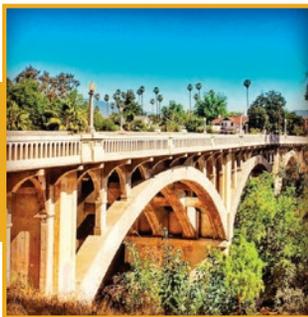
Watch your favorite shows 24/7 online.



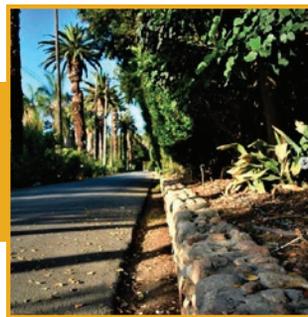
**Watch from the comfort of your home**

AT&T: Channel 99  
Charter: Channel 3  
Frontier: Channel 21

## Show Us Why You Love Riverside! #ILoveRiverside



@chrisnapart



@julie\_minten\_



@mikefederis

Use the hashtag **#ILoveRiverside** and your image could be featured in the next ExploreRiverside magazine!

**CONNECT WITH US: [RiversideCA.gov/SocialMedia](http://RiversideCA.gov/SocialMedia)**



# RIVERSIDE ALERT

## EMERGENCY NOTIFICATION SYSTEM



Choose how to be notified:



Email



Phone



Text



About emergencies near your:



Work



Home



School



Gym



Other

SIGN UP NOW

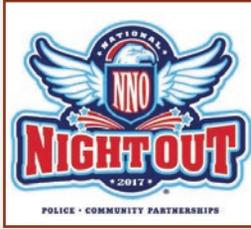
RiversideAlert.com

# AUGUST

1

## National Night Out

Events all around Riverside  
6 – 9 p.m.  
RPDonline.org



4

## Gene Simmons

Fox Performing Arts Center  
8 p.m.  
RiversideLive.com



5

## Downtown Farmers Market

Main St. between 5th and 6th  
8 a.m. – 1 p.m.  
(951) 826-5408

12

## Queremos Bailar!

### A Tribute Party to Selena

Riverside Municipal Auditorium  
8 p.m.  
RiversideLive.com

13

## Bring It! LIVE

Fox Performing Arts Center  
3 & 8 p.m.  
RiversideLive.com

19

## Free Shredding and CURE Bulky Item/E-Waste Drop Off Event

Corporate Yard  
9 a.m. – 2 p.m.  
RiversideCA.gov/PublicWorks

24

## Senior Fitness Fair & Expo

Bordwell Park  
9 a.m. – Noon  
(951) 826-2083

## Native American Stories and Tales

Ameal Moore Nature Center  
6 – 8 p.m.  
RivReg.org

# SEPTEMBER

2

## Downtown Farmers Market

Downtown  
8 a.m. – 1 p.m.  
(951) 826-5408

7

## Arts Walk

Downtown Riverside  
6 – 9 p.m.  
(951) 682-6737

15

## Jerry Seinfeld LIVE

Fox Performing Arts Center  
7 & 9:30 p.m.  
RiversideLive.com



23

## Mariachi Festival

Fairmount Park  
9 a.m. – 8:30 p.m.  
(951) 826-2000

## Riverside Airport STEM Fair

6951 Flight Road  
10 a.m. – 4 p.m.  
RiversideCA.gov/Airport

25 - 29

## Riverside Startup Week

Downtown Riverside  
9 a.m. – 5 p.m.  
Riverside.StartupWeek.co

26

## George Thorogood and the Destroyers Rock Party Tour

Fox Performing Arts Center  
8 p.m.  
RiversideLive.com

30

## Hometown Heroes Honor Run

Arlington Heights Sports Park  
6 a.m. – Noon  
(951) 212-8535

# OCTOBER

4

## Paw Patrol Live: Race to the Rescue

Fox Performing Arts Center  
10 a.m., 2 p.m. & 6 p.m.  
RiversideLive.com

5

## Arts Walk

Downtown Riverside  
6 – 9 p.m.  
(951) 682-6737

7

## Kidz Bop “Best Time Ever” tour

Fox Performing Arts Center  
6 p.m.  
RiversideLive.com

11

## Fifty & Better Health Fair

Janet Goeske Senior Center  
8 a.m. – 2 p.m.  
JGF4Seniors.org/Events/  
HealthFair

11 & 12

## Dirty Dancing –

### The Classic Story on Stage

Fox Performing Arts Center  
8 p.m.  
RiversideLive.com

12

## Long Night of Arts & Innovation

Downtown Riverside  
6 p.m. – Midnight  
LongNightRiverside.com



14

## Riverside Citrus Classic Bike Ride

Riverside Plaza  
7 a.m. – 3 p.m.  
Riverside-Citrus-Classic.com

## 14 & 15

### Riverside West Coast Blues Festival

White Park  
2 – 10 p.m. (Oct 14)  
2 - 7 p.m. (Oct 15)  
(951) 977-9606



## 20

### Love on the Floor

Fox Performing Arts Center  
8 p.m.  
RiversideLive.com

### Brujeria with Voodoo Glow Skulls and Pinata Protest

Riverside Municipal Auditorium  
8 p.m.  
RiversideLive.com

## 21

### Pink on Parade

Ryan Bonaminio Park  
7 a.m. – Noon  
PinkOnParade.org

## 24

### Joe Bonamassa

Fox Performing Arts Center  
8 p.m.  
RiversideLive.com

## 27

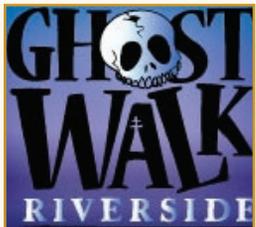
### Russian Grand Ballet Presents Swan Lake

Fox Performing Arts Center  
8 p.m.  
RiversideLive.com

## 27 & 28

### Ghost Walk Riverside

Downtown Riverside  
6 – 11 p.m.  
CRBallet.com



# NOVEMBER

## 2

### Arts Walk

Downtown Riverside  
6 – 9 p.m.  
(951) 682-6737

## 4

### Riverside Airport Fly-In Pancake Breakfast

6951 Flight Road  
RiversideCA.gov/Airport

## 5

### A Vivir

Fox Performing Arts Center  
6:30 p.m.  
RiversideLive.com

## 12

### 3rd Annual Purple Boat Float

Fairmount Park  
3 – 7 p.m.  
PurpleBoatFloat@gmail.com

## 18

### 12th Annual Salute to Veterans Parade

Downtown Riverside  
8 – 11 a.m.  
ASaluteToVeterans.org

## 22

### Tom Segura:

**No Teeth No Entry Tour**  
Fox Performing Arts Center  
8 p.m.  
RiversideLive.com

## 24

### 25th Annual Festival of Lights Switch-On Ceremony

Downtown Riverside  
5:30 – 10 p.m.  
RiversideFestivalofLights.com



## 25

### Small Business Saturday

Around Riverside  
All Day  
ShopRiversideNow.com

# DECEMBER

## 8

### Joe Rogan – Strange Times

Fox Performing Arts Center  
7:30 p.m.  
RiversideLive.com

## 13 & 14

### Rat Pack Christmas

Fox Performing Arts Center  
8 p.m.  
RiversideLive.com

## 15

### Mannheim Steamroller Christmas

Fox Performing Arts Center  
8 p.m.  
RiversideLive.com

## 23

### The Nutcracker – Inland Pacific Ballet

Fox Performing Arts Center  
2 – 4 p.m.  
RiversideLive.com

## JANUARY 1, 2018

### 2018 Rose Parade®

### Presented by Honda

Pasadena, CA

8 a.m.

RiversideFestivalofLights.com



presented by

**HONDA**

To see more events and detailed information, or to submit your event to the calendar, visit [RiversideCA.gov/calendar](http://RiversideCA.gov/calendar)

Dates and times are subject to change.

## SPOT THE 10 DIFFERENCES

ANSWERS TO PG. 5

### From Top Left to Bottom Right:

1. Sign in the background
2. Light pole on the shop
3. Button on man's orange jacket
4. Woman's scarf
5. Bow on the girl to the left
6. Logo on the man's cup
7. Ring on the man's finger
8. Watch on the man's arm
9. Pants of the girl to the right
10. Shoes of the girl to the right