Ward 1
Ward 2
Ward 3
Ward 4
Ward 5
Ward 6
Ward 7

City Manager
John A. Russo

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

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

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

OCTOBER 12, 2017
5 PM - 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.

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

ACTIVITY GUIDE
To view the Parks and Recreation Activity Guide

Click Here

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

Printed on recycled paper
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

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.

**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

**SECRET**

PETS ARE BUNDLES OF LOVE WRAPPED IN FUR
BE SURE TO TAG YOUR PHOTOS!
#ILoveRiverside #RiversideFOL

Celebrate with Us

Switch-On Ceremony
Friday, November 24, 2017 • 4:30 PM

RiversideFestivalofLights.com
Can’t wait for the Festival of Lights? Let’s start the fun now!

SPOT THE 10 DIFFERENCES

This year’s event will feature old and new holiday attractions for your enjoyment along with delicious specially 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!


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 of this exciting adventure at 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!

The Yelorda Family
Answers on Community Calendar pg. 87
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 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 / @GeoffGouveia
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.
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
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
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
Show Us Why You Love Riverside! #ILoveRiverside

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

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

CONNECT WITH US: 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

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

Native American Stories and Tales
Ameal Moore Nature Center
6 – 8 p.m.
RivReg.org
NOVEMBER

2  
Art 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

24  
25th Annual Festival of Lights  
Switch-On Ceremony  
Downtown Riverside  
5:30 – 10 p.m.  
RiversideFestivalofLights.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

JANUARY 1, 2018

2018 Rose Parade®  
Presented by Honda  
Pasadena, CA  
8 a.m.  
RiversideFestivalofLights.com

To see more events and detailed information, or to submit your event to the calendar, visit 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