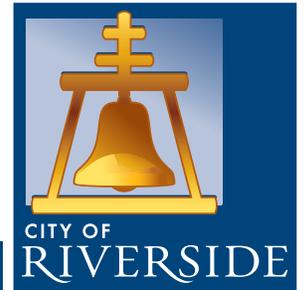


RIVERSIDE OUTLOOK

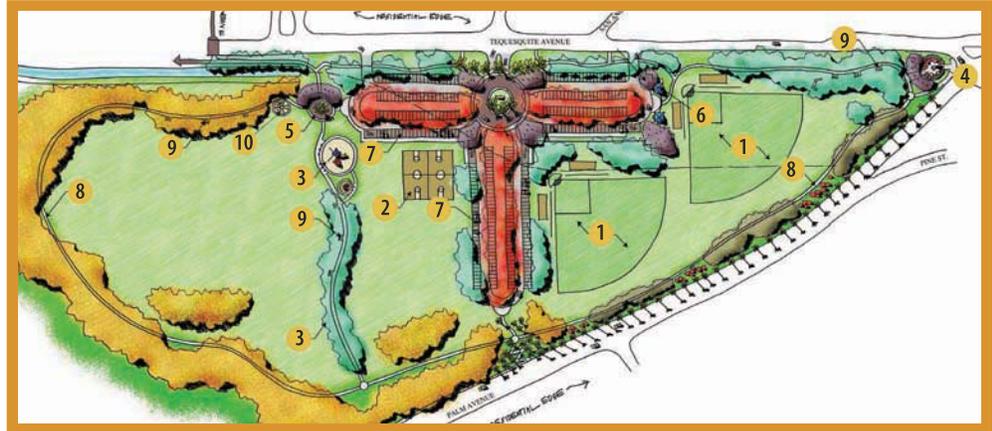
August 2010



Turning dreams into reality at Tequesquite Park

Thanks to the Riverside Renaissance and community input, plans for the long-awaited Tequesquite Park are underway. The City of Riverside's Parks, Recreation and Community Services Department is currently completing the Environmental Impact Report for the park site.

This future park will be located on a 43-acre site near the base of Mount Rubidoux just north of the Wood Streets neighborhood. With a great deal of community input, a conceptual plan has been developed that provides for a broad range of recreational opportunities. Baseball fields, exercise stations, children's playgrounds, basketball courts, multi-use trails and access to regional trails provide active



recreation for residents. A large open space, walking paths, shaded picnic tables and picnic shelters provide for passive recreation. The park plans also include a garden area honoring the Chinese community that was once located in the area, telling the story of a piece of Riverside's history.

The park will connect to the adjacent Santa Ana River Trail, as well as trails leading to the top of Mount Rubidoux, and the

- | | |
|----------------------------|---------------------------------|
| 1. Two Baseball Fields | 6. Concession/Restrooms |
| 2. Two Basketball Courts | 7. Parking (approx. 350 spaces) |
| 3. Play Equipment | 8. Park Trail |
| 4. Asian Garden | 9. Picnic Tables |
| 5. Trailhead Staging Plaza | 10. Fitness Stations |

parking lot will also serve nearby Mount Rubidoux Park, providing connections to regional recreation opportunities as well.

City of Riverside issues survey

As the five-year Riverside Renaissance enters its final 18 months, the \$1.57 billion dollar plan is now 80% complete and the City is looking toward the future. Many opportunities exist to further enhance Riverside's economic vitality and provide additional amenities for our residents. With an eye toward planning for future projects, a phone survey was recently conducted to poll Riverside voters on the performance of the Renaissance Plan, and to solicit input on what future projects might be pursued through a Renaissance - Phase 2. Because limitations exist on what projects

can be funded with current resources, the survey also polled voters to gauge potential support for funding of select projects with new bonds or assessments.

The survey was conducted in late May 2010 by Fairbank, Maslin, Maullin, Metz & Associates (FM3), an independent research firm, in conjunction with the Lew Edwards Group. The survey consisted of phone interviews with 600 residents based on a broad demographic range reflecting the make-up of the City.

Article continues on page 3

Articles

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Arlington Heights Sports Park to open



The Grand Opening of the Arlington Heights Sports Park is scheduled for Saturday, August 21, at 5 p.m. City officials, area residents and various non-profit youth sports groups will come together to celebrate the official ribbon cutting. The evening will include live music, food, youth sports skills contests and an adults/kids softball game with the Riverside Police and Fire Departments.

The 34-acre sports park is

located on Cleveland Avenue at Van Buren Boulevard. The park is an agricultural heritage-themed sports complex with three lighted baseball fields, eight lighted football/soccer fields and concession facilities reminiscent of an old farm house.

In addition, a portion of the sports park includes children's playgrounds, picnic shelters, basketball courts and a water play area for all to enjoy.

Parks and Recreation programming highlights

La Sierra Senior and Community Centers

On February 27, 2010, the City of Riverside opened the doors to the new La Sierra Senior Center and refurbished Community Center.

The new Senior Center currently provides activities for adults 55 years and older, which include life-long learning classes such as basic computer skills, Spanish, and book club discussion groups. The Center hosts a 55 and beyond excursion program in which seniors have enjoyed a number of day trips to Newport Beach, San Diego and Huntington Library.

A number of agencies, including the Riverside County Office on Aging and Riverside Medical Foundation, provide social services at the new facility, such as caregiver classes, legal assistance and health insurance counseling.

The renovated Community Center's reception area, offices and meeting room have been a perfect location for the Youth Sports and Cheer Summer Camp, Teen Club, Youth Cheer Program and community groups like the La Sierra Neighborhood Community Group.

Andulka Park activities

Since opening in May 2009, countless people throughout Riverside County have participated in recreational activities at Andulka Park. With programs and facilities for walking, jogging, tennis, baseball, soccer, football, basketball and volleyball, Andulka Park is one example of the City's commitment to promoting health and wellness.

Recent program highlights include the Pony Southeast Region All Star Tournaments, Pony Sectional Champions - Mustang Division, Pony Southeast District Champions - Mustang and Bronco Divisions, the dedication of the Dusty Baker Baseball Fields, and the First Annual Raincross and Collegiate Cup Sand Volleyball Tournament.

The Tennis Center, which is operated by iTennis, hosted many tournaments and lessons throughout the year. It's open to the public and registered members for lessons and court reservations. In addition to lessons and tournaments, the Center hosts Summer Camps through August 20, 2010. Brian Teacher, the 1981 Australian Open Champion, oversees the camp.

For more information call 826-2000 or visit riversideca.gov/park_rec.

DOG LICENSE AMNESTY PROGRAM

All late fees and past due dog license amounts will be waived during August 2010 (must show proof of vaccination)

If your pet's vaccinations are not up-to-date, take advantage of the following special low cost one day clinic for dogs and cats:

City/County Animal Shelter
6851 Van Buren Blvd. • Riverside
(Van Buren Blvd. and Clay St.)
Saturday, August 21 • 10 a.m. - 1 p.m.

City of Riverside residents can call **826-5311** for information. More information is also available online at riversideca.gov/pworks/pet-license.asp

Para más información llame al 826-5311.



Riverside issues survey continued

We sincerely thank those of you who participated for your willingness to provide vital input to help guide the direction of our City.

The overwhelming majority of survey participants demonstrated very strong support for the Renaissance Initiative. These respondents also stated that they view our City as fiscally responsible in managing public resources, and heading in the right direction. They also indicated that even though the economy is showing signs of recovery, lingering concerns remain about unemployment, the drop in housing

values and the condition of the local economy.

With regard to Riverside's future, responses indicate a significant need to continue and expand upon the Renaissance Initiative with new projects. However, even though a majority of voters indicated they would support new taxes on property owners to fund an additional phase of the Renaissance, the degree of support may not meet the 2/3 level that would be required to develop new funding resources.

Guided by the results of this survey, the City will continue to seek

opportunities to identify priority projects that can be constructed through alternative funding mechanisms, while continuing to invest in Riverside's future. As evident in the robust success of the Renaissance Initiative, the City Council's careful stewardship of public resources continues to enhance quality of life throughout Riverside's 26 neighborhoods while stimulating the local economy.

To see the full survey report, visit the City's Web site at riversideca.gov/survey.asp

Economic Development Highlights

Companies that represent a wide spectrum of industries, from wholesale and retail to green manufacturing and cutting-edge technology, are eager to call Riverside home.

Coming in October, Summer Infant, an international maker of baby necessities from furniture and monitors to organic bedding, accessories and infant healthcare products, will be consolidating their warehouse and distribution centers for California and making Riverside's Sycamore Canyon Business Park their central hub.

And with Riverside being honored as the first California Emerald City, it's logical for a company like HPC Industries to locate here. HPC plans to open a 220,000-square-foot, state-of-the-art plastics recycling plant in Hunter Park. With corporate customers already lined up for their services, they plan to use their Riverside operation to showcase and promote the advantages of the growing green industry movement.

Not surprisingly, the City of Arts & Innovation has proved an attractive location for rapidly evolving technology-related businesses as well. Colorado tech company SendGrid, which specializes in helping large and small companies manage and maximize the efficiency of their email systems, just began operating its new research and development headquarters in the Surado Corporate Park last month. Their technology improves email delivery while gathering useful analytics.

From baby supplies to green industry pioneers to innovative high tech, there really is a lot of good news to celebrate in Riverside!

Fox Concert Season Fall 2010

Sep 11	Lalah Hathaway	Dec 2	Riverside's own Hawarden Hills Academy Annual Musical
Sep 17	Dennis Miller	Dec 4	Masters of Harmony Christmas Show
Oct 1	UB40	Dec 9-12	The Nutcracker, performed by the California Riverside Ballet
Oct 14	Sarah Chang	Dec 19	A Charlie Brown Christmas with David Benoit and the Corona Symphony Pops Orchestra
Oct 16	Riverside County Philharmonic		
Nov 17	Sinbad		
Nov 18	Blondie		
Nov 19/20	Graciela Beltran w/ special guest Mariachi Reynade Los Angeles		
Nov 26	The Corona Symphony Pops Orchestra and Michael Cavanaugh present a Tribute to Billy Joel and Elton John		

For more information visit:
FoxRiversideLive.com
or call 779-9800.

FoxRiversideLive.com

FOX
Performing Arts Center
Riverside, California

\$HOP RIVERSIDE

AUTO CENTER

Just off Riverside
(91) Freeway on
Auto Center Drive

The Riverside Auto Center has it all in one convenient location! Shop Riverside and visit the Riverside Auto Center.

shopriversidenow.com

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



THE GREEN PAGE

STAY COOL THIS SUMMER

with these great tips from Riverside Public Utilities

Keeping cool and reducing your energy use during the hot summer months can be easy with a few simple steps. And with everybody in Riverside working together to reduce energy demands, it all adds up to big savings city-wide and helps reduce the overall impacts on our environment while keeping your utility bills low at the same time.

Your windows matter. Be sure to close curtains and blinds during the day to keep out the hot sun. Sunny windows make air conditioners work two to three times harder.



Get with the program. Set your thermostat to 78 degrees or higher. For every two degrees you increase your thermostat you could reduce your cooling costs by about five percent! And if you have a programmable thermostat, use it to adjust your air conditioner's setting automatically to reduce waste of cool air when no one's home or at night when it's cooler outside.

Keep it clean. Make sure your air conditioner filter is clean. Replacement filters are inexpensive,

and a clean filter helps your AC unit run more efficiently. Just like keeping your AC filter clean, by keeping refrigerator coils clean, you improve the efficiency of the appliance. Simply vacuum the coils and be sure to clean under and behind the appliance as well.

Save with shade. Keeping your condenser unit shaded also helps to increase your energy savings. Put up a trellis or plant trees or shrubs around your air-conditioning unit for shade, but be careful not to block the airflow.

To learn more about staying cool call 826-5485 or visit RiversidePublicUtilities.com



whole
FIX UP THE HOUSE GET
BIGGER REBATES!
Savings as big as your whole house



The new Whole House Rebate Program from Riverside Public Utilities is one of the most cost-effective ways to conserve energy and water. You can fix up your house and get bigger rebates. If you take advantage of at least two rebate programs, it adds up to greater energy and water savings, as well as an increased rebate amount. The program works with a point system, and you can get up to 350% of a regular rebate.

When you install a minimum of two energy and/or water efficiency measures from these qualified programs at once, the improvements are assigned "efficiency points." The total points determine which of five tiers your rebate will fall into. Funds are limited for this exciting new program, so act fast!

For complete program details call 826-5485 or visit RiversidePublicUtilities.com/WholeHouse.

Community Events Calendar

August

8
2nd Annual Ultimate Jazz Festival

Fairmount Park
11 a.m.
For more info call 780-9091

10
"Race: Are We So Different?" Exhibit

Riverside Metropolitan Museum
9 a.m. - 9 p.m.
For more info call 826-5273

11
Rhythm of Riverside: Summer Concert Series

Fairmount Park
6 - 9 p.m.
For more info call 826-2000

12
Movie & Music on Main: Shorts

Main Street Riverside
8 p.m.
For more info call 781-7335

13
Riverside Arts Council Art Show: Jeff Ribaud

Riverside Plaza
6 - 8 p.m.
For more info call 680-1345

Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily
For more info call 826-5273

14
Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily
For more info call 826-5273

15
"Once Upon a Mattress" & "Once Upon a Time"
California Baptist University
Wallace Theater
7 p.m.

For more info call 756-4240

17
55+ Bingo
Dales Senior Center
11:30 a.m.

For more info call 826-2047

18
Discovery Days: Birds of Prey
Riverside Metropolitan Museum
1:30 - 4:30 p.m.

For more info call 756-4240

19
Music on Main
Main Street Riverside
7 p.m.

For more info call 781-7335

20
Adornment Exhibit
Riverside Metropolitan Museum
Times Vary

For more info call 826-5273

Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily
For more info call 826-5273

21
Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily
For more info call 826-5273

Household Hazardous Waste Drop-Off
1780 Agua Mansa Road
9 a.m. - 2 p.m.
For more info call 826-5311

Arlington Heights Sports Park Grand Opening

9401 Cleveland Avenue
5 p.m.
For more info call 826-2000

23
55+ Life Fitness Class
Dales Senior Center
11:30 a.m.

For more info call 826-2047

24
Photography Exhibit: Joey Lehman Morris

UCR California Museum of Photography
12 - 5 p.m.

For more info call 827-4787

26
Movies & Music on Main: The Spy Next Door

Main Street Riverside
8 p.m.
For more info call 781-7335

27
Don McLean
Fox Performing Arts Center
8 p.m.

For more info call 779-9800

Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily
For more info call 826-5273

28
Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily

For more info call 826-5273

31
Photography Exhibit: History's Shadow

UCR California Museum of Photography
12 - 5 p.m.

For more info call 827-4787

September

2
Riverside Arts Walk
Downtown Riverside Museums
6 - 9 p.m.

For more info call 682-6737

3
Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily

For more info call 826-5273

4
Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily

For more info call 826-5273

8
55+ Line Dance Class
Dales Senior Center
11 a.m.

For more info call 826-2047

9
Movies & Music on Main: Up

Main Street Riverside
8 p.m.
For more info call 781-7335

10
Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily

For more info call 826-5273

11
Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily

For more info call 826-5273

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Fox Performing Arts Center
8 p.m.

For more info call 779-9800

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Music on Main
Main Street Riverside
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For more info call 781-7335

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8 p.m.

For more info call 779-9800

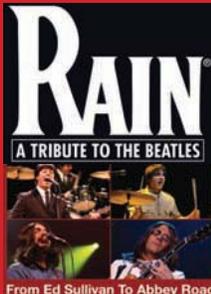
Star Trek The Exhibition
Metropolitan Showcase
12 - 8 p.m. Daily

For more info call 826-5273

FOR MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT riversideca.gov



Don McLean
AUG. 27, 2010



RAIN
A TRIBUTE TO THE BEATLES
From Ed Sullivan To Abbey Road
SEPT. 24-26, 2010



CITY OF RIVERSIDE



AMERICA'S PROMISE ALLIANCE
2008
100 BEST COMMUNITIES
For Young People



Downtown Farmers Market

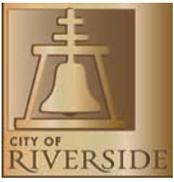
Riverside Saturdays
8 a.m. - 1 p.m.

Main Street
between Fifth and Sixth Streets

- Open year-round
- Fresh fruits, vegetables and flowers
- Fresh baked breads from Old Town Baking Co.
- Fresh fish from Smart Fish Co.

For vendor suggestions email downtownfarmersmarket@riversideca.gov

No Dogs Allowed, except for service animals California Health and Safety Code Sec. 114371.d



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City of Arts & Innovation

Riverside Outlook

August 2010

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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
Steve Adams Ward 7
City Manager:
Bradley J. Hudson

POSTAL CUSTOMER

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ARLINGTON HEIGHTS SPORTS PARK

The City of Riverside
invites you to attend the

Arlington Heights Sports Park Grand Opening

Saturday, August 21, 2010
5 p.m.

9401 Cleveland Avenue
(at Van Buren Boulevard)

Refreshments will be served.

For more information contact the Parks,
Recreation and Community Services Department
at (951) 826-2000



Parks, Recreation
and Community
Services Department
3900 Main Street
Riverside, CA 92522

GRAND OPENING

