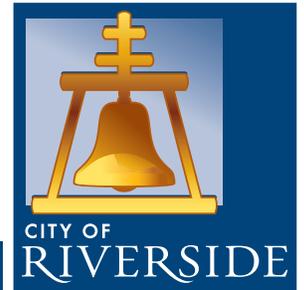


# RIVERSIDE OUTLOOK

October 2010



## New turf brings more activity to Ramona Stadium

Riverside pride is running high this football season at the Ramona High School Stadium. Ramona and Arlington High Schools, Pop Warner and Junior All-American football programs are proud to call this new artificial turf field “home”.

In addition to the new turf field, the stadium is now equipped with new bleachers, a press box, elevator, ticket booth, concession stand and restrooms as a result of a successful joint venture with the City of Riverside and the Riverside Unified School District (RUSD).

The benefits of artificial turf are that it is more durable and uses 80 percent less water than grass. The installed sprinkler system is dual-purpose as it rinses the turf clean and cools it off before and during use.

The new steel-frame home-side bleachers provide seating for 2,500 fans and the 106-space



parking lot can provide overflow parking for Don Jones Park just north of the campus.

With this new partnership, Pop Warner and Jr. All-American youth football leagues will be able to use the field during time not previously scheduled for RUSD activities. They'll be able to play their regular and play-off season games in Riverside, increasing the team's pride and community spirit.

The project is a true example of community collaboration to provide joint-use facilities. The total cost of the project is \$12.1 million, primarily from RUSD funds with some city funding.

## Measure V on November ballot

On July 27, 2010, the Riverside City Council placed Measure V on the November 2 ballot. Measure V is a hotel tax, paid only by hotel and motel guests.

Like many California cities, Riverside has had a hotel tax since 1966. Measure V, if adopted by the voters, would provide Riverside with additional revenue of over \$730,000 annually to keep our City on the right fiscal track, stimulate local economic growth, market Riverside to attract more visitors by improving visitor and convention facilities and services, and maintain essential services that are impacted by visitors such as public safety, 9-1-1 emergency response, park, library and

community services.

Hotel visitors would pay an additional 2% when they stay at a local Riverside hotel. This increase will be implemented in phases with 1% in July 2012 and an additional 1% in July 2014.

The state has already taken \$65 million from the City of Riverside and will continue to take millions from the City due to the State budget crisis. Measure V, if adopted by the voters, will help to protect and maintain local city services as these funds are legally required to stay in Riverside.

*For additional information, visit [riversideca.gov](http://riversideca.gov) or contact Tina English at 826-5649 or [tenglish@riversideca.gov](mailto:tenglish@riversideca.gov).*



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# Construction activity is a positive sign for Riverside



Citrus Tower

A giant crane marks the site of yet another new downtown building project at the corner of University Avenue and Lime Street. Citrus Tower is downtown's newest office building.

This new project required excavating 45 feet below grade and removing 65,000 cubic yards of dirt! To maximize space, the 140,000-square-foot Class "A" office building is wedged skillfully into

a small but premium plot of land. This big hole in the ground is destined to become four levels of subterranean parking to serve the six floors of office that will rise above.

Once complete, you will see a well-designed modern art-deco building with features such as an arcade breezeway on the ground level and a balcony stretching along the 6th floor to take advantage of spectacular downtown views. Citrus Tower is scheduled to be complete by early 2012.

Citrus Tower is only one of several projects under construction in the City with benefits that reach beyond the capital investment being made in Riverside - they represent job creation.

Other current projects include the 10,000-square-foot Arlanza Library, a 500,000-square-foot cold storage facility in Hunter Park, the new Materials Science and Engineering Building at UCR, the RCC Nursing School and Aquatics Complex, Magnolia Avenue grade separation, the Van Buren overpass, and the Fox Entertainment Plaza. Their combined impact represents thousands of jobs for Riverside.



Castle & Cooke Cold Storage Facility



Materials Science and Engineering Building at UCR

## City offers six-month tax amnesty

The City recently launched a six-month business tax amnesty program in an effort to reclaim millions of dollars in lost tax revenue as a result of businesses operating in the City without a business license. Under this program, businesses currently without a license can get one without paying any penalties during the amnesty period.

All businesses that generate income in the city - from small mom-and-pop shops to large corporations with headquarters outside of the City - are required to pay an annual city business tax.

During this time, the City is reaching out to inform businesses of their obligation. While they will be required to pay delinquent taxes, all penalties will be waived. The six-month amnesty expires on February 28, 2011.

The tax is used to buy library books, pave roads, build parks and provide other essential community needs. The businesses that are currently in good standing are carrying the financial burden for all.

**For more information, go to the City's business tax Web page at [riversideca.gov/finance/license.asp](http://riversideca.gov/finance/license.asp).**

## Wi-Fi users! Start your search engines!



With a minor adjustment, Riverside residents can continue to use the City's free wireless Internet.

A new Wi-Fi operator, US Internet, is now under contract with the City to provide free Internet access to its residents. US Internet

will have the contract for the next five years. Residents that want to continue using the free Wi-Fi should change their computer service set identifier, or SSID, setting from ATTMETROFREE to SmartRiverside.

The Wi-Fi network was created in 2007 as a partnership between the City and AT&T, which built the network for free. The assets and equipment associated with the Wi-Fi system will be retained by the City, who is working closely with AT&T for a smooth transition.

**To report line outages or ask questions about the new network, go to [SmartRiverside.org](http://SmartRiverside.org), or call the City's call center at 826-3111.**



# Ready, set, drive!

If you drive on Magnolia Avenue, you will notice that work is now underway to complete the Magnolia Avenue Grade Separation. This \$54 million Renaissance project lowers Magnolia Avenue under the Union Pacific Railroad to reduce traffic delays. Beatty Drive was widened to four lanes and new traffic signals were installed at the intersections of Beatty Drive and Brockton, Magnolia and De Anza Avenues. Merrill Avenue has become a right turn only at Magnolia to facilitate traffic flow. The project is expected to be completed next summer, and all businesses are open during construction.

Two other major street projects are being constructed along Van Buren Boulevard. At the Riverside (91) Freeway, interchange



improvements are moving quickly. You will soon notice new supports being built along the freeway and temporary scaffolding installed for crews to start work on the new bridge. This \$35 million project is scheduled for completion in summer 2011 and will resemble the La Sierra interchange.

Drive a little farther down Van Buren near the Santa Ana River Bridge, and you will notice the street is being widened and improvements are being made on the medians, landscaping and lighting.

Finally, community and park patrons near Hunter Park will soon enjoy a new median and road improvements at Columbia and Iowa Avenues. The Burlington Northern Santa Fe Railroad just completed the new railroad crossing. The median islands feature water-wise landscaping and decorative hardscape treatments.

*For updates or more information on City road construction projects, visit [riversideca.gov/pworks](http://riversideca.gov/pworks).*

**SHOP RIVERSIDE**  
KEEP YOUR TAX DOLLARS WORKING IN YOUR COMMUNITY

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

City of Arts & Innovation

**Broadway Series at the Fox**

**The Color Purple**  
The Musical about Love  
Oct 29-31, 2010

**MONTY PYTHON'S SPAMALOT**  
A new musical...bumped off from the motion picture MONTY PYTHON'S Holy Grail  
Jan 28-30, 2011

**LEGALLY BLONDE**  
The Musical  
Mar 18-20, 2011

**BURN THE FLOOR**  
The New Broadway Production  
Ballroom. Reinvented.  
May 20-22, 2011

Purchase tickets in advance online at [FoxRiversideLive.com](http://FoxRiversideLive.com)

**Fox Concert Season Fall 2010**

Oct 14	Sarah Chang	Nov 27	82 <sup>nd</sup> Airborne All-American Chorus
Oct 15	B-52s	Dec 2	Riverside's own Hawarden Hills Academy Annual Musical
Oct 16	Riverside County Philharmonic	Dec 4	Masters of Harmony Christmas Show
Oct 29-31	The Color Purple	Dec 9-12	The Nutcracker, performed by the California Riverside Ballet
Nov 6	Craig Ferguson	Dec 17	Bret Michaels
Nov 13	Ozomatli	Dec 19	A Charlie Brown Christmas with David Benoit and the Corona Symphony Pops Orchestra
Nov 17	Sinbad		
Nov 18	Blondie		
Nov 19/20	Graciela Beltran with special guest Mariachi Reyna de Los Angeles		
Nov 21	Jason Bonham's Led-Zeppelin Experience		
Nov 26	The Corona Symphony Pops Orchestra with Michael Cavanaugh present a Tribute to Billy Joel and Elton John		

**FOX**  
Performing Arts Center  
Riverside, California

**FoxRiversideLive.com or call 779-9800**

# Mission Inn



# 2010 Festival of Lights Holiday Coloring Contest

In celebration of lighting Riverside's downtown and The Mission Inn Hotel & Spa during the Festival of Lights "Switch-On Ceremony," the Festival of Lights Committee and the City of Riverside are holding the annual Holiday Coloring Contest to promote the arts during the holiday season.

Riverside students in K-6 are encouraged to participate in the contest for a chance to win a \$50 savings bond, holiday stocking filled with goodies and two complimentary passes for the outdoor ice skating rink. All entries must be returned either in person or via mail by November 12, 2010, to the Greater Riverside Chambers of Commerce, Attn: Festival of Lights Committee, 3985 University Avenue, Riverside, CA 92501.

Entries will be divided by grade level and evaluated by a panel of judges. One winner will be selected from each grade level. Entries will be judged on their coloring design, creativity and neatness. Decisions of the judges are final.

Winners will be notified in mid-November. Winning entries will be displayed on the Festival of Lights Web site.

### Contest Rules:

- 1) Open to students in grades K-6 who attend a public or private school in the City of Riverside.
- 2) All entries must be student's original artwork; no trademark, copyright or electronic art.
- 3) The student's name or school should not appear or be used as part of the original design.

- 4) Artwork must be 8-1/2" wide x 11" long. Artwork may be produced on paper stock.
- 5) Only one entry per student. Entries will not be returned.
- 6) Fill in the entry form (below).
- 7) Winning artwork will become the sole property of Festival of Lights/City of Riverside.
- 8) Winners must agree to appear at the Festival of Lights "Switch-On Ceremony" scheduled for 6:15 p.m. on November 26, 2010, at The Mission Inn Hotel & Spa.

## Entry Form

Student's Name: \_\_\_\_\_

Student's Grade Level: \_\_\_\_\_

Home Address: \_\_\_\_\_  
\_\_\_\_\_

Home Phone: \_\_\_\_\_

Parent's Name: \_\_\_\_\_

Parent's Daytime Phone: \_\_\_\_\_

Parent's email: \_\_\_\_\_

School Name: \_\_\_\_\_

Teacher's Name: \_\_\_\_\_

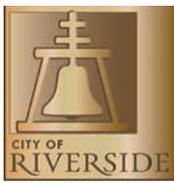
School Address: \_\_\_\_\_  
\_\_\_\_\_

School Phone: \_\_\_\_\_

This form must be attached to back of entry. All entries become the property of Festival of Lights/City of Riverside.

**Deadline to enter is 4 p.m. on Friday,  
November 12, 2010.**





City of Arts & Innovation

## Riverside Outlook

October 2010

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  
Steve Adams         Ward 7  
City Manager:  
Bradley J. Hudson

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To receive weekly Outlook updates, sign-up at [riversideca.gov](http://riversideca.gov)

An old-Fashioned Italian Street Festival!

# 7TH ANNUAL FESTA ITALIANA

**Sunday, October 17, 2010**  
**11 a.m. to 6 p.m.**

**White Park, 3901 Market Street,  
Riverside, CA 92501**



**Order Sons of Italy in America**  
**Sgt. John Basilone Lodge #2748, Inc.**

Great entertainment, food, classic Italian car show,  
Bocce, children activities and paisanos!

**\$5 pre-sale tickets** (Purchase by October 15)  
**\$7 entry fee on October 17**  
**\$5 seniors/students with ID**  
**Children 12 and under**  
**accompanied by an adult FREE**



Presenting Sponsor



Interested in being a sponsor or vendor?  
Want to purchase pre-sale tickets?

Contact Bill Colacino at 951-283-7594 or  
Gabe Domenici at 951-258-8130

[www.FestaItalianaRiverside.com](http://www.FestaItalianaRiverside.com)

City of Arts & Innovation  
[ExploreRiverside.com](http://ExploreRiverside.com)