



# Cultural Heritage Board

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**TO: CULTURAL HERITAGE BOARD (CHB)**

**DATE: January 18, 2017**

**FROM: HISTORIC PRESERVATION OFFICER**

**SUBJECT: Welcome New CHB Member Natasha Ferguson – WELCOME!**

**Natasha Ferguson:**

Natasha Ferguson is a resident of Riverside, California and has been involved in the community of Riverside since 2002. She served as Marketing Manager for Riverside Downtown Partnership for 10 years. Her volunteerism includes serving on numerous boards including the Board of Directors for the Arthritis Foundation-Inland Empire Branch, over 10 years as Communications/Public Relations Chair for the Riverside Branch NAACP, 10 years as the marketing chair for the Riverside Cultural Consortium, the Riverside Black History Parade Committee, and recently serving on the Host Planning Committee for the 2016 African American Museum Conference.

Honors include being named a Community Builder by the Black Voice News Foundation, recognized as “Gem of the Community” by Riverside Juneteenth, and recently honored as one of 40 “Women of Achievement Serving Inland Southern California” by the Riverside African American Historical Society, Inc.

Her profession is working as a marketing and public relations consultant where she has developed numerous successful campaigns for such organizations as: Healthy Heritage Movement, Inc.; Arthritis Foundation-Inland Empire; and many more. Her leadership has also been instrumental in the success of events such as the launch of Fashion's Night Out in downtown Riverside, Riverside Arts Walk, and recently a Block Party for the 2016 African American Museum Conference in August of last year, which took place on Mission Inn Avenue in downtown Riverside. She has also served as stage manager for the former Orange Blossom Festival, and Riverside Jazz Festival, presenter for the Fifth and Sixth Annual Inland Empire Music Awards, judge for three consecutive years for the "Riverside Sings" vocal competition, and judge for the Shoes of Hope Gospel Fest that was held at the Fox Theater.

Natasha studied journalism at Fullerton College. She enjoys community work and dedicates her time to various projects and events that enrich the lives of others, especially in the area of arts and culture, entertainment and youth.