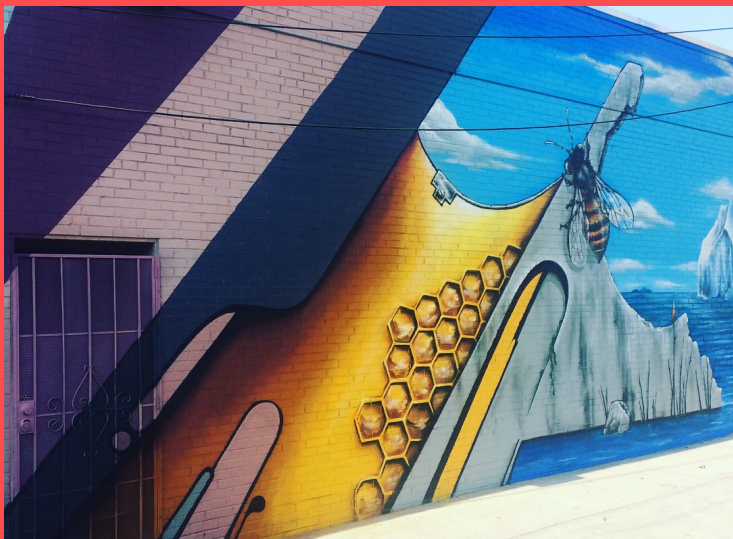


# Richmond Main Street Initiative

Revitalizing Historic Downtown Richmond



## 2017 ANNUAL REPORT

2017 was a whirlwind of activity, challenges, and memorable highlights. We welcomed 6 new businesses Downtown, including Your Way Pizza—the first sit-down, family-friendly restaurant to open in nearly 10 years. We partnered with West Coast Chess Alliance to establish the Main Street Community Chess Park, a unique, district-wide venue for regular and pop-up chess play activities. Most notably we renewed our PBID through 2022, providing sustained funding to our organization and the services we provide. Richmond Main Street also worked very closely with Downtown stakeholders, BART, the City of Richmond, and SAA/EVI Development to advance development projects at the Richmond BART parking garage and 12th and Macdonald lots. These projects will literally fill a void in Downtown with housing and community-centered and -serving businesses. We look forward to an even more prosperous 2018 and partnering with all Downtown stakeholders to ensure continued success and equitable revitalization of our historic Main Street.

### OUR MISSION

To revitalize historic Downtown Richmond as a pedestrian-friendly urban village, offering products, services, arts, and entertainment that reflect the community's rich and diverse heritage.

### OUR APPROACH



Promotion



Clean & Safe



Economic Development



Community



Design

[www.RichmondMainStreet.org](http://www.RichmondMainStreet.org)



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## 2017 HIGHLIGHTS



Clean  
& Safe

### Safety 1st Ambassadors

**2800** Hours of service  
**600** Bags of trash & debris collected  
**74** Dumping & graffiti issues abated  
**100%** Local hire  
Maintenance, Hospitality, Collaboration



Downtown  
Development

### Impactful Investments

**6** New Merchants  
**95** Hours Business Assistance  
**45** Business Assisted  
**\$4.3M** public/private investment including  
Richmond Transit Station Renovation  
Your Way Pizza restaurant build-out



Community  
Events

### Arts, Culture & Wellness

Art In Windows, Healthy Village Festival,  
Music on the Main, Chill with a Cop, Spirit &  
Soul Festival, Downtown Holiday Festival

**56** Main Street Zumba Classes  
**82** Artisan, food & resource vendors  
**33** Freshest Cargo Mobile Farmers' Markets

### Volunteers are the heart of Main Street



**229** Volunteers  
**915** Hours

### Program Income



**\$385,057**

■ PBID (50.44%)  
■ Corporate Support (18.34%)  
■ Foundation Support (21.43%)  
■ Contracts (4.11%)  
■ Individual (2.32%) ■ In-Kind (2.30%)  
■ Event Income (0.99%)  
■ Other (0.08%)

### OUR TEAM

#### STAFF

Amanda Elliott, Executive Director  
Alicia Gallo, Outreach Coordinator  
Florene Wiley, Administrative Finance Coordinator  
Vaneese Johnson, Small Business Consultant

#### BOARD OF DIRECTORS

Xavier Abrams, Chair; Billy Ward, Vice Chair; Tami Steelman Gonzales, Treasurer; Charlene Smith, Secretary; Cynthia Haden, Gina Fromer, Grayling Harris, Susan Bain, Virgil Weekes, Zakhary Mallett. Advisory members: James Goins, Jerrold Hatchett, Michael Davenport.

## FRIENDS OF MAIN STREET

#### MAJOR SUPPORTERS

City of Richmond  
Chevron Richmond  
Dean & Margaret Leshner Foundation  
eEquip Richmond  
Kaiser Permanente  
Mechanics Bank  
MTC  
National Trust for Historic Preservation  
Richmond Community Foundation  
San Francisco Foundation  
Sims Metal Management  
The California Endowment  
UC Berkeley

#### BUSINESS PARTNERS

Albany Bowl  
Benoit Casper  
California Delicious  
Chairs for Affairs  
Courtyard Richmond  
East Brother Beer Company  
EBMUD  
Grocery Outlet Richmond  
KBLX-FM  
Lapper's Ice Cream  
Mack5  
Marin Mountain Bikes  
Mechatronic Search LLC  
Overaa & Co.  
Planchon Roofing  
R&B Cellars  
Republic Services  
Rolling Hills Memorial Park  
Your Way Pizza

#### COMMUNITY PARTNERS

Building Blocks for Kids Collaborative  
Catholic Charities of the East Bay  
City of Richmond Mayor's Office  
City of Richmond Community Services  
City of Richmond Public Works Department  
Clif Bar & Company  
Community Housing Development Corporation  
Contra Costa SBDC  
East Bay Center for the Performing Arts  
Fresh Approach  
Rich City Rides  
Renaissance Entrepreneurship Center  
Richmond Arts & Culture Commission  
Richmond Chamber of Commerce  
Richmond Police Activities League  
Richmond Police Department & Crime Prevention  
Visit Richmond CA  
SparkPoint Contra Costa-West  
The Carlstad-Piez Charitable Fund  
West County READS  
West Coast Chess Alliance

#### INDIVIDUAL DONORS

Billy Ward  
Charlene Smith  
Cindy Haden  
Dave Trussell  
David Thompson  
Deidre Triplett  
Eileen David  
Gina Fromer  
Grayling Harris  
Janet L. Brown & Byron R. Brown  
Jordan Simmons  
Joseph Alex Knox  
Maria Gallo  
Matthew Taecker  
Ruth Mays  
Sandi Genser-Maack & Lynn Maack  
Susan Gallo  
William Casey  
Xavier Abrams  
Zakhary Mallett  
...and many others