

# Annual Stakeholder Meeting

June 15, 2020 | via Zoom



# About Us

## 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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# Richmond 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 Main Street Approach

Community - *Building & strengthening relationships with all stakeholders*

Promotions - *Marketing Downtown thru special events, public art, businesses*

Clean & Safe - *Enhancing public safety & cleanliness of Downtown*

Economic Development - *Supporting Downtown businesses, Richmond entrepreneurs & ensuring equitable development*

Design - *Enhancing the physical appearance of Downtown*



## Our Team

**Vivian Wong**

*Executive Director*

**Ronnie Mills**

*Project Manager*

**Alicia Gallo**

*Programs & Communications Manager*

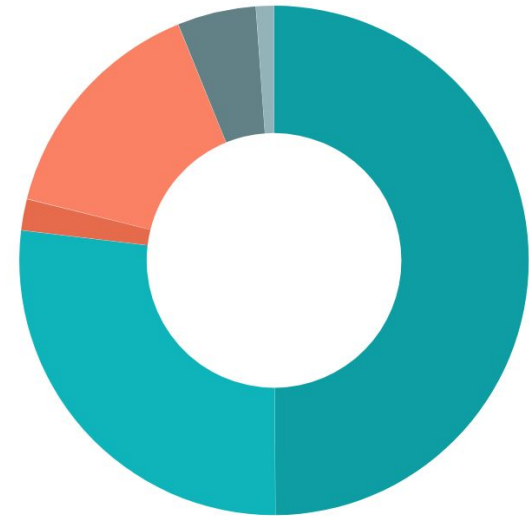


# Downtown Richmond Property Based Improvement District (DRPBID)

A public-private partnership managed by Richmond Main Street Initiative (RMSI) and is funded by annual assessments on commercial and non-profit housing parcels. DRPBID funds pay for services and activities designed to make Downtown economically viable, safe, and attractive by continuing established environmental and economic enhancements that supplement base level City services.

Formed in 2012; Renewed for 5 years in 2017.  
82 Parcels; 34 property owners.

2019 Budget \$209,749



■ Cleaning, Maintenance & Safety (49.93%) ■ Promotions, Marketing & Business Attraction (26.96%)  
■ Capital Improvements (2%) ■ Administration (14.98%) ■ Contingency (4.99%)  
■ Collection Fees (1.14%)



# Our Community

## Downtown Richmond

Residents

Businesses

Property Owners

Board of Directors & Committees

## Our Partners

Nonprofit & Community Organizations

*Fresh Approach, Renaissance Entrepreneurship Center, Contra Costa SBDC, Rich City Rides, NIAD, East Bay Center for the Performing Arts, RPAL, RCF Connects*

City & County Departments

*City of Richmond Economic Development, Public Works, Community Services, RPD, Supervisor John Gioia's Office*

Top Funders & Supporters

*DRPBID, Mechanics Bank, Kaiser Foundation, California Endowment, San Francisco Foundation, East Bay Community Foundation, Wells Fargo, ECIA*



# 2019

Our Year of Transition & Change



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# Big Moves & Grand Openings

## Office Move

### Renaming Richmond Main Post Office

*Harold D. McCraw Sr.*

### Richmond Business Hub

- Richmond Food Hall - Roux, Red Bay Coffee, Oakstop Richmond
- CoBiz Richmond - Coworking & business incubator





# Building up Businesses & Bringing Art Downtown

## Art In Windows Exhibitions - Art Through Transition

- The Art of Living Black
- NIAD Art Center

## Business Workshops & Assistance

- 25 free business workshops supporting 100+ local entrepreneurs & business owners
- Business Mixer
- 2 Kiva Loan endorsements
- Small Business Saturday



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# Keeping Downtown Clean & Safe

## Neighborhood Ambassadors

- Maintenance Team: Mary & Deonte
- Hospitality Team: Mary & Billy

## Beautification Events

- Earth Day Tree Planting on 11th Street
- Community Green Space Clean-up

## More BigBelly Units

- 20 trash & recycling duos installed, staff advising City of placements



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# Creating Opportunities for Residents to Have Fun

## Free Community Events

- Healthy Village Festival - June*
- Music on the Main - July & August*
- Chill with a Cop - August*
- National Night Out - August*
- Spirit & Soul Festival - September*
- Downtown Holiday Festival - December*

## Special Events

- The Best Time Ever - November*
- Santa needs a New Sleigh - December*



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# Engaging Stakeholders, Fostering Youth Leadership

## Community Meetings

- *Annual Stakeholder Meeting*
- *Transition & Change Meetings*
- *Community Surveys*

## Youth Leadership

- *Youth Interns - Michelle (Health Career Pathways) & Humberto (RYSing Professionals)*
- *Youth Media Crew - Marlon, Imani & Ryan*



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# Mobile Farmers' Market

## Continued Partnership with Fresh Approach

- *Downtown stop at Kaiser Richmond*
- *41 truck visits*
- *677 shopper visits*
- *\$2667 Market Match*
- *Truck at all Downtown events*



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# Warm Welcomes & Bittersweet Farewells

## New Businesses Downtown

- *Roux*
- *Red Bay Coffee,*
- *CoBiz Richmond*
- *Rich City Studios*
- *Sparks Motorcycles*

## Business Closures

- *Your Way Pizza, Hacienda Grill*

## Staff

- *Hello to Ronnie & Katherine*
- *Farewell to Flo & Amanda*





# By the Numbers

## Volunteers

*228 Volunteers, 1000 Hours of service*

## Community Events

*5800 Attendance, 136 Vendors, 26 Performers*

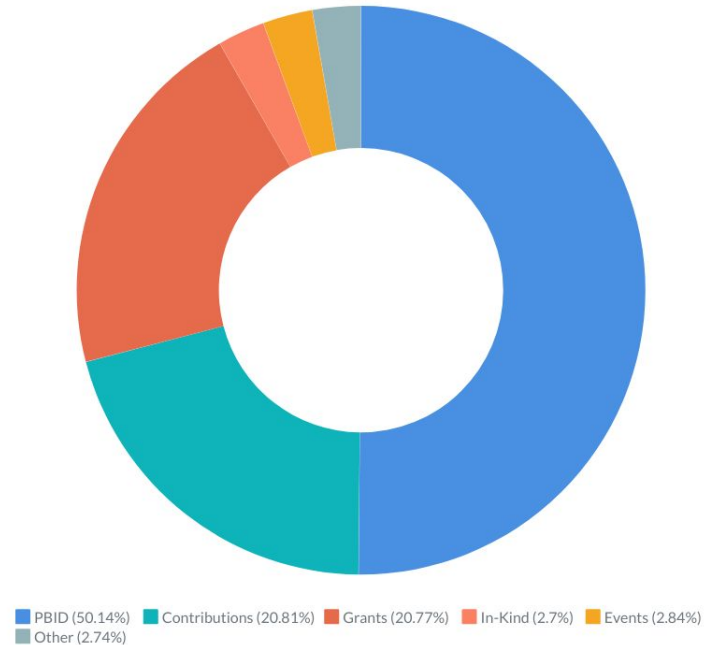
## Neighborhood Ambassadors

*3 Richmond residents, 2890 Hours of service,  
200+ bags trash removed, 233 issues addressed*

## Investments in Downtown

*\$19M new public & private projects - Richmond  
Business Hub, 20 BigBelly trash/recycle pods,  
Public art, LifeLong Medical William Jenkins  
Health Center, Richmond Visitor Center*

2019 Program Income \$401,015





# 2020

It's been a quite a year (already)...





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# A Great Start

## Welcome Vivian Wong!

*Executive Director*

## New Businesses

*The Rich Clothing Company - January  
Leftside Printing, Richmond SOL - March*

## Downtown (Re)Discovered Premiere

*February @ CoBiz*

## Census 2020

*Digital outreach & planning for canvassing*

## Annual Board Retreat

*2020 Workplan & Board Leadership Change*



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# An Unprecedented Spring

## COVID19 Response

*Merchant engagement, Small Business Mailers went weekly, Community Resource Directory, Ongoing staff COVID-response training, Small Business Support Working Group*

## Neighborhood Ambassadors

*Hiatus due to COVID19; Returned June 1 with big splash effort continuing throughout month*

## Heart of Richmond

*Digital marketing campaign to support & uplift the voices of Richmond businesses*



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# Heart of Richmond

*Limited-edition weekly series lifting up the voices of Richmond businesses*

- 4 weeks, 12 businesses
- Women-owned, Food & Beverage, Latinx-owned & Black-owned businesses
- Sponsoring ads on our social media
- Interview blog posts, video, spotlight photos, local photographer



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# Looking Forward, What's Next

## Downtown Businesses

*Check-ins, resource connecting, share health updates & other alerts*

## Small Business Support

*Workshops, 1:1 Technical Assistance, Access to Capital (Kiva)*

## Community Events

*TBD due to COVID19 conditions & what County/City will allow; Exploring creative virtual alternatives*



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# Looking Forward, What's Next

## DRPBID

*Continuing to provide services, build & strengthen relationships with property owners*

## Neighborhood Ambassadors

*Crews will continue as long as safe to do so, focusing on:  
Maintenance: weeds & litter abatement  
Hospitality: merchants & unhoused residents*

## Census 2020

*County outreach & engagement, Phone banking starting early July*



# Census 2020

**What's the big deal?** The Census is about money, power, and data.

**Why get a complete count?** To ensure accurate political representation in Congress and accurate funding for public services -- up to \$20,000 per person over 10 years.

**Big Picture Message** The Census is quick, easy, safe & super important.

WE have the power NOW to shape the future of OUR communities and build a Richmond & California for all by participating in Census 2020. EVERYBODY counts-no matter your age, skin color, residency status, or language spoken.

**Learn More** [www.richmondmainstreet.org/census-2020](http://www.richmondmainstreet.org/census-2020)

**Get Counted** [www.2020Census.gov](http://www.2020Census.gov) or call (844) 330-2020

*Raise Your Hand if you have already participated in the Census?*

2020 CENSUS



MORE THAN



JUST A COUNT!



#ICount



# Q&A

Please use the “Raise Hand” feature so we can open the mic for you!



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# Thank you! ~ Stay Engaged & In Touch

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

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