



Richmond

Leaders, Innovators & Change Makers



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Making history, building trust

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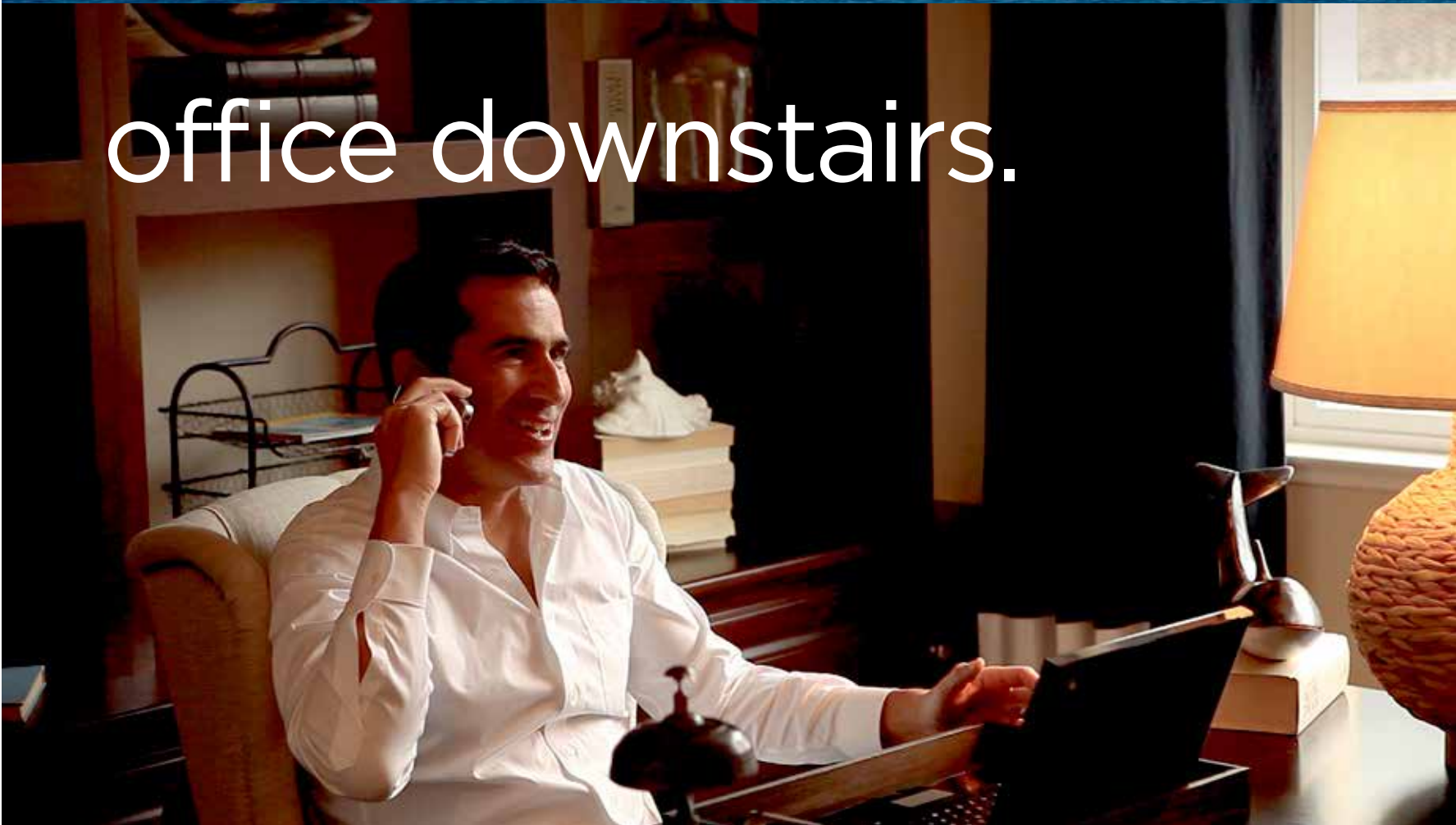
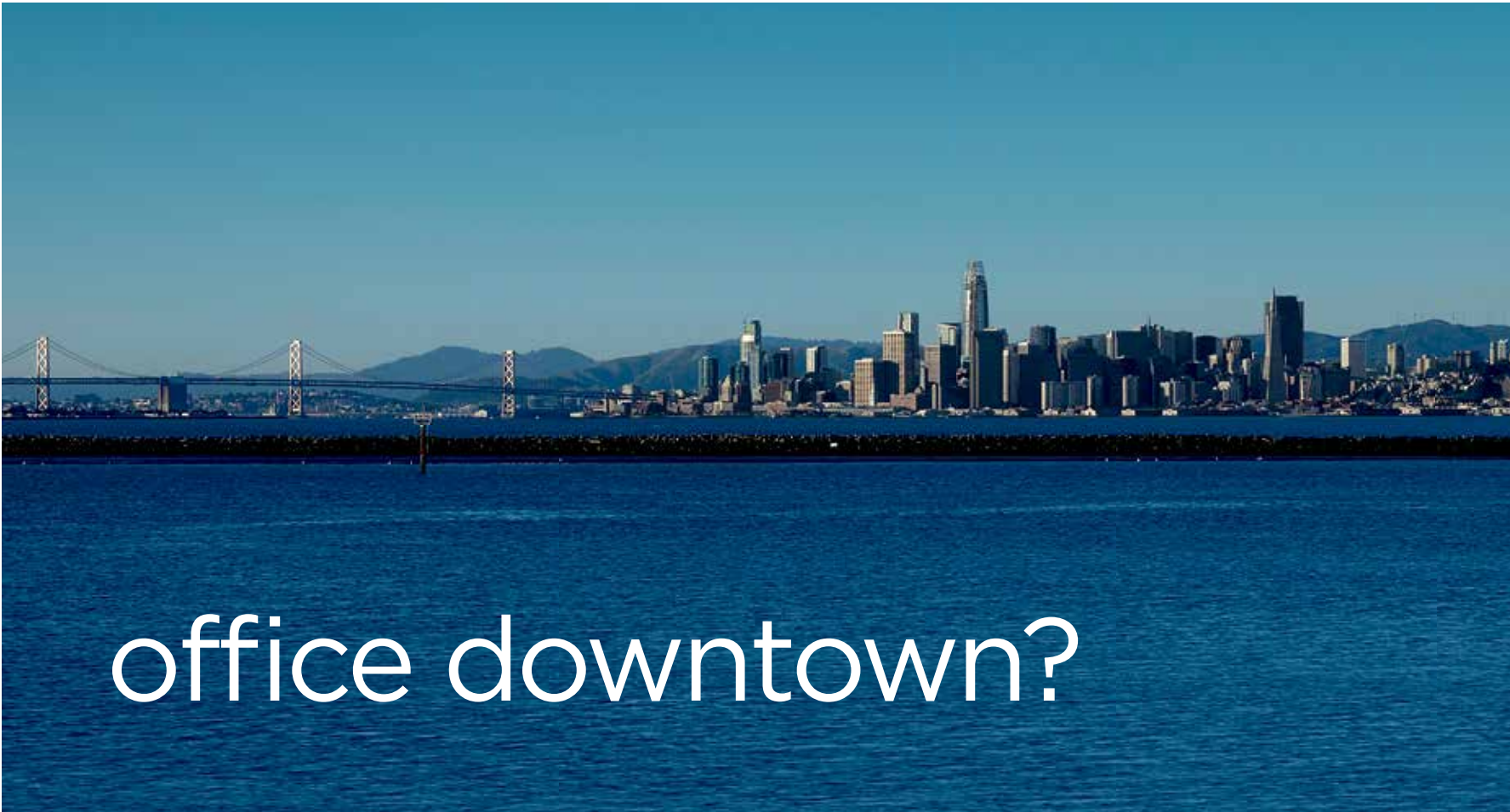
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Point Richmond condos with spectacular City views from the \$900s

Whether you're commuting downtown or working from home, you'll appreciate Waterline's sophisticated design and luxury finishes. The City is just minutes away by ferry, but considering the waterfront location and all the charm of Point Richmond, why would you ever want to leave? Call 866.696.7432 or visit WaterlineBySheaHomes.com

WATERLINE

Welcome to Richmond!

In early 2020 I was honored to start my tenure as Richmond's new City Manager. Having worked in economic development in multiple Bay Area cities across several counties, I see the most fantastic business and development opportunities in Richmond.

We can offer you the world! We offer unparalleled diversity by any measure – architectural, business, cultural, food, race/ethnic, geographic, and neighborhood diversity are just some examples. We connect you to the global economy in a way only a few elite cities can do – through our



Laura Snideman,
Richmond City
Manager

deep-water port, ferry terminal (San Francisco's Embarcadero is just 35 minutes away), passenger (Amtrak) and multiple major cargo rail lines, multi-modal downtown transit hub (including BART), multiple regional bus services, and two major freeways.

Our vibrancy is also exhibited through the arts – from people's front yards to community gathering places, the arts are visible everywhere throughout the entire city and supported in many ways and by many different sectors of the community, including the City itself. On buildings, in plazas, and on the

streets, our "maker" culture and creative spirit is evident and attracts entrepreneurs from throughout the region.

Layer on top of all this a community that sincerely cares – about one another, about the services the City offers, and about supporting our local community, especially our business community. We embrace the "can do" spirit embedded in our rich history, which has helped create a wonderful place where people can enjoy our diverse "must-do" offerings including 36 miles of the San Francisco Bay Trail, 32 miles of shoreline, pristine sailing marinas, unparalleled bay views, wine and beer tasting, and a lighthouse B&B –on an island!

Join and enjoy Richmond!



Richmond City Council: (left to right) Ben Choi, Demnlus Johnson III, Jael Myrick, Mayor Tom Butt, Eduardo Martinez, Melvin Willis, Vice Mayor Nathaniel Bates.





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OF MIXED-USE BUILDING
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Point Molate’s 413 acres on the San Francisco Bay will be developed with 1,260 housing units. The plan includes preserved open space and shoreline trails.



“We see this as a future destination for people all around the area.”

David Soyka,
Vice President, SunCal,
developer of Point
Molate site

POINT MOLATE DEVELOPMENT

New Waterfront Living

Once home to the world’s largest winery, Richmond’s Point Molate is being reimagined as an exciting place to live and work

A new plan to revitalize the shoreline area, known as Point Molate, will transform Richmond’s former Naval Base into a coveted coastline for visitors and residents alike. Point Molate, 413-acres of land on the San Francisco Bay, will become a place to call home for thousands of new residents. Currently, a minimum of 1,260 housing units are planned for development, including 67 affordable units all with sweeping views of the Bay, a Victorian Lighthouse, and Mount Tamalpais.

An impressive 70 percent of the land will be preserved for all to enjoy, including a new waterfront park and more than 3 miles of new trails. “There’s a shoreline park that’s open now, but most of the site has been completely closed since 1996,” says David Soyka, vice president of Irvine-based SunCal, the developer whose plan the City approved for the site. “We’ve agreed to complete 1.5 miles of the Bay Trail on our site,” says Soyka. SunCal will also provide bike lanes on Stenmark Drive between the project site and Interstate 580 to connect to the Richmond-San Rafael Bridge. “We would see that as an awesome amenity, if we could get people out of their cars, on their bikes, and coming out to our site,” he adds.

The Rhineland-style castle known as Winehaven, once home to the largest winery in the world until it closed during Prohibition, will also be an exciting architectural draw for residents and visitors. The abandoned structure, along with several historic cottages near it, are part of the Winehaven Historic District, listed on the National Regis-

ter of Historic Places. SunCal’s redevelopment plan will preserve the historic structures, and rehabilitate them for housing, restaurant, retail, and community use.

“We see this as a future destination for people all around the area,” says Soyka. “You can see the potential here as a place where people will want to go, especially with a Bay Trail connection. To us, it’s a no brainer.”

Point Molate has been in development for more than 20 years, including completing environmental remediation work. Point Molate served as a U.S. Navy fuel storage and transfer facility before it closed in 1995. SunCal, which specializes in brownfield sites, is prepared to clear the area of approximately 12 fuel storage tanks and develop a complete mixed-use community. This is the second development in the Bay Area where SunCal is transforming a former Naval site and repurposing it to address the region’s housing needs.

If all goes as planned, Phase One of the development will kick off as early as 2022. Part of that plan includes improving Stenmark Drive, completing the affordable housing units, adding a police and fire station on site, and starting the rehabilitation of the historic Winehaven buildings. Emeryville-based Orton Development, which specializes in large-scale rehabilitation and redevelopment projects, has partnered with SunCal to redevelop the area.

“When you see the views of Mt. Tam, and you see the bridge, and you can see the San Francisco skyline,” says Soyka, “it’s going to be just phenomenal.”

70%
of Point Molate
land will be
preserved as
parks and open
space

More housing in the works

In addition to Point Molate, the City has been working to increase housing development to meet a greater demand. Some projects include:

- The Terraces at Nevin, a new 271-unit apartment complex on two city blocks in Central Richmond.
- NOMA, a new 193-unit single family home and townhome development on Marina Way South. Close proximity to the Richmond Ferry Terminal.
- Richmond Country Club, a 94-unit single-family home development under consideration.

DEVELOPMENT MAP PAGES 14-15

An overview of
new Richmond
developments and
their locations.

CREATIVE & INCLUSIVE WORKSPACES



The CoBiz workspace has 9,000 square feet of space. Its leader sees its future role as an economic and entrepreneurship recovery center.

Innovation and Community

PHOTOS: SFBT / SPENCER BROWN

More than a co-working space, CoBiz offers support for local entrepreneurs and creatives



CoBiz leader Wesley Alexander set out to develop a co-working space that “serves the needs of everyone,” not just those paying membership fees.

Richmond is a city brimming with entrepreneurial spirit and CoBiz, a new co-working space and business incubator, is one way it’s bringing together its small businesses owners, artists, innovators, and freelance creatives. Since opening its doors in 2019, CoBiz has served as a shining example of what co-working can mean when it puts community first.

“Richmond is a diverse, immigrant-rich city,” says CoBiz CEO Wesley Alexander.

Located in the heart of downtown’s transit center, CoBiz equips local entrepreneurs and creatives with cutting edge technologies and collaborative workspaces. The 9,000-square foot location goes beyond the average co-working space by offering areas for TedX seminars or hacking events, podcast or vlogging gear, and ample relaxation and networking spaces. There’s an on-site engineer to help navigate video editing and other tech requests. In the communal kitchen, a neon sign hangs over the sink that reads, “Pride and Purpose,” the City’s motto.

Alexander and his team wanted to use CoBiz to combat common economic development pitfalls, such as accessibility and inclusivity. With the help of Chevron’s eEquip initiative, an investment fund dedicated to improving Richmond, Alexander set out to develop a co-working space that “serves the needs of everyone,” not just

those paying membership fees. He hopes this approach will not only support the community, but change the narrative of Richmond.

As giant co-working companies scrambled to keep themselves relevant during quarantine this year, CoBiz’s initial mission of community investment helped them take the transition in stride. In addition to offering grocery giveaways, CoBiz began creating webinars for the community. In the series “Coming Out Stronger,” CoBiz gathers experts to discuss mental health, PPP loans, and other issues independent workers face in light of COVID-19.

Alexander recognizes that there will be a long-lasting shift in how companies conduct business. In response, he is putting together a grant program to reposition CoBiz as an economic and entrepreneurship recovery center. His ultimate goal is to offer options for those who cannot afford a regular membership, particularly after COVID-19, and who need the space but are “trying to bounce back without having to worry about the cost of using the space...That’s going to help us build up our local economy again,” he says. By giving local entrepreneurs and community leaders a chance to thrive, Alexander hopes CoBiz will become “a local beacon of what is possible in Richmond.”

Find out more at cobizrichmond.com.

Makers Welcome

RYSE provides a safe space for young leaders and innovators to chart their own path to success



The RYSE Commons will offer creative space for Richmond youth.

Preparing the next generation of innovators in Richmond is RYSE, an organization dedicated to empowering Richmond’s next generation. The organization is now expanding its campus to give the young people of Richmond a place to create, make, and innovate.

The new RYSE Commons will be a transformation of the original 6,600 square foot building to a 45,000 square foot campus on the eastside of Macdonald Avenue, with an art studio, healing sanctuary, media production facilities, performance theater, computer labs, and a Makerspace with a pop-up shop. An important outcome of the development will be incubating young people’s ideas, launching businesses, exploring technology, and connecting with universities and partners by providing access to high-quality facilities for technology exploration, workforce development, and media production.

“A lot of innovation that focuses on our community doesn’t actually originate in our

community,” says Dan Reilly, RYSE’s Director of Innovation, “and that’s an equity issue.” In order for the youth of Richmond to have equitable access to systems, institutions, and resources in the community, Reilly says, “we have to be the innovators.

We have to experiment and grow and find community-based solutions to community-based issues.”

RYSE came to fruition more than 10 years ago, amid national economic collapse and a concern by youth to be heard on issues related to safety and access to

resources. According to Reilly, Richmond youth organized and identified the need for a safe space that wasn’t school, something they could envision what it looked like and how it worked. “RYSE exists because young folks of color organized for it,” he says.

In that spirit, RYSE has continued to position itself as a youth organization led by the youth themselves. They’re involved in hiring staff, designing and leading programs, vetting and identifying partners to bring into

this space, and policies that they want to organize around. RYSE also offers intensive internship opportunities, field trips, and a partnership with the Hidden Genius Project, which focuses on coding education and leadership development for young Black men.

Reilly believes this bottom-up approach helps youth at RYSE feel a sense of ownership often lacking in youth spaces. “The idea of youth ownership is so critical if we’re going to talk about a safe space and, perhaps more importantly, a brave space.”

When RYSE Commons opens its doors next year, Reilly has no doubt that the campus will give young people of color ample opportunity to lead us into a brighter future. “What gives me hope is that young folks are so visionary,” says Reilly. “You don’t need to teach a young person how to be innovative. They just are. And they have a fresh view of the world. They are so amazing and powerful by nature. That’s nothing that RYSE gives them. That’s what they bring to the table and bring to all of these conversations.”

Look out for RYSE Commons and Makerspace, open summer 2021.

45K sq. ft.
Size of planned new RYSE Commons

Richmond at Work

The city’s model program to connect new jobs with local workers

Richmond has become a center of economic development in the Bay Area because of its proximity to major cities, affordable land prices, welcoming community, and leading workforce development staff to expedite local hiring.

“We’re one of the few cities that actually has an Employment and Training Division dedicated to assisting businesses and residents make connections,” says Sal Vaca, Community Services Director administering RichmondWorks. “We have support systems in place for those businesses to relocate, sustain, and then thrive here in our community.”

RichmondWorks is at the center of an extensive network of services to combat unemployment that also includes RichmondBuild, a nationally recognized job training program. “RichmondBuild is a public and private partnership focused on developing talent and skills in the high growth, high wage construction, and renewable energy fields,” says Richmond Deputy City Manager, Economic Development, Shasha Curl. RichmondBuild job trainees go through an apprenticeship track that includes carpentry, hazardous waste removal, energy efficiency, and electrical wiring.

As more companies move in, City policies encourage

companies to hire residents and utilize local businesses for procurement of goods and services. One such policy is the Richmond Business Opportunity Ordinance, which sets as a goal that 20 percent of each City-issued contract should go to local businesses. For public-private partnerships, this model encourages local hiring and reduces GHG emissions because it prioritizes people living and working in the same city.

“The City makes an effort to mitigate displacement through inclusive strategies,” adds Curl. “Richmond’s ordinances are in place to act as a crosswalk for promoting new investment that includes the existing community and responds to the community’s needs”.

Vaca says RichmondWorks has had a significant impact on communities such as the City’s immigrant and youth population. Literacy for Every Adult Program (LEAP), a literacy program that provides literacy ESL, GED, and citizenship assistance and classes, has been an active partner in that effort. RichmondWorks also collaborates with the local community college to offer classes and training to potential workers. The goal is to create programs in partnership with the business community and educational institutions to ensure our residents are well prepared and trained to earn a living wage.



“We have support systems in place for businesses to thrive here in our community.”

Sal Vaca, Community Services Director

DOWNTOWN RICHMOND



The Montaña family—
from left, Martin,
Jennifer, Susana
and Viviana—
outside their
restaurant,
El Garage, in
Downtown
Richmond.

SFBI / SPENCER BROWN

Main Street Revival

Richmond’s Downtown is thriving with new business and development



**“Richmond ...
is an innovative
community, has
delicious food,
and is a wonderful
place to be.”**

Shasa Curl, Deputy City Manager,
Economic Development

Richmond’s Main Street Initiative is helping turn the City’s historic downtown back into a regional arts and cultural destination. Local small businesses are thriving in this urban core neighborhood, thanks to its close proximity to Kaiser, BART, and the Social Security Administration.

“Richmond is an innovative community, has delicious food, and is a wonderful place to be,” says Deputy City Manager, Economic Development, Shasa Curl. “Richmond’s Downtown has seen steady improvements and investment, and its proximity to BART, Amtrak and AC Transit make it an ideal location to live and work.” Part of that investment includes a new development at five sites with capacity for over 1,500 residential units, neighborhood serving

retail, and commercial office space.

Visit Downtown now and you’ll find colorful banners inviting you to “Enjoy Downtown Richmond” designed by local artist Richard Muro Salazar. The Rich Clothing Co. sells Richmond-proud tees and hats. Modern eateries like Roux, which serves up Southern-Creole cuisine, and the acclaimed El Garage, which just opened outside the Downtown BART, are bringing new flavor to the scene.

Just one year ago the founders of El Garage were serving quesabirria tacos outside their garage, with lines around the block. “People would come from all over. We became known as this mystery spot,” says Viviana Montaña, who opened the Macdonald Ave. restaurant with her



continued on next page

Stock up on Richmond-themed merch!

continued from previous page

sister Evelyn in July. Montañó, would post photos of their fresh and innovative tacos on Instagram to entice new customers, but never left their home address. Word of mouth became strong and they started hosting pop-ups at local breweries. They became Eater's Pop-Up of the Year in 2019.

"Without social media right now people really can't reach you, especially during these times," says Montañó, Takeout business has been good at the new spot, but the Montanos look forward to sharing the El Garage experience with customers again. "We would have this big Mexican backyard party. We'd play anything from banda to hip hop to rock and everyone would have a good time. We're excited to get this party going again," she adds.

While life remains largely virtual these days, Richmond Main Street

Initiative, which hosts annual festivals like Spirit and Soul Festival and Music on the Main, has pivoted to providing online learning and finding creative ways to implement their mission of addressing the business community's immediate needs.

Vivian Wong, the Executive Director of Richmond Main Street Initiative, says businesses come to them for "branding, marketing, promotional events, and getting grant funding to support any of their proposed ideas to enhance the district." To keep long-term business owners thriving for the long haul, Wong and her team created a digital marketing plan: "We take our local businesses, write about them in our email marketing and on our blog, then we message across Facebook, Instagram, LinkedIn, Twitter, you name it."

Despite uncertainty, Wong has ambitious plans for the year. She

is particularly excited about a new economic disruption resilience course, which will be available to all businesses interested in locating downtown. Wong hopes that by helping long-standing businesses diversify their operations to be more online friendly, they'll be able to continue to flourish in the new economy.

And with partners like Leftside Printing, which goes beyond printing services, offering free banner printing to businesses during COVID-19, and a host of organizations ready to support new businesses with educational and incubator services, including CoBiz Richmond, Renaissance Center Richmond, and SparkPoint, the Richmond Main Street Initiative will continue to elevate the small business community and ensure Richmond's downtown district continues to prosper.

To find out more, visit richmond-mainstreet.org



"We take our local businesses, write about them in our email marketing... we message across Facebook, Instagram, LinkedIn, Twitter, you name it."

Vivian Wong, Executive Director of Richmond Main Street Initiative

All Aboard!

Ferry service lets residents get off congested freeways and out on the Bay

Anyone who has traveled on I-80 from Richmond to San Francisco during rush hour knows that 17.8 short miles never felt so long. That's why a new ferry service that would get more drivers off the interstate and onto the Bay made sense for the City of Richmond and the San Francisco Water Emergency Transportation Authority (WETA).

"Richmond has more coastline than any other city in the Bay Area," says Thomas Hall, WETA Public Information and Marketing Manager. "Everyone knew it was a great bet all along and it just needed to get done. It was something that we've been working on as long as there's been a WETA."

WETA was able to secure the funding to build the terminal and the boats needed to run the service thanks to strong support from Richmond Mayor Tom Butt and the passing of Contra Costa County Measure J transportation sales tax, as well as other sources.

The \$20 million terminal located near the Craneway Pavilion opened its doors in January 2019, with a new ADA-compliant gangway and ramping system, passenger shelter, 362 spaces of free parking, and a new ADA-compliant kayak launch ramp. The ferry ride directly to the San Francisco Ferry Building offers stunning one-of-a-kind views of the San Francisco Bay.

"The ferry adds to the attractiveness of Richmond's Southern waterfront for high density, mixed-use development. It offers commuters a relaxing 35 minute journey between the two cities," says Lina Velasco, Community Development Director.

Ferry ridership performed well above expectations in the first year of service, with an average of 726 daily boardings



The ferry arrives at Richmond's new terminal.

throughout 2019. In addition, WETA piloted weekend service for the summer of 2019 which significantly increased ridership.

"A lot of passengers are able to walk, or ride their bikes, or ride easy transit to their homes from the ferry terminal," says Hall. "And compared to driving, it's just like a complete life changer. We heard from people when we first started service, telling us about how much it truly changed their lives because they weren't stressed out from sitting on I-80 for an hour and a half at the end of their day."

Richmond has been a hub for public transit in all its forms, connecting to cit-

ies even beyond its Bay Area borders. "The Richmond Multi-modal Transit Station is the only station in the San Francisco Bay Area to provide direct connections to the region's commuter rail system, Bay Area Rapid Transit (BART), AC transit rapid bus service, and Amtrak/Capitol Corridor, providing unparalleled access to the greater Bay Area and beyond," says Richmond Deputy City Manager, Economic Development, Shasa Curl. "In addition, the new Ferry Terminal connects Richmond to San Francisco and miles of bike paths connect Richmond to cities all over the Bay Area."

726
Average daily boarding during Richmond ferry's first year of service

NIAD Art Center

NURTURING INDEPENDENCE THROUGH CONTEMPORARY ART

A 501c3 nonprofit promoting creative expression, independence, dignity, and community integration for neurodiverse artists in downtown Richmond since 1982.

Each week, NIAD's 70 artists engage with Community, Studio, and Exhibitions Programs at NIAD.



OUR VISION

A unified community where everyone is included, and art makes the individual and their story visible.



EXHIBITIONS

All studio artists exhibit and sell work alongside contemporary artists from the broader community each year, whether in weekly online exhibitions, monthly shows in our galleries, or with art world partners from New York to Portland.



COMMUNITY

Working with NIAD's community integration program, artists have opportunities to lead workshops, sell at craft fairs, visit museums and landmarks, and give artist talks.



HYBRID STUDIO PROGRAM

NIAD's weekday studio program supports 70 artists' practices in ceramics, textiles, printmaking, painting, dance, exhibitions, and sculpture, and a Virtual Studio online, facilitated by our professional teaching artists.

JOIN US:

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- BECOME A DONOR
- COLLECT NIAD ART
- VOLUNTEER



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Learn more at niadart.org

NIAD
Redefining
contemporary
art.



The 10.5-megawatt solar farm in Richmond is expected to eliminate 3,234 metric tons of carbon dioxide pollution each year.

MCE

CLIMATE ACTION PLAN

Leading the Charge

Richmond is designing for a more equitable and sustainable future

With stunning views of the San Francisco and San Pablo Bays and nearly 300 acres of parkland, the City of Richmond has invested in a long-term plan to protect community health, while also becoming a study in the future of cities in the era of climate change. The City is working with numerous partners to achieve its community-driven vision of sustainable health and environmental goals laid out in the Richmond General Plan 2030.

Partners, such as RCF Connects and the ZNE Alliance, have put its focus on Zero Net Carbon Ready and Zero Net Carbon (ZNC) single-family homes and new developments through the installation of solar panels, all electric energy-efficient appliances, and water saving features. “Anything we can do to shift to clean energy sources and reduce consumption is consequential in terms of mitigating [climate change],” says Richard Schorske, executive director of the ZNE Alliance.

RCF Connects rehabilitates once-neglected properties into affordable ZNC or ZNC-ready single-family homes making them available to first time home buyers of low to moderate income through a program called Spark-Point. “We have made the commitment to provide the highest level of green efficiency in our new and remodeled homes,” says Jim Becker, President and CEO of RCF Connects. “We want to show the world that green efficiency makes sense for houses in affordable neighborhoods, and is not just a feature of luxury homes.”

Richmond’s Climate Action Plan (CAP) is a path to how the City will actively reduce greenhouse gas emissions by 2030. The CAP works in conjunction with the City’s Health in All Policies Strategy to improve the social determinants of health.

“The City recognizes that the environment is an important determinant in community health, and is committed to improving safety, sustainability, and health for all Richmond residents,” says Deputy City Manager, Economic Development, Shasa Curl. Whatever the future may hold, Richmond plans to continue meeting and surpassing environmental benchmarks with their bold programs.

In an effort to increase transparency, Richmond



RCF COMMONS

RCF Connects rehabilitates homes, including solar and energy efficiency features, and makes them available to first-time home buyers.

launched a citywide Open Data and Performance Reporting Portal called Transparent Richmond (www.transparentrichmond.org). The open data platform currently contains more than 300 datasets, visualizations, and performance measures, many of which feature monthly, weekly, or daily updates. All Climate Action Plan goals and data are reported on the platform to track and share progress with the public.

“Richmond is a community where environmental issues are at the forefront of the decision-making process,” says MCE’s Communications Manager Jenna Famular. Solar One, is Richmond’s 10.5-megawatt solar farm and the largest one completed to-date in California with a Community Choice Aggregator (CCA), which brings customers together to leverage individual purchasing power within a defined jurisdiction. A part of Chevron’s Modernization project, the award-winning solar farm “is expected to eliminate 3,234 metric tons of carbon dioxide each year while repurposing 60 acres of a remediated brownfield site,” says Famular.

Pass by the site now, and you’ll see rows of sprawling solar panels, enough to power over 3,900 homes annually. The project also partnered with the local employment program, RichmondBUILD, to create 341 jobs for residents, while also utilizing local contractors.

“As we roll out more electric vehicle charging stations in the City of Richmond, there is the need for jobs in that sector, such as installing and maintaining those stations,” says Sal Vaca, Community Services Director.

While Richmond has undoubtedly felt the effects of COVID-19, the City has not let the situation stop it from launching new programs and services to help residents. Many community events have been moved to online platforms. “We’re also transitioning our energy efficiency services to be more COVID-19 sensitive, including our new Direct Install program that sends easy-to-install energy and water savings upgrades directly to customers’ homes,” says Famular. Qualified customers can sign-up on the MCE website (www.mcecleanenergy.org).



“We have made the commitment to provide the highest level of green efficiency in our new and remodeled homes.”

Jim Becker, President and CEO of RCF Connects



SFBT / TODD JOHNSON

Leslie Lundin of LBG Real Estate at the updated Hilltop by the Bay.

HILLTOP MALL

Scientific Approach



In a changing retail landscape, Hilltop by the Bay pivots to focus on tech, biotech and housing

Richmond’s proximity to San Francisco and convenient transportation options make it an attractive place to locate for innovative clean tech and biotech companies. JOINN Innovation Park, Sangamo Therapeutics, Alstern, the innovative eksoBionics, and an additional host of life science and clean tech firms all call Richmond home. “The biotech sector, in fact, is one of fastest growing job markets in the area,” says Sal Vaca, Community Services Director. “I suspect there are several reasons for that. One, it’s a great city to do business in, but also its proximity to San Francisco is a big, big plus, and now with ferry service in place, the connection is even stronger.”

The developers at LBG Real Estate Companies set out to reimagine the 77-acre site in 2017. “Richmond is an undiscovered gem,” says Leslie Lundin, general partner at LBG. “It’s in a phenomenal location if you think of where it is and how easy it is to get places.”

Originally, LBG rebranded the outdated Hill-

1M sq. ft.
Unmet demand for space in the life sciences market

top Mall, located adjacent to the I-80, into the Shops at Hilltop with the idea of turning it into a multi-cultural, mixed-use center for dining, theatre, retail, hotel, housing, and office space. “Obviously, entertainment, retail, and restaurants don’t make a lot of economic sense right now,” says Lundin. Instead, LBG took a 180 and headed straight into the office space phase of its plan with a focus on life sciences and tech.

“That’s a place where there’s growing demand, and COVID-19 has spurred this quite a bit,” says Lundin.

With a million square feet of unmet demand in the life sciences market and given Richmond is a strong industrial market with the experience and expertise in accommodating industrial use spaces, the idea was a win-win. “What we’re doing is important for the City of Richmond,” says Lundin. “We’re doing something that will bring in tax dollars and capital. The City has been really supportive of our strategy.”

To learn more about Hilltop by the Bay, visit eastbayscienceandtechnology.com

“We’re doing something that will bring in tax dollars and capital. The City has been really supportive of our strategy.”

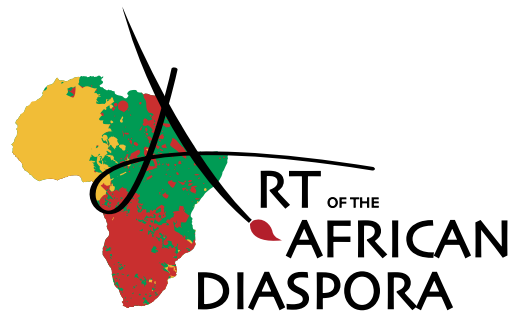
Leslie Lundin, general partner, LBG Real Estate Companies



Image: Fadhili Rauf looks at artwork from Art of the African Diaspora, including a ceramic piece by Renata Gray (2019). Photo by Richmond Art Center.

Art of the African Diaspora, in partnership with Richmond Art Center, supports artists of African descent in the Bay Area through representation, professional development, and building a creative community.

For program information and to show your support:



aotad.org



richmondartcenter.org



1. Point Pinole Phase III

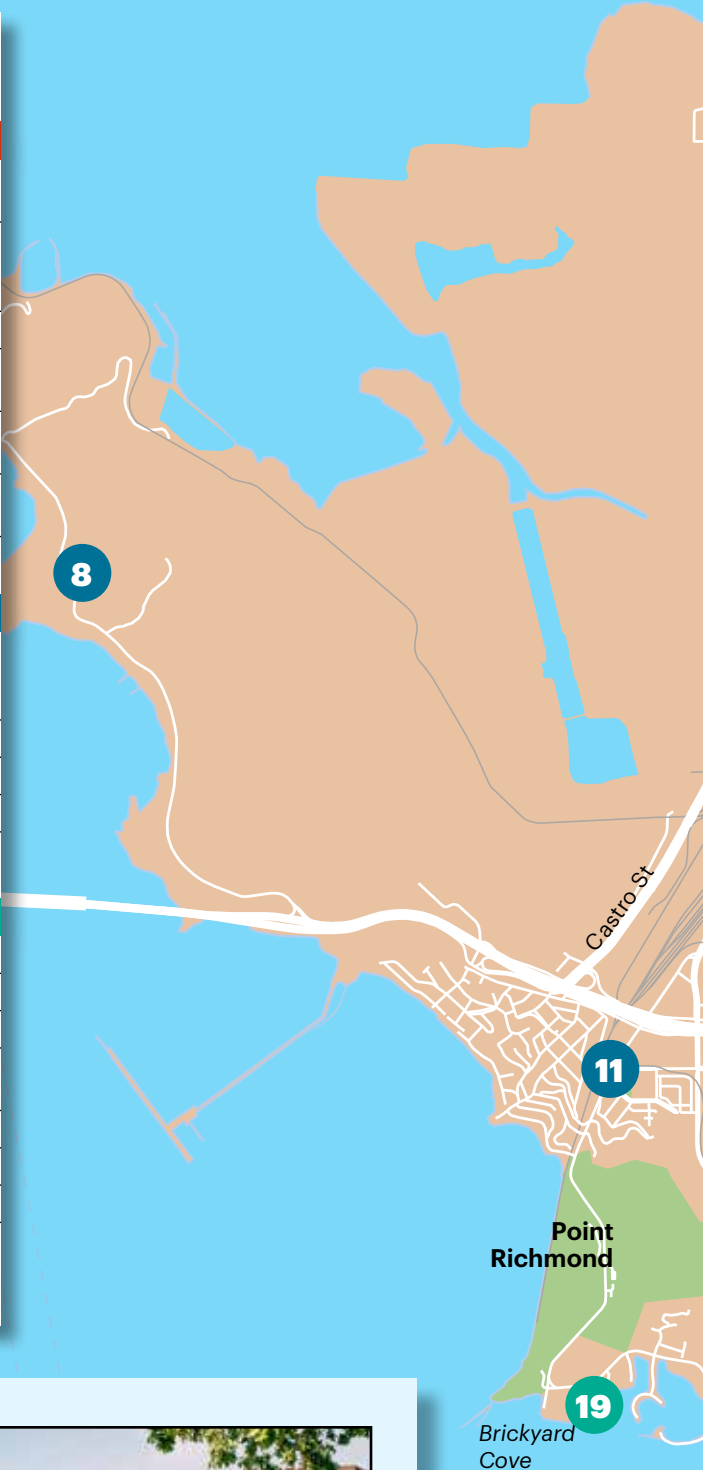


3 . Parkway Commerce Center

Richmond Development

DEVELOPMENT PIPELINE

Project	Address	Units/SF	Ownership
COMMERCIAL/DISTRIBUTION			
1. Point Pinole Business Park Phase III	Terminus of Giant Rd. north of Atlas Rd.	2 warehouses =302,700 SF	Lease
2. UPS Expansion	1601 Atlas Rd.	350,000 SF expansion (410,00 SF total)	Own
3. Parkway Commerce Center	Collins Ave.	111,000 SF	Lease
4. Klose Commercial Development	3190 Klose Way	7,000 SF	Lease
5. LLM William Jenkins Health Center	150 Harbour Way	33,742 SF	Own
6. Harbour Way South Industrial Park	912 Harbour Way South	182,000 SF	Lease
7. Home2 Suite Hotel	2121 Meeker Ave.	102 rooms	Own
MIXED USE			
8. Point Molate	Stenmark Dr.	1,452 units, 624,572 SF commercial	Lease/own
9. Metro Walk Phase II	Nevin Ave and 19th St.	600+	Lease
10. 12th and Macdonald	12th St and Macdonald Ave.	361	Lease
11. The Point Apartments	403 S Garrard Blvd.	27	Lease
12. NOMA	830 Marina Way South	193	Own
RESIDENTIAL			
13. Richmond Country Club	Markovich Lane	94	Own
14. Hilltop Apartments	3080 Hilltop Mall Rd.	180	Lease
15. Garrity Apartments	3189 Garrity Way	98	Lease
16. The Terraces at Nevin	Nevin Ave between 21st and 23rd Streets	271	Lease
17. The Quarry	Canal Blvd.	193	Own
18. Waterline	Seacliff Dr.	60	Own
19. Terminal 1	1500 Dorman Dr.	316	Own
20. Cascade	5620 Central Ave.	46	Own



7. Home2 Suite Hotel



8. Point Molate



11. The Point Apartments



13. Richmond Country Club



16. The Terraces at Nevin



17. The Quarry



18. Waterline

20

BUILDING COMMUNITY



PHOTOS COURTESY OF YES NATURE TO NEIGHBORHOODS

YES Nature to Neighborhoods program uses nature as a way to bridge communities and foster leadership.

The Great Outdoors

Strengthening community through access to Richmond’s open spaces and scenic places

Richmond’s best kept secret is that it has 32 miles of shoreline –more than any other city in the Bay Area–and a 36-mile-long Bay Trail with views of the San Francisco and San Pablo Bays. The City’s extensive bike infrastructure, which includes a new bike lane on the Richmond-San Rafael Bridge, has served Richmond residents and employees, traveling from other parts of the Bay Area via ferry or BART. Waterfront amenities such as the Richmond Marina and the Marina Inner Harbor Basin offer sweeping views of the Bay, the latter being an ideal location for paddling and kayaking. The City’s green spaces and scenic coastal paths have become a retreat during a time when residents and employees need it most.

“Nature is the one place where you can go and be with other people and still remain safe from a virus perspective,” says Eric Aa-



“There’s a real sense of community and learning that can happen when people come together in outdoor spaces.”

Eric Aaholm, Executive Director, YES Nature to Neighborhoods



The YES program brings local kids to Richmond’s outdoor spaces.

holm, Executive Director of YES Nature to Neighborhoods. “We’re really finding that a lot of people are gravitating toward the outdoor space now, even more so than before.”

YES was designed 21 years ago as a nature camp for local kids. Since its founding, the organization has shifted from a summer camp to year-round programs for adults and families, using nature as a way to bridge communities and foster leadership at a young age.

Now YES offers camp-like outings at nearby regional parks, like Point Isabel and Miller/Knox along the shoreline, in family pods while practicing social distancing. But the impact of COVID-19 hasn’t changed its goal. “We really feel like nature and the outdoor space grounds us and exposes us to new ideas, new ways of thinking, new ways of being,” says Aaholm. “There’s a real sense of community and learning that can happen when people come together in outdoor spaces.”

To learn more about YES, visit yesfamilies.org.

Taking Action

Through R3F, a coalition of community leaders organize to meet the needs of those hit hardest by the pandemic

\$10M

Fundraising goal for response to the COVID-19 crisis

Systemic inequities became front and center worldwide when COVID-19 hit, and a growing concern of the pandemic’s impact on low-income communities in Richmond inspired community and government leaders to act fast to develop a plan to protect the City’s most vulnerable.

“There was a strong focus and recognition on what was happening around COVID-19, and recognizing how that breaks down racially and economically. People who are low income, people of color, are going to experience this a lot worse,” says Jasmine Jones, executive director of West Contra Costa Public Education Fund, or EdFUND West.

RYSE Center, EdFUND West, City of Richmond, Building Blocks for Kids, and Richmond Promise banded together to develop what is now known as the Richmond Rapid Response Fund (R3F). “We’ve never seen a fund developed from the ground up. This idea of a community-driven, participatory decision-making process that’s super collaborative, and just centered on community,” says Jones.

R3F will provide funding, food, rent assistance, health and mental health services, and social and legal services to locals who need them most during this time. After receiving a planning grant from the Hellman Foundation and \$25,000 from the Mayor’s Community Fund, the coalition set a fundraising goal of \$10 million to respond to the community during the crisis and plan for a more equitable recovery. Phase 1’s goal has been to provide \$500 direct disbursements to Richmond residents who qualify.

“The idea is to be able to connect residents with other resources too, so we do light case management,” says Jones. That means connecting recipients with additional services, such as mental health services, food-services, and domestic violence protection.



East Brother Beer company is donating part of the sales of its special edition beer to R3F.

East Brother Beer Company, a Richmond-based brewery, donated 20 percent of the gross sales of a special edition brew to R3F. “We decided to call it Pride and Purpose, which is the motto of the city of Richmond,” says co-owner Rob Lightner. “It’s good to look at the broader needs of the community and try to acknowledge the gratitude that we feel for people continuing to support us.”

Soon after the fund was developed, the injustice of what happened to George Floyd became international news. “Everyone was heartbroken,” says Jones. “It made us realize that this fund is bigger than just COVID-19. This work is allowing us to continue to interrupt systems of inequities and racial oppression and ensure folks can have an equitable recovery.”

To learn more about R3F, and to donate, visit richmondresponsefund.org.

CSW | ST 2

DESIGN THE FUTURE

CIVIL ENGINEERING

PLANNING

LAND SURVEYING

CSW|ST2 has helped communities throughout Northern California grow and thrive since 1954. We are dedicated to championing our clients’ initiatives, promoting resiliency and sustainable designs, and finding adaptive solutions to the evolving challenges facing public and private infrastructure.

Our team has proudly supported Richmond for over 20 Years

Richmond Wellness Trail

Ferry to Bridge to Greenway

Boorman Park revitalization

Expansion of the City's broadband network

NOVATO | RICHMOND | BERKELEY | PLEASANTON | REDWOOD CITY

Proud Partner of the City of Richmond

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Alex Zobel (left) and her brother Gregory founded Armistice Brewing Company.

ARMISTICE BREWERY

WOMEN WHO BREW

Yes She Can!

Craft brewers in Richmond find new ways to deliver a fresh pint while breaking beer-making barriers



ORIGIN BREWER

Brewer Michele Baker runs Origin Brewer out of her backyard.

Richmond's vast industrial warehouse space, along the waterfront to boot, has made it a win-win destination for those in the business of brewing beer or winemaking. "It was the best decision we made coming here to Richmond," says Alex Zobel, who owns Armistice Brewing Company with her brother Gregory.

"As the older sibling, I sort of shepherded him through the crappy beer-drinking days. And in return, he got me this little home brewer's kit." After throwing regular pizza parties for friends and family to share their homemade brews, the siblings decided to make a business out of it. "I was not into the idea of shipping my beer all the way across the country," says Zobel. "I really wanted to be a part of that experience. I wanted to see the look on their face and get the feedback and know that the beer is helping them facilitate a conversation with someone that they've maybe just met or maybe have loved for a long time."

That led to opening a small brewery that has its own taproom on Marina Bay Parkway and an add-on tasting room to a big industrial warehouse. "You might not even know that we're making beer in the back because it just feels like a throwback to an English pub," says Zobel, who was working on her doctorate in 16th century English literature when she decided to take the leap into brewing professionally.

While near the waterfront is an ideal spot for kicking back with a brew, Michele Baker, owner and brewer at Origin Brewer, had an innovative idea. "This is actually the first backyard brewery that Richmond

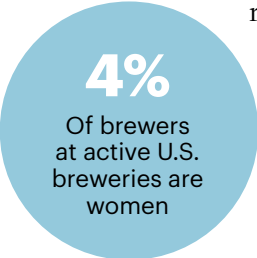
has permitted, and I personally don't know of another one in the nine counties." Before COVID-19, Baker says 99 percent of her business was selling wholesale to pubs and cafes with some direct sales to customers like kegs and growlers. "That's been completely flipped now," she says,

with most of her business, which she runs outside her home, selling growlers of her "contemporary versions of beers that have withstood the test of time" to individuals.

Female brewers are few and far between in the U.S. A Stanford University study found that out of 1,700 active breweries, only 4 percent had a female brewer, yet women account for 32 percent of American craft beer consumption. It's fitting then that two out of the three craft breweries in Richmond, a city known for cracking open the door to civil and women's rights following the WWII home front effort, are women. Rosie the Riveter and her "We Can Do It" motto came to symbolize all women Home Front workers.

"I don't meet a lot of female brewers," says Zobel. "I don't meet a ton of brewers of color. A lot of breweries like to talk about how they have gender parity, but most of the time, all the women are in the front, and all the men are in back," says Zobel.

Armistice is just a stone's throw from the Kaiser Shipyards, "where Rosies of all colors and backgrounds collaborated to build the ships that would bring World War II to a close," writes Zobel on the website. "We like to think that we're brewing beer with the same spirit of peace, collaboration, and inclusion."



COMMUNITY PROFILE

Meet Richmond's Police Chief

Bisa French takes on a historic role during a pivotal time for police forces everywhere

The first woman and woman of color to lead the Richmond Police Department in its 110-year history was selected after 22 years with the department. Chief Bisa French is the youngest ever, at 45, to lead the department. The Richmond community warmly welcomed Chief French into her new role, which came after she served as Police Chief in a 10-month interim position prior to the appointment.

"It feels good that I was able to break this barrier and bring something to a department that's never been here before," says Chief French.

The appointment came during a pivotal time for police departments everywhere as Black Lives Matter protests mounted across the country. The call for reform across the country has grown louder, and Richmond has shown it will continue to partner with community members to lead the way.

The department has reduced crime significantly in recent years, thanks to community engagement and other reforms. "It's been changing our philosophy and our model from being a department that had only several community policing officers to being a department where everything we do is ingrained in community policing," says Chief French.

Building trust with the community has been the department's North Star to overcoming a divided past. "When you build trust, people are more willing to come forward and talk to you about the issues that they're facing. That's really how we are able to lower our crime rate here," she adds.

Representation also matters and having a woman of color lead could have a lasting impact on creating an empathetic police force. "My philosophy is you can have all the diversity in the world, but if you don't have inclusion and cultural competency, then diversity isn't going to change anything," says Chief French. "We have rich history and deep history. We have to understand the history and the harm that's been done in some communities over time, so that you can have some compassion and understand how we can move forward."

One of the initiatives Chief French has taken on since her interim role as Police Chief is establishing a community advisory board where leaders from various community groups are available to train officers in cultural competency and other needs as the force works toward community building.

"People are much more engaged. People want to have a say in what happens in this city. You get a lot of participation in our neighborhood council meetings," says Chief French, which wasn't always



Chief French sees law enforcement as a partnership with the community.

22

Number of years Chief Bisa French has been on the Richmond force

the case. "Before a lot of people were scared, they were scared and distrustful of us, they were distrustful of their neighbors. And a change I see is that people are more willing now to get involved and make a difference," she adds.

Chief French holds an undergraduate degree in Public Administration, a Master's Degree in Human Resource Management, and graduated from the Police Executive Research Forum's Senior Management Institute for Police (SMIP).

"I think that being a person of color and just being here for 22 years and building relationships over those 22 years, people know who I am," says Chief French. "They know my heart, they know that I'm here not just with a police department, but to do what's in the best interest of the police department and the community."

"When you build trust, people are more willing to come forward and talk to you about the issues that they're facing. That's really how we are able to lower our crime rate."

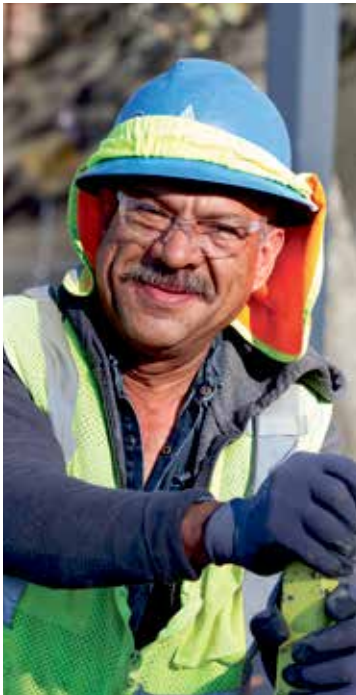
Bisa French
Richmond
Police Chief



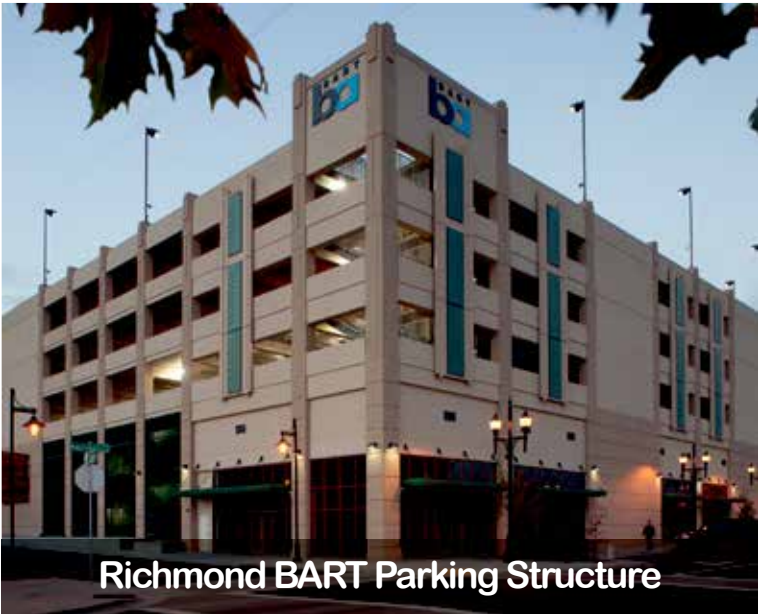
Building
Richmond
since 1907.



200 Parr Blvd, Richmond, CA 94801
510 234-0926 | www.overaa.com



Michelle Obama Elementary School



Richmond BART Parking Structure



Richmond Parkway Distribution Center



Heritage Point Housing

COMMUNITY PROFILE

For the Record

A memoir and documentary share the extraordinary life of local legend and national treasure Betty Reid Soskin

Few women have as diverse a career history as Betty Reid Soskin, especially for a woman who launched her career when few women could work. Soskin has been a business owner (of Reid's Records in Berkeley, which is still running), a songwriter, a blogger, an activist and at 99 years old she is the oldest serving park ranger in the U.S.

"I don't know that I ever intended to be a ranger," says Soskin. "But I became sold on the story of Rosie."

That Rosie is the fictional Rosie the Riveter who represented the 6 million women who entered the workforce during WWII. Soskin was in her 20s at that time and working as a file clerk at the all-African American Boilermakers Union A36. She witnessed a pivotal change in our nation's history firsthand at the Kaiser Shipyards in Richmond and subsequently during the Civil Rights and Women's Movements that that change inspired. She continues to call Richmond her home today. "Richmond has been absolutely wonderful to me. I've loved every minute," she said.

Decades later, as a field rep for California State Assemblywomen Dion Aroner and Loni Hancock, Soskin became involved in the early planning stages of Richmond's Rosie the Riveter National Historical Park, which would memorialize the WWII Rosies for generations to come. As a park ranger of the park, Soskin has become a beloved storyteller, sharing countless stories of the women, especially women of color who faced greater challenges because of their race during that time. Demonstrating her mastery for beautiful storytelling, Soskin also picked up blogging at the age of 81.



NATIONAL PARK SERVICE / LUTHER BAILY

Betty Reid Soskin serves as a National Park Service Ranger at the Rosie the Riveter Museum.

"It was a way to record my life for my kids," she says of her blog CBreaux Speaks. "It was my way of explaining me to myself." While she jokes that she didn't know whether anyone would be interested, everyone took notice, including a publisher.

Her blog was turned into her memoir, *Sign My Name to Freedom*, which came out in 2018. She writes about her family from Louisiana, including her great grandmother who was born a slave and died in the 1940s at the age of 102; her upbringing in the Bay Area and her experience with racism as more southerners migrated west; and her role as an activist throughout the nation's most turbulent times. She attended President Obama's inauguration and was invited to officiate at the White House Tree Lighting Ceremony with President Obama, receiving a presidential coin to honor her service. A new documentary, *No Time to Waste*, about her life was released in 2019.

"Overwhelmed," she says of her first viewing. "It had taken six years and by that time I was used to [the producers] following me around but when the film finally came out, it was so much more than I expected it to be."

Visit www.rosietheriveter.org to view *No Time to Waste*.



CITY OF RICHMOND

Reading and book signing by Betty Reid Soskin at the Richmond Food Hall in Downtown Richmond.



Richmond artist Stephen Bruce in his studio, surrounded by a few of his paintings. Bruce is chairman of the Art of the African Diaspora committee at the Richmond Art Center.

Artists at Work

Art centers re-energized in the midst of COVID-19

From contemporary art to street art to galleries, renowned art festivals and art centers, Richmond has a thriving art scene to rival cities much larger than itself.

“The thing about the arts in Richmond is that it’s supported by a very deep sense of local history and culture,” says Amanda Eicher, executive director of NIAD, a nonprofit arts studio and gallery space for artists with developmental, mental, and physical disabilities. “You pass murals and public artworks that really represent the character of Richmond, from the mural on the Richmond Senior Center to the street mural made as a result of the Black Lives Matter response to George Floyd to Rigo’s Liberty Ship that’s painted underneath the overpass on 3rd Avenue. I just think, ‘What a rich city’.”

Art continues to flourish in the City’s downtown district despite COVID-19. The Richmond Art Center recently commissioned local and internationally ac-

claimed artist Vanessa Solari Espinoza, a.k.a. DJ Agana, to design a mural in front of the building, which is temporarily closed, and more projects are underway to ensure that residents find a whole new arts center when it does re-open. “What I want is for people to come back here and say, ‘What happened here in the last few months? This is refreshed, it’s renewed, it’s re-energized, it’s fabulous,’” says the center’s new Executive Director José Rivera.

Rivera joined the organization just as COVID-19 hit, which provided an opportunity to develop online content for the first time in the center’s history. New online classes include Morning Cup, a teacher-led creative arts class for adults, and Family Make, where families can join via Zoom to make art at home.

“I’ve been living in this area for 30 years and the center was just barely on my radar,” says Rivera. “And when I came here to interview, I said, ‘Oh my God, this is such a beautiful little jewel, with so much potential.’” Preparing for the center’s re-opening, Rivera has been actively rethinking its community approach, admitting that the center had not been as inclusive in the past.

“A large portion of the population in Richmond



“The thing about the arts in Richmond is that it’s supported by a very deep sense of local history and culture.”

Amanda Eicher,
Executive director, NIAD

Right: Weaving exhibited in the NiAD window gallery.

is Latinx,” says Rivera. “so we started to have our communication, all of the marketing pieces, collateral, website, in Spanish to make sure that we can reach out to more people.” For the Black community, he says “we want to make sure that they can see that some of the artists, the teachers that we have, at the center look like the community.”

Award-winning artist Stephen Bruce, who has an art studio in Richmond, will be organizing an art show at the Richmond Art Center called “Art of the African Diaspora”, opening January 2021 and featuring 150 artists of African descent. His goal as Chair of the committee that runs the show, now in its 25th year, is to engage the community in what is the largest visual arts center in the East Bay.

“As chairman of the Art of the African Diaspora committee, one of my goals is to expand opportunities for African-American artists,” says Bruce.

NIAD Art Center has also pivoted in response to COVID-19. While the NIAD gallery has been temporarily closed, the organization has moved a set of gallery walls into the windows on 23rd Street to create a rotating exhibition.

“I think that by having our artwork in the windows, we’re really saying who we are on 23rd Street, and slowly but surely, we’re building relationships to define an arts district in Richmond, through events and through storefront displays,” says Eicher.

Under Eicher’s leadership, NIAD has created a robust virtual program that includes events like Thirsty Thursdays, where participants can chat with the curator of the exhibition for a more intimate, albeit remote, experience. And even through crisis, Eicher says, the arts’ leadership in Richmond is very collaborative.

“One of the unspoken missions of that collaboration is our communities’ well-



NIAD

ness, and really preserving the spirit of who we are in the work that we do,” she says. “And with the new leadership at the Richmond Art Center, new leadership in our City Arts and Culture Manager position, I think there’s a lot of potential to co-ordinate events, to create experiences like

art walks and to just bring folks to Richmond, because they are excited about the cultural life that is shared between organizations, between artists, between people in Richmond.”

To find out more, visit niadart.org and richmondartcenter.org



RICHMOND ART CENTER

Richmond Art Center classes are available online for adults and children.



Jewelry from NIAD's online store. From left, cup sleeve by Vanessa Bravo; necklace by Felicia Griffin; bracelet by Esmeralda Silva.

THINGS TO DO

Point Isabel Regional Shoreline

With views of the Golden Gate Bridge, Marin County, and Brooks Island, this 23-acre gem of a park offers off-leash dog walking, popular trails and gorgeous wildflowers to boot. The shoreline includes the Richmond portion of the Bay Trail, a beautiful 36-mile stretch beloved by walkers, runners, and cyclists. It's a perfect place to enjoy the views, nature, and wonderful weather of Richmond.

Lively Richmond

There's always something fun to do in Richmond



Lara's Fine Dining

Enjoy seafood, burgers and classic Italian cuisine at this stunning waterfront restaurant. Right in the heart of Marina Bay, Lara's historic dining room is the perfect perch to enjoy a cocktail against a backdrop of Bay views.

SAN PABLO CORRIDOR

- Agave Azul**
12955 San Pablo Ave
agaveazulca.com
- Factory Bar**
12517 San Pablo Ave
thefactorybar.net
- Richmond Pizza House**
12343 San Pablo Ave
richmondpizzahouse.com

- Huong Tra**
12221 San Pablo Ave
huongtrarestaurant.com
- Mississippi Catfish**
12440 San Pablo Ave
yelp.com/biz/mississippi-catfish-richmond

- Sa Wad Dee Thai Restaurant**
12200 San Pablo Ave
sawaddeerichmond.com
- 99 Ranch Market**
3288 Pierce Street Pacific East Shopping Mall
99ranch.com/stores/richmond

- William's Natural Foods**
12249 San Pablo Ave
williamsnaturalfoods.com
- Wildcat Canyon Regional Park**
5755 McBryde Ave
ebparks.org/parks/wildcat



Huong Tra

Familiar Vietnamese fare is the draw at this bustling Richmond mainstay. Huong Tra features eight varieties of pho, large portions, and quality food. A great spot for the whole family!

- Tacos El Tucan**
12505 San Pablo Ave.
- Catahoula Coffee Company**
12472 San Pablo Ave
www.catahoulacoffee.com
- DOWNTOWN /23RD ST.**
- La Fortuna Latina Market/ Tacos El Indio**
2400 Macdonald Ave
yelp.com/biz/la-fortuna-latina-market-richmond
- Tacos El Chino**
2300 Humphrey Ave
tacoselchino.com
- La Selva Taqueria**
1049 23rd Street
laselvataqueriaca.site
- Phila Burger Station**
1100 23rd St
yelp.com/biz/phila-burger-station-richmond
- CJ's Barbecue and Fish**
2401 Macdonald Ave Ste A
yelp.com/biz/c-js-bbq-and-fish-richmond
- Richmond Art Center**
2540 Barrett Ave
richmondartcenter.org
- NiAD Art Center**
551 23rd Street
niadart.org
- El Garage**
1428 Macdonald Ave
elgarage.online
- Richmond Greenway**
richmondgreenway.org
rfor.org/dirt-world.html
- East Bay Center for the Performing Arts**
339 11th Street
eastbaycenter.org



Factory Bar

Richmond’s newest cocktail bar is now open. Sit patio-side at this cocktail bar and order up a Point Molate Margarita or an Alvarado and nibble on charcuterie or crudité plates while soaking in the Richmond history all around.

East Brother Beer Company

Enjoy a pint with a view and a snack at this lively taproom located right up against the Nicholl Knob hillside trail. This award-winning brewery serves up everything classic from light pilsners to rich oatmeal stouts, which you can drink while gazing out to the Bay



EAST BROTHER

POINT RICHMOND

Maya Taqueria
130 Railroad Ave
yelp.com/biz/maya-taqueria-richmond

Masa Tamales and Taqueria
199 Park Pl
facebook.com/pages/category/Mexican-Restaurant/Masa-Tamales-Taqueria-1111376

Raymond’s Pizzeria
130 Railroad Ave
raymondspizzeria.com

Rigger’s Loft (R and B Cellars and Far West Cider)
1325 Canal Blvd
riggerслоftwine.com
farwestcider.com

East Brother Beer Company
1001 Canal Blvd
eastbrotherbeer.com

East Bay Regional Parks
900 Dornan Drive and 5551 Giant Highway
ebparks.org/parks

SHORELINE

Golden Gate Grill
1005 Wright Ave
goldengategrill.com

Anaviv’s Open Market
600 Hoffman Blvd
anavivsmarket.com/anavivsoopenmarket

Armistice Brewing Company
45 Marina Bay Parkway #1
armisticebrewing.com/
Lara’s Fine Dining
1900 Esplanade Drive
larasfinedining.com

Purity Wine/The Study Wine Bar
1401 Marina Way South, Ste. 280
puritywine.net

Point Isabel Regional Shoreline and Richmond/ San Francisco Bay Trail
2701 Isabel St
ebparks.org/parks/pt_isabel/
baytrail.org



Tacos El Tucan

Order up fresh Tijuana-style quesatacos (a handmade corn tortilla and crispy melted cheese, cilantro, onion and guacamole) and, for the perfect side to share, try the Tucan fries loaded with carne asada meat, and cheese in this cozy eatery.



Golden Gate Grill

Focuses on quality, consistency, and making everything in house whenever possible from their fresh baked buttermilk biscuits to their classic dill pickles. All of their meats come from Golden Gate Meats right next door.

Yacht Harbours, Kayak Launch, Ferry ride, and Parks
Ferry: 1453 Harbour Way South
sfbaywatertrail.org
mbyh.com
sanfranciscobayferry.com
richmond-fares

Rosie the Riveter/WWII Home Front National Historical Park
1414 Harbour Way South
nps.gov/rori

ONLINE
Origin Brewer
originbrewer.com
The BakerE
thebakererichmond.com
The Marina Bakery
marinabaybakery.com
Diane’s Heavenly Treats
dianesheavenlytreats.com
Falcon Spirits Distillery
3701 Collins ave, 1B and 1C
falconsprits.com

Richmond by the Numbers



110,567

Total population



\$82,835

Mean household income



\$500,300

Median single-family home price

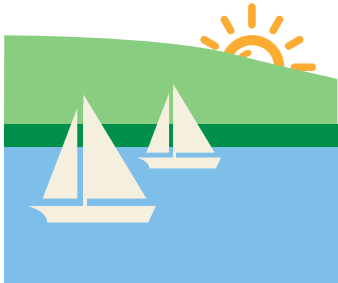
\$1,572

Median monthly rent



27th

Port of Richmond
Rank in the U.S. in
total trade.
(of 149 US ports)



32 Miles of shoreline

36 Miles of Bay Trail

6,527 Acres of parkland

Top Employers

Company	Employees
1. Chevron	3482
2. Amazon	1607
3. Kaiser	1395
4. United Parcel Service	1332
5. Blue Apron	1200

Commercial space



Logistics

7.3 million s.f.
total space

\$0.90/s.f.
average rent

5.2%
vacancy rate

Manufacturing

5.75 million s.f.
total space

\$0.65/s.f.
average rent

2.3%
vacancy rate

Office/flex

2.75 million s.f.
total space

\$2.09/s.f.
average asking rate

9%
vacancy rate

Richmond Works for Business

The City of Richmond helps business owners relocate existing operations, works with entrepreneurs and developers, and facilitates business-to-business transactions.

The New Employment Credit (NEC)

NEC is a California income tax credit available for each taxable year beginning on or after January 1, 2014, and before January 1, 2021. Credits are for a qualified taxpayer that hires a qualified full-time employee for work performed in a designated census tract or economic development area, which includes Richmond. The NEC also gives businesses hiring credits for up to five years if they hire long-term unemployed workers, veterans with 12 months separation from service, people receiving federal earned-income tax credit, ex-offenders, and recipients of CalWORKS or general assistance. For more information or to apply, visit www.ftb.ca.gov and search for NEC.

Manufacturing Equipment Sales Tax Exemption

Businesses engaged in manufacturing or biotechnology research may exclude the first \$200 million in equipment purchases from the state share of sales tax (4.19 percent).

HUB Zone Empowers Business

As a designated U.S. Small Business Administration HUB Zone, Richmond helps certified small businesses gain preferential access to federal procurement opportunities, including competitive and sole-source contracting, and a 10% price evaluation preference.

Target Employment Area (TEA) Benefits

TEA Benefits enable Richmond businesses to save thousands - even millions - of dollars through a variety of tax credits and cost reductions.

Former Enterprise Zone Program Participants

Participants may continue using Enterprise Zone carryover credits for 10 years and continue to earn hiring credits for employees hired prior to January 1, 2014.

Bids Online

Richmond uses Bids Online to post requests for quotes, invitations to bid, and requests for proposals. Registered vendors are automatically notified of Bid Alerts, changes and addenda, and may search for the latest opportunities available, request and download documents on all open requests. For current bid opportunities, visit www.ci.richmond.ca.us/bids or contact the City's purchasing division at 510-620-6699 or by email at purchasing@ci.richmond.ca.us.

Richmond Works, On-the-Job Training (OJT)

OJT provides reimbursements to employers to help compensate for the costs associated with skills training and loss of production for newly hired employees. OJT employers are reimbursed 50-90% of the wage rate of OJT trainees during the training time. RichmondWORKS provides employers and employees ongoing guidance and support. For more information visit www.RichmondWorks.org

City of Richmond

For more information on these programs and other business services, contact Thomas Omolo in the City Manager's Office, Economic Development at 510-620-6512 or by email at Thomas_Omolo@ci.richmond.ca.us.

We Can Do It!



More than just an image, the real social impact of the Rosie the Riveter legacy is reflected in the stories of those everyday Americans who learned to work together during turbulent times.

The Rosie the Riveter / WWII Home Front National Historical Park in Richmond, California, is a living reminder of this legacy.

As the official nonprofit partner of the national park, Rosie the Riveter Trust is working to pass on lessons about courage, dedication, and stepping up to big challenges as we open new vistas for current and future generations.

To learn more about how you can join us in preserving this history, visit us at www.rosietheriveter.org.

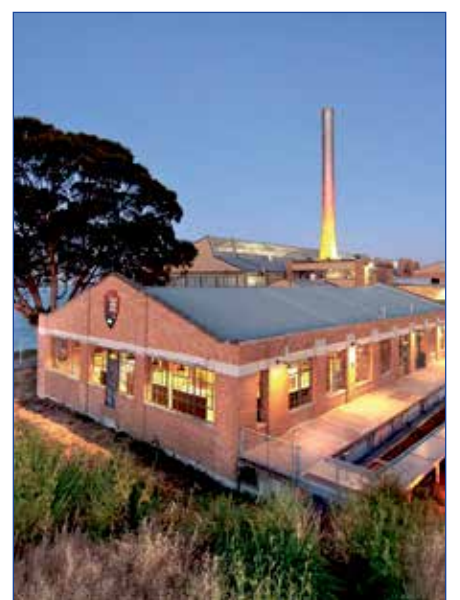


Photo by Billy Hustace



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SETTING THE STANDARD FOR SUSTAINABLE DEVELOPMENT.



Unwanted, outdated, environmentally challenged commercial properties? Sign us up! We're in the business of transformation. At **Hilco Redevelopment Partners**, we clean up, we plan, and we modernize. We turn obsolete properties into environmentally friendly sites that serve their neighbors. When all the remediation and construction is complete, local communities will see more jobs, better housing, greener, sustainable spaces, and significant community investment.

Our future-focused real estate redevelopment team works closely with companies like Shopoff Realty Investments, community leaders and partners, and tenants to take spaces from unused to useful. These sites can be quite the undertaking – but we don't back down from challenges. And we've got an industry-leading track record to prove it.

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