

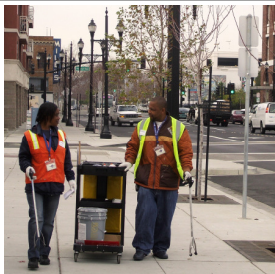
2011 Community Events & Programs

OUR MISSION

Richmond Main Street Initiative is a community-based nonprofit corporation dedicated to revitalizing historic downtown Richmond as a pedestrian-friendly urban village, offering products, services, and arts and entertainment that reflect the community's rich and diverse heritage.



Neighborhood Ambassador Program



Neighborhood Ambassadors walk through Historic Downtown on a daily basis to help keep the area clean and safe by identifying and resolving blight issues, such as graffiti and litter. They also help visitors find their way around the neighborhood. In May, RMSI formed a partnership with Rubicon Programs which allowed us to expand the number of ambassadors and ambassador presence on the corridor. In 2011, nine ambassadors performed 1000 hours of service and resolved 86% of the issues they identified.

Celebrate Downtown Summer 2011

Music on the Main Concerts



2011 marked 10 years of Music on the Main in Downtown Richmond. Over 800 residents, community members, and music lovers gathered in downtown Richmond on the 4th Wednesday of June, July, and August to enjoy an evening of great performances by local musicians and dancers—including Andre Thierry & Zydeco Magic, the Reed Fromer Band, the Iron Triangle Urban Ballet,

Jesse James, Ray McCoy, Hula Ohana Hokulani, the College Prep Dancers, Richmond BLOCO band, and LAVA—and a wide range of goods, services, and activities for guests of all ages.

Adults and children alike flocked to the Healthy Village zone for free, farm-fresh produce and refreshing natural lemonade samples. And families rejoiced in the musically-themed arts & crafts activities, face painting, and dancing. Audience members also enjoyed the outdoor bazaar atmosphere offered by the vendor and information booths at each concert, which provided a unique shopping experience, supported local entrepreneurs, and offered access to a variety of community resources.



Healthy Village Farm Stand

In collaboration with West County HEAL Collaborative, Richmond Main Street sponsored Healthy Village Farm Stand, an event all about health and wellness in Downtown Richmond. Hundreds of residents and workers came downtown on the 1st Friday of the month, June-August, to enjoy free, farm-fresh produce courtesy of EcoVillage Farm, flower salad samples and healing herb seedlings from CURME, information about services and resources offered through RecycleMore, Weigh of Life, First 5, GRIP, and others, as well as pony rides and educational arts and crafts activities for kids.

