

# Richmond Main Street Initiative

Revitalizing Historic Downtown Richmond



## 2016 ANNUAL REPORT

2016 was an exciting year for us and Downtown Richmond. Richmond Main Street Initiative continued providing vital community engagement, health and wellness, and maintenance programs, while also implementing the crucial economic development and placemaking projects outlined in our strategic plan. We welcomed new businesses to Downtown and formed new partnerships to ensure equitable and community-focused development for Downtown. In the next 2 years, Macdonald Avenue will welcome important new housing, retail, and business development projects. Richmond Main Street has been—and will continue to be—the catalyst to engage stakeholders to help bring these projects to fruition. Last, but certainly not least, in 2016 we celebrated 15 years of service...and many more to come!

### 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)

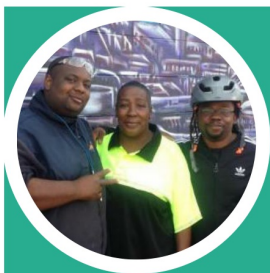


1015 Nevin Avenue, Suite 105  
Richmond, CA 94801  
P: (510) 236-4049 | F: (510) 236-4052  
[admin@richmondmainstreet.org](mailto:admin@richmondmainstreet.org)



# 2016 HIGHLIGHTS

## Safety 1st Ambassadors



**2919**  
Hours of Service

- 832 Bags of trash & debris collected
- 81 Dumping & graffiti abated
- 174 Visitor & homeless assistance

## Community Events



**2765**  
Visitors Attracted

- 29 Arts, Culture & Wellness events hosted
- 60 Artisan & food vendors, & community partners
- 27 Farmers' Markets

## Development Programs



**687**  
Hours of Assistance

- 209 Youth served
- 43 Businesses assisted
- 9 Business opens

*We had a great time, a beautiful day and great music.  
Good job! ~Spirit & Soul Festival Guest*

## Our Volunteers



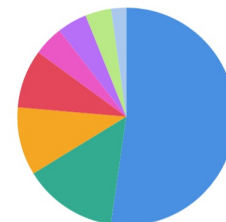
**310**

Individuals

**1507**

Hours of service

## Program Income



**\$361,370**

- PBID (52.27%)
- Corporate Support (13.97%)
- Foundation Support (10.11%)
- New Funding Sources (8.69%)
- Contracts (4.44%)
- Individual (4.42%)
- Other (3.85%)
- In-kind Support (2.25%)

## OUR TEAM

### STAFF

Amanda Elliott, Executive Director  
Alicia Gallo, Outreach Coordinator  
Mary Biasotti, Development Consultant  
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  
Kaiser Permanente  
Mechanics Bank  
MTC  
NCCLF  
Sims Metal Management  
The California Endowment  
The Hewlett Foundation  
Wells Fargo  
Zellerbach Family Foundation

### BUSINESS PARTNERS

AC Transit  
BART  
Buffalo Bills Brewery  
California Delicious  
Cafe Soleil  
Courtyard Richmond  
DP Security  
EBMUD  
Ernst Valery Investment  
For Richmond  
Honey Bucket  
KBLX-FM  
Lappert's Ice Cream  
Marin Mountain Bikes  
LifeLong Medical Care  
Office of UC Berkeley Chancellor  
Republic Services  
Richmond Community Foundation  
Rigger's Loft Wine Company  
The Up & Under Pub & Grill

### COMMUNITY PARTNERS

Better Business Bureau  
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  
Emerald HPC International  
Rich City Rides  
Renaissance Entrepreneurship Center  
Richmond Arts & Culture Commission  
Richmond Chamber of Commerce  
Richmond Police Activities League  
Richmond Police Department & Crime Prevention  
Richmond Convention & Visitors Bureau  
SparkPoint Contra Costa-West  
Target Richmond & Pinole  
West County READS  
YMCA of the East Bay

### INDIVIDUAL DONORS

Arthur Hatchett  
Billy Ward  
Charlene Smith  
Cynthia Haden  
Deborah Walker Wilson  
Grayling Harris  
Larry Lewis  
Laura Haynes  
Lynn & Sandi Genser-Maack  
Maria Gallo  
Matt Taecker  
Saundra Richardson  
Tami Steelman Gonzales  
The Carlstad-Piez Charitable Fund, in memory of Chris Carlstad  
Virgil Weekes  
William Casey  
Xavier Abrams  
Zakhary Mallett  
...and many others

Photo credit: Ellen Gailing, Josue Hernandez, Alicia Gallo