

2020 IMPACT REPORT

Richmond Main Street Initiative

Revitalizing Historic Downtown Richmond
www.RichmondMainStreet.org

A MESSAGE FROM OUR LEADERSHIP

2020 was quite a year. We experienced changes in our organization's top leadership, the 2020 Census, a general election, renewed nationwide calls for social, racial, and economic justice, and the COVID19 pandemic. **Perhaps more than ever before our work was vitally important.** And it continues to be.

As the effects of the pandemic rippled through every aspect of our daily lives, Richmond Main Street responded quickly to meet the needs of our community. Working under pandemic conditions was challenging, to say the least. Nevertheless **our small, but mighty team, rose to the occasion with the same tenacity, resilience, and passion that we've always had.** It was also a unique opportunity to explore new ways of moving our mission forward: hosting events virtually, supporting our Downtown businesses who are the *Heart of Richmond*, and amplifying the voices of our community members. **And we did it all by leveraging the power of our Main Street Approach.** Nearly 20 years of building community through genuine partnerships, championing inclusive economic development Downtown, and growing our online presence paid off. Our foundation is strong and I am confident that the momentum we've built will continue to grow. **I am honored to share our 2020 story with you.**

Alicia Gallo *Interim Executive Director*

2020 was absolutely a year of adaptation and resiliency for us and Downtown.

We saw this with new merchants like Leftside Printing donating banners to businesses, well-established businesses like LeChat Nail Care Products pivoting to manufacture PPE, and with Richmond Main Street staff working on the front lines with community partners to reimagine what Downtown could be in a time of crisis.

We can't forget that historic downtowns and commercial districts like Richmond's always have been and will remain vital nexuses for social interaction, public health, cultural heritage, and economic vitality for our local communities. **We have to reimagine what we can do as stewards of our Downtown.** This is going to require deep collaboration, investment, and continued leadership by organizations like Richmond Main Street who stand at the forefront of equitable transformation strategies deeply rooted in our Downtown's places, spaces, and people.

This remains a time of dynamic transitions, but we have the organizational capacity and knowledge to get us through these tough times. I urge everyone to reach out, whether it's to the Richmond Main Street board, committees, or staff. Share your challenges and successes, your concerns and brilliant ideas. **Together we can recover, grow, and thrive.**

Robert Rogers *Chair, Board of Directors*

WHO WE ARE WHAT WE DO

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 Community

The Downtown Richmond commercial corridor district is Macdonald Avenue from 6th-16th Street, between Bissell Avenue and Barrett Avenue. We work in partnership with a broad and diverse set of stakeholders including residents, businesses, property owners, community-based organizations, local leaders, and governmental agencies/departments.

Our Main Street Approach



Community

building & strengthening relationships with stakeholders



Economic Vitality

supporting downtown businesses & fostering entrepreneurship



Clean & Safe

ensuring well maintained public spaces & places for residents & visitors



Promotions & Marketing

honoring our cultural heritage through public art & entertainment activities



Design

enhancing physical appearances & accessibility

Our 2020 Team

Staff Vivian Wong, Executive Director; Alicia Gallo, Programs & Communications Manager; Ronnie Mills, Project Manager

Safety1st Kyle Franklin and Lathan Hodge, Supervisors; Billy Hepstead, Deonte Anderson, Mary Greene, Neighborhood Ambassadors

Board of Directors Billy Ward, Chair; Robert Rogers, Vice-Chair; Yvette Williams, Secretary; Sarah Wally, Treasurer; Charlene Smith, Cynthia Haden, Michael K. Martin, Tami Steelman-Gonzales, Xavier Abrams

COVID19 RESPONSE

Sharing Valuable Information & Resources

1 COMMUNITY RESOURCE DIRECTORY

Featuring important information, resources, and pandemic-related updates for residents, families, and small businesses across **23+ intersectional categories**.

4 DOWNTOWN MERCHANT CHECK-IN CAMPAIGNS

We conducted surveys to inform our economic vitality activities to ensure they met the needs of our district's businesses.

37 SMALL BUSINESS MAILERS

A 300% increase compared to 2019! Weekly e-mailers to help Richmond businesses stay up to date on health orders, guidance, and relief resources.

19 BUSINESSES RECEIVE FREE "OPEN FOR BUSINESS" BANNERS

Our team collaborated with Leftside Printing to **promote this generous offer** and coordinate orders.

\$950
SAVINGS

"The thing I find most helpful about your resource hub is not only that it is so extensive, but it's the degree to which the links are vetted and therefore reliable. This combined with the clear organization structure gives it the reliability that feels so essential right now."

- COMMUNITY PARTNER

Meal Giveaway Program

September 1 - December 31, we partnered with World Central Kitchen, Richmond PAL, and 30+ community groups to distribute meals twice a week to Iron Triangle and North Richmond residents experiencing food insecurity. 469 dedicated volunteers contributed 1876 hours of service!

82,500

MEALS DISTRIBUTED WITH
DIGNITY & COMPASSION

Campaign to Protect Lives & Livelihoods

We partnered with Travis Credit Union Foundation's COVID19 Initiative and Richmond manufacturers - Leftside Printing, LeChat Nail Care Products, 5 Star Cleaners, and Fab Lab Richmond - to raise funds to purchase personal protective equipment (PPE) for the community. Our campaign provided 17 Downtown businesses with 140 face masks, 55 face shields, and 130 bottles of hand sanitizer, free of cost. Our manufacturing partners also received increased brand exposure through the **campaign's promotional video**, press releases, and profiles published through our digital platforms.

"IT'S REAL HELPFUL, BECAUSE AT THE MOMENT, WE CAN'T GO TO THE GROCERY STORES, OUR KIDS CAN'T GO TO SCHOOL, SO IT'S REAL CONVENIENT."

MEAL GIVEAWAY PROGRAM PARTICIPANT

"WE WANT TO MAKE SURE THAT NO FAMILY GOES HUNGRY AT THIS TIME."

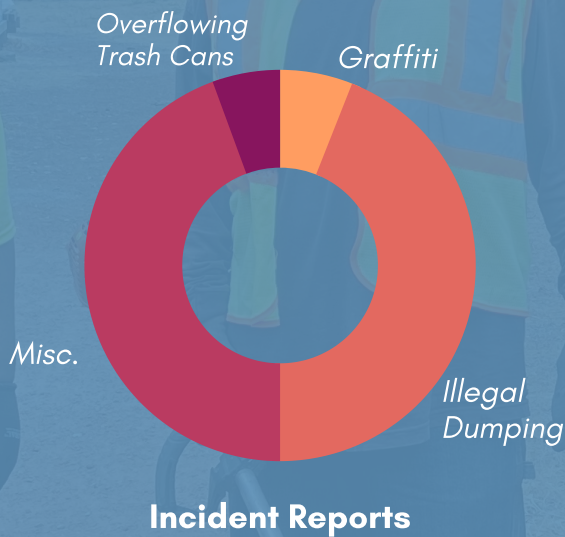
DORIS MASON, RESIDENT & COMMUNITY ORGANIZER



CLEAN & SAFE

Neighborhood Ambassador Program

Through our partnership with Safety1st, this program employs Richmond residents and provides enhanced maintenance and hospitality services to Downtown. Over multiple years of service, Neighborhood Ambassadors Billy, Deonte, and Mary have developed strong relationships with Downtown businesses and a deep understanding of the needs of the district. **Their passion and dedication to ensuring a clean and safe Downtown** is the embodiment of the City of Richmond's motto: Pride and Purpose. For the first time since relaunching in 2010, the program was put on a brief hiatus from April - May 2020 (due to COVID19), but returned with a "Big Splash" effort in June.



2256

HOURS OF SERVICE

550 Bags of Trash & Debris Removed
equivalent to 133 cubic yards

242 Incidents Reported/Addressed

20 Merchant Check-Ins
per week (average)

7 Merchants Supported
with targeted maintenance

Volunteer Supported Beautification Activities

On July 31, we partnered with Groundwork Richmond and Richmond PAL **youth who led a planter rehabilitation and weeding abatement project** at 15th Street and Macdonald Avenue. Invasive weeds and trash were replaced by drought-resistant California native plants and a fresh layer of mulch. From August - November, 3 individuals from the same household donated their time, landscaping expertise, and labor to beautifying the Community Green Space (Harbour Way & Macdonald Avenue).



"I'VE LEARNED A LOT...I'VE MET SO MANY PEOPLE THAT PROVIDED ME WITH NEW OPPORTUNITIES AND [KNOWLEDGE] IN GENERAL. IT'S JUST GIVEN ME MORE OPPORTUNITIES TO GET MORE INVOLVED IN THE COMMUNITY. BECAUSE I NEVER USED TO GET INVOLVED IN ANYTHING... FOR ME, IT'S BEEN SO GREAT."

MARIA AVALOS, GROUNDWORK RICHMOND, GREEN TEAM PROGRAM

ECONOMIC VITALITY

Supporting Small Businesses & Entrepreneurs

We leveraged the full power of our experience, expertise, and extensive network of community partners to support our business community throughout 2020. Access to capital, E-commerce, digital marketing, and navigation support became top priorities for businesses. Some of the ways we met this need included hosting an Access to Capital & Debt Restructuring workshop, establishing an E-commerce program in partnership with Square and Renaissance Entrepreneurship Center, increasing communications and engagement with Downtown merchants, and promoting businesses through our digital platforms.

82

BUSINESSES
ASSISTED

115

HOURS
OF ASSISTANCE

MARKETING SUPPORT

Our **Heart of Richmond** series provided 12 businesses with a platform to tell their stories, and increase brand exposure. Participating businesses also received professional photography services, sponsored social media ads, and **2 were featured in East Bay Express**. 9 Downtown businesses participated in our annual **Small Business Saturday** promotional campaign.

"COVID-19 and its economic effects have hit small businesses like mine very hard! We are a local service business, trying to weather this difficult storm and having the support of Richmond Main Street has been encouraging. [They have] provided practical resources and useful insights to encourage local business owners throughout the East Bay. I'm grateful!"

- YOMI JONES,
AT FIRST GLANCE ULTRASOUND STUDIO

SQUARE E-COMMERCE PROGRAM

18 business owners/entrepreneurs participated in virtual office hours, 10 businesses - including 3 located Downtown - received free Square point of sale equipment (valued at \$2400), and one business, **El Garage**, successfully launched an E-commerce site.

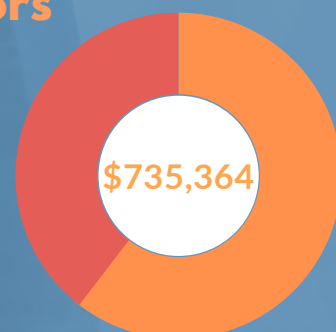
Notable Downtown Economic Indicators

11 Business Opens

4 Permanent Closures

16 temporary closures, 8 re-openings & 14 transitioned to work from home

Public

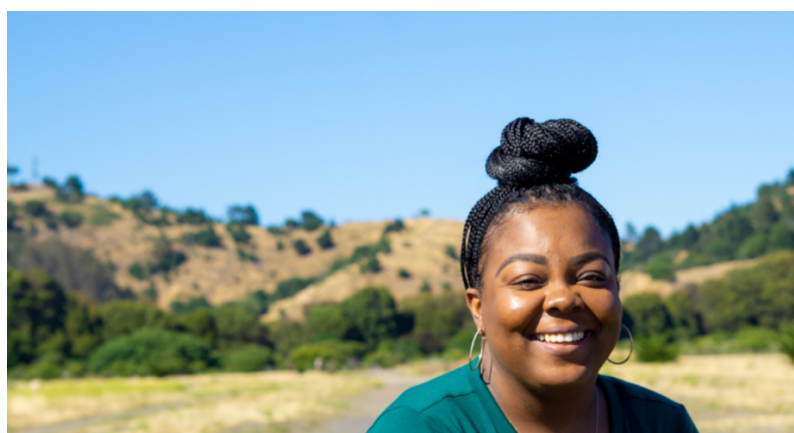


Private

Total Investment thru 7 Projects

"THE VISIBILITY HAS BEEN INCREDIBLE. EVEN FOR CURRENT CUSTOMERS SEEING OUR BUSINESS IN A DIFFERENT LIGHT AND GETTING TO KNOW MORE ABOUT ME HAS FORGED A GREATER CONNECTION. I WAS PROUD TO BE A PART OF THE SERIES AND ALSO LEARN MORE ABOUT OTHER RICHMOND BUSINESS OWNERS AND THEIR STORIES. I DID SEE AN INCREASE IN SOCIAL MEDIA ENGAGEMENT, FOLLOWERS AND EVEN MORE SALES COMING DIRECTLY OUT OF RICHMOND. AT A TIME LIKE THIS IT IS NEEDED."

HEART OF RICHMOND CAMPAIGN PARTICIPANT



R.D. López, Shots From Richmond

COMMUNITY

Coalitions & Working Groups

California Main Street Alliance
City of Richmond Economic Development Commission
Healthy Richmond Economic Justice Action Team
Iron Triangle Neighborhood Council
Measure U Community Outreach Sessions
Richmond COVID19 Small Business Support Working Group

Partnerships

City of Richmond	Renaissance Richmond
CoBiz Richmond	Richmond PAL
Fresh Approach	Urban History Hikes
Groundwork Richmond	Square
Haas School of Business	World Central Kitchen

Census 2020

With support from Contra Costa County, Silicon Valley Community Foundation, and United Way Bay Area, we participated in the Bay Area Complete County campaign. We ran a robust digital marketing education and outreach campaign. We also employed and trained 2 Richmond residents from diverse backgrounds as **Census 2020 complete count ambassadors**. They made 1500 calls to Iron Triangle households, reminding residents of the importance of the Census and encouraging them to get counted.

Richmond Main Street Volunteers ROCK!

569

AMAZING
VOLUNTEERS

2317

HOURS
OF SERVICE

\$62,545

ESTIMATED VALUE
OF SERVICE*



"THE CENSUS IS IMPORTANT AND I WANT TO MAKE SURE EVERYONE HAS A CHANCE TO GET COUNTED FOR THE NEXT 10 YEARS. I WANT TO MAKE SURE THAT IN THE NEXT DECADE WE HAVE ALL THE RESOURCES WE NEED FOR THIS COMMUNITY."

RICARDO, RICHMOND MAIN STREET CENSUS 2020 COMPLETE COUNT AMBASSADOR

PROMOTIONS & MARKETING

Pre-Pandemic Film Premiere

We started off the year with a big first for us. In February we hosted our **first ever film premiere event for *Downtown (Re)Discovered***, a 3-part youth-driven documentary, that explores the history of Downtown Richmond and envisions its future through the perspective of residents, businesses & places. Friends and family gathered at CoBiz to enjoy refreshments, watch the film, and engage in a panel discussion with the filmmakers.

Virtual & Hybrid Events to Bring Joy & Benefit Businesses

Due to the pandemic, we were unable to host our signature Celebrate Downtown summertime and holiday events as we traditionally do. So we got creative. We partnered with Urban History Hikes and Uncover Discover to host a Downtown Richmond **Virtual Merchant Showcase**, which featured 4 businesses, fun demonstration, and trivia. On October 18, our signature **Spirit & Soul Festival** went virtual, streaming live on social media and broadcasting on KOFY TV20. In December, 22 Santa helpers delivered 300 goodie bags to 140 households and we partnered with East Bay Center for the Performing Arts to host a virtual **Downtown Holiday Festival**, featuring *Storytime with Santa* and *A Richmond Nutcracker*.

SPIRIT & SOUL FESTIVAL

67,000

AUDIENCE
REACH!

6 Performers featured

8 Business promoted

5 Festival special offers

"We had six customers that responded directly to the discount and visited the store to shop and participated in the festival via Instagram, Facebook, and/or YouTube. The advertisement spot was really useful in giving Gratitude continued presence in the community and letting them know that we are open and ready for in-person shopping. Much appreciation for the design of the ad spot, it was very sleek. Thank you for the opportunity to be a part of this virtual event."

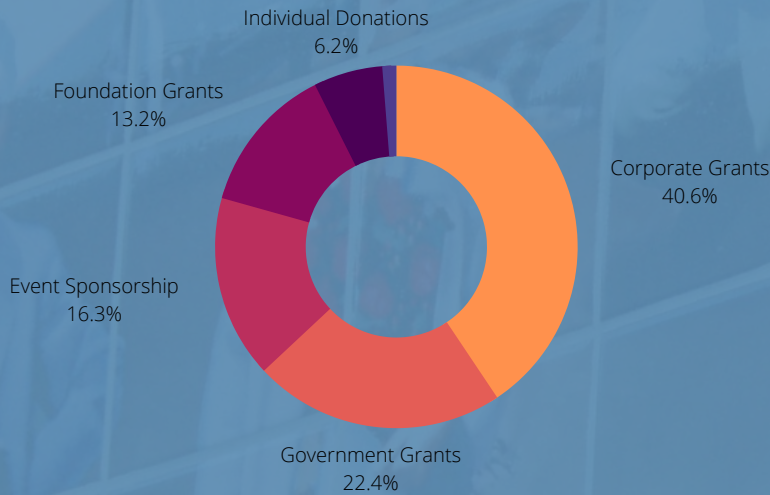
Ghaliyah Roberts-Palmer, Proprietress, Gratitude Afrocentric Gift Store



BUDGET REPORT

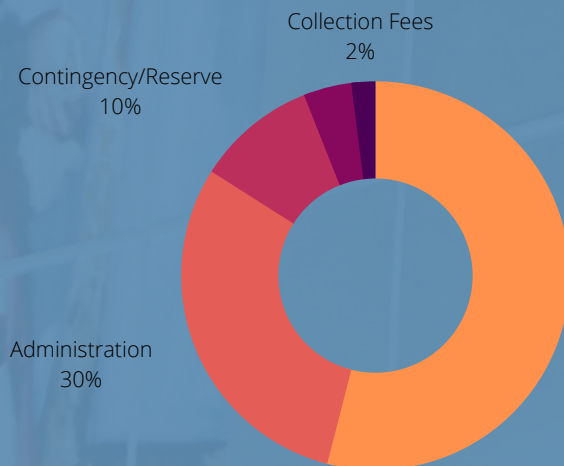
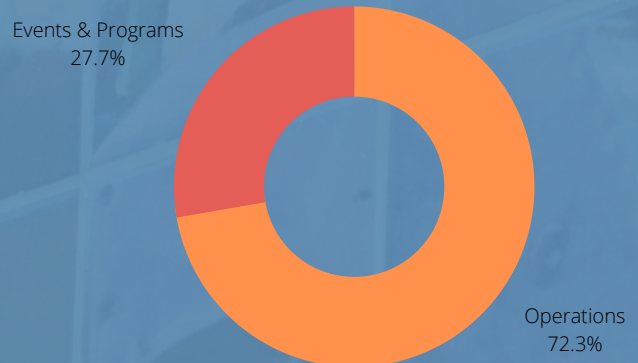
2020 PROGRAM INCOME

\$323,119



2020 PROGRAM EXPENSES

\$345,421



2020 DRPBID BUDGET

\$209,843

GRATITUDE TO OUR SPONSORS & PARTNERS

AHEAD Program, San Francisco Foundation, Silicon Valley Community Foundation, World Central Kitchen, United Way Bay Area, City of Richmond ECIA Grant Program, Mechanics Bank, Wells Fargo, LeChat Nail Care Products, LifeLong Medical Care, Kaiser Permanente, Square, CoBiz Richmond, Contra Costa County Census 2020, Travis Credit Union Foundation, Travis Credit Union, AC Transit, MCE Clean Energy, Republic Services, 1st NorCal Credit Union, SAA|EVI, M.A. Hays Insurance, Bridge Storage and Art Space, Sims Metal Management, Kiwanis Club of Richmond.

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