

Annual Stakeholder Meeting

March 24, 2021 | via Zoom



Alive & Free, Richard Muro Salazar
PC: Tony Tamayo



About Us

We Are Main Street

Richmond Main Street Initiative

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.

Since 2001
Accredited Main Street Program
Urban Main Member
CA Main Street Alliance Member

Our Main Street Approach



Economic Vitality



Design



Community



Promotions & Marketing



Clean & Safe

Community - *Building & strengthening relationships with all stakeholders*

Promotions & Marketing - *Promoting Downtown businesses & Downtown thru arts, culture, and entertainment activities*

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

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

Design - *Enhancing the physical appearance of Downtown*

Our Team



Alicia Gallo

Interim Executive Director



Ronnie Mills

Project Manager

Board of Directors

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

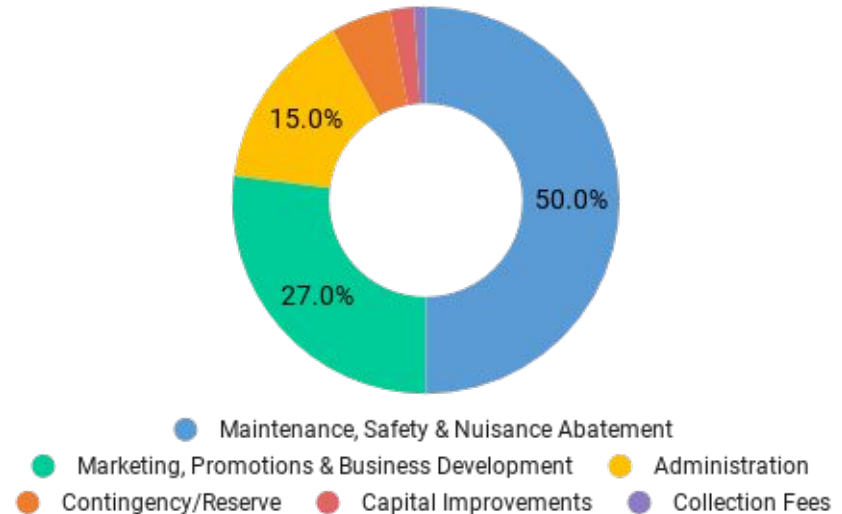
Downtown Richmond Property Based Improvement District (DRPBID)

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.

6th-16th Street along Macdonald Avenue,
between Barrett Avenue and Bissell Avenue

2020 DRPBID Budget





Our Community

Downtown Richmond

Residents

Businesses

Property Owners

Board of Directors & Committees

(Some of) Our Partners

Nonprofit & Community Organizations

East Bay Center for the Performing Arts, Fresh Approach, Iron Triangle Neighborhood Council, Renaissance Richmond, Rich City Rides, RPAL, RCF Connects, NIAD Art Center

City & County Departments

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

Funders & Supporters

DRPBID, Mechanics Bank, Kaiser Foundation, San Francisco Foundation, East Bay Community Foundation, Square, Wells Fargo

2020 Impact

Our COVID-19 Response

Sharing Valuable Information & Resources

Community Resource Directory

37 Small Business Mailers

4 Downtown merchant check-in campaigns

Partnership with Leftside Printing

Education, Advocacy & Collaboration

COVID response workshops & webinars

CA Main Street & Main Street America network

Advocacy for equitable small business relief & collaboration between economic development partners



Our COVID-19 Response

Campaign to Protect Lives & Livelihoods

100% Richmond campaign

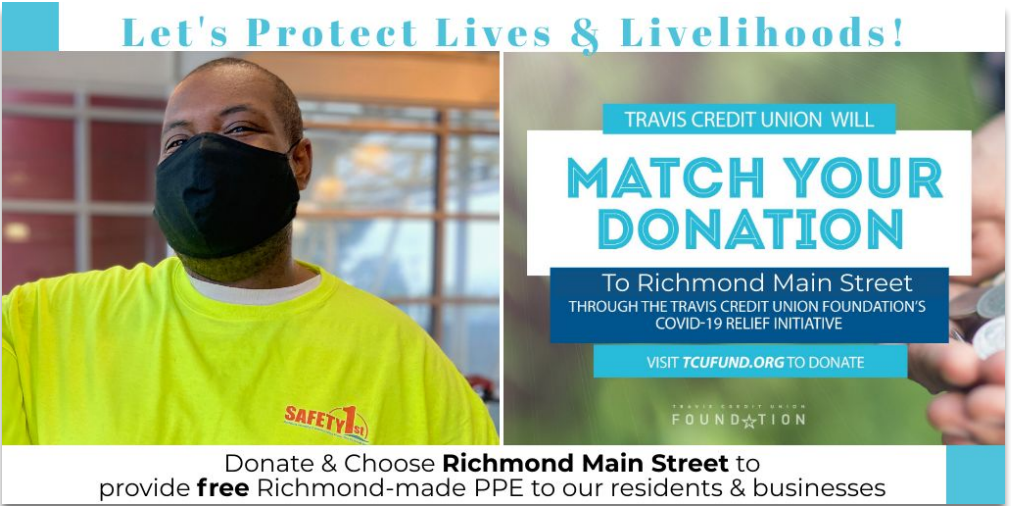
Launched in September & \$3880 raised

4 Richmond businesses tapped

17 Downtown businesses

- 140 custom cloth face masks
- 130 bottles hand sanitizer
- 55 face shields

Individual donations matched by
Travis Credit Union Foundation
COVID19 Relief Initiative



Let's Protect Lives & Livelihoods!

TRAVIS CREDIT UNION WILL

MATCH YOUR DONATION

To Richmond Main Street
THROUGH THE TRAVIS CREDIT UNION FOUNDATION'S
COVID-19 RELIEF INITIATIVE

VISIT TCUFUND.ORG TO DONATE

TRAVIS CREDIT UNION
FOUNDATION

Donate & Choose **Richmond Main Street** to
provide **free** Richmond-made PPE to our residents & businesses

Meal Giveaway Program

Partnership with World Central Kitchen, Richmond
PAL, 30+ community groups

September 1 - December 31

82,500 meals distributed

469 volunteers

*"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 program recipient*



Clean & Safe

Neighborhood Ambassador Program

3 Ambassadors, 100% Richmond Residents

Deonte, Mary & Billy

2256 Hours of service

Maintenance & Hospitality Services Provided

550 Bags of debris removed

242 Incident reports

7 Businesses received targeted maintenance help

Daily business check-ins + 3 district-wide PSA visits

Brief hiatus April - May due to COVID19,

“Big Splash” return in June



Clean & Safe



Beautification Activities

July 31, 2020

RPAL and Groundwork Richmond youth lead planter rehabilitation & weed abatement project @ 15th Street & Macdonald Avenue

Youth ambassadors beautify downtown Richmond while gaining real-world experience



Volunteer Ambassadors

Deonte, Anthony, Chris

Economic Vitality



Supporting Small Businesses & Entrepreneurs

Square E-Commerce Program

*Helping businesses survive and thrive
thru COVID19 conditions*

Access to Capital & Debt Restructuring Workshop

*Kiva, Darya Sara Druch, Lawyers Committee on Civil
Rights of the San Francisco Bay Area, UC Berkeley New
Business Community Law Clinic*

One-on-One Technical Assistance

*Business development, access to capital,
COVID19 response navigation*

Economic Vitality

Economic Development Indicators

Downtown Businesses

11 New Business Opens

4 Permanent Closures

16 Temporary Closures - 8 Re-openings

14 Transition to Work-from-Home mode

Public & Private Investments

\$735,000 public/private projects

2 Volta EV Level II Chargers

COVID19 health & safety improvements





Downtown Richmond

VIRTUAL MERCHANT SHOWCASE

Sat. August 8 @ 2pm



***MEET & SUPPORT OUR MERCHANTS
DOWNTOWN HISTORY & FUN FACTS
PLAY TRIVIA & WIN PRIZES!***



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
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
Hass School of Business	World Central Kitchen



MAYOR'S BUSINESS WEBINAR
HOSTED BY MAYOR TOM BUTT
WEDNESDAY, JULY 29 @ 12:00 PM

Shasha Curl
City of Richmond

Thomas Omolo
City of Richmond

Vivian Wong
Richmond Main Street

YOUR CITY. YOUR BUSINESS. JOIN THE CONVERSATION.

RSVP/Submit Question: mayor@ci.richmond.ca.us
Questions Due: Monday, July 27 @ 12:00 pm

Richmond
OFFICE OF MAYOR TOM BUTT
Bay Front. Home Front. Out Front.

23rd Street Merchants' Association

RICH CITY STUDIOS
PHOTO & VIDEO

Beauty by Nature
A Fine Art Studio

DISTRICT ATTORNEY
JONAS COSTA ESQUIRE

Community

Richmond Main Street Volunteers ROCK!

569 Volunteers

2317 Hours of service

\$62,545 Estimated value of volunteer time

Census 2020

Bay Area Complete Count campaign

Robust digital marketing education & outreach campaign

Called 1500 Iron Triangle households





**RICHMOND MAIN STREET
CENSUS 2020 COMPLETE COUNT
AMBASSADOR: RICARDO C.**



Census 2020

“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

Virtual & Hybrid Events to Spark Joy During the Pandemic

Pre-Pandemic

[Downtown \(Re\)Discovered](#) Premiere - February 21

Virtual Community Events

Merchant Showcase - August 8

[Spirit & Soul Festival](#) - October 17

Aired on KOFY TV20!

8 businesses promoted, 6 performers featured

[Downtown Holiday Festival](#) - December 16

Socially Distanced Special Activities

Santa Claus is Coming to Rich City - December 12

22 volunteers, 140 special deliveries, 300 children



Promotions & Marketing



Shots from Richmond/R.D. Lopez

Leveraging our Platform to Support Local Businesses #SupportLocalSafely campaign

Dozens of Downtown & Richmond-based businesses & organizations profiled in e-newsletters and social media

Small Business Saturday - November 27

9 Downtown businesses promoted

Heart of Richmond - June

4 weeks, 12 businesses

Sponsored ads, articles, [video spotlights](#)



Heart of Richmond

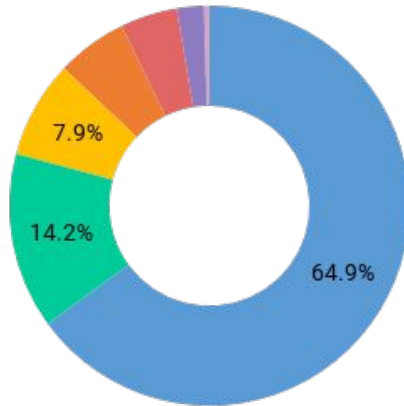


"The visibility has been incredible. Even for current customers seeing our business in a different light and getting to know more about me has forged a greater connection. I was proud to be a part of the series and also learn more about other Richmond business owners and their stories. I did see an increase in social media engagement, followers and even more sales coming directly out of Richmond. At a time like this it is needed."



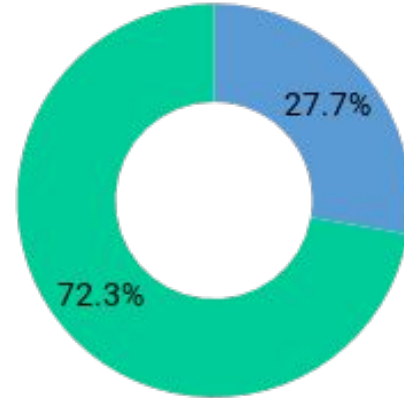
Budget Report

2020 Program Income \$323,119.01



- PBID Assessment
- Corporate Grants
- Government Grants
- Event Sponsorship
- Foundation Grants
- Individual Donations
- Earned Income

2020 Program Expenses \$345,421.94



- Events & Programs
- Operations





2021 Work Plan

New Year, New Opportunities

Leadership Transitions

Staff & Board of Directors

Improving COVID19 Conditions

Cautiously optimistic

Positive Starts

Art In Windows 2021 is back...and with a twist

NewLife Cafe

Planter Ambassadors



CALL FOR ARTISTS!

**Art In Windows Exhibitions
@ NIAD & Richmond Main Street**

WHO: Established & emerging Richmond-based artists, artist groups/collectives & organizations invited

WHAT: All genres, mediums & subject matter welcome!
Richmond-inspired works encouraged.

PERKS: Receive a stipend & complementary reproductions

Apply by March 31 tinyurl.com/RichmondCallForArtists

Funding provided by the Richmond Arts and Culture Commission, Neighborhood Public Art Mini-Grant

Our Main Street Approach 2021

Clean & Safe

*Neighborhood Ambassador Program, Planter Ambassadors,
Chill with a Cop (August)*

Promotions & Marketing

*Spirit & Soul Festival (September), Art In Windows,
Downtown Holiday Festival, Highlight Downtown businesses
and happenings*

Economic Vitality


Square E-commerce Program, 1:1 assistance

Community

Board of Directors, Committees, Community Partnerships

COVID19

Resource hub for businesses and residents



Square E-commerce University Webinar Series

FREE!
for Richmond Businesses & Renaissance Center East Bay clients

1 Webinar Topics & Schedule - all dates 5:30-6:30pm
April 13 - Getting Online
May 12 - Appointments
June 15 - Customer Engagement
PLUS! Access on-demand intro webinars for Restaurants, Retail & Service businesses anytime

2 Need Help? Sign-Up for Office Hours with our Square Expert
April 22 & 23, May 20 & 21, June 24 & 25

3 Request a FREE Reader **\$800 Value!**

4 Enter to win a FREE Square Register!

More Info & Register: www.richmondmainstreet.org/business-services

Logos: Square, Richmond Main Street, Renaissance Center East Bay

On the Horizon



Returning to 1600 Nevin Plaza

Exploring office re-opening options

DRPBID Renewal

Renewal process to begin May/June

Executive Director Search

TBA



Q&A

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

Thank you!

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