



RICHMOND MAIN STREET

RICHMOND, CALIFORNIA

RICHMOND MAIN STREET INITIATIVE, INC.

HEARD ON MAIN STREET

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1000 Macdonald Avenue,
Suite C
Richmond, CA 94801
510-236-4049
www.richmondmainstreet.org

RICHMOND MAIN STREET RETAIL TRAINING PUTS YOUTH TO WORK

The Richmond Main Street Initiative conducted a retail training program for youth 16-21 from July 2-July 11 to address the need of businesses seeking to hire local workers. Businesses hired a trained youth worker from our program who worked through the summer and were paid by Richmond Main Street. Employers have the option of hiring the youth beyond summer if they desire.

Many employers have expressed the preference to "hire local youth" for summer jobs in retail but complained that Richmond youth were not prepared to work in that capacity. Richmond Main Street's Youth Readiness and Employment Training sponsored by Wal-Mart and the City of Richmond Community Development Block Grant provided a solution to this dilemma. The Youth Entrepreneur Program also known as Y.E.P. gave participants practical skills and information to fill the gap experienced by these businesses seeking local youth employees.

Richmond Main Street's executive director Amanda Elliott working with the City of Richmond Employment and Training Department, Outreach Coordinator Maria Garcia, and Retail Trainer/Consultant, Irma Lewis, evaluated the participants and created job matches between the youth and retail businesses within the Central Richmond Revitalization area.

The program trained and put to work 10 local youth with job readiness skills. The training included mock interviews and resume creation and development. Participants were recorded on video to preview and critique their presentation skills.



Participants were required to read from the book *Purple Cow Transform your business by Being Remarkable*, by Seth Godin and were provided with basic training on aspects of owning and managing a retail



Chabrala Davenport— "Anyone trying to go into retail, this training is a good way to grow and meet new people"

business, marketing and product placement.

Special guests Manager, Mike Lancaster and Yvette Williams, Market HR Manager from the Richmond Wal-Mart store gave inspiring presentations to participants about the benefits of hard work, education, determination and the recipe for success. Contra Costa College Educational Specialist, Fred Jackson presented participants with an information packet about classes in business management and entrepreneurship. Students also visited and interviewed downtown business owners.

Kharisma Street, 17 began working for 1st Liberty Financial after completing the training preparation. Although, she has previous job training and experience, she is glad to have been able to participate in this program, which gave her more knowledge about business. "What I gained most from the training was learning more about how to be successful in business". "The youth training was in a great location, because I know a lot of people that live in this area."



Kharisma Street— "I believe in paying it forward, with learning opportunities as this each one will be able

Chabrala Davenport, 18 is a resident of Richmond and she expressed how convenient it is to have a program in her area available to her. "I experienced a positive learning environment." Chabrala has a volunteer background and was very pleased with the confidence building training she received. "I felt comfortable working with the staff and my peers, I am influenced to go for what I want in life." She is now employed by H and H Builders Inc.

Each participant who completed the program received a certificate of completion, and were encouraged to continue using the skills acquired through retail training.

All youth from the program were placed in downtown businesses such as Betty's Hair Connections, BJ's Optical, Grandpa's World Salvage, 1st Liberty Financial and Mary's Little Lamb.

Richmond Main Street intends to expand this program next year in our community building efforts to reach a broader segment of youth throughout Richmond.



MUSIC ON THE MAIN CONCERTS: EMBRACING OUR COMMUNITY'S DIVERSE HERITAGE

Richmond Main Street Initiative brings a refreshing concept for after-work entertainment to the downtown community as we continue with the annual free Summer Concert Series, "Music on the Main."

The first concert on June 25, drawing a crowd of at least 160 residents, businesses and community members to celebrate Jazz and Blues by some of the best bands in the Bay Area, was the beginning of a successful attempt to bring the community together to enjoy and celebrate our diversity.

The parking lot at Macdonald Ave and Marina Way was filling up fast on



Wednesday July 23, as neighbors and guests anticipated yet another positive, community building event, celebrating Ethnic Music and Dance.

East Bay for the Performing Arts steel pan group **Richmond BLOCO** was first to take the Main stage and the sounds of multi-pitched percussion filled the atmosphere as the band played their original and classic tunes. BLOCO was the perfect introduction to the celebration of ethnic music, with the playing of an instrument that takes it's origin from Trinidad.

Next on the Main Stage was **LAVA** salsa band. This group intrigued the crowd with their sassy sounds. There was a groove that kept the crowd wanting more.

Ballet Lisanga was up next with a high energy performance of West African dance. One of the dances jumped from the stage into the crowd with a ground stomping move that was inspiring and moving. This group performed with passion and an impressive discipline that was well received by all who attended.

On August 20, **Richmond Main Street Initiative** continued **Music on the Main** concert series, this time with the focus on local youth featuring talent by the **College Prep Dancers & Tae Kwon Do** group, music from **Richmond PAL**, vocalist **BUT-TAH** and Reggaeton group **Junction**.

The **College Prep Dancers & Tae Kwon Do** groups performances were a joy to watch. The dancers performed a Latin inspired dance with boys and girls partnering off with solos. The dancers age ranged from six to eight years old.

After finishing their first routine, the College Prep dancers performed a **Tae Kwon Do** routine with leadership by their master instructor P.J. Taylor to



"Shut up and Drive" by music sensation Rhianna. Their intricate moves were well received by the youth and adults in attendance.

Richmond PAL took the stage and all of the youth were supporting their hype movement. The three youth danced and shook up the stage with an original rap routine and the crowd joined in. Thereafter, the "Bay Kids" were introduced and performed two rap tunes that had the other youth on stage dancing.

Richmond native and American Idol contestant **BUT-TAH** (Nicole Pearson), opened up her performance with her rendition of Aretha Franklin's "Natural Woman". Locals were engaged and inspired. Attendees danced and grooved to her sultry sound.

Richmond showed another example of our diverse heritage with Reggaeton group **Junction**. This group performed a unique blend of Latin and Reggae inspired sounds that made the crowd move. They crooned the crowd with their R & B inspired tune "Anything".

Music on the Main presented a wonderful opportunity for RMSI to promote

the great talent of Richmond youth.

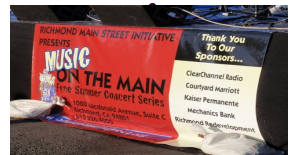
There were many activities for the community to take part in during the Music on the Main events. The children enjoyed jumping in the jump house, face painting, and arts and crafts booth, while the adults participated in a raffle for grand prizes including 2 KMEL Summer Jam Tickets, Janet Jackson Concert Tickets, Free Pedicure at Butterfly Nails (located in the Richmond Shopping Center), and a 2 night stay at the Court Yard Marriott, Richmond.

The raffle drawings were held between performances by Amanda Elliott and



crowd volunteers. Other prizes included a \$25 gift certificate to Foods Co, Richmond and a Starbucks Coffee Basket.

The series will conclude September 24 with a kick off for the **Greater Richmond Interfaith Program (GRIP)** featuring gospel music and dance by local churches. **GRIP** is an interfaith, multi-racial coalition with 40 member congregations from a variety of faith traditions- Catholics, Protestants, Jews, Muslims, Sikh, Buddhist - together to address critical issues of human dignity and social justice.



RMSI is dedicated to revitalizing downtown Richmond as a vibrant, pedestrian-friendly urban village, offering products, services, arts and entertainment that reflects the community's rich and diverse heritage.

STREETSCAPE IMPROVEMENT PROJECT COMING ALONG AS PLANNED



The Streetscape Improvement Project's redevelopment process is coming along as planned with construction crews working diligently from Harbor Way to 19th street. The City has awarded the (proposed contract) Bay Cities Paving and Grading for several million for the reconstruction on of the Macdonald Avenue Streetscape Harbor Way to 19th Street Project.

The Streetscape Project was designed to make Richmond's Main Street more conducive to residential, retail, commercial and mixed use developments. The "Project's" improvements include replacement of street light fixtures, trash receptacles, benches bus shelters, bicycle accommodations, wider side-

walks and an abundance of parking. Landscape and storm drain improvements are also planned as a part of this revitalization effort. The construction now preceding from Harbor Way to 19th Street on the south side is scheduled to be completed by the end of the fall and then shift from 19th Street to Harbor Way on the north side.

The City's employment and training staff has been working closely with the Bay Cities Paving and Grading and their subcontractors to improve the local participation on all work performed by their company within the City of Richmond. Currently 30% of the workforce hours are performed by Richmond residents, per the employment ordinances.

Exciting developments are happening in downtown Richmond. The new Richmond mixed-use transit center will soon be joined by a revitalized Nevin Park just a few blocks away, and façade improvements along the Avenue. This is an exciting time for Richmond Main Street residences and businesses. With a new regional shopping center, anchored by a brand new Target at Macdonald's east end, and this new street-

scape taking place in our City we can anticipate a beautifully revitalized downtown as well as a revitalized community.



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RICHMOND MAIN STREET'S OWN MARIA GARCIA HONORED FOR DEDICATED SERVICE WITH AMERICORPS



Maria Garcia

Wednesday August 13, 2008 LISC AmeriCorps celebrated 15 years of creating community development leaders in the Bay Area.

The AmeriCorps program supports the strategic work of local community based organizations, while introducing a new generation of talented and committed individuals to the field. Over the years, Bay Area AmeriCorps members have contributed to neighborhood organizing, forming tenant associations, housing development,

Richmond Main Street's own Maria Garcia was honored for one year of her dedicated service with AmeriCorps. Maria Garcia has been the Outreach Coordinator for Richmond Main Street Initiative through the LISC Bay Area AmeriCorps Program.

"Working as an AmeriCorps volunteer has been a rewarding experience and has broadened my scope in community development. "I've had the privilege to work with people that have the courage, drive and determination to break ground and bring change into downtown Richmond."

Through Maria's dedicated role as outreach Coordinator, Richmond Main Street Initiative has a stronger connection with the downtown residents and business owners that we are dedicated to. She has made a personal connection and developed the necessary community building relationships that are vital to the production of Richmond Main Street.

Our volunteers and sponsors are the heart of Richmond Main Street. We are grateful to all of the volunteers that make our Music on the Main event, the Youth Entrepreneur Training Program, the Art Exhibit, and soon coming Holiday Festival a success.

Special thanks to Music on the Main volunteers, Jean Womack, Monica Boyd, Thelma Randles, Monet Boyd, Pricilla Garcia, Ruth Mays, Lisa Jefferson and Wells Fargo.

If you would like to become a sponsor and or interested in becoming a volunteer, contact Susan Chan for more information at (510) 236-4049 schan@richmondmainstreet.org.



Thelma Randles



Susan Chan

MESSAGE FROM THE EXECUTIVE DIRECTOR

Greetings! RMSI has expanded our outreach in the community and provided valuable services and programs downtown. The 2008 **Music on the Main** has been a big success and continues to grow. Our final show on September is a collaborative effort with the Greater Richmond Interfaith Program and will kick off their **Harmony Walk** to end hunger. This event is in its 22nd year and provides an opportunity for organizations and individuals to raise funds to support the year-round shelter, the Souper Kitchen, the Resource Center and other GRIP programs. We expect a large crowd to kick off this event which will feature gospel music and dance. When you come, expect to clap your hands and stomp your feet. It's gonna be a toe-tapping good time. We're praying that the weather will be as warm and wonderful as it was at the last **Music on the Main**. At one point, I thought would melt! It's hard to believe it was that hot at 7:00 pm in downtown Richmond but it just proves that anything is possible, which is the theme and motto for Richmond Main Street. Anything is possible and we're here to make the impossible happen.

People are excited about the promise of a new and improved streetscape downtown. Main Street is working to keep the businesses and residents informed about the progress of the project. Although it's somewhat challenging getting around downtown, we can see the light at the end of the tunnel and have great hope for the new streetscape

and the opportunity it will bring as we reinvigorate downtown. Several marketing ideas are being considered to help support the businesses during the construction period. A survey is being conducted to better inform us about the needs of the businesses as we work through this transition.

One of the most significant projects that Main Street has undertaken is the Youth Entrepreneur Retail Training. This program provided a much needed economic boost to both the business owners and youth working for them. We are planning to expand this program beyond summer, look for more updates in the coming months.

Thank you to everyone for the nice compliments on our bi-monthly newsletter. This is already our second edition; the months just keep flying by. I hope you enjoy our features and profiles so far. Look for more information and highlights on downtown businesses in upcoming issues. As our distribution list increases we hope to use the newsletter a means to fundraise for the organization. Please contact me if you would like to advertise your business.



Amanda Elliott
Executive Director

Next year Main Street is taking a more comprehensive approach to fundraising which will include creating a signature high-profile fundraising event to promote the organization. Stay tuned there's a bunch more "good stuff" coming your way soon.

Richmond Main Street Staff:

Amanda Elliott—Executive Director
Susan Chan—Administrative Asst.
Maria Garcia—Outreach Coordinator
Jamila Rideau—Newsletter

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Amanda Elliott, Executive Director

OUR VOLUNTEERS ARE THE

The Richmond Main Street Initiative would like to acknowledge and thank all of the wonderful individuals who have volunteered their time and effort to make our events and programs a success: All Main Street Board of Directors, Bennie Singleton, Jacqueline Mc Bride, Larry Fleming, Jay Moss, Monica Boyd and many other generous people who have helped over the years. Thank You.

Richmond Main Street Initiative, Inc

Revitalizing Historic Downtown

1000 Macdonald Avenue, Suite C

Richmond, CA 94801

510-236-4049 office

510-236-40523 fax

www.richmondmainstreet.org

Main Street Summer/Fall 2008 Calendar

September - Music on the Main Wednesday, September 24, 2008 5:00-7:30pm

October- Richmond Art Center Neighborhood Project (mid October)

November - Fall Art Exhibit (date TBA)

December - Holiday Festival Wednesday, December 10, 2008

YOU CAN BE A MAIN STREET SPONSOR OR VOLUNTEER

CONTACT SUSAN CHAN FOR MORE INFORMATION

510-236-4049

schan@richmondmainstreet.org