



RICHMOND MAIN STREET
INITIATIVE, INC.

HEARD ON MAIN STREET

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ANNUAL MUSIC ON THE MAIN SUMMER CONCERT SERIES OFF TO A GREAT START

Richmond Main Street Initiative builds the community with the annual free Summer Concert Series, "Music on the Main". Last year's **Music on the Main** was a great success drawing crowds of more than 150 residents, businesses and community members. This year, Richmond Main Street has built on the popularity of last year's series by adding two additional concerts. By including themes to this year's concerts, Richmond Main Street aims to connect to the broader Bay Area community and reach audiences beyond downtown Richmond.

The first concert, was the start of Richmond Main Street's community building efforts, celebrating in the spirit of jazz and blues. On June 25th

the beginning of the summer concerts.

Executive Director Amanda Elliott opened the evening's festivities with



"Music on the Main" Concert in parking lot at Macdonald Ave. & Marina Way

a wonderful and heartfelt appreciation for everyone that had come out to participate in the event.

Music with Ric Alexander. The sounds of Rhythm and Blues and psychedelic funk, infused with Jazz filled the atmosphere. Original tunes like *Muy Caliente*, and *Funk Me Up* were crowd pleasers and were initiations for locals to get out of their seats and dance a little. Ric Alexander's saxophone solos were right on time and brought smiles and excitement to the people.

Last and definitely not least was Richmond's own Jesse "I can do bad all by myself" James who rocked the audience with his down-home Blues.

There were activities for the children in attendance to enjoy, including a jump house and an arts and crafts activity booth.



the Richmond residents and businesses joined with Richmond Main Street and Richmond favorites **Jesse James**, **The Jeb Brady Band** and newcomer **Nymani Music** with **Ric Alexander** (Ric Alexander and members of Nymani Music have played and recorded with contemporary jazz all stars Dave Koz and Najee) kicked off

The Jeb Brady Band warmed up the stage giving an outstanding performance of rhythmic blues from the 30's, 50's and today. The band received well deserved claps and whistles from the crowd. Jeb Brady's slam dunk solo harmonica performance was well received also.

Next to take the stage was Nymani

All in all the first concert was a great success and start to the Music on the Main series. Richmond Main Street looks forward to continuing the uplifting downtown concerts. The series continues, July 23, August 20, and September 24. For more information visit our website at www.richmondmainstreet.org.

REVITALIZATION UNDERWAY

On June 12, 2008 Richmond Main Street Initiative joined with Richmond Community Redevelopment Agency, along with board members and neighbors to celebrate the commencement of the streetscape improvements along Macdonald Avenue from Harbour Way to 19th Street. This was the implementation of the improvement program developed as part of the Macdonald Avenue Economic Revitalization Plan.

The Streetscape Improvement project



consists of new street lights, benches, trees, trash receptacles, wider sidewalks, and new streets with more parking spaces.

Richmond Main Street in partnership with the city of Richmond has collected extensive community input to incorporate into the streetscape design.

Construction crews began work from Harbour Way to 19th Street, with flaggers directing traffic through a series of orange cones. There is an exciting feeling to be had for the beginning of a redeveloped downtown.

Mayor Gayle McLaughlin opened up the ceremony with great enthusiasm about the project underway. Bill Lindsay, City Manager and Steve Duran, Community and Economics Development Director

both spoke of downtown Richmond as a place that needs “nurturing” to enhance the vibrant spirit that is in the community.

Richmond Main Street’s Executive Director and long time resident of Richmond, Amanda Elliott acknowledged and encouraged the community to join the efforts in making downtown a cleaner and safer community. Long time resident and Richmond Main Street board member Myron King, reflected back on the downtown Rich-



mond he was accustomed to in the 50’s and 60’s and how the revitalization plan will help develop a strong relationship between businesses and residents.

This is just one of the beginning steps to the revitalization of Richmond Main Street. Projects already underway are the Richmond Transit Village Project centered around the Richmond Bart and Amtrak stations, the reconstruction of Nevin Park fencing Project and Mac-



donald Place Senior Housing Development located on 4th and Macdonald Avenue. The renovations of the East

Bay Center for the Performing Arts located on 11th and Macdonald Avenue and the development of the regional shopping center anchored by a new Target Department store further Macdonald Avenue.

With projected completion of the Mac-



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.



donald Avenue Revitalization Project in April 2009, the community-building efforts of Richmond Main Street Initiative, to revitalize and improve our once vibrant community continues.

YOUTH SUMMER JOBS PAID BY RICHMOND MAIN STREET



The Richmond Main Street Initiative is sponsoring a retail training program for youth 16-21 to address the needs of businesses who are seeking to hire local workers. Businesses can hire a trained youth worker from our program who will work July through August and be paid by Richmond Main Street. Employers have the option of hiring the youth beyond summer if desired.

Many employers have expressed the preference to "hire local youth" for summer jobs in retail but complained that Richmond youth

are not prepared to work in retail. Richmond Main Street's Youth Retail Readiness and Employment Training program will address this need by training employment age youth to be ready to work. This program will fill the gap experienced by businesses seeking local employees. The program will train local youth on job readiness skills, provide employment to youth, enhance local retail stores with skilled trained workers, and provide salaries to workers. Additionally, the program will provide basic training on aspects of owning and managing a retail business.

Each participant who completes the program will receive a certificate of completion. Upon completion of the class twelve youth will be placed in summer jobs at a pay rate of \$1,000 for 100 hours of work.

The Main Street Initiative executive director working with the City of Richmond Employment and Training Department, Outreach Coordinator Maria Garcia, and a Retail Trainer/Consultant, Irma Lewis, will create job matches between the youth and retail businesses within the Central Richmond Revitalization area and Hilltop Mall. The training program will start July 2008. Twelve participants will be placed in retail jobs by July 15, 2008. This program was sponsored by Wal-Mart and the City of Richmond Community Development Block Grant.



Main Street Summer/Fall 2008 Calendar

July - Music on the Main

Wednesday July 23, 2008 5:00-7:30pm

Youth Entrepreneur Summer Retail Training

July 2 - 9, 2008

August - Music on Main

Wednesday, August 20, 2008, 5:00-7:30pm

September - Music on the Main

Wednesday, September 24, 2008
5:00-7:30pm

October- Richmond Art Center Neighborhood Project (date TBA)

November - Fall Art Exhibit (date TBA)

December - Holiday Festival Wednesday, December 10, 2008

RICHMOND MAIN STREET INITIATIVE PRESENTS

MUSIC ON THE MAIN **FREE**

In the parking lot at Macdonald Ave. & Marina Way across from the Richmond BART Station.

JUNE 25 ** 5:00 - 7:30 PM	Jazz & Blues
Jesse James Nymani Music w/ Ric Alexander Jeh Brady Band	
JULY 23 ** 5:00 - 7:30 PM	Ethnic Music & Dance
Richmond BLOC Ballet Lisanga • Lava	
AUGUST 20 ** 5:00 - 7:30 PM	Youth Performances
Richmond PAT • Junction College Prep Dancers	
SEPTEMBER 24 ** 5:00 - 7:30 PM	Gospel & Blues
Greater Richmond Interfaith Harmony Walk featuring local music & dance Food • Fun activities for the kids Thank you to all of our 2008 sponsors!	

For further information, call 302.354.4046, or visit our website: www.richmondmainstreet.org

Sponsors:

MESSAGE FROM THE EXECUTIVE DIRECTOR

Richmond Main Street has made great strides in the past ten months since I've been with the organization. We are working hard to connect with the community and the City to implement programs and initiatives to improve downtown.

I am very proud to be a participant in the positive changes happening downtown, most notably, the Macdonald Avenue Streetscape improvements currently underway. In less than one year Macdonald Avenue between Harbour Way and 19th street will have a pedestrian friendly walkway with angled parking, new outdoor furnishings, trash receptacles and newspaper stands.

We are truly fulfilling our mission to revitalize historic downtown Richmond as a vibrant, pedestrian-friendly urban village offering product, services, arts and enter-

tainment to reflect our community's rich and diverse heritage'.

Main Street has implemented several new projects and programs including the Youth Entrepreneur Retail Readiness summer program. RMSI has partnered with the City Employment and Training Youth Works program to offer jobs in retail to youth 16-21.

We have also received a grant from the Richmond Art Center for a public art project. We will present a fall art show and finish the year with a holiday festival, as we've done in previous years.

I am excited about the many projects and challenges ahead in 2008. Richmond Main Street is striving to make our city the best it can be to live up to the motto as the City of Pride and Purpose.



Amanda Elliott
Executive Director

Richmond Main Street Staff:
Amanda Elliott—Executive Director
Susan Chan—Administrative Asst.
Maria Garcia—Outreach Coordinator
Jamila Rideau—Newsletter

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YOU CAN BE A MAIN STREET SPONSOR OR VOLUNTEER

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OUR VOLUNTEERS ARE THE HEART OF MAIN STREET

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 Vaca, Larry Fleming, Jay Moss, Monica Boyd and many other generous people who have helped over the years. Thank You.