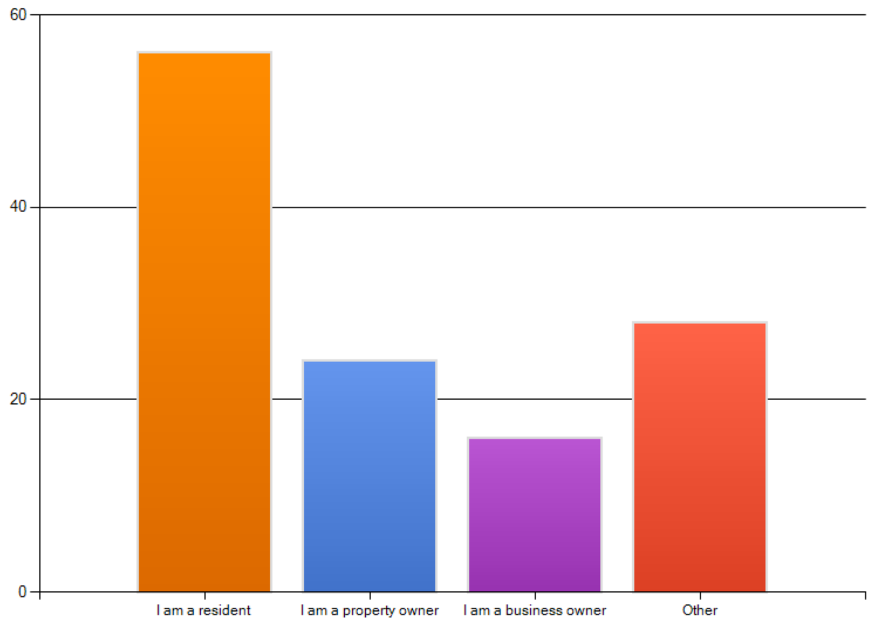
2013 RMSI Stakeholder Meeting Feedback

VISION FOR DOWNTOWN RICHMOND

Early this year, Richmond Main Street Initiative (RMSI) convened its annual stakeholder meeting to determine what its priorities should be for the upcoming year. What follows is a summary of feedback collected from stakeholders who shared their vision for the downtown area in a number of key areas, which are discussed below.

Who were the stakeholders responding to the survey? **Figure 1:** below shows who responded to the survey.

Figure 1: Demographics of Respondents

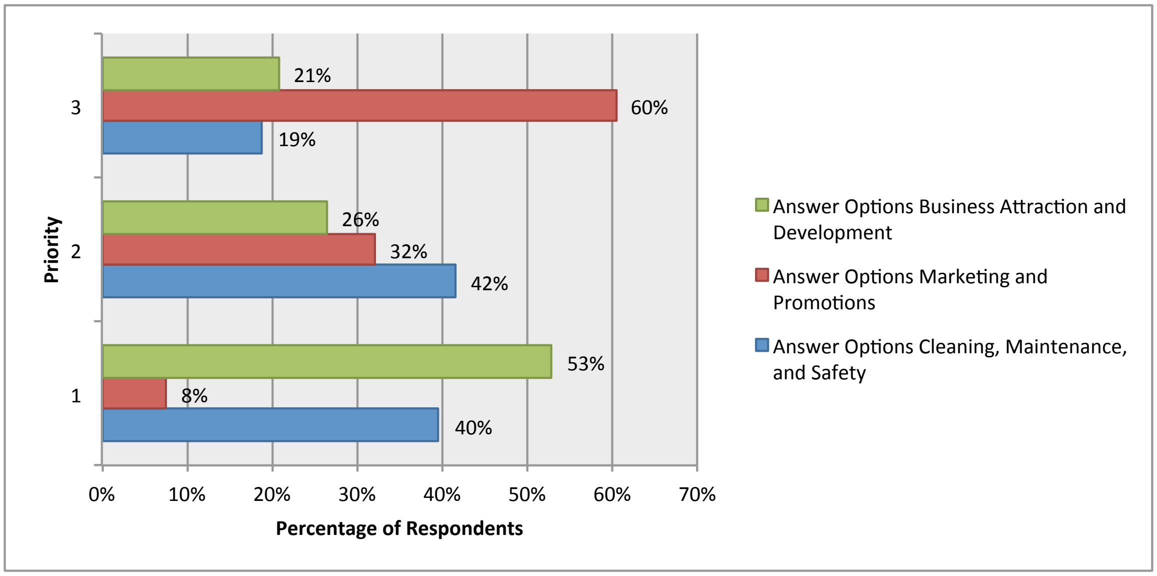


One major development in 2012 included the passage of the Downtown Richmond Property Based Business Improvement District (DRPBID). Through passage of the DRPBID, RMSI will now collect an assessment from each property owner located within the district (based upon the approved assessment formula outlined in the final management plan), which will be invested directly back into the district for improvements, events, marketing, and supporting property owners and merchants. The DRPBID management plan allocates 3 broad areas where these funds may be used. They include:

1. **Cleaning, Maintenance, and Safety**
2. **Marketing and Promotions**
3. **Business Attraction and Development**

Stakeholders were asked to rank these categories overall to help determine what area should receive the greatest priority within the first year. **Figure 2:** below shows the areas that stakeholders felt was the most important to work on in 2013:

Figure 2: PBID Budget Allocation Areas Prioritized



Based upon the chart, stakeholders ranked activities in the order of priority:

1. Marketing and Promotions (60%),
2. Cleaning, Maintenance and Safety (43%), and
3. Business Attraction and Development (53%)

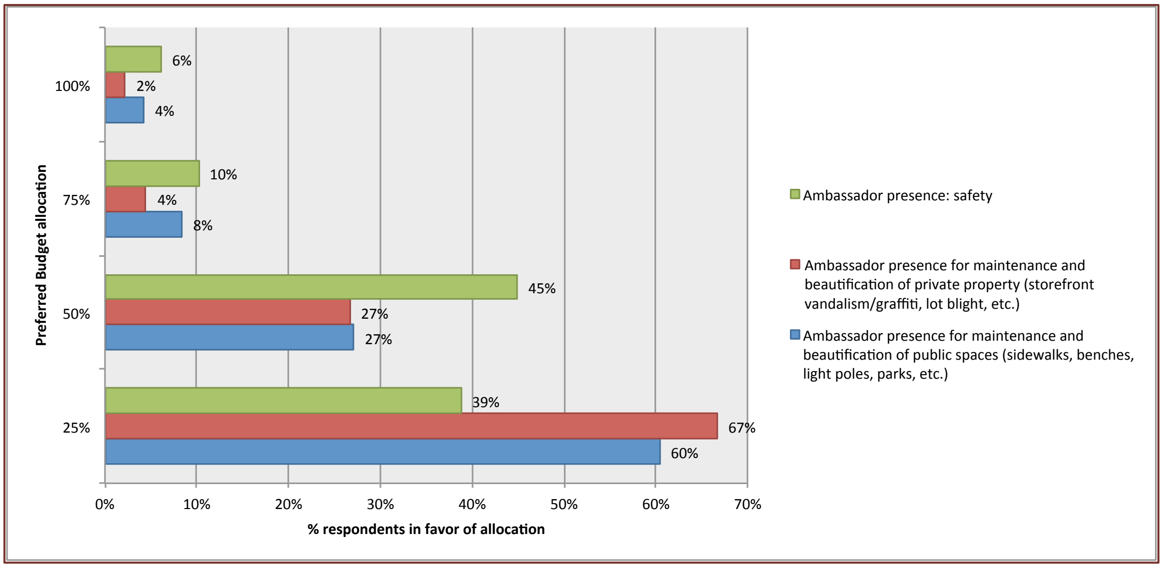
PBID BUDGET SPENDING PRIORITIES (by Budget Area)

Stakeholders prioritized what was most important within each of the three DRPBID budget areas. The following tables indicate the preferred levels of funding attention for each, which are summarized below.

Cleaning, Maintenance, and Safety

Major activities within this category include some of the activities that the Neighborhood Ambassador Program could perform to improve the overall cleanliness and upkeep of the corridor. Stakeholders were asked to allocate a certain percentage of the budget to each of the categories where they felt funding could be prioritized. **Figure 3:** below shows these findings:

Figure 3: Cleaning, Maintenance, and Safety Spending Preferences

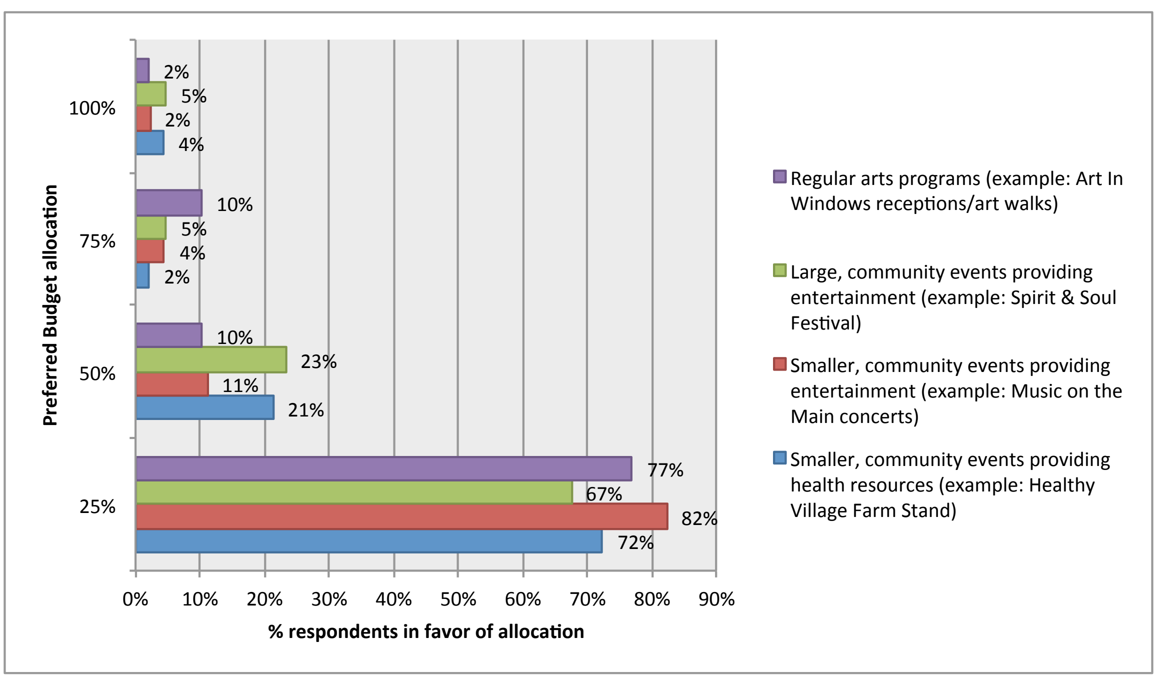


Stakeholders generally favored using at least 25% of the budget allocation for beautifying private property (67% in favor), 25% for beautification of public places (60% in favor), and 50% of the budget for Ambassador presence focused on safety (45% in favor).

Marketing and Promotions Spending Preferences

Initiatives in this area include many of the community events that RMSI is currently producing as a tool to promote the district and drive commerce. Stakeholders were asked to allocate a certain percentage of the budget to each of the categories where they felt funding could be prioritized. **Figure 4:** below shows these findings:

Figure 4: Marketing and Promotions Spending Preferences

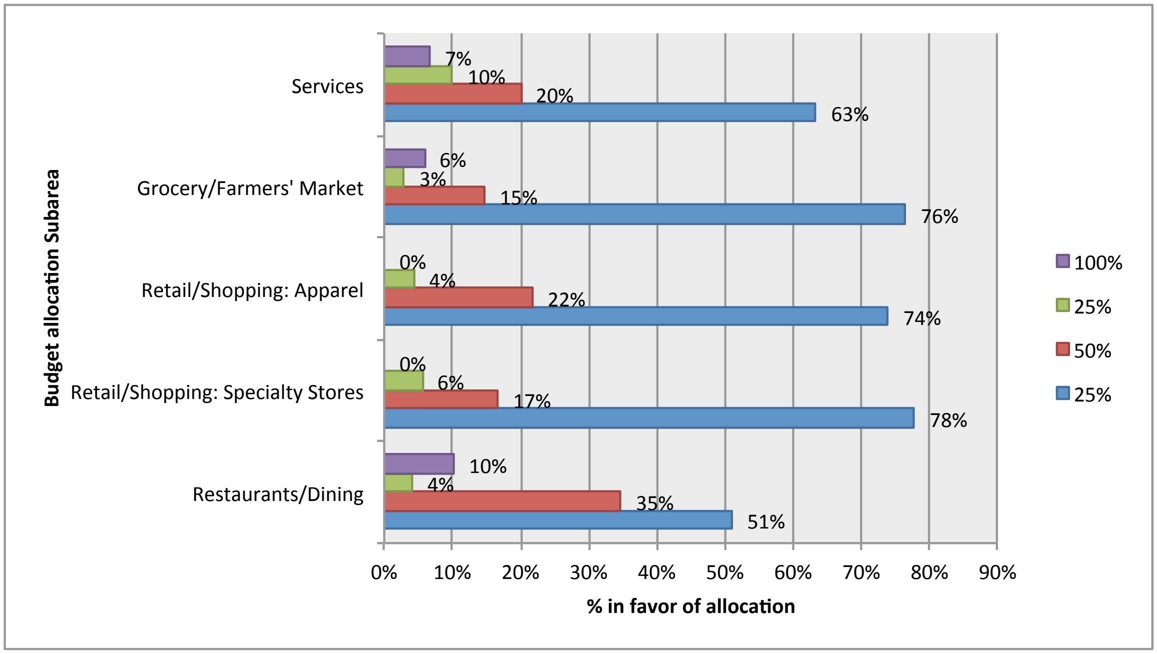


As shown above, stakeholders expressed that each of the four events areas should receive an equal level of funding priority (25% for each) 1) Smaller community events (entertainment) 2) Regular arts programs 3) Smaller events focused on health, and 4) Large community wide events.

Business Attraction and Development Spending Preferences

Businesses in this area describe the types of establishments that could be included in the economic development plan. Stakeholders were asked to allocate a certain percentage of the budget to each of the categories where they felt funding could be prioritized. **Figure 5:** below shows these findings:

Figure 5: Business Attraction and Development Spending Preferences



Stakeholders generally wanted to spread the budget evenly across each of the Business Attraction areas instead of focusing on one particular business type in particular.

As seen in **Figure 5:** above, Restaurants/Dining is an area where stakeholders expressed the greatest interest to spend 50% or more of the Business Attraction budget (35% of in favor of spending 50% of the budget and 10% in favor of spending 100% of the budget).

Food and Dining Preferences

Since restaurants and dining is one area that can affect how a downtown develops, it was important to determine what types of food establishments were most preferable to stakeholders. Stakeholders were asked to be both general and specific in thinking about what types of food establishments they would like to see and would likely support in downtown Richmond. **Figure 6:** shows the "general" preferences stakeholders have for dining in the downtown and **Figure 7:** lists the "specific" write-in suggestions provided by stakeholders.

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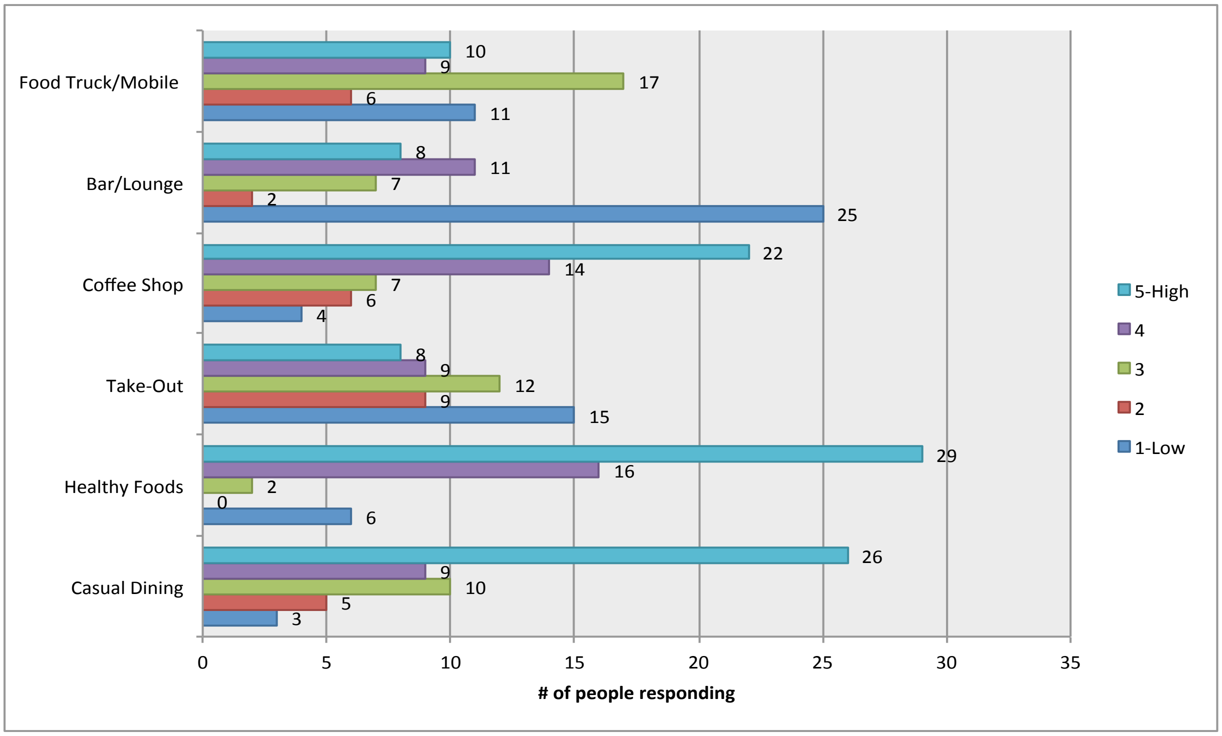
Figure 6: Food and Dining Retail Preferences by Priority



Based upon the **Figure 6:** above, stakeholders indicated:

- **Highest priority for Dining (5-High):** Healthy Foods, Casual Dining, Coffee Shop
- **Lowest Priorities (1-Low):** Bar/Lounge, Take-out
- **Moderate Priorities (3):** Food Trucks

Figure 7: Write in Suggestions (Food and Dining)

YEAR ROUND FAMER's MARKET

COFFEESHOP:

- Peet's x19,
- Starbucks @corner of Marina and Nevin x11
- Cafe with Catahoula coffee and healthy food x5
- Fair-trade coffee shop
- Tully's

FOOD MARKETS

- Trader Joes x2
- A healthy foods store;

NATIONAL CHAIN RESTAURANTS

- Chipotle x18
- CHICK FIL-A x2
- California Pizza Kitchen x1
- Jamba Juice x3
- Fresh Choice (Salads) x2
- Wingstop x1
- In and Out Burgers x3
- Subway x2 or Togo's x2
- El Pollo Loco x1
- Popeye's
- Panera Bread
- Noah's Bagels,
- Applebee's x3
- Panda Express
- Denny's
- Nation' s X2
- Boston Market,
- Chili's,
- Fridays,
- Round Table
- Red Lobster,
- Olive Garden x2
- Chevy's

LOCAL CHAIN RESTAURANTS

- MiMi's Café
- Kinder's
- Cafe Sofia, Albany
- Sal's Diner, Berkeley
- High Tech Burrito?
- Rib City?
- Rib Crib?
- New Orleans BBQ
- VooDoo BBQ?
- Arzmendi x2
- Burma Superstar
- Loard's (ice cream)
- Artisan Food Collective
- Independant casual dining/cafes/bar/lounge/brewpub
- slightly upscale dinner establishment with healthy food
- Mel's

TACO (FOOD) TRUCK x2 (closer to social services)

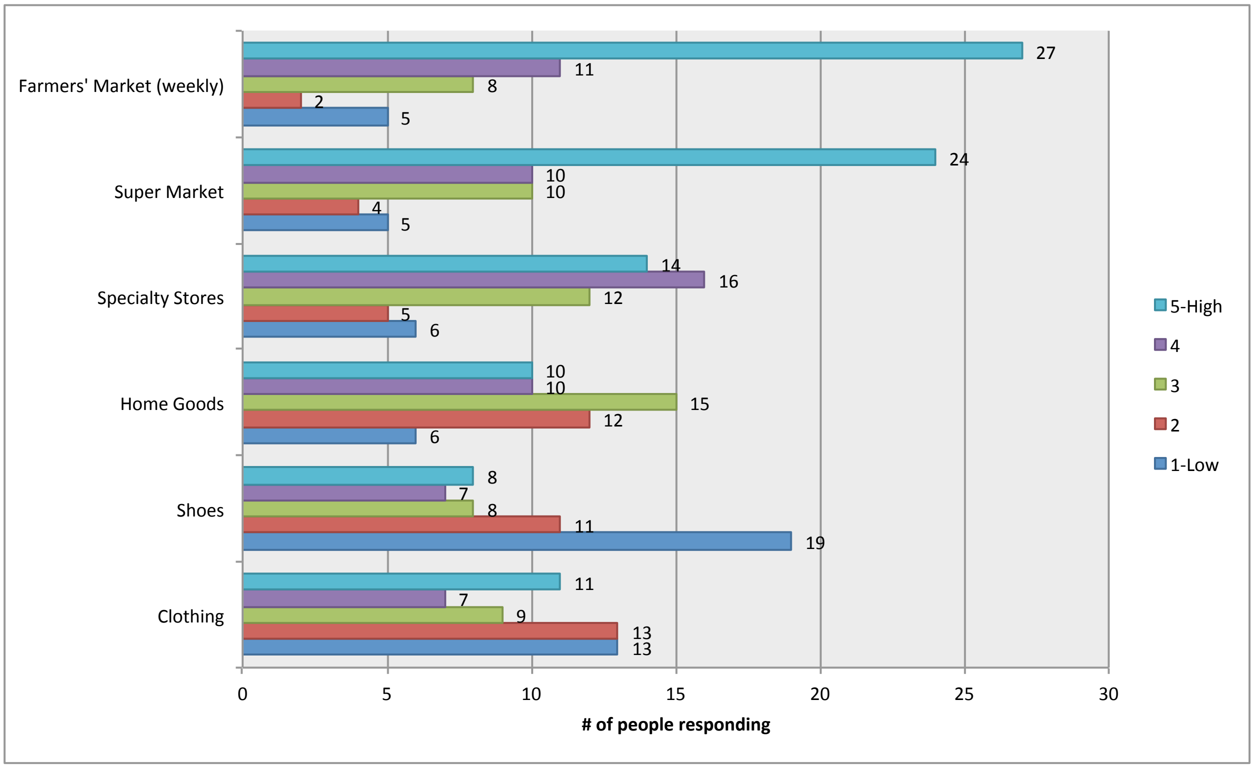
TYPE OF RESTAURANTS

- Soul Food x2 (Healthy), Mexican x2, Chinese x3 Thai/Laotian restaurant x 4, Mediterranean x2, Indian x3, Vietnamese soup and sandwich x2, Korean BBQ x1, Japanese x4, Pizza x1, Italian x4, California Cuisine x1, Burmese x1, Cajun x1, Middle Eastern, African, health food

OTHER TYPES OF RETAIL PREFERRED

Stakeholders were also asked to look at other retail and services available in the in the district and to think about what they want to see more of. **Figure 8:, Figure 9:** and **Figure 10:** reflect these preferences.

Figure 8: Other Retail Preferences by Priority

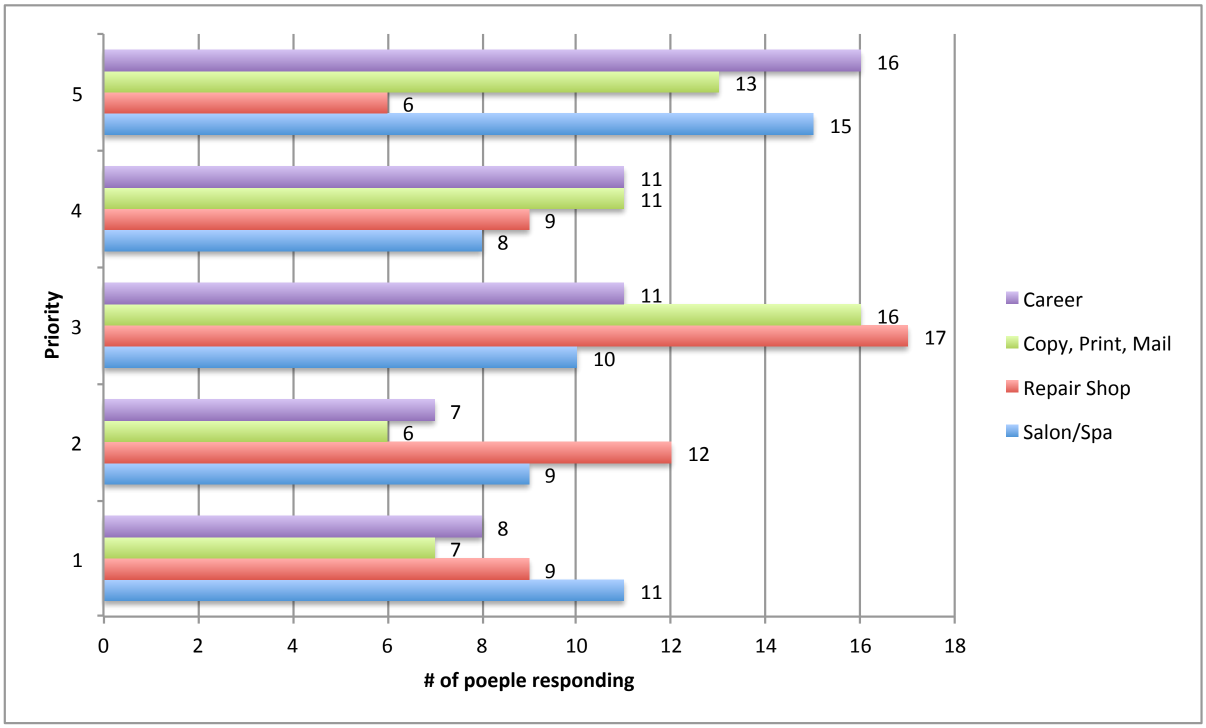


- **Highest Priority (5)**
  Farmer's Markets (e.g. increasing frequency), Supermarket (Alternative to FoodsCo)
- **Lowest Priority (1)**
  Shoes, Clothing
- **Moderate Priority**
  Home Goods, Specialty Stores

Figure 9: SPECIFIC RETAIL SUGGESTIONS

- AUTO
  - Automotive, Automotive repair, lawnmower repair,
- PERSONAL CARE
  - Hair x3, Great clips x2, Super cuts x3, Regis
  - Massage Envy x2, Spa x3 with offers like manicure x2, pedicure & facials, Aveda Salon, Curves/Health Club, Barber Shop x2, Mark's Barber shop
  - Weight watchers, Curves, Yoga, Tai chi
- OFFICE
  - UPS, Staples,
- REPAIR SHOPS
  - Electronics, Internet cafe/computer repair, radio shack
  - Shoe Repair x4
- ENTERTAINMENT
  - Movie Theater/Dinner Theater x1
  - Movie theaters/live theaters/arts and rec theater for kids
  - Gymboree play center
- MISC
  - No chains, small independent businesses
  - Small chain stores would be okay. I still prefer the private small business model.
  - Locally owned low cost Information about services Mental health help
  - Dry Cleaner
  - Nursery and Garden Supplies
- FINANCIAL
  - FULL SERVICE BANK x2, Credit Union
- CLOTHING AND APPAREL
  - Shoe shops

Figure 10: Services Preferences by Priority

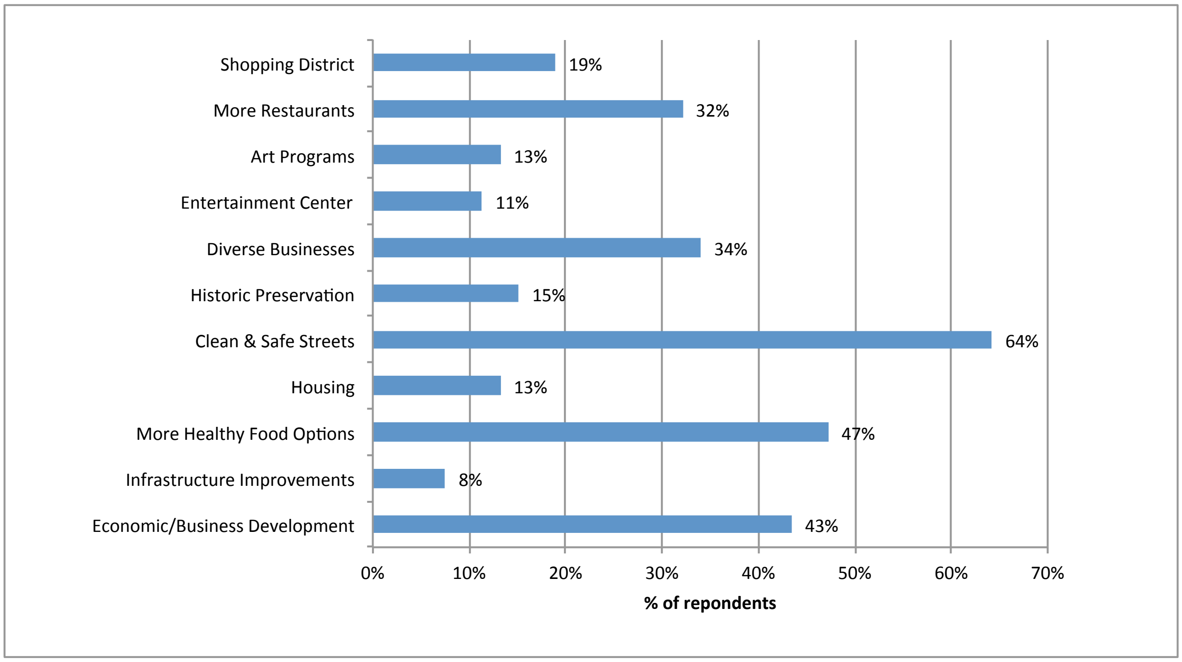


- **Highest Priority (5)**
  Career, Salon/spa
- **Lowest Priority (1)**
  Salon Spa
- **Moderate Priority**
  Repair Shops; Copy, Print and Mail Services

Top long-term priorities for Downtown Richmond

Stakeholders were asked to evaluate what they felt that RMSI should focus on as 'long-term' priorities downtown. Long-term priorities are those that require regular and consistent attention beyond the current year of funding and are areas that impact the downtown's overall revitalization efforts. Figure 11: below shows stakeholder preferences.

Figure 11: Long-term priorities for Downtown Richmond?



As shown in the figure, the top areas stakeholders identified as long-term priorities are as follows:

- Clean and Safe Streets (64%)
- More Healthy food options (47%)
- Economic Business Development (43%)

How do stakeholders view downtown Richmond?

In order to fully explore the potential to create an image for downtown Richmond, it's critical to understand how stakeholders currently view the corridor. Stakeholders were asked to describe the how they viewed downtown Richmond. By first examining how stakeholders view their district helps in a number of ways: 1) It helps gives a realistic picture of the perceptions that stakeholders hold about the district, 2) helps to guide marketing efforts and strategies (e.g. if the images held are 'positive', how can the images be further promoted, or if the image is 'negative' how can those images be changed), and 3) it helps to gauge whether the program is succeeding in marketing the image of its downtown**. Figure 12:** below shows how stakeholders currently view downtown and **Figure 13:** shows what they would prefer that downtown be known for.

Figure 12: Current Description of Downtown Richmond

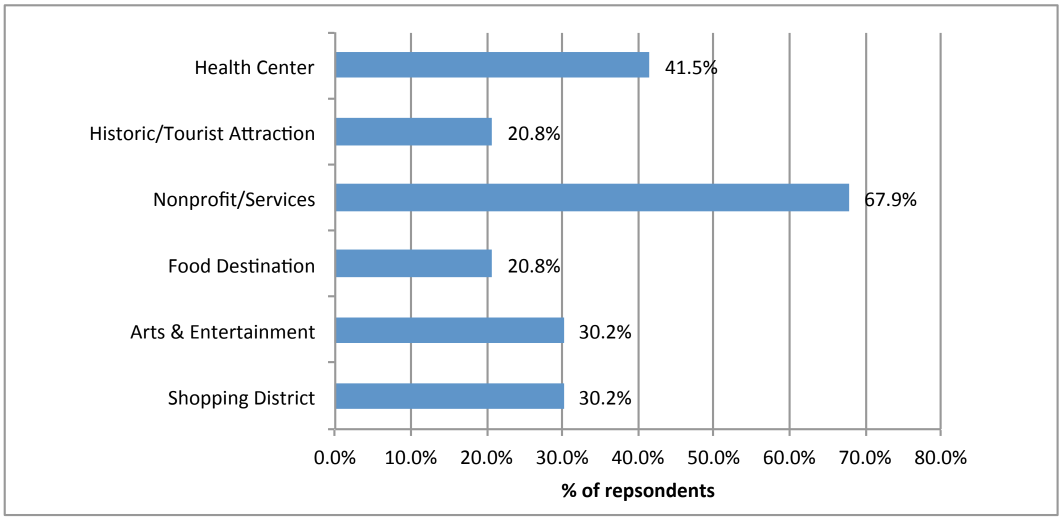


Figure 13: Stakeholder Identity Preference