



2010 Annual Report

Letter from the Director



Richmond Main Street Initiative aims to create a revitalized downtown that reflects the rich heritage of our city. We intend to maximize the potential of the organization by developing public and private partnerships to realize our goals. Our vision and mission for revitalization can be achieved by galvanizing and empowering our community to take action and make the necessary changes we want to see downtown.

We continue to face many challenges as we work to improve our downtown. Such challenges include tackling the existence and perception of crime, and overcoming a negative image. However, we are making strides in these and other areas through our programs. RMSI strongly believes that cultural mediums, such as the arts, play a vital role in community life. In addition to illustrating a community's cultural diversity, traditions and history, the arts attract both residents and visitors downtown, which in turn increase business opportunities for the community.

2010 was a progressive year for Richmond Main Street, we kicked off a year of new and established events and programs with our first series of Art In Windows exhibitions that featured local artists, youth community members and disabled artists. Throughout the summer we promoted healthy lifestyle options with the Healthy Eating, Active Living (HEAL) EcoVillage Farm Stand, a monthly event that featured EcoVillage Farm's live food demonstrations and produce stand. In June, nine Richmond youth enrolled in our Youth Entrepreneur Program. They completed two weeks of work preparedness and entrepreneurship training designed to develop professionalism, interviewing, communication skills and retail principles.

With support of several community partners, we relocated our Spirit & Soul Fundraiser/ Festival to the newly transformed Community "Green" Space on the corner of Harbour Way and Macdonald Avenue. RMSI brought holiday cheer to the community with our annual Holiday Festival and invited people to shop downtown at our Holiday Bazaar. Our events and programs are truly making a positive impact and raising the profile of our organization and the potential of our great city. We are excited about the challenges and opportunities ahead!



Girls performing traditional dance at the Annual Holiday Celebration.

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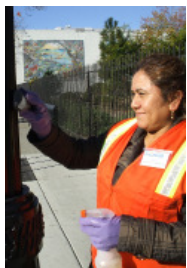
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Thank you to those who gave this past year! Your support makes our work possible!

City of Richmond, LISI, Chevron Corporation, Kaiser, Dean & Margaret Leshner Foundation, Neighborhood House, Mechanic's Bank, Wells Fargo, Sims Metal, Richmond Sanitary, Richmond Children's Foundation, Courtyard by Marriott, H. Michael Brucker, Amy Mitchell, Floyd Comiere, M.L. Braxton, CJ's Barbeque, Doris J. Silva Trust, Karia Barron, Kidz Cuts, Richmond Public Library Foundation, Habiba Hall-Bey, Darlene Johnson, Al Alvarez, Thomasine Moore, Kamal Hassan, Estelle Schneider, Frank Gonzales, Art of Ballet, Sheila Jenkins, Norma Thompson, A Cosby, Karsa Miles, Automatic Data Processing

2010 Highlights

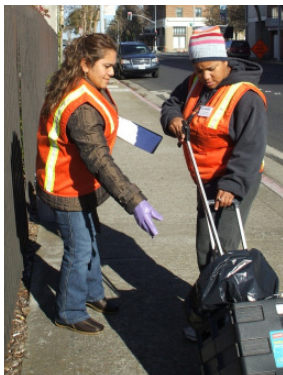
Neighborhood Ambassador Program



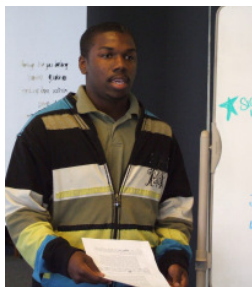
Ambassador addressing graffiti

This new pilot program creates a regular, positive street presence on the Macdonald Avenue commercial corridor by deploying volunteer neighborhood ambassadors who walk the corridor throughout the day. Neighborhood Ambassadors are responsible for logging issues they observe, directly abating graffiti and other blight they encounter, and helping visitors in the district with finding their way around the neighborhood.

Unlike many other ambassador programs that are funded through city or local district association budgets, the RMSI Neighborhood Ambassador Program relies solely on its volunteers and donated supplies. Within this pilot phase, RMSI has shown visible and significant reductions in neighborhood blight, increased the level of reporting quality of life issues to appropriate authorities, and helped to change perceptions about the district by actively engaging with visitors. From October through December 2010, RMSI Volunteer Ambassadors resolved 64 of the 92 (70%) issues they identified on their patrols.



Ambassadors patrol, log, and handle blight downtown



YEP program youth addressing fellow participants

Youth Entrepreneur Program (YEP)

Since 2008, RMSI has hosted a five-week Youth Entrepreneur Program with an emphasis on work readiness in partnership with the City of

Our Mission:
The Richmond Main Street Initiative is a community-based nonprofit corporation dedicated to revitalizing historic downtown Richmond as a pedestrian-friendly urban village, offering products, services, arts and entertainment that reflect the community's rich and diverse heritage.

Richmond's YouthWORKS Summer Youth Employment Program (SYEP). Within this time period, young adults participate in a ten-day training sessions designed to develop professionalism, interviewing skills, communication, jobsite awareness, and retail business principles. Following the ten-day training period, youth are matched with local businesses where they gain work experience and earn income. Several employers decided to hire youth following the program. This program is a win-win for businesses, youth and the City of Richmond.



Local youth learning about healthy living

EcoVillage Farm Stand

In a collaboration with West County HEAL (Healthy Eating Active Living Collaborative) and EcoVillage Farms, Richmond Main Street sponsored a monthly activity in the downtown Community Green Space during the summer of 2010. The EcoVillage Farm Stand provided residents, business owners, and downtown employees with the opportunity to sample healthy treats during cooking demonstrations, purchase local farm-fresh produce, and receive information on living a healthier lifestyle. Children of all ages participated in agricultural activities, including planting seeds and visiting with farm animals at the occasional



Taking a photo with Santa

petting zoo.

Holiday Festival and Bazaar

The RMSI Holiday Festival provides a unique opportunity for young children from this historically

underserved community to enjoy a safe, memorable holiday event with their parents and other community members in downtown Richmond. Live entertainment, arts and crafts, face painting, visits with Santa, and small gifts were provided to thousands of young children from the area over the last several years.

RMSI hosted its first annual Holiday Bazaar last year. This event connected downtown merchants with local entrepreneurs and artisans, and made significant strides in our ability to attract new customers downtown for a unique and enjoyable holiday shopping experience.



Local vendors at the holiday Bazaar

Annual Fundraiser

Our 2010 fundraiser, the Spirit & Soul Festival, highlighted our downtown district: through the support of community, City

Highlights: (Cont. from page 2)



Revelers enjoying the fun at our annual fundraiser

and corporate sponsors, RMSI transformed the Community Green Space on Harbour Way and Macdonald Avenue into a breathtaking venue for the event. Spirit & Soul brought more than 200 people together to enjoy music by top local entertainers, food

prepared by Contra Costa College Culinary Arts Institute, and wine donated by local restaurants. Local vendors and business owners were on hand to promote their goods and services. Additionally, extensive media coverage was garnered through the event.

Music on the Main (Summer Concerts)

Music on the Main summer concerts have grown consistently over the past several years and feature local artists with international recognition. A range of music and dance genres have been and will continue to be featured, thereby showcasing Richmond's rich cultural diversity. Residents and guests gather together for live music,



Music on Main draws crowds and good times in downtown Richmond

children's activities, and information from local community organizations. Audience members interact with local business owners and purchase goods from local vendors and entrepreneurs.



(Above) The Youth Entrepreneur Program graduating another class of Youth Entrepreneurs.



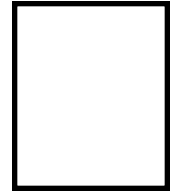
(Left) Arts In Windows exhibit in a vacant storefront with art from National Institute Arts and Disabilities.

RMSI 2010 BOARD OF DIRECTORS	
Mr. Arnie Kassendorf	<i>Contra Costa County Area Agency on Aging</i>
Mr. Jerrold Hattchett	<i>Sims Metal Management</i>
Mrs. Amanda Elliott	<i>RMSI Executive Director</i>
Ms. Cynthia Hayden	<i>Private Investigator</i>
Ms. Xavier Abrams	<i>The Mechanics Bank</i>
Ms. Michelle Itagaki	<i>Richmond Convention & Visitors Bureau</i>
Ms. Maria Alegria	<i>Contra Costa Faith Works</i>
Mr. Michael Davenport	<i>DP Security LLC</i>
Mr. Fred Jackson	<i>Youth Programs, City of Richmond</i>
Ms. Janet Johnson	<i>City of Richmond, Office of Economic Development</i>
Mr. James Goins	<i>City of Richmond</i>
Mr. Gary Bell	<i>Cooperative Center Federal Credit Union</i>
Ms. Charlene Smith	<i>East Bay Center for Performing Arts</i>
Ms. Mary Lavergne	<i>Mary's Little Lamb (Downtown Business Owner)</i>

Financial Report

FISCAL YEAR 2010 INCOME		
Foundation	19 %	\$ 43,814
Individual		\$ 700
Corporate	12 %	\$ 27,131
Public	67 %	\$ 153,045
Other	2%	\$ 5,000
	100 %	\$ 225,235

FISCAL YEAR 2010 EXPENSES		
Program	56%	\$126,959
General and Administration	14%	\$31,740
Development	30%	\$ 68,013
	100 %	\$ 226,712



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RMSI 2010 Work Plan

**Economic Restructuring Committee:
Committee Chair, Charlene Smith**

ERC will look at current businesses, address their hurdles, and identify solutions. By strengthening Main Street's current business base the district will be seen as desirable to new business and consumers. ERC needs to find ways to build on Richmond's historical value and diversity to attract foot traffic. Major tasks include:

- Raise \$150,000
- Conduct downtown survey and outreach to determine support for implementation of an Arts and Culture District. Confer with local leaders to gain an understanding of how they envision downtown
- Youth Entrepreneur Program
- Work with City Economic Development Commission to explore and implement a Business Improvement District (BID)

**Design Committee: Committee Chair,
Anyka Barber/Amanda Elliott**

The DC will work to Enhance the physical appearance of downtown Richmond. Major tasks include:

- Continue Art in Windows campaign to enliven downtown and enhance vacant storefronts
- Work on banner campaign for downtown
- Iron Triangle Legacy Project

**Promotion Committee: Committee
Chair, Jerrold Hatchett**

The PC will market historic downtown and generate activities to attract residents, merchants and the greater East Bay to downtown Richmond. Major tasks include:

- Continue to update and upgrade website; Create blog
- Produce commercial for Web and radio/TV broadcast
- Expand online presence – Facebook, Flickr, WordPress.com, Twitter
- 3 Summer Concert Series - Music on the Main
- Annual Wine & Music Festival

- Eco Village Farmers Market
- Holiday Lighting Ceremony and Reception – Children's Festival; Holiday Bazaar
- Quarterly Jazz and poetry mixers membership drives
- Create "Shop Downtown" Campaign

**Clean & Safe Committee: Committee-
Chair, Cindy Haden**

The C&SC will enhance the public safety and cleanliness of the Richmond Main Street district. Major tasks include:

- Community Garden Plantings and Clean Ups
- Ambassador Program
- Crime Prevention Through Environmental Design (CPTED) visits to downtown businesses to tackle blight and address safety concerns
- Recycling Campaign