

Richmond Main Street Initiative

A look at 2013



16th St

Events & Programs

Promoting Downtown Richmond through
Arts & Entertainment



14 Community Events, 26 Farmers' Markets, 128 Fitness Classes
14,000+ attracted to Downtown
160 volunteers contributed 600+ hours

Art In Windows 2013

In partnership with The Art of Living Black

Featuring works by Malik Seneferu and Raymond Haywood



Art In Windows 2013

February 23, 2013



Reception & Art Walk

Music on the Main 2013

Summer Concert Series



22 food, artisan, and information booth vendors
20 volunteers donating 78 hours
950+ visitors to Downtown

Music on the Main

July 24, 2013



Tia Carroll bringing the Blues.



Unveiling the new district street banners.

Music on the Main

August 28, 2013



Batala San Francisco performing.



Dancing to Mazacote.

Spirit & Soul 2013

Festival and Fundraiser



16 food and artisan vendors
42 volunteers donating 200 hours
350+ visitors to Downtown

Spirit & Soul

September 21, 2013



Club Nouveau performing.



Artisan shopping.

Spirit & Soul

September 21, 2013



Dancing in the street to Andre Thierry.



Recognizing our Downtown Champions.

Downtown Holiday Festival 2013

Spreading Yuletide Cheer



63 volunteers contributing 185 hours
600+ Santa visits & gifts distributed
1000+ visitors to Downtown

Downtown Holiday Festival

December 16, 2013



Magical moments.



Spectacular performances by East Bay Center for the Performing Arts.

Promoting Health & Wellness in Downtown Richmond



4 Community Events, 128 Fitness Classes, 26 Farmers' Markets
Benefitting thousands
14 Volunteers contributed 155 hours

Farmers' Market

Wednesdays, May – October



16 agricultural, food, artisan, and specialty goods vendors
1 volunteer donating 100 hours
26 markets averaging 300+ shoppers per week

Farmers' Market

May – October



Affordable, fresh, season
produce...and friendly farmers.



Market Match program in action:
increasing access to fresh produce.

Farmers' Market

May – October



Affordable, fresh, season
produce...many pesticide-free &
organic options.



Vendor opportunities for local artisans
and entrepreneurs.

Healthy Village Farm Stand 2013

1st Fridays, May – August



28 community partner vendors
12 volunteers donating 42 hours
500+ visitors

Healthy Village Farm Stand

May 3, 2013



Taking home free seeds and plants
courtesy of Happy Lot Farm & Garden.



Urban Tilth and Liberty Ship Café
sharing ideas.

Healthy Village Farm Stand

June 7, 2013



CURME offering natural remedies and samples from their garden.



Meeting the pony.

Healthy Village Farm Stand

July 5, 2013



Everyone loves free produce bags!



Delicious cactus and quinoa salad by Fusion Latina Restaurant.

Healthy Village Farm Stand

August 2, 2013



Fresh Approach sharing laughs and fresh fruit with residents.



Urban Tilth's bike-powered smoothie booth was a huge hit!

Fitness Classes 2013

Zumba and Bellydance for Wellness



4 classes per week
128 one-hour classes
2300+ attendance

Zumba Fitness

Mondays & Thursdays



Getting fit and having fun with certified instructors
Willa 'Bontle' Willis and Helen Vaughn.

Bellydance for Wellness Fridays



Working out with Raks Africa.

Workforce Development

Technical assistance for entrepreneurs,
small businesses, and youth



1 Bootcamp, 3 Classes, 2 Workshops, 2 Training Programs
178 Attendees
1000+ Hours of assistance

Small Business Bootcamp 2013

January 15, 2013



4 expert panels and countless networking opportunities
72 participants

Summer Youth Entrepreneur Program 2013

July – September



12 Richmond youth
2 weeks of paid training
80 hours work experience

Summer Youth Entrepreneur Program 2013

Training: Week 1



Workplace best practices, communication exercises,
and inspirational guest speakers.

Summer Youth Entrepreneur Program 2013

Training: Week 2



Developing their entrepreneurial skills: working together to develop and present mock businesses for Downtown Richmond.

Job Search Bootcamp 2013

October



9 Richmond youth
2 weeks of paid training

Start & Grow Smart 2013

Small Business Assistance



3 Classes
33 Participants
268 Hours of Assistance

Volunteers are the *HEART* of Main Street

189 Volunteers donated **900+ Hours** to events and programs in 2013



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Improvements & Developments

Investing in Downtown



BART Parking Garage Opens

June 2013



700+ parking spaces
9000+ square feet of new retail space
\$34.5 million investment in Downtown by federal, state & local sources

Façade Improvements

Fall 2013



Burger King Restaurant
\$200,000 Investment



Kaiser Permanente Buildings
\$51,000 Investment

Safety1st Community Liaisons

Maintenance & Security



8 Community Liaisons—80% Richmond residents

2100+ hours of maintenance & security

3 participants from in-house ambassador program were hired by Safety1st

Courtesy of DRPBID funds

New District Street Banners

22 Installed in September 2013



Original design by Richmond artist Richard Muro Salazar
\$10,000 investment in Downtown courtesy of DRPBID funds

Holiday Street Lights Return

30 Installed in November 2013



Snowflakes and wreaths along Macdonald Avenue
Continued investment in Downtown courtesy of City of Richmond



Revitalizing Historic Downtown Richmond

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