

RICHMOND MAIN STREET
INITIATIVE, INC.

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

SYEP Staff

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Schedule

Got Skills? Work Readiness Workshop	7/2-7/6
Entrepreneurship 101	7/9-7/13
Financial Literacy	7/9
Graduation	7/13
First Day at Worksite	7/16



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SUMMER YOUTH ENTREPRENEURSHIP PROGRAM 2012

Richmond Youth Explore Entrepreneurship

The office was abuzz with activity on July 13, 2012, as 11 Richmond youth put the final touches on their business plan presentations. After two weeks of work readiness training with an emphasis on entrepreneurialism development, the Summer Youth Entrepreneur Program (SYEP), Class of 2012 was ready to show off their visions for potential downtown businesses. From an animal exploratorium to a college-prep center, these youth demonstrated a demand for innovative and socially responsible businesses.



SYEP 2012 youth celebrating their completion of training with program coordinator Vaneese Johnson (top, left) and members of the RMSI board (from left): Gary Bell, Xavier Abrams, Janet Johnson, Arnie Kasendorf, Cindy Haden, and Cynthia Haden.



Levonna Mayfield, Luis Berriere, and Tajanique Foster present their All In One Family Plaza business plan to the RMSI board and their peers.

More About SYEP

SYEP is an annual program offered to area youth between the areas of 16 and 20 in collaboration with Richmond YouthWorks. Additionally, this year's program was made possible through the support of Wells Fargo, Mechanics Bank, and Kaiser Permanente.

Annually, SYEP offers youth the opportunity to develop comprehensive work readiness skills, learn financial literacy principles, and explore a career path in small business ownership. Additionally, the training includes interactive presentations by local entrepreneurs and business managers. This year's guest speakers included Myeasa Allen, store manager of the Check Center and Stephanie C. Harper of Career Magazine.

After completing the two-week training, each youth put their new skills to use by working in a local business, which this year include Richmond Spokes Bike Lounge, Building Blocks for Kids Collaborative, Bay Area Legal Aid, Check Center, and Rolling Hills Memorial Park. All participants completed 80 hours of paid positions at their worksites and exited the program with a wide range of new skills. Three participants accepted permanent positions at their worksites following the completion of the program.