

2014 ANNUAL STAKEHOLDER MEETING

Wednesday, January 29th, 2014

6:00 PM – 8:00 PM

Richmond Main Street Initiative



Agenda Overview

A. STAKEHOLDER REPORT BACK

1. Recap past year activities

- Review 2013-14 Workplan
- Review COMPLETED Activities
- Review IN-PROGRESS and ONGOING Activities:
- Recognitions and Achievements

2. PBID updates

3. The year ahead (Planned activities)

4. Q+A (5 min)

B. MAYOR MCLAUGHLIN DISCUSS STREET RENAMING

C. DEPART FOR RMSI OFFICE

D. VISIONING ACTIVITY

1. Small group discussion

E. WRAP UP AND EVALUATION

1. RECAP PAST YEAR ACTIVITIES

Review 2013-14 Workplan

Review COMPLETED Activities

Review IN-PROGRESS and ONGOING Activities

Recognitions and Achievements

2013-14 PROPOSED KEY ACTIONS

Sustain and grow downtown district by doing the following:

- Continue to develop relationships with property and business owners
- Host at least 3 small business workshops and trainings to provide technical assistance to existing and aspiring business owners
- Produce at least 3 events to encourage shopping in the district
- Improve the physical appearance and safety in the district through daily maintenance and patrol by Safety 1st ambassadors
- Develop key relationships with major Richmond developers, potential business owners to create a work-plan for 12th and Macdonald empty lot
- Work with City of Richmond, BART and Economic Development Commission to fill vacant retail spots in BART parking garage

POTENTIAL GOALS/OUTCOMES FOR FISCAL YEAR 2013-2014

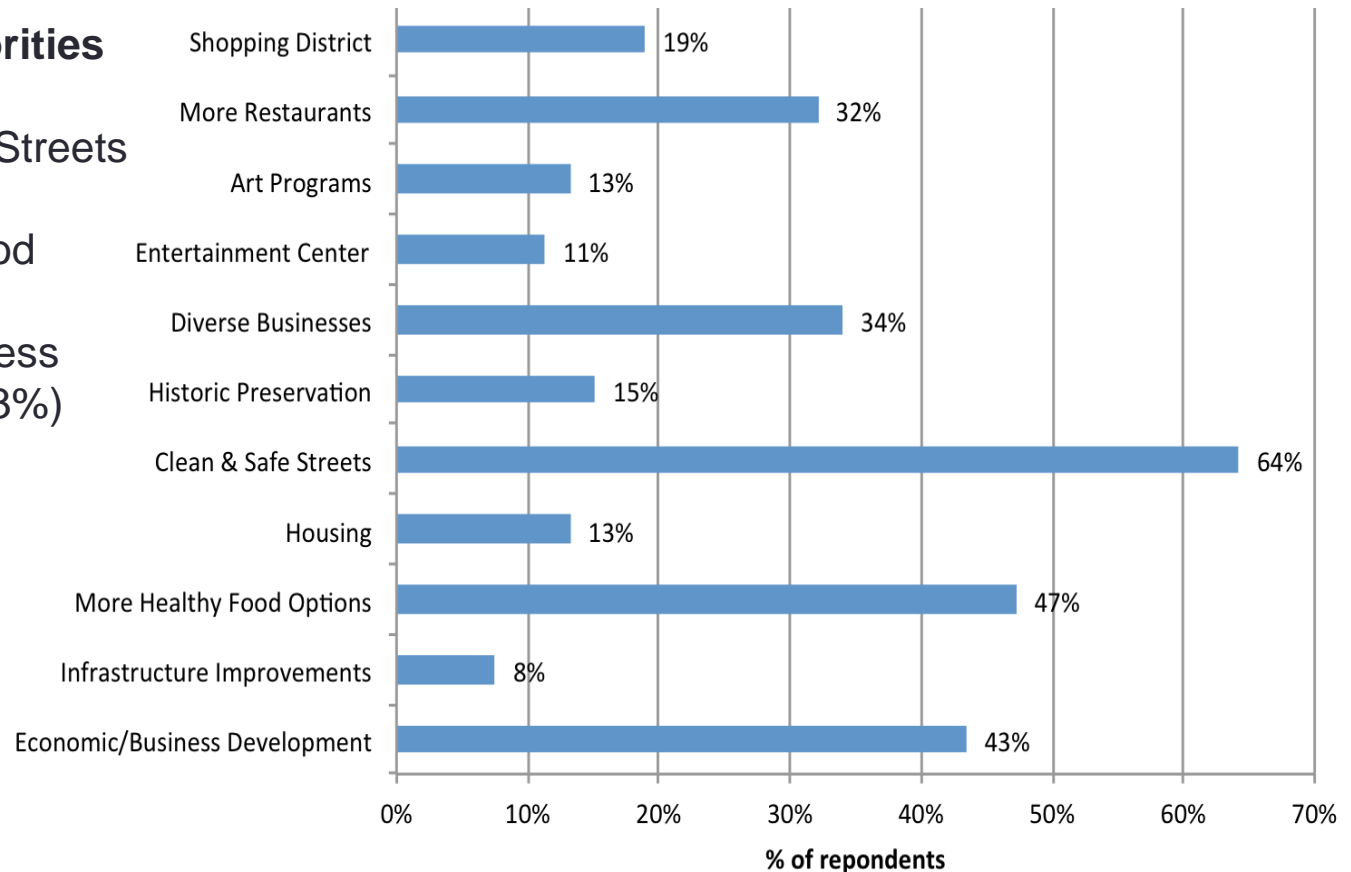
Sustain and grow commercial corridor revitalization program by aiming to accomplish the following:

- Attract 1-3 new businesses to the corridor.
- Provide business assistance to 35 unduplicated clients.
- Contribute 1200 volunteer hours to community-building projects over the course of the year.

2013 Stakeholder Meeting Feedback

TOP long-term priorities

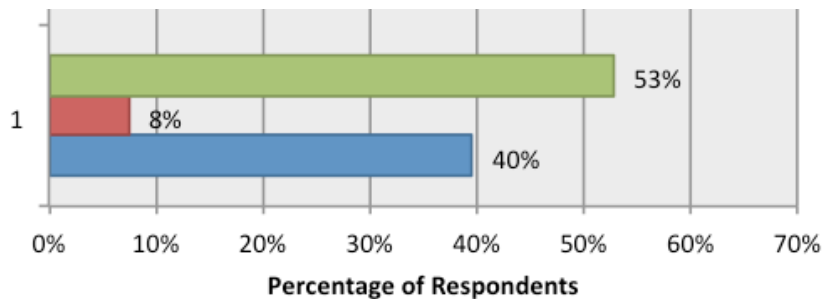
1. Clean and Safe Streets (64%)
2. More Healthy food options (47%)
3. Economic Business Development (43%)



The 2013-14 Workplan activities are consistent with stakeholder interests.

2013 Stakeholder Meeting Feedback

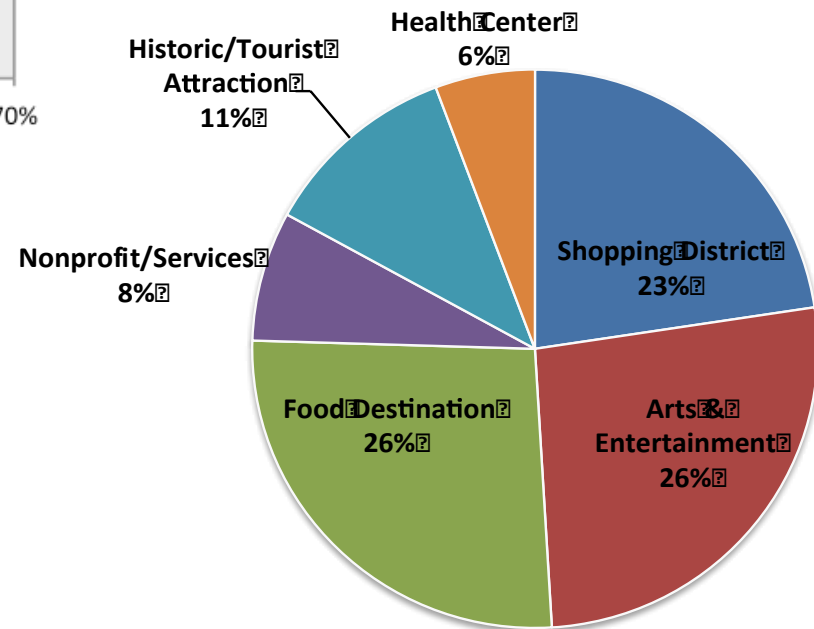
TOP PBID SPENDING PRIORITIES



- Answer Options Business Attraction and Development
- Answer Options Marketing and Promotions
- Answer Options Cleaning, Maintenance, and Safety

DOWNTOWN IDENTITY

Which of the following identities would you like Downtown Richmond to be known for?



2013-14 Workplan activities are consistent with stakeholder interests

1. RECAP PAST YEAR ACTIVITIES

Review 2013-14 Workplan

Review COMPLETED Activities

Review IN-PROGRESS and ONGOING Activities

Recognitions and Achievements

Completed Activities (*See handout*)

Where have we greatly exceeded our goals?

- Volunteer engagement
- Number of Business Programs increased with new 3 new activities
 - Job Search Bootcamp
 - Business Bites
 - First Steps for Startups
- Added additional fitness classes (Bellydance)

Where have we fallen short?

- (- 1) business gains
 - Vacancy rate still around 17%

Completed Activities

2013 Small Business Assistance

1 Small Business Bootcamp & Mixer

72 Attendance

281 Hours of Assistance

3 Start & Grow Smart Classes

33 Attendance

268 Hours of Assistance

2 Small Business Workshops

52 Attendance

94 Hours of Assistance

Other 2013 Highlights

- 22 Street Banners installed
- 30 holiday decorations installed
- Completion of BART Parking Garage

1. RECAP PAST YEAR ACTIVITIES

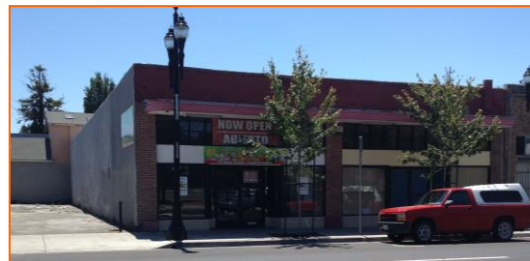
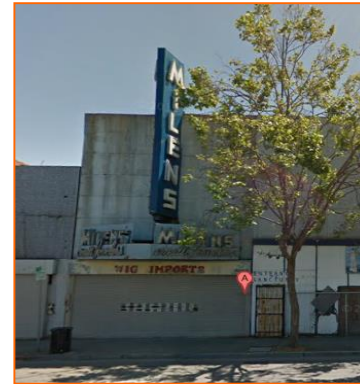
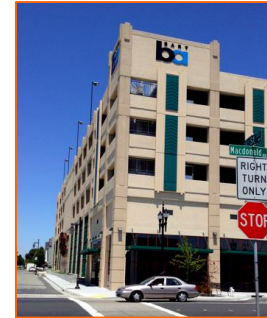
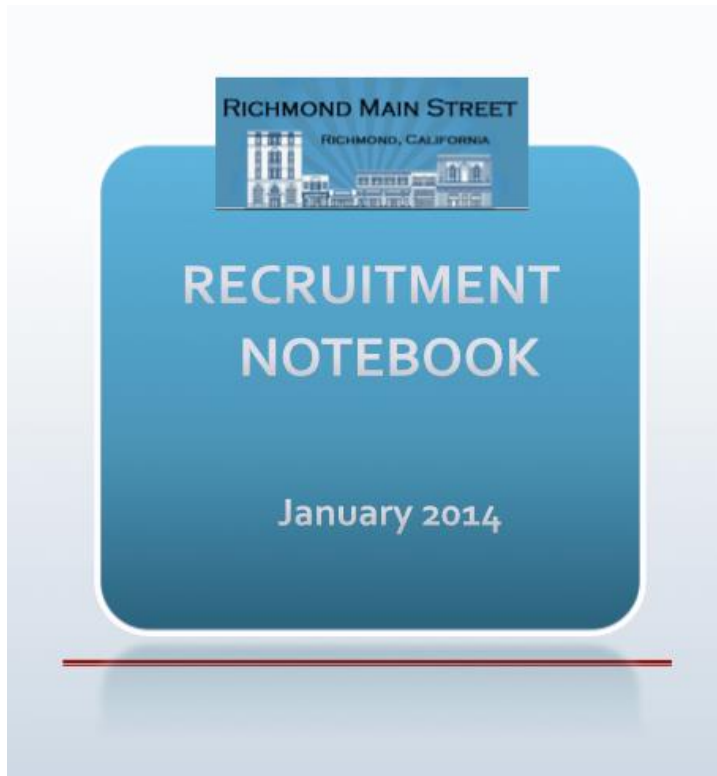
Review 2013-14 Workplan

Review COMPLETED Activities

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Recognitions and Achievements

Property Recruitment & Inventory Notebook



IN-PROCESS – USED FOR BUSINESS RECRUITMENT

Property Recruitment & Inventory Notebook

RICHMOND MAIN STREET
RICHMOND, CALIFORNIA

Richmond Main Street Initiative manages the Business Improvement District that provides support services, marketing outreach, special events and management oversight to revitalize Downtown Richmond along Macdonald and Nevin Avenues. www.RichmondMainStreet.org (510) 236-4050.

For Lease — ready to occupy
RICHMOND MAIN STREET refers all real estate inquiries on this property to Ali Nassar (510) 837-0827



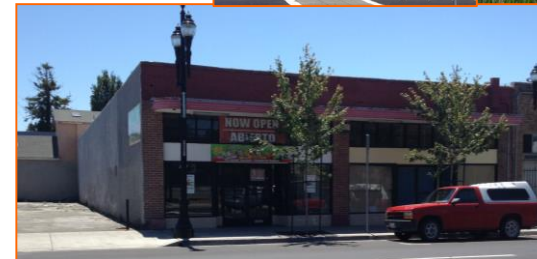
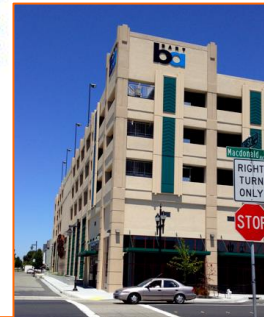
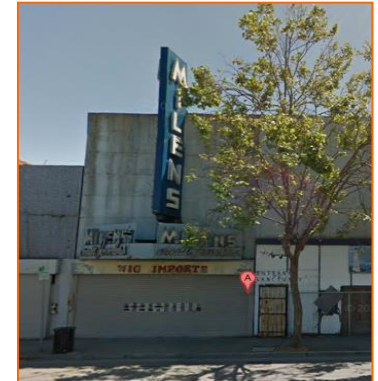
Main Street District Map #6



400 Marina Way • Richmond CA 94801
at Nevin Plaza 1 block north of Madonald Ave
2,750 SF COMMERCIAL BUILDING
54'x 64' PARCEL IN TRANSIT VILLAGE COMPLEX
1 BLOCK WEST OF BART-AMTRAK STATION
SERVING UP TO 7,000 RIDERS PER DAY
SOCIAL SECURITY'S HAGEL OFFICE BUILDING &
STATE SERVICES ACROSS MARINA WAY ON WEST
2-HOUR FREE PARKING ON STREET
FEE-PAID PUBLIC PARKING NEARBY



WITHIN 1-5 BLOCKS
KAISER Social Security
EDD Social Services
Amtrak
UNITED STATES POSTAL SERVICE
Walgreens
Pavlov's



Examples in Main Street District

- New or newer construction
- Older & ready or near-ready to occupy

IN-PROCESS – USED FOR BUSINESS RECRUITMENT

What's Available?

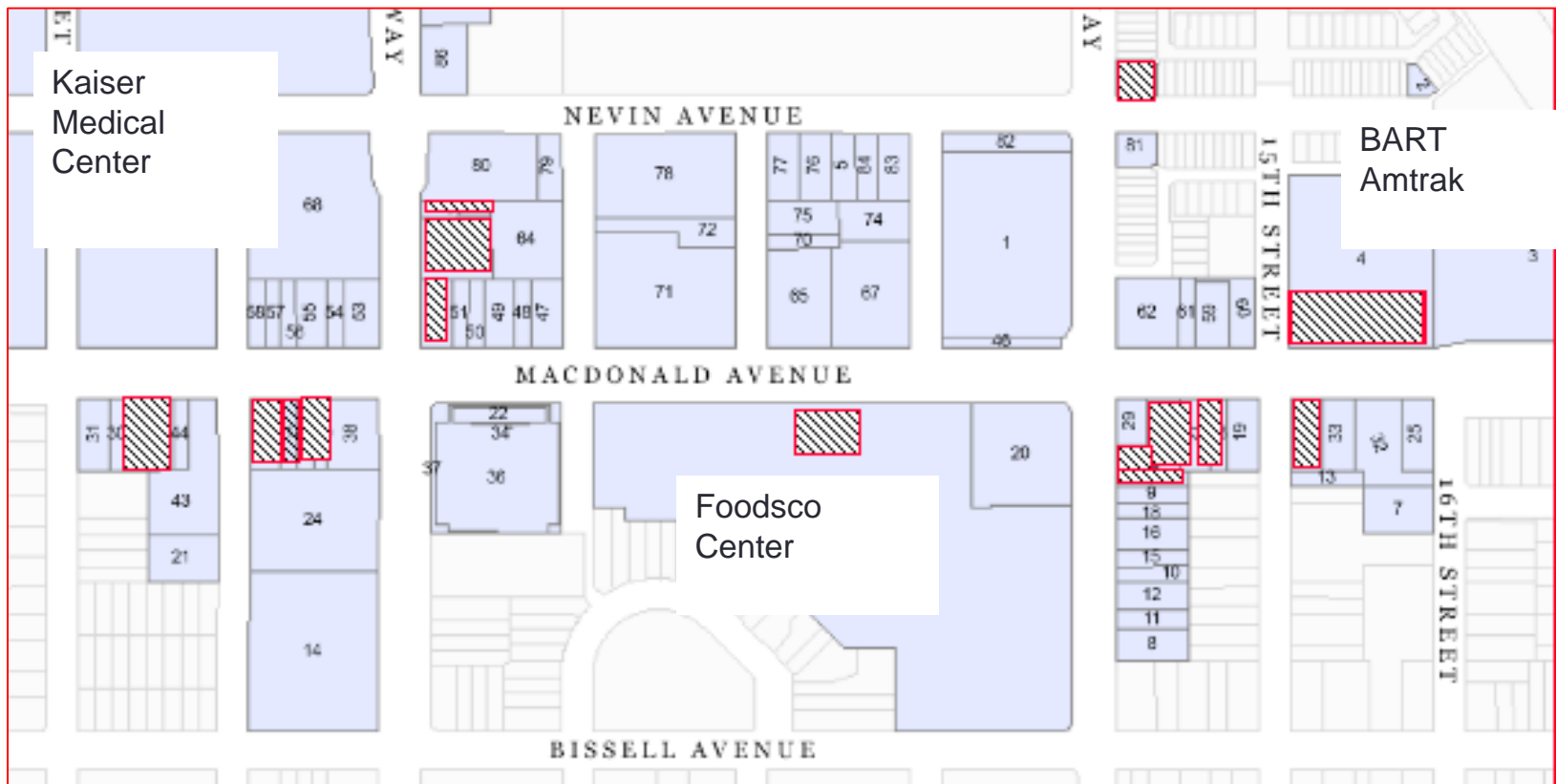
Privately held vacant properties (on & off market)



- Buildings - ready to occupy or need rehab



- Vacant lots – for storefronts or parking



Branding and Visioning Project: Market HUB



Branded identity helps recruit new enterprises Downtown

- Expand arts & cultural enterprises
- Build from City's "culinary cluster"
- Foster synergistic businesses
- Promote health & fitness
- Add "business-to-business" services
- Expand employment options
- Address "food desert" issues

IN-PROCESS – USED FOR BUSINESS RECRUITMENT

Branding Project Stakeholder Input

(past & present)



- Community members across socio-economic sectors
- Arts community
- Culinary enterprise managers
- Property owners, brokers, developers & investors
- Neighborhood, business & faith-based associations
- Healthy Richmond supporters & funders
- Urban farming & fresh food access groups
- Economic developers, Chamber & Visitors Bureau
- Public officials & civic leaders
- Educational, governmental & institutional resources

BUSINESS PROGRAMS



CALIFORNIA
SBDC
Northeast CA Regional Network

Small Business
Development Centers
Contra Costa



RICHMOND MAIN STREET
RICHMOND, CALIFORNIA

Contra Costa Small Business Development Centers & Richmond Main Street presents...

First Steps to a Successful Startup!

Learn the basics of how to start-up a business...

In this 3-hour workshop, you will learn about the attributes of a successful entrepreneur; invaluable sources of information for how to properly start your business such as licenses and permits needed; the nine major areas of business planning that you need to define and how to research them; and how to take advantage of the Small Business Development Center's FREE and low cost services.



**Everything
you need
to know to
get started.**

Here's what previous attendees have said:

"Great stepping off point for all new businesses."
"Great class! Very helpful and efficient! I now have a solid base of where to start to get things going for my own business!"
"Excellent resources and information!"
"Great class! I would recommend this service to anyone looking to start a small business."

Date
Tuesday
February 4th 2014
6:00 PM - 9:00 PM

Where
1015 Nevin Ave., Ste. 105
Richmond, CA 94801

First Steps Workshop goals:

- ✓ Review the entrepreneurial skills, attitudes, and behaviors for success
- ✓ Provide very specific sources of information to help you **start** your business.
- ✓ Explain sources of information to help you **research** your business.
- ✓ Share the major topics you need to define for your business.








Register today.
Register Online:
www.ContraCostaSBDC.com
Phone:
(925) 602-6806

Contra Costa Small Business Development Center (SBDC)
300 Ellinwood Way #300, Pleasant Hill, CA 94523
Tel: 925-602-6806 Fax: 925-602-6842
www.ContraCostaSBDC.com

RICHMOND MAIN STREET INITIATIVE
1015 NEVIN AVE, SUITE 105
RICHMOND, CA 92801
Tel: 510-236-4049
www.richmondmainstreet.org



SBA
U.S. Small Business Administration

Network + Learn + Eat = Good Idea

RICHMOND BUSINESS BITES









Network + Learn + Eat = Good Idea

FREE Small Business Workshop and Lunch Series

People are talking about doing business in Richmond:

1. RECAP PAST YEAR ACTIVITIES

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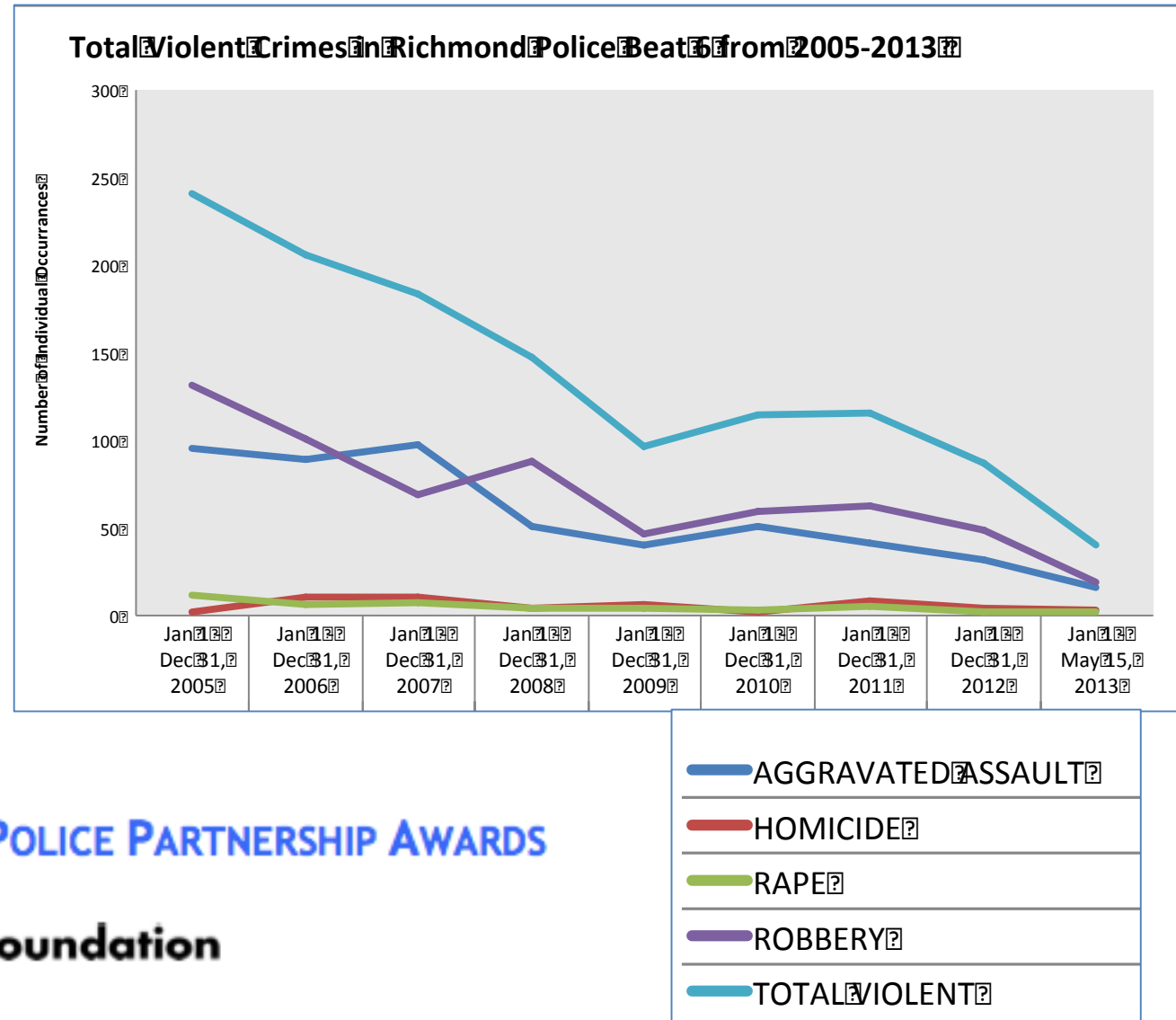
Crime Down + RMSI Recognition

RMSI received national award for neighborhood revitalization.



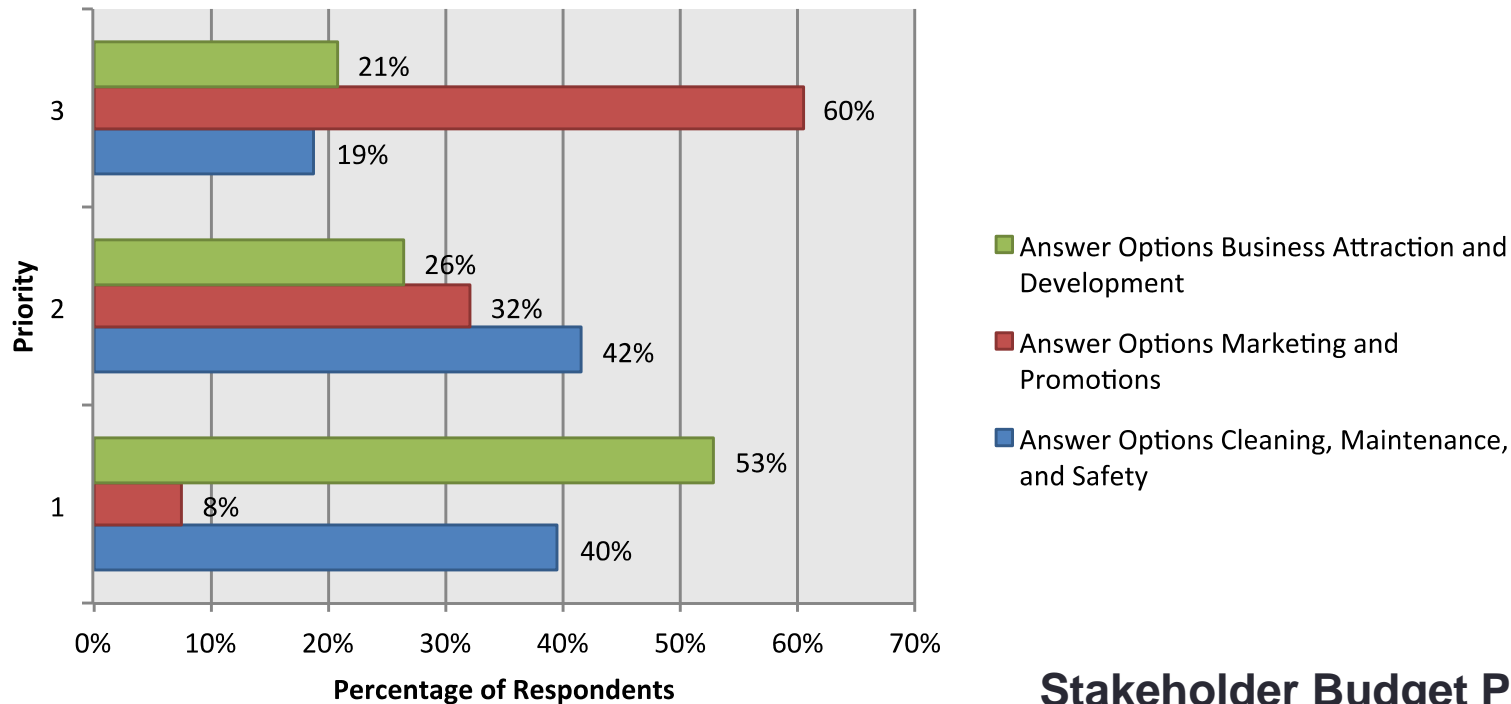
2013 COMMUNITY-POLICE PARTNERSHIP AWARDS

MetLife Foundation



2. PBID UPDATES

PBID UPDATE -- SPENDING



Order of priority (1=highest and 3=lowest):

Total BID INCOME: \$183,059.22

Source: Assessment BID & Collection Fee

Stakeholder Budget Priorities

1. Business Attraction and Development (53%)
2. Cleaning, Maintenance and Safety (42%)**
3. Marketing & Promotions (60%)

PBID UPDATE – CONT.

Category	%	\$
Cleaning, Maintenance & Safety	55	100,700.60
Marketing Promotions, & Business Attraction	22	43,942.08
Administration	15	27,463.80
Contingency	5	9,154.60
Collection Fees	1	1,830.92
Totals	100	183,092.00



THE YEAR AHEAD (PLANNED ACTIVITIES)

Business Programs
Events (ongoing)
Special activities
Business Attraction and Branding

YEAR AHEAD

MORE Business Programs

- Start and Grow Smart
- First Steps
- Small Business Bootcamp



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CONTINUE REGULAR ACTIVITIES

Events (ongoing)

- Music on Main
- Spirit and Soul,
- Holiday Festival,
- Farmers Market,
- Healthy Village,
- Fitness classes –
(Zumba, belly dancing,
yoga, martial arts)
- Special activities --
Art of Living Black,
and more



BUSINESS ATTRACTION

Business Attraction and Branding

- Property inventory updated
- Vacancies and Downtown widely marketed to prospective businesses
- Information Disseminated digitally and in-house.
 - Integrate More ways to gather feedback from different segments, (e.g. Spotmojo... stakeholders that don't make it out to meetings (online)—“share your thoughts”...
- Integrate Visioning + Branding into the process



Add a suggestion

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WITHIN 1-5 BLOCKS

KAISER Social Security

EDD Department of Social Services

b Amtrak

UNITED STATES POSTAL SERVICE

Walgreens

Foods Co

BRANDING + VISIONING NEXT STEPS

Continue “Market Hub” Visioning: a brand and image for downtown

1. Deeper stakeholder engagement
 1. (Industry- specific focus groups) Arts and Culture + Food Industry
 2. Gather feedback and hold events such as:
 1. Downtown mixers,
 2. Integrate opportunities to gain feedback at events
 3. Convene Focus groups
2. Advisory Committee Formation
3. Launch marketing activities
 - (Spot mojo, word or mouth, partner dissemination of information, PR events around themes, mixers, etc.)



QUESTIONS?
