

# 2021 IMPACT REPORT



## Richmond Main Street Initiative

*Revitalizing Historic Downtown Richmond*  
[www.RichmondMainStreet.org](http://www.RichmondMainStreet.org)



# A MESSAGE FROM OUR LEADERSHIP

In 2021, Richmond Main Street Initiative (RMSI) endured another “Year of Transition” as we continued to navigate the impact of COVID-19, undergo a smooth transition of Executive Leadership, and witness existing businesses expand and new businesses come to fruition. And through the continuous transition RMSI experienced, our team was able to carry out the mission and keep our community a priority.

While we continued to provide COVID-19 strategies and resources to our Downtown partners and stakeholders via our Community Resource Directory and Small Business Support Working Group, ensuring our community was equipped with the tools to move forward in an organized way. We also experienced an unprecedented amount of support from our community donors and corporate sponsors throughout the year, which was not a surprise, seeing as our Richmond community is no stranger to coming together in times of need!

Additionally, RMSI was intentional about cultivating new relationships while restoring old ones, which as we all know, preserving authentic relationships is at the core of the work we do as leaders of our community. They say nothing changes if nothing changes, and here at RMSI, we embrace CHANGE! Moving forward in 2022, our team will continue to provide support and resources to Downtown Richmond and surrounding areas, becoming more inclusive and moving with precision through our Main Street Approach.

**Andrea Portillo-Knowles** *Executive Director*

# WHO WE ARE WHAT WE DO

## Our Mission

To revitalize historic Downtown Richmond as a pedestrian-friendly urban village, offering products, services, arts, and entertainment that reflect the community's rich and diverse heritage.

## Our Credentials

We are an accredited [Main Street America](#) program, and member of the [UrbanMain](#) and [California Main Street Alliance](#) networks. We hold top certifications from [America's Best Charities](#) and [GuideStar Seal of Transparency](#).

## Our Community

The Downtown Richmond commercial corridor district is Macdonald Avenue from 6th-16th Street, between Bissell Avenue and Barrett Avenue. We work in partnership with a broad and diverse set of stakeholders including residents, businesses, property owners, community-based organizations, local leaders, and governmental agencies/departments.

## Our Main Street Approach



### Community

*building & strengthening relationships with stakeholders*



### Economic Vitality

*supporting downtown businesses & fostering entrepreneurship*



### Clean & Safe

*ensuring well maintained public spaces & places for residents & visitors*



### Promotions & Marketing

*honoring our cultural heritage through public art & entertainment activities*



### Design

*enhancing physical appearances & accessibility*

## Our 2021 Team

**Staff** Andrea Portillo-Knowles, Executive Director; Ronnie Mills, Project Manager; Vivian Wong; Alicia Gallo

**Safety1st** Kyle Franklin and Lathan Hodge, Supervisors; Deonte Anderson, Mary Greene, Neighborhood Ambassadors

**Board of Directors** Robert Rogers; Board Chair; Charlene Smith, Vice-Chair; Yvette Williams, Secretary; Sarah Wally, Treasurer; Cynthia Haden, Michael K. Martin, Tami Steelman-Gonzales, Xavier Abrams



# COVID19 RESPONSE

## Sharing Valuable Information & Resources

### 1 COMMUNITY RESOURCE DIRECTORY

*Featuring important information, resources, and pandemic-related updates for residents, families, and small businesses across **23+ intersectional categories**.*

### 4 DOWNTOWN MERCHANT CHECK-IN CAMPAIGNS

*We conducted surveys to inform our economic vitality activities to ensure they met the needs of our district's businesses.*

### 22 SMALL BUSINESS MAILERS

*Monthly e-mailers to help Richmond businesses stay up to date on health orders, guidance, and relief resources.*

## Continuation of the Community Resource Directory and COVID19 Small Business Support Working Group

We continued providing updates on economic conditions Downtown, relaying resources to partners, and strategies to move the work forward in a coordinated and thoughtful way.

Last year your site had an  
incredible document listing local  
community resources.

- COMMUNITY PARTNER



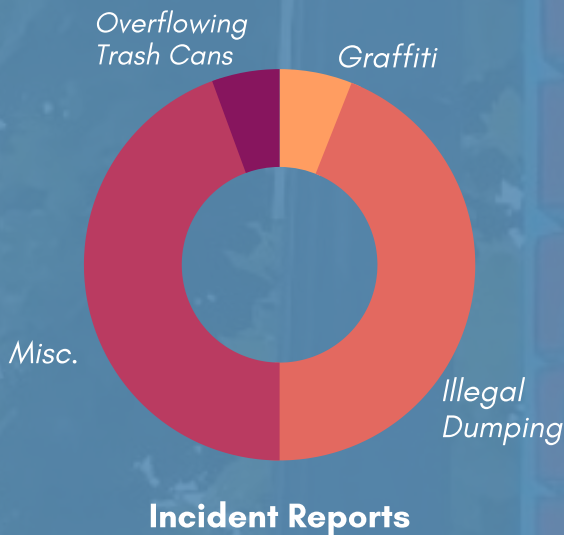
# CLEAN & SAFE

## Neighborhood Ambassador Program

Our Neighborhood Ambassador Program stayed dedicated to keeping Downtown Richmond safe and attractive via our **Neighborhood Ambassadors Deonte, Mary & Doresse, providing 2,312 hours of service.** Our Neighborhood Ambassadors helped to remove 248 bags of debris, report 225 incidents, provided targeted maintenance help to 16 businesses, conducted weekly business check-ins, and 2 district-wide PSA Visits.

# 2312

HOURS OF SERVICE



**248** Bags of Trash  
& Debris Removed  
*equivalent to 133 cubic yards*

**225** Incidents  
Reported/Addressed

**2** Merchant Check-Ins

**16** Merchants Supported  
*with targeted maintenance*

## Community Green Space Beautification Activities

July 2020 the Community Green Space initiative was launched by local Richmond Residents. This adoption of the Community Green Space has since grown into an ongoing partnership with the Reentry Success Center & Rubicon Men's Group. These, alongside the 70+ local volunteers, have, to date, given a total of 258 volunteer hours and removed around 50+ cubic yards of debris (which equates to around 200+ bags of debris removed from the green space).





Kathy Chouteau

*"I WISH WE COULD TAKE BACK OUR CITY ONE BLOCK  
AT A TIME"*

**COMMUNITY MEMBER, REENTRY SUCCESS CENTER, GREEN TEAM PROGRAM**



# ECONOMIC VITALITY

## Supporting Small Businesses & Entrepreneurs

Our Economic Vitality Initiative showed the greatest impact of the Main Street Approach as we witnessed 3 New Businesses come to fruition and 2 Expansions:

- NewLife Cafe
- Natrully Smooth Alkaline Water
- Emmet's Ice Cream Pop-Upvender

### Expansions

- LeftSide Printing Expansion: Venue to host outdoor parties and events
- El Garage expanded their hours in June 2021

In addition, we Celebrated Business Anniversaries with:

- LeftSide Printing: 1 year in Downtown, 15 years in Richmond
- Gratitude Afrocentric Gift Store: 5 years
- San Francisco Pizza & Restaurant: 22 years
- CoBiz Richmond: 1 year

## MARKETING SUPPORT

Our **Virtual Merchant Showcase** provided 4 businesses with a platform to tell their stories, and increase brand exposure. Participating businesses also received professional photography services, sponsored social media ads. 6 Downtown businesses participated in our annual **Small Business Saturday** promotional campaign.

**95**  
BUSINESSES  
ASSISTED

**131**  
HOURS  
OF ASSISTANCE

## SQUARE E-COMMERCE PROGRAM

*28 business owners/entrepreneurs participated in virtual office hours, 4 businesses received free Square point of sale equipment (valued at \$1,800), and one business, **El Garage**, successfully launched their first in-person event.*

## Notable Downtown Economic Indicators

**3**

**Business Opens**

**2**

**Permanent Closures**

**5**

**Reopens**

*2 temporary closures & 2 expansions*



# COMMUNITY

## Coalitions & Working Groups

California Main Street (CAMS)  
City of Richmond Economic Development Commission  
Healthy Richmond Economic Justice Action Team  
Iron Triangle Neighborhood Council  
Measure U Community Input  
East Bay Getting to Zero  
Richmond COVID19 Small Business Support Working Group

## Partnerships

City of Richmond	Renaissance Richmond
CoBiz Richmond	SBA
LISC Bay Area	Urban History Hikes
Verizon	Square
Pacific Community Ventures	Richmond Chamber of Commerce

## Richmond Main Street Volunteers ROCK!

**145**

AMAZING  
VOLUNTEERS

**1091**

HOURS  
OF SERVICE

**\$29,457**

ESTIMATED VALUE  
OF SERVICE\*





Ropin Lopez, Shots from Richmond

*"Collaborating with [Richmond] Mainstreet to continue to offer our community a yearly get-together during the December Holidays lifted our spirits and gave us the energy to send off our community with positivity as the year closed.*

*Seeing Santa wave to families that were able to stop by to receive a gift bag brought so much joy to all of us."*

**LOLIS, EAST BAY CENTER FOR THE PERFORMING ARTS**



# PROMOTIONS & MARKETING

## Amplifying the Voices of our Community

RMSI created content amplifying the contributions of Black-led/Black-owned businesses in weekly Main Street News e-newsletters, blog posts, and social media posts. The Weekly spotlight series, paired Downtown's Black history with history in the making. Some of these Black-owned Businesses included:

- The Rich Clothing Company
- Gratitude Afrocentric Gift Store
- Rich City Studios
- Black-Owned Businesses & Black-Led Enterprises

## Virtual & Hybrid Events to Bring Joy & Benefit Businesses

In September 2021 we combined our virtual Spirit & Soul experience with an in-person Watch Party that was hosted by one of our newest downtown businesses, El Garage. We were not only able to help promote a mix of downtown and greater Richmond businesses and organizations, but also a myriad of musical acts to a virtual audience of an estimated 65,000 viewers. This event showcased the diverse musical and cultural heritages that make up our great city.

### Virtual & Hybrid Events

**67,492**

AUDIENCE  
REACH!

**5** Performers featured

**18** Business promoted

**8** Evens Hosted





# TOP SHELF



# WANDA GONZALEZ



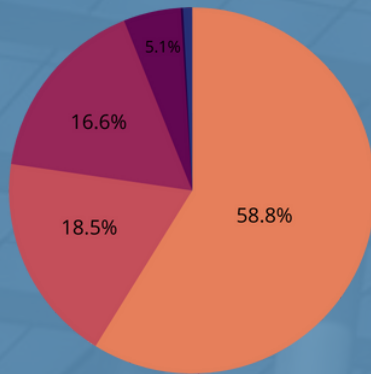
# LOS CENZONTLEZ W/ LOS ORIGINARIOS



# BUDGET REPORT

## 2021 PROGRAM INCOME

\$356,238



## 2021 PROGRAM EXPENSES

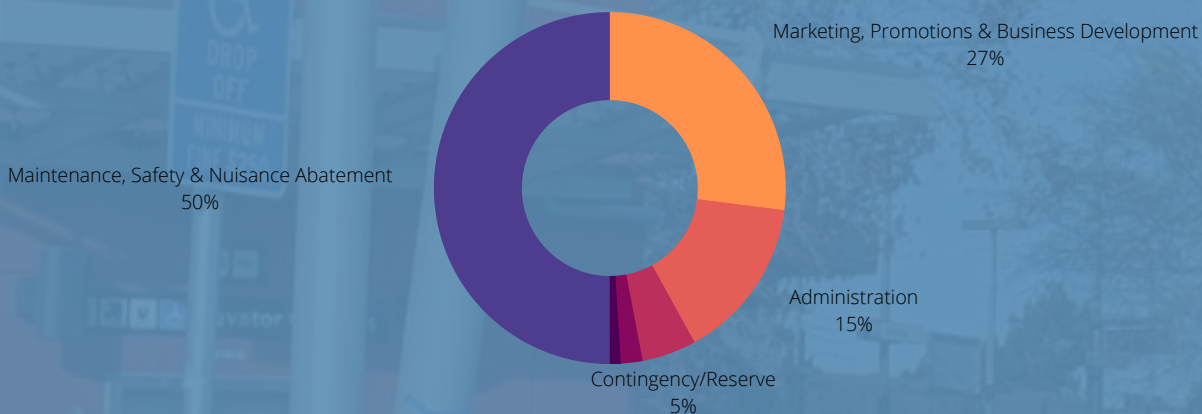
\$315,217



PBID Assessment PBID Assessment Government Grants Event Sponsorship Operations & Programs Staff  
Earned Income Individual Donations

## 2021 DRPBID BUDGET

\$209,843



## GRATITUDE TO OUR SPONSORS & PARTNERS

AHEAD Program, San Francisco Foundation, Silicon Valley Community Foundation, City of Richmond ECIA Grant Program, Mechanics Bank, Wells Fargo, LifeLong Medical Care, Kaiser Permanente, Square, CoBiz Richmond, Travis Credit Union Foundation, Travis Credit Union, AC Transit, MCE Clean Energy, Republic Services, M.A. Hays Insurance, Bridge Storage and Art Space, Sims Metal Management, Kiwanis Club of Richmond.