



Macdonald Ave

Annual Stakeholder Meeting

March 17, 2022 | via Zoom



Alive & Free, Richard Muro Salazar
PC: Tony Tamayo



About Us

We Are Main Street



2021 Impact

Our COVID-19 Response

Sharing Valuable Information & Resources

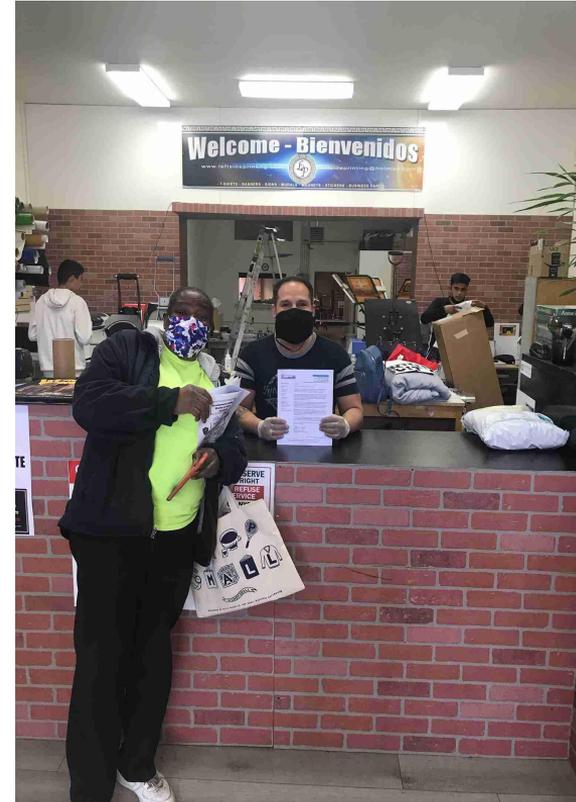
Community Resource Directory

22 Small Business Mailers

4 Downtown merchant check-in campaigns

Education, Advocacy & Collaboration

COVID-19 Small Business Support Working Group



Clean & Safe

Neighborhood Ambassador Program

3 Ambassadors, 100% Richmond Residents

Deonte, Mary, & Doreese

2312 Hours of service

Maintenance & Hospitality Services Provided

248 Bags of debris removed

225 Incident reports

16 Businesses received targeted maintenance help

Weekly business check-ins (twice a week)

2 district-wide PSA visits



Economic Vitality

Economic Development Indicators

Downtown Businesses

3 New Business Opens

5 Reopens

2 Expansions

1 Permanent Closures

2 Temporary Closures -Renovation & Rebranding



Economic Vitality



Supporting Small Businesses & Entrepreneurs

One-on-One Technical Assistance

*Business development, access to capital,
COVID19 response navigation*

Workshops & Trainings

*Main Street Now Conference
Restaurant Revitalization Fund*

Square E-Commerce Program

*Webinars & Trainings
POS Donations*



featuring
Black-Owned
Enterprises



DOWNTOWN RICHMOND

Virtual Merchant Showcase

JANUARY 16

@ 2PM VIA ZOOM

\$10

proceeds go to participating businesses

Downtown History
Trivia & Prizes
Exclusive Offers
Support Local Safely



Community

Coalitions & Working Groups

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

Partnerships

- | | |
|-------------------------------------|-----------------------------|
| <i>City of Richmond</i> | <i>Renaissance Richmond</i> |
| <i>CoBiz Richmond</i> | <i>Richmond PAL</i> |
| <i>Pacific Community Ventures</i> | <i>Urban History Hikes</i> |
| <i>Bay Area LISC</i> | <i>Square</i> |
| <i>Verizon</i> | <i>SBA</i> |
| <i>Richmond Chamber of Commerce</i> | |



Community

Richmond Main Street Volunteers ROCK!

145 Volunteers

1091 Hours of service

\$29,457 Estimated value of volunteer time

The Great Goodie Bag Giveaway 2021

Partnered with East Bay Center for the Performing Arts to help bring some holiday cheer to local families

Gave away 400 goodie bags to Richmond families



Shots from Richmond/R.D. Lopez

Promotions & Marketing



Leveraging our Platform to Support Local Businesses
Dozens of Downtown & Richmond-based businesses & organizations profiled in e-newsletters and social media

Small Business Saturday - November 27
6 Downtown businesses promoted

Promotions & Marketing

Virtual & Hybrid Events to Spark Joy

***Virtual* Community Events**

Merchant Showcase - January 16

[Virtual Spirit & Soul Festival](#) - September 18

Aired on KOFY TV20!

3 businesses promoted, 4 performers featured

Estimated audience of 66,578 viewers

Special Hybrid Activities

Spirit & Soul VIP Watch Party - September 18

First in-person event at El Garage

Partnered to offer exclusive Spirit & Soul menu



Shots from Richmond/R.D. Lopez

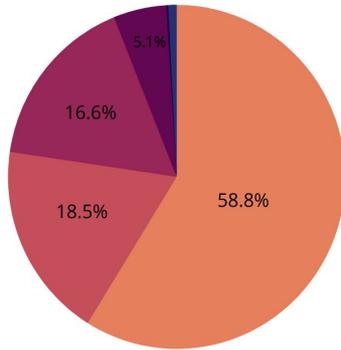


2021 Spirit & Soul Festival

13th annual *Spirit & Soul Festival* - with a twist! Was a **Free Virtual Broadcast**, streamed LIVE on KOFY TV20, Facebook Live, YouTube Live, and Instagram Live. Featured phenomenal performances by Top Shelf, Los Cenzontles w/ Los Originarios, and rising Richmond artist Wanda Gonzalez.

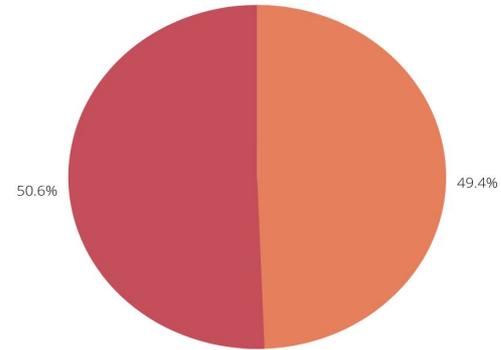
Budget Report

2021 Program Income \$356,238.21



- PBID Assessment
- PBID Assessment
- Government Grants
- Event Sponsorship
- Earned Income
- Individual Donations

2021 Program Expenses \$315,217.73



- Operations & Programs
- Staff





2022 Work Plan

New Year, New Vision

Priorities

Increase Budget Capacity

Expand Donor Base

Implement Long-term Sustainability

Leadership Highlights

Board Member Tiffany Turner, COO of Dientes

Community Dental Care

Areas for Improvement

Transitioning safely, back to in-person events

Unhoused Community Members



Our Main Street Approach 2022

COVID19

Resource hub for businesses and residents

Clean & Safe

Our expansion of our Neighborhood Ambassador Program, growing partnership with the Reentry Success Center, NIAD, & City of Richmond

Promotions & Marketing

Spirit & Soul Festival (September), Art in Windows, Downtown Holiday Festival, Highlight Downtown businesses and happenings

Economic Vitality

Re-launch of Square E- Commerce Program, Workshops, & Trainings

Community

Summer Soiree, Board of Directors, Committees, Community Partnerships



On the Horizon



Project Get Free/Tiffany Conway

New Businesses

Vibe Bistro

Marty's Grill

New Projects

Downtown Street Banner Project

DRPBID Renewal

Renewal process to begin May/June

Expand our Community

Expand our Circle of Partners

Strengthen Existing Partnerships



Q&A

Please use the “Raise Hand” feature so we can open the mic for you!

Thank you!

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