



# 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

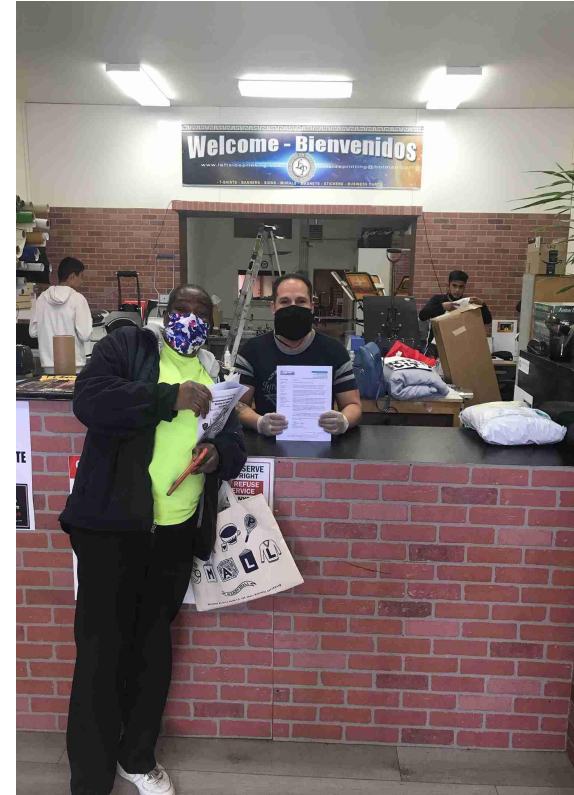
*Community Resource Directory*

*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*



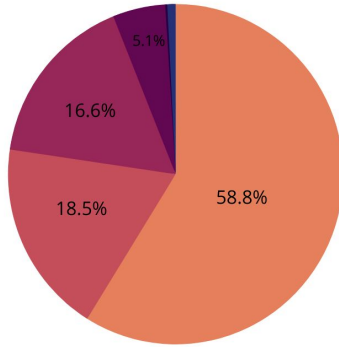


# 2021 Spirit & Soul Festival

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.

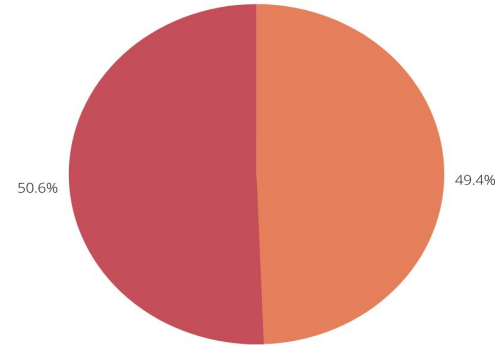
# Budget Report

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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