



Annual Stakeholder Meeting

March 16, 2023 | via Zoom





About Us

We Are Main Street



2022 Impact

New Year, New Vision

Equitable Access



Photo by: Richmond Main Street

Sharing Valuable Information & Resources

Community Resource Directory

37 Small Business Mailers

23 Downtown merchant check-in campaigns

Education, Advocacy & Collaboration

Mayor's Round Table

Mayoral Forum

"Seeds of Change" Campaign Rotary Presentation

Bay Ferry Project 2050

Richmond Green-Blue New Deal

Clean & Safe

Neighborhood Ambassador Program

4 Ambassadors, 100% Richmond Residents

Deonte, Mary, Vernon, & Larnell

1,737 Hours of service

Maintenance & Hospitality Services Provided

239 Bags of debris removed

149 Incident reports

20 Businesses received targeted maintenance help

Weekly business check-ins (twice a week)

5 district-wide PSA visits



Photo by: The Reentry Success Center

Economic Vitality

Economic Development Indicators

Downtown Businesses

2 New Business Opens

1 Reopens

4 Expansions

1 Permanent Closures

1 Temporary Closures -Renovation & Rebranding



From left to right: Ali Nasser, Abdo Alomari and Marty Nasser. Photo by: Joe L. Fisher

Economic Vitality



Photo by: Richmond Main Street

Supporting Small Businesses & Entrepreneurs

Shop Small Campaign

*Becoming the Consumer, Year round campaign,
Outsourced work*

One-on-One Technical Assistance

Business development, Access to capital, Business advising

Marketing and Promotion Support

Business Profiles, Merchant Map

Community

Coalitions & Working Groups

California Main Street Alliance
City of Richmond Economic Development Commission
Healthy Richmond Economic Justice Action Team
Iron Triangle Neighborhood Council
Bay Ferry Project 2050
Richmond Transit Center

Partnerships

City of Richmond	Chevron
ProLogis	FHL Bank of San Francisco
CoBiz Richmond	NIAD
Pacific Community Ventures	Richmond Rotary
AMTRAK	BART
AC Transit	Kaiser
Council of Industries	Bashworthy Events
Mechanics Bank	Bay Area Girls Inc.
CORE	LeftSide Printing



Photo by: Richmond Main Street

Community

Richmond Main Street Volunteers ROCK!

159 Volunteers

2204 Hours of service

\$66,006 Estimated value of volunteer time

Downtown Holiday Festival 2023

The historical Richmond Nutcracker Returns to Downtown
300 Families return



Photo by: Empower Souls Studios

Promotions & Marketing



Leveraging our Platform to Support Local Businesses

Downtown Banner Project

Banner Project highlights small businesses and local artists

Small Business Saturday - November 26

14 Local Richmond small businesses promoted

2022 Spirit & Soul Festival

*Downtown Richmond's Spirit & Soul Festival returns with an incredible turnout of **1000+** residents and community members, **30** superhero volunteers, **32** vendors, **8** performances on our Main Stage, Mayor Butt's Farewell, and the introduction of the **1st-ever Spirit & Soul Classic Car Show** (presented by festival partner, Leftside Printing) and **Art Gallery** (presented by festival partner, CoBiz).*



Photo by: Empower Souls Studios

Promotions & Marketing



Photo by: Empower Souls Studios

Events that Spark Pride & Purpose

Spirit & Soul 2022

Richmond Nutcracker

Downtown Holiday Festival

Event Highlights in Downtown

CoBiz Popups

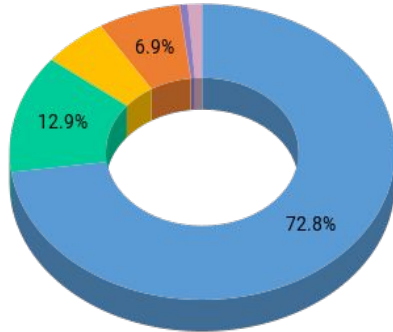
El Garage Comedy Shows

LeftSide Printing Thanksgiving Meal Giveaway

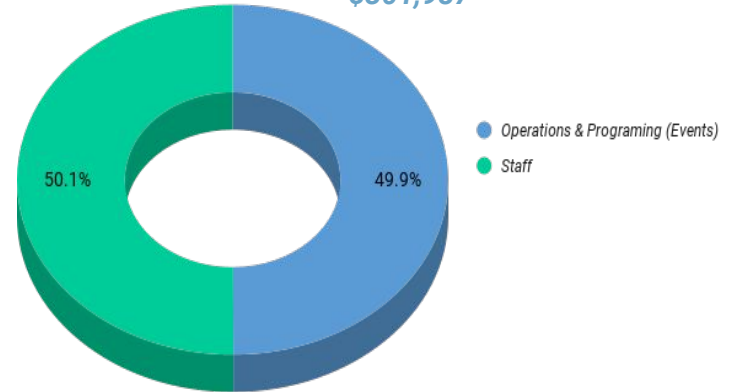
Budget Report

2022 RMSI Income
\$310,598

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



2022 Program Expenses
\$301,987





2023 Work Plan

Keeping the Momentum

Priorities

Safety

Food Access

Unhoused Community Resources

Leadership Highlights

Board Member Diego Garcia, Business Owner, LeftSide Printing

Areas for Improvement

Increase RMSI Committee Recruitment

Relationship Building with Local & State Representatives



Our Main Street Approach 2023



Equitable Access

Resource hub for local businesses and residents

Clean & Safe

Neighborhood Ambassador Program, Community Green Space Upgrades, Blue-Glove Crew, Safety

Promotions & Marketing

Spirit & Soul Festival 2023, Downtown Holidays, Business Highlights

Economic Vitality

Workshops, Training, Business Prospects, Your Dollars Campaign

Community

Board of Directors, Committees, Community Partnerships

On the Horizon



New Businesses Opportunities

2 New Businesses

Food Hall

New Projects

Clean California Project

Heart & Soul of Richmond Art Installation

Branding Workshop Series for Small Businesses

Entrepreneurship: Building Your Business Model

Community

Blue Glove Crew

Expand Relationships and Resources



Q&A

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

Thank you!

www.RichmondMainStreet.org

e-newsletter subscribe on our website

Follow on Socials     

Download our app search “Richmond Main Street”

Andrea Portillo-Knowles director@richmondmainstreet.org

Ronnie Mills admin@richmondmainstreet.org