



2022

IMPACT REPORT

Richmond Main Street Initiative
Revitalizing Historic Downtown Richmond

www.richmondmainstreet.org

A Message From our Leadership

One of our major accomplishments in 2022 was the successful execution of the 14th Annual Spirit & Soul Festival and Classic Car Show in partnership with Bash Worthy Events, LeftSide Printing, and CoBiz Richmond. Through this event, we witnessed our community come together to celebrate the cultural diversity and rich history of our city. The festival was nothing short of a “vibe,” featuring live music, food, and entertainment for all backgrounds and ages. This event was a testament to what is possible when we unite for the greater good; a testament to the hard work and dedication of our team, as well as the support of our sponsors and volunteers.

In addition to the Spirit & Soul Festival, RMSI’s Downtown Richmond Banner Project presented an opportunity to not only beautify our downtown but to showcase the creativity and talents of our local small businesses and artists. This project brought together local artists and community members to create a series of stunning banners that is representative of all of us and serves as a great example of our commitment to public art and revitalizing our downtown area.

Another noteworthy accomplishment of 2022 was the return of our Downtown Holiday Festival in partnership with The East Bay for Performing Arts Center featuring the historic Richmond Nutcracker, Goodie Bags, and photos with Santa himself! The festival was a great success, providing a safe and festive environment for families and community members to come together and celebrate the holiday season. Our team worked tirelessly to ensure that all COVID-19 protocols were in place, making sure that everyone who attended had a safe and enjoyable experience.

We continued our commitment to community advocacy, education, and collaboration in 2022, working closely with local organizations and community leaders to identify and address issues affecting our community. Through our advocacy and education efforts, we were able to provide resources and support to those in need, as well as promote awareness of important social issues.

Finally, we are proud to announce the opening of two new businesses in the downtown area in 2022. These new businesses not only bring new opportunities for economic growth and development but also add to the unique character of our community. We continue to support and promote the growth of small businesses in the downtown area, recognizing the important role they play in building a strong and vibrant community.

Overall, 2022 was a year of great progress and accomplishment for RMSI and our downtown family. We are grateful for the support of our community, and we look forward to continuing our work in the years to come.

Who We Are, What We Do

Our mission

The Richmond Main Street Initiative, Inc. is a community-based nonprofit corporation dedicated to revitalizing 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 a 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 & 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 2022 Team

Staff Andrea Portillo-Knowles, Executive Director; Ronnie Mills, Project Manager

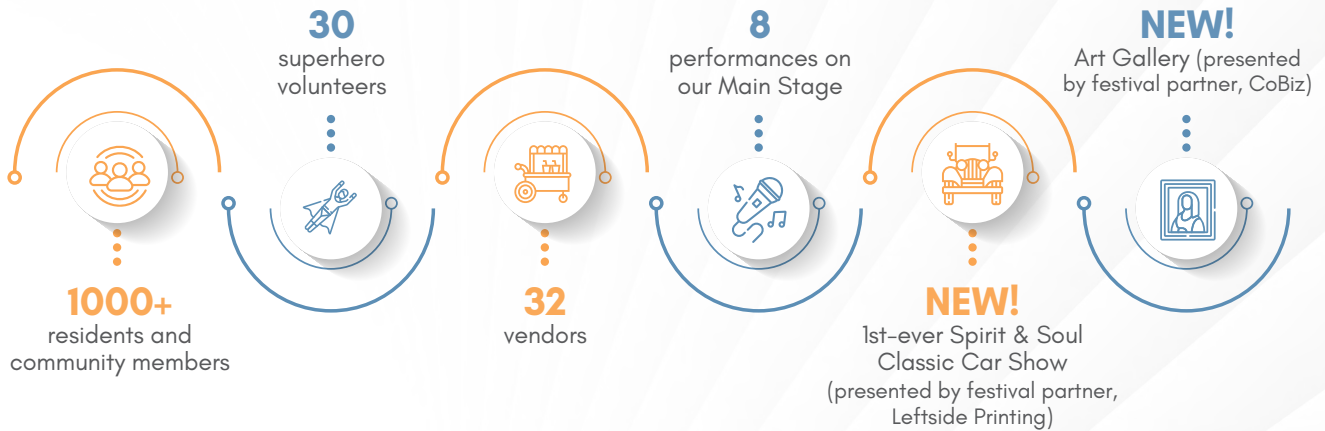
Board of Directors Robert Rogers, Board Chair; Michael Martin, Vice-Chair; Sarah Wally, Treasurer; Tiffany Turner, Secretary; Cindy Haden; Billy Ward; Xavier Abrams; Yvette Williams



2022 New Year, New Vision

Impact Highlights

2022 Spirit & Soul Festival and Classic Car Show



In-person Downtown Holiday Festival

The historical Richmond Nutcracker Returns as an in-person Downtown. Highlights include:

- Two(2) back-to-back Nutcracker at capacity seating
- Return of pictures with Santa and give away 300 goodies bags to local families



Downtown Richmond Banner Project

RMSI partnered with two artists, Tiffany Conway, and Malcolm Jackson, on a public art project that created new light pole banners for the City's historic Downtown corridor and an accompanying mini-documentary video. Tiffany Conway, a Richmond-based painter, utilized her unique aesthetic vocabulary and approach to portraiture banner artwork featuring four (4) Downtown Richmond business owners and conveyed messages of resilience, hope, and positivity through emotive storytelling. In appreciation for their time and participation, each business owner will receive the original painting of their portrait. Malcolm Jackson, a local photographer/videographer with deep ties to Richmond, created a short video that documented the project.

“It's been great to work with all of these amazing small businesses, and I'm hoping that this is a project that we can continue to do in the future and build in terms of the culture here in Richmond.”

— Tiffany Conway,
Project Get Free



Equitable Access

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

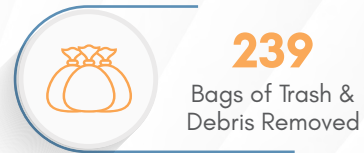
Bay Ferry Project 2050

Richmond Green-Blue New Deal



Clean & Safe

Our Neighborhood Ambassador Program stayed dedicated to keeping Downtown Richmond safe and attractive via our **Neighborhood Ambassadors Deonte, Mary & Larnell, providing 1,737 hours of service**. Our Neighborhood Ambassadors helped to remove 239 bags of debris, report 149 incidents, provided targeted maintenance help to 20 businesses, conducted weekly business check-ins, and 5 district-wide PSA Visits.



Economic Vitality

Support Small Businesses & Entrepreneurs

Notable Downtown Economic Indicators



2

New Business
Opens



1

Reopens



1

Permanent
Closure



4

Expansions



1

Temporary Closure-
Renovation & Rebranding



13

Total Businesses/
Individuals Assisted



82

Total Hours of
Assistance

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



159
Volunteers



2,204
Hours of service



\$66,006
Estimated value of volunteer time

Downtown Holiday Festival

The historical Richmond Nutcracker Returns to Downtown



300
Families return

Promotions & Marketing

Spirit & Soul Festival 2023

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).

Downtown Banner Project

Banner Project highlights small businesses and local artists



**Small
Business Saturday
- November 26**



14

Local Richmond small
businesses promoted

Events that Spark Pride & Purpose

Spirit & Soul 2022 Richmond Nutcracker Downtown Holiday Festival

Event Highlights in Downtown

CoBiz Popups

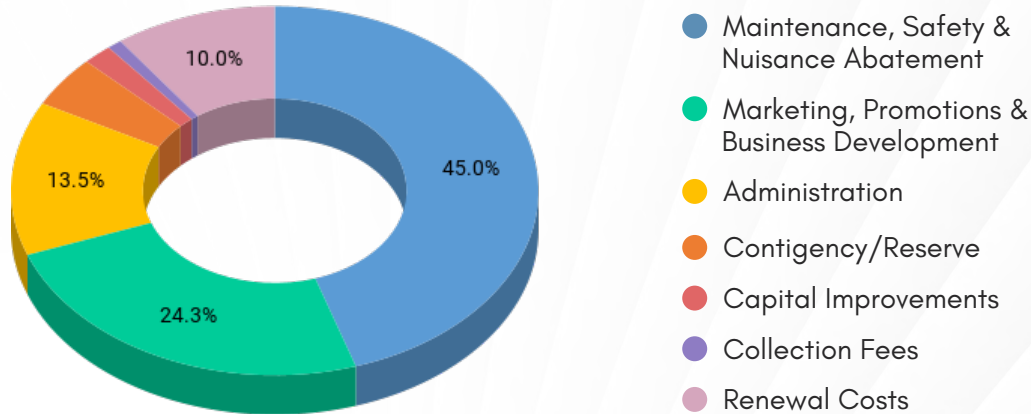
El Garage Comedy Shows

LeftSide Printing Thanksgiving Meal Giveaway

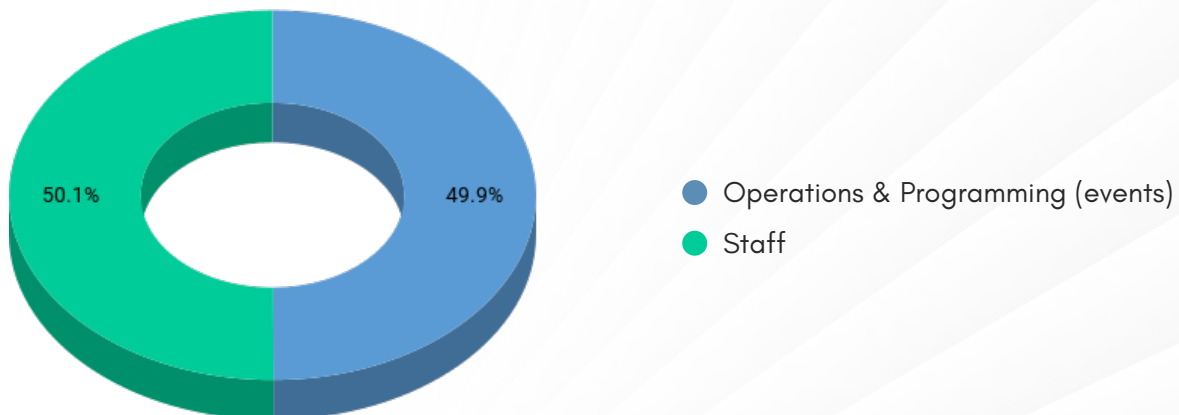


Budget Report

2022 DRPBID Budget



2022 Program Expenses



Gratitude to our Sponsors & Partners

AHEAD Program, Leftside Printing, Interactive Resources, City of Richmond, PAAC Grant Program, Mechanics Bank, Wells Fargo, LifeLong Medical Care, Kaiser Permanente, Square, CoBiz Richmond, AC Transit, Republic Services, Sims Metal Management.

Richmond Main Street Initiative, Inc. is a 501(c)(3) corporation

Tax ID# 68-0481132 | CFC# 7672

O: 1600 Nevin Plaza, Richmond, CA 94801

M: PO Box 1414, Richmond, CA 94802

P: (510) 236-4049 | F: (510) 236-4052 | W: RichmondMainStreet.org