

Downtown Richmond Property & Business Improvement District



REPORT

ACTIVITIES, EVENTS, OPPORTUNITIES

Purpose of the DRPBID

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- ▶ Provide improvements, maintenance and activities
- ▶ Convey a special benefit to assessed parcels
- ▶ Provide maintenance, safety, nuisance abatement, marketing
- ▶ Promotions, business development, capital improvements
- ▶ RMSI serves as the Owners Association to provide these improvements
- ▶ Owners Stakeholders Meeting October 2024

Best Time To Be Part of Downtown Richmond

- ▶ Optimism, Opportunity, Excitement
- ▶ Grounded in a Solid Foundation
- ▶ Development in Surrounding Neighborhoods of Downtown
- ▶ Land and Buildings Ready for Renovation and Development
- ▶ Service and Small Businesses Retail Spaces
- ▶ Infrastructure in Place
- ▶ Public Transport
- ▶ Access to all Parts of Richmond and Bay Area
- ▶ Community Engaged

Richmond Main Street Initiative

FOUR POINTS OF THE MAIN STREET APPROACH

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Equitable Access

Resource hub for local businesses and residents

Clean & Safe

Neighborhood Ambassador Program, Community Green Space Upgrades

Promotions & Marketing

Spirit & Soul Festival 2023, Downtown Holidays, Business Highlights, Community Programs

Economic Vitality

Development, Property Owner Collaboration, Workshops, Training, Business Prospects

Community

Board of Directors, Committees, Community Partnerships

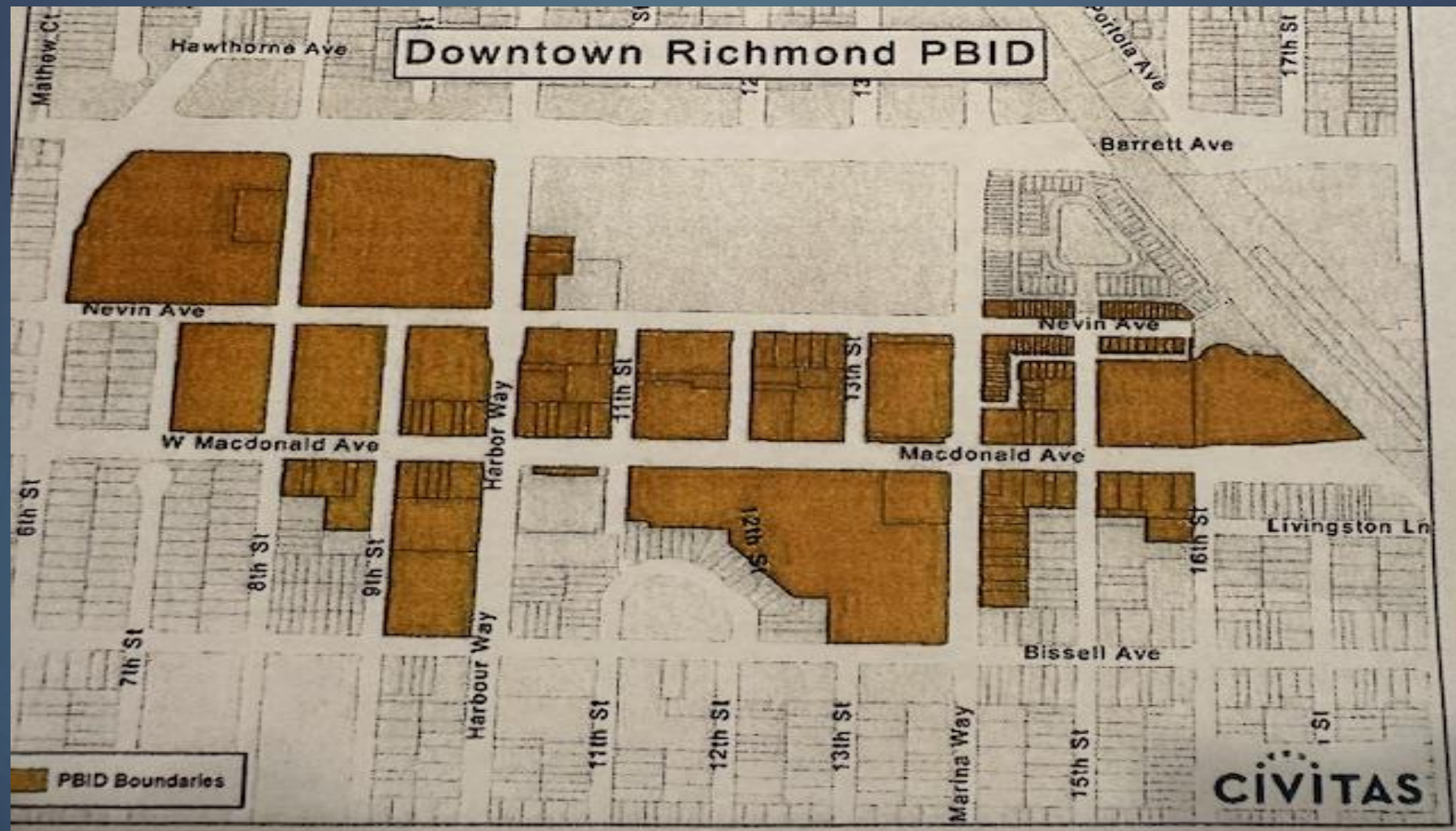
Richmond Main Street Initiative

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- ▶ RMSI is a community-based nonprofit dedicated to revitalizing historic downtown Richmond as a pedestrian-friendly urban village, offering products, services, arts and entertainment that reflect the communities rich and diverse heritage.
- ▶ With a depth of Board, our working members participate in the activities and operations of RMSI, neighborhood and businesses.
- ▶ Board of Directors: Diego Garcia, Chair, Dan Perri, Vice Chair, Tiffany Turner, Secretary, Sarah Wally, Treasurer, Yvette Williams-Barr, Cindy Haden, Billy Ward, Ilaf Esuf

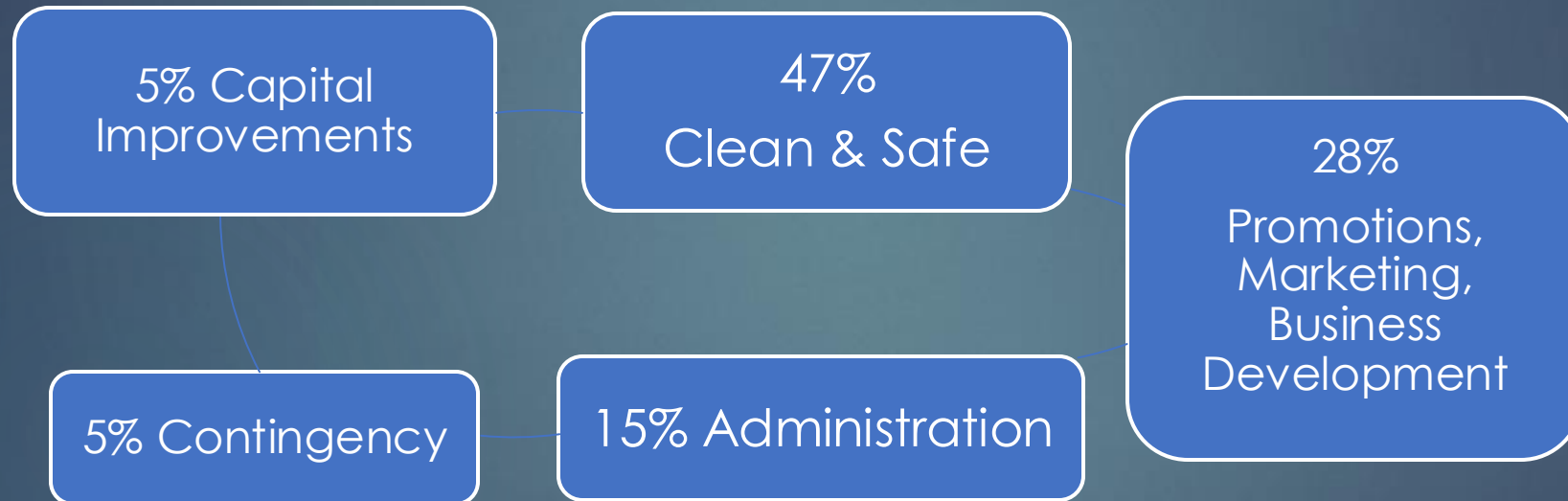
Map Of Downtown Richmond PBID

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PBID Annual Budget

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Downtown Economic Development

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- ▶ Spirit and Soul
- ▶ Green Space Garden
- ▶ Holiday Event
- ▶ Workshops and Mixers
- ▶ Programs and Education
- ▶ CoBiz Pop Ups
- ▶ Leftside Printing Thanksgiving Meal Give Away
- ▶ Music on The Main
- ▶ Taste of Richmond Fiscal Sponsor

Ambassadors & The Neighbors

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- ▶ Mary Green, Deonte Anderson and Joshua Ruffen provide a full service program for our downtown residents and business owners.
- ▶ Maintaining the streets and walks, clean up and refreshing the neighborhood on a weekly schedule.
- ▶ Offering welcoming and consistent presence, knowing the neighbors and businesses, answering and providing services to them as they may may arise.
- ▶ Collaboration with City Public Works reporting & response

Ambassadors

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Deonte Anderson, Mary Green



Joshua Ruffen, Mary Green



Ambassadors – Clean and Safe

11

2,800 Hours
Of Service

390 Bags of
Trash
Removed

60 Bags of
Weeds
Removed

195 Incidents
Reported &
Addressed

Continual
Business
Relations

Ambassadors Weed Abatement

12



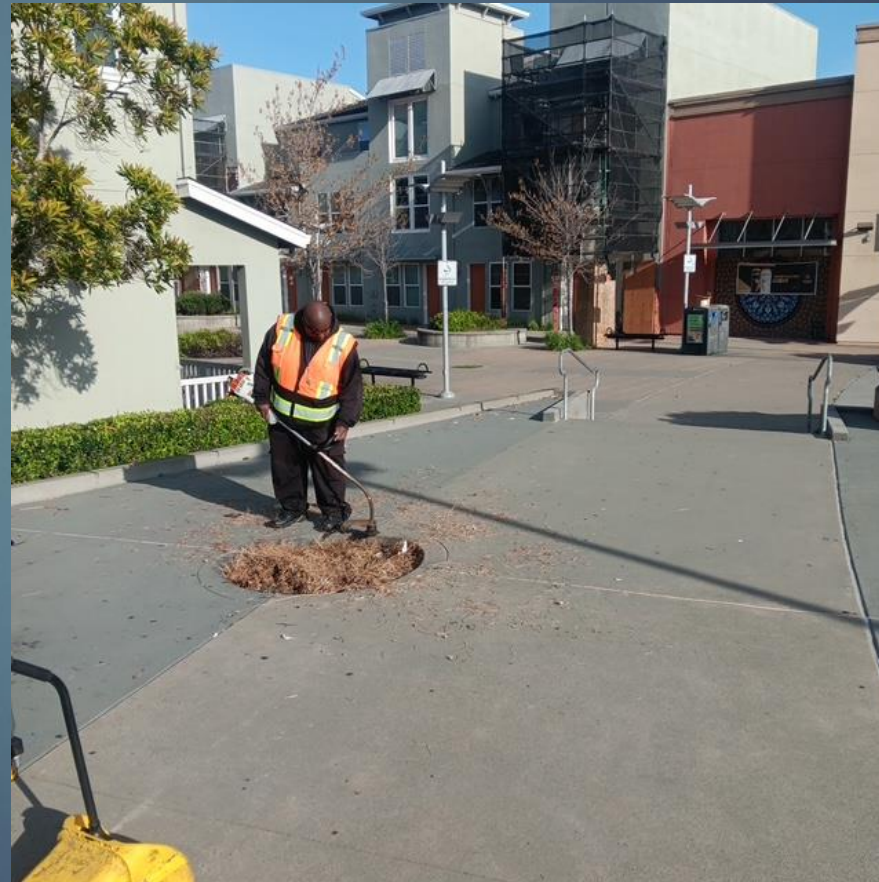
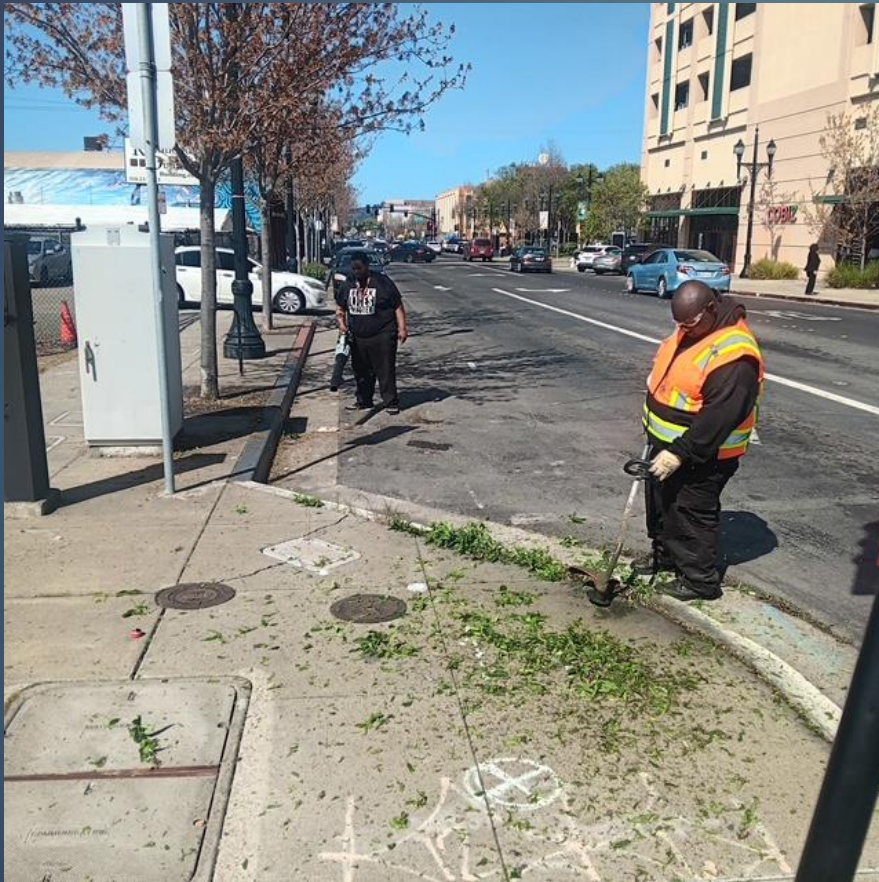
Ambassadors Beautification

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Ambassadors Beautification

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Maintenance and Improvements

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- ▶ RMSI Ambassadors provide supplemental improvements, maintenance and activities that are beyond and above those provided by the City.
- ▶ The maintenance program is specific for areas 16th to 6th and Barrett to Bissell, creating cleaner, more accessible and attractive sidewalks and streets to residents and business owners.
- ▶ Services include litter and rubbish removal, weed abatement, median maintenance, some graffiti removal and sidewalk pressure washing.
- ▶ The Ambassadors report to Public Works for illegal dumping, graffiti and homeless in the downtown corridor.

Power Washing the Sidewalks

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Supporting the Food Vendor Program

17



RMSI On The Main Newsletters

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**DOWNTOWN
ON THE MAIN**

**20
25**



**BLACK
HISTORY
MONTH**

February

A major focus for the shop is educating customers. "I don't just sell things, I teach," she explains, citing how she educates her customers about the origins of the products, and the importance of understanding where and how items are made. She takes pride in sourcing products directly from a variety of artisans, often sharing the backstory behind each piece.

One of the hallmarks of Gratitude (Afrocentric Gift Store) is the commitment to working with local businesses. Whether it's collaborating with creatives or supporting a fellow store in the area, the business owner believes in the power of community and referral. "If I don't have what you need, I'll send you to someone who does," she says. This kind of collaborative spirit has not only built strong relationships with other businesses but has also solidified her store's position as a key resource in Richmond and the Bay Area.



GRATITUDE AFROCENTRIC

Meet Ghaliyah Roberts-Palmer, the owner of Gratitude (Afrocentric Gift Store), the African-inspired shop located at Market Square Mall in Downtown Richmond. In 2015, the spark of a desire turned into action when one determined businesswoman decided to bring a unique blend of cultural heritage, inspiration, and community empowerment to Richmond. On February 2, 2016, the dream became reality as the business officially opened its doors downtown, with a community that had been eagerly awaiting something new and transformative.

Beyond the products on the shelves, Gratitude has become an essential community hub. The store is not just about selling unique gifts; it's about being an active participant in the fabric of Richmond.

**DOWNTOWN
ON THE MAIN**



**20
25**

March

The landlord, impressed by Diego's sincerity, agreed to rent him the space. After a few years Leftside Printing started to get traction and started to secure contracts with local Cities, School district and other larger companies. After 6 years in 2019 Diego was Ready to move back to a larger place and looked to Downtown Richmond.

The struggles didn't stop there. When COVID-19 hit, Leftside Printing, like many businesses, was affected by the pandemic. With a nonprofit status, Diego was unable to pay rent and sought to cancel the lease. The landlord offered an unusual solution: continue paying for the space while keeping operations minimal. Diego learned from the 2008 Market crash and understood how business works. "Where there is a tragic there is an opportunity for success" Leftside Printing partnered with Richmond Main Street_ and the San Pablo EDC to provide free signs and banners to local businesses to help them communicate and engage with customers during the pandemic. Diego even began producing social distancing stickers and masks, further solidifying his role as a community ally. After a year, the business made a full recovery, tripling its net income.



LEFTSIDE PRINTING

Diego's journey into the world of printing is as much about perseverance and vision as it is about building a legacy for the community. Diego and his family came to Richmond in 1978. Growing up in the city of Richmond, he recalls walking the streets with his father in the early 80's, shopping and enjoying the local vibe. Little did he know that years later, the very streets he walked would be home to his own business, Leftside Printing.

Diego's venture into the printing business started out of necessity. At the time,

Presence & Participation Downtown

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- ▶ RMSI has launched a new Website and is Building a Social Media
- ▶ Host Monthly Newsletters Featuring Downtown Businesses
- ▶ Provide Community Service and Public Benefits
- ▶ Marketing the Downtown Businesses Vacant Spaces
- ▶ Collaborating With Foods Co Owners for Beautification of Site
- ▶ Meet with Downtown Property Owners
- ▶ Collaborating with Bart for Site Beautification & Landscaping
- ▶ Collaborate with Public Works for Landscape Improvements

Community Garden Beautification Project

► **Geographic Scope:**

- ● Community Green Space Garden (corner of Macdonald Ave & Harbor Way)
- ● An estimated 17,000 sq feet.

• **Service Agency:**

- ● The Re-entry Success Center is a program partner and helps to maintain the space
- ● This project will contract approximately 15 individuals who are in the RSC Program

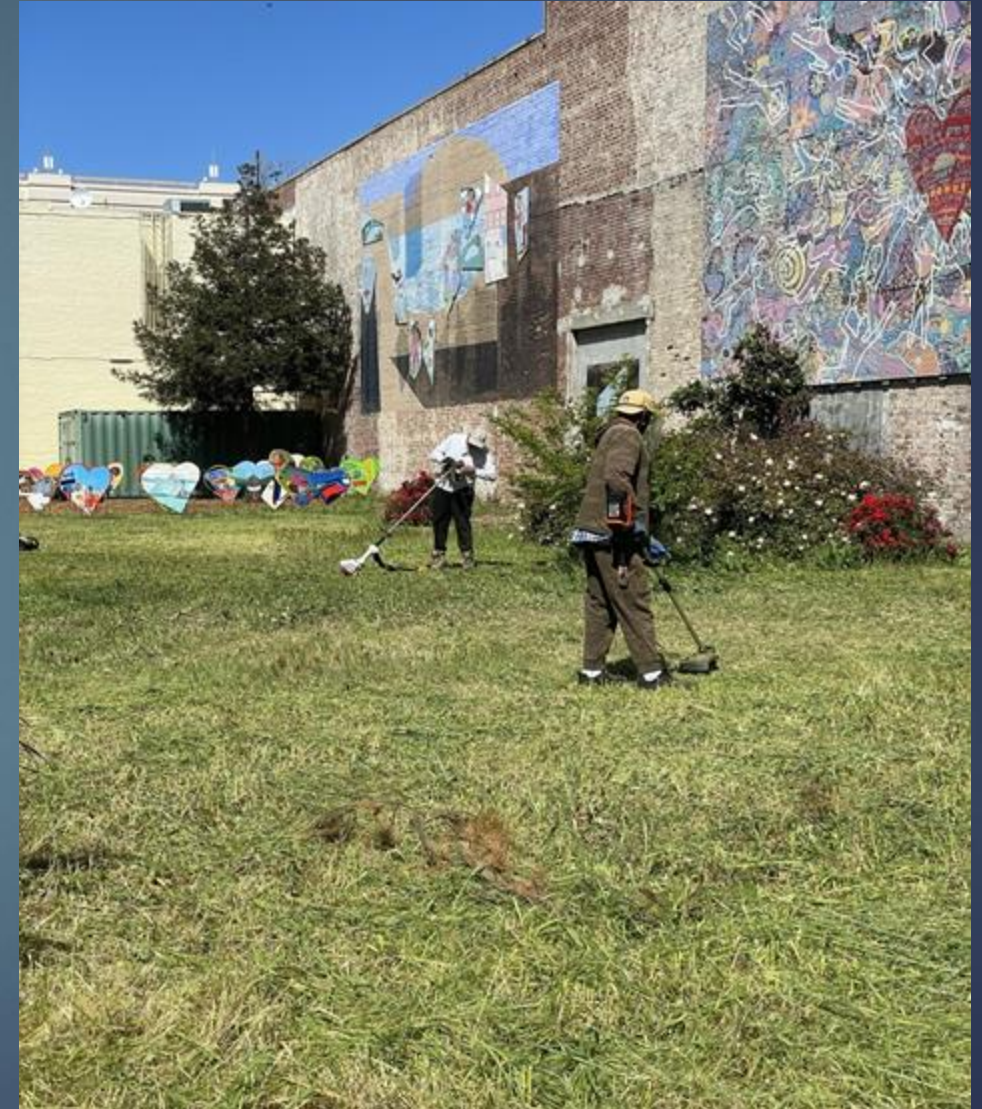
• **Deliverables:**

- ● Funding allows the RSC to provide upgrades to the community garden over the course of 18 months.
- ● Upgrades will consist of the following: Planter boxes, lighting, native plants, landscaping and beautification events

Community Green Space Garden

Through the generous support of the Clean CA Grant, the community garden received upgrades and improvements. Thanks to this funding, the Richmond Main Street Initiative (RMSI) and the Reentry Success Center (RSC) have initiated an inspiring transformation of our community green spaces.

In collaboration with RMSI, Heart and Soul of Richmond with NIAD Arts Center, brought artists who created fifteen Hearts, installed in the newly renovated Garden. These special and unique pieces of Art were created by the artists at NIAD Arts Center.



Green Space Art Installation

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RICHMOND MAIN STREET X NIAD PRESENT

ART

UNVEILING

The Heart & Soul of Richmond Project, a collaborative effort between the NIAD Art Center and Richmond Main Street Initiative, has officially upgraded the Community Green Space

Additional viewing at NIAD Art Center (1p - 4p)

551 23rd St, Richmond, CA 94804

SAT

APRIL 1 2023

11 AM

FREE



AT THE COMMUNITY GREEN SPACE GARGEN

315 HARBOUR WAY, RICHMOND, CA 94804

SPONSORED BY:



Community Green Space Garden

23



Spirit & Soul Festival

Spirit & Soul brought the community a vibrant array of new features and activities. From a thrilling kids' chess tournament to an inspiring art contest and the lively beats of Banda and Samba Funk, the event drew people of all ages, races, and backgrounds from across the Bay Area.

60 vendors, 10 musical performances, classic car show, 50 volunteers, art gallery, bounce house and kids events.

The festivities were heightened by the commemoration of Richmond Sol's 20th anniversary, a testament to two decades of community resilience and empowerment





Economic Vitality



Supporting Small Businesses & Entrepreneurs

¡Éxito Empresarial! Our ground breaking all-Spanish Small Business Mixer, in collaboration with **CoBiz, Oakland Latino Chamber, California Hispanic SBDC, and Contra Costa Hispanic Chamber of Commerce**, showcased invaluable resources and prizes.

From networking opportunities to expert insights, we empowered entrepreneurs en español, fostering growth and success. Viva el comercio!

Holiday Festival



Santa Sparked Smiles in Downtown

With the holiday spirit, RMSI partnered with East Bay Center for the Performing Arts to create a magical evening of Santas, Photo Booths, gift bags filled with toys, food, socks and books, along with the Richmond Nutcracker live performance.

The Mobile Food Vendors set up for dining outdoors and 600 kids joined the festive evening. Generous contributions from our sponsors and gifting partners made this evening a wonderful memory for the kids and families.



Taste of Richmond

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Taste of Richmond 2024 success! Thanks to Richmond Economic Development the City celebrated community, culture, and cuisine.

RMSI participated as the fiscal sponsor and a community partner.

Taste of Richmond launched a full week in October of 2024, showcasing local businesses and providing entertainment.



Photo by: Empower Souls Studios

Small Business Week April 29 Event

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Small Business
APPRECIATION DAY
04.29.2024

Free ENTRY

*A Day of Resources
& NETWORKING FOR
Small Business Owners*



www.cobizrichmond.com @cobizrichmond

COBIZ  

**Kick-Off Message
From Chris Horton**

CHRISTOPHER HORTON
SF District Director of the U.S. Small Business Administration



www.sba.gov



COBIZ  

Small Business Week Event

30

**ASSISTANCE FOR
SMALL
BUSINESSES - 2PM**

Discover Your Options



CHRIS SANDERS
SCORE

ALMA GALVAN
BETTER BUSINESS
BUREAU


CRISTAL JONES
START SMALL
THINK BIG

TATIANA HERMESTON
RENAISSANCE
ENTREPRENEURSHIP
CENTER

CARL DAVIS, JR.
THE INCLUSIVITY
PROJECT

HOPE HENSON
JUST BE

ANA VARGAS LAU
LEGAL SERVICES FOR
ENTREPRENEURS

COBIZ  



**State of Small Businesses
& The Importance of
Community - 12pm**

JERMAINE CARTER-GIBSON
Northern California Local Engagement Specialist



GOBIZ.CA.GOV



COBIZ  

Downtown Activation

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Initiatives & Forward Momentum Plan

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- ▶ Inventory buildings, use and retail space available
- ▶ Collaborate with property owners, boarded up buildings, site conditions
- ▶ Collaborate with property owners for desired mix of uses
- ▶ Coordinate with Arts Programs potential coverage with Art Work
- ▶ Support Mobile Food Vendors Program at Marina Way Lot
- ▶ Coordinate w/ City for fence banner on Macdonald at 12th Street
- ▶ Collaborate with City for disposition of vacant lots and buildings
- ▶ Marketing campaign to fill all vacant retail spaces
- ▶ Maximize retail store front properties for full retail use occupation
- ▶ Campaign to have all store fronts cleaned up, awnings & store signage
- ▶ Collaborate with Foods Co center owners for lease up and clean up

Activation & Forward Momentum Plan

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- ▶ Participate with City Econ Dev on @ Marina Way parking lot uses
- ▶ Pole Banners on Macdonald marketing shops, transit, retail, homes
- ▶ Pole Banners, Signage at Transit Village Nevin Plaza, Liven It Up
- ▶ Outward marketing, social media, press, promote variety businesses
- ▶ Cultural vibrancy, historical inclusion, gathering spaces, presence
- ▶ Resident engagement - services and retail desired
- ▶ Multiple events and community entertainment activities
- ▶ Educational programs and workshops
- ▶ Power Washing, deep cleaning and nuisance abatement