

Downtown Richmond Property & Business Improvement District



REPORT

ACTIVITIES, EVENTS, OPPORTUNITIES

Purpose of the DRPBID

- ▶ 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

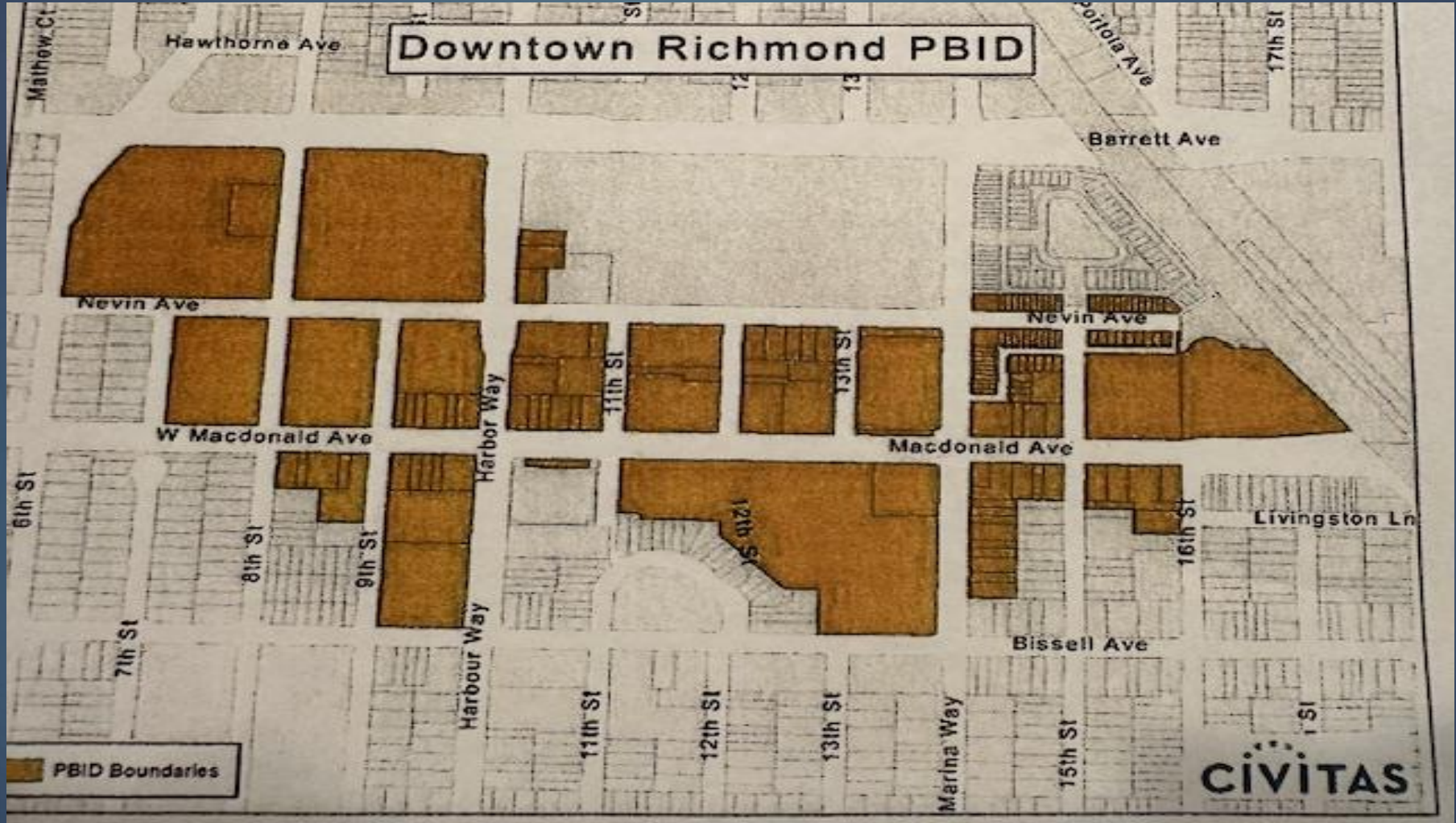
Community

Board of Directors, Committees, Community Partnerships

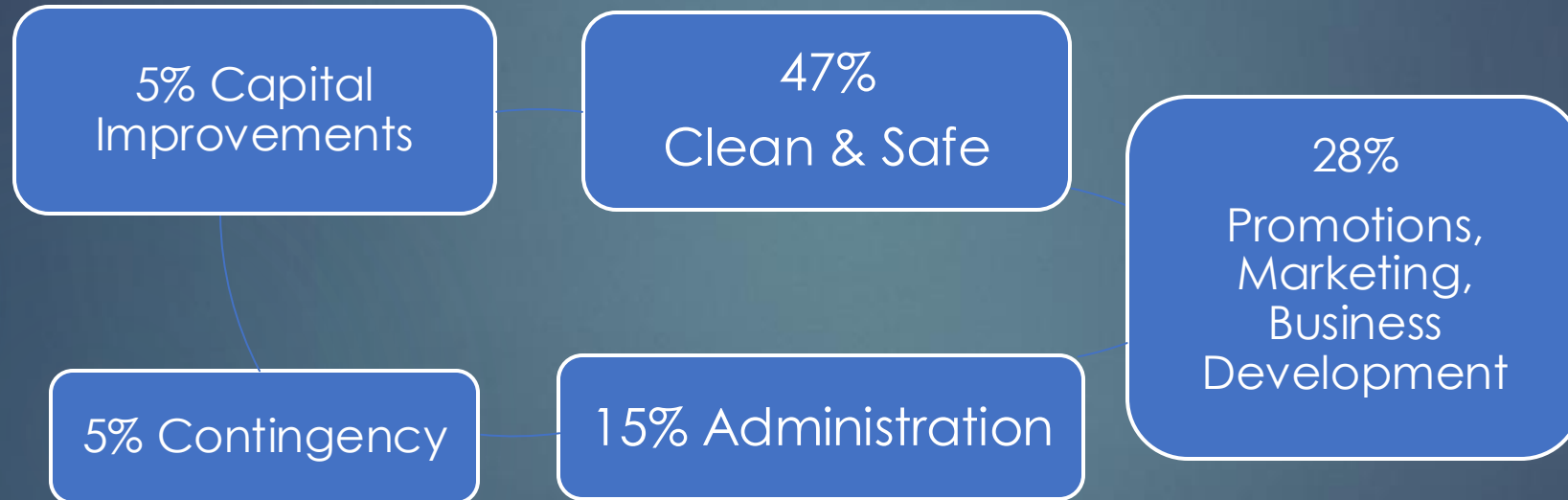
Richmond Main Street Initiative

- ▶ 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



PBID Annual Budget



Downtown Economic Development

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

Ambassadors & The Neighbors

- ▶ 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

Deonte Anderson, Mary Green



Joshua Ruffen, Mary Green



Ambassadors – Clean and Safe

2,800 Hours
Of Service

390 Bags of
Trash
Removed

60 Bags of
Weeds
Removed

195 Incidents
Reported &
Addressed

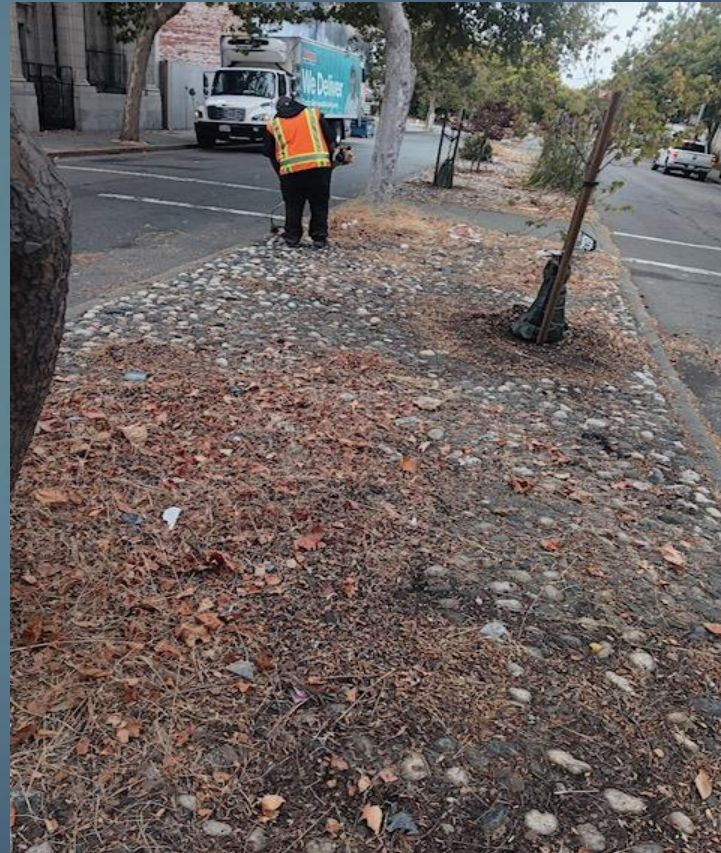
Continual
Business
Relations

Ambassadors Weed Abatement

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Ambassadors Beautification



Maintenance and Improvements

- ▶ 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 in to Public Works for illegal dumping, graffiti and homeless in the downtown corridor.

Power Washing the Sidewalks

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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

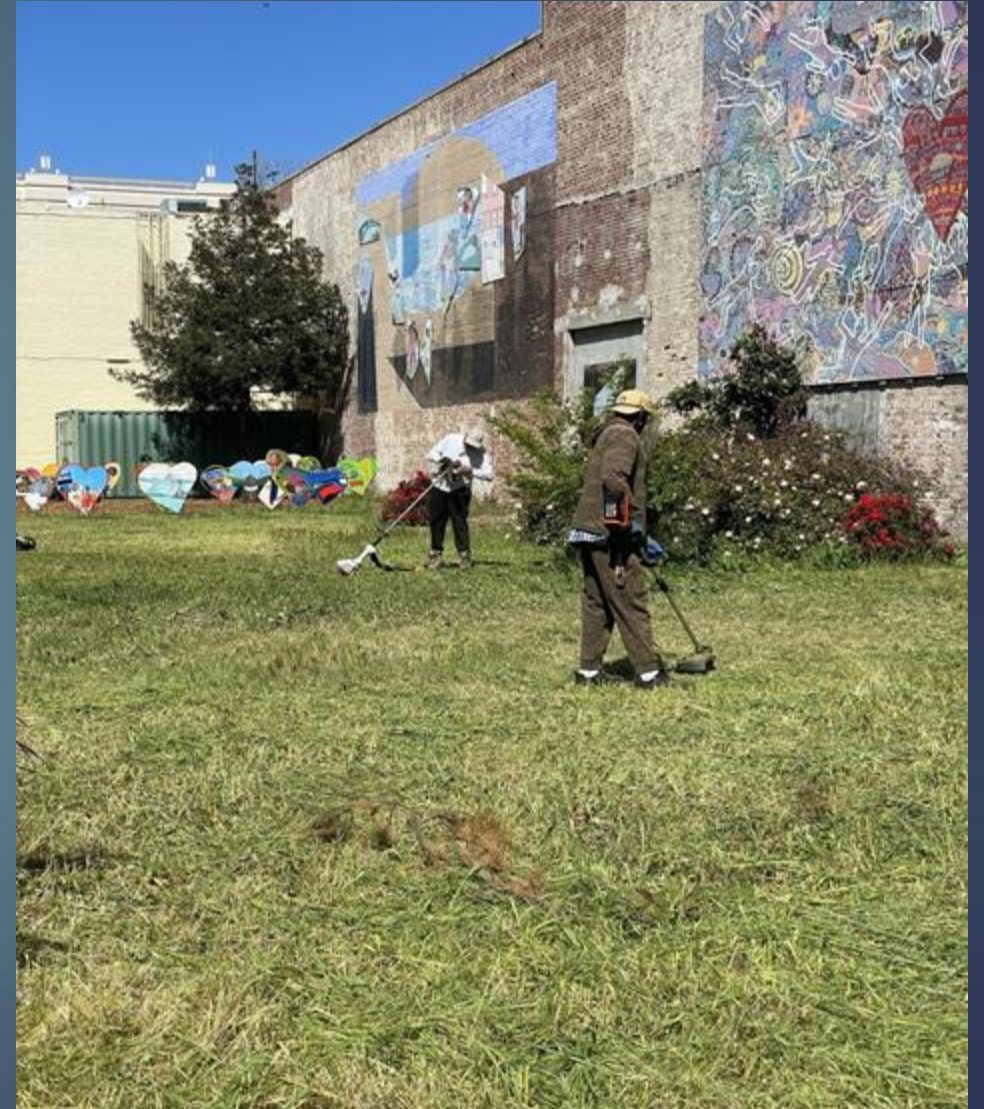
• **Deliverables:**

- ● 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

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 GARDEN
315 HARBOUR WAY, RICHMOND, CA 94804

SPONSORED BY:



Community Green Space Garden



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

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Supporting Small Businesses & Entrepreneurs

¡Éxito Empresarial! Our groundbreaking 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

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Santa Sparked Smiles in Downtown Richmond

With the holiday spirit, we united in fellowship and community, welcoming Santa to Downtown. Through collaboration with House of Loving Hands, FoodsCo, and CoBiz, we spread joy by providing warm meals, fruit baskets, and toys to local families, creating cherished memories and moments of generosity.

Taste of Richmond

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Taste of Richmond 2023 success! Thanks to Richmond Economic Development our city celebrated community, culture, and cuisine. RMSI participated as the fiscal sponsor and a community partner.

With overwhelming attendance and an outpouring of love, it's clear: Richmond's spirit is as vibrant as ever! Here's to many more delicious memories ahead.



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

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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  **renaissance**
entrepreneurship center



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

JERMAINE CARTER-GIBSON
Northern California Local Engagement Specialist



COBIZ.CA.GOV



COBIZ  **renaissance**
entrepreneurship center

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
- ▶ Coordinate w/ City for fence banner @12th, “New Homes Soon” or ART banner
- ▶ Collaborate with City for activation 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
- ▶ Partner with real estate developers to market proposed developments
- ▶ Collaborate with Foods Co center owners for lease up and clean up

Activation & Forward Momentum Plan

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- ▶ Rendering of Macdonald with retail, signage, businesses
- ▶ Participate with City Econ Development @ 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, Homes
- ▶ Facilitate a “made in Richmond” products and goods store
- ▶ 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, street faire
- ▶ Educational programs and workshops
- ▶ Power Washing, deep cleaning and nuisance abatement