

# ECONOMIC DEVELOPMENT COMMISSION

## Public Notice of a Regular Meeting

Please be advised that the City of Richmond Economic Development Commission will hold its regular meeting on:



**June 12, 2024 - 11:30 a.m. -1:00 p.m. at the 450 Civic Center Plaza, 1<sup>st</sup> Floor:  
Richmond Room**

## AGENDA

1. 11:30 am - Call to Order - **(5 mins)**
2. Roll Call & Check in - **(5 mins)**
3. Approval of Minutes - **(5 mins)**
  - a. 05-08-2024 Meeting Minutes – *read and send corrections prior to the meeting*
  - b. 06-05-2024 -Taste of Richmond Subcommittee Meeting Minutes
4. Chair's report **(5 mins)**
5. Old and/or New Business
  - a. **Richmond Green Blue New Deal Summary**, Justine Burt **(25 mins)**
    - i. PowerPoint presentation followed by Q&A (see attached)
    - ii. EDC action plans
      1. Communicate with City Council: Lead D. Thompson
      2. Policy recommendations—Lead O. Willis
  - b. **2024 Project Reports (20 minutes)**  
**Taste of Richmond**, Commissioner Kenney summary  
Report on TOR Planning Committee meeting, Vice-Chair Portillo-Knowles
6. Subcommittee Reports **(10 mins)**
  - a. Cannabis—Lead, K. Lynch
  - b. Sustainability—Lead, G. Sewell-Murphy
7. Council Liaison Zepeda news or report **(8 mins)**
8. Public Comments/Announcements/Handouts - **(5 mins)**
9. Closing Comments, Chair Wear **(2 minutes)**
10. Adjourn

Next Meeting Date: **July 10, 2024**

*\*Note: See EDC Ordinance on reverse page*

Diana Wear  
CHAIR

Andrea Portillo-Knowles  
VICE-Chair

Crashelle Jackson  
Christina Kenney  
James Lee  
Kerby Lynch  
Gloria Jean Sewell-  
Murphy  
Don Thompson  
Orrian Willis

Council Liaison:  
Cesar Zepeda

Staff:  
Lizeht Zepeda  
Nannette Beacham  
Shane Johnson  
Kyle Lam

### **56.060 - Officers.**

The commission shall elect from among their own number a chairman and a vice-chairman who shall serve in such capacity for **one year**. In the case of a vacancy in the position of chairman or vice-chairman, the commission shall elect a successor who shall serve for the predecessor's term. The commission shall appoint a secretary who may be, but need not be, a member of the commission.

### **3.56.070 - Powers and duties.**

The specific powers and duties of the commission are as follows:

- (a) Work with state and local agencies, governing bodies, public and private organizations as appropriate to encourage economic development in the City.
- (b) Promote the interests of commercial and industrial development in metropolitan Richmond while giving due consideration to the interests of the neighborhoods and the overall quality of life in the City.
- (c) Review and comment on the City's program of providing economic development, business information and economic promotion services to the business community.
- (d) Review and comment on opportunities for enhancing economic development through major public works projects, emerging growth industries, annexations, use of redevelopment, ports development, etc.
- (e) Review and comment on programs which may enhance employment of Richmond residents.
- (f) Perform other tasks related to the City's economic development as requested by the City Manager or City Council.

### **3.56.080 - Meetings.**

The commission shall hold its first meeting within thirty days after all of its members have been appointed. At such meeting, the commission shall fix the time and place of regular meetings of the commission which shall not be less frequent than once each month. All meetings of the commission shall be open to the public.

### **3.56.090 - Rules and records.**

The commission shall adopt rules for the transaction of the business of the commission, which rules shall, among other things, include the term of the secretary of the commission, the manner of calling and giving notice of special meetings and hearings, and the appointment and powers of standing committees. The commission shall keep records which shall be open to the public of its resolutions, transactions, motions, orders, findings, and determinations.

EDC Attendance, COR Boards and Commissions Policy, pages 11 and 12.

### **Attendance**

Board members, commissioners, and committee members should inform the staff liaison in advance if they are unable to attend a meeting. Failure to comply with the following attendance rules can result in automatic resignation:

- a. Absence from more than three regular meetings within a twelve-month period shall be deemed an automatic resignation, with the following exception: The absence of any member from more than eight regularly scheduled meetings of the Design Review Board within any twelve consecutive-month period constitutes an automatic resignation from the Design Review Board. Within one week of the third absence (eighth absence for Design Review Board members), the board, commission, or committee staff liaison shall remind the board member or commissioner of the absence rule. Upon the fourth absence (ninth absence for Design Review Board members), the staff liaison shall notify the city clerk to issue a notice of automatic resignation and post the vacancy.
- b. A member must be present at least one hour, or 50% of the entire meeting, whichever is less, to be counted as present for purposes of attendance.

### **Excused Absences**

Board members, commissioners, and committee members may make a written request to the chair and staff liaison in advance of a meeting to excuse an absence due to scheduling conflicts and religious or cultural holiday. Requests for all other excused absences may be considered on a case-by-case basis by the chair, with consultation from the city clerk (or his/her representative), as necessary.

In regards to expired terms, commissioners are allowed to remain a part of the commission until someone else has been appointed to that specific seat.



## ECONOMIC DEVELOPMENT COMMISSION

### Special Meeting Minutes

Wednesday, June 5th, 2024, 11:30AM – 1:00PM

Richmond Room, 450 Civic Center Plaza, Richmond, California

#### 1. Call to Order and Roll Call

Call to Order: 11:36 am by Chair Wear

#### 2. Roll Call & Check In

A quorum was present with the following commission members:

**Present:** D. Thompson, C. Jackson, D. Wear, A. Portillo-Knowles, C. Kenney

**Absent:** G. Sewell-Murphy, O. Willis, J. Lee, K. Lynch

**Council Liaison:** Cesar Zepeda

**Guests:** Brandon Evans, Employment & Training

Makiah Harrison, Richmond Main Street Initiative

#### 3. Taste of Richmond Discussion

- a. Commissioner Kenney presented a proposal to transform Taste of Richmond from a one-day event into a week-long celebration titled Restaurant Week. Currently, Taste of Richmond allows small business restaurants to showcase their food and business in a single-day format. Commissioner Kenney raised a key question: "Is the event providing long-term support to the restaurants currently serving the city?" She examined whether the current format encourages post-event patronage and assessed its economic impact. Although food is free for attendees (who only need to purchase entry tickets), participating restaurants bear significant costs. Post-pandemic, food, lease, and operational costs have surged, with food costs up by 13.2% and labor costs by 15.1%. Participating small businesses do not receive compensation for the food they provide, which adds to potential financial burden from participating in the event.

The new direction involves a week-long event aimed at promoting Richmond's restaurants through events at selected restaurants, social media campaigns, a dedicated website, and local and Bay Area news coverage. A comprehensive marketing plan will spotlight local restaurants, including collaborations across the city, special events, and community engagement activities like DJs, conversations with restaurant owners (Chop it Ups), and games to foster participation. To achieve this, partnerships with organizations such as CoBiz, Richmond Main Street Initiative, YouthWorks, Richmond Chamber of Commerce, the City of Richmond, Renaissance Center, and Empower Soul Studios will be crucial to pull this event off. One example would be to engage with YouthWorks and hire students for support. A digital and hard copy *Taste of Richmond Magazine* is also planned (distribution depending on cost). This magazine will feature local eateries, "Best of Richmond" winners, advertisements (to generate revenue for the EDC), coupons, and stories of restaurant owners.

Councilmember Zepeda suggested presenting this plan to the City Council during an upcoming meeting, where the EDC can also request funds to support these events.

**4. Vote on Taste of Richmond Next Steps and Direction**

- a. Motion passed to change direction of Taste of Richmond from a singular event to a Taste of Richmond Week, as presented by Commissioner Kenney.
  - 1<sup>st</sup> – D. Thompson
  - 2<sup>nd</sup> – A. Portillo-Knowles
- b. Motion passed to change date from July 13<sup>th</sup>, 2024 to first and second weeks of September 2024.
  - 1<sup>st</sup> – A. Portillo-Knowles
  - 2<sup>nd</sup> – C. Kenney

**The next Planning Committee Meeting will be Tuesday, June 11, 2024, 12-1 on zoom. EDC Commissioners are welcome and encouraged to join the Committee.**

**Next EDC Meeting:** June 12<sup>h</sup>, 2024, 11:30 AM

**5. Adjournment: 12:43 PM**

- 1<sup>st</sup> – Commissioner Kenney
- 2<sup>nd</sup> – Commissioner Portillo-Knowles



## ECONOMIC DEVELOPMENT COMMISSION

### Regular Meeting Minutes

Wednesday, May 8th, 2024, 11:30 AM – 1:00 PM

Richmond Room, 450 Civic Center Plaza, Richmond, California

#### 1. Call to Order and Roll Call

Call to Order: 11:36 AM by Chair Wear

#### 2. Roll Call & Check In

A quorum was present with the following commission members:

**Present:** G. Sewell-Murphy, D. Thompson, C. Jackson, D. Wear, O. Willis, K. Lynch, J. Lee, A. Portillo-Knowles, C. Kenney

**Absent:** A. Huie

**Council Liaison:** Cesar Zepeda

#### 3. Approval of Minutes

April Meeting Minutes

1st – C. Kenney, 2nd – D. Thompson

#### 4. Old and/or New Business

- a. Update from the Mayor's Office (Deputy Chief of Staff, Tony Tamayo, and YouthWorks, Cinthia Hernandez)

Deputy Chief of Staff for the Mayor, Tony Tamayo, Policy Director for the Mayor, BK White, and YouthWorks Workforce Specialist, Cinthia Hernandez, presented on the Mayor's vision for Economic Development, the Economic Development Commission (EDC), YouthWorks, and potential actions.

The Mayor introduced his vision for the City of Richmond during the EDC meeting in January, with a particular interest in the port and creating job opportunities for Richmond residents. The aim is to provide high-paying union jobs with benefits, reducing the need for residents to seek employment outside the city and balancing work-life dynamics. Infrastructure upgrades, such as electrification and dredging at the port, are also part of the plan. Additionally, the Mayor seeks to diversify the economy, transitioning away from the petroleum industry towards greener industries while ensuring residents benefit from this progress. The City has been on the Bloomberg track for the past 6 months, focusing on the revitalization of the port.

The Mayor is deeply committed to increasing staffing levels in critical city departments, particularly those with identified opportunities for improvement. This includes the Planning Department to expedite the permitting process, code enforcement to tackle quality-of-life issues affecting businesses and residents, and public works. Over the past nine months, there have been 79 new hires and 45 promotions.

Another of the Mayor's goals includes increasing housing availability in the city, particularly in the inner city, with a focus on affordable housing. Projects in the pipeline include Metro Walk Phase 2, Downtown, and Central Ave Housing.

The Mayor envisions the EDC presenting to City Council, either in person or through written reports. He also aims to explore how the EDC and other commissions can contribute to existing initiatives, such as YouthWorks. During the December council meeting, over a million dollars was allocated towards YouthWorks, facilitating the participation of an additional 400+ individuals.

Cynthia Hernandez presented on YouthWorks, an organization with a long-standing presence, serving Richmond residents aged 16 to 24. They offer two main programs: Year-Around Programs, including Workforce Innovation Opportunity Act (WIOA), Work Experience (WEX), Summer Youth Employment Program (SYEP), On-the-Job Trainings, and Participation-Based Services, such as one-on-one career counseling, apprenticeship training, life skills, work readiness workshops, and more.

Applications for the work experience program for the year 2024-2025 are open to residents aged 16 to 25. YouthWorks partners with local businesses, community organizations, and City departments to provide youth with valuable experience to bolster their resumes. They emphasize on-the-job and occupational skill training. With ARPA funds, they can support young adults with up to \$8,000. Support services of up to \$800 are also offered for essentials like clothing, books, and transportation. Businesses participating in on-the-job training can receive a 50% reimbursement of the hourly wage, capping at \$8,000.

YouthWorks currently aims to foster connections between businesses and young adults in Richmond, establishing and nurturing relationships to provide skilled workers to local businesses.

A career fair is scheduled for June 24th, targeting employers seeking summer or long-term hires.

b. 2024 Project Reports

i. Best of Richmond Nominations Report

Commissioner Lee provided a brief report on Best of Richmond, launched by the Chamber of Commerce in collaboration with the Mayor's Office. Within 30 days of its inception, Best of Richmond garnered 12,000 nominations. The categories encompass not only businesses but also include areas such as the best place to ride a bike. Chamber of Commerce staff will sift through the nominations and categories, narrowing them down for the voting process, which will commence afterward. The voting phase will last for one month, during which the top 5 contenders for each category will be selected. Once winners are determined, they will be announced, and a celebration will be held at the Marriott Hotel. Winners will receive an award and a sticker for their front door. In addition, a Best of Richmond magazine will be released and published annually, spotlighting the nominated and winning businesses.

ii. Taste of Richmond

The first planning meeting is scheduled for this Friday via Zoom, with Commissioner Portillo-Knowles extending an invitation to all commissioners. Commissioner Portillo-Knowles emphasized the significance of Taste of Richmond as the EDC's flagship event, marking its

return last year following the Covid hiatus. Feedback on the event and its venue at the Civic Center, was overwhelmingly positive, with establishments like Factor Bar and Perfusion Vineyard expressing eagerness to participate again. In addition to 364 ticket sales, there were also walk-in attendees.

Commissioner Portillo-Knowles provided a summary of the event's financials and projections, noting Richmond Main Street Initiative as its fiscal sponsor. An event manager is currently under contract, along with Commissioner Christina Kenney, contracted for two years as the event's marketer.

Action items include EDC approval of the budget, contract, and support for the subcommittee. Given the limited time before the July event, Commissioner Kenney suggested the possibility of postponing to 2025 or later to assess the event's economic impact on local businesses. Additionally, she proposed reevaluating and reimagining the event.

iii. Sustainability/Business/Hemp Expo

Commissioner Sewell-Murphy provided a report on the expo's primary mission, which aims to explore how the City of Richmond's current sustainability network can be further integrated into two segments: our businesses, communities, and urban farmers. The expo is also viewed as a platform to provide benefits for businesses, offering increased exposure to innovation, industry experts, and contributing to Richmond's future image rebranding.

Commissioner Sewell-Murphy inquired if any of the commissioners had reviewed the suggested proposal. One proposal in her report suggested hosting the expo at the Civic Center and online, with potential dates set for mid-September 2025. She also highlighted the city's certification as a sustainable city, with staff tasked to determine the specific certification.

Commissioner Sewell-Murphy shared a graphic detailing hemp and its various uses and benefits. She requested the EDC to review and provide input on her report and proposals for the subcommittee.

c. New Business

i. 2024 Goal Setting Review

Item was not discussed.

**5. Subcommittee Reports**

a. Policy Green/Blue New Deal

Commissioner Willis had no report for the subcommittee. He discussed that Justine Burt will be presenting at an upcoming meeting on the Richmond Green Blue New Deal.

b. Cannabis

They are currently in touch with Economic Development Director and working on the analysis of the comments of the November 2023 town hall of the cannabis ordinance amendments.

**Report from City Council:**

Councilmember Zepeda was not present due to a family emergency.

**Public Comments/Announcements/Handouts**

City staff, Lizeht Zepeda, discussed being reached out by the Arts and Culture Manager Winifred Day, about a potential partnership with the Economic Development Commission with Taste of Richmond.

**Next Meeting:** June 12<sup>th</sup>, 2024, 11:30 AM

**6. Adjournment:** 12:58 PM

# Richmond Green-Blue New Deal Opportunities Report

Presentation to Economic Development Commission

June 12, 2024



Medema  
Consulting

Abbe & Associates

# RGBND key terms

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**Just Transition** – Building a bridge to a clean-energy economy without leaving fossil fuel workers and the community behind

**High-road jobs** – Offer family-sustaining wages, benefits, and opportunities for career advancement

**Just** – Racial, economic, environmental, and intergenerational justice

**Equitable** – Everyone should have the right to a healthy environment, regardless of race, class, or other status; equitable also describes a level playing field on which all have equal opportunity for economic mobility

**Resilient** – The ability of natural systems and human infrastructure to recover quickly from a shock or challenge

**Sustainable** – Meeting the needs of the present population without compromising the ability of future generations to meet their needs

# Community input

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## Concerns

- Illegal dumping
- Soil contamination
- Poor air quality
- Health issues
- Power blackouts
- Growing unhoused population
- Food insecurity
- Limited access to parks
- Less dense tree canopy than nearby communities
- Difficulty accessing health care and mental health services

## Priorities

- Benefit residents who most need support
- Ensure sustainable, long-term benefits for residents including health, employment, and housing stability
- Leverage and rely on expertise of local community leaders and organizations
- Employ union labor
- Local hiring preferences
- Consider and monitor unintended consequences
- Who will implement?

# Richmond's manufacturing history

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- 1895 – Giant Powder Company
- 1897 – Stauffer Chemical Company
- 1902 – Chevron Richmond Refinery
- 1910 – Pullman Company
- 1930 – Ford Motor Company
- 1941 – Kaiser Richmond Shipyards

# Existing industries: Key to green-blue transition

Industry	Key Stats (2010-2021)	Implications for Green Jobs
<b>Utilities</b> (2-digit NAICS)	2021 Jobs: 1,178 Growth: 117% LQ: 8.72 Comp: 100%	Richmond's current strength in the oil and natural gas industries will become a liability as fossil fuels are phased out. Richmond workers' skills can be redirected and supplemented to support clean energy development and operation.
<b>Water Transportation</b> (3-digit NAICS)	2021 Jobs: 374 Growth: 45% LO: 24.39 Comp: 112%	Water transportation tends to have a relatively low carbon footprint, so climate action may entail growth in this sector. The electrification of freight and passenger vessels and drayage trucks, and the development of infrastructure to support electric vessels, are still emerging fields.
<b>Commercial/Industrial Machinery Manufacturing &amp; Repair</b> (4-digit NAICS)	2021 Jobs: 674 Growth: 27% LQ: 6.90 Comp: 73%	Extending the life of existing equipment through maintenance, repair, and refurbishment is critical for minimizing waste. Decarbonization will also entail the creation of new commercial and industrial machinery.
<b>Building Construction &amp; Services</b> (3-digit NAICS)	2021 Jobs: 1,843 Growth: 45% LQ: 3.34 Comp: 37%	Electrification and energy efficiency retrofits are labor-intensive investments that will require skilled workers throughout the region to construct and service. This is a major employment industry in Richmond that can be leveraged.
<b>Research &amp; Development</b> (4-digit NAICS)	2021 Jobs: 1,155 Growth: -24% LO: 5.58 Comp: -231%	Greening the economy requires innovation; although Richmond currently has a relatively high concentration of R&D jobs, its growth in this area has lagged behind the national average.

# Recommendations – 24 green-blue projects

Project	Description	Project Size	Number of Jobs	Capacity building staff (FTE)*
<b>Port upgrades including electrification</b>	Clean up pollution, rebuild wharfs to handle heavier loads, electrify	Large	100–1,000	0.5
<b>Offshore wind turbine manufacturing</b>	Build parts for offshore wind development projects in California and elsewhere	Large	100–1,000	0.5
<b>Boat building</b>	Manufacture boats which could range from smaller electric tugboats to larger 500' offshore wind turbine installation vessels	Large	100–1,000	0.2
<b>Battery manufacturing</b>	Attract more battery manufacturers to Richmond	Large	100–1,000	0.2
<b>Green hydrogen</b>	Manufacture hydrogen for difficult to decarbonize industries; if safety concerns and renewable energy sources addressed and if the community approves	Large	100–1,000	0

# Recommendations – 24 green-blue projects

Project	Description	Project Size	Number of Jobs	Capacity building staff (FTE)*
<b>Solar emergency microgrids</b>	Develop requests for proposals; design, permit, and install microgrids	Medium	10-100	0.2
<b>Building electrification retrofits</b>	Retrofit older homes (pre-1940 then pre-1978) for insulation, electric water heating and electric HVAC (heat pumps)	Medium	10-100	0.5
<b>Green accessory dwelling units and tiny homes</b>	Build factory to host workforce development training and build housing units in Richmond	Medium	10-100	0.1
<b>Destination downtown</b>	Invest in streetscape of a commercial area, support cohort of entrepreneurs for new restaurants, cafes, shared micro-manufacturing and micro-retail	Medium	10-100	0.1
<b>Transition to zero-emission vehicles</b>	Install and maintain electric vehicle charging infrastructure; maintain electric vans, fleet vehicles, buses, commercial trucks, and big rigs	Medium	10-100	0.2

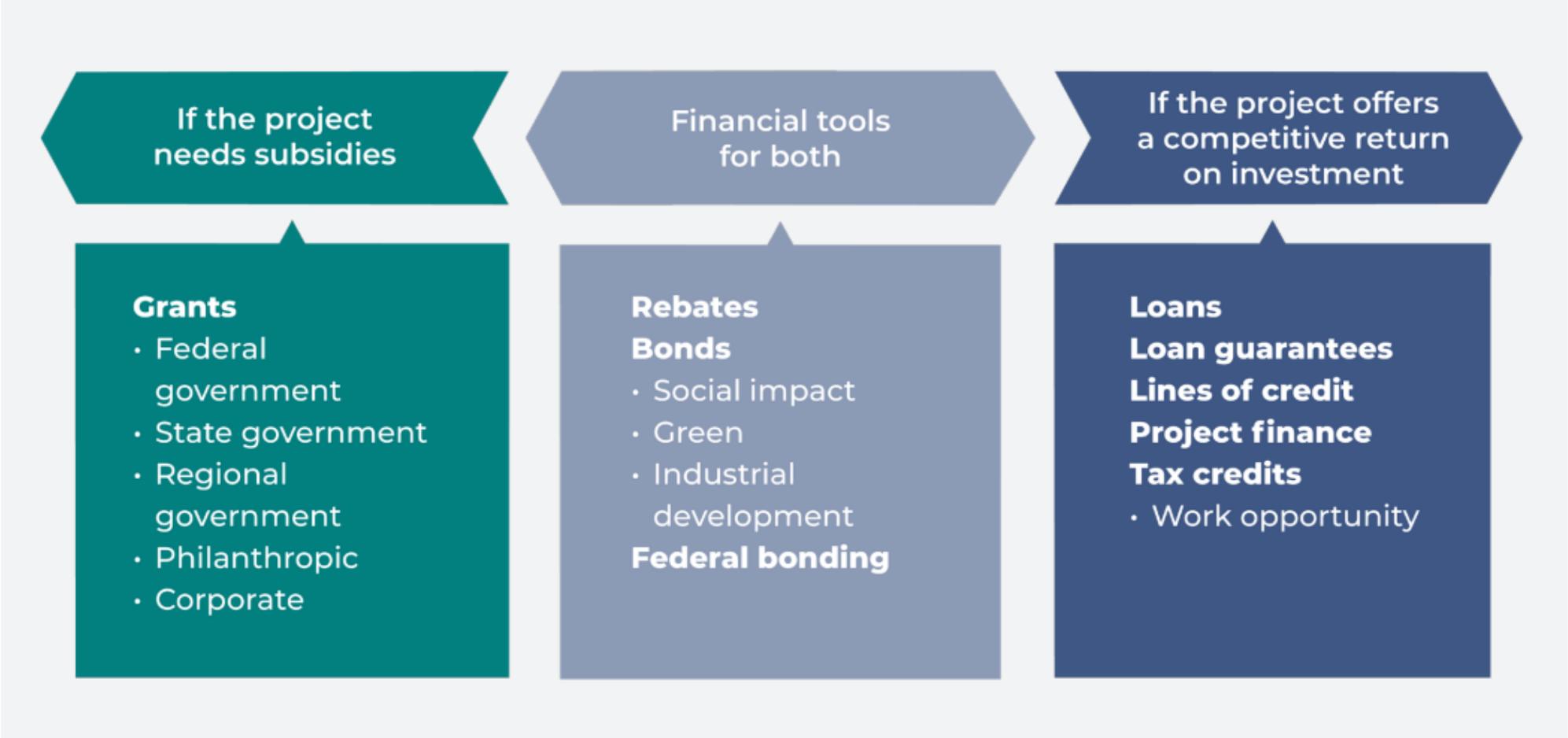
# Recommendations – 24 green-blue projects

Project	Description	Project Size	Number of Jobs	Capacity building staff (FTE)*
<b>Building deconstruction firms</b>	Dismantle old buildings and sort salvaged materials by type for donation or sale	Medium	10-100	0.1
<b>Building salvage warehouse</b>	Accept donated materials such as wooden doors, windows, furniture, kitchen cabinets, art and hardware then sell them to keep valuable materials out of the landfill	Medium	10-100	0.1
<b>Expanding the tree canopy</b>	Grow seedlings into trees; urban planting	Medium	10-100	0
<b>Living levee</b>	Construct levee and plant native plants to manage storm surge waters	Medium	10-100	0.1
<b>Brownfields research &amp; innovation hub</b>	Conduct research on soil cleanup technologies and showcase relative effectiveness of each	Medium	10-100	0.2

# Recommendations – 24 green-blue projects

Project	Description	Project Size	Number of Jobs	Capacity building staff (FTE)*
<b>Community land trust</b>	Develop contracts for shared ownership to build wealth in the community	Small	1-10	0
<b>Transportation management association</b>	Provide information and incentives to encourage residents and workers to commute by mass transit and active mobility modes	Small	1-10	0.1
<b>Richmond remakery and fixery</b>	Combine tool lending library, maker space, workshop, fixit clinic, after school enrichment classes, and summer camps	Small	1-10	0.25
<b>Re-entry entrepreneurs</b>	Offer members of the re-entry population business plan and woodworking classes to encourage starting businesses such as building furniture from salvaged materials	Small	1-10	0.25
<b>Surplus food rescue</b>	Pick up surplus food from events, caterers, grocery stores, and other large generators then deliver to non-profits serving people experiencing food insecurity	Small	1-10	0.1
<b>Blue tech incubator and accelerator</b>	Help aspiring entrepreneurs incubate and accelerate their blue tech ideas	Small	1-10	0.2
<b>Berthing vessels at the port</b>	Host large vessels at the port for a fee	Small	1-10	0
<b>Training center for boat maintenance and repair</b>	Train the next generation of boat mechanics	Small	1-10	0
<b>Shoreline ecotourism</b>	Offer the public opportunities for recreation, education, and tours of local plants and animals	Small	1-10	0.1

# Financial tools



# Implementation – capacity building

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- Applying to foundations for capacity-building funding for staff or contractors
- Hiring Environmental Defense Fund Climate Fellows
- Hiring FUSE Fellows
- Hiring CivicSpark Fellows
- Finding consultants specializing in various topics

# Contacts

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## City staff

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(510) 620-5407

## Consultant

Justine Burt, Project Manager

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*Stay in touch! Visit [www.richmondenvironment.org](http://www.richmondenvironment.org) to sign-up for the division's listserv*

May 21, 2024

To: EDC Commissioners  
Fr: EDC Chair Wear and Vice Chair Portillo-Knowles  
Re: 2024 Taste of Richmond (TOR)

Greetings and thank you for agreeing to attend a special meeting, scheduled for **June 5**. I know it might be a stretch for some of you to make the extra time in your busy schedules for this special meeting, but we felt that it was important to get your feedback in a timely fashion.

The Taste of Richmond (TOR) Planning Committee met last week, and we discussed a number of plans for EDC's annual signature event. We addressed some of the questions our commission had raised at our recent meeting, as well as new ones. One issue of import regards the Event Planner. Former EDC Chair Brandon Evans shared that historically TOR was organized using a planning meeting with commissioners, city staff, volunteers, and vendors all participating. In 2023, the EDC, following a recommendation of the TOR Subcommittee, decided to return to its historical event fiscal sponsor Richmond Mainstreet, subsequently entering into Contract/Fiscal Sponsor Agreement with Richmond Mainstreet.

After executing the Fiscal Sponsor Agreement, the TOR subcommittee, staff and fiscal sponsor agreed that an event planner could accelerate planning efforts after a slow start due to staff capacity and lack of interest from Commissioners to join the TOR subcommittee. This resulted in Richmond Mainstreet executing a 2-year agreement with Bashworthy Events for event planning services.

The event planner we had last year is still on board and she is ready to join us again this year. Her name is La Marla Guillory. She brought up the idea of trying something new this year, based on the fact that we don't know how or if the restaurants who participated last year have been aided by this extravaganza and, we are aware that many eateries and other small businesses throughout Richmond are still struggling. The following is a rough draft of what we came up with, but we need the vote of the Commission before we can move forward.

We're thinking of hosting a "**restaurant week**" to highlight all of the restaurants in Richmond. Restaurants can sign up to be featured on TOR's Instagram along with their own special Taste of Richmond menu, if they choose. We will employ YouthWorks interns (suggested by Commissioner Kenney) to learn event planning, social media work, marketing, interviewing restaurants, selling tickets, and/or providing live music or serving as DJs. I know many of our EDC commissioners were excited about working with YouthWorks and this would be an opportunity to deliver on that enthusiasm. We also want to change the date of the event from July 13 to early September, giving us ample time to do the groundwork. We will also chime in with the Chamber's "Best of Richmond" and possibly create a hardcopy booklet of Richmond restaurants, including advertising and coupons for discounts, for those who are interested.

Commissioner Kenney will provide a fuller presentation of what we are proposing at our June 5 meeting. Note that this is all in the draft stage, so nothing is written in stone, but we cannot go ahead without the Commission's approval, since this is considered an EDC event. With your approval, we'd like to recommend a new format and dates for this year's Taste of Richmond. We hope you all will join us on June 5 to learn more about it.



RESTAURANT WEEK

# Taste of Richmond

Economic Development  
Comission



Small  
business  
owner

# Taste of Richmond

## Key Question

Is the event providing long term support to the restaurants currently serving the city of Richmond?

In our May meeting and in our Subcommittee meeting, it was asked, “What is the economic impact that Taste of Richmond has for our small business restaurants in our city?”

We know that the festival brings an amazing turn out to whatever central location that we choose. However, are the people visiting those establishments?





## % Costs vs. Benefits

Food is generally free for TOR, but there is still costs associated to providing bites.



# Taking the cost of business into consideration.

Food costs, leases, and operations costs for food businesses have skyrocketed "post"-COVID 19' making participation in TOR a challenge for our businesses.

13.2%

Whole Food Cost Increase

15.1%

Labor Cost Increase

According to the National Restaurant Association, 88% of food operators are witnessing a food/operations cost increase significantly higher from 2019 with only an 8% menu cost increase.



# Taste of Richmond: Restaurant Week

IT TAKES A  
VILLAGE



## A week of Events & Promotions for our Food Businesses

For a week, we make intentional efforts to promote as many Richmond restaurants as possible with events at selected restaurants, social media campaigns, dedicated website, local/bay area news coverage, and more.

### Alignment to our goals.

As a collective, we have all voiced deep interest in supporting our residents and local businesses through various programs, policies, and changes we want to see in the city. This is an opportunity to facilitate and ignite a new way of doing business in the City of Richmond.



### Support where it matters.

Although we want to see more of everything in our city, it is important to set a tone for the support we will provide to people that already make a home here.



### Collaboration

A restaurant is a place that people visit to look for various kinds of food and drinks. Restaurants usually also present their uniqueness.



# Restaurant Buy-in

We have a lot of new places to be in Richmond, let's get them into it.

## Marketing Campaigns

We want to curate a full marketing roll-out that includes social media, a dedicated webpage to the event, local news, city-wide collaborations, and more to spotlight our restaurants. The intention is to show full-support of our small businesses.

## Events

The goal is to hold special events in the restaurants around the city of Richmond to encourage residents/visitors to know and patronize these spaces. We can have DJs, Chop it Ups (conversations with the restaurant owners), games, etc. to encourage community participation.



## THE VILLAGE

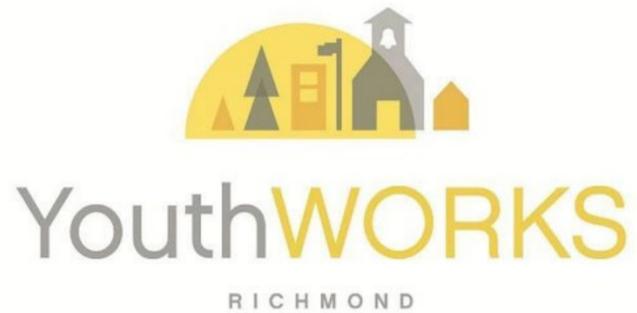
# Collaboration is crucial to pull this off.

We imagine building a bridge in business with different departments, the city council, nonprofits, and small business service providers to support this initiative.



renaissance  
entrepreneurship center





## Internships

### Train the Village

An opportunity to give our youth the chance to contribute to their Hometown in a big way.



## Project-Based

Youth will have the opportunity to support our efforts in TOR:

- Project Management
- Content Creation
- Event Planning
- Marketing
- Social Media Management
- And More...

TASTE OF RICHMOND 2024



## Hiring Youth

Richmond Mainstreet has already gone through the process to hire Youth Works Students, so we would hire additional Youth through them.

## Fiscal Sponsor

Contracted as the fiscal sponsor this year and will continue to hold that role.



# Best of Richmond

Richmond Chamber of Commerce has done an amazing job with “Best of Richmond” and we want to further incorporate that initiative into Taste of Richmond.

## TOR Magazine

In it’s first edition, we want to create a TOR Magazine (Digital/Hard Copy) that highlights eateries around the city including “Best of Richmond” winners. This book will contain advertising opportunities (revenue generation for the EDC), coupons for discounts, stories of owners, etc.



# Event Details

Everything presented is drafted and not set in stone.

- Early September (1st or 2nd Week)
- Monday - Sunday
- TOR Launch: Monday (Full Marketing)
- Potential Events: Tuesday, Thursday, Friday, Saturday, Sunday
- Hardcopy/Digital Booklet Release: Week Before TOR



# Thank You.

TASTE OF RICHMOND



**SUSTAINABILITY/BUSINESS INDUSTRIAL HEMP EXPO (SUMMARY)**  
**Subcommittee: Founding Lead/Chair Gloria Sewell-Murphy**

The primary Mission of this proposed **Richmond Sustainability/Business Industrial Hemp Expo** will be to explore how the City of Richmond's current Sustainability network can continue to be **INTEGRATED** into segments of our businesses, our communities, and Urban Farmers. A **Sustainability/Business and Industrial Hemp Expo** can be seen also as important for business's increased exposure to innovations, Industry Experts, and Richmond's future Image Rebranding...

**Commissioners Are Invited to Offer Input:**

- \*List of Potential Exhibitors. In-person and Virtual. (Hybrid).**
- \*Stakeholders/Possible Sponsorships...**
- \*Industry Speaker(s) Commissioners Ideas**
- \*Explore newly awarded Funds for Youth, Apprenticeships, training, and Other...**
- \*Location: Richmond Civic Center Area (Connected Region), and Online...**
- \*DATE: Mid-September, 2025 For Expo (#Hash Tag...Mobile App for Updates....QR Code-Flyer...Publicity Other**
- \*\*Coordinate with current Economic Development Subcommittees and Green/Blue Project, other appropriate City staff and Commissions/Boards**
- \*Richmond Youth Council Involvement, Schools and Colleges**
- \*Sustainability Educational Tools and Resources**

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EXPO ENTRY FEES:		
EXHIBITORS/On-Site	Corporations:	\$200.00
Small Business:	Organizations	\$ 50.00
Youth:		\$ 20.00

