



**SAN FRANCISCO
BUSINESS TIMES**

ADVERTISING SUPPLEMENT
OCTOBER 12, 2018

Richmond

THE PAST INFORMS THE FUTURE

Ernst Valery is pursuing Richmond development with a focus on inclusion and equitability. His development partnership, SAA|EVI, is behind some of the most progressive housing and mixed-use projects in the country.



Wendell Pierce – a Richmond advocate

Economic development is a social justice movement, says the film and TV star. **5**



Betty Reid Soskin

INSIDE:

- Richmond development map, 6-7
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- ... and more



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- Rooftop Decks in Select Plans

Anticipated to start in the **Mid \$700,000s**



rows | NOMA

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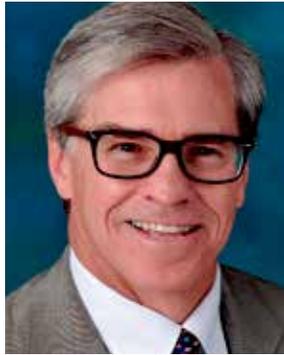
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FROM THE FORMER RICHMOND CITY MANAGER

A continuing tradition of productivity



Bill Lindsay
Retiring City Manager

Richmond's history is also its inspiration. Since the dramatic rise in productivity that the city saw during World War II, when it became a pivotal part of homefront industrialism, we've never looked back. And it's a pattern that we're seeing repeated today, with Richmond stepping up to the challenge of the global economy and entering into it with the same enthusiasm that made Richmond so successful and productive back then.

The backbone of this incredible productivity is the diversity that energizes Richmond and gives it such a unique voice, even in the culturally-rich Bay Area. This is also what makes Richmond tremendously valuable for the business community. The unique variety of experiences and perspectives available here helps equip companies with the tools they need to succeed in the many and varied markets of tomorrow. Adding to that competitive advantage is Richmond's strategic location. The city is a transportation hub, offering an unmatched capacity to deliver workers and goods to their destinations quickly and economically, while also having more moderate land prices than in much of the Bay Area.

As I step down as city manager, a role I've held for over 13 years, I'm reminded of all that is great about this city. It's a welcoming, inclusive community of people who accept others in a way that is both proud and protective of the community that they've been a part of for decades, and welcoming to the many new faces that want to be a part of and contribute to that community. Richmond is a city of continuous improvement, and I have no doubt it will continue to thrive.

Introducing Richmond's incoming City Manager



Carlos Martinez,
Incoming City Manager

Incoming City Manager Carlos Martinez will bring a wide variety of experiences when he takes over the role on October 15. Originally from Nicaragua, Mr. Martinez completed his undergraduate education in Mexico City, becoming an architect. He served as a senior architect for the World Cup Soccer tournament in 1986, and later that year decided to come to the United States to seek broader career opportunities.

When he arrived in the Bay Area, Mr. Martinez became an entrepreneur, managing Dumont Market in San Francisco's Mission District, his own business, which won a "Best Business" award.

In 1991, he enrolled at the University of California, Berkeley, acting on a growing interest in city planning and organizing communities into livable, enjoyable places. He went on to complete master's degrees in architecture and city planning, before holding a variety of exciting public and private positions throughout the Bay Area. Mr. Martinez previously served as an economic development specialist providing technical assistance to small and medium-sized businesses, as a legislative analyst with the San Francisco Board of Supervisors, and finally as the redevelopment director and city manager for the City of East Palo Alto, where he presided over several successful revitalization projects.

Mr. Martinez will bring his broad knowledge and experience to the City of Richmond, and he is enthusiastic about working in a multicultural city with such a rich history. He appreciates the warm welcome that he has received from people of all backgrounds, and looks forward to continuing the City's positive trajectory forward.



Richmond's City Council: (left to right) Jael Myrick, Ben Choi, Ada Recinos, Jovanka Beckles, Mayor Tom Butt, Vice Mayor Melvin Willis, and Eduardo Martinez.

Cover photo by Paolo Vescia

Stories by Aaron Welch and Mitchell Kernot; design and production by Carol Collier

A model for inclusive

“Everyone in Richmond has value
and is a contributing member
of this city.”

Ernst Valery
Managing Partner,
SAA|EVI



PAOLO VESCIA

Bringing back the vibrancy of Macdonald Avenue's postwar heyday

Two blocks of historic Macdonald Avenue in downtown Richmond are part of a redevelopment plan that avoids displacing residents and existing businesses. With a photo of the street as it appeared in 1949 are (left to right) Amanda Elliott, Executive Director of Richmond Main Street; Ernst Valery, managing partner of EVI; and Janet L. Johnson, Economic Development Administrator for the City of Richmond.

development

How the builder behind a downtown Richmond project is planning for development without displacement

Anyone who's lived in the Bay Area – or in any region with a fast-growing economy – is all too familiar with the debate that rages around any new development. The competing forces are, on the one hand, the need for more development to help solve the regional housing crisis, and on the other, the opposition to that development on account of its tendency to irrevocably alter the character of the neighborhood and push current residents out.

SAA|EVI, a community partner and real estate development organization, says it's committed to making sure that doesn't happen in Richmond. SAA|EVI is behind some of the most progressive housing and mixed-use development projects in the country.

The company held a groundbreaking ceremony in July 2018 to build the new Richmond Business Hub, a space for a food hall and Co-Biz, a co-working hub and business incubator. In addition, SAA|EVI recently executed a disposition and development

agreement with the City of Richmond for its mixed-use redevelopment of two blocks of Macdonald Ave in Downtown Richmond, between 11th and 13th Streets. The approved agreement calls for 54,000 square feet of new commercial space and up to 378 housing units, some of which will be offered at affordable rates.

SAA|EVI says that with the Richmond project they're applying a model for redevelopment that it calls "development without displacement." This model seeks to bring all the benefits associated with development – increased investment, better business opportunities for residents, affordable housing for workers priced out of other neighborhoods – without losing current residents along the way.

Ernst Valery, principal of EVI, explains the company's development philosophy as follows: "Equitability and development without displacement is saying everyone in



"The social justice movement of the 21st century is economic development."

Wendell Pierce
Actor; Supporter of Richmond inclusive development

Richmond has value and is a contributing member of this city. What are the resources and amenities that they need to start bringing up their property value?"

Valery says SAA|EVI plans to provide those resources. For example, the firm will hold community meetings where residents can learn about how to best take advantage of the increasing value of their homes.

It's all just part of how SAA|EVI approaches real estate differently, Valery says.

Another way SAA|EVI is approaching things differently is with their emphasis on long-term returns over short-term profits. Whereas most investors want their returns in three to five



The ground floor of Richmond's BART parking garage will be home to a co-working business incubator and a cafe. "We want to see it thrive," says developer Ernst Valery.

years, SAA|EVI sought out investors who wouldn't expect to see theirs for 10-15 years. "We want to be there for years to come," Valery says. "We want to see it thrive."

The emphasis on ethical development and the opportunity to make a major impact in a community has attracted the attention of actor Wendell Pierce, known for his roles in "The Wire," "Treme" and "Suits," among numerous other film and TV credits. It was Pierce who first announced the project last year on Twitter.

"Richmond is a jewel in the Bay Area," he said, "a beautiful community with all of the variables needed to thrive. While others stand on the sidelines, we wanted to step up to the challenge and opportunity.

"The social justice movement of the 21st century is economic development," he said. "This is my contribution to change the dynamic of this city as it moves forward with the region."

It's not just the prioritization of inclusivity that makes the project different from past developments. Situated in the only city in the Bay Area where one can transition from BART to Amtrak to ferry, the project exemplifies the philosophy of transit-oriented development, which many civic planners are hailing as the ecologically-friendly solution to increasingly unbearable traffic and commutes in urban areas.

"Developers need to create a culture that looks at the bigger picture," Valery says. "This country is about inclusion. Inclusion is something we can't avoid."

Richmond development

Pipeline and highlights of Richmond's real estate scene

11

Hilltop mixed use development (concept rendering)

For lease



6

The Terraces at Nevin

Nevin Ave. between 21st and 23rd Streets

271 units

For lease



7

Waterline

Seacliff Dr.

60 units

For sale



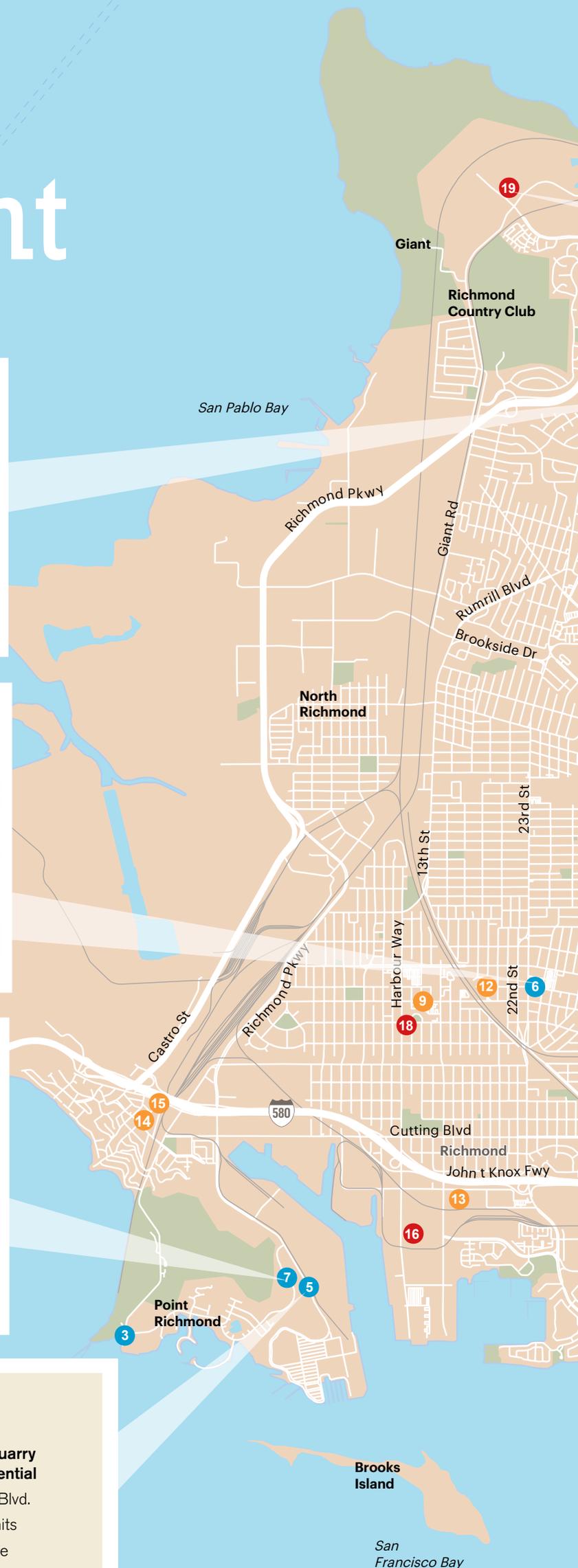
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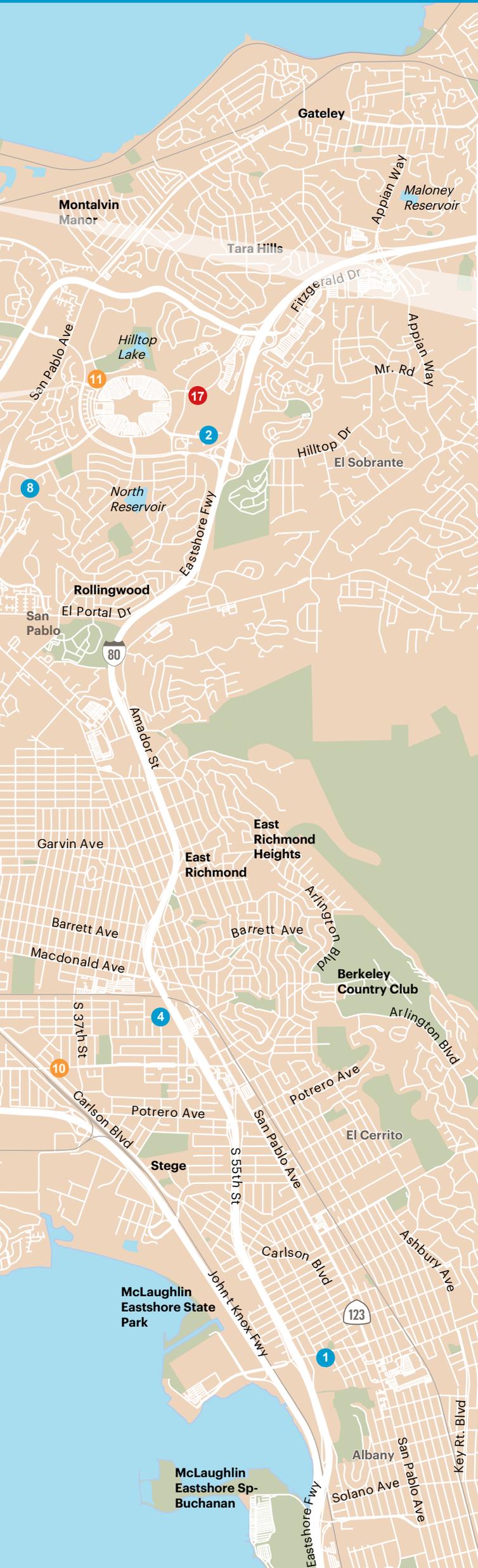
The Quarry Residential

Canal Blvd.

193 units

For sale





19

Point Pinole Business Park Phase III

Giant Rd. north of Atlas
2 warehouses
For lease



RICHMOND DEVELOPMENT PIPELINE

PROJECT	LOCATION	UNITS/ S.F.	LEASE/ OWN
RESIDENTIAL			
1. Central Avenue	5620 Central Ave.	46	Own
2. Garrity Apartments	3189 Garrity Way	98	Lease
3. Latitude condos and SFH	1500 Dorman Dr.	316	Own
4. Miraflores	South 47th Street at Florida Ave.	190	Own
5. The Quarry	Canal Boulevard	193	Own
6. The Terraces at Nevin	Nevin Ave between 21st and 23rd Streets	271	Lease
7. Waterline	Seacliff Dr.	60	Own
8. Westridge at Hilltop Apartments	2490 Lancaster Dr.	401	Lease
MIXED USE			
9. 12th and Macdonald mixed use development	12th st. and Macdonald Ave.	378	Lease
10. Meadows at Cutting	3506 Cutting Blvd.	125	Own
11. Hilltop mixed use development	3080 Hilltop Mall Rd.	180	Lease
12. Metro Walk Phase II	Nevin Ave and 19th St.	495	Lease
13. NOMA Townhomes	830 Marina Way South	193	Own
14. The Point Townhomes	403 S Garrard Blvd.	27	Lease
15. Tewksbury Artist Lofts	Washington and Tewksbury Aves.	4 units/ 2,650 s.f.	Lease
COMMERCIAL			
16. 912 Harbour Way South Industrial Park	912 Harbour Way South	182,000 s.f. logistics center	
17. Klose Commercial Development	3190 Klose Way	7,000 s.f.	
18. LLM William Jenkins Health Center	150 Harbour Way	3,3742 s.f.	
19. Point Pinole Business Park Phase III	Giant Road north of Atlas Road	2 warehouses/ 362,700 s.f.	

Innovating for the future

Built on a closed and capped landfill, the MCE Solar One Farm provides clean energy to 3,900 homes in Richmond.

Drawing on Richmond's can-do heritage, clean energy efforts contribute to the prosperity of the community

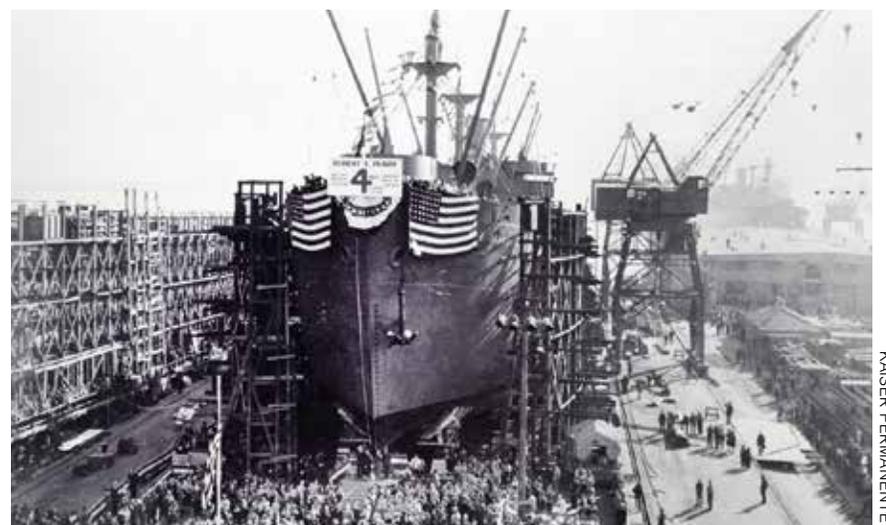
The story of Richmond's industrial development is in many ways the history of the Bay Area – and its future, too. Companies both young and old are innovating thanks to the immense possibilities at play in the city. As Richard Mitchell, planning director for the City of Richmond, puts it: “Golden opportunities exist to build here.”

Perhaps the most memorable part of Richmond's industrial history is its role in World War II, during which Richmond's shipyards produced some 747 warships and even completed the 441-foot-long SS Robert E. Peary in an astounding four days and 15 hours.

Richmond has maintained that legacy of hard work and innovation, and today a new generation of companies is propelling the city into the future. Kaiser Permanente and MCE Solar One, for instance, are making contributions to the city's clean energy – and supporting Richmond's revitalization in the process.

The MCE Solar One farm is a picture-perfect example of the revitalization taking place in Richmond. David Potovsky, a power supply contracts manager for MCE, says that the solar farm is “on a closed and capped landfill that would never be used for anything else.” This rendered it unusable or undesirable for most kinds of development, but MCE has found it perfect for solar power generation, he says. The former landfill has come a long way: the Solar One Farm is the largest municipally-owned solar farm in the Bay Area and MCE reports that it is now providing clean energy to 3,900 homes annually.

As part of the company's contractual obligation with the city, half of the employees involved in construction of the solar farm live in Richmond. Like MCE, these employee-residents are doing their part to make Richmond a greener place to live while helping to revitalize every segment of its land.



KAISER PERMANENTE

The 1942 launching of the SS Peary, one of the Richmond Shipyards' Liberty Ships. The SS Peary was built in four days, 15 hours.

Kaiser is also contributing to Richmond's clean energy future. The healthcare giant has been in the City of Richmond ever since one of its first hospitals opened in the 1940s.

“[Richmond is] really where we started a lot of what makes Kaiser Kaiser. Richmond Field Hospital was one of the first integrated hospitals in the country,” says Jeff Collins, senior vice president and area manager for northern Alameda County and western Contra Costa County at Kaiser. The hospital has since become one of the largest employers in the city, with around 1,500 staff members.

One of the company's latest developments is the new microgrid being assembled on the Richmond campus. This clean energy initiative reflects Richmond's innovative spirit, and is the first in the state for a hospital, says Collins.

Kaiser plans to use the grid, which was designed by Charge Bliss, an Orange County-based clean energy engineering firm, to generate 365,000 kilowatt-hours per year and reduce demand at peak times by 200 kilowatts. The grid received funding from The California Energy Commission (CEC) and other partners.

According to Kaiser, the microgrid “interacts with the larger energy grid... allow[ing] us to maximize the value of our solar power generation.” The grid is a move towards Kaiser's commitment to become carbon-neutral by 2020, which the CEC calls “timely” for hospitals because of the increased danger of power outages from extreme climate events.

“After all these years we're still innovating in Richmond,” says Collins.



SACRAMENTO BUSINESS JOURNAL

“After all these years we're still innovating in Richmond”

Jeff Collins

Senior vice president and area manager, Kaiser Permanente



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The Shops at Hilltop: A prototype for the future of retail



Concept rendering of Hilltop by the Bay with new housing, shops and office space.

At the far northern end of Richmond, just within the city's limits, lies one of the East Bay's largest concentrations of retail space. Opened in 1976 as "Hilltop Mall," the Shops at Hilltop has served the residents of Richmond and the wider Bay Area for more than 40 years. But as the recent rebrand hints, big changes are in store for this East Bay mainstay.

It's no secret that the retail sector is undergoing a rapid transformation. Hilltop, however, is determined to become an exemplar of modern retail. And against that background, what Hilltop represents is far more than just a regional shopping center: It's a 1.2 million-square-foot opportunity to develop a prototype for the future of retail.

Charged with executing Hilltop's innovative redevelopment plan is LBG Funds, a Los Angeles-based real estate investment firm. LBG seeks to realize the possibilities explored by Richmond since the 1970s, with an emphasis on sharing the city's unique offerings with locals and visitors alike.



"It's a holistic environment and that's what makes sense for modern consumers."

Leslie Lundin
Managing Partner, LBG

"Phase one of our project is to bring the mall back to life," says Leslie Lundin, managing partner of LBG. "But the things that [will] really bring people in are unique experiences."

LBG plans to remake the mall to offer experiences that match how consumers today are likely to use the space. Lundin describes those experiences as "great food, great entertainment, unique retail, and bringing the best of our region together." That in turn means reimagining the mall to include plentiful office space, food courts with local offerings, gyms and fitness studios, and Bay Area retail that highlights Richmond, she says.

The idea is to create a space that



The Shops at Hilltop project is planned as a community shopping hub.

serves each distinct customer differently, Lundin says. "It's a holistic environment and that's what makes sense for modern consumers."

The "go local" food courts, for instance, have a ready-made customer base in the form of local workforces, and will cater to hungry office workers on lunch breaks or between meetings. Similarly, retail establishments stocked with local goods will present a convenient option to grab a last-minute birthday or anniversary gift. Plans for shuttles to bring visitors from the new Richmond ferry straight to the mall are in the works and should further increase the mall's foot traffic.

Working with the Richmond community to create a shopping center that works for all is a critical part of the process, Lundin says. Hilltop hosts one of the biggest conference rooms in the Bay Area, she notes, and the mall often lends this space out for free to local charities. This is just one way the Shops at Hilltop is taking community advice about family-friendly tenants and the needs of Richmond and East Bay residents, Lundin says.

The Shops at Hilltop are poised to pull Richmond into the modern age of retail, and Lundin says she's happy to see Hilltop at the forefront of that transition. "There is a really big residential population around Hilltop," she says. "When you walk around you see a little bit of everything. It's a melting pot that really works."

Visit shophilltop.com to follow the transformation.

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Choose better. Choose Kaiser Permanente.

* Lew McCreary, "Kaiser Permanente's Innovation on the Front Lines," *Harvard Business Review*, September 2010.

[†] "Another American Way," *The Economist*, May 1, 2010.



Richmond has spectacular views along its 32 miles of shoreline.

A home with a view

CITY OF RICHMOND

Richmond shoreline attracts transit-oriented development

If you ask Todd Floyd where he thinks the next focus of Richmond's revitalization will be, he'll tell you it's the shoreline.

The Richmond shoreline, a waterfront strip located at the southern end of the city facing Oakland and San Francisco, is where Floyd's company, New West Communities, is developing one of the most ambitious residential projects in the city's recent history. It's called The Quarry, and it's an 18.4-acre project consisting of 189 condos near the water in Point Richmond.

But New West isn't the only home-builder making a big bet on Richmond's shoreline. Developers are flocking to the area, giving credence to Floyd's prediction.

Lyon Homes' latest community, the Rows at NOMA, is currently under construction just a few blocks away. It's a set of 98 single-family attached homes close to the new ferry terminal and other transportation necessities.

Shea Homes, too, is getting in on the action with 60 additional new residences located right on the water at Point Richmond.

Given the slew of projects, Floyd argues that "new development in Richmond is part of the evolution of the Bay Area as a whole." And with San Francisco-to-Richmond round-trip commuter ferry service starting January 2019, these communities seem primed to increase the rates at which people commute from and move to Richmond.

The new residential developments and new ferry are also expected to bring plenty of business to the popular food and entertainment venues on Richmond's waterfront, such as Riggers Loft Wine Company. Large swaths of waterfront areas are already brimming with life, thanks to renewed interest from developers like New West, Lyon Homes and Shea Homes and the enthusiasm of the Richmond community.

The expanded ferry service is especially attractive to commuters. Taking an expected 500 to 1000 daily riders off BART and the road, the ferry should speed up the often-lengthy commutes to and from San Francisco and the North and East Bays – even



SHEA HOMES

Shea Homes' Waterline development.



NEW WEST COMMUNITIES

Visualization of The Quarry by New West Communities.

for people who don't choose to ride. The successful completion of these developments is expected to attract more transit-oriented development to the area, which local leaders agree is necessary to help address Northern California's housing crisis.

Floyd, for his part, is confident that Bay Area workers will see the appeal of the Richmond shoreline. "We expect the success of our projects, along with Shea's and William Lyons', will bring a lot of positive attention to this special area," he says. "We believe that Richmond is positioned to become one of the most livable Bay Area cities for the next generation."



A Proud Past. A Promising Future.

HELPING TO BUILD A
STRONGER RICHMOND TODAY



Highlights of our recent lending activity in Richmond include:

Home Mortgage Loan
\$364,000

Commercial Line of Credit
\$200,000

Owner-Occupied Commercial Real Estate Loan
\$253,000

Non Owner-Occupied Commercial Real Estate Loan
\$950,000

Multi-Family Housing Term Loan
\$8,000,000

Social Impact Bonds Investment-Richmond Housing Renovation Program
\$3,000,000

Owner-Occupied Commercial Term Loan
\$1,200,000

Non Owner-Occupied Commercial Real Estate Loan
\$2,700,000

Richard Mitchell, planning and building director for the City of Richmond, at the site of the city's new ferry terminal, slated to open in January 2019.

Getting here has never been easier

MAURICE RAMIREZ

Richmond's heritage as a transportation hub is being revisited by a new economy

Richmond has been a hub for transportation and distribution in the Bay Area for more than a century. It's fitting, then, that the transportation network originally established by railroad, sea-port and highway builders have positioned the city as a central player in the future of the region.

Jim Matzorkis, port director for the Port of Richmond, describes succinctly the importance of transportation: "Cities exist for one reason and one reason only: because they're hubs of transportation."

This is certainly the case for Richmond, which has seen multiple population explosions in spans of just a few years, thanks in part to its strong transit and industrial heritage.

Research into Richmond's history by Page & Turnbull, a design and preservation firm, finds that the arrival of the railroad helped to fuel the city's initial growth. In 1901, the Santa Fe Railroad established its western terminal in the yet-to-be-incorporated City of Richmond. Fueled by the establishment of the rail head and the Standard Oil refinery, the city "grew five-fold in short order, counting approximately 10,000 inhabitants in 1912," Page & Turnbull reports.

Richmond's importance to rail transportation was also a result of the crossing of two major railroads. "Both the Southern Pacific Railroad and the Atchison, Topeka and Santa Fe railroads operated lines in Richmond, and this made the city an attractive location for the Pullman Railcar company," says Richard Mitchell, planning director for the City of Richmond.

The company that revolutionized luxury travel during the early 20th century with its "hotels on wheels," Pullman was a powerhouse of



KAISER PERMANENTE

Richmond was home to the largest Pullman repair shop, where the luxury train cars were refurbished.

cross-country travel. Richmond was the home of the only major repair shop for Pullman in the Western United States, and the company hired "hundreds of laborers to refurbish the famed railroad sleeping cars," Page & Turnbull reports.

Sleeping cars were staffed by the legendary Pullman Porters, an all-African-American group of attendants that gave the Pullman company sleeping cars the national fame they garnered as luxury travel experiences. The Pullman Porters also organized the Brotherhood of Sleeping Car Porters, the first African-American-led labor organization to secure a charter from the American Federation of Labor. A segregated Pullman car is on display at the National Museum of African American History and Culture in Washington, D.C.

“Pullman porters traveled with their railcars. And when the cars required service for an extended period, the African-American community provided the Porters with housing because they couldn’t stay in mainstream hotels or rooming houses,” Mitchell says. This led to the establishment of a number of rooming houses surrounding the repair shop in Richmond. The porters were active members of the community, Mitchell says, supporting the local economy and contributing to the vibrancy of a local African-American business and entertainment community.

Richmond continues to make use of its deep water channels, both in peacetime and war. The availability of deep water near rail facilities prompted the Kaiser Shipyards to establish shipyards on the city’s southern waterfront that produced an unmatched 747 warships for the United States in World War II in just three years.

Many of those ports are still bustling with activity today. “Richmond’s strategic location in the region has been rediscovered by the new ‘fulfillment economy,’” Mitchell explains.

In addition to the trains, the close proximity of the Port of Richmond to the places where companies conduct their operations increases the value and importance of the port. Indeed, the City of Richmond reports that the port currently ranks No. 1 in liquid and automobile tonnage among ports in the San Francisco Bay.

Richmond’s highly developed waterfront has also been the arrival and departure point for numerous ferry services since the early 1900s. Originally, ferries were operated by the Santa Fe and Southern Pacific Railroads between Richmond and San Francisco. And prior to completion of the Richmond-San Rafael Bridge in 1956, the Richmond-San Rafael Company operated boats between Richmond and Marin County. Recent examples of ferry service include a water-taxi to and from San Francisco operated by Tideline Marine Group since 2016 and a short-lived commuter ferry service that launched just before the dot-com bust.

A new \$20 million ferry terminal, now nearing completion, promises to resurrect this aspect of Richmond’s history. In combination with nearby residential developments, this new stop on the Bay Area ferry circuit has the potential to encourage construction of a new high-density waterfront community, encourage economic development and increase tourism in Richmond.

Between the ferry, the port, and access to helpful regional transit resources that bind the Bay Area together, the value of Richmond’s transportation infrastructure is clear. And this is a legacy that is bound to continue, Mitchell believes.

“Richmond was very important for transportation, and it still is today.”

Connected Richmond



Richmond BART

36 minutes to Embarcadero Station
24 minutes to Oakland City Center
51 minutes to Oakland Int’l Airport
1 hour, 9 minutes to San Francisco International Airport (SFO)
8,000 riders per day



Richmond Amtrak Station

Capital Corridor (Sacramento-San Jose) stop
Connections to BART, AC Transit, Golden Gate Transit, City of Richmond Employer Shuttle



Interstate Highways

80, 580



AC Transit

Alameda County, Contra Costa County, and transbay destinations



Golden Gate Transit

Marin County destinations

Port of Richmond

15 terminals; 200 acres
#24 in the country in total trade (of 149 U.S. ports)



RICHMOND
Your ship has come in!

New Ferry Service to San Francisco Begins January 2019

Weekdays between the San Francisco Ferry Building and Richmond’s new ferry terminal on Ford Peninsula at the end of Harbour Way South

- Travel time – just 35 minutes to downtown San Francisco!
- Free parking at Richmond terminal for 364 vehicles
- Easy bike access via the Bay Trail with bike lockers and racks
- Public transit connections via AC Transit Route 74
- Clipper accepted



Learn more and sign up for Richmond service news and launch updates
SanFranciscoBayFerry.com

The San Francisco Bay Ferry is administered by the Water Emergency Transportation Authority.

A prime location for creative entrepreneurs

Abundance of affordable industrial space nurtures manufacturing enterprises

Ever since World War II, when an industrial boom led to a population increase from 23,600 in 1940 to over 93,700 by 1943, Richmond has grown with the help of its creative companies.

Today, companies like ingredient manufacturer Lemur International Inc. are carrying that torch into Richmond's future. Lemur imports vanilla beans, organic essential oils, and spices from Madagascar. Those ingredients then go into products such as vanilla powder, protein shakes and baking goods.

Owner Bodo Carol Rakotomalala says that Richmond was an obvious choice for their operation. "We moved to Richmond in 2005 for cost-effective rent and its prime location," she says.

But these weren't the only factors that helped the company thrive. Lemur was able to grow with the help of a small business loan from the city, a process which Rakotomalala describes as "seamless. The loan helped us to get ahead with our supply chain management and allowed us to be able to fulfill our clients' orders on time," she says.

Lemur is demonstrative of the diverse Richmond manufacturing tapestry, helping to bring the Bay Area's reputation for excellent food to life with well-sourced, unique ingredients. Those ingredients travel around to the thousands of restaurants hungry to put fresh experiences in front of their customers.

Galaxy Desserts, a major supplier of gourmet baked goods to local grocery and specialty stores, also operates in Richmond. Jean-Yves Charon, the pastry chef who co-founded the bakery in 1998, enjoys being in Richmond in part for the unique natural pleasures the city offers. "Our factory is right on the water, and it has a great view of San Francisco," he says.

Richmond's vast industrial spaces make it an ideal home for a growing business, Charon adds. Indeed, the city remains a hidden gem for companies looking to expand, but put off by the spiraling costs for industrial space that dominate most of the Bay Area.



"Our factory is right on the water, and it has a great view of San Francisco."

Jean-Yves Charon
Founder and chef,
Galaxy Desserts



Richmond's creative spirit also makes the city a good testing ground for entrepreneurs with a social orientation. Take Pogo Park, a nonprofit that is turning the design and manufacturing world on its head with its mission to create a community-based park construction firm. The Richmond-based organization is working to create new models for revitalizing community parks because, as executive director Toody

Lemur International's display at the 2017 Taste of Richmond festival in Point Richmond. Owner Bodo Carol Rakotomalala (at left) moved the company to Richmond in 2005.



Top and above: A park in Richmond was a community collaboration through Pogo Park, a non-profit, community-based park design and construction firm.



“People need to be able to create things.”

Toody Maher
Executive Director,
Pogo Park

Maher explains, traditional models don't serve the communities they're meant to.

“What happens now is the money goes to all these professional experts from outside, and it never touches the people who live near the parks,” Maher says. For example, “there might be two or three community meetings that eight people show up to and that's it.”

Maher has been determined to forge a different path for community-involved design and development. Pogo Park has opted for community design and manufacturing, with help from downtown Richmond design and fabrication specialists at Scientific Art Studio.

Local residents are also given paid positions for their help with design and manufacturing. This is critical, according to Maher, because their funding stays local when they use local employees.

In keeping with that localist philosophy, Pogo Park offers classes for everything from welding to 3D-printing, giving residents a chance to build the park that their community needs. “People need to be able to create things,” Maher says. “They need to be able to build.”

Made in Richmond

A snapshot of advanced manufacturing companies in Richmond

Nutiva

Founded: 1999

Employees: 96

A superfood company whose products include hemp seed bars and a line of hemp and coconut oils. Supporting regenerative farming and zero waste, Nutiva proves that businesses can benefit the world.

Lemur International

Founded: 1996

Employees: 7

Lemur International imports vanilla beans and essential oils and spices from Madagascar. It also creates vanilla powder, protein shakes and baked goods that consumers see all around the Bay Area.

Galaxy Desserts

Founded: 1998

Employees: 200

A major supplier of gourmet baked goods which can be found in grocery and specialty stores throughout the region.

Analytical Scientific Instruments (ASI)

Founded: 1988

Employees: 18

ASI helps scientific firms diagnose their mechanical difficulties and provides them with high-quality components that allow them to bring projects to market quickly.

SMASHsolar

Founded: 2012

Employees: 10

SMASHsolar provides the first module-integrated mounting for G2G solar modules, allowing for much faster installation without additional components.

Ekso Bionics

Founded: 2005

Employees: 89

Makes exoskeletons for people who need help working or healing. They're developing products to assist with rehabilitation from spinal damage and strokes, and also improving efficiency for the construction and manufacturing fields.

Heliodyne

Founded: 1976

Employees: 6

Heliodyne has been in Richmond since 1976, one of the pioneers of solar hot water in the country. They supply homes across the U.S and combine value with experience to give the Bay Area another way to help the environment – and their wallets.



The Rosie Rally Home Front Festival is a celebration of the WWII icon in all her forms.

CAROL SHOAF / ROSE THE RIVETER TRUST

Lively Richmond

Get to know Richmond's rich cultural heritage, beautiful waterfront location and community spirit. The city offers festivals year-round, opportunities for learning and abundant ways to enjoy the outdoors.



Point Richmond

Taste of Richmond

Held annually in May, Taste of Richmond (TOR) is a culinary exploration of one of the Bay Area's most vibrant and diverse communities. TOR was created to increase the patronage of Richmond businesses – restaurants in particular – and to inform Richmond residents and visitors about all the amazing restaurants and beverage venues in Richmond. Attendees will find live demos from talented chefs, samples of signature dishes, and wine and beer tastings from Richmond restaurants, caterers, wineries and breweries. Richmond is alive with tasty opportunity, and TOR is one of the best ways to experience it.

Point Richmond Music Festival

Point Richmond Music offers outdoor concerts at the corner of Park Place and Washington Avenue in the Point Richmond Historic District. Concerts are held June through September on the second Friday of the month. Beverages are served and

local restaurants are open on concert nights, offering a wide array of cuisine. Art provided by The Arts of Point Richmond is available, as are face painting for children and dancing in the street.

Point Richmond also sponsors the Point Richmond Acoustic series and Point Richmond Jazz series, which run October through May at the First United Methodist Church, and Picnic in the Park, a fundraiser for the Washington Elementary School Music and Arts Education programs. Seventeen years of this collaborative effort have been made possible through generous donations of time and money from local businesses and volunteers.

Masquers Playhouse

Masquers Playhouse has been delivering quality theater for more than 50 years, and has continued doing so despite its historic home being shuttered when damage was found to the building's foundation. Using other local venues while undergoing renovations, the playhouse is contributing to the community in every way it can.

East Bay Regional Parks

The East Bay Regional Parks represent a gorgeous slice of the Bay Area's geographic beauty. Both the Miller/Knox Regional Shoreline Park and Point Pinole Park are opportunities to experience fresh air and the regional delights that Richmond has to offer. Miller/Knox boasts a model railroad museum, Keller Beach, and walking and biking trails. Point Pinole features an assortment of wildflowers, beaches, a fishing pier, kids play areas and equipment, jogging, hiking, and walking trails. Both have plenty of panoramic views to go around.

Richmond Municipal Natatorium (The Plunge)

The Richmond Municipal Natatorium – fondly called "The Plunge" – is an 87-year-old treasure in the Point Richmond Historic District. At 160 by 60 feet, the Plunge offers plenty of room to spread out. It boasts an open truss ceiling, like the one at San Francisco's now-defunct Sutro

Baths, and a mural by local artist John Wehrle that depicts a serene blue lagoon under a cloud-studded sky. Devotion to the Plunge runs deep; even after it was damaged in the 1989 Loma Prieta earthquake, residents continued to use it despite City warnings until 2001 when it was finally closed for renovation. Reopened in 2010, the Plunge is now considered one of the greenest public pools in the country, using solar heat to warm its 324,000 gallons of non-chlorinated saline water.

Red Oak Victory Ship

The SS Red Oak Victory is the lone survivor from the Kaiser Richmond Shipyards during its heyday in WWII. Visitors can see a testament to the homefront industrialism of Richmond during wartime, and enjoy excellent views while they dance, see plays, or even check their texts on a 1944 Morse tube radio.

Historic Downtown Richmond

Music on the Main

Music on the Main is a concert series that has filled Historic Downtown Richmond with music and family fun since 2001, and it shows no signs of slowing down. On the 4th Wednesday of July and August, at the corner of Marina Way and Macdonald Ave., the community comes out in force to enjoy good food and excellent music to celebrate the gifts of Richmond's summer. Music on the Main is a critical tool that Richmond Main Street uses to engage the community and build a strong arts and entertainment district.



ELLEN GALLING / RICHMOND MAIN STREET



Spirit and Soul Festival

Downtown Richmond has a culture worth celebrating, and the Spirit and Soul Festival explores it to the utmost. The Spirit & Soul Festival transforms historic Macdonald Ave. into an outdoor bazaar filled with food and artisan vendors, live music from two stages, dancing in the street, a beverage pavilion with VIP seating, and youth zone.

Healthy Village Festival

An annual summer event focusing on wellness in the Richmond Community, families come to the Community Green Space park to see the offerings of local community groups, caterers, nonprofits and businesses. Enjoy delicious healthy food samples, find exciting new cookbooks and recipes, and grab some fresh produce in giveaways.

Richmond Museum of History

The Richmond Museum of History was launched in the basement of Richmond's Carnegie Library (circa 1910). The building became a branch library in 1949 after World War II, and then a children's library in the 1960s. In the late 1970s, the Carnegie Library was converted into a local museum. The City of Richmond retains ownership, allowing the Richmond Museum Association to operate a museum there. Ongoing exhibitions and a permanent collection draw residents and visitors alike. "Community Conversations", an exhibition featuring the iron Triangle Neighborhood, is currently showing through October 31, 2018.

East Bay Center for the Performing Arts

Established in 1968 in the heart of Richmond's Iron Triangle neighborhood, East Bay Center for the Performing Arts is celebrating 50 years of providing training in multi-disciplinary performing arts to more than 3,500 children and youth annually through its main site and WCCUSD school partnership programs. The center also puts on performances featuring students and professional artistic faculty throughout the year to audiences of 30,000 in the Bay Area, from Oakland's Paramount Theatre to community centers and neighborhood parks. Nationally recognized for its work in the community, the center is a place-based non-profit organization located on Macdonald Avenue in the historic Winters Building, which was completely renovated in 2011.



ELLEN GALLING / RICHMOND MAIN STREET

Festivals in Richmond cultivate community connection (clockwise from top left): Spirit and Soul festival; Cinco de Mayo; Music on the Main.

Civic Center District

Cinco de Mayo

Each year, the 23rd Street corridor hosts a family-friendly Cinco de Mayo celebration. Historically, 100,000 or more have come out to watch and participate in the festivities. Three stages of music, dancing and Lucha Libre are complemented by kids' activities and delicious food choices.

Juneteenth Festival and Parade

A portmanteau of "June" and "nineteenth," Juneteenth dates to 1865 and is the oldest known celebration commemorating the end of slavery in the United States. The Richmond Juneteenth Festival is an annual festival and parade with free admission. Between music, vendors of fine Richmond goods, culture and family-friendly activities, it's worth stopping by every year.

Chinese New Year

Chinese New Year always leaves Richmond brimming with festivities and soon it will be time for the 16th annual celebration in Richmond. Traditionally taking place at the Richmond Memorial Auditorium each February, the celebration includes performances and food.

Annual Black History Celebration

Each February, Richmond has the honor of hosting celebrations of Black history that include displays of song, dance, and food from local artists and community members. The annual festivities also include honors for those members of the community who have contributed positively to the city during the year.

Pow Wow

Richmond is proud to play host to a variety of Native American events, including the powwows that honor the city with their presence.

Spring Egg Hunt

Richmond's Spring Egg Hunt is a celebration of spring, come rain or shine, that includes a parade and a hunt for eggs. The community also has an opportunity to learn about recreation programs courtesy of the Richmond Department of Recreation.

Richmond Memorial Convention Center

Open since 1949, the Richmond Memorial Convention Center is a centerpiece of the Richmond community and a host to events of every kind. If you're looking for a place to host an event, or a place to find entertainment of almost any variety, the Richmond Memorial Convention Center is the place to be.

Richmond Art Center

The Richmond Art Center is a hub of creativity and culture for the city of Richmond and the entire Bay Area. A plethora of events and exhibitions fills the space and ensures that there will always be a compelling reason to check in. Whether it's reading fairy tales while illustrating your own or experiencing the moving art of the US-Mexico Borderlands, the Richmond Art Center is a place to explore and relate. The current exhibition, "Califas: Art of the US-Mexico Borderlands," is running through November 16.

NIAD

The National Institute of Arts and Disabilities (NIAD) is a revolutionary arts space that has provided artists with disabilities a place to display their talents for over 40 years. Helping more than 60 artists each week, NIAD's goal is to redefine contemporary art with an emphasis on people who don't often have a chance or place to speak their truth. These "outsider" artists, as they are called, are able to sell their work which is highly collected throughout the United States.

Marina Bay

3rd of July

The community of Richmond gets together every year to celebrate with food, fireworks and fun at Marina Bay. Music, family-friendly activities, and of course good food are available until the sun goes down and the fireworks go up.

Rosie Rally

The Rosie Rally Home Front Festival is a celebration of the WWII icon in all her forms and the Rosie the Riveter Trust is dedicated to infusing the yearly festivities with an original flavor each time. Be there the next time the Rosie Rally breaks the Guinness World Record for the largest gathering of Rosies! The Rosie Rally is traditionally held in August.

Rosie Museum

Explore the past at the Rosie the Riveter World War II Home Front National Historical Park visitor center and discover the ways in which civilians and the City of Richmond dealt with the complexities of wartime. The Home Front Visitor Center tells stories big and small, truth and reality, and gives everyone a much more comprehensive view of the way things were.

Richmond Bay Trail

The Richmond Bay Trail is the longest section of the proposed San Francisco Bay Trail to be completed by a single city, a 34-mile stretch of beautiful bay trail beloved by runners and cyclists both. Enjoy the views, enjoy the birds, enjoy the flowers, and enjoy the wonderful weather of Richmond.

Point Isabel

With views of the Golden Gate Bridge, Marin County and Brooks Island, this 23-acre gem of a park offers off-leash dog walking, popular trails and gorgeous wildflowers to boot.

Successful and dynamic cha

Richmond is home to some of the most powerful and notable personalities in modern culture, who give back to their community and become part of what makes it so diverse and passionate

Betty Reid Soskin

Civic advocate; community treasure

If anyone has perspective on the journey of the City of Richmond, it's Betty Reid Soskin. As field representative for the California State Assembly, the 97-year-old was involved in the planning of the Rosie the Riveter National Historic Park, where she is now a park service ranger active in civic engagement and community outreach. But that's just one of her many contributions to the city and nation.

The author of a successful blog, "CBreaux Speaks," and a recent memoir, "Sign My Name to Freedom," Soskin has valuable insight into Richmond's story of revitalization as it stretches back to World War II: "Richmond

was the site of the huge shipyards, the city participated soulfully in the course of the war and quite literally helped save the world," she says.

A champion for the City of Richmond – its many geographic points of interest and its people – Soskin remarks, "I have a feeling that each of us is making a contribution to the great change that's happening." She firmly believes that Richmond is finding its place in a unique and powerful way, and that it may be further along than even its locals realize. "In fact, I think at some point the entire Bay Area is going to catch up to us."



NATIONAL PARK SERVICE

Ryan Coogler

Award-winning filmmaker

Ryan Coogler is the award-winning director of "Black Panther," "Fruitvale Station" and "Creed." A Richmond resident since the age of 8, he brings his unique and powerful voice to the area with all of his work. The Bay Area features heavily in his movies, from the entirety of "Fruitvale Station" to the prologue and epilogue of the now-legendary "Black Panther." The city watches his continuing success with awe and pride.



GAGE SKIDMORE / WIKIPEDIA



THE RAIDERS

Marshawn Lynch

Football star

Richmond resident Marshawn "Beast Mode" Lynch is a veteran NFL running back playing with the Oakland Raiders, continuing a long career in a difficult position with style and dedication. He's an active member of the Bay Area community off the field as well, gifting cleats to football camp attendees and saving Oakland's Scend's restaurant from closure last year as well. He is also the owner of Beast Mode Apparel in Oakland.

Kenny Carter

Legendary coach

Portrayed by Samuel L. Jackson in the film "Coach Carter," Kenny Carter is an academic/sporting icon. Famed for his insistence as a basketball coach that athletic achievement is not an excuse for academic slacking, Carter is a Richmond native who uses his energies to raise up the community whenever possible.



J. MERRITT / GETTY IMAGES

Champions for Richmond

Dr. Mayra Padilla

Neuroscientist; education equity advocate

Dr. Mayra Padilla earned a Ph.D. in Neuroscience from UC Berkeley. She worked as a neuroscientist at the San Francisco Brain Institute, SRI International (formerly the Stanford Research Institute), and Sands Research, Inc. As a result of seeing too few Latino and African American scientists, Dr. Padilla returned to her hometown to take on the role of Dean of Institutional Effectiveness and Equity at Contra Costa College.



ALLIANCE OF HISPANIC SERVING INSTITUTION EDUCATORS



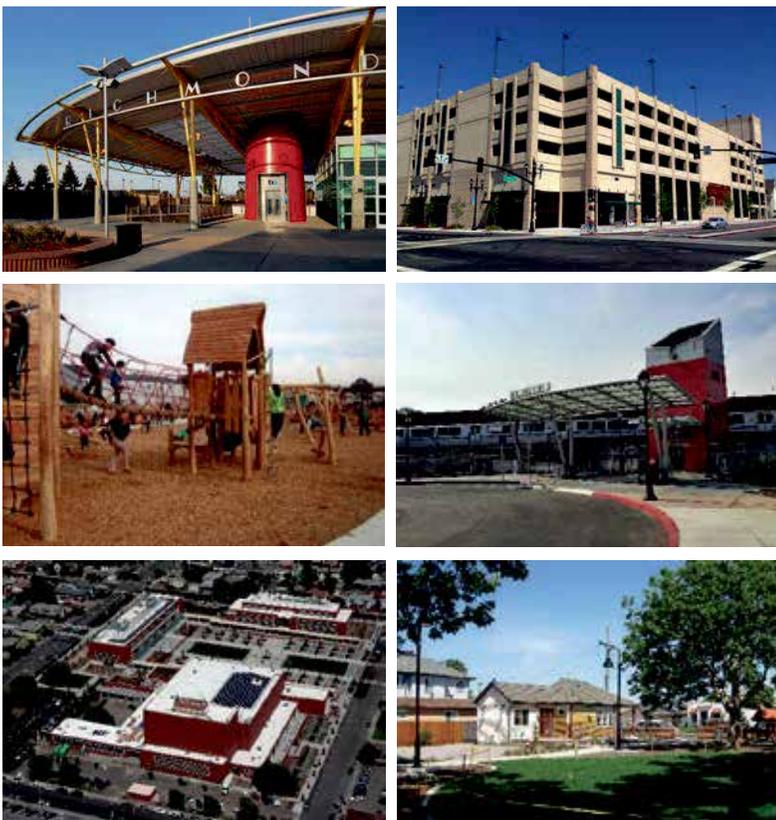
COURTESY OF WENDELL PIERCE

Wendell Pierce

Celebrated actor

Known for roles on "The Wire," "Suits" and "Selma," Wendell Pierce is not a Richmond resident, but is a part of Richmond's future – as a member of the development team for the upcoming 12th and Macdonald Mixed-Use Development project. Pierce is personally involved in some of the projects written about in this supplement, especially the vital efforts to develop Downtown Richmond in an inclusive way.

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*Source U.S. EPA





TASTE OF RICHMOND

Taste of Richmond at Riggers Loft Wine Company.

Something for everyone

Food and entertainment abound in a variety of venues

Between exciting newcomers and old favorites, Richmond is fast becoming a cultural epicenter for the region.

The Memorial Auditorium in Richmond's Civic Center falls solidly in the "old favorites" category. Built in 1949, the hall is still a cultural landmark almost 70 years later. Its 20,000 square feet of space and more than 3,000 seats are regularly used by every segment of Richmond's community.

Glancing at the events list in this widely-used space in the heart of the city evinces Richmond's place as one of the most diverse and thriving cities in the region. An annual Chinese New Year celebration, Senior Winter Ball, Snowball, Native American pow wows, plays and community gatherings are all well-attended and eagerly-awaited.

The Craneway Pavilion is another important Richmond venue. It's a sustainably-designed facility situated on Richmond's shoreline that offers views of the San Francisco skyline and serves as a unique gathering place for the Bay Area. The 45,000-square-foot space is built from Richmond's history, so to speak, in the form of a converted Ford Assembly plant.

The winner of multiple architectural awards, the venue has held a variety of major events, including the Guinness Award-winning Rosie Rally, the Home Front Festival, Vevo Halloween, and the Oakland Symphony's 3rd of July fireworks celebration. The Craneway is well-used by community members as well, because of its modern amenities and its capacity to handle events of all kinds and sizes.

Complementing Richmond's entertainment venues are a variety of food and wine experiences.



Richmond is home to a thriving craft brew scene.

Riggers Loft Wine Company, for example, a 22,000-square-foot collective wine company containing a tasting room, three wineries and a cidery draws locals and visitors alike. Live music, performed by local musicians, complements the tasting experience most weekends and Friday nights.

The success of the innovative space has prompted Eat Drink Play to brand Richmond's Shoreline the "Bay Area's newest urban wine center." Like the Craneway, Riggers Loft is notable for its design, which brings together elements of Richmond's past and future in fun and surprising ways. "It really has become quite a destination" says co-owner and assistant winemaker Barbara Brown. Brown thinks of the space as "an artist colony, where winemakers can share ideas and the tasting room. The industrial building which now hosts some of the Bay Area's finest wine tasting experiences once manufactured ship parts for the war effort in World War II.

It's not just urban vintners that are taking part in the Richmond opportunity, though. The East Bay Express reported in February that "with its bounty of industrial warehouse space and more affordable rents, Richmond [has] quickly [become] an obvious choice for hopeful brewers." Armistice, East Brother and Benoit-Casper are just a few of the breweries that have blossomed in the light of Richmond's thriving craft beer scene.

Between its award-winning event spaces and burgeoning food and wine scenes, Richmond is filled to the brim with culture. If you live in the greater Bay Area but haven't seen Richmond lately, you owe it to yourself to stop by – or even make a day out of it. (Just don't forget to identify a designated driver!)

The Eat List: 12 Richmond restaurants to try this year

1. Sala Thai Restaurant

15501 San Pablo Ave.
Serves authentic Thai food on San Pablo; was featured in the San Francisco Chronicle for serving "spicy fare in generous portions." Enjoy the friendly atmosphere or take advantage of the free delivery.

2. Portumex Restaurant

721 23rd St.
Noted for its excellent Mexican cuisine by Bay Area Bites and the East Bay Express, Portumex is an old-school restaurant that's been serving Richmond for almost 30 years. Try the pozole!

3. Angelo's Gourmet Deli

12025 San Pablo Ave.
Owners Anna Lee and Jae Choy are the third generation of owners for this Richmond staple that has been offering sandwiches, cheeses and deli meats for more than 80 years. Try their most popular sandwich, a turkey-bacon-avocado on dutch crunch.



4. Anaviv's Table

600 Hoffman Blvd.
Anaviv's table opened Aug. 23 and offers a weekly prix-fixe farm-to-table menu for up to 10 guests. Hospitality manager Dee Wagner told East Bay Express that "it's all about showcasing what is at its best at this moment in Northern California."

5. Botto Italian Bistro

2171 Meeker Ave.
Botto's Italian Bistro is an excellent traditional pizza joint

with little patience for modern review culture. Leave them a 1-star review on Yelp for 50% off your next pizza – the funniest review each month earns a free ticket to cooking classes with the chefs.

6. Anh Vietnamese Kitchen

1950 Esplanade Dr.
Vietnamese cuisine waits on Richmond's waterfront at Anh Vietnamese Kitchen. Owners Candice Nguyen and Gio Gelera combine old favorites with excellent cocktails to craft a unique experience for Richmond's food scene.

7. Your Way Pizza

1428 Macdonald Ave.
A sports bar, family eatery and events rental space offering pizza with a diverse set of toppings, good burgers and their popular chicken wings. This family-owned restaurant is a must-dine in Richmond.

8. SF Pizza Company

1190 Macdonald Ave.
With influences from Brazil

and a variety of restaurants in the Bay Area, Chef Silvio Barbosa Jr. opened his first pizzeria in Richmond. With fresh ingredients and fast deliveries, it's become a Richmond favorite.



9. Little Louie's Café & Catering

49 Washington Ave.
Little Louie's breakfast sandwiches are a highlight of Point Richmond, and the rest of the menu is delicious as well. Whether you need granola and coffee or a corned beef hash, Little Louie's has got you covered.

10. Bubbalo Café

1402 Marina Way South
Bubbalo cafe is "your cafe in the Marina Bay," offering espresso, breakfast and lunch on the water. If you ever need a relaxing coffee with a view, consider Bubbalo.

11. Artisan Kitchen

845-865 Marina Bay Pkwy.
The Artisan Kitchen is a cooperative cooking space in Richmond giving restaurateurs and chefs in Richmond a space to create, with a cafe out front to sell seasonal sandwiches and baked goods – with Peet's coffee to boot.

12. Snapper's Seafood Restaurant

1501 Ohio Ave.
Snapper's Seafood is the "Small Place with The Big Taste." Eat your way through every kind of fish on the menu, and don't forget the hush puppies!



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African dance performance at the East Bay Center for the Performing Arts.

A center for culture

Richmond art scene expresses community's vitality and diversity



"Our most important work is to engage the imaginations of young people in Richmond, so they can imagine and create a vision for themselves and their community."

Jordan Simmons
Executive Director,
East Bay Center for
the Performing Arts

Culture has always been one of Richmond's key exports. One of America's most diverse cities, Richmond has repeatedly shown remarkable prescience in being the birthplace of such cultural institutions as the Richmond Art Center, one of the first non-profit art centers on the West Coast and host of the annual "The Art of Living Black," an exhibition of works by Bay Area African-American artists now in its 22nd consecutive year.

In Richmond, art is never just "art for art's sake." It often has the mission of educating the public about national and regional history. It's also a tool of community engagement, used to help citizens find their voice and live meaningful, fulfilling lives. In this way, Richmond is leveraging its robust cultural capital to

accelerate the community's revitalization.

Central to this is how Richmond and its community tell Richmond's story. It's important work, telling this story, and much of it is done by the local centers for artistic achievement. For example, the East Bay Center for the Performing Arts, which operates in the heart of Downtown Richmond, has an abundance of opportunities for community members in Richmond and beyond to tell their story.

"Our most important work is to engage the imaginations of young people in Richmond, so they can imagine and create a vision for themselves and their community," says Jordan Simmons, executive director of the East Bay Center for the Performing Arts.

The center gives more than 5,000 students a year the chance to express themselves with a variety of



East Bay Center for the Performing Arts programs reach thousands of students in local schools.

PHOTOS / EAST BAY CENTER FOR THE PERFORMING ARTS



NIAD

projects. This year they will teach music to more than 2,000 students in local schools.

In a city where the art scene centers itself around its people and their stories, Simmons is surely not alone when he says that the people and their creativity are his favorite thing about Richmond. "I've been lucky enough to travel all over the world, and I'm grateful to be able to work with kids, families and artists," he says.

Richmond is also home to the National Institute for the Arts and Disabilities (NIAD), a one-of-a-kind art studio and nonprofit dedicated to supporting the artistic aspirations of members of the community who don't typically get to share their stories. Often working with more than 60 disabled artists each week, NIAD has weekly exhibitions that display the perspectives and skills of disabled members of the Richmond community and beyond. In keeping with the institute's philosophy of "nurturing independence through artistic development," artists receive a 50 percent commission on every piece they sell.



RICHMOND ART CENTER

Of course, one cannot understand the Richmond art scene without considering the work of the distinguished Richmond Art Center. Founded in 1936, the center supplies everything from workshops to diverse exhibitions in a bid to expand the artistic abilities and sensibilities of Richmond and the Bay Area. It's an important piece of the city's artistic history, and it continues to push the envelope as Richmond grows and develops with exhibitions like "Califas: Art of the US-Mexico Borderlands" (Spanish title: "El Arte de la Zona Fronteriza México-Estados Unidos") and "Blossoms and Thorns," a 2010 exhibit and event series that explored the legacy of Richmond's historic Japanese-American nurseries, which celebrated people of color and migrant voices.

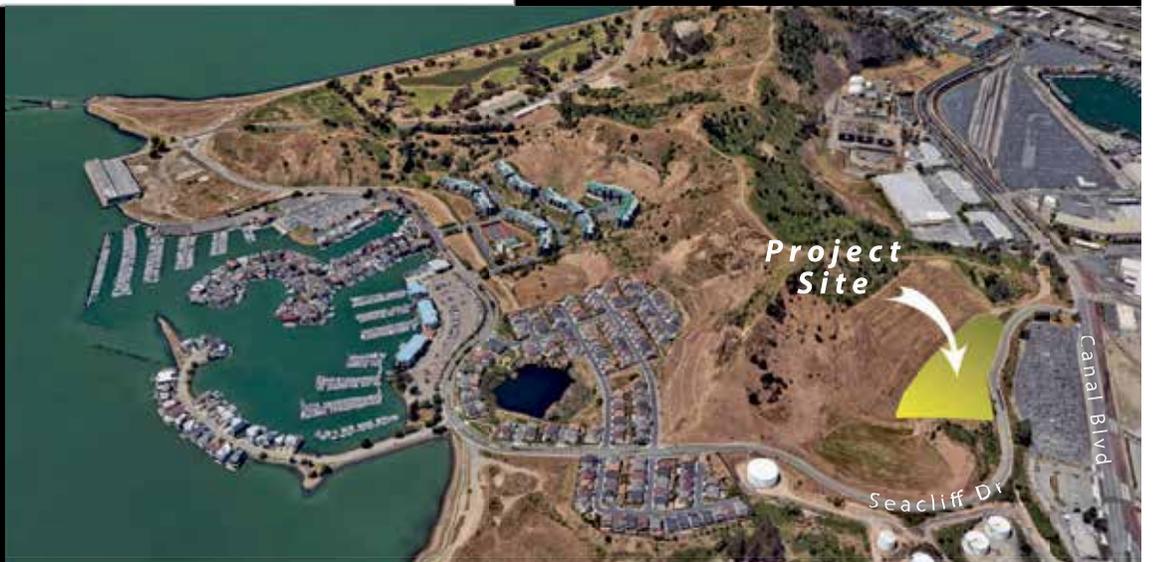
Above left: Textile basket by Susan Wise of the NIAD.
Above right: At work on a project at the Richmond Art Center.



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Richmond works for business

Richmond has a ready workforce, acres of space, great transportation, a growing economy – and proactive economic development initiatives to provide businesses low-cost loans for working capital, tax incentives, relocation assistance and favorable contracting opportunities. The City of Richmond helps business owners relocate existing operations, works with entrepreneurs and facilitates business-to-business transactions. Please visit www.ci.richmond.ca.us/business to obtain additional information.

The New Employment Credit (NEC)

NEC is a California income tax credit available for each taxable year beginning on or after January 1, 2014, and before January 1, 2021. Credits are for a qualified taxpayer that hires a qualified full-time employee for work performed in a designated census tract or economic development area, which includes Richmond. Employers must receive a tentative credit reservation for that qualified full-time employee.

The NEC also gives businesses hiring credits for up to five years if they hire long-term unemployed workers, veterans with 12 months separation from service, people receiving federal earned-income tax credit, ex-offenders, and recipients of CalWORKS or general assistance. For more information or to apply, visit ftb.ca.gov and search for NEC.

Richmond's Revolving Loan Fund (RLF)

RLF offers four loan options, ranging from \$5,000 to \$100,000, for working capital, machinery and equipment, fixed assets leasehold improvements, and façade improvements.

Details and applications: www.ci.richmond.ca.us/business.

BidsOnline

Richmond uses BidsOnline to post requests for quotes, invitations to bid and requests for proposals. Registered vendors are automatically notified of Bid Alerts, changes and addenda, and may search for the latest opportunities available, request and download documents and bid electronically (if applicable) on all open requests. And it's free! For current bid opportunities, visit www.ci.richmond.ca.us/bids or contact the city's purchasing division at 510-620-6699 or purchasing@ci.richmond.ca.us.

Kiva Richmond Entrepreneur Start Up Fund

The fund provides matching loans of up to \$1,500 to Richmond startup businesses. For more information, visit richmondkiva.org

Manufacturing Equipment Sales Tax Exemption

Businesses engaged in manufacturing or biotechnology research may exclude the first \$200 million in equipment purchases from the state share of sales tax (4.19 %).

Former Enterprise Zone Program Participants

Participants may continue using Enterprise Zone carryover credits for 10 years and continue to earn hiring credits for employees hired prior to January 1, 2014.

On-the-Job Training (OJT)

OJT provides reimbursements to employers to help compensate for the costs associated with skills training

and loss of production for newly hired employees. RichmondWORKS provides employers and employees ongoing guidance and support.

Target Employment Area (TEA) Benefits

TEA Benefits enable Richmond businesses to save thousands - even millions - of dollars through a variety of tax credits and cost reductions.

BUSINESS & ECONOMIC DEVELOPMENT

For more information on these programs and other business services, contact:

Janet L. Johnson

Economic Development
Administrator

450 Civic Center Plaza
3rd Flr.

510-307-8131

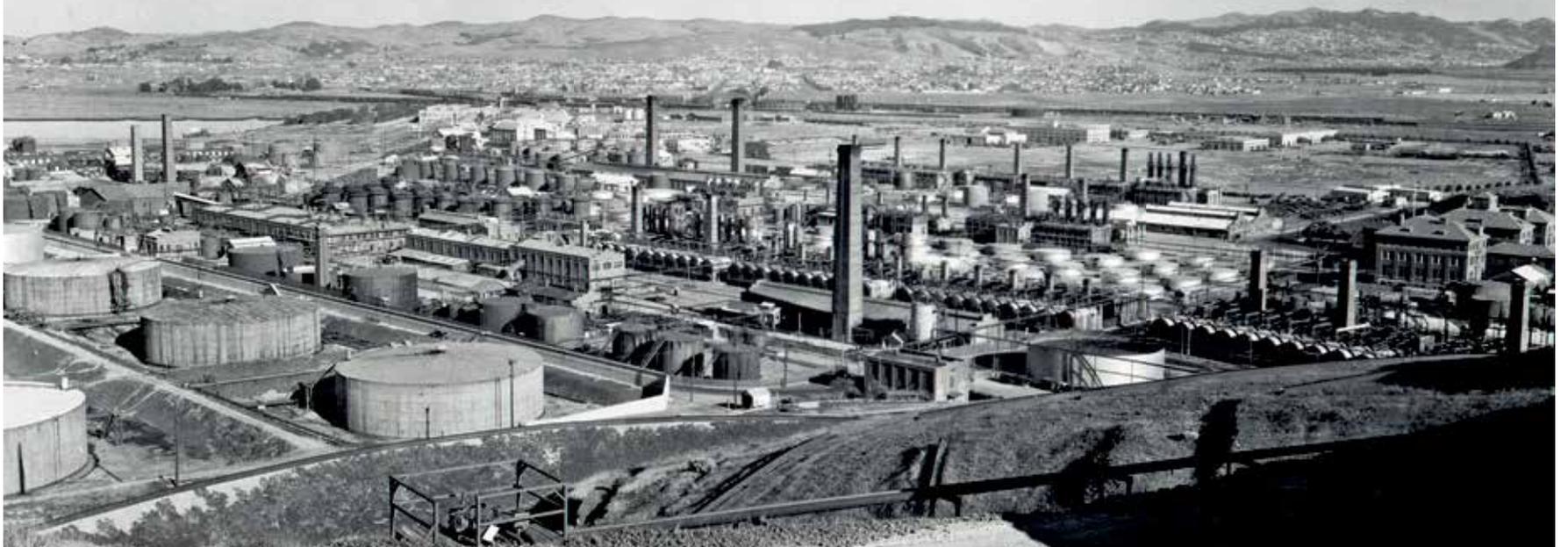
janet_johnson@ci.richmond.ca.us



human energy®

a century of partnership

For the past 116 years, Chevron has been part of Richmond's social and economic fabric. Over that time we've made lasting contributions to help meet the community's needs. We're proud to support education and job training programs that are preparing young people to meet the demands of a changing workplace. By working together we can create new opportunities for residents and help the community reach its greatest potential.



Richmond

by the Numbers



110,040

Population

\$75,462

Average household income

Housing and open space



\$577,00 Median home price

\$2600 Median rent

32 miles
of Shoreline

34 miles
of Bay Trail

6,527.5 acres
of Parkland



Top private employers

COMPANY	EMPLOYEES
1. Chevron	3,510
2. United Parcel Service	1,332
3. Kaiser*	1,311
4. Blue Apron	1,200
5. Costco	431

*Kaiser Foundation hospitals and Permanente Medical Group



Port of Richmond

#24 rank in the country in total trade
(of 149 U.S. ports)

15 terminals

200 acres

Commercial space



Logistics space

6 million s.f.
total space

\$0.70/s.f.
average rent

1.2%
vacancy rate

Manufacturing space

5 million s.f.
total space

\$0.66/s.f.
average rent

7.6%
vacancy rate

Office/flex space

2.7 million s.f.
total space

\$2.28/s.f.
average asking rate

14%
vacancy rate



Sources: City of Richmond, census.gov, MLS for Contra Costa County

6:50 am morning jog before work



WATERLINE

7:35 pm strolling home



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