

SAN FRANCISCO BUSINESS TIMES

ADVERTISING SUPPLEMENT

SEPTEMBER 30, 2022

MAKING IT IN RICHMOND

Where leaders, innovators, & community thrive



Main image: Craneway Pavilion glowing in the evening. (Photo Credit: Craneway) **Clockwise from top left:** Golden Gate Bistro staff with their famous chicken sandwich. (Photo Credit: KCRT); Ferry arriving at Richmond ferry terminal. (Photo Credit: KCRT); Art banner (Artist: Fred Franklin, COVID Relief Mini Grant, Public Art Advisory Committee. (Photo Credit: KCRT); Nevin Terrace mural (Artist: Jeff Carnie. Photo Credit: KCRT); Rosie the Riveter Visitor Education Center. (Photo Credit: KCRT)



POWERPLANT PARK on Richmond's Waterfront

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THE PROJECT IS THE FIRST OF ITS KIND IN THE STATE OF CALIFORNIA & will include 55, 4,000 sq. ft. Tier-2 indoor mixed-light greenhouses each with 1,144 plant-sites.



Project Highlights - Park Amenities

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- 55 Tier 2 indoor mixed-light greenhouses
- 1,144 plant-sites per Unit 2000 lbs. of ultra-premium flower per year
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- Tissue culture genetics
- Exclusive cultivars from California's top breeders
- Model Greenhouse--(testing new technologies)
- Waterfront restaurant-San Francisco Bay Trail access
- 8,000 sq. ft of open space, outdoor oasis, dog park, community garden
- Solar powered by Q-3, 2023, (off grid by Q-4, 2023)
- Statewide wholesale and retail distribution
- 100 driver Delivery Service, Retail Garages

Powerplant Park - 116 Washington Avenue Suite B-D - Point Richmond, CA 94801 - www.powerplantpark.com

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WAREHAM
DEVELOPMENT

WELCOME TO RICHMOND

The City of Richmond, California is a vibrant and innovative city with a rich and storied history, diverse ready workforce, and commitment to equitable economic growth. Located within the San Francisco Bay Area, it is home to a multi-modal transit hub that includes BART, Amtrak, AC Transit, a port, marinas, shopping, recreational and cultural amenities, and 32 miles of shoreline. Richmond is recognized as one of the most diverse cities in the country and its communities include active resident groups, councils, clubs, non-profit organizations, and vibrant, thriving businesses. With innovative industries like biotechnology and life sciences, green technology, health services, food preparation and packaging, and product distribution, Richmond represents Pride and Purpose. These assets all contribute to the city's makeup and character making Richmond among California's most desirable communities.

My commitment to the City of Richmond is grounded in creating equitable access to economic opportunity. Utilizing the framework of Health in All Policies, building and resourcing local small and medium businesses, and forging and preserving innovative public-private partnerships (e.g., The New Green-Blue Deal) provides for a just, equitable, and sustainable future. Relationships matter, and it's important to continue our collaborative work to help them grow and thrive in Richmond.

Richmond is resilient. The COVID-19 pandemic has presented some of our most challenging years as we've had to navigate and find new ways to continue to serve our communities and families. Investment now is as important as ever! The community's dedication to paving a path forward amidst these challenges is demonstrated with its multi-million-dollar investment in its youth, employment, housing, infrastructure, parks and open space, and beautification. In addition, the community service providers, businesses, and non-profit agencies continue to support recovery and economic development.

Richmond has something for everyone. Each day, businesses are finding their competitive advantage here by calling Richmond their home, as they discover the city's unparalleled location, trained workforce, and rich amenities. Richmond is among the most unique and attractive communities in California.

Come and "Make It in Richmond!" See what the city has to offer you.



Shasa Curl
Richmond City Manager



Tom Butt
Mayor



Eduardo Martinez
Vice Mayor at large



Melvin Willis
Councilmember
(District 1)



Nathaniel Bates
Councilmember
at large



Demnlus Johnson, III
Councilmember at large



Gayle McLaughlin
Councilmember
(District 5)



Claudia Jimenez
Councilmember
(District 6)

Richmond by the Numbers

114,489 Total Population

Housing and Open Space

\$505,800 Median home price

\$1574 Median monthly rent

\$90,698 Mean Household Income

32 miles of Shoreline

36 miles of Bay Trail

5,888 acres of Parkland

Top Employers

Company	Employees
1. Chevron Refinery	3264
2. West Contra Costa USD	1658
3. Kaiser	1596
4. United Parcel Service	1332
5. Social Security Admin	1259
6. Amazon	1055

Port of Richmond

#1st in San Francisco Bay ports in vehicle tonnage

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

Commercial Space

Manufacturing

5 million s.f. total space

\$1.20/s.f. average asking rate

5.5% vacancy rate

Office/flex

2 million s.f. total space

\$2.17/s.f. average asking rate

6.8% vacancy rate

Logistics

7 million s.f. total space

\$1.25/s.f. average asking rate

7.7% vacancy rate

NIAD ART CENTER

NIAD Art Center is a progressive art studio in Richmond, CA whose mission is to promote creative expression, independence, dignity, and inclusion for adult artists with intellectual and developmental disabilities.

Five days a week, all year round, NIAD's 70+ artists engage in Community, Studio, and Exhibitions programs designed by and with our artists and NIAD's collaborating partners in the art world and beyond.



OUR VISION

An inclusive creative community where art makes the individual and their story visible. NIAD's three interwoven components—Studio Art, Exhibitions, and Community Programs—provide the support that professional artists need to thrive in the contemporary art world and civic life.



EXHIBITIONS

The Exhibitions program markets, exhibits, and sells artworks created in the NIAD studio. NIAD produces vibrant online, on-site, and off-site gallery exhibitions, organized in collaboration with curators from the Bay Area, national, and international art communities. NIAD artists are represented by galleries from Portland to NYC; they participate in international art fairs; and their work is licensed by architects and lifestyle brands. NIAD artists have been included in exhibitions at Christie's Auction House, SFMOMA, Oakland Museum of California, Richmond Art Center, Berkeley Art Center, the Whitney Biennial, and so many others.



COMMUNITY

Community Programs' focus is providing artists with civic and art world experiences, and maintaining connections with NIAD artists' case managers and care providers. NIAD artists shine in leadership roles as they curate exhibitions, teach workshops, and present at Pixar, Facebook, and beyond. Outings to museums, galleries, public art sites, and cultural/historical centers connect NIAD artists with the larger arts network. It is in this spirit of community and collaboration that NIAD welcomes more artists, partners, curators and volunteers. Our team constantly seeks new ways to support our artists on our collective journey towards a more inclusive art world.



STUDIO ART

In the Studio Art programs, NIAD artists make art, learn technical skills, enjoy community, and expand their career practices. NIAD has built a supportive, inspiring and successful studio program by and with artists with disabilities. In our 23rd Street studios and Virtual Studio, our artists' practices flourish in ceramics, textiles, performance, printmaking, painting digital art, animation, and sculpture—all facilitated by our professional teaching artists. NIAD studio artists are making art five days a week in Richmond!

YOU

Whether you are an artist, volunteer, donor, exhibition sponsor, or community partner, your contributions help make NIAD an inclusive hub of creativity on 23rd Street in Richmond, and in the contemporary art world at large. NIAD's community of more than 100 practicing artists and staff members can't do what we do without you! Visit us on 23rd Street, or online at niadart.org.

JOIN US! #NIADArtCenter  @niadartcenter

- COMMISSION ARTWORK
- SPONSOR AN EXHIBITION
- PARTNER WITH US
- SIGN UP FOR EMAIL UPDATES
- VOLUNTEER
- DONATE TODAY





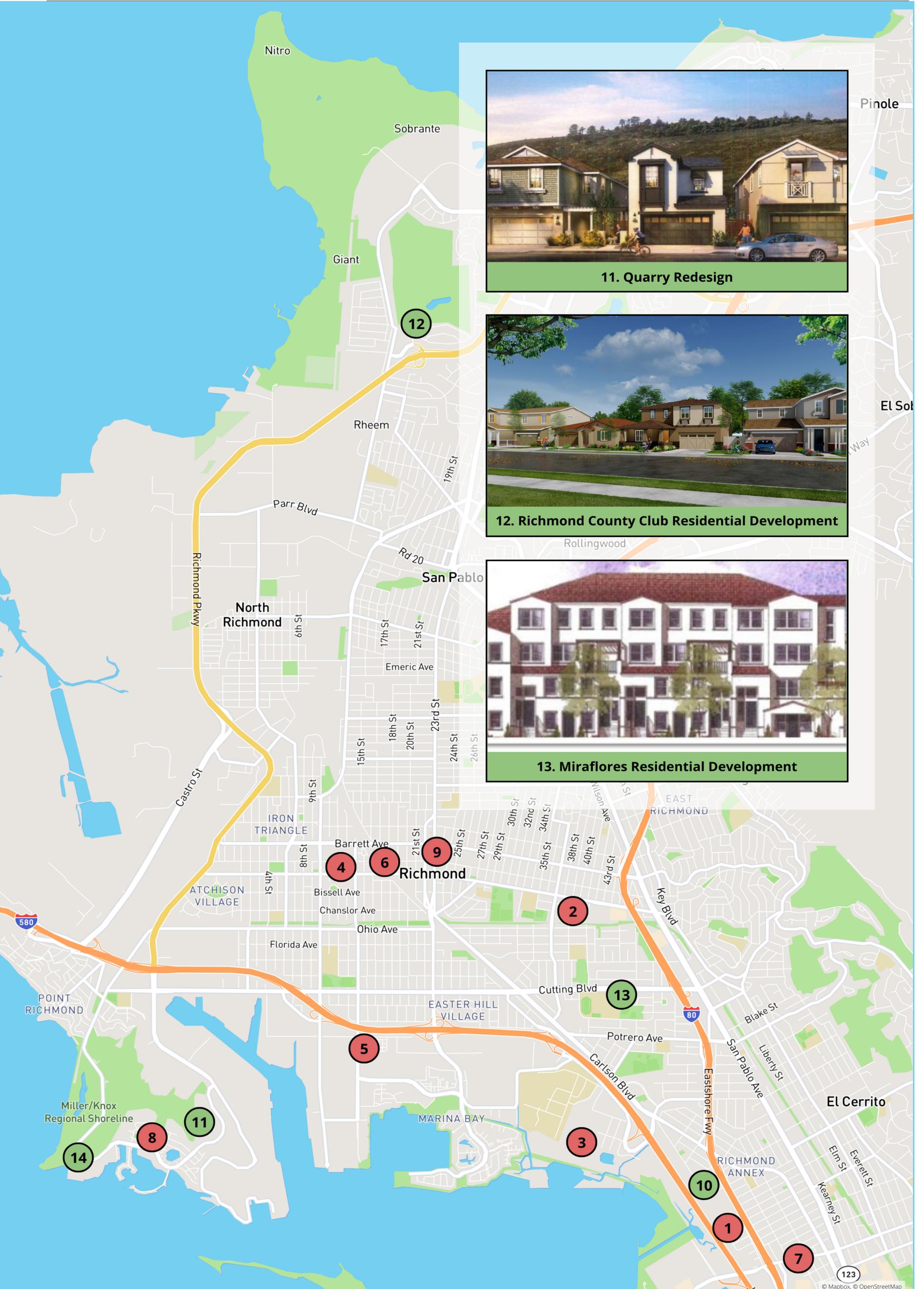
1. Cherry Blossom Row Residential Project



6. Metrowalk Phase II

Richmond Development

DEVELOPMENT PIPELINE		
Project	Address	Units
MIXED USE		
1. Cherry Blossom Row Residential Project	2301 Columbia Blvd, Richmond, CA 94804	100
2. Supportive and Family Apartments	100 38th Street, Richmond, CA 94805	135
3. Campus Bay Mixed Use Project	1390 S. 49th Street, Richmond, CA 94804	1000
4. 12th & Macdonald	1101-1221 Macdonald Avenue, Richmond, CA 94801	347
5. NOMA Mixed-Use Project	830 Marina Way South, Richmond, CA 94804	193
6. Metrowalk Phase II	Portola Ave, Richmond, CA 94801	150
7. Central SB35	5620 Central Ave, Richmond, CA 94804	388
8. PG&E Site Subdivision	Brickyard Cove Road, Richmond, CA 94801	94
9. New SRO - Multifamily Building	Barrett Ave, Richmond, CA 94804	17
RESIDENTIAL		
10. TBV: Villas at Renaissance Apartments	Colusa Avenue, Richmond, CA 94804	105
11. Quarry Redesign	1135 Canal Blvd, Richmond, CA, 94804	76
12. Richmond Country Club Residential Development	Markovich Lane, Richmond, CA 94806	94
13. Miraflores Residential Development	S. 45th Street, Richmond, CA 94804	190
14. Terminal 1 Redesign	1500 Dornan Drive, Richmond, CA 94801	202



MAKING A BRIGHT FUTURE IN RICHMOND WITH HOUSING

With a rich history, Richmond continues to lead the way in development. Across the retail, commercial, housing, and mixed-use sectors, there are currently 15 developments in the planning, design, or building phase.

The City’s Community Development Department’s mission is to provide advice and technical expertise to key stakeholders - public officials, public agencies, real estate professionals, business operators, and residents – to help understand community issues and priorities

related to land use. They are committed to creating successful, collaborative public and private partnerships to foster economic vitality, environmental integrity, and quality design for the City of Richmond.

“We are proud to foster the community toward a sustainable, equitable, smart growth, transit-oriented community envisioned in the City’s General Plan. Our department provides assistance while continuing to preserve our open space; builds high quality strategically urban residential

and commercial development; and maintains and increases the range of housing alternatives.” -Lina Velasco, Director of Community Development.

Together with constituencies from developers and community representatives to industrial operators, we are committed to creating urban design solutions that promote economic development and meet community economic goals; developing strategies that improve the quality of life for Richmond residents; and crafting land use strategies that attract green business.



Exterior design of planned revitalization for the Hacienda Heights.



The transformation of Hacienda Heights at its current stage with exterior improvements. (Photo Credit: KCRT)

Hacienda Heights Senior Apartments

On May 27, 2022, City of Richmond officials joined Mercy Housing California (MHC), a nationally recognized affordable housing organization, and Community Housing Development Corporation of North Richmond (CHDC), a local leader in housing development and management, to celebrate the groundbreaking and revitalization of Hacienda – a 150-unit affordable housing complex for seniors next to Downtown Richmond, Kaiser Permanente Medical Center, and Richmond Transit Hub. Shuttered since 2015, the revitalization of Hacienda Heights represents a long-awaited bright future for the large six-story affordable housing complex.

“The transfer of Hacienda to Mercy Housing and CHDC is a win for everyone,” said Mayor Tom Butt. “Hundreds of low-income residents will move into renovated units just a few blocks from the Richmond Transit Center, the Housing Authority will move out of property management, and the City will no longer be pulled in to subsidize the site. These are benefits that I’d like to see replicated at Housing Authority-owned sites around the city,” Mayor Butt continued.

Hacienda has been recognized by the Department of Energy for its energy efficient systems. After the project broke ground, GRID Alternatives Bay Area was able to secure funding through the Solar on Multifamily Affordable Housing (SOMAH) incentive program. The nation’s largest investment in solar energy on multifamily affordable housing will help finance the rooftop solar and provide the majority of the funds needed to install the solar system. Residents will benefit from clean energy, lowered bills, and a healthy environment.

“With the cost of power continuing an upward surge, the ability to control those costs through clean, efficient, and low-cost solar power is a great benefit to senior residents that are on fixed incomes.” - Jesus Morales, Housing Manager for the City of Richmond

While the overall layout of the existing building will remain the same, significant design upgrades will be made to make the building more pedestrian-friendly, secure, and community-oriented. Mercy Housing and CHDC expect the development to reopen for residents towards the end of 2022.



Exterior design of Quarry single family development.

Quarry Single Family Development

Located at 1135 Canal Boulevard in Point Richmond next to Miller-Knox Regional Shoreline Park, New West Company’s proposed Quarry Project includes the development of a residential neighborhood that would consist of 76 detached single-family homes, with eight moderate income affordable units and 68 market rate units. The project would develop approximately 5.5 acres of the site and preserve the remaining 12.9 acres as open space. Landscaping, pathways, and small open space areas would be installed throughout the site. Other planned neighborhood amenities include a community garden, traffic safety improvements, improvement of the Bay Trail, and new staging area serving the East Bay Regional Park District Crest Trail.



"The Richmond Promise is a celebration of all that the diverse youth of Richmond have to offer. It's an investment in the present and future of our community." - Richmond Promise scholar



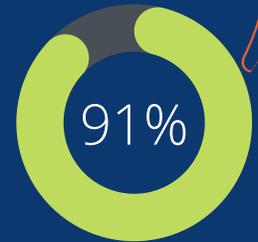
BUILDING A COLLEGE-GRADUATING CULTURE IN RICHMOND. EMPOWERING LOCAL YOUTH FOR LIFE AND CAREER SUCCESS.



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INVEST IN RICHMOND'S FUTURE LEADERS. SCAN THE QR CODE TO SUPPORT OUR SCHOLARS.





Above: Small business Golden Gate Bistro opened during COVID-19 and has developed a successful following, staff poses with a amazing lunch option.

Right: Famous chicken sandwich with fries from Golden Gate Bistro.



(Photo credit: KCRT)

Right: Downtown's Rich City Studios CEO Chuck T.

Below: YaNique Salon & Accessories in the heart of downtown.



RICHMOND COVID-19 BUSINESS RECOVERY

A vital and resilient city that is putting the pandemic in its rearview mirror, Richmond has a ready workforce, acres of space to locate and expand, and easy access to the Bay Area through its multiple transportation hubs. Post COVID-19, Richmond's economy is growing again with the support of the Economic Development Division and the community. There have been renewed efforts to connect businesses with resources, relocate existing operations into the city, advise on workforce development, and facilitate local business-to-business transactions.

Thanks to the development of Richmond's Short-Term Local Business Recovery Action Plan (STLBRAP), the City has a guide to address the acute needs of businesses suffering from the impacts of COVID-19 and create longer-term

economic development strategies.

Creating a pathway to retain the strength of our business community has been a priority – Lizeht Zepeda, City of Richmond, Senior Business Assistance Officer

In partnership with Richmond Main Street Initiative, two local businesses received COVID-19 relief grants: Rich City Studios and YaNique Salon & Accessories.

Rich City Studios, located in the historic Market Square Mall in Downtown Richmond is one of just 31 businesses nationwide to receive a HartBeat of Main Street Grant award. CEO, founder, and producer Charles "ChuckT" Turner Jr. is a longtime Bay Area resident committed to providing affordable industry standard audio recording and production services in a welcoming and inclusive

atmosphere. Learn more about Chuck's work at richcitystudios.com.

Located on Harbour Way, YaNique Salon & Accessories, owned by Verdell Simon Tatum, was one of the recipients of the American Express Inclusive Backing Grant Program designed to help underrepresented small business owners who were disproportionately impacted by the pandemic. The grant can be used towards critical needs such as physical and digital improvements, new equipment, technology, and training to support financial recovery and growth.

Helping local businesses survive and thrive is in the City's DNA and that was never more evident than in the early stage of the pandemic. City staff worked tirelessly to identify funding sources like the CA Small Business COVID-19 Relief Grant

Program to keep businesses afloat. The state approved over \$50 million for outreach to historically underserved communities and undercapitalized business owners, including women and minority-owned businesses, providing grants from \$5,000 to \$25,000 to eligible impacted small businesses and nonprofit organizations. Guided by a principle of equity, the program provided a crucial financial recovery resource to traditionally underserved small businesses and nonprofits. For Richmond, that meant 271 businesses received over \$2.7 million in grants, with an average award size of just over \$10,000.

The City's Economic Development Working Group (EDWG) was established to share and elevate the local assistance and regional economic development efforts of organizations like CoBiz, Community First Lending, Renaissance, and others in launching recovery actions for local businesses and efficiently delivering recovery programs and services. Some of the resources available through EDWG include coaching, strategic planning, and access to capital.



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RICHMOND SUPPORTS BUSINESS

The City of Richmond is committed to helping local businesses with post-COVID-19 recovery by retaining, expanding, and supporting a stronger business environment. In order to successfully maintain a business environment, the City has been connecting businesses with resources and opportunities, and creating strategies for business engagement. In alignment with the Economic Development Commission's core values, the newly formed Economic Development Working Group, comprised of community service providers and stakeholders, is equitably developing and refining innovative economic development strategies, policies, and activities for the Richmond business community.

The City and its community service providers offer a range of services to invest in new and existing businesses, while recognizing the need to do more to promote equitable economic growth. With a focus on inclusivity, the Richmond Business Development Strategy identifies focused strategies and actions to attract private investment, support local employment, and elevate the accessibility of services to businesses and commercial property owners to enhance the business environment.

In May 2022, the City invested



in Bludot, a customer relations management (CRM) platform built to create a direct communication among City staff and the Richmond business community. Customized

specifically for Richmond, the platform provides a three-pronged plan for support to streamline internal communication channels and enhance analytics and data

sets; improve visibility and awareness for local businesses through an online directory; and build a rewards program to incubate a shop local campaign, keeping dollars local and promoting business-to-business transactions. City staff launched the first phase of the platform in May and will begin phase II – the “Open Bludot” business directory – later in the year.

“It’s exciting to see new economic strategies being implemented. Our staff had to act fast during COVID-19 to maintain Richmond’s healthy, diverse business economy. EDWG, EDC, and the City Council have been tremendously supportive as we work to connect local businesses with opportunities that exist at the regional, state and Federal levels.”

-Lizeht Zepeda, City of Richmond, Senior Business Assistance Officer

Buy Local



Established in 2022, Richmond’s Economic Development Working Group (EDWG) provides information sharing of regional economic business practices and branding and marketing support, along with technical assistance for practices, branding, and marketing local businesses looking to start or grow their products and services in any step of their journey. Members include local businesses and non-profit organizations, including CoBiz, Community First Lending, the Contra Costa County’s Department of Conservation and Development, Cooperation Richmond, RichmondWORKS, American Jobs Center of California, Renaissance, RCF Connects (formerly the Richmond Community Foundation), and Richmond Main Street Initiative. With its proposed ‘Buy Local’ Campaign, the EDWG will highlight and advertise Richmond businesses and encourage residents to support local businesses as well as local business-to-business purchasing.



Community First Lending



MAKING A HOME FOR RICHMOND YOUTH

In 2018, Richmond voters recognized the importance of investing in the future and approved the Richmond Kids First Initiative to create the Richmond Department of Children and Youth (RDCY), which helps allocate and distribute funds to local nonprofit organizations serving the needs of the young people of Richmond.

The Richmond Fund for Children and Youth (RFCY), which requires that a portion of the City's General Fund be set aside to fund youth programs and services, was established to provide grant funding to strong community agencies serving youth under the age of 24 in Richmond. These children and young adults comprise approximately 35% of the City of Richmond's overall population, and they deserve consistent and equitable access to healthy, safe, supportive, and inspiring environments at home and in the community to foster their learning, growth, empowerment, and fulfillment.

"What I love most about this work is the front row seat I have to engage with the passionate service providers that support Richmond children, youth, and their families and the opportunities to track that work and its impact into the immediate future in a town I consider my home." - Patrick Seals, Senior Management Analyst for the City of Richmond Department of Children & Youth

Goals of the RFCY include ensuring that Richmond's children, youth, and young adults are receiving direct services in the priority areas of mental health and wellness, education, and employment training support. Funds also support out of school and after school sports and enrichment, youth violence prevention, and access to basic needs, information, and guidance.

The initial one-year RDCY grants from a fund of approximately \$1.5 million were first distributed in July 2021 to support community programs that improve the institutions and environments that children and young people have to navigate daily.

RDCY and the RFCY also strive to strengthen collaboration among public agencies and community-based organizations to provide services for children, youth, young adults, as well as their parents and guardians.

Non-profit organizations and public agencies interested in applying for an RDCY grant can find more information at www.richmondyouth.org.

RMSI Youth Development Initiative

Richmond Main Street Initiative's Youth Development programs such as Youth Media Crew and the Youth Committee create opportunities for Richmond teens and young adults to gain workplace readiness skills. Through work-based learning partnerships with a variety of groups dedicated to expanding learning opportunities for local youth, they also become participants in the revitalization of their Downtown through valuable hands-on experiences.



Outdoor youth activities. (Photo credit: Eric Aaholm)

THE RICHMOND CONNECTION



For businesses looking to become a part of the vibrant and growing Richmond community, access from around the Bay Area is easier than ever. For commuters who prefer to make their trip by bike or boat, improvements are being made all along the Bay Trail to give commuters more options in getting to and from work in Richmond.

“The excellent multi-modal transportation system in Richmond offers many opportunities for low stress commuting and healthy active transportation. Whether arriving in Richmond by ferry, BART, or bus, the 36 miles of

San Francisco Bay Trail and the Richmond Greenway make it attractive and safe to bicycle or walk to work, while enjoying a network of 12 national, state, regional, and local shoreline parks for exercise and relaxation.”-Bruce Beyaert, Chair, Trails for Richmond Action Committee (TRAC)

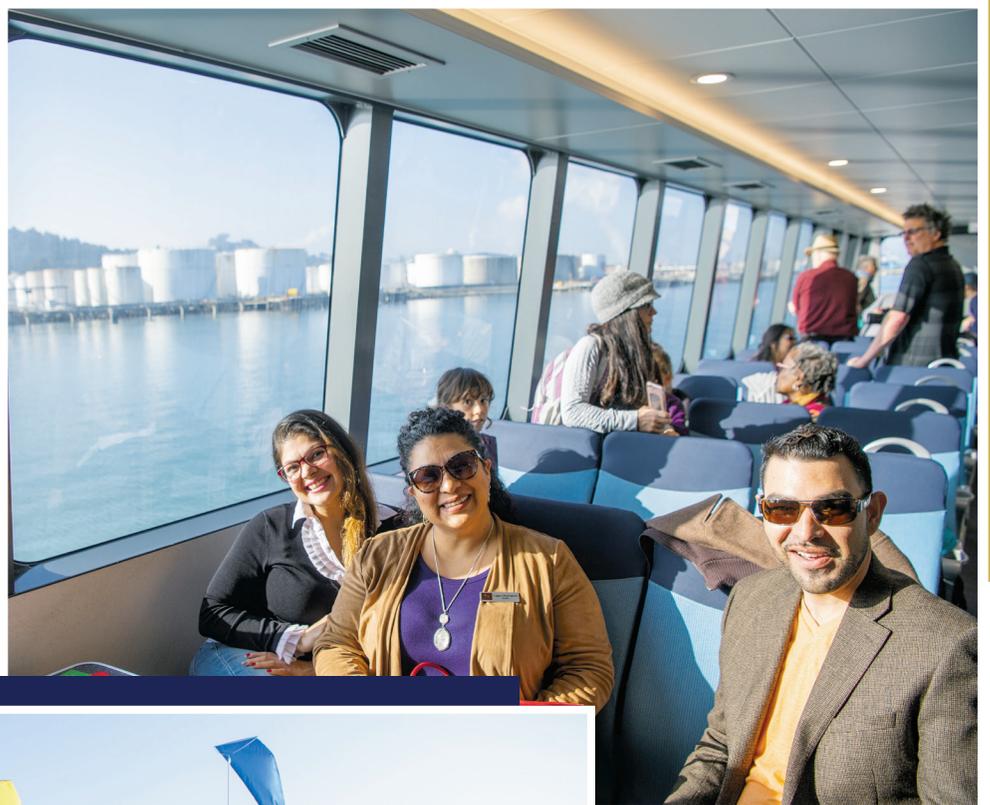
TRAC is committed to completing the San Francisco Bay Trail in Richmond, assuring that it is linked to public parks and other population centers. One goal is to connect Marin and Contra Costa Counties by supporting pedestrian and bicycle access to the Richmond/San Rafael Bridge.

The ongoing Cutting Boulevard & Harbour Way South Bikeways Project, funded primarily through the California DOT’s Active Transportation Program and the Metropolitan Transportation Commission, involves installing 2.2 miles of protected bike lanes that provide cycling connections between the Richmond Ferry, the Richmond-San Rafael Bridge Trail, and the Richmond Greenway.

Bikes can also be brought right on to the San Francisco Bay Ferry. With more bay shoreline than any other cities in the Bay

Area, Richmond has had a long association with ferries. Before the Bay Bridge was built, the ferry from Richmond to San Francisco was the most direct way to commute between the cities. San Francisco Bay Ferry re-launched a Richmond Ferry service in 2019, with the ferry terminal at 1453 Harbour Way South.

For people who don’t use the ferry often, it’s still a great option to get to and from San Francisco, with Richmond’s ferry weekend service available year-round for the first time.



*Clockwise from top left:
Ferry leaving Richmond
ferry terminal.*

*Passengers joyfully
load onto the ferry.*

*Interior seating area of
the ferry.*

*Passengers waiting in
line at the terminal.*

*(Photo Credit: WETA/
Alain McLaughlin)*

MAKING IT IN RICHMOND

Moxion Power

Address:
1414 Harbour Way S Suite 1800
Richmond, CA 94804
Website:
<https://www.moxionpower.com>

In 2020, Moxion Power fell in love with Richmond and the historic Ford Building on Harbour Way South, so they made it their corporate headquarters and the location for their first factory. They also chose the location for its proximity to the East Bay, Marin, and Downtown San Francisco via the Richmond ferry.

Moxion's focus is developing and manufacturing products that reduce CO² emissions for construction, events and entertainment, and government agencies by replacing traditional gas or diesel generators as a source of power. They have played a key role in supporting Richmond's recent social and economic growth through job creation and revenue generation.

When Moxion's management team decided to expand their operations in 2021, their experience at Ford Point made them appreciate Richmond so they decided to help revitalize an old, unused piece of property across the street at Terminal 3. They are



currently in the approval stages with Richmond's Design Review Board (DRB) on a plan to build a 200,000 square foot industrial building and help return the area to its origins as a working waterfront.

"We're proud to expand our footprint in Richmond as we scale manufacturing operations and grow our business," said Josh

Ensign, Chief Operating Officer at Moxion. "We see tremendous opportunity for Richmond to be a leader in California's green economy. Richmond has a long history leading the way in US manufacturing and energy production, and we're thrilled to be able to write the next chapter of this story, starting with the production of our all-electric mobile battery technology."



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 865 Marina Bay Pkwy Unit 33
 Richmond, CA 94804

Website:
<https://liquifiedjuicery.com>



Clockwise from top left: Bottles of fresh pressed juice are ready to distribute.; Animals enjoy pulp and cuttings.; Ashley Comora, owner behind product display. (Photo Credit: Liquified Juicery)

Liquified Juicery

Woman-owned and operated Liquified Juicery in Richmond's Marina Bay neighborhood opened their doors during the Pandemic in 2020 and have never looked back. Ashley Comora believes in naturally healing from the inside out, while reducing waste and giving back to the community and planet.

Committed to buying from only organic wholesalers and local Bay Area farmers, the company's mission is to serve the community by producing the highest quality juices, smoothies, and detoxifying cleanses while providing outstanding customer service and knowledge about the benefits of their products. Clean, organic, raw, farm-fresh, gluten-free, dairy-free, pesticide-free, and GMO-free is the fabric of the company's culture. Liquified Juicery is the only certified cold

pressed juice company to contain wild crafted sea moss in all products. Sea moss contains 92 of the essential minerals our bodies are comprised of and needed to thrive.

Liquified Juicery is also proudly 100 percent zero waste. Since Day 1, they have used only glass containers with metal tops to help reduce the consumption of plastic materials. By offering bottle pick up and drop off for every order, they help reduce waste while also reducing fossil fuels and the greenhouse gases used to produce plastic.

In just a short time, Liquified Juicery has become a vital member of the Richmond community. Their juice, nut mylk pulp, and cuttings are provided to local farm, Urban Tilth as compost and fertilizer. All of the produce grown from the composted

pulp is then given to families in need, free of charge. They also donate pulp and cuttings to the One Living Sanctuary in Martinez, CA, where the rescued animals get to enjoy the pulp and cuttings every week, reducing waste while providing quality ingredients to the animals.

With plans to expand and grow the business, Liquified Juicery moved into a 4,500 square foot production facility in Richmond in June 2022. They operate two high quality commercial cold pressed juicers, with the newest added to help fill both retail and wholesale orders. While Ashley is currently handling all aspects of production herself, she will be hiring a team to keep up with the high volume of orders. Liquified Juicery offers pick up, delivery options, and is available in local stores around the Bay Area.

"I realized there is great opportunity in Richmond because there are not many healthy options available and the people in the community deserve to have convenient access to fresh organic cold pressed juices. The support from people looking to support a women-owned business while also learning about healthier options for their families has been amazing. Helping others heal with natural products makes it all worth it."

-Ashley Comora, Owner

REVITALIZING DOWNTOWN RICHMOND

The mission of the Richmond Main Street Initiative (RMSI) is to collaborate with like-minded organizations to support small business owners and revitalize historic Downtown Richmond. “We’ve got a lot of exciting new programming in place to help support our local businesses,” said Andrea Portillo-Knowles, Executive Director, Richmond Main Street Initiative. “We’re open to working with everyone to make the Richmond community an even better place to live and work.” Together, they are making the neighborhood a safe, vibrant, thriving destination for arts, entertainment and businesses by offering great resources and opportunities to help small businesses succeed in Downtown.

Bringing Downtown Small Businesses Online

Many small businesses in Richmond were disproportionately impacted by the pandemic. Richmond Main Street is proud to be working with Verizon to reach businesses disproportionately affected by the pandemic most in need of support. In partnership with Verizon Small Business Digital Ready, RMSI is giving local businesses the tools they need to thrive in today’s digital economy. Developed by other small businesses, the Digital Ready program provides a personalized experience – providing resources, networking, and coaching tailored to a small business’s specific needs.

RMSI and DRPBID - A Catalyst for Positive Change

The Downtown Richmond Property and Business Improvement District (DRPBID) is a public-private partnership managed by Richmond Main Street Initiative. DRPBID pays for services and activities designed to make Downtown economically viable, safe, and attractive.

On July 19, 2022, the latest DRPBID renewal was passed with a 97% approval rating, securing funding to support the Downtown community for the next seven years. The good work will continue thanks to a diverse group of stakeholders that includes residents, business owners, City government officials, and community organizations. With this group of committed, hard-working staff, board members, and volunteers, they are having great success with several signature activities:

- Promoting the arts through the Downtown with Music on the Main, Art In Windows, Spirit & Soul Festival, and Downtown Holiday Festival
- Supporting entrepreneurs and small businesses through Richmond Business Bites and partnerships with technical assistance providers
- Investing in youth by offering an annual Summer Youth Entrepreneur Program and hosting interns
- Creating and increasing access to health and wellness activities through the Healthy Village Festival, weekly Fitness Classes, and a partnership with Mobile Farmers’ Market
- Keeping downtown clean and safe, and providing jobs to residents, with our ambassador program, managed by Safety1st

Business Advising at Its Best

RMSI has developed a partnership with Pacific Community Ventures (PCV) to help businesses in Richmond increase profits, operate more effectively, and grow as productive local employers.

Through Pacific Community Ventures, Richmond businesses have unparalleled access to pro bono consultants from major banks, consulting firms, and Fortune 500 companies.

Offering coaching in both English and Spanish, their PCV consultants are C-level experts in marketing and sales, finance and accounting, executive coaching, business planning, human resources and more. Small businesses working with Pacific Community Ventures have increased their annual revenue by 20% and added jobs at ten times the national rate.

For more information on these and other programs Richmond Main Street Initiative offers to support local downtown businesses, contact them at admin@richmondmainstreet.org or 510-236-4049.

Richmond Distribution Center III
500 PITTSBURG AVENUE, RICHMOND CA



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 Available Space (SF)
481,485

 # of Docks
84

 Clear Height
36'

 AMPS
4,000



 Office Space (SF)
5,886

 Port of Oakland
18mi

 Car Parking
520

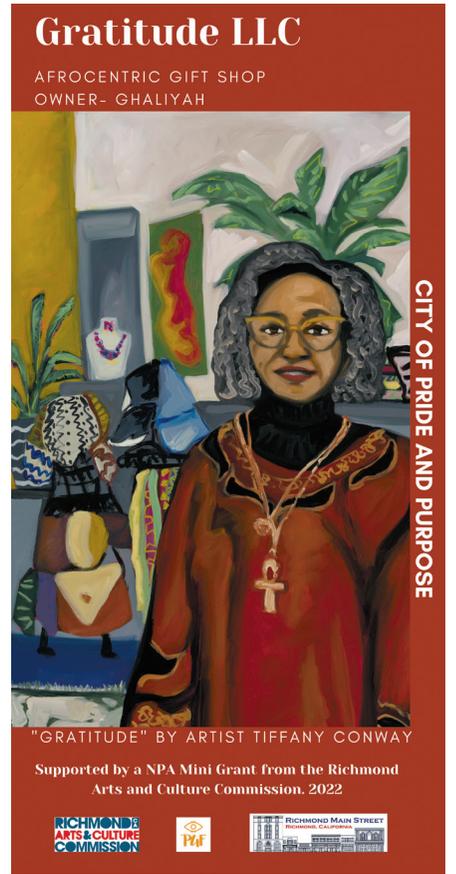
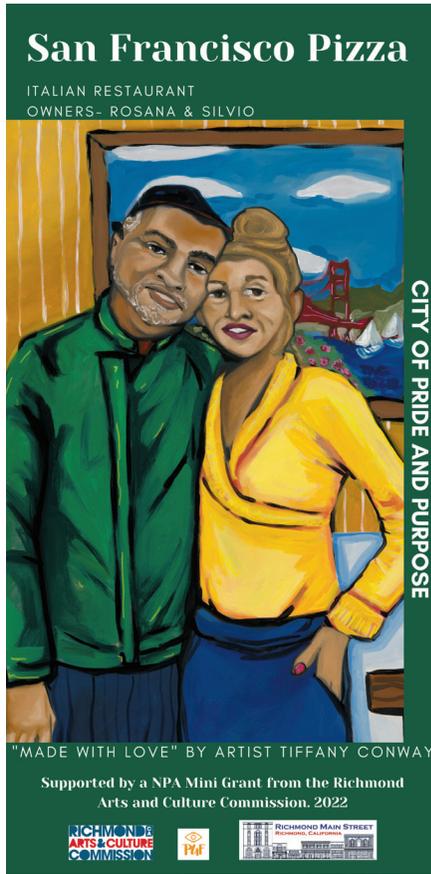


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Celebrating Art in Downtown Richmond

Thanks to the sponsorship of the Richmond Arts and Culture Commission and the Public Art Advisory Committee COVID-19 Relief Mini Grant, along with the efforts of local businesses LeftSide Printing and CoBiz, Richmond Main Street unveiled a series of Downtown Street Banners designed by local artists that honor the City's past while looking ahead to a bright future.



Andrea Portillo-Knowles, Executive Director Richmond Mainstreet;

Downtown banners. (Photo Credit: Richmond Mainstreet)



Seon Joo, owner of Open Air Coffee at CoBiz coworking space. (Photo Credit: CoBiz)

PAST MEETS FUTURE:



Richmond has a long and storied manufacturing legacy that is alive and well today on Harbour Way South. The opening of the 500,000 square foot Ford Motor Plant by Henry Ford in 1931 during the Great Depression created enthusiasm and jobs for the residents and businesses of Richmond as 400 cars and trucks came off the assembly line each day. During WWII, the Ford plant produced jeeps and tanks to be transported out to war zones.

When the plant closed in February 1955, there were still a variety of uses for the huge building, from dinosaur skeleton storage to movie sets. Eventually, the City of Richmond purchased the building. Listed on the National Register of Historic

Places in 1988, the Rosie the Riveter WWII Home Front National Historical Park was established in 2000, which created renewed interest in the Ford Building. In 2004, Orton Development (ODI) purchased the Ford Building from the Richmond Community Redevelopment Agency for \$5.4 million and began rehab of the building.

After their massive \$50 million renovation, which included rooftop solar and electric charging stations, ODI began leasing industrial and office space in the summer of 2006, and completed the Craneway Pavilion and Boilerhouse, a venue and restaurant in 2009. The Ford Point development won the American Institute of Architects National Honor

Award in 2011. In 2022, the building was sold to a partnership involving New York-based Madison Capital and Meadow Partners, who plan to keep the existing tenants. Orton Developers continues to operate the Craneway Pavilion.

“As the home to a popular event space along with multiple long-term leases to private businesses and the crown jewel, the National Park Service Visitor Center, the Ford Building is a destination for thousands of people looking to attend a special event, visit the Rosie the Riveter Visitor Education Center, or catch the ferry to San Francisco. The importance of this location for Richmond has increased steadily over the past 20 years, as evidenced by

Orton Development recent sale of the Ford Building for \$104 million.”

- John W. Ziesenhenn, M.A. Hays Co.; Richmond City Councilman 1981-1993

Along with the Rosie the Riveter Visitor Education Center and the Craneway Pavilion, the Ford Building is currently home to such businesses as Moxion Power, SunPower, Mountain Hardware and California Closets. With this combination of retail, manufacturing, and green businesses, as well as a spectacular event venue set against the backdrop of stunning waterfront views, the Ford Building is not only a Bay Area landmark but also a desirable location for today's most dynamic and innovative companies.

THE FORD BUILDING



Clockwise from top left:

The Ford Point building & Craneway Pavilion. (Photo Credit: KCRT)

Rosie the Riveter Visitor Education Center. (Photo Credit: KCRT)

Ford Motor Plant by Henry Ford historical photo.

Visitor Center signage. (Photo Credit: KCRT)

PRIVATE DEVELOPMENT AND PUBLIC ART

Embracing a tradition that started in the 1940s, Richmond now proudly showcases more than 300 works of public art across city buildings, parks, streetscapes, and memorials. Incorporating public art enhances Richmond's businesses and public spaces by using artist-designed work in a variety of styles and forms. While most projects initiated by the City's Public Art Program are linked to one and one half percent (1.5%) capital improvement projects, the one Percent-for-Art (1%) for private developer's policy gives private developers an opportunity to connect their new projects with the public spaces around them. The one percent fee for new private development projects over \$500,000 encourages developers to integrate local artist-designed, publicly accessible works of art at their sites and helps enhance and improve Richmond's cultural, aesthetic, and economic value.

The Ridgeline Property Group's Pinole Pointe project embodies the power of community and collaboration. In February 2021, the private developer reached out to the City with an interest in celebrating local talent with an art commission for a new development. Richmond's Arts and Culture Commission and Public Art Advisory Committee, along with the Ridgeline Property Group, held an extensive selection process to commission a sculptor to cast a full-scale life-sized osprey bird on a branch. The osprey is the official bird of Richmond and the panel selected Richmond-based artist, Ron Holthuysen of Scientific Arts Studio (SAS) for the project.

"When we started the Pinole Pointe project, we knew we wanted to work with a local artist to create a unique art installation reflective of the San Pablo Bay heritage of our project site. City of Richmond Arts and Culture Manager, Winifred Day, helped us cast a vision for the artwork, an Osprey Bird sculpture, and work through the Percent-for-Art process with the Richmond Arts and Culture Commission and Richmond Public Art Advisory Committee to select and contract a best-in-class local artist to realize that vision. We are grateful for the experience and teamwork by all involved, including Melissa Kirk and Tom Herriman. Artist Ron Holthuysen and the SAS team are very talented. We're excited the public can enjoy the incredible Osprey Bird sculpture for many years to come."

- Steve Arthur, Partner, Ridgeline Property Group



Scientific Art Studio's team inspecting the stainless-steel internal support structure



Current state of work in progress

To incorporate public art into a private development project, contact Winifred Day, Arts and Culture Manager at Winifred_Day@ci.richmond.ca.us early in the development process.

About the project:

Being part of the Richmond community since 2005, I was honored and excited to get selected out of a group of 3 artists for this project.

The Osprey is a bird that was on my list of “would like to do” sculptures. By pure coincidence, I also had to sculpt a life-sized Osprey for a European public art project with Mark Dion. So, my mind and daily focus was “Osprey” for the past several months.

The sculpture originally was envisioned to be executed in cast silicone bronze. I felt that the characteristics of bronze did not really work for an Osprey. In bronze, with its brown and golden colors, the piece would almost certainly give the impression of a Golden or Bald Eagle, so I suggested using stainless steel instead.

Our team of artists has extensive experience with direct hand forming and shaping of steel and bronze materials. Stainless steel would give us what we needed to express the essence of Osprey. After discussions with the Arts and Culture Commission and the Developer, the choice of stainless steel was agreed upon.

Not only is the choice of 316L Stainless steel helping with the color perception of the animal, it also gives us great freedom to achieve the dynamic gesture of a bird of prey descending on an unsuspecting fish.

About working with the City of Richmond and Ridgeline:

I must say that the collaboration with both Ridgeline and the City of Richmond Arts and Culture Commission on this sculpture project has been a very positive one.

Everyone was focused on a high-quality outcome and has shown great flexibility in the creative process. While public art creation is inherently a somewhat bureaucratic process, Winifred Day and her Arts and Culture Commission team made the path for this project as smooth as possible.

Steve Arthur of Ridgeline is an enthusiastic partner who gives us great feedback and at the same time allows us the freedom that artists require to create their art.

The working relationships have created an environment that demonstrates a desire to achieve a high level of workability which empowers artists to do their best work.

Art revitalizing Richmond



Nevin Terrace mural (Artist: Jeff Carnie. Photo Credit: KCRT)



Eel Grass sculpture, title Changing Tide. (Artist team: Jeff Reed and Jennifer Madden)



Mural Sculpture, title: Regeneration, 2021-22. (Artist team, Last Ones Collective in Collaboration with Richard Salazar)

Richmond's Road to Zero

At Chevron, we want to help our Richmond community make the energy transition and help maintain the Bay Area's energy leadership position. Doing it together creates good jobs and a stable, sizable tax base that helps the economy continue to grow.

A diverse group of energy leaders and business groups, including Chevron Richmond, recently hosted the first-ever "Richmond Road to Zero" event showcasing the role hydrogen can play in the Bay Area's energy transition. The event, which was held at the historic Craneway Pavillion, featured technology demonstrations, zero emissions vehicles, trucks and buses and expert-led panels discussing why Richmond is uniquely positioned to emerge as a leading hub for lower carbon investments.

As part of this event, Chevron Richmond announced a plan to donate Toyota Mirai Fuel Cell cars (zero emission vehicles) for qualifying community members to replace older, traditional cars.

Some experts believe hydrogen as a transportation fuel provides an opportunity to help address lifecycle emissions from passenger cars, public buses, and commercial trucks – with the latter two categories being difficult to electrify. Hydrogen fuel cell vehicles are categorized as zero emission vehicles by the California Air Resources Board because they primarily emit water vapor and air.



Energy leaders and business groups help blaze a path towards a clean energy future in Richmond and beyond.



Clockwise from top: Attendees at Richmond's Road to Zero Day; a hydrogen powered AC Transit bus on display; Congressman John Garamendi delivers remarks; a Toyota Mirai Fuel Cell Vehicle

RICHMOND ROAD TO ZERO DAY EVENT PARTICIPANTS



COUNCIL OF BUSINESS & INDUSTRIES OF WEST CONTRA COSTA COUNTY

