

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.

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 Main Street;



Downtown banners. (Photo Credit: Richmond Main Street)

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