

SPUR

Ideas + Action for a Better City

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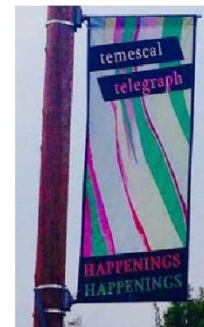
#MainStreets



Annual Meeting 2016

2005 - 2014 Accomplishments

- Sidewalk sweeping, litter pick-up & graffiti abatement throughout the district
- 70 new pedestrian street lights
- 100 pole banners
- Gateway signage at District entry points
- Annual special event programming including the Temescal Street Fair
- Temescal Flows mural installed on 52nd St at Hwy 24
- 100 planters installed with beautiful greenery
- 50 artistic murals and banners installed on the PG&E substation and the Kelly Moore building
- Obelisk installed at Pennzoil on 52nd St at Hwy 24 onramp
- 47 trash cans transformed with mosaic art
- 14 utility boxes decorated with art by Peralta School students
- District website created
- Provided \$10,000 grant to start the Farmer's Market at the DMV



2015 Accomplishments

- Hired full-time salaried Executive Director
- Redesigned Temescal BID 's logo and brand
- Produced 12th annual Temescal Street Fair, Taste of Temescal, Temescal Street Cinema, Summer & Winter Art Hop, First 40th Street Block Party, First Annual Holiday Street Fair
- Promoting Temescal businesses and events through daily Facebook posts, Twitter and Instagram
- 47 trashcan doors painted with Temescal branding
- 120 new updated banners installed on pedestrian light poles (to be finished by July)

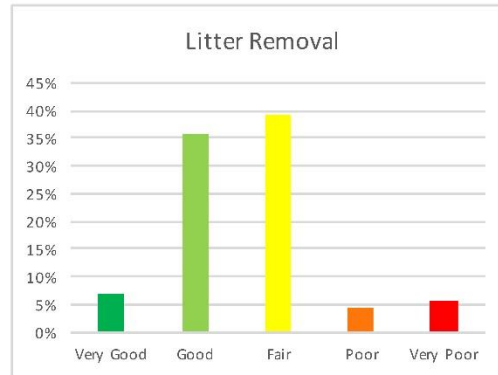
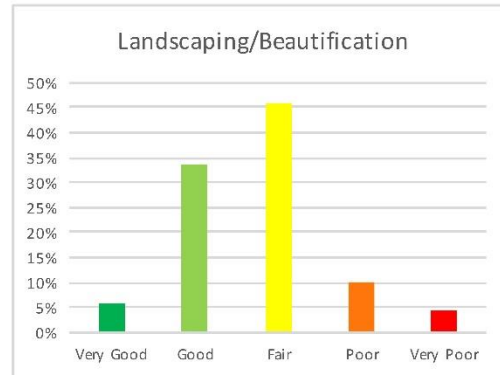
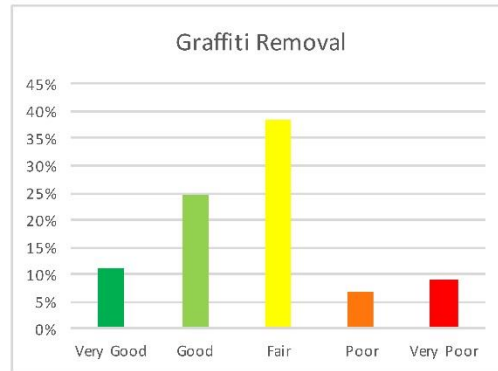


2015 Accomplishments

- Negotiated \$880,000 bank loan to install 83 additional pedestrian lights in the district
- 9 new Gateway signs at District entry points
- December holiday lighting installed across Telegraph at 49th St.
- Negotiated \$30,000 from BART to repaint and touch-up the Temescal Flows mural, and paint an additional column
- Hired Peralta Service Corp to provide enhanced cleaning, maintenance, and watering services to the district
- Hired private security for the December holiday season to enhance merchant and customer security



Temescal Stakeholder Survey Results



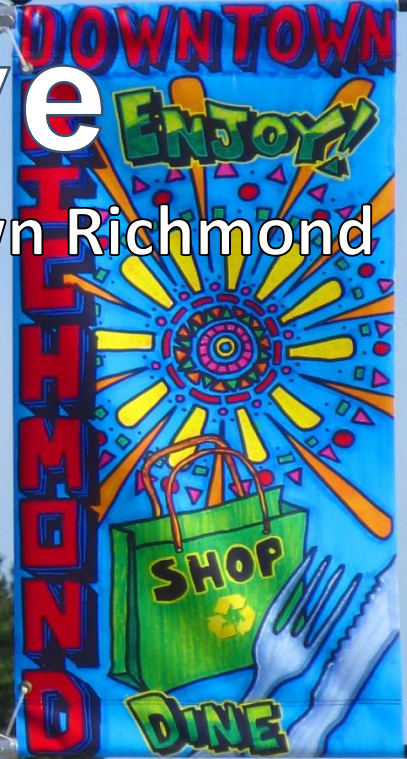
Future Plans/Projects

- Install 83 new Pedestrian Lights
- Renewed Street Cinema
- 56th St Underpass/Idora Park/Clars
- Lighting on trees in core commercial areas
- 40th St Landscaping Plans



Richmond Main Street Initiative

Revitalizing Historic Downtown Richmond



RichmondMainStreet.org

(510) 236-4049

1015 Nevin Avenue, Suite 105

Richmond, Ca 94801

Who We Are

- Established in 2001
- Became a certified Main Street Program in 2002
- Partnerships with
 - City of Richmond
 - Downtown merchants
 - Property owners
 - Residents
 - Community groups
- Manage Downtown Richmond Property and Business Improvement District (DRPBID), formed in 2013



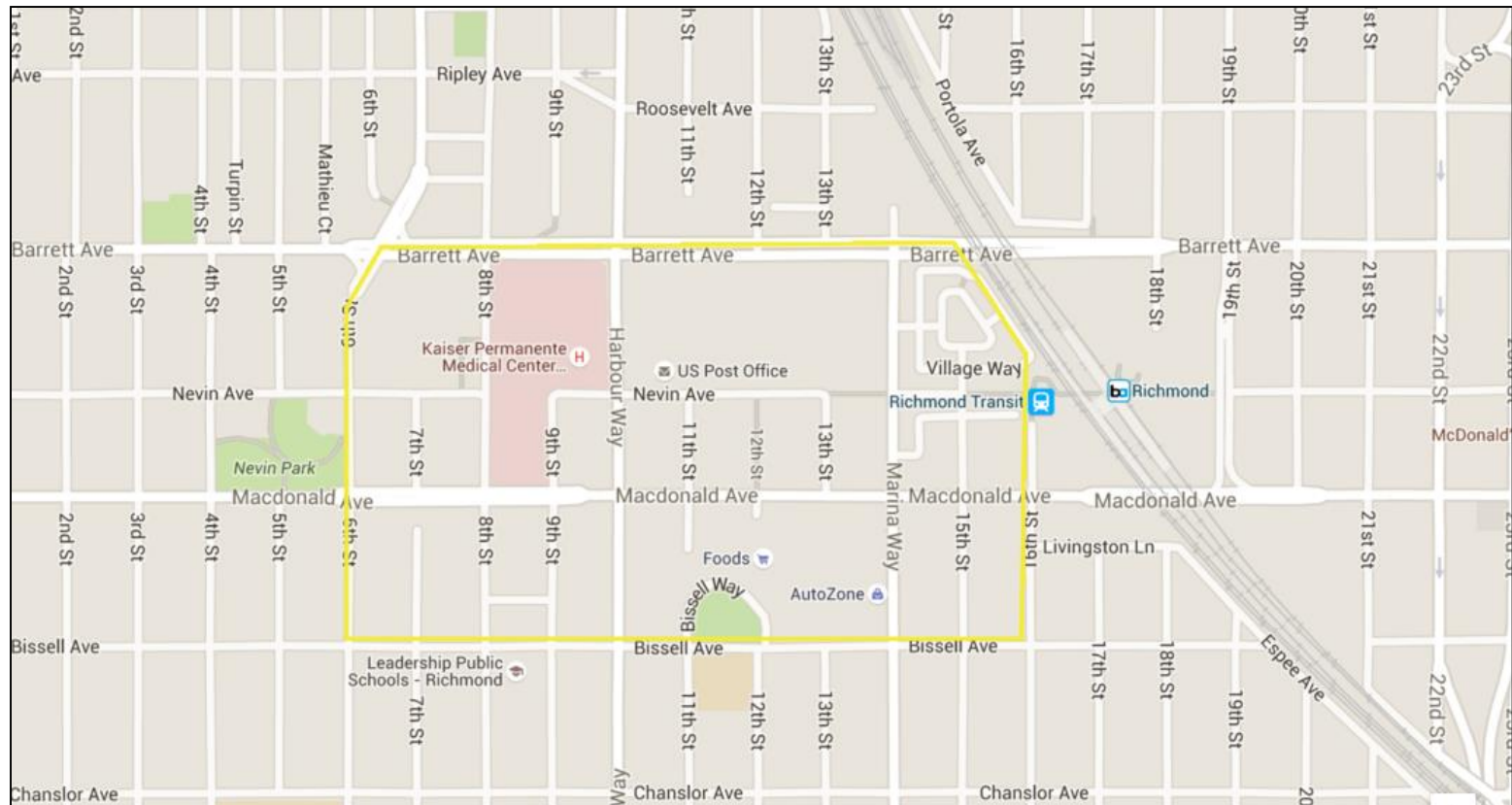
Our Main Street Approach

a comprehensive, community-driven method to developing and improving Downtown Richmond

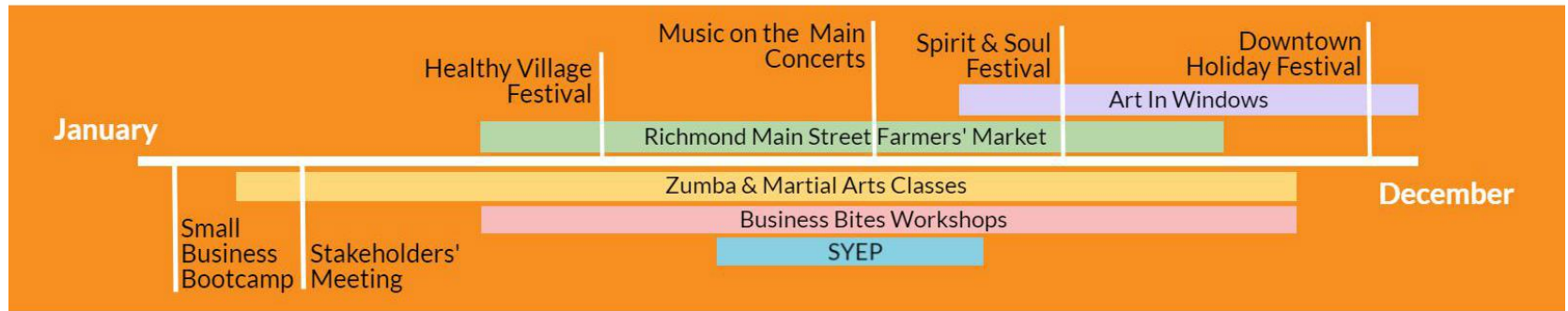
Our Downtown District

DRPBID provides services to properties located within the district. The target area is along Macdonald Avenue from 6th to 16th Streets between Bissell and Barrett Avenues.

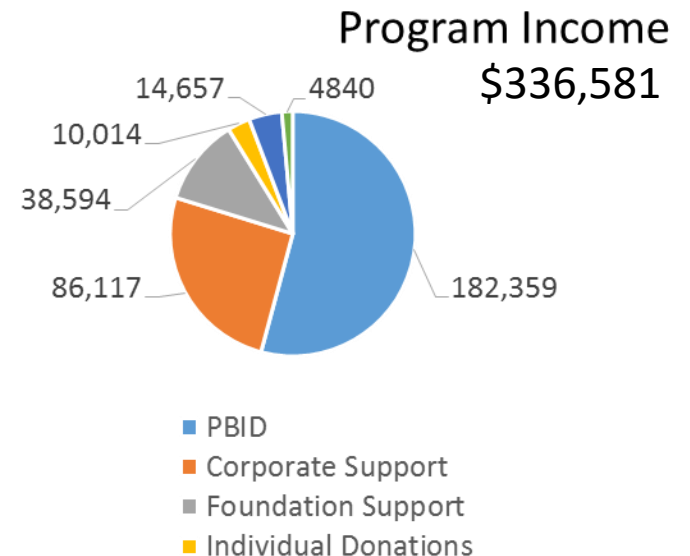
- 91 parcels and 41 property owners



What We Do



- Sponsor events & programs in Downtown
- Monthly Board & Committee meetings
- Actively participate in meetings and partnership collaboration (economic development, business attraction, events & programs, etc.)



Enlivening Main Street: Building Community



Community Events

- Celebrate Downtown summer event series
- Downtown Holiday Festival
- Farmers' Market

Volunteer Opportunities

- Groups & individuals
- One-time & ongoing



Making Connections, Opening Dialogue

- Chill with a Cop
- Business Watch




Enlivening Main Street: Activating Storefronts

Art In Windows

- Temporary public exhibitions in vacant & occupied storefronts
- Partnership between RMSI, Richmond Arts & Culture Commission, property owners/merchants
- Feature local, primarily Richmond, artists
- Receptions & Art Walks recognize and add to Downtown's strong arts heritage; demonstrate the positive changes occurring in the neighborhood



Richmond Main Street and Richmond Arts & Culture Commission present



ART IN WINDOWS
Spring 2016

Featured Artists
Josue Hernandez, Saida Hogan Nassirruddin,
Marni Temple, Carnell Rogers & Robert Ellison

Opening Reception, Art Walk & Mixer
Thursday, April 7 | 4pm-6pm
1015 Nevin Avenue, Suite 105 (entrance at 402 Harbour Way)

Enlivening Main Street: Cleanliness & Safety

Safety1st Community Liaisons

- Maintenance Team
- Hospitality Team



2012-2015:

- 90% staff Richmond residents
- 3300+ bags debris removed
- 11K hours of service



Downtown Beautification

- Street Banners
- Love Your Block
- Murals

Enlivening Main Street: Partnerships

A few examples...

- City of Richmond
- Richmond Wellness Trail
- Y-PLAN UC Berkeley Center for Cities + Schools
- Reentry Success Center
- Renaissance Entrepreneurship Center
- East Bay Center for the Performing Arts
- Contra Costa Health Services
- Sonoma State University



Thank you!

Alicia Gallo

Outreach Coordinator
Richmond Main Street Initiative

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