



AGENDA REPORT

Economic Development

DATE:	October 22, 2024
TO:	Mayor Martinez and Members of the City Council
FROM:	Nannette Beacham, Director of Economic Development Lizeht Zepeda, Senior Business Assistance Officer Kyle Lam, Management Analyst
Subject:	Richmond Main Street Initiative Presentation
FINANCIAL IMPACT:	There is no financial impact for receiving this presentation and report.
PREVIOUS COUNCIL ACTION:	May 3, 2022 June 4, 2024
STATEMENT OF THE ISSUE:	The Downtown Richmond Property and Business Improvement District (DRPBID) is a public-private partnership managed by Richmond Main Street Initiative (RMSI). RMSI will be providing the City Council a presentation on its operational efforts, services, and future plans for the district.
RECOMMENDED ACTION:	RECEIVE a presentation by Richmond Main Street Initiative (RMSI) on the Downtown Richmond Property and Business Improvement District (DRPBID) – Economic Development Department (Lizeht Zepeda 510-620-6653/Kyle Lam 510-620-6802/Nannette Beacham 510-620-1306).

DISCUSSION:

The Downtown Richmond Property Business Improvement District (DRPBID) is a public-private partnership managed by Richmond Main Street Initiative (RMSI). RMSI will be providing the City Council a presentation on the DRPBID (Attachment 1). RMSI will outline its operational efforts, services, and future plans for the district. This is essential to ensure transparency, accountability, and continued support for the DRPBID's mission to improve the downtown area of Richmond.

Developed by a growing coalition of property and business owners, the Downtown Richmond Property and Business Improvement District (DRPBID) is a benefit (business) assessment district whose main goal was to improve Downtown Richmond. Governed by the Richmond Main Street Initiative, with oversight from the Richmond City Council, the DRPBID establishes various programs to increase commercial activity in Downtown Richmond.

The DRPBID was established on July 17, 2012, and was last renewed on May 3, 2022, for a seven-year term beginning January 1, 2023, and ending on December 31, 2029. At the end of this period, the DRPBID may be renewed for up to ten (10) additional years if supported by property owners. The purpose of the DRPBID renewal would be to continue providing services and improvements, which offer distinct benefits to assessed property owners within the district.

The renewed DRPBID currently supports services including:

- Maintenance – upkeep of the district and improvements to ensure the cleanliness and attractiveness of the area.
- Safety and Nuisance Abatement – efforts to enhance safety and reduce disruptions within the district.
- Marketing, Promotions, and Business/Economic Development – initiatives designed to promote the district and attract businesses and customers.
- Administration – overall management and coordination of DRPBID activities.

All services and expenditures are governed by the Management District Plan in compliance with Streets and Highways Code Section 36622, which outlines the district's service plan, assessment rates, and governance structure (Attachment 2).

SYNERGISTIC POLICIES:

This presentation aligns with the City of Richmond's General Plan 2030, specifically Element 1 – Economic Development, Action ED 4.B.

DOCUMENTS ATTACHED:

Attachment 1 – Richmond Main Street Initiative Presentation
Attachment 2 – Management District Plan