



## FOR IMMEDIATE RELEASE

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# Redwood City Improvement Association Shapes Impressive Future for Downtown Redwood City

*- Residents will witness downtown Redwood City transform as thriving businesses and vibrant lifestyles flourish in the scenic, historic downtown district in upcoming months-*

**REDWOOD CITY, Calif. (July 23, 2015)** – The Redwood City Improvement Association, a non-profit community benefit district ran by a board of property owners, residents, community members and businesses, is on the move to reenergize and beautify downtown Redwood City by enhancing the neighborhood to make it an even more desirable location for all ages to live, work and play.

“We already have prosperous businesses in the neighborhood, from amazing eateries and cafes to our historic Courthouse Square and great shopping spots,” said Eric Lochtefeld, Redwood City Improvement Association’s interim president. “We have the foundation set to create a lively and appealing downtown for all demographics—families, young professionals and residents. The Redwood City Improvement Association was formed to heighten the lifestyle and culture that already exists, taking it to the next level.”

The Redwood City Improvement Association was formed less than a year ago, holding its first board meeting last September. Since then, the Redwood City Improvement Association has invested in brightening the city with a 3-D video projection mapping light show, which projects onto the San Mateo County History Museum every Tuesday night at 8:00 p.m. and 9:00 p.m. Along with this, the Redwood City Improvement Association hired J&S Maintenance Service to provide powerwashing, street cleaning, trash pickup, day porters—seven days a week and maintenance of overall beautification efforts for the district. The association also entered into a contract with All About Parking to continue valet parking services at its two established locations and expanded to a third at the corner of Main and Broadway this past June.

“People are already living and working in downtown Redwood City. The association is now going to create a place for them to play every day of the week, not just at lunch time and on Fridays,” said Lochtefeld.

“Our goal is to bring our community together with these improvements, and we hope that our efforts will not only attract more people to downtown, but encourage them to make it their home.”

Over the next few months, residents will continue to see improvements throughout the district. Additionally, over 2,200 residential units will be developed in the downtown district in the next year. These progressive plans for development will revive the scenic downtown area.

The Redwood City Improvement Association is one of the first of its kind in the bay area, setting the standard for other communities and neighborhoods as a model community benefit district. For more information about the Redwood City Improvement Association, please visit [www.visitRWC.org](http://www.visitRWC.org) or follow the association on Twitter @visitRWC and Facebook/Redwood City Improvement Association.

### **About Redwood City Improvement Association (RCIA)**

The Redwood City Improvement Association (RCIA) was created in September 2014 as a non-profit 501(c)(3) corporation. The RCIA is a community benefit district ran by a board consisting of property owners, residents, community members and businesses. The board is responsible for making decisions in the areas of public safety, beautification, economic development, maintenance and promotions that are most beneficial for the community and its residents, while maintaining the culture and rarity of the downtown district. More information can be found by visiting, [www.visitRWC.org](http://www.visitRWC.org) or following RCIA on Twitter @visitRWC and Facebook/Redwood City Improvement Association.

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