



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

2018 ANNUAL REPORT





REDWOOD CITY
IMPROVEMENT
ASSOCIATION

ABOUT THE 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 governed by an all-volunteer Board of Directors made up of property owners, business professionals and residents from the Redwood City community. 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 personality of the downtown district.



2017–2018 Executive Officers

- **President** - Stacey Wagner - Property Owner
- **Vice President** - Don Gibson - Property Owner
- **Treasurer** - Mark Chrzanowski - Property Owner
- **Secretary** - Stephanie Kolkka - Community Member

Board Members

- **Jeff Adams** - Community Member
- **Aaron Aknin** - Property Owner
- **Gloria Arteaga** - Property Owner
- **Chris Beth** - Property Owner
- **Mike Callagy** - Property Owner
- **Rosanne Foust** - Community Member
- **Dani Gasparini** - Property Owner
- **Gary Johnson** - Property Owner
- **Eric Lochtefeld** - Property Owner
- **Lori Lochtefeld** - Property Owner
- **Electra McBurnie** - Property Owner
- **Cathy Oyster** - Property Owner
- **Ben Paul** - Property Owner
- **Angela Rezab** - Property Owner
- **Stacey Wagner** - Property Owner
- **Lucy Wicks** - Community Member

COMMITTEES

Executive Committee

The executive committee is responsible for leading the organization by setting meeting agendas, monitoring the budget and serving as the liaison between the RCIA and the City of Redwood City.

District Identity and Streetscape Improvements (DISI)

Chaired by: Don Gibson and Lori Lochtefeld

The DISI committee is responsible for promoting RCIA events, Downtown activities, positive changes and district growth happening in Downtown Redwood City through public relations, social media and grassroots promotions. DISI manages the website, branding, events, activities and marketing for the RCIA.

Sidewalk Operations, Beautification and Order (SOBO)

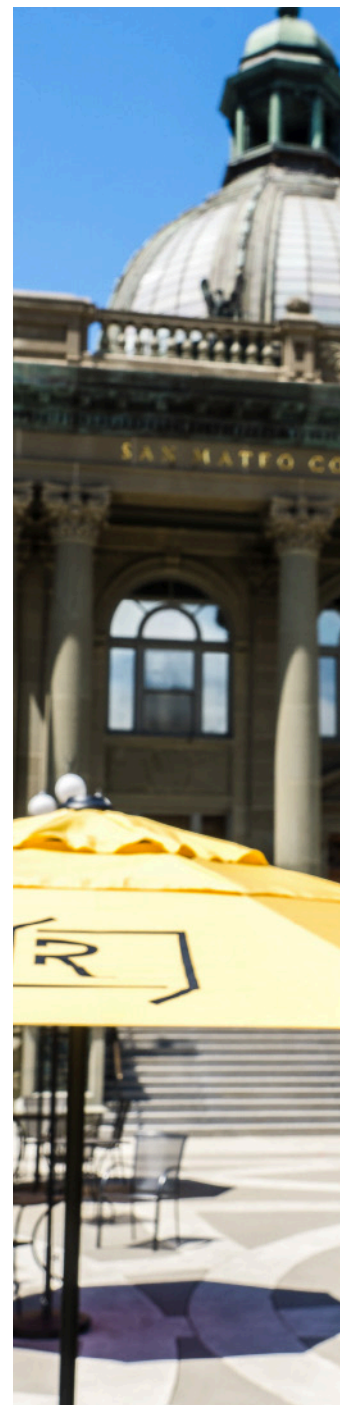
Chaired by: Eric Lochtefeld and Angela Rezab

The SOBO committee is responsible for managing the cleanliness of the Downtown district and enhancing the public rights-of-way. SOBO oversees RCIA's contractor, JA Maintenance to maintain the order of the Downtown by sweeping sidewalks, picking up trash, upkeeping the landscape and power washing the sidewalks.

Parking Committee

Chaired by: Aaron Aknin and Ben Paul

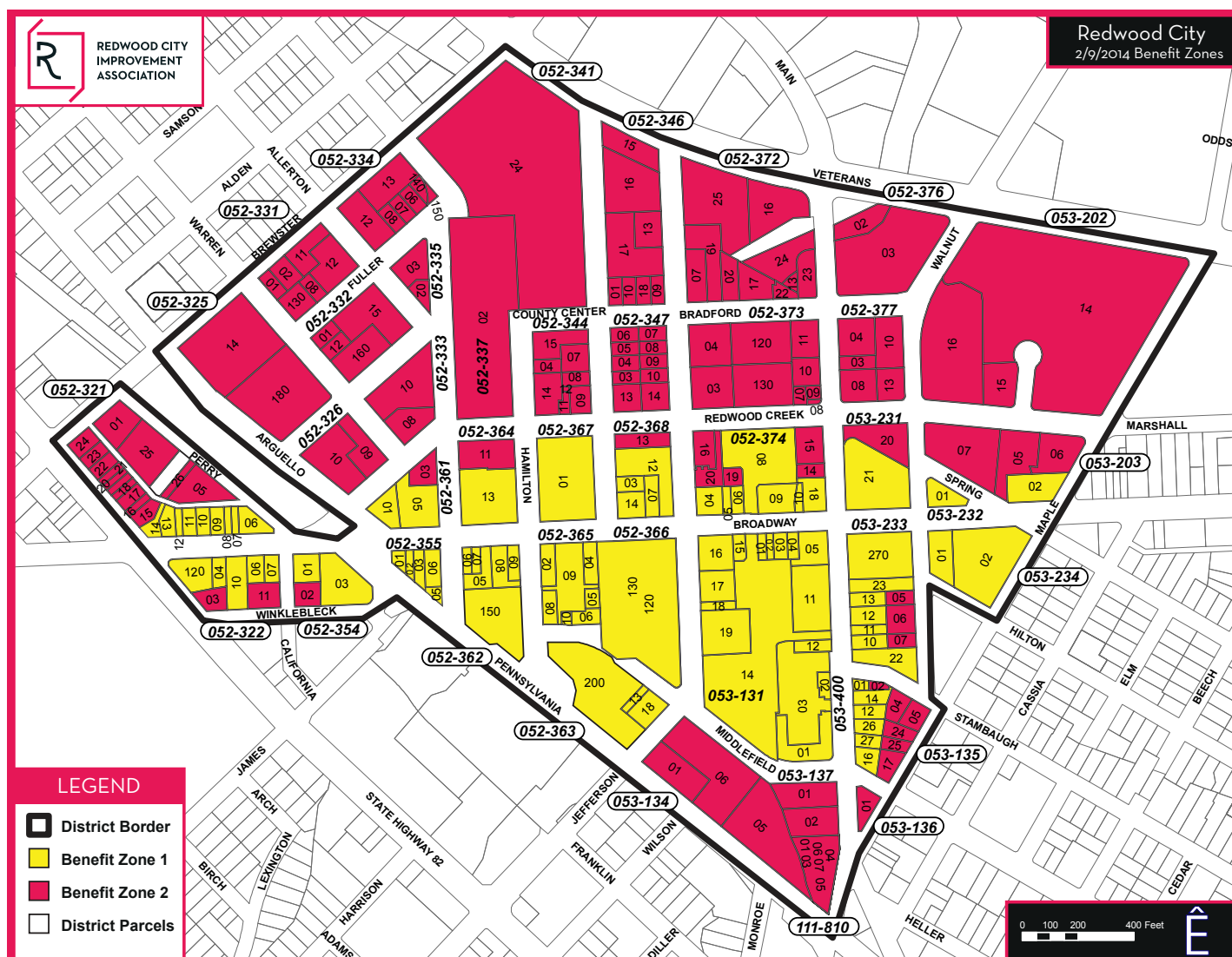
The parking committee is responsible for implementing solutions to better guide traffic, parking and transportation.





DISTRICT MAP

The Downtown district, as shown in the map, consists of 208 parcels of land that are all charged an assessment. The annual assessments range from \$17 to \$53,000.

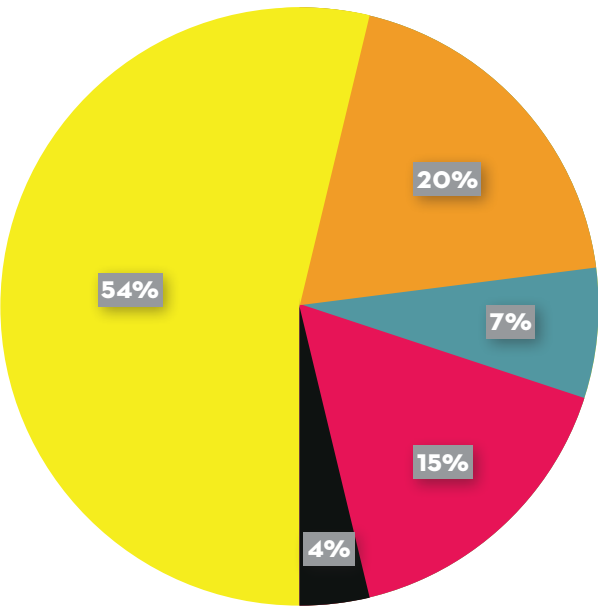


RCIA ASSESSMENTS

Assessments for each parcel are based on a formula that considers four factors for each parcel: benefit zone, parcel size, parcel street frontage length and developed building square footage. As new building square footage is constructed, the assessment is recalculated based on the improvements. The assessments can be increased no more than 5% annually with approval from the Board of Directors. In its inaugural year, the district assessment was approximately \$788,938.00. The budget for 2017-2018 was approximately \$898,987.45.



RCIA Budget by Category December 1, 2017 – November 30, 2018



- Sidewalk Operations and Beautification
\$ 485,453.22
- District Identity and Signage
\$ 179,797.49
- Parking Management
\$ 62,929.12
- Administration/Corporate Operations
\$ 134,848.12
- Contingency/City and County Fees/Reserves
\$ 35,959.50



HIGHLIGHTS

LED Tree Lighting & Expansion

In 2016, the RCIA, in partnership with The City of Redwood City, installed energy efficient white LED lights in 165 trees over an eight-block radius in Downtown Redwood City. In December 2018, the RCIA and City of Redwood City completed the 900 block of Main Street—finalizing the \$100,000 installation.



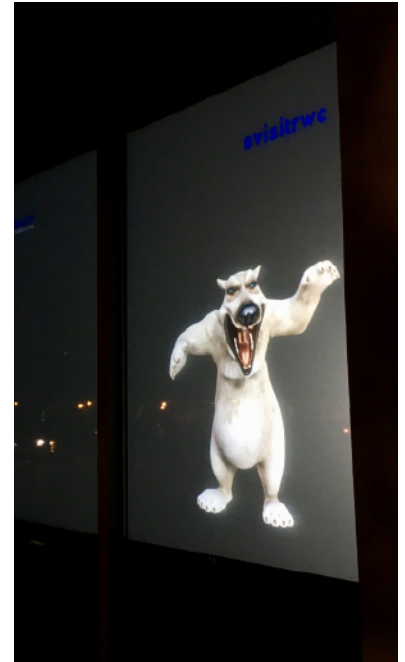
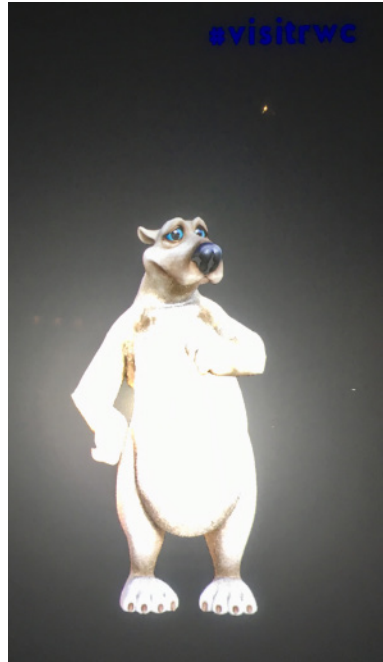
Digital Finger-Painting Installation

In December of 2017, RCIA purchased four mobile digital fingering painting monitors that premiered at the annual “Hometown Holidays” event. The purpose of the digital finger-painting monitors was to invite the public to stop and interact with the touchscreen monitor by painting with their fingers on blank canvases or on Downtown Redwood City inspired templates.



Interactive Spectacles

Continuing the digital art initiative, RCIA purchased two interactive spectacles to bring businesses' store front windows alive by projecting video content that interacts with pedestrians when they walk by. The interactive spectacles can be placed inside different businesses within the Downtown district and project interactive video content onto a wall or window front that interacts with people when the connected cameras sense a movement—following them or tracking their movement to make the image come alive.



Management of 24 events for Digital Finger Painting

In December 2017, RCIA spent \$38,400 for two technicians to manage the Digital Finger Painting Installation at 24 events in the upcoming year. The goal of this spend was to bring additional value to different events throughout the Downtown area by having an additional element for visitors and residence to engage with at community events.

Storage for Projection Cases

In December 2017, RCIA spent \$10,000 for storage cases in order to protect the new digital lighting projection equipment that creates the Interactive Spectacles.



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HIGHLIGHTS CONTINUED

Parking

In March 2018, the RCIA partnered with Walker Consultants, a parking contractor, to run the Redwood City Improvement Association Downtown Parking Guidance System Design Project.



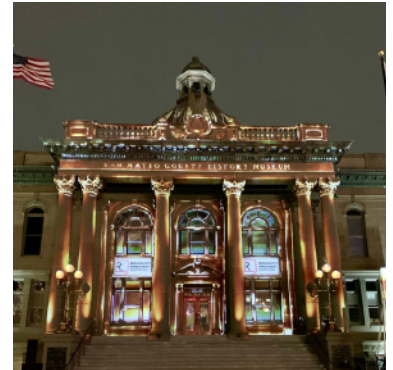
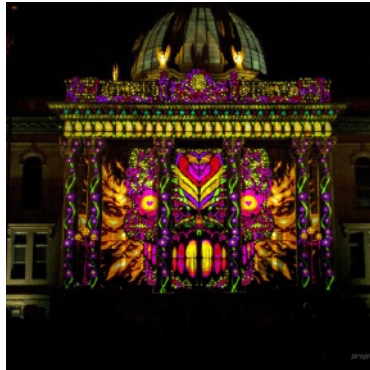
Graffiti Prevention Coating for Mural Art

In April 2018, the RCIA spent \$5,200 for Graffiti Prevention Coating to apply to three wall mural installations as part of the “Flora from Fauna” mural project funded by the RCIA in 2017.



Magic Lantern 3-D Show & Digital Projections continue

In May 2018, the RCIA's Magic Lantern 3-D Show returned to Downtown for the spring season, projecting weekly onto the San Mateo County History Museum. The Magic Lantern 3-D Show is a 3-D video mapping light show sponsored by RCIA and designed by world-renowned light show artist, Bart Kresa. In addition, the RCIA continued showing Digital Projections produced by Fresh AV that would pop up for residents and passersby to enjoy.



RCIA 4th of July Float

In April 2018, the RCIA spent \$15,000 for the design and implementation of a sustainable float to enter the 4th of July Celebration parade presented by the Peninsula Celebration Association. The RCIA 4th of July Float showcased all of the amazing improvements it's brought to Downtown Redwood City throughout the year, including images of the Magic Lantern 3-D Show, Solider—the dog representing the doggie bag dispenser installation, umbrellas, tables and chairs, shadow art cut outs and of course red, white and blue trim. The RCIA's float received 1st Place in the parade and was featured on the cover of the San Mateo Daily Journal!



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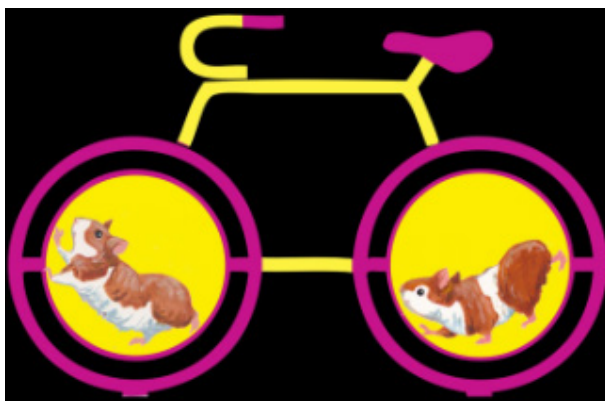


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HIGHLIGHTS CONTINUED

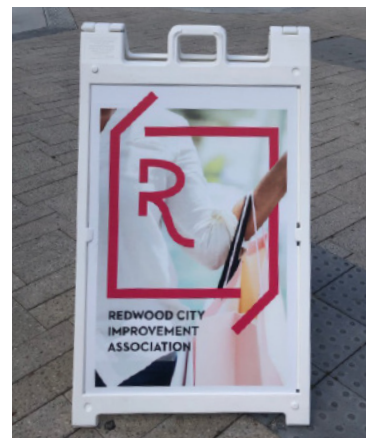
Bike Rack Installation Contest

In September 2018, the RCIA spent \$20,000 to purchase, paint and install five bike-shaped steel bike racks with the purpose to be designed and painted by local Redwood City artists. The RCIA issued an RFP for artists to submit portfolios and work samples in order to be chosen to design the five artistically-unique bike racks that will be installed in Downtown Redwood City for use in Summer 2019. Artists were chosen based on their talent and originality to create the community's unique bike rack designs.



Placemaking and Branding Strategy Redesign

In September 2018, the RCIA spent \$45,000 to rebrand the association, establish a branding strategy, create a new logo, determine branding opportunities with a detailed map, and generate placemaking designs with Olive Creative Strategies, Inc.



Art Kiosk Budget Approved

In September 2018, the RCIA spent \$50,000 for the operation of ten interactive art exhibits to take place in one of Courthouse Square kiosks. The shows were set to begin at the beginning of the following year in partnership Fung Collaboratives. The shows would rotate monthly to showcase new top local and international artists and their unique exhibits in the Courthouse Square kiosk.

Bi-monthly Newsletter Scheduled

In September 2018, the RCIA agreed to start a bi-monthly newsletter with its new branding that would be designed, organized and distributed by Olive Creative Strategies, Inc.

Photo by: Frank Boban Studios





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A LOOK INTO 2018 – 2019 FISCAL YEAR

Art Kiosk Installation Project

In January 2019, the RCIA will officially launch the Art Kiosk Installation by holding an official ribbon cutting to commemorate the 2019 project that will display ten art installations in one of the Courthouse Square kiosks in Downtown Redwood City. The project aims to further enhance and beautify the community for residents and visitors while also making the Downtown an artistic hub for local artists to showcase their works of art. The shows will rotate to showcase new top local and international artists and their unique exhibits curated by Fung Collaboratives throughout 2019.



Photo by: Frank Boban Studios

Launching New RCIA Brand and Logo

In February 2019, the RCIA will launch a new brand and logo for the RCIA with vibrant pink and yellow colors and a fresh look that better represents the organization and its efforts to make Downtown Redwood City an even more attractive destination.

Over the next year the RCIA will introduce new street pole banners, informational A-frame signs, updated RCIA signage and RCIA clothing and gear for maintenance workers with its new logo and brand colors.

The RCIA will also make updates to the community with pink and yellow umbrellas, new doggie bag boxes, new AED labels and window stickers for local businesses to put in their storefront in support of the RCIA.

The RCIA also plans to launch a bi-weekly newsletter to provide the community with updates on all things RCIA and Downtown Redwood City.





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A LOOK INTO 2018 – 2019

FISCAL YEAR CONTINUED

Bike Rack Installation Coming Summer 2019

After receiving over 40 artists submissions, five finalists will be chosen and will be tasked with designing and painting one bike rack each to be installed in Summer 2019. The bike-shaped steel bike racks designed and painted by the artists can hold three to four locked bikes at one time. The bike rack installations will also include new RCIA branded signage to showcase and share the RCIA story and initiative with the community.



Sidewalk Investment in Partnership with The City of Redwood City

The RCIA plans to partner with the City of Redwood City and invest \$250,000 in refurbishing a portion of the district's sidewalks.



Extending the Art Kiosk Installation

After great success, the RCIA plans to extend the Art Kiosk Installation into 2020.



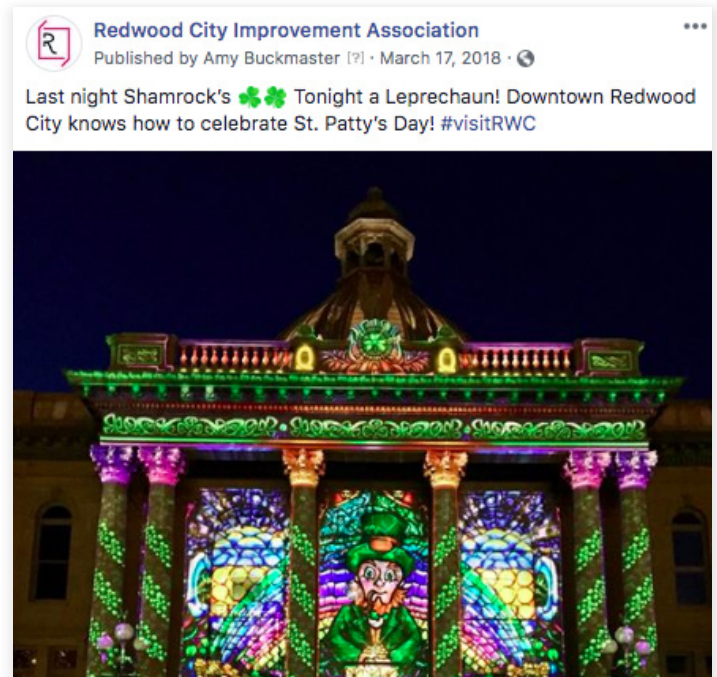
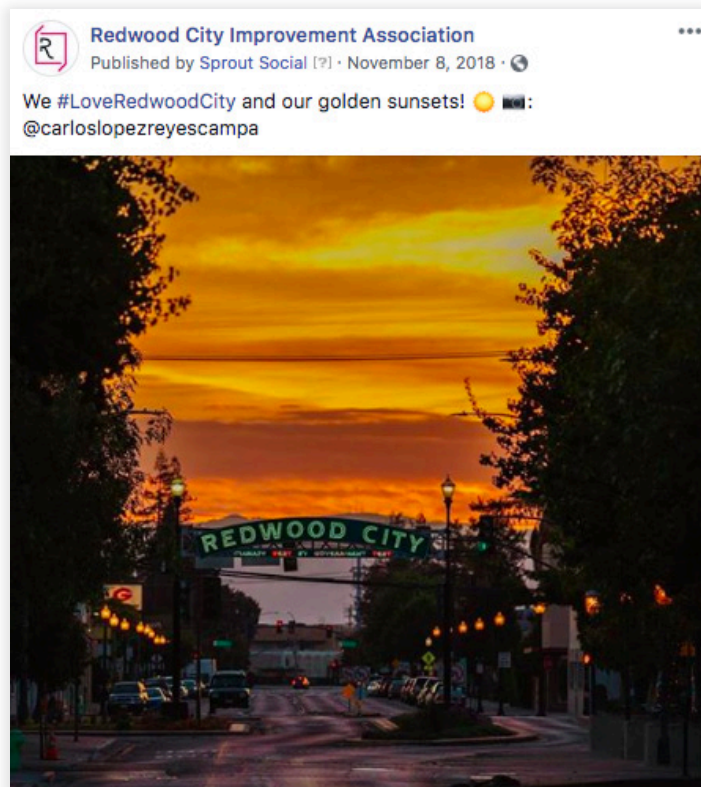


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SOCIAL MEDIA HIGHLIGHTS

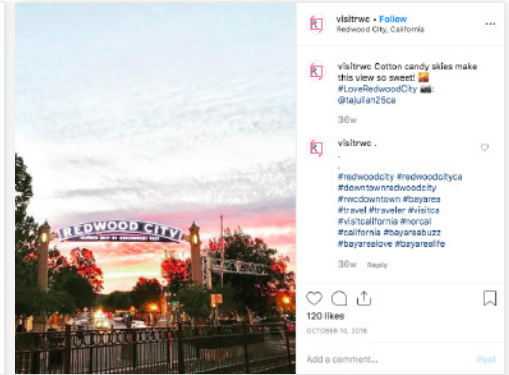
Facebook Highlights

- Increased following from 5,426 – 7,868 (+45%)
- Earned over 1M impressions
- Increased visibility of the RCIA by sharing media hits, updates and announcements, community projects and more
- Shared posts and announcements from aligning organizations



Instagram Highlights

- Increased following from 715 – 1,071 (+49.8%)
- Earned over 160K impressions
- Curated user-generated content from Instagram users
- Engaged with local community residents, diners, shoppers, businesses, media and more



Twitter Highlights

- Increased following from 603 – 662 (+9.8%)
- Earned over 130K impressions
- Leveraged engagement with media, bloggers, influencers, businesses and more



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MEDIA RELATIONS HIGHLIGHTS

Throughout the year the RCIA and its efforts and various projects were consistently in the media being featured in publications like the San Francisco Chronicle, The Mercury News, the San Mateo Daily Journal and more! Check out the top media hits for the RCIA from December 2017 to November 2018.



The light show that uses a historic courthouse as an art canvas is back for another season.

Magic Lantern, a 3-D show designed by artist Bart Krea, will be presented on Tuesday evenings after the sun goes down, from May through November (except May 22, and depending on weather).

The images are projected onto the San Mateo County Courthouse in downtown Redwood City, and attendees are welcome to set up chairs in Courthouse Square to watch.

The free 15-minute show is sponsored by the Redwood City Improvement Association.

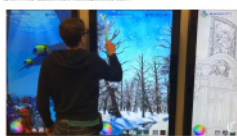
Showtimes will be 8:30 p.m. through June 19, then 9 p.m. through Aug. 7, then 8:30 p.m. until sunset sets change the start time again.

Themes will include Redwood City at 150, featuring a time-traveling robot honoring Redwood City's history; Sea-ling is Believing, a water-inspired light show with ocean creatures; the Springtime Show, with seasonal scenes; and Dia de Los Muertos, for Halloween season.

Details: <http://visitrcw.org/>

SFGATE

Do 'Digital Finger Painting' at pop-up public spots in Redwood City



When you open a 6-foot electronic board that looks like giant old-fashioned flipchart, children were filling every corner of the screen, the computer is to create and track. And as soon as you touch, you become an artist in a major work in downtown Redwood City.

Called "Digital Finger Painting," the interactive work by French artist Bart Krea is on display in downtown Redwood City and at the San Mateo County Courthouse. The interactive work by French artist Bart Krea is on display in downtown Redwood City and at the San Mateo County Courthouse. The interactive work by French artist Bart Krea is on display in downtown Redwood City and at the San Mateo County Courthouse.

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"The best work is the one where," he explains, "the right hand does everything you want."

The Mercury News

Redwood City Group lights up downtown with interactive art shows



The Redwood City Group's interactive art show is on display in downtown Redwood City.

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