



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

2019 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.



2018–2019 Executive Officers

- **President** - Don Gibson
– Property Owner
- **Vice President** - Lori Lochtefeld
– Property Owner
- **Treasurer** - Mark Chrzanowski
– Property Owner
- **Secretary** - Angela Rezab
– Property Owner

Board Members

- **Aaron Aknin** - Community Member
- **Alex Khojikian** - Property Owner
- **Angela Rezab** - Property Owner
- **Ben Paul** - Property Owner
- **Cathy Oyster** - Property Owner
- **Chris Beth** - Property Owner
- **Dani Gasparini** - Property Owner
- **Electra McBurnie** - Property Owner
- **Eric Lochtefeld** - Property Owner
- **Gary Johnson** - Property Owner
- **Gloria Arteaga** - Property Owner
- **Iliana Rodriguez** - Property Owner
- **Jihan Bayyari** - Property Owner
- **Lisa Soutter** - Community Member
- **Rosanne Foust** - Community Member
- **Stacey Wagner** - Property Owner

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: Rosanne Foust and Gloria Artega

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

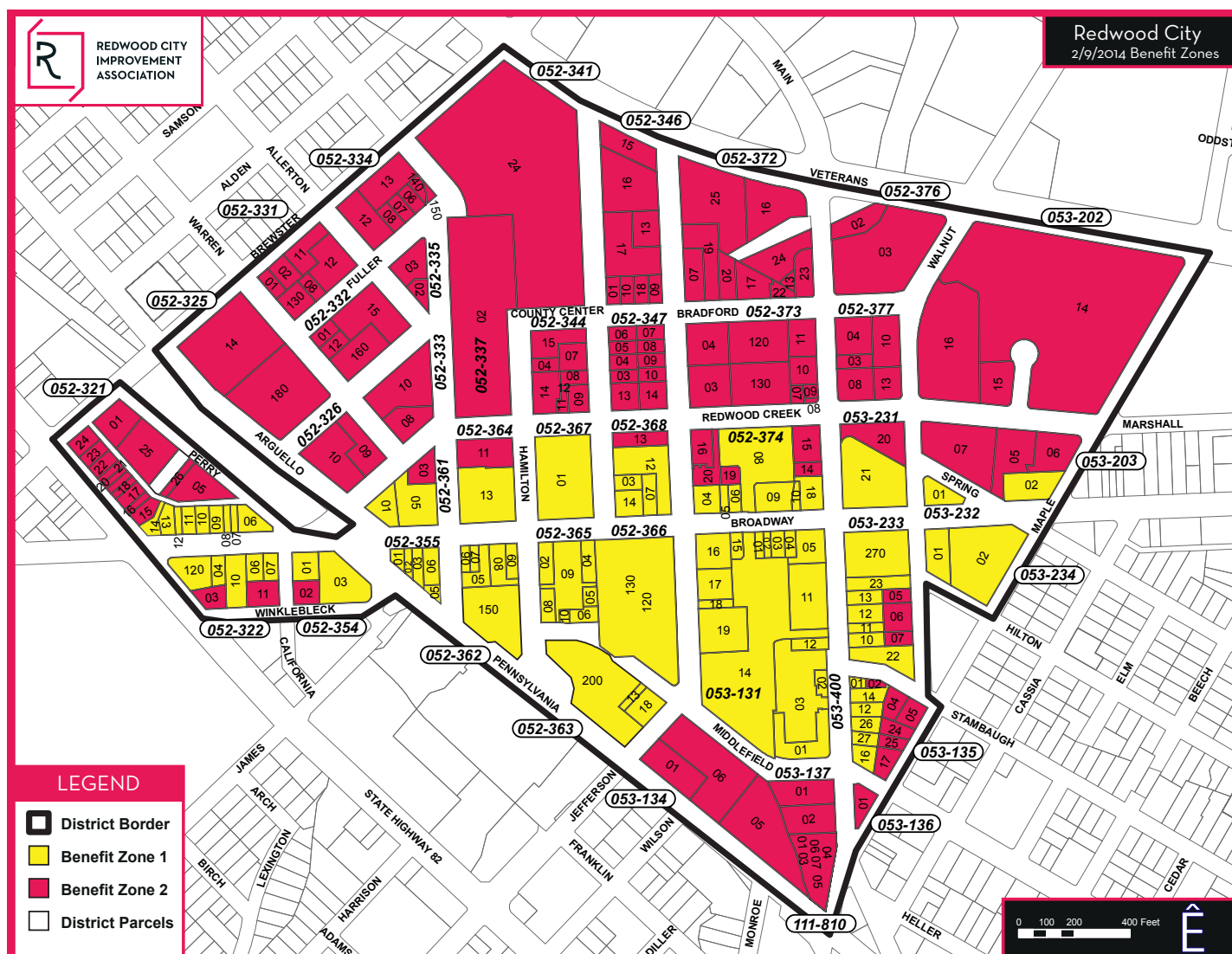
The parking committee is responsible for implementing solutions to better guide traffic, parking and transportation.





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.

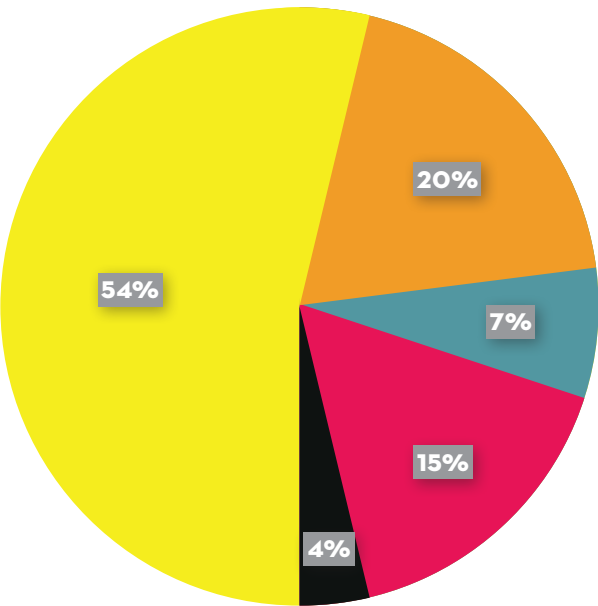


RCIA ASSESSMENTS

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. The budget for 2018-2019 was approximately \$909,117.96.



RCIA Budget by Category December 1, 2018 – November 30, 2019



- Sidewalk Operations and Beautification
\$ 490,923.69
- District Identity and Signage
\$ 181,823.59
- Parking Management
\$ 63,638.25
- Administration/Corporate Operations
\$ 136,367.72
- Contingency/City and County Fees/Reserves
\$ 36,364.71



HIGHLIGHTS

Art Kiosk Installation Project

In January 2019, the RCIA launched the Art Kiosk Installation with an official ribbon cutting ceremony to commemorate the project. Throughout 2019, the Art Kiosk displayed 10 art installations curated by Fung Collaboratives. Located in one of the Courthouse Square kiosks, the project aims to further enhance and beautify the community for residents and visitors —while making downtown an artistic hub for emerging international and local artists to showcase their work.



New Window Spectacles

On January 13, 2019, the RCIA brought back dazzling window spectacles that lit up storefronts throughout the community. The digital projections were produced by Fresh AV and popped up for residents and visitors to enjoy. The 3-D video content projected images that reflected the season such as festive polar bears and snowmen.



Launching New RCIA Brand and Logo

In February 2019, the RCIA launched a new brand and logo for the RCIA, featuring vibrant pink and yellow colors. Designed in collaboration with Olive Creative Strategies, Inc., the fresh look better represents the organization and its efforts to make downtown Redwood City an even more attractive destination.

During 2019, RCIA installed new street pole banners, informational A-frame signs and updated RCIA signage featuring its new logo and brand colors throughout downtown. Additionally, the organization introduced new RCIA clothing and gear for its maintenance workers.

The new brand further spanned into the community with pink and yellow umbrellas, new doggie bag boxes, and new AED labels and window stickers for local businesses to display in their storefronts in support of the RCIA.





REDWOOD CITY
IMPROVEMENT
ASSOCIATION

HIGHLIGHTS CONTINUED

RCIA Bi-Weekly Newsletter

In addition to launching its new brand, the RCIA began sending bi-weekly newsletters in January 2019. The emailer provides updates on upcoming events, businesses, and all things RCIA and downtown Redwood City.



Magic Lantern 3-D Light Shows Continue

In May 2019, the RCIA's Magic Lantern 3-D Light Show returned to downtown for its spring season, projecting weekly onto the San Mateo County History Museum. It is a 3-D video mapping light show sponsored by RCIA and designed by world-renowned light show artist Bart Kresa.



Bike Rack Installation

In June 2019, the RCIA installed five artistically curated bike racks at various locations throughout downtown. After receiving more than 40 artist submissions, the bike-shaped steel bike racks were designed and painted by four carefully chosen artists. The installations also include RCIA's branded signage to showcase and share the RCIA story and initiative with the community.





REDWOOD CITY
IMPROVEMENT
ASSOCIATION

HIGHLIGHTS CONTINUED

Downtown Video Shoot Strategy & Execution

In December 2019, the RCIA coordinated a video shoot in collaboration with Olive Creative Strategies, Inc. to showcase downtown Redwood City's retail and dining options, residences and workspaces. The full one-minute video demonstrates how downtown Redwood City is a vibrant destination to live, work and play by highlighting 201 Marshall apartments, retail shops, areas to work, and places to experience downtown's vibrant night life.



Online Survey

During November 2019, the RCIA distributed an online survey in collaboration with Olive Creative Strategies, Inc. On Facebook and Instagram, the survey was targeted at RCIA's social media fans and all users who live in Redwood City—collectively a potential reach of more than 96,000 people. The RCIA collected 307 total responses that resulted in the following findings:

- 62% of respondents do not live downtown
- 75% of respondents are very likely to visit downtown
- 52% of respondents visit downtown Redwood City once a week
- 84% of respondents visit downtown to dine at restaurants, bars and/or cafes
- 56% of respondents indicated that they've seen the Magic Lantern 3-D Light Show
- The majority of respondents indicated that they visit downtown on Fridays and Saturdays

Placemaking Initiatives

RCIA Board approved a spend of \$59,400 for creating a placemaking program. Through this multi-faceted program, RCIA will revitalize its plan and design of public spaces by utilizing inspiration from our community. The goal of this program is to create a public space that benefits our community's happiness and well-being.

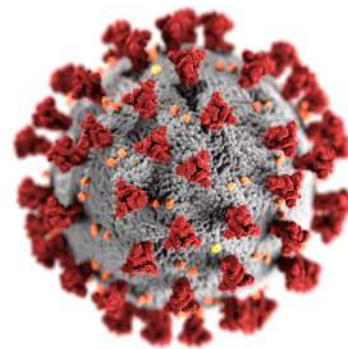




COVID-19 CRISIS MANAGEMENT

Strategy

Olive Creative Strategies and RCIA worked together to produce a working newsletter and social media strategy. The key aspects of the strategies were to support the community, provide the facts, be a resource and also bring hope. A strategy was put into place during the onset of the COVID-19 news and the teams worked together to edit the strategy as regulations changed by the minute. Additionally, the team closely monitored conversations happening on posts and social media platforms to accurately answer and address inquiries, while maintaining supportive relationships within the community during this uncertain time.



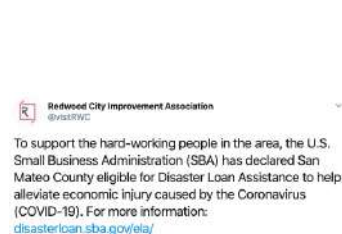
Messaging

Olive Creative Strategies and RCIA worked to craft a detailed, informative and sensitive statement that can be used in press, social media, and all other communications. The statement evolved as news was released.

“In regard to concerns of COVID-19, the Redwood City Improvement Association (RCIA) is in frequent contact with city officials about the health and safety of residents. In addition to closely monitoring the situation and adhering to all regulations and guidelines, the city is regularly cleaning and disinfecting public facilities in the downtown area and beyond. RCIA also assures residents that local businesses have been encouraged to take extra precautions to help maintain a healthy and safe environment for everyone. For the most up to date information, please visit SAMCEDA at www.samceda.org.”

Social Media Timeline

- March 17 - Disaster Loan Assistance, COVID-19 statement & Art Kiosk postponed
- March 19 - Restaurants Open
- March 23 - Reshare graphic on flattening the curve (example: Washington Post simulator)
- March 25 - Self-Sheltering & Supporting Local
- March 27 - List how to safely support local businesses (include Restaurants Open/Close list link)
- March 30 - Downtown Redwood City businesses open
- March 31 - Cleanliness in Downtown Redwood City
- April 3 - Share SAMCEDA business resources
- April 6 - Art Kiosk schedule (TBD)
- April 8 - Window Decals* (Depending on if self-sheltering is lifted on April 7)
- April 10 - Support local businesses by purchasing gift cards (include link to list of businesses on website)
- Ongoing - Reshare posts/updates from SAMCEDA, Bay Area news outlets & public health organizations (i.e. WHO, CDC, CDH), & businesses in BID





COVID-19 CRISIS DESIGN WORK

Newsletter Timeline

- March 17 - Disaster Loan Assistance
- March 25 - Sheltering at Home & Supporting Local
- March 31 - Cleanliness in Downtown Redwood City
- April 8 - Window Decals* (Depending on if Sheltering-in-Place is lifted on April 7)



REDWOOD CITY
IMPROVEMENT
ASSOCIATION



San Mateo County Eligible for Disaster Loan Assistance

We are living through a time in history that will be taught to kids for years to come. As we navigate day by day, we hope you find comfort that we are all in this together. We can utilize this time of sheltering in place to reflect and support those who need it most.

To help support the hard-working people in the area, the **U.S. Small Business Administration (SBA)** has declared **San Mateo County eligible for Disaster Loan Assistance** to help alleviate economic injury caused by the Coronavirus (COVID-19).

The **three-step disaster loan process** provides low-interest, long-term disaster loans to businesses of all sizes, private non-profit organizations, homeowners and renters.

Step 1: Apply for the Loan
Step 2: Property Verified and Loan Processing Decision Made
Step 3: Loan Closed and Funds Disbursed

WHAT CAN I USE THE LOAN FOR?

The loans may be used to pay fixed debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact.

WHAT IS THE INTEREST RATE?

The interest rate is 3.75 percent for small businesses without credit available elsewhere; businesses with credit available elsewhere are not eligible. The interest rate for non-profits is 2.75 percent.

SBA offers loans with long-term repayments in order to keep payments affordable, up to a maximum of 30 years. Terms are determined on a case-by-case basis, based upon each borrower's ability to repay.

Sandwich Boards

RCIA and Olive worked quickly to design five new posters for the sandwich boards displayed throughout the downtown district. The goal is to promote a safe and clean community. These posters were designed and printed within a two-day period.



Window Decals

Olive designed window stickers that will be printed at a later date. These stickers will go in the downtown area's business windows to exemplify and demonstrate the community's commitment to being safe, clean and healthy. The stickers were initially designed before the shelter in place was announced and will be used once the ban is lifted and restaurants/shops can conduct business as usual. The stickers will be 5x5 inches and have a clear background.





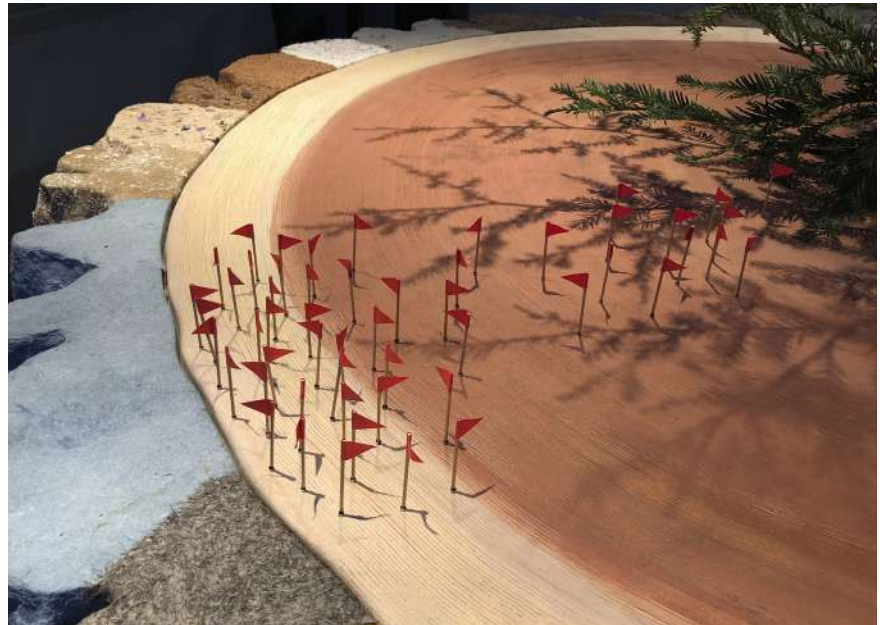
REDWOOD CITY
IMPROVEMENT
ASSOCIATION

A LOOK INTO 2019 – 2020

FISCAL YEAR

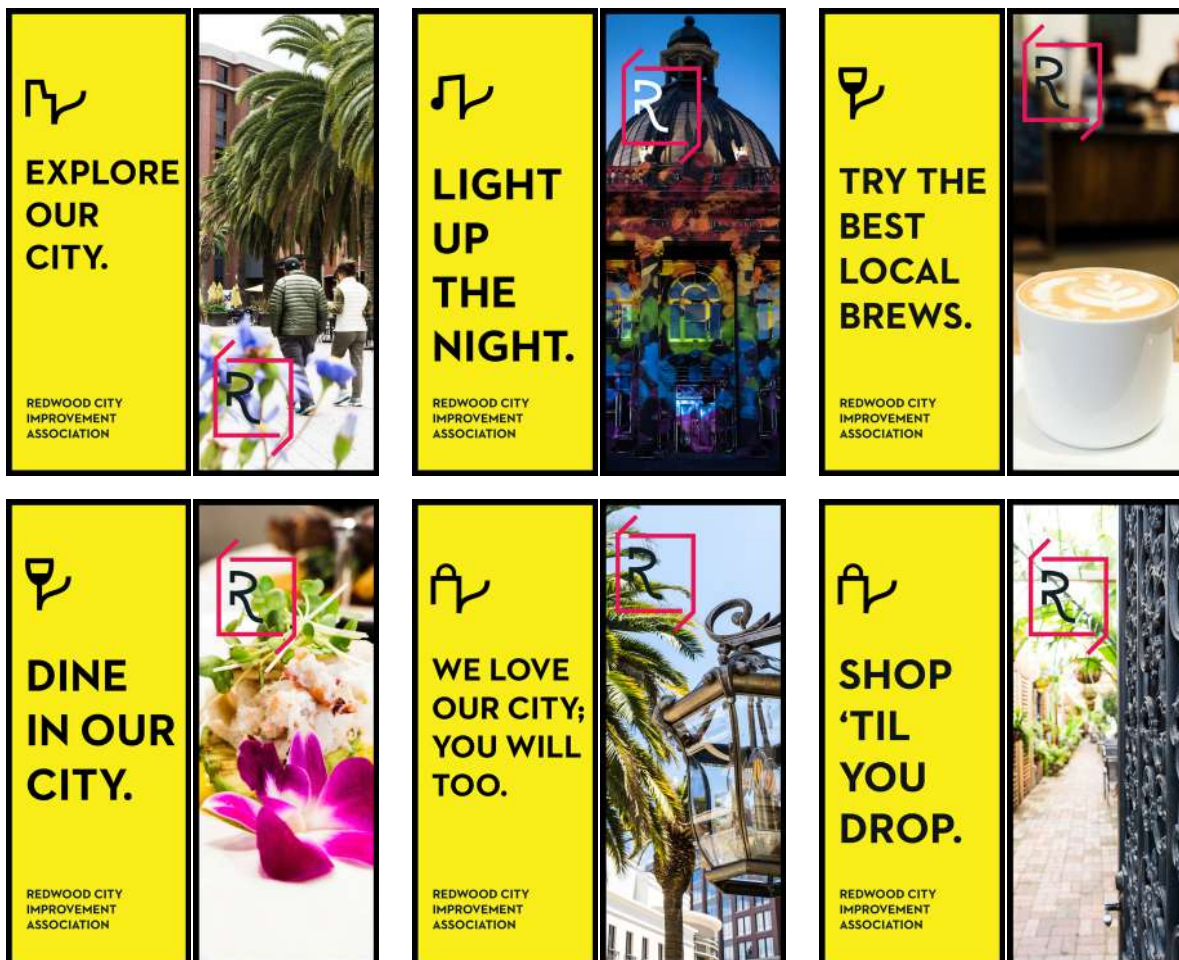
Extending the Art Kiosk Installation

After great success, the RCIA is extending the Art Kiosk Installation into 2020. Each exhibition is meaningful and relevant to the community as every artist has dedicated time and researched to the city's rich history and people.



Installation of 100 Street Banners

RCIA plans to install 100 updated street banner designs throughout downtown Redwood City in early to mid 2020. With shorter, bolder copy against a vibrant yellow background, the new banners promote downtown's unique cuisine, boutiques, history and artwork. Additionally, each banner will display RCIA's new logo and brand colors – solidifying its new look in the community.





REDWOOD CITY
IMPROVEMENT
ASSOCIATION

A LOOK INTO 2019 – 2020

FISCAL YEAR CONTINUED

Utilize Live, Work & Play Video Series Across Marketing Channels

In 2020, the RCIA is sharing the Live, Work and Play video series on Facebook, Instagram and Twitter. Additionally, businesses featured in the videos are encouraged to share them on their social media channels as well.



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. By November 2020, the 2600 Broadway block by El Camino Street will be revamped with loading zones for tenants, small trees planted throughout and a creative crosswalk to be painted with a design/strips of color. The 2000 Broadway block will see a revamp as well.



Shadow Art Touch Up

The RCIA team will touch up the shadow art murals throughout downtown. The new paint, recommended by the murals' original artist Damon Belanger, features a better suited coating to withstand weather and heavy foot traffic. This will ensure that the murals remain in pristine condition for approximately two years.



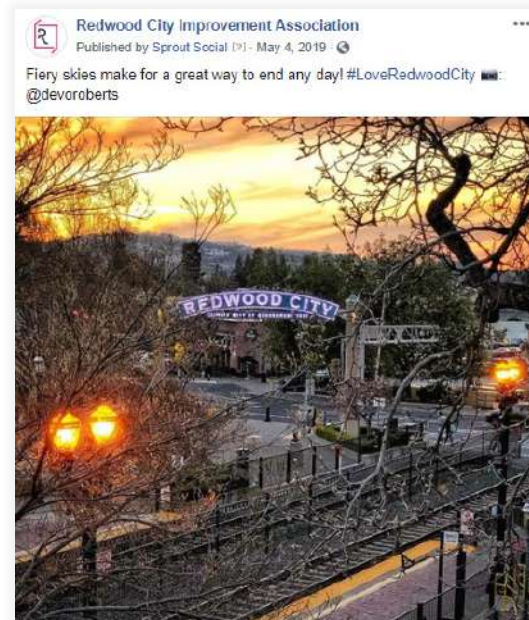
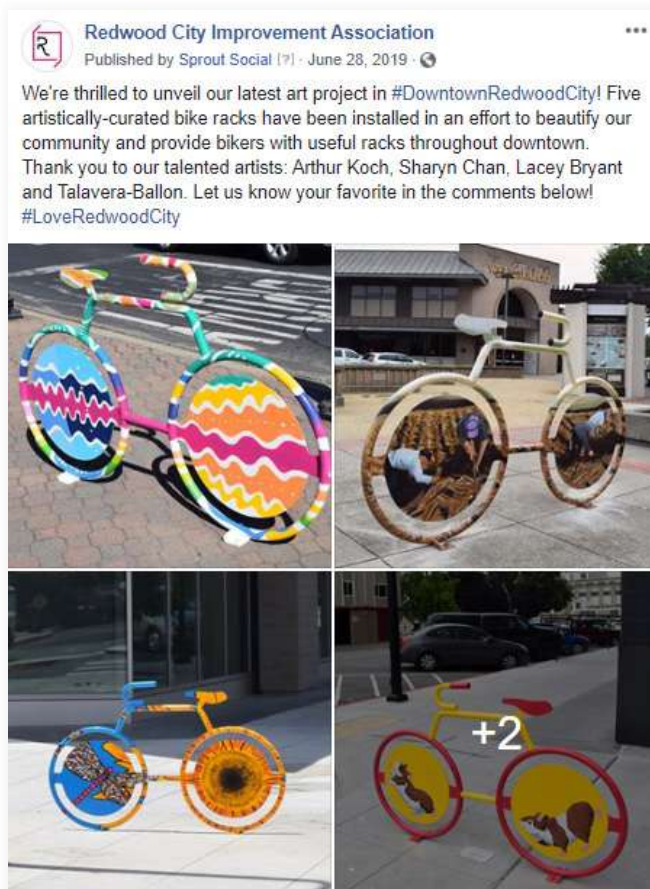


REDWOOD CITY
IMPROVEMENT
ASSOCIATION

SOCIAL MEDIA HIGHLIGHTS

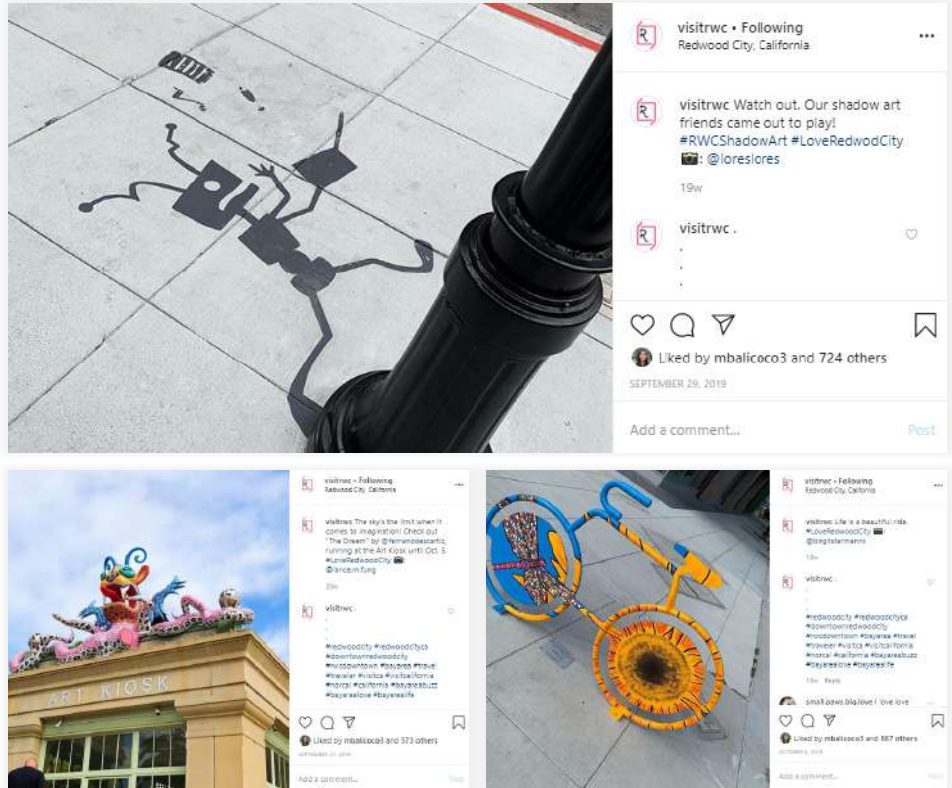
Facebook Highlights

- Increased following from 7,868–15,899 (+102%)
- Earned more than 3.3M 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 1,071–2,444 (+128%)
- Earned more than 631K impressions
- Curated user-generated content from Instagram users
- Engaged with local community residents, diners, shoppers, businesses, media and more



Twitter Highlights

- Increased following from 662–1,819 (+63%)
- Earned more than 137K impressions
- Leveraged engagement with media, bloggers, influencers, businesses and more



Redwood City Improvement Association

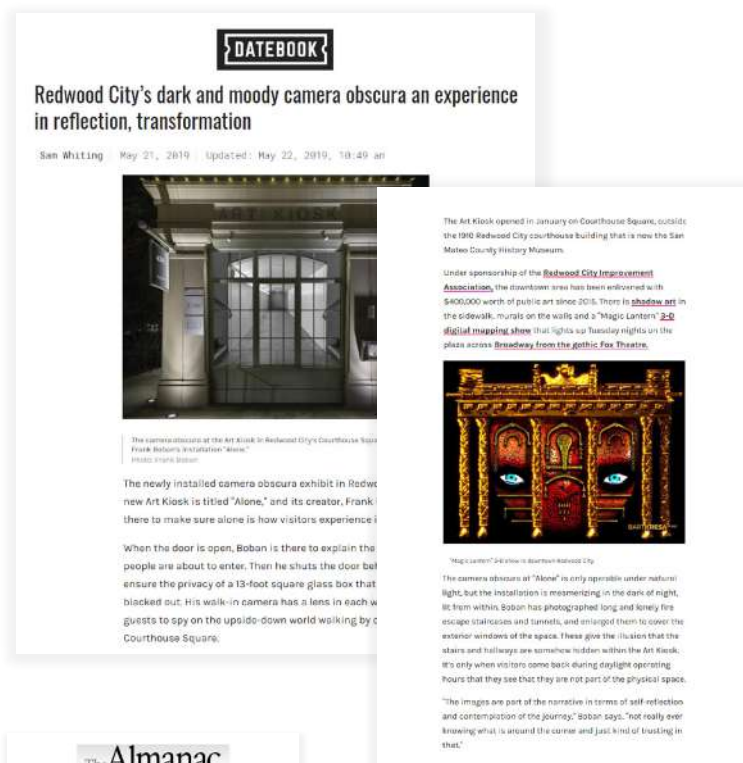
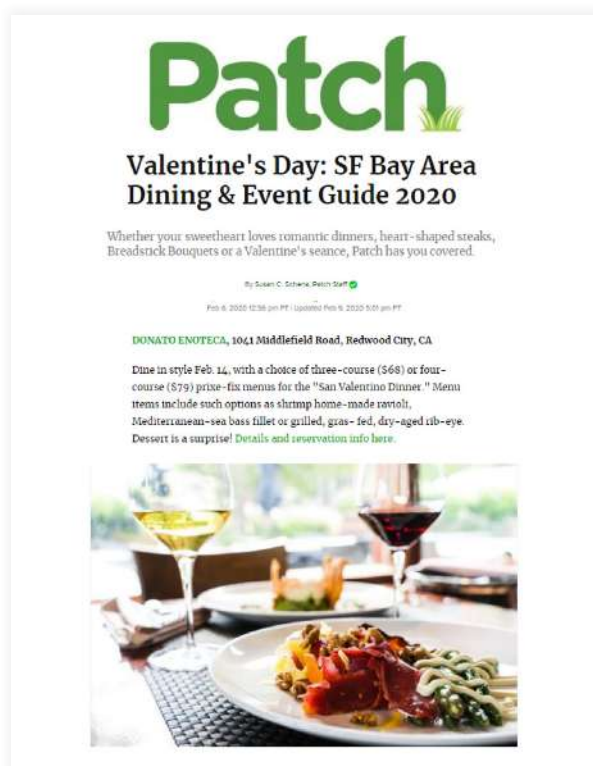
1450 Veterans Blvd., Ste. 125, Redwood City, CA 94063
650-362-5017 | www.visitrcw.org



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

MEDIA RELATIONS HIGHLIGHTS

The past year brought forth many media opportunities that highlighted the incredible events and projects happening in the community. Some of the most noteworthy media hits include features in publications such as The Mercury News, San Francisco Chronicle and the San Mateo Daily Journal.



The Almanac
 REDWOOD CITY • ANIMATED • PORTFOLIO • LOCAL • HISTORY

Colorful 'Dream' appears in Redwood City

Initiation by local artist Fernando Escartiz draws inspiration from Mexican folk art

By Kelly Kohn / Palo Alto Online
 Published: Thu, Sep 13, 2018, 2:29 pm



Visitors to downtown Redwood City's Courthouse Square this month will notice some new inhabitants — large, colorful, creatures perched on the roof and hanging within the corner Art Kiosk. They belong to "The Dream" by local artist Fernando Escartiz, the latest in the Art Kiosk public-art installation series.

The dreamer, in this case, is the innocent, chubby-cheeked, sleeping on a cloy bed on the interior of the kiosk. As he slumbers peacefully, the dreamer's world around him takes on fantastical shapes and colors and it's up to the viewer to interpret whether the dream creatures are friendly, menacing or both.

Escartiz, who works in multiple mediums including paint and sculpture, took his inspiration for the installation from the Mexican folk-art tradition of alebrijes, first created by artist Pedro Linares in 1930, after visions of fantastical animals and plants came to him during a fever dream.

The giant, strange, perched on top of the roof "looks definitely at all ... and dives them to sleep forward, peak in, and dig deep into their own emotions and dreams," according to a statement from Rung Collaboratives, which curates and presents the monthly art installations.

At the packed opening reception for "The Dream," representations from the Redwood City Public Library announced a story contest for children, inspired by the art. The winner will receive movie passes — plus an orange by Escartiz.

"The Dream" will be on view through Oct. 6. For more information, go to RungCollaboratives.com.



Local artist Fernando Escartiz created "The Dream," inspired by Mexican folk art traditions. Image courtesy of Rung Collaboratives.

RED TRICYCLE



AUGUST INTERACTIVE ART KIOSK INSTALLATION PROJECT IN DOWNTOWN REDWOOD CITY

The Redwood City Improvement Association in partnership with Rung Collaboratives, has unveiled the latest Art Kiosk installation titled by Jennifer Wiles titled "City Jay Park Symbol" and will host an opening reception on Saturday, August 3 at 4 p.m. in one of Downtown Redwood City's Courthouse Square Plaza. "City Jay Park Symbol" is a site-specific hand-painted sculpture that refers to the relationship in the natural world and to reflection of society. On the opening day, visitors can walk through the dynamic landscape of this black and white paper garden physically exploring the space as it depicts inequality, wealth disparity, globalization and other issues of environmental justice beneath the roots of this installation.

guff

This Fake Shadow Art Was Created Just To Mess With People's Minds

By Sarah / Palo Alto Online



When you're walking down a sidewalk, you see a dark, shadow-like figure cast on the ground next to you. It's a shadow, right? Well, not always. In some cases, it's a shadow of a shadow, and in some cases, it's a shadow of a shadow of a shadow. This is the idea behind the "Fake Shadow" art installation, which is designed to mess with people's minds.

The installation consists of a large, dark, shadow-like figure cast on the ground next to a person standing on a sidewalk. The figure is not a real shadow, but a fake one, created by an artist. The idea is to make people think that they are being followed or that there is something sinister about the shadow. The artist says that the shadow is actually the best.

1 Meet Damon Belanger

The Mercury News

S.F. Bay Area calendar: Greek festival, comedy and more

By LISA HERGENROTTER | lhergenrot@sfchronicle.com | Bay Area News Group
 Published: Wed, Aug 22, 2018 at 3:03 pm | UPDATED: August 23, 2018 at 7:55 am

Magic Lanterns 3-D Show: Through November, 2200 Broadway, Redwood City. A 3-D video mapping light show designed by artist Bart Evers. The show projects onto the San Mateo County History Museum for a 15-minute show weekly on Tuesday nights. Free. <http://bit.ly/3dshow>

Palo Alto online

A season of plenty: Autumn arts on the Peninsula

Take a peek into what's coming up in local exhibits, concerts, events and more

By Kelly Kohn / Palo Alto Online
 Published: Wed, Sep 19, 2018, 4:30 pm

Exhibitions and the art


Other exhibitions worth a look:

- "The Dream" (September), "Voice Crossing" (October) and "Bridges that bridge" (November) at the Art Kiosk, 405 10th St.

DATEBOOK

Create your own walking tour of Bay Area murals

San Welting / June 19, 2019 | Updated: July 1, 2019, 3:06 pm



San Welting created this small, blue, three-wheeled vehicle, which is part of a walking tour of murals. The vehicle is designed to be a fun and unique way to explore the city's art scene.


These days, it's a bigger choice to come upon vibrant artwork. Wall paintings have been 43 years together. Construction fences soon become art.

For years one of the liveliest strips of concrete is a series of vibrant murals at **Blumen and Murals** for those particular murals but good for the to have full exposure — if for a limited time.

Along Clinton and Belling alleys on the Mission longer drive the alleys, not wanting to target a exceptions. Most murals go unnoticed except.

Building means communication new murals to be a museum. There is enough work that one and parking meter cart into his own San Francisco.

Redwood City



Way Murals behind Broadway Redwood City
 Photo: San Welting, The Chronicle

Broadway murals

Downtown Redwood City is being populated with shadow murals on the sidewalks, animal murals on the front of businesses, and on organic art of connected murals on the sidewalks of business along.


Northern Broadway, just east of El Camino Real, there is also a **camera obscura exhibit** across from the old courthouse.

The Mercury News

Free 3-D light show returns to Redwood City

'Magic Lanterns' will be presented weekly through November at Courthouse Square

By LINDA ZAVORAL | lzavoral@bayareanewsingroup.com | Bay Area News Group
 PUBLISHED: May 28, 2019 at 8:00 am | UPDATED: May 28, 2019 at 8:06 am



The Magic Lanterns 3-D light show will be presented weekly through November at Courthouse Square. The show is a free 15-minute light show that is projected onto the San Mateo County Courthouse building every Tuesday evening through Oct. 22.

The light show that uses a historic courthouse as an art canvas is back for its fifth season on the Peninsula.

Magic Lanterns, a 3-D show designed by artist Bart Evers, will be presented on Tuesday evenings after the sun goes down, from now through November (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 May 18, 9 p.m. through Aug. 6, then 8:30 p.m. until sunsets change the start time again.

Themes will include Redwood City at 150, featuring a time-traveling robot honoring the 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: More information is at <http://bit.ly/3dshow>

As we look back at 2019 and the incredible accomplishments that have been made to improve our community, we cannot help but feel immense pride. As you well know, the focus of the Redwood City Improvement Association is to make the city a better place for everyone - from our residents to our visitors - and in 2019 we can confidently say we did just that.

Looking back at the highlights from 2019, together we implemented incredible projects that not only brought the community together, but continued to shine a light on the culture of Redwood City. From the launch of our new branding with bright, vibrant colors to the Art Kiosk Installation at the beginning of the year and the dazzling return of the seasonal 3D projected images on storefront windows, seeing the smiles and interest on faces around town means what we do matters.

This past year we continued to make amazing upgrades for our community and we look forward to continuing this momentum throughout 2020.

Thank you,



President, Don Gibson

Executive Director, Amy Buckmaster



Redwood City Improvement Association