



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

2020 ANNUAL REPORT





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.



2019–2020 Executive Officers

- **President** - Don Gibson
- Property Owner
- **Vice President** - Angela Rezab
- Property Owner
- **Treasurer** - Mark Chrzanowski
- Property Owner
- **Secretary** - Cathy Oyster
- Property Owner

Board Members

- **Aaron Aknin** - Community Member
- **Alex Khojikian** - Property Owner
- **Ben Paul** - Property Owner
- **Chris Beth** - Property Owner
- **Dani Gasparini** - Property Owner
- **Electra McBurnie** - Property Owner
- **Gloria Arteaga** - Property Owner
- **Jason Galisatus** - Community Member
- **Jihan Bayyari** - Community Member
- **Justin Mates** - Property Owner
- **Mollie Ricker** - Property Owner
- **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 Stacey Wagner

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 Akin and Ben Paul

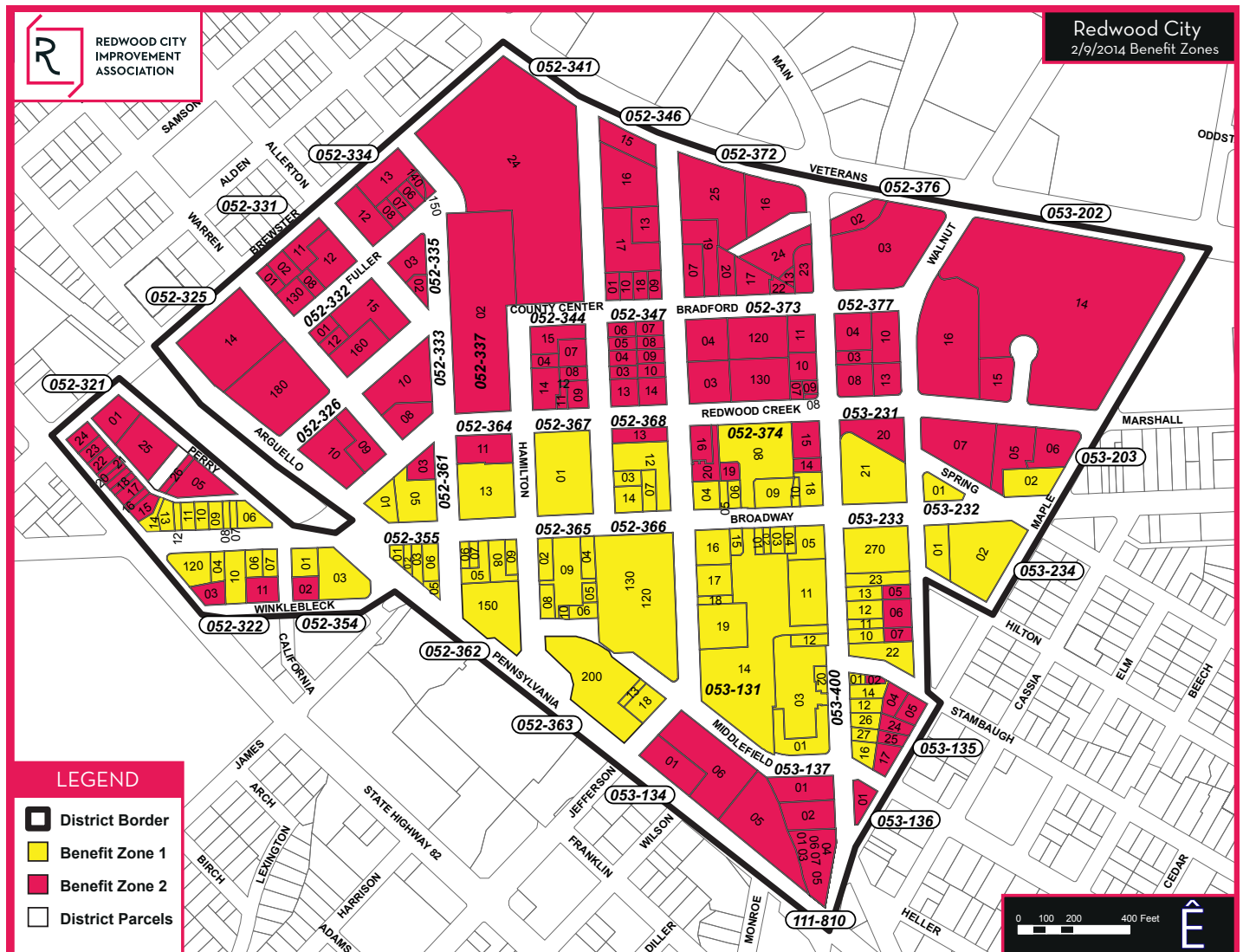
The parking committee is responsible for implementing solutions to better guide traffic, parking and transportation.





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.

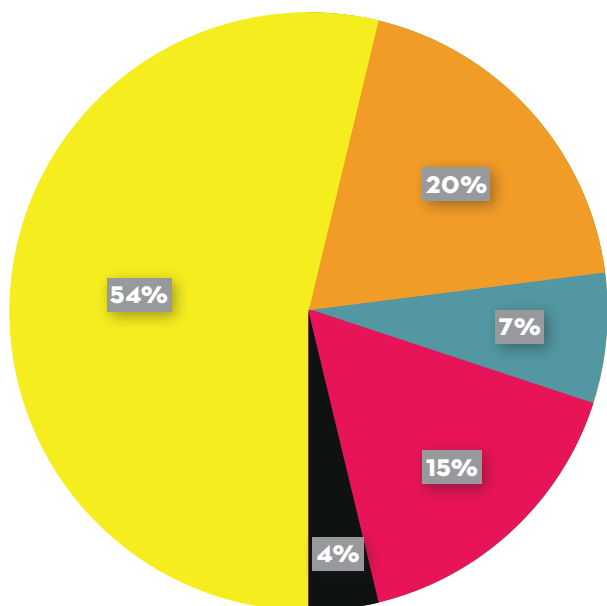


RCIA ASSESSMENTS

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 2019-2020 was approximately \$922,951.73



RCIA Budget by Category December 1, 2019 – November 20, 2020



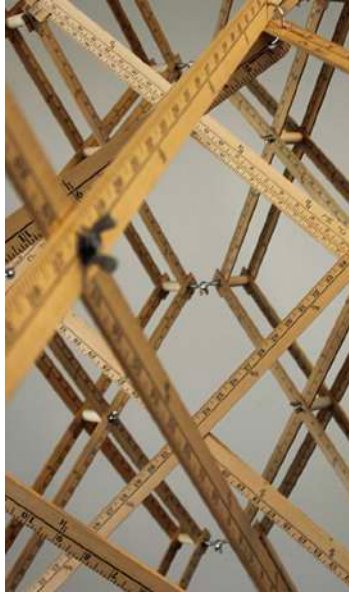
- Sidewalk Operations and Beautification
\$ 498,393.93
- District Identity and Signage
\$ 184,590.35
- Parking Management
\$ 64,606.62
- Administration/Corporate Operations
\$ 138,442.76
- Contingency/City and County Fees/Reserves
\$ 36,918.07



HIGHLIGHTS

Art Kiosk Installation Project

The RCIA pivoted the Art Kiosk Installations to public art displays visible 24/7 through the windows of the building. Throughout 2020, the Art Kiosk displayed numerous 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.



Shadow Art Touchup

In December, the RCIA completed the touch ups of shadow art pieces throughout downtown Redwood City. 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.



Eat, Sip & Be

On June 24, 2020, the RCIA partnered with the City of Redwood City and the Downtown Business Group to launch “Eat, Sip & Be in RWC”, its open-air dining experience that allowed restaurants to expand dining to the streets seven days a week.

The restaurants took over various downtown streets including Theatre Way, the 2600 block of Broadway, Broadway between Middlefield Road and Main Street, and Main Street from Broadway to Middlefield Road. Several safety precautions were put into place including the installation of automatic hand sanitizer stations throughout the “Eat, Sip & Be in RWC” area.



EAT & SIP IN RWC



HIGHLIGHTS CONTINUED

#BeLocal

In addition to open-air dining, the RCIA launched the “#BeLocal” campaign aimed at encouraging the community to shop local. This campaign included taglines geared toward supporting the various types of businesses including “Be Local”, “Be Inspired”, “Be Creative”.



RCIA Bi-Weekly Newsletter

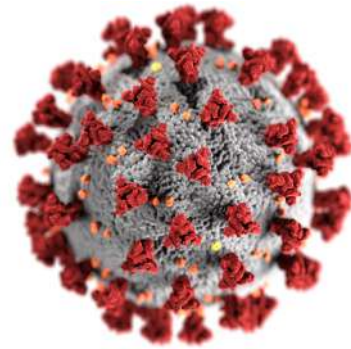
The RCIA continued sending bi-weekly newsletters throughout 2020. The emailers provided updates on COVID-19 restriction changes, business resources, upcoming events, and all things RCIA and downtown Redwood City.



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)
- May 6- National Nurses Day
- May 18- National Visit Your Relatives Day- Zoom edition
- May 27- Vesta provided boxed lunches to healthcare workers
- June 1- Update regarding planned protest in downtown
- June 9- Update on metered parking
- June 10- Posted in solidarity with Pride month
- June 12- Update regarding planned protest in downtown
- June 12- Art kiosk update
- June 15- Chalk Full of Fun chalk festival
- June 19- Redwood City Public Library Virtual Summer Learning Challenge
- June 19- Update regarding planned demonstration in courthouse square on June 21
- June 22- SM county History Museum online activities
- June 24- Announcement of Eat, Sip & Be
- July 13- Indoor dining closes
- July 16- Art kiosk: "Whisper"
- August 15- Art kiosk: "Epoch"
- August 28- Firefighter appreciation post: CZU Lightening complex fires
- Sept 3- Eat, Sip & Be expands to barbershops, fitness, hair & nail salons, and retail
- Sept 8- Art kiosk: "Numbers Crunchers"
- Sept 17- Orange skies air quality

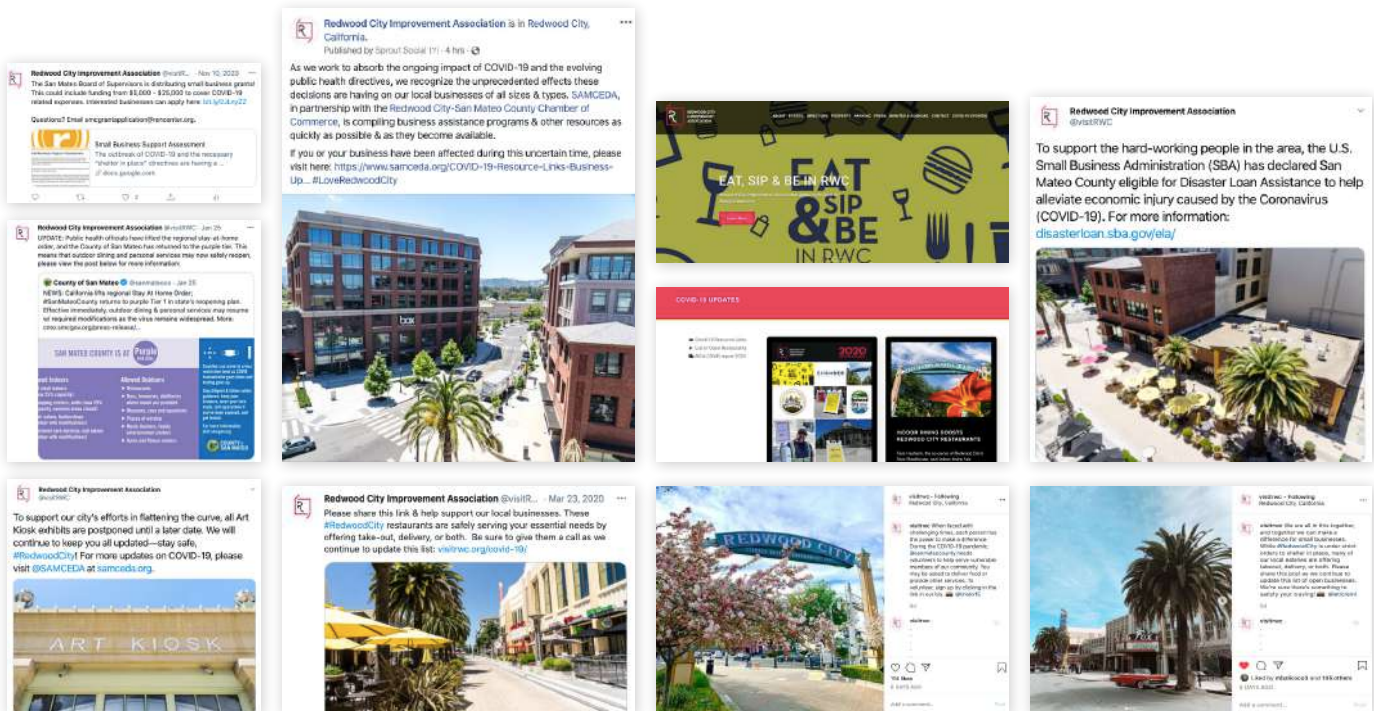


COVID-19 CRISIS MANAGEMENT

Social Media Timeline

- Sept 22- San Mateo County enters red tier
- Oct 6- Movie theater opens
- Oct 20- History Museum re-opens
- Oct 27- San Mateo County Enters orange tier
- Oct 29- Zareen's opening post
- Nov 7- Marufuku Ramen opening post
- Nov 28- Small business Saturday
- Nov 30- Fitness post
- Dec 5- Return to SIP and purple tier
- Dec 22- Shared full list of restaurants open for takeout and delivery
- Jan 26- Announced return of ESB

Ongoing - Reshare posts/updates from SAMCEDA, Bay Area news outlets & public health organizations (i.e. WHO, CDC, CDH), & businesses in BID



Newsletter Timeline

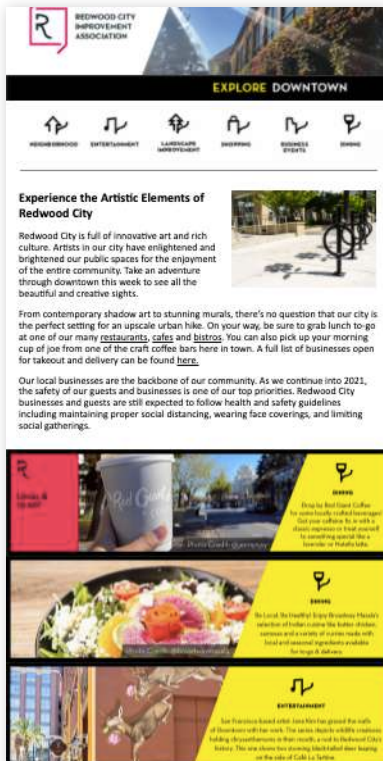
- March 17 - Disaster Loan Assistance
- March 25 - Sheltering at Home & Supporting Local
- March 31 - Cleanliness in Downtown Redwood City
- April 8 - Window Decals* (Depending on if Sheltering-in-Place is lifted on April 7)
- April 18 - Temporary Short Term Parking Application for Downtown Businesses
- April 24 - Attention Small Businesses: Get Ready to Apply for a Small Business Grant
- May 7 - San Mateo County Strong Fund
- May 27 - Business Survey to Learn How RCIA Can Help Support
- June 5 - San Mateo County Revise Health Order and temporary Outdoor Dining
- June 9 - Art Kiosk and Patio Dining at Restaurants
- June 16 - Statement from City of Redwood City on Temporary Outdoor Dining COVID-19 Permits
- June 24 - Announcement of “Eat, Sip & Be” and Information for Business Owners
- July 9 - Dining Al Fresco with “Eat, Sip & Be in RWC”
- July 17 - COVID-19 Required Document Displays for Businesses in San Mateo County
- July 31 - “Eat, Sip & Be in RWC” Big Hit for Restaurants
- August 14 - The Main Gallery Brings Innovative & Exciting Art to Redwood City
- August 28 - Take Your Feast To-Go with World Eats & Blueprint for a Safer Economy
- September 3 - Expanded Outdoor Business Activity to Include Barbershops, Dining, Fitness & Training, Hair & Nail Salons
- September 11 - Recognize Redwood City Fire Department + Local Offerings from Restaurants
- September 22 - San Mateo Moves into the Second Stage (Red) & Details of What Changed
- September 24 - Indoor Operations & more Began as San Mateo Enters Red Tier
- October 9 - Redwood City Businesses Expand Indoors
- October 13 - Temporary Outdoor Business Program Preparing for Winter Comfort
- October 21 - California Health officials Release Guidance & Updates to State’s Blueprint for a Safe Economy
- October 26 - San Mateo County History Museum Reopens its Doors to the Public
- October 27 - Shopping Malls, Restaurants, Places of Worships Can Operate at High Capacity, Additional Restrictions Eased



COVID-19 CRISIS MANAGEMENT

Newsletter Timeline

- November 3 - Information on 'Orange Tier' Webinar and What it Means for Businesses
- November 4 - Transit District Web Page Virtual Open House
- November 11 - Ways to Support Local Businesses This Holiday Season
- November 16 - San Mateo County Goes Back into Red Tier & What This Means for Businesses
- November 24 - Start Your Holiday Shopping During Small Business Saturday
- November 30 - San Mateo County Goes Back into Purple Tier & What This Means for Businesses
- December 3 - Information on California's Regional Stay-at-Home Order
- December 9 - Call all Redwood City Businesses: Survey to Learn How RCIA Can Help Support
- December 11 - Support Your Favorite Local Businesses This Holiday Season
- December 16 - San Mateo County Now Under Regional Stay-at-Home Order
- December 22 - Last-Minute Gifts and Treats for the Holidays





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EXPLORE DOWNTOWN



NEIGHBORHOOD



ENTERTAINMENT



LANDSCAPE
IMPROVEMENT



SHOPPING



BUSINESS
EVENTS



DINING



CHECK OUT
THE NEW
PERRY STREET
MURAL -
IN PROGRESS!



ENTERTAINMENT

A beautiful rendering of the Perry Street Mural— starting construction today. Stop by in the months to come to see its progress!



ENTERTAINMENT

Our beloved Redwood City Public Library is a finalist for the 2021 National Medal for Museum and Library Service! The only library in the state of California among the 30 finalists.



U.S. Small Business
Administration



DINING

New Details Released: Restaurant Revitalization Fund
The restaurant industry has been among the hardest hit during the pandemic. This new program will provide restaurants with funding equal to their pandemic-related revenue loss up to \$10 million per business and only \$5 million per physical location.

Redwood City Improvement Association

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650-362-5017 | www.visitrwc.org

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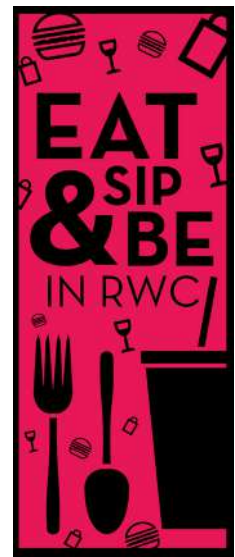


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COVID-19 CRISIS DESIGN WORK

Banners, Flags, Logos, Barriers & Social Media Graphics

RCIA and Olive worked quickly to design new banners, flags, barriers, and logos to be displayed throughout the downtown district along with hand sanitizer station signs. The goal being to promote the open-air dining experience in a safe way to the community. All promotional materials were designed and printed in just over one week.



A-Frames / Sandwich Boards

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



Window Decals

Olive designed widow 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.



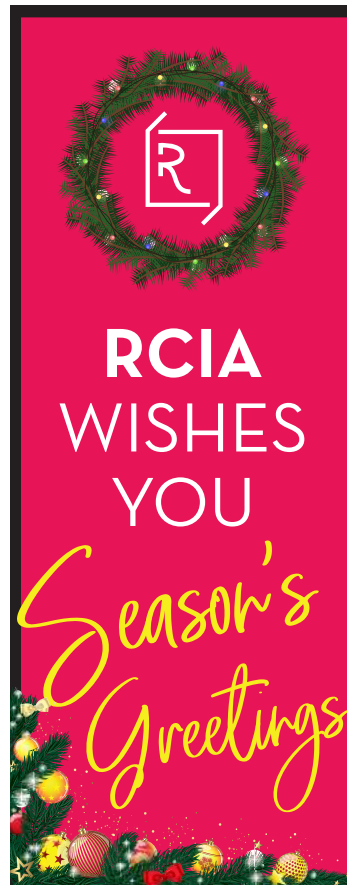


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RCIA HOLIDAYS

Holiday Activities & Décor

While the holidays might have felt a little differently this year, the RCIA did its part to keep the spirits of the holidays alive. The local community was encouraged to shop local all season long while also enjoying some holiday cheer with festive flags and lights.





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A LOOK INTO 2020 – 2021

FISCAL YEAR

Extending the Art Kiosk Installation

After great success in pivoting the display of these public art installations to meet COVID-19 safety requirements, the RCIA is extending the Art Kiosk Installation into 2021 with 8-10 more exhibitions planned.



Extending “Eat, Sip & Be”

Following the success of the RCIA’s open-air dining experience called “Eat, Sip & Be in RWC”, the program has been extended through December 31, 2021. The RCIA is continuing to put the support of its businesses first and are in discussions with the City to create a parklet program for outdoor dining that will involve the installation of a number of permanent sidewalk extensions called “parklets” for various businesses located outside of the “Eat, Sip & Be” area in order to expand their operations outside, seven days a week.





A LOOK INTO 2020 – 2021

FISCAL YEAR CONTINUED

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. There are currently 10 distinct locations throughout the Downtown district that have been identified for revitalization. The goal of this program is to create a public space that benefits our community's happiness and well-being.



RCIA/City Partnership

The RCIA and the City of Redwood City partnership will continue through 2021 to collaborate on safety measures and projects including permanent barricades on both ends of Theater Way and the refurbishment of the street lights throughout downtown.





SOCIAL MEDIA HIGHLIGHTS

Social Media Highlights: Jan 2020- Jan 2021

The RCIA social media accounts continually featured 2-3 businesses in the community per week to help promote and bring awareness to the local restaurants, shops, gyms, and events. A minimum of \$2,000 per month was budgeted for social media ads to directly boost these promotional posts in support of the RCIA businesses.

Facebook Highlights

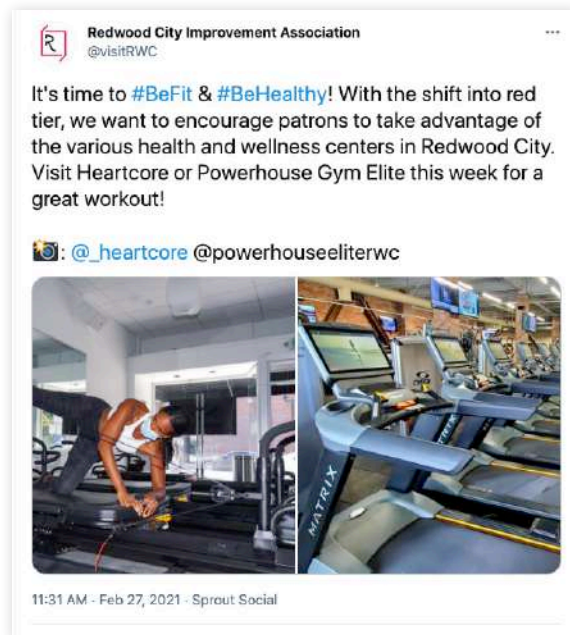
- Total impressions: 2,996,973
- Page likes gained: 3,850
- Total audience: 18,555
- Total engagements: 81,794

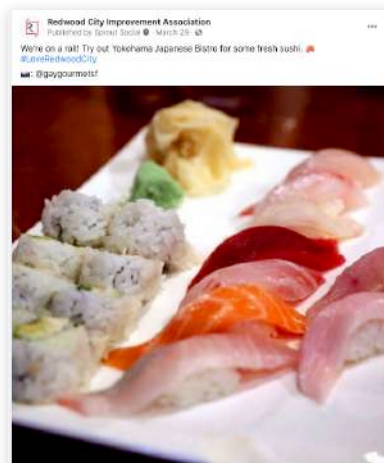
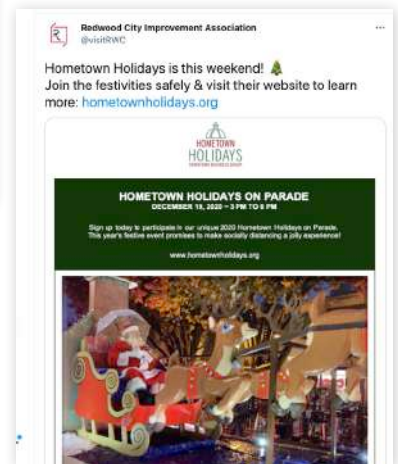
Instagram Highlights

- Total impressions: 791,330
- Followers gained: 1,050
- Total audience: 2,840
- Total engagements: 20,012

Twitter Highlights

- Total impressions: 165,883
- Followers gained: 475
- Total audience: 1,988
- Total engagements: 5,419





Social Media Ad Spending

\$2,000 per month x 12 months of 2020 = \$24,000

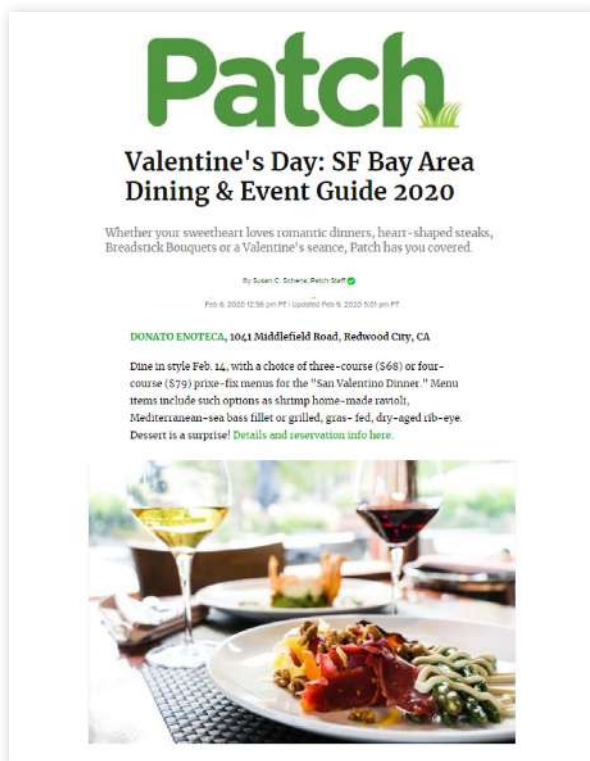
Redwood City Improvement Association

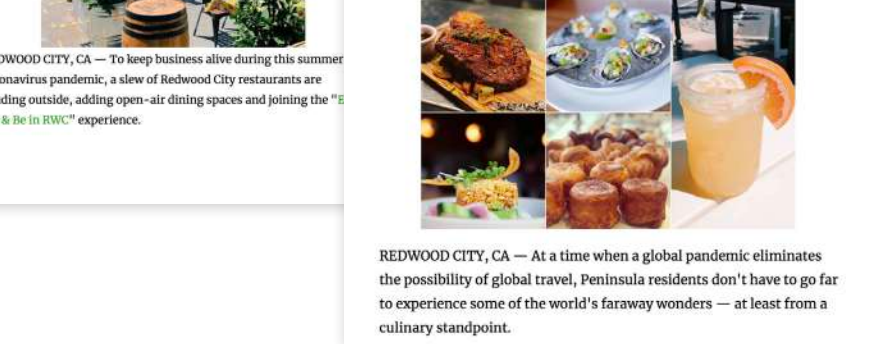
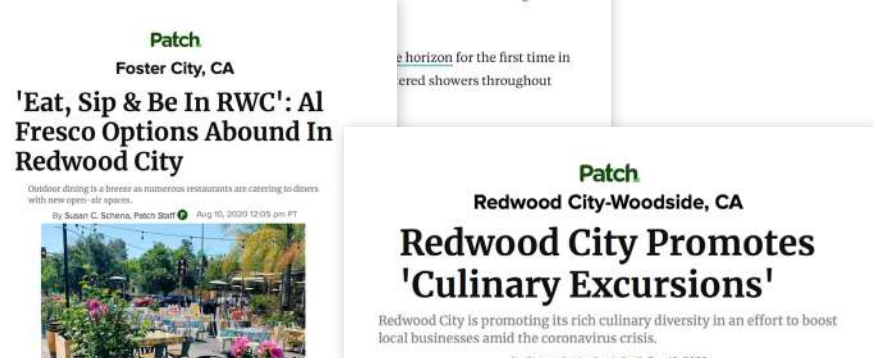
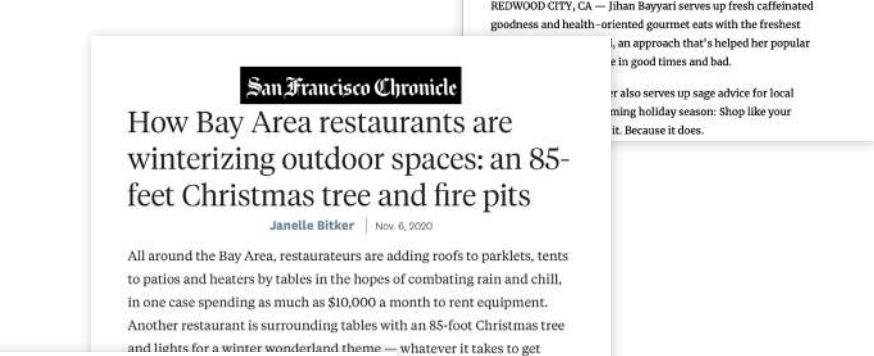
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MEDIA RELATIONS HIGHLIGHTS

The past year brought forth many media opportunities that highlighted the incredible things happening in the community. The main focus was giving a voice to the businesses that were so heavily impacted by COVID-19 restrictions. Some of the most noteworthy media hits include features in publications such as Climate RWC, San Francisco Chronicle and the San Mateo Daily Journal along with TV interviews on stations including KRON 4, KPIX 5, NBC Bay Area, and KTVU.





As we look back on 2020, we cannot help but be inspired by the many small businesses and the community who continued to show up and support them. With the outbreak of COVID-19, everyone's lives have forever been affected. As many of you know, the focus of the Redwood City Improvement Association is to make downtown Redwood City a better place for everyone, from our residents to our visitors. In 2020, this was ever more important as many small businesses had to reinvent their business models and quickly adapt with ever changing safety protocols. Ensuring the survival of our local businesses was our number one priority throughout 2020.

Looking back, together we implemented some incredible projects that worked to support our many local businesses and shined a light on the incredible work each of them do. From the launch of "Eat, Sip & Be in RWC" to support our restaurants to our "#BeLocal" campaign that showcased the incredible diversity of the businesses in Downtown Redwood City, to showcasing some incredible local artists with the ongoing monthly Art Kiosk installations giving people something to smile about when we all needed it most.

This past year, even with many strict safety protocols, we continued to make amazing upgrades for our community and look forward to continuing this momentum throughout 2021.

Thank you,



President, Don Gibson
Executive Director, Amy Buckmaster



Redwood City Improvement Association