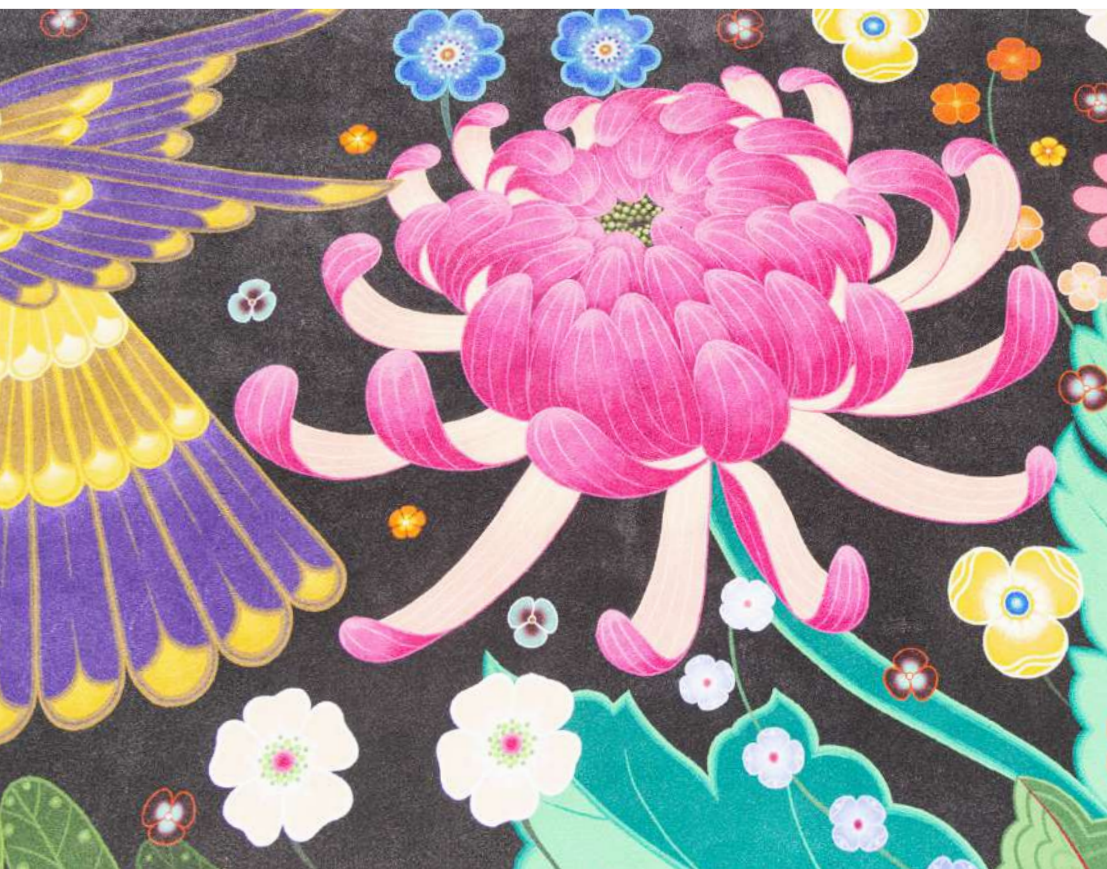




REDWOOD CITY
IMPROVEMENT
ASSOCIATION

2021 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.

2020–2021 Executive Officers

- **President** - Angela Rezab, Property Owner
- **Vice President** - Dani Gasparini, Property Owner
- **Treasurer** - Don Gibson, Property Owner
- **Secretary** - Gloria Arteaga, Property Owner

Board Members

- **Aaron Aknin** - Community Member
- **Alex Khojikian** - Property Owner
- **Ben Paul** - Property Owner
- **Cathy Oyster** - Property Owner
- **Chris Beth** - Property Owner
- **Jason Galisatus** - Community Member
- **Jihan Bayyari** - Community Member
- **John Fong** - Property Owner
- **Justin Mates** - Property Owner
- **Mark Chrzanowski** - Property Owner
- **Mark Nadim** - 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, J & A 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

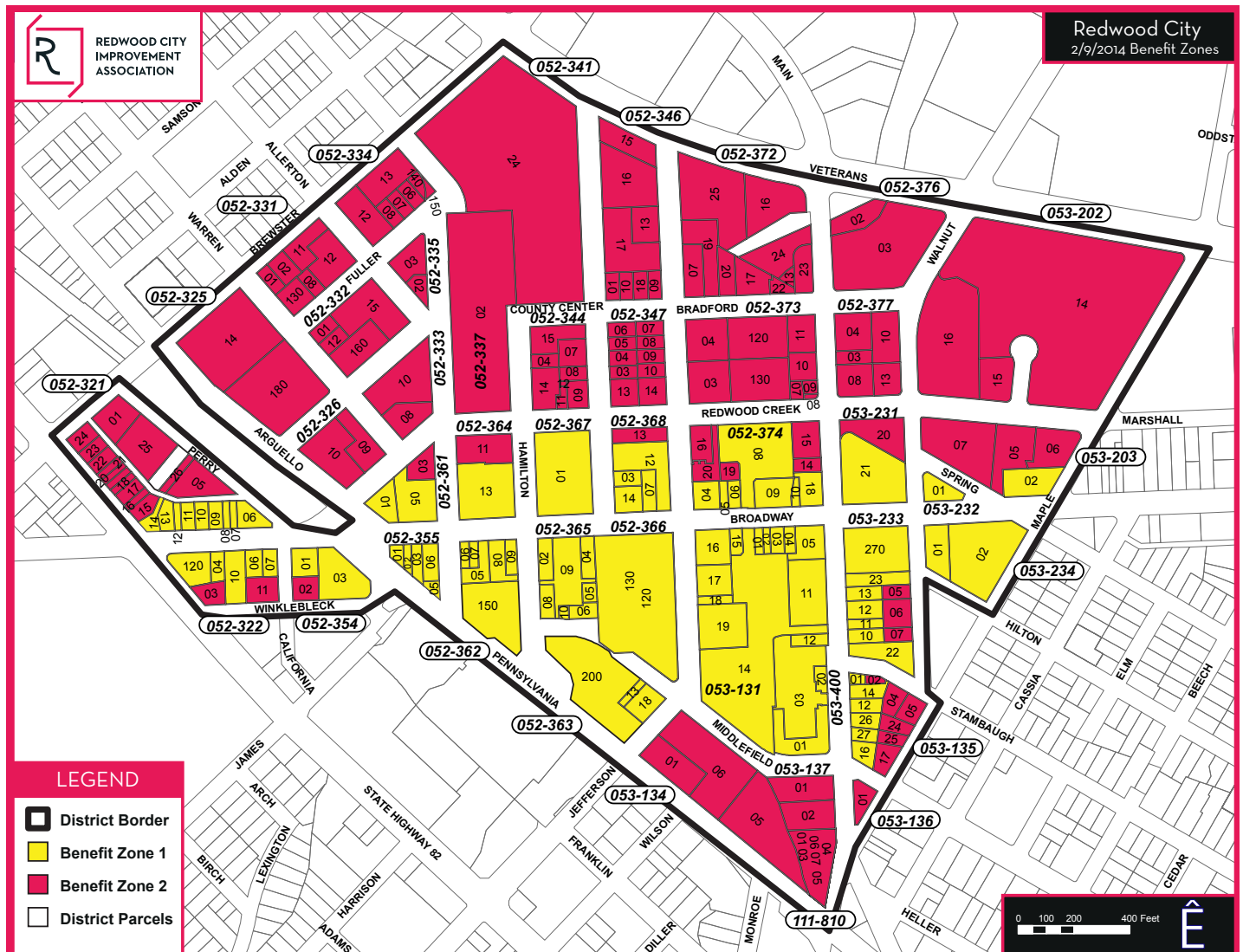
The parking committee is responsible for implementing solutions to better guide traffic, parking and transportation.





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.

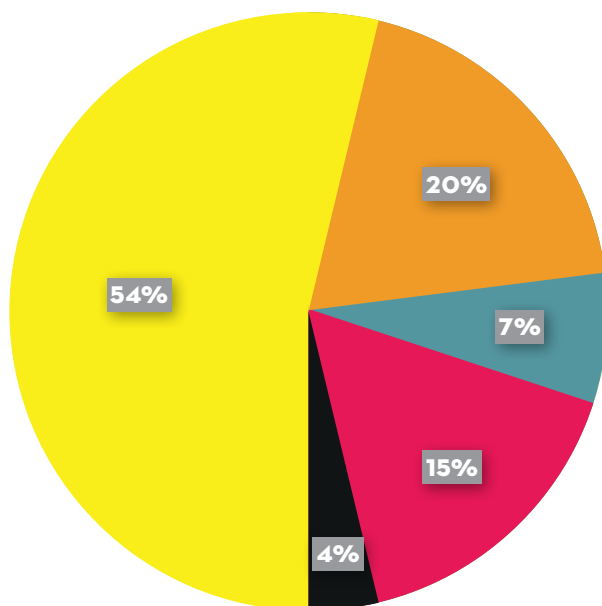


RCIA ASSESSMENTS

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 2020-2021 was approximately \$933,211.67.



RCIA Budget by Category December 1, 2020 – November 30, 2021



- Sidewalk Operations and Beautification
\$ 503,934.30
- District Identity and Signage
\$ 186,642.33
- Parking Management
\$ 65,324.82
- Administration/Corporate Operations
\$ 139,981.75
- Contingency/City and County Fees/Reserves
\$ 37,328.47



HIGHLIGHTS

Art Kiosk Installation Project

The RCIA continued its support for the rotating Art Kiosk Installations through an annual funding of \$50K in addition to ongoing promotion to media, newsletters and social media. Throughout 2021, 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.



Pedestrian Lighting

Appropriate quality and placement of lighting can enrich an environment and increase comfort and safety. Streetlights can enhance the ambiance of an area along with the visibility for pedestrians in common areas. The RCIA invested approximately \$75,000 towards funding the improvements made to pedestrian lighting in downtown. Improvements were made to roughly 225 poles, singles and doubles, including repainting, glass cleaning and LED retrofit. The estimated cost of the entire project was \$200,000, or \$900 per light pole, with the RCIA funding nearly 38% of the total project.

District Identity

Each neighborhood has its own unique identity. Placemaking activities and initiatives help identify boundaries, invite and orient visitors, strengthen neighborhood pride, and reinforce the district's brand. This year, the RCIA continued its support for district identity by contributing \$9K towards the creation of holiday and fall seasonal banners and flags that hung throughout downtown.





HIGHLIGHTS CONTINUED

Shadow Art Touch Up

As part of the RCIA's ongoing efforts toward the beautification of the Downtown, the team coordinated the touch up of 20 pieces of eclectic shadow art located throughout the neighborhood. In addition to the touch up of the shadow art, the RCIA also allocated PR efforts to the Perry Street Mural resulting in several interviews with the artist.



In-Person Events

In July 2021, the RCIA celebrated the return of several in-person events to Courthouse Square including Movies on the Square, Music on the Square, ART on the Square, Oktoberfest, Dia de Los Muertos, and the Zoppe International Circus. The events were promoted through RCIA's social media, newsletters and direct media outreach. These events helped increase foot traffic throughout Downtown.



Choose Local SMC App

In an effort to encourage the support of shopping local, San Mateo County, with their local partners (RCIA and City of Redwood City Included), announced the launch of the Choose Local San Mateo County app in Redwood City as part of the county's post-pandemic recovery. The points-based mobile app allows for shoppers to earn discounts and rewards at various participating businesses including restaurants, cafes, spas, boutiques, yoga studios, and more. Details about the launch of this app in Redwood City were shared across RCIA's social media channels and newsletters along with an additional press release announcing the launch as one of seven pilot areas.





HIGHLIGHTS CONTINUED

Holiday Activities & Decor

Holiday cheer filled the streets of Downtown Redwood City this year through the return of several celebrations including the addition of brand-new décor in Courthouse Square. The RCIA invested \$30k in this year's holiday décor that included an oversized illuminated ornament, encouraging people to share photos of themselves on social media using specific hashtags that were reshared on RCIA's Instagram stories and saved as a highlight icon. The RCIA also invested \$15K towards installing brand-new holiday banners throughout Downtown and coordinated two performances by carolers during December filling the streets with the sounds of the holidays. The RCIA also shared several other holiday happenings across social media, newsletters and to media publications including the full return of Hometown Holidays, the Caltrain Holiday Train, the Chanukah Festival and Holiday Handbell performance at the San Mateo County History Museum. Locals and visitors also rejoiced at the annual holiday tree lighting at Courthouse Square in early December.





RCIA Bi-Weekly Newsletter

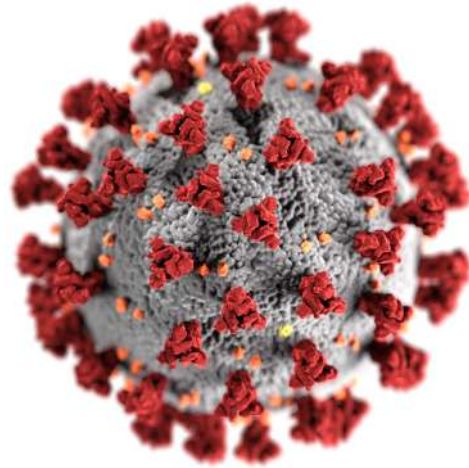
The RCIA continued sending bi-weekly newsletters throughout 2020-2021. The newsletters provided updates on COVID-19 restriction changes, business resources, upcoming events, and all things RCIA and downtown Redwood City.



CRISIS MANAGEMENT COVID-19

Strategy

The Redwood City Improvement Association (RCIA) combined efforts with the Redwood City Downtown Business Group, the City of Redwood City and Chamber San Mateo County (formerly Redwood City-San Mateo County Chamber of Commerce) to create an experience that helps our local businesses begin to recover from this pandemic, while also bringing our community together to support each other in a socially distanced and healthy manner. J&A Maintenance, RCIA's maintenance crew, also continued their extra cleaning of the sidewalks to keep Downtown clean and safe for everyone.



Olive Creative Strategies and RCIA worked together to continue producing a working newsletter and social media strategy. The key aspects of the strategy were to support the community, provide the facts, be a resource and also bring hope. The teams worked together to edit the existing strategy that was put into place during the onset of COVID-19 as restrictions and 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 the RCIA launched an open-air dining experience called “Eat, Sip & Be in RWC” in June 2020. Streets in downtown Redwood City were shut down seven days a week in order to allow approved restaurants to expand dining onto the streets. The success of the open-air dining along with the extension of COVID-19 restrictions, resulted in the extension of this program through December 31, 2021. Pauses to this initiative occurred throughout this time as restrictions were updated.



**EAT
& BE**
IN RWC



A LOOK INTO 2021 – 2022

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 2022 with 8-10 more exhibitions planned, this time around hosting exclusively local artists.



Meet Me in RWC

As the world begins to slowly work towards an “endemic”, the RCIA will be shifting its direction on social media with a campaign geared toward welcoming back the community and highlighting the diversity of the neighborhood. This campaign will be titled “Meet Me in RWC” and will give the community an authentic voice, by sharing more personal stories about business owners. Key pillars of this campaign include “Meet Our Community” which will showcase the picturesque scenery and highlight historical facts about the community; “Meet Our Family” which will highlight business owners with unique and inspiring stories; and “Meet Us” which will pull back the curtain on what the RCIA is and what they do highlighting their beautification projects.





A LOOK INTO 2021 – 2022

FISCAL YEAR CONTINUED

Placemaking Pilot at Public Library

In early 2020, the RCIA identified 10 distinct locations within downtown to highlight as spaces for people to come together and enjoy everything the community has to offer. Known as the “Placemaking Program” the goal was to create public spaces that benefit the community’s happiness and wellbeing. Due to COVID-19, this program was put on hold until it was safe for our community to gather together again. The RCIA will unveil its first placemaking location outside the Downtown Redwood City Library on Middlefield Rd. with a \$15K investment. This location will serve as the pilot for the placemaking program and will include new chairs, umbrellas and tables, along with two ADA compliant tables.



Bollards

The survival and longevity of the businesses in downtown remained, and continues to remain, the utmost importance. As many local businesses continue to take steps towards recovering from the everchanging restrictions of COVID-19, the RCIA has invested \$200K towards the installation of bollards on Theatre Way. This permanent barrier system will enhance pedestrian safety in downtown along with allowing for more permanent outdoor dining which will greatly benefit the many restaurants that call downtown Redwood City home. Installation of the bollards is slated to begin in Summer/Fall 2022.





A LOOK INTO 2021 – 2022

FISCAL YEAR CONTINUED

Digital Parking Signs

In an effort to ease the search for parking, the RCIA partnered with the City of Redwood City and Redwood City's Transportation & Parking Department to install digital parking signs throughout Downtown to easily and quickly lead you to available parking. This new system covers 400 on-street spaces, seven surface lots, and 11 garages, totaling for more than 4,000 parking spaces. Twenty-three LED signs can be found throughout Downtown displaying live parking information in 360-degrees.



RCIA / City Partnership

The RCIA and the City of Redwood City partnership will continue through 2022 to collaborate on additional safety measures and projects including the Permanent Parklet Program which the RCIA has already invested \$60k towards consulting costs.





SOCIAL MEDIA HIGHLIGHTS

Social Media Highlights: Dec 2020- Nov 2021

This year, we continued to highlight local businesses, RCIA initiatives, and community events to grow and engage the social media following. A minimum of \$1,600 per month was budgeted for social media ads to directly boost these promotional posts in support of the RCIA businesses.

Facebook Highlights

- Total impressions: 2,915,863
- Page likes gained: 2,742
- Total audience: 20,618
- Total engagements: 70,478

Instagram Highlights

- Total impressions: 6,789,372
- Followers gained: 712
- Total audience: 3,148
- Total engagements: 18,531

Twitter Highlights

- Total impressions: 104,643
- Followers gained: 274
- Total audience: 2,165
- Total engagements: 3,278

Social Media Ad Spending

\$1,600 per month x 12 months of Dec 2020- Nov 2021 = \$19,200





Redwood City Improvement Association
Published by Sprout Social [?] · July 2, 2021 ·

Eat, Sip & Be in Redwood City!
Our outdoor dining initiative is still happening every day, so come downtown and enjoy some delicious local cuisine outdoors.
#LoveRedwoodCity
📍: @milagroredwoodcity



Redwood City Improvement Association
Published by Hootsuite [?] · October 21, 2021 ·

🚶‍♀️ Making my way downtown... 🚶‍♀️ #LoveRedwoodCity
📍: Instagram user @voermanek



Redwood City Improvement Association is in Redwood City, California.

Published by Sprout Social [?] · August 11, 2021 ·

The seventh annual Oktoberfest in Redwood City will be here before you know it. Join us next month for live music, cold beer, tasty German bites and more! Get your tickets now for the September 16-26 festivities and read about the details here on Palo Alto Patch
<https://patch.com/.../oktoberfest-food-music-dancing-2021-dow...>



visitrcw · Following
Courthouse Square



visitrcw Courthouse Square is shining extra bright this year with the addition of a brand-new oversized illuminated ornament 🌟. Spread some holiday cheer with a photo inside the ornament and share it on social media with the hashtags #LifeSizeHoliday and #RCIASHinesBright



2,125 views

DECEMBER 2, 2021



Add a comment...

Post



The new Art Kiosk installation, "We Are Stardust," by Mexican Artist Fernando Escartiz is up and running through December 12! The idea behind the installation is the concept of rebirth and it challenges us to rethink what it means for something to die. "There has to be death for there to be life," Escartiz said. Come see the installation for yourself and let us know what you think in the comments below! #VisitRWC
📍: @fernandoescartiz



Liked by olivecreativestrategies and 1,109 others

NOVEMBER 17, 2021



Add a comment...

Post



REDWOOD CITY
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ASSOCIATION

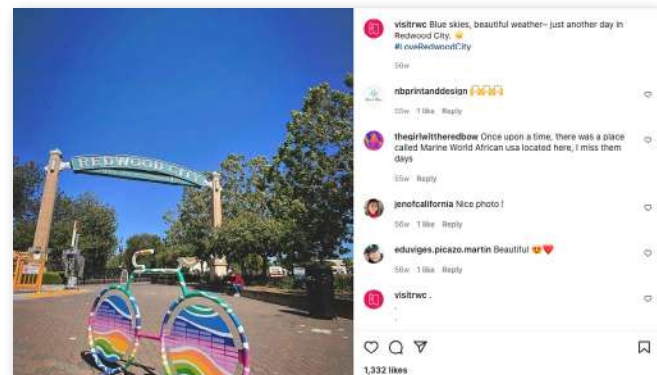
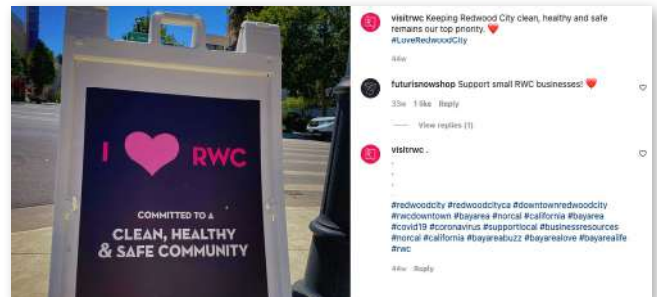
SOCIAL MEDIA HIGHLIGHTS CONTINUED



Redwood City Improvement Association

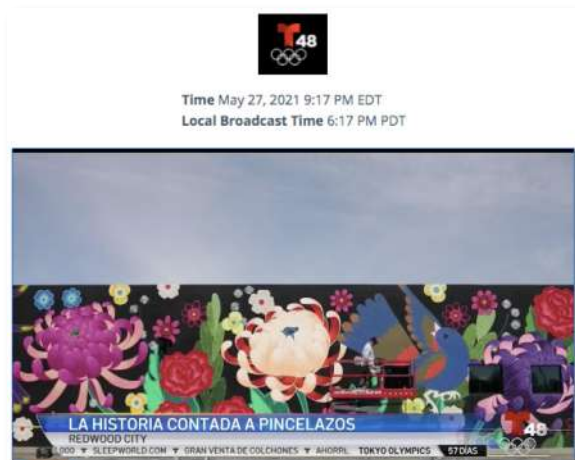
Published by Hootsuite [?] · October 26, 2021 ·

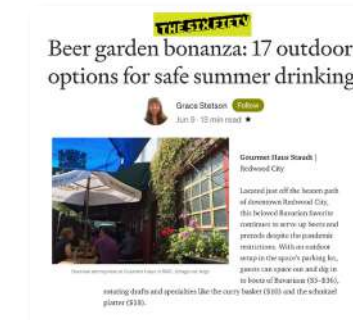
Have you attended the Zoppé Italian Family Circus yet? If not, there's still time to join in on the family-friendly fun! 🎪 Running through November 21, this year's show is "La Vita Nuova," which means "The New Life." As we try to create a new life ahead of us, we are reminded to take things lightly and to appreciate as much as we can. Get your tickets through the link in our bio to enjoy performances from a classically- trained mime and actor, an unforgettable Russian Bar act, a sword balancer, an aerialist specializing in swinging trapeze, and more!



MEDIA RELATIONS HIGHLIGHTS

The past year brought forth many media opportunities that highlighted the incredible things happening in the community. The main focus was to continue giving a voice to the businesses that were so heavily impacted by COVID-19 restrictions. Additional efforts were dedicated to the return of several in-person events and activities including Music on the Square, Movies on the Square, ART on the Square, Oktoberfest, and the holiday activities and brand-new décor. 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.



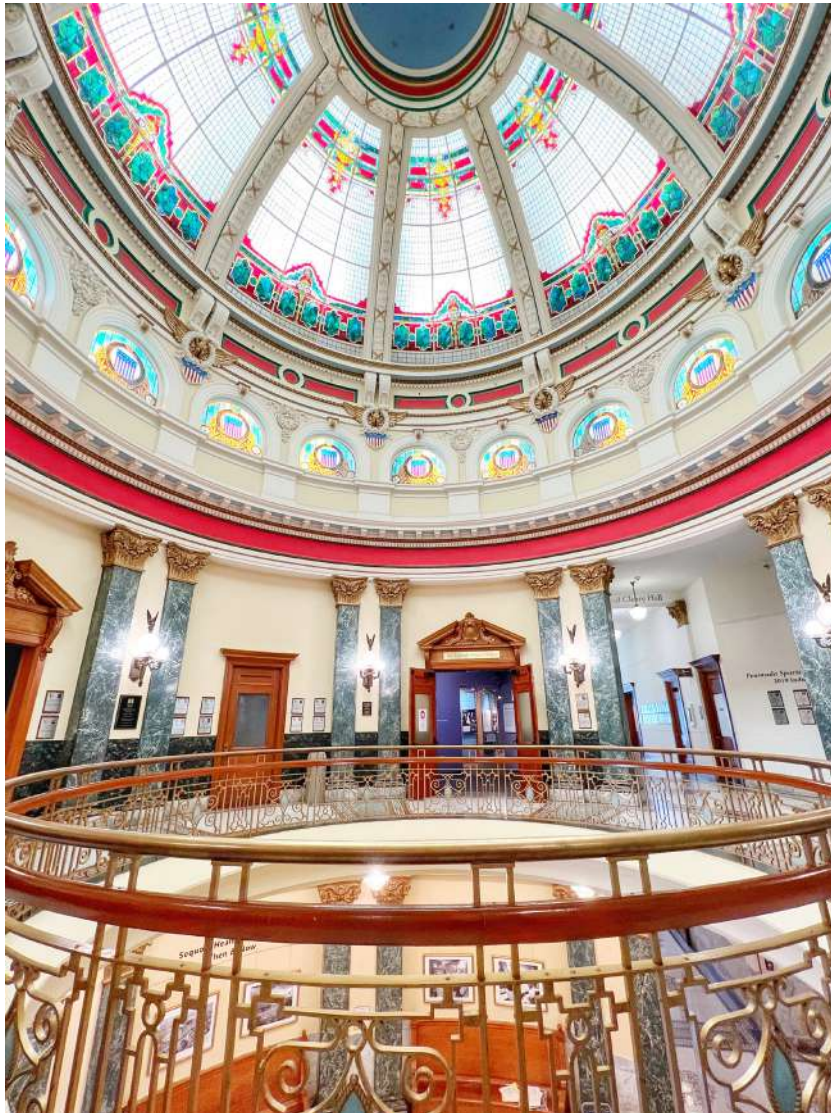




MEDIA RELATIONS CONTINUED



MEET ME IN RWC



WE ARE PROUD OF OUR HISTORY

Redwood City Improvement Association

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

2021 ANNUAL REPORT • PAGE 27

As we look back on 2021, we continue to be inspired by the many small businesses and the community who showed up to support them. As COVID-19 restrictions continued to soften, this past year brought so many incredible opportunities for the community to come together. 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 2021, we continued to make this top priority and were thrilled to see the return of many beloved in-person events that brought the community together. From music and film to art and circus activity, there were many reasons to celebrate and rejoice as we worked towards our journey to a new normal. Ensuring the survival of our local businesses was our number one priority throughout 2021. These events brought tremendous increased foot traffic downtown from both locals and visitors.

Looking back, together we implemented some incredible initiatives from the launch of the Choose Local SMC App, that rewards people for shopping and supporting local businesses, to feeling the joy of the holidays with the return of numerous parades and a brand-new oversized illuminated ornament in Courthouse Square, to showcasing thought-provoking art installations throughout the year at the Art Kiosk by incredible local artists. The holidays felt a little extra cheerful and magical, and we loved watching joy fill the streets along with sharing those special moments captured inside our new ornament on social media.

This past year, even in the face of many challenges, we continued to make amazing upgrades for our community to enjoy and look forward to continuing this momentum throughout 2022.

Thank you,



President, Angela Reza
Executive Director, Amy Buckmaster



Redwood City Improvement Association