

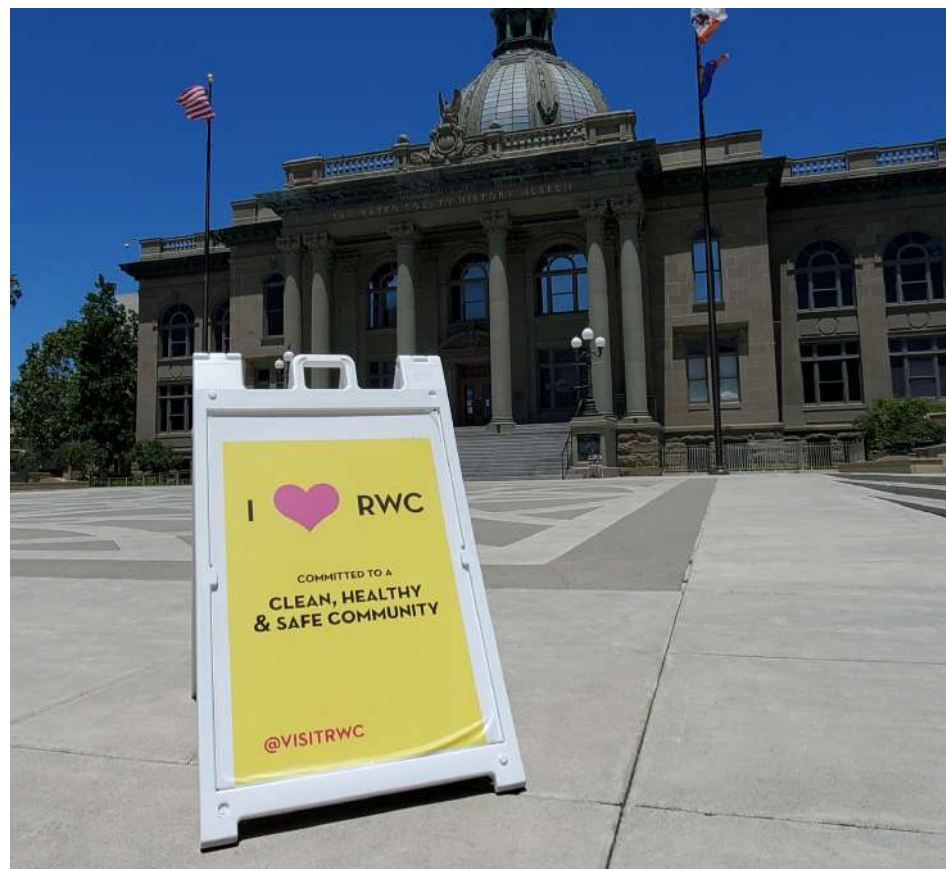


REDWOOD CITY
IMPROVEMENT
ASSOCIATION

2020 COVID-19 STRATEGY



CHAMBER
SAN MATEO COUNTY





COVID-19 STRATEGY

2020 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.

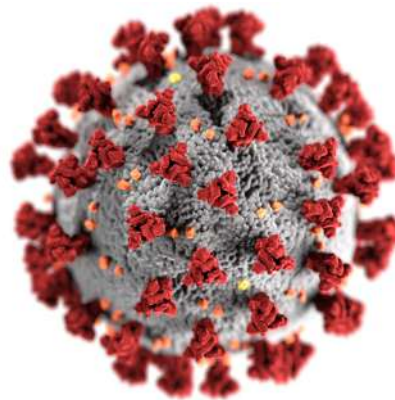
Olive Creative Strategies and RCIA worked together to continue producing a working newsletter and social media strategy. The key aspects of the strategies were to support the community, provide the facts, be a resource and also bring hope. The teams worked together to edit the existing strategy that 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.

Total RCIA Financial Support

March 2020-February 2021: **\$220,223**

Including, but not limited to:

- Post COVID-19 Mitigation Strategy Planning
- “Eat, Sip & Be” Program Funding
- Social Media
- Increasing Cleaning Efforts
- Banners, Flags & Barricade Covers
- A-Frames & Window Decals
- Hand Sanitizing Stations
- 1oz and 8oz Hand Sanitizers



Messaging

Olive Creative Strategies and RCIA worked together to announce the launch of the open-air dining experience called “Eat, Sip & Be in RWC”. Streets in downtown Redwood City were shut down seven days a week in order to allow approved restaurants to expand dining onto the streets. A press release was drafted and distributed to the media on June 24 with dining beginning on June 26 and was initially intended to run through September 30, 2020. The success of the open-air dining along with the extension of COVID-19 restrictions, resulted in the extension of this program through the end of the year. Pauses to this initiative occurred throughout this time as restrictions were updated. The following statement was provided to the media on behalf of Amy Buckmaster.

“Open-air dining is an incredible opportunity for the city and its local businesses after the ups and downs these resilient companies have faced. We combined our efforts with the Redwood City Downtown Business Group, the City of Redwood City and the Redwood City-San Mateo County Chamber of Commerce to create an experience that helps our local businesses begin to recover from the last few months, while also bringing our community together to support each other in a socially distanced and healthy manner.”

**EAT
& SIP
& BE
IN RWC**



COVID-19 STRATEGY

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)
- June 24 Announcement of Eat, Sip & Be
- July 13 Indoor dining closes
- Sept 3 Eat, Sip & Be expands to barbershops, fitness, hair & nail salons, and retail
- Sept 22 San Mateo County enters red tier announcement post



Social Media Timeline

- 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 to promote local gyms
- 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. WdHO, CDC, CDH), & businesses in BID





COVID-19 CRISIS DESIGN WORK : PART 1

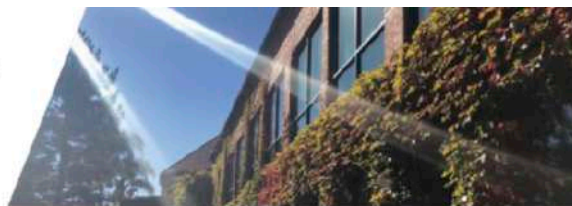
Newsletter Timeline

The RCIA in collaboration with the City of Redwood City, Chamber San Mateo County, and the Redwood City Downtown Business Group distributed bi-weekly newsletters, sometimes more, to highlight the various happenings at local businesses and update business owners with COVID-19 news and resources.

- | | |
|-------------|---|
| • March 17 | Disaster Loan Assistance |
| • March 25 | Self-Sheltering & Supporting Local |
| • March 31 | Cleanliness in Downtown Redwood City |
| • 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 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 |
| • Sept 3 | Expanded Outdoor Business Activity to Include Barbershops, Dining, Fitness & Training, Hair & Nail Salons |
| • Sept 11 | Recognize Redwood City Fire Department + Local Offerings from Restaurants |
| • Sept 22 | San Mateo Moves into the Second Stage (Red) & Details of What Change |
| • Sept 24 | Indoor Operations & more Began as San Mateo Enters Red Tier |

Newsletter Timeline Continued...

- Oct 9 Redwood City Businesses Expand Indoors
 - Oct 13 Temporary Outdoor Business Program Preparing for Winter Comfort
 - Oct 21 California Health officials Release Guidance & Updates to State's Blueprint for a Safe Economy
 - Oct 26 San Mateo County History Museum Reopens its Doors to the Public
 - Oct 27 Shopping Malls, Restaurants, Places of Worships Can Operate at High Capacity, Additional Restrictions Eased
-
- Nov 3 Information on 'Orange Tier' Webinar and What it Means for Businesses
 - Nov 4 Transit District Web Page Virtual Open House
 - Nov 11 Ways to Support Local Businesses This Holiday Season
 - Nov 16 San Mateo County Goes Back into Red Tier & What This Means for Businesses
 - Nov 24 Start Your Holiday Shopping During Small Business Saturday
 - Nov 30 San Mateo County Goes Back into Purple Tier & What This Means for Businesses
-
- Dec 3 Information on California's Regional Stay-at-Home Order
 - Dec 9 Call all Redwood City Businesses: Survey to Learn How RCIA Can Help Support
 - Dec 11 Support Your Favorite Local Businesses This Holiday Season
 - Dec 16 San Mateo County Now Under Regional Stay-at-Home Order
 - Dec 22 Last-Minute Gifts and Treats for the Holidays
-
- Jan 8 Be Local, Be Healthy, Be You: Ways to Support Local in the New Year
 - Jan 11 SBA & Treasury Announce PPP Re-Opening
 - Jan 21 Experience the Artistic Elements of Redwood City While Enjoying Local Eateries
 - Jan 25 Public Officials Lift 'Regional Stay-at-Home Order' for All Regions
-
- Feb 9 "Eat, Sip & Be in RWC Returns" + Celebrate Valentine's Day with Redwood City



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.

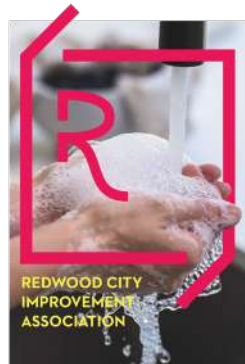


REDWOOD CITY
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COVID-19 CRISIS DESIGN WORK : PART 2

A-Frames

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 window stickers for 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 were designed and printed within one day.



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.

**EAT
& SIP
IN RWC**



Redwood City Improvement Association

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



COVID-19 MEETINGS SUMMARY

Bi-weekly Planning Session

The RCIA in collaboration with Olive Creative Strategies has met on a regular basis since the start of the pandemic to strategize and plan the best ways to support small businesses during this time.

The RCIA meets with Olive Creative Strategies on a Bi-Weekly basis to discuss all promotional needs for the businesses in the district. This is a time for feedback to be given on the current pitches and proposed social media strategy, as well as for the team to brainstorm new ways to help the businesses gain visibility online and in the press.

- | | | |
|------------|-------------|----------|
| • March 11 | • July 1 | • Oct 21 |
| • March 25 | • July 15 | • Nov 4 |
| • April 8 | • July 29 | • Nov 18 |
| • April 22 | • August 12 | • Dec 2 |
| • May 6 | • August 26 | • Dec 16 |
| • May 20 | • Sept 9 | • Jan 13 |
| • June 3 | • Sept 23 | • Jan 27 |
| • June 17 | • Oct 7 | • Feb 2 |
| | | • Feb 16 |

Eat, Sip & Be Taskforce Meetings

Starting on June 29, 2020, the RCIA, City of Redwood City, Chamber San Mateo County, and the Redwood City Downtown Business Group would convene on a weekly basis to discuss the status of outdoor dining. This “Eat, Sip & Be” taskforce meeting has been used to give updates on the restaurants in the community and their weekly status, and continually brainstorm ways to be the most helpful to business owners. Updates would be given on road closures, issues with takeout pickup locations, tents & other outdoor dining amenities, and much more. The meetings moved to a bi-weekly status in November.

- | | | |
|-------------|-------------|----------|
| • June 29 | • August 24 | • Oct 26 |
| • July 6 | • August 31 | • Nov 9 |
| • July 13 | • Sept 14 | • Nov 23 |
| • July 20 | • Sept 21 | • Dec 7 |
| • July 27 | • Sept 28 | • Dec 21 |
| • August 3 | • Oct 5 | • Jan 4 |
| • August 10 | • Oct 12 | • Feb 1 |
| • August 17 | • Oct 19 | • Feb 22 |



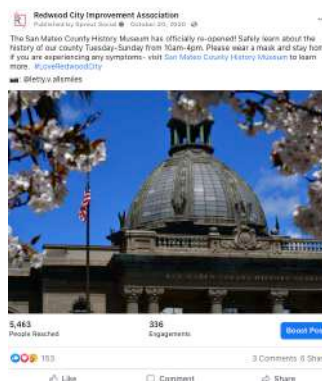
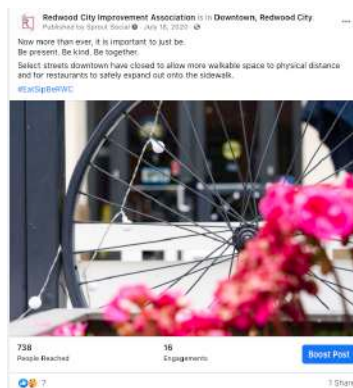
REDWOOD CITY
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SOCIAL MEDIA HIGHLIGHTS

MARCH 2020 – JANUARY 2021

Facebook Highlights

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



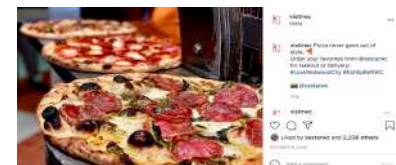
Twitter Highlights

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



Instagram Highlights

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



Social Media Ad Spending

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

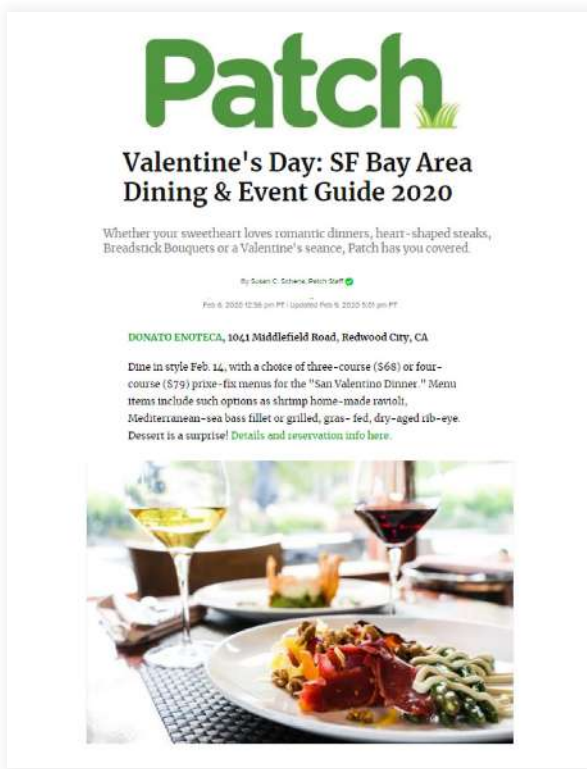
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MEDIA RELATIONS HIGHLIGHTS

This past year brought forth many media opportunities that highlighted the incredible local businesses in Downtown Redwood City. Some of the most noteworthy media hits include features in publications such as Patch, Eater, Climate Magazine, the San Mateo Daily Journal, and the San Francisco Chronicle. Numerous TV interviews were also coordinated with business owners on local Bay Area stations including KRON 4, KPIX, KTVU, ABC, and NBC Bay Area.



THE DAILY JOURNAL

Redwood City restaurateurs, faced with reduced operations, hoping for survival

By Sierra Lopez Daily Journal staff Nov 25, 2020

Bracing for cool winter months, an uptick in COVID-19 cases and stricter business limitations, restaurant owners in Redwood City say they remain cautiously hopeful their storefronts will survive the pandemic.

"It's just stupid hope and when the times are so hard you have to remember (Jihan Bayyari, the owner of Cyclismo Café at 871 Middlefield lot of fortune as a person to get through this. You are strong, your purpose and if you cannot do that you won't

first hit the Bay Area in March, many thought the virus would within a few months, including Bayyari, Peter Cuccinieri, the owner of 863 Main St. and Manuel Martinez, the owner of 'Eat, Sip & Be in RWC'. Now, eight months into the pandemic, each has had to adapt orders to stay afloat, all while ensuring the safety of their customers.

As the virus is rising and it's unsettling not knowing what's going to happen, "We just [have to] make a brand-new plan. We're on our own what better but we're going back to the beginning."

Changing restrictions

Patch

Foster City, CA

'Eat, Sip & Be in RWC': AI Fresco Options Abound In Redwood City

Outdoor dining is a breeze at numerous restaurants are catering to diners with new open-air spaces.

By Susan C. Scherer, Patch Staff Aug 15, 2020 12:05 pm PT



REDWOOD CITY, CA — To keep business alive during this summer's coronavirus pandemic, a slew of Redwood City restaurants are heading outside, adding open-air dining spaces and joining the "Eat, Sip & Be in RWC" experience.

The Mercury News

Sunday

Redwood City devotes downtown streets to open-air restaurants

By Linda Zavoni
linda@mercurynews.com

Redwood City is joining the street dining crowd. A new initiative called "Eat, Sip & Be in RWC" will allow businesses in the city's restaurant-rich downtown to expand to the streets and sidewalks with tables for open-air dining.

Through Sept. 30, restaurants and their customers are taking over several streets including Theatre Way, Broadway between Middlefield Road and Main Street, and Main Street

from Broadway to Middlefield Road. Sidewalk cafes have been added to several other blocks, including Broadway from Middlefield to El Capitano Road. Other features include parking spots for grab-and-go customers.

"Open-air dining is an incredible opportunity for the city and its local businesses after the ups and downs these resilient companies have faced," Amy Buckmaster, executive director of the Redwood City Improvement Association, said in a statement.

"We continued our efforts with the Downtown Business Group, the City of Redwood City and the Redwood City-San Mateo County Chamber of Commerce to create an experience that helps our local businesses begin to recover from the last few months, while also bringing our community together to support each other in a socially distanced and healthy manner."

Although San Mateo County has started allowing outdoor dining as part of the COVID-19 reopening, the all-fresco concept allows more restaurants to spread out tables — and provides

an option for small eateries that cannot successfully attract outdoor customers indoors. The BCIA has installed hand sanitizing stations throughout the zone, and social distancing is required. Diners are encouraged to make reservations for the tables.

Other cities embracing street dining include Oakland, Palo Alto and Menlo Park.

Details: Find a map of street dining and sidewalk cafes at visitRWC.org. Contact Linda Zavoni at 408-820-5960.



Published on December 12, 2020

San Francisco Chronicle

How Bay Area restaurants are winterizing outdoor spaces: an 85-foot Christmas tree and fire pits

Janelle B

All around the Bay Area, restaurants are winterizing their outdoor spaces by adding heaters, fire pits and even Christmas trees. In one case, a restaurant is surrounding its outdoor dining area with heaters and lights for a winter wonderland. Diners are excited about dining in the

The efforts are right on time: Rainy months on Friday in the Bay Area Northern California this weekend.

Even without the pandemic, winterizing outdoor dining setups is a common sight. Restaurants are adding heaters, fire pits and even Christmas trees to their outdoor dining setups to keep customers and employees warm.

Patch

Redwood City-Woodside, CA

Redwood City Launches Campaign Urging Residents To Shop Local

Redwood City Improvement Association launches campaign aimed at rallying the community behind local businesses this holiday season.



By Gideon Rubin, Patch Staff Nov 25, 2020 2:59 pm PT

REDWOOD CITY, CA — Jihan Bayyari serves up fresh caffeinated goodness and health-oriented gourmet eats with the freshest ingredients she can find, an approach that's helped her popular Redwood City café thrive in good times and bad.

The Cyclismo Café owner also serves up sage advice for local consumers for the upcoming holiday season: Shop like your community depends on it. Because it does.

Patch

Redwood City-Woodside, CA

Redwood City Promotes 'Culinary Excursions'

Redwood City is promoting its rich culinary diversity in an effort to boost local businesses amid the coronavirus crisis.

By Gideon Rubin, Patch Staff Sep 16, 2020



REDWOOD CITY, CA — At a time when a global pandemic eliminates the possibility of global travel, Peninsula residents don't have to go far to experience some of the world's faraway wonders — at least from a culinary standpoint.



CHAMBER SUPPORT

MARCH 2020—FEBRUARY 2021

In December 2020, the San Mateo County Economic Development Association (SAMCEDA), Chamber San Mateo County, SMCU Community Fund (Community Fund), and Chan Zuckerberg Initiative (CZI) began discussions around establishing a “Restaurant Relief Grant Program” for independently-owned restaurants in southern San Mateo County and Palo Alto that have been adversely impacted by the COVID-19 public health emergency. CZI committed an initial \$1,000,000 to this effort, while the Community Fund and Silicon Valley Community Foundation (SVCF) have identified an additional \$384,000 in existing funding that can be used for similar relief efforts benefiting restaurants in other parts of the County. This Board has also recognized that restaurants, breweries, wineries have been suffering from the financial impacts of COVID-19. In recognition of those hardships, this Board has taken numerous steps to provide relief to many of these businesses through federally funded grant programs aimed at small businesses, locally sponsored relief efforts, and other initiatives, such as the Great Plates Program.

Chan Zuckerberg Initiative

COUNTY OF SAN MATEO CALIFORNIA

ALL OF US

SAN MATEO COUNTY STRONG

**San Mateo County
Restaurant, Brewery & Winery Relief Program**
Grants up to \$10,000
Details at www.SMCStrong.org

BEER GLASS, FORK AND KNIFE, WINE GLASS

SAMCEDA San Mateo County Economic Development Association

SMCU COMMUNITY FUND

CHAMBER SAN MATEO COUNTY

2020

COVID-19 STRATEGY

MADE POSSIBLE BY THE FOLLOWING CONTRIBUTORS:



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Redwood City Improvement Association