



REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION



2022

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 professional 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.



Dining



Business



Entertainment



Landscape



Neighborhood



Shopping

# MEMBERS

## 2021-2022 Executive Officers

**President** - Angela Rezab

**Vice President** - Gloria Arteaga

**Treasurer** - Mark Nadim

**Secretary** - Jason Galisatus

## Board Members

Aaron Aknin

Alex Khojikan

Alex Livadas

Ben Paul

Brianna Mariolle

Chris Beth

Dani Gasparini

Don Gibson

Justin Mates

Paul Gadow

Rosanne Foust

Stacey Wagner

## Committee

### 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 SIGNAGE COMMITTEE (DISI)

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.

**Chaired by:** Don Gibson and Stacey Wagner

### SIDEWALK OPERATIONS, BEAUTIFICATION AND ORDER (SOBO)

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.

**Chaired by:** Rosanne Foust and Gloria Arteaga

### PARKING

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

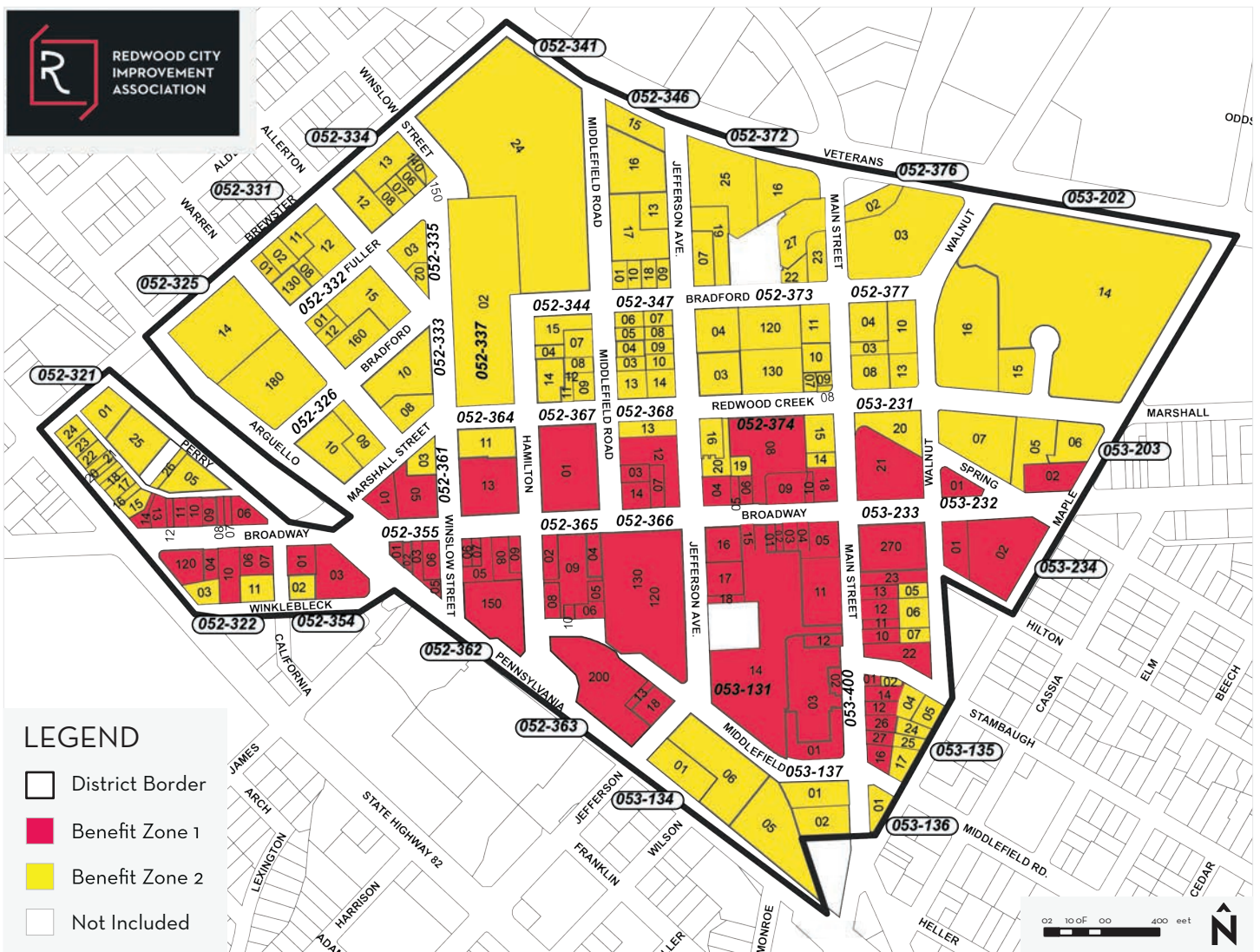
**Chaired by:** Aaron Aknin and Ben Paul



# DISTRICT MAP

The Downtown district, as shown in the map, consists of 204 parcels of land that are all charged an assessment. The annual assessments range from \$17.56 to \$52,649.12.

**204** parcels  
**\$17-\$53K**  
 annual assessments



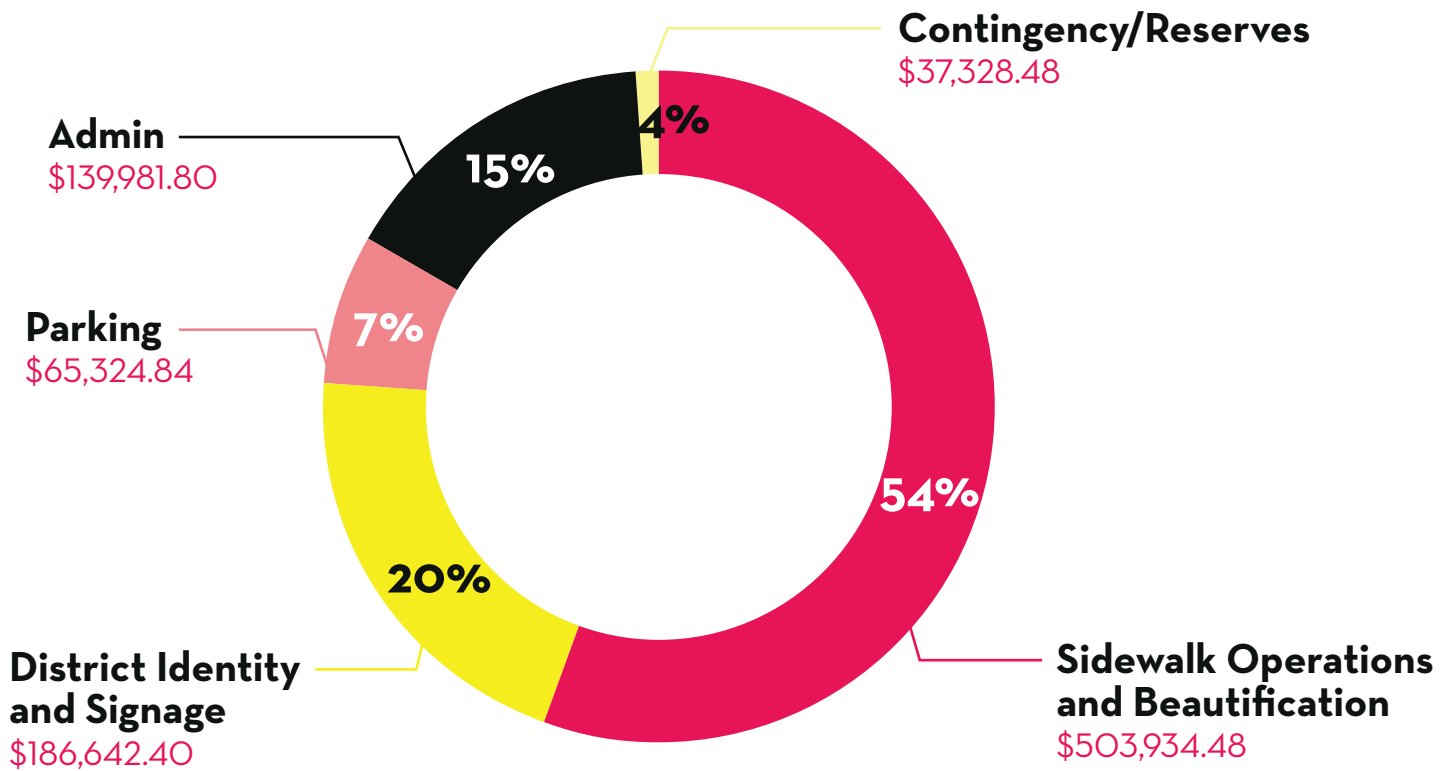
# RCIA ASSESSMENTS

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 2021-2022 was approximately \$933,212.00.

**\$933,212**  
2021-2022 budget

## RCIA Budget by Category

DECEMBER 1, 2021 - NOVEMBER 30, 2022



# HIGHLIGHTS

## Art Kiosk Installation Project

The RCIA continued its support for the rotating Art Kiosk Installations through an annual funding of \$50,000.00 in addition to ongoing promotion to media, newsletters and social media. Throughout 2022, the Art Kiosk displayed numerous art installations curated by Fung Collaboratives. Some of the art installations included Find Shade While the Sky is Pouring Hearts by Martinique-based artist David Gumbs, The Gown by Bay Area artist Jennifer Cannon and Destination Café by Bay Area artist Valerie Mendoza. These thought-provoking exhibitions, featuring both local and global talent, sparked conversation and cultivated a sense of belonging and identity in the Redwood City community. Located in one of the Courthouse Square kiosks, the Art Kiosk 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.



## Placemaking Space 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. In March 2022, the Redwood City Improvement Association (RCIA) unveiled a brand-new community gathering space right outside the Redwood City Public Library on Middlefield Rd. This new space was created as part of the RCIA Placemaking Initiative and through an investment of \$15,000.00 in October 2021, it features new chairs, umbrellas and tables, along with two ADA compliant tables.



## RWC Lights Up Blue

The looming effects of the COVID-19 pandemic are still felt around the world. To bring the community together to support each other in a socially distanced and healthy manner, Redwood City honored frontline workers with the Light Up Blue Campaign. On Friday, March 11, two years since COVID-19 was declared a global pandemic by the World Health Organization (WHO), the city lit up blue with lights and residents were encouraged to wear blue. This evening not only served to honor these frontline workers, but also served as a reminder of the resilience and perseverance that everyone has demonstrated. RCIA encouraged the community to support the campaign on their social media channels using the hashtags #BlueLightsAtDusk and #HonorFrontlineWorkers.



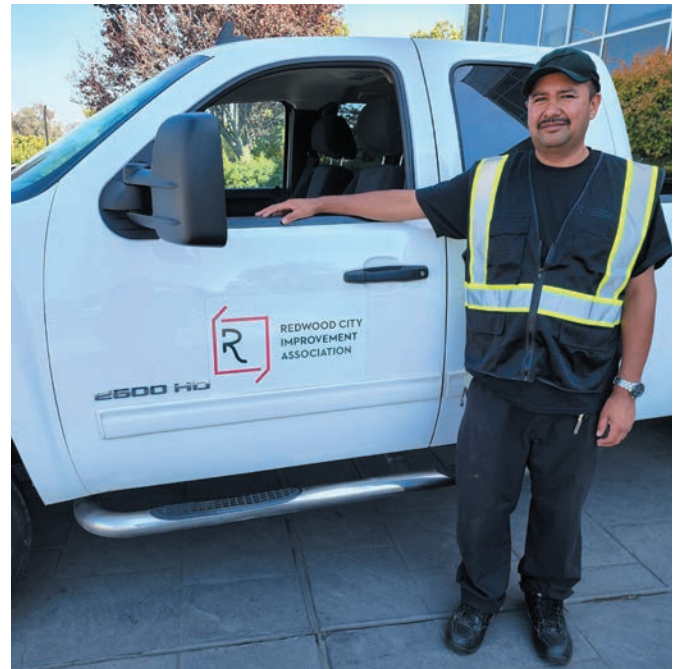
## Digital Parking Signs

During the 2020-2021 fiscal year, the RCIA partnered with the City of Redwood City's Community Development and Transportation Department to invest in digital parking signs for downtown Redwood City. In May 2022, twenty-three LED parking signs were installed which greatly aided drivers to easily and quickly identify available parking throughout downtown. This 360-degree live parking display system covers 400 on-street spaces, seven surface lots, and 11 garages, totaling for more than 4,000 parking spaces in downtown Redwood City.

# HIGHLIGHTS CONTINUED

## Partnership with J&A Maintenance Service

In order to support ongoing beautification efforts and sustain the cleanliness of Downtown Redwood City, in September 2022, the RCIA deepened their partnership with J & A Maintenance with the addition of a dedicated service vehicle for downtown Redwood City, as well as increasing personnel to provide a full-time maintenance person to support downtown. Carlos provides dedicated maintenance including pressure washing sidewalks in the downtown area between the hours of 5:30 a.m. - 2 p.m. This newly expanded partnership is part of the RCIA's mission to enhance the neighborhood making it an even more desirable location for all ages to live, work and play.



## In-Person Events

In the Summer and Fall of 2022, the RCIA celebrated the return of several downtown Redwood City in-person events to Courthouse Square including Movies on the Square, Music on the Square, ART on the Square, Kids Rock, Oktoberfest, and Día de Los Muertos. Additionally, the Zoppe International Circus returned to Redwood City making its home next to the Middlefield Library marking its 15th consecutive annual visit. These events were promoted through RCIA's social media, newsletters and direct media outreach and brought much joy to the community.



## Street Banner Installations

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 and beautification by bringing back the Fall and Winter banners, as well as investing an additional \$10K into the design and installation of new Spring and Summer banners. These seasonal banners brought beauty and vitality to the streets of downtown all year long.

What is more, the RCIA honored our local Veterans by investing \$22K towards street banners that hung throughout downtown from September through November for Veteran's Day. These banners recognized all six branches of the military: Air Force, Army, Coast Guard, Marine Corps, Navy, and Space Force. This is the first of many years that the RCIA plans to honor the Veterans of Redwood City.



## Holiday Activities & Décor

Holiday cheer filled the streets of Downtown Redwood City this year through the return of several celebrations including the addition of décor in Courthouse Square. The RCIA invested \$30k in holiday décor that included oversized bows adorning street lights, holiday banners throughout downtown, an oversized illuminated ornament welcoming visitors into Courthouse Square, and much more! Visitors were encouraged to share photos of themselves on social media using the hashtag #ShineBrightRWC which were reshared on RCIA's Instagram stories and saved as a highlight icon. The RCIA welcomed back the Merrie Old Christmas Carolers who led the community in cheerful singing for two nights during the holiday season. Several other holiday happenings were shared across social media, newsletters and to media publications including the full return of Hometown Holidays, the Caltrain Holiday Train, the Chanukah Festival, The Nutcracker performances at Fox Theater, and the CSM All-Star Combo 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.

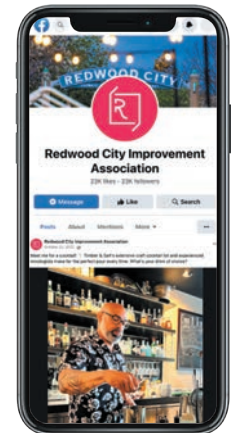
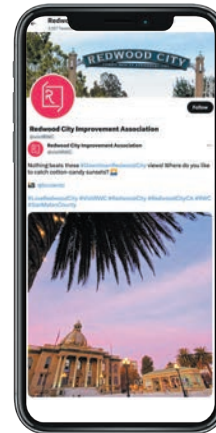
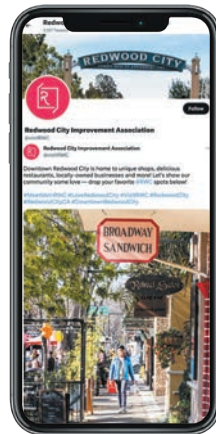
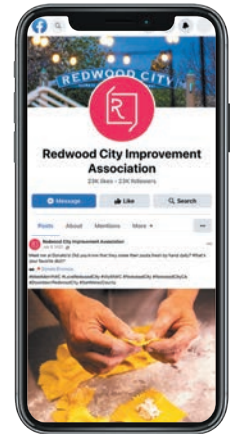
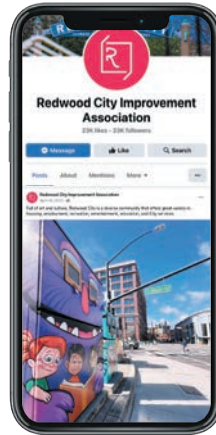
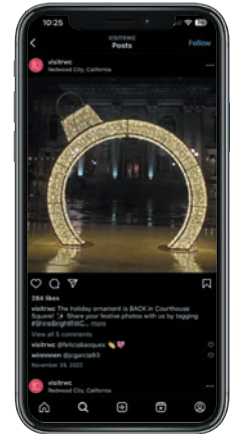
# SOCIAL MEDIA HIGHLIGHTS

## December 2021 - November 2022

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. We also launched a #MeetMeInRWC social media content campaign. This campaign was successful in diversifying the type of content shared and generated a significant amount of new engagement.

## Meet Me in RWC Campaign

As the pandemic restrictions wore off, RCIA shifted its direction on social media with a campaign geared toward welcoming back the community and highlighting the diversity of the neighborhood. Titled “Meet Me in RWC” the campaign gave the community an authentic voice by sharing more personal stories about business owners, showcased the picturesque scenery, highlighted historical facts about the community, and pulled back the curtain on what the RCIA is and what they do.





## Facebook Analytics

**2,668,259**

total impressions

**1,905**

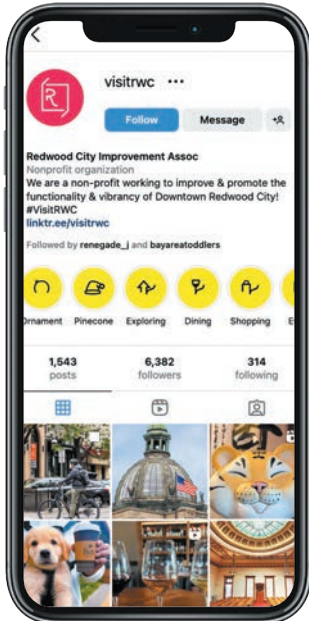
page likes gained

**22,277**

total audience

**42,072**

total engagements



## Instagram Analytics

**2,043,658**

total impressions

**2,783**

followers gained

**5,419**

total audience

**12,668**

total engagements

## Twitter Analytics

**2,079**

total audience

**784**

total engagements





# NEWSLETTER HIGHLIGHTS

## RCIA Bi-Weekly Newsletter

The RCIA continued sending bi-weekly newsletters throughout 2021-2022. The newsletters provided updates about the City's events, business resources, upcoming events, and all things RCIA and Downtown Redwood City.



### Let's Party! An Evening Celebrating Art Kiosk

Celebrate the closing of our current public art installation this Friday, April 1st at **Art Kiosk**, on Courthouse Square. The evening will begin at 5:30 p.m., with brief remarks from the artist, Ruth Waters, followed by light refreshments provided by Redwood City Parks, Recreations and Community Services.



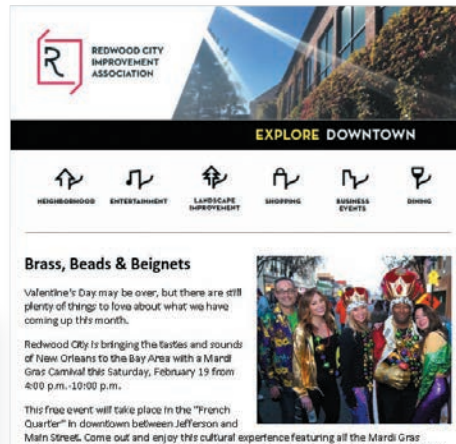
*Intimacy* by Ruth Waters is a series of hand-carved sculptures that express our human need to connect, share emotions and experiences, and to trust implicitly in one another. Ruth's sculptures explore the nuances of intimacy often, but not always, between males and females. Sometimes the genders are specific and obvious, but sometimes they are not.

No RSVP is required, so grab your friends for an evening celebrating this beautiful installation one last time before a new one is unveiled. The rotation of exhibits at Art Kiosk in 2022 is part of the Redwood City Improvement Association's ongoing effort to enhance the community's fine art scene for residents and visitors.



1430 Wilbur Boulevard, Suite 123, Redwood City, CA 94063  
www.visitrcw.org

CONTACT  
650-962-5017  
info@rcw.org



### Brass, Beads & Beignets

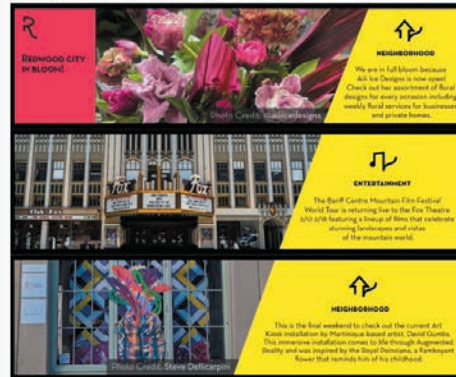
Valentine's Day may be over, but there are still plenty of things to love about what we have coming up this month.

Redwood City is bringing the tastes and sounds of New Orleans to the Bay Area with a Mardi Gras Carnival this Saturday, February 19 from 4:00 p.m. - 10:00 p.m.



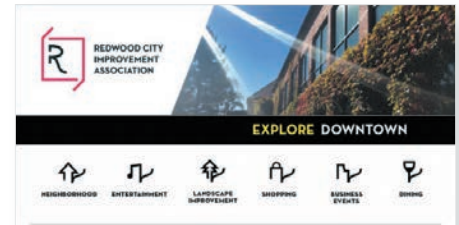
This free event will take place in the "French Quarter" in downtown between Jefferson and Main Street. Come out and enjoy this cultural experience featuring all the Mardi Gras traditions, including a music-filled procession, a Grand Marshal, and a Second Line, as well as authentic beverages and cuisine. Plus, four notable New Orleans-inspired bands performing throughout the event will move you to get down and get your funk on!

While you are in downtown celebrating, be sure to check out some of the many local restaurants, cafes and bistros. Be sure to download the **Choose Local SMC app** to start earning rewards for shopping and dining local. Our local businesses are the backbone of our community and the safety of our guests and business is one of our top priorities. As the state reopens, Redwood City businesses and guests are still expected to follow all appropriate health and safety guidelines.



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### Dine, Shop & Explore Downtown Redwood City

Can you believe we are almost one month in to the new year? 2022 is already off to a fast-paced start and it reminds us to stay present and connect with our friends, family and community.



Downtown is home to such a wide variety of businesses, making it the perfect place to come together and connect with loved ones. Plus, be sure to download the **Choose Local SMC app** to start earning rewards for shopping and dining local.

- Dine:** Enjoy flavors from around the world at one of the many international eateries from Indonesian to Italian and everything in between.
- Shop:** Whether you are picking out a gift or treating yourself to something special, the locally owned boutiques and retail shops have got you covered.
- Explore:** There is so much to see in our charming neighborhood from historical buildings from the 20s to rotating public art installations

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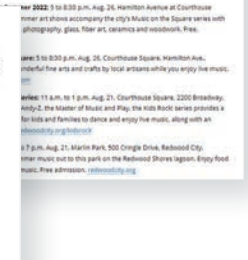


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# MEDIA RELATIONS HIGHLIGHTS

The past year brought forth many media opportunities that highlighted the incredible things happening in the community. The main focus was to illuminate the public art installations on view at Art Kiosk as well as to continue to give a voice to the businesses throughout Downtown Redwood City that are still feeling the impacts of 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. Some of the most noteworthy media hits include features in publications such as Climate RWC, Mercury News, The East Bay Times and the San Mateo Daily Journal along with TV interviews on stations including KRON 4, CBS News Bay Area, ABC 7, KPIX 5, KCBA, NBC Bay Area, and KTVU.





# A LOOK INTO 2022 - 2023

## Extending the Art Kiosk Installation

As part of RCIA's ongoing effort to enhance the community's fine art scene for residents and visitors, and after great success with past public art installations, the RCIA will be investing \$50K to bring the Art Kiosk Installations into 2023 with 8-10 more exhibitions hosting global and local artists with powerful and meaningful messages for our community.



## Installation of Trash and Recycling Containers

Appropriate quality and placement of garbage and recycling containers can enrich an environment and increase cleanliness of a region. The RCIA invested \$15K towards funding the purchase of new garbage and recycling containers in high-traffic areas of downtown where proper disposal is not available. The new containers were installed in March 2023 on Middlefield, next to City Hall, 2637 Broadway and 601 Allerton.



## 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 and City of Redwood City partnered with an investment of over \$500K towards the installation of surface-mounted, sliding bollards on either side of Theatre Way. This permanent barrier system will enhance pedestrian safety in downtown along with allowing for more enhanced outdoor dining and shopping which will greatly benefit the many restaurants and retail establishments that call Downtown Redwood City home. Installation of the bollards is slated to begin May 2023.



## Sights, Sounds & Tastes

In an effort to bring more foot traffic and attention to Downtown Redwood City, RCIA will be launching a quarterly experiential and media campaign centered around the senses/feelings you have while visiting Redwood City. The Campaign titled “Sights, Sounds & Tastes of Redwood City” will include the design and installation of new street flags, the commissioning of public art installations, the activation of public spaces with musical performances and the creation of menu specific bites in alignment with the theme. The RCIA Board of Directors have purchased two baby grand pianos and one upright piano to be used as part of placemaking in Downtown Redwood City for community use. RCIA will partner with the Redwood City Arts Commission and Redwood City Parks and Arts Foundation to select local San Mateo County artists for this project.

## RCIA/City Partnership

The RCIA and the City of Redwood City partnership will continue through 2023 to collaborate on additional safety measures and projects.







# REDWOOD CITY IMPROVEMENT ASSOCIATION



## Redwood City Improvement Association

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