



REDWOOD CITY
IMPROVEMENT
ASSOCIATION



ANNUAL

REPORT

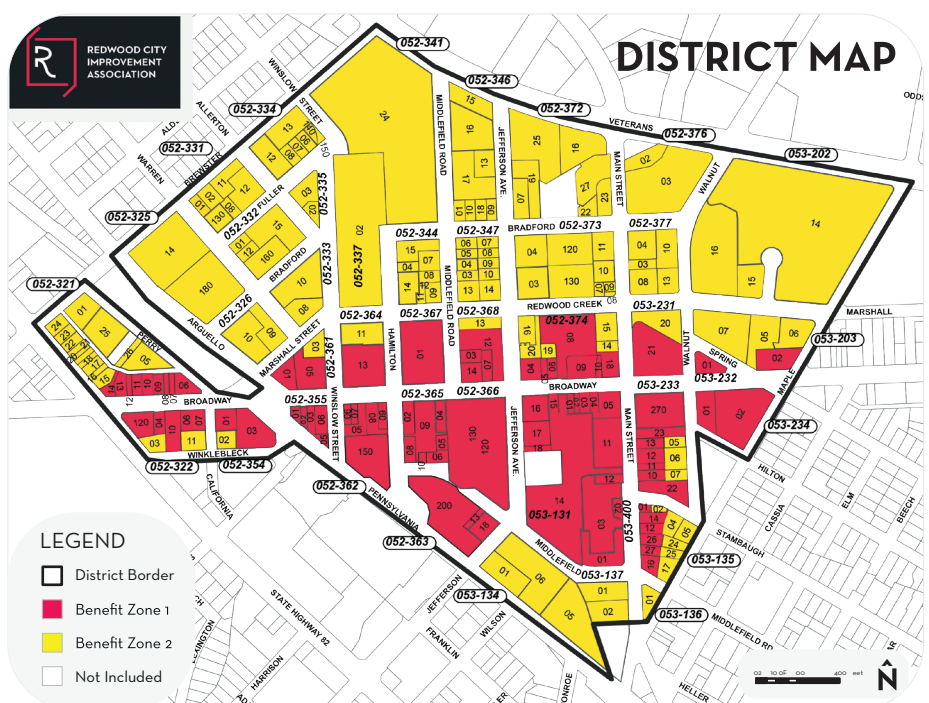
ABOUT THE REDWOOD CITY IMPROVEMENT ASSOCIATION



Since January 2015, the Redwood City Improvement Association (RCIA) has been in contract with the City of Redwood City to administer the annual revenues for the Community Benefit Improvement District that funds special benefits or services beyond what is currently provided by the City of Redwood City. RCIA is a non-profit organization governed by an all-volunteer Board of Directors made up of Downtown property owners, business professionals and residents from the Redwood City community.

RCIA also helps support amenities that serve the area's growing residential community and is dedicated to keeping Downtown Redwood City attractive, clean, safe, and well-organized. Through marketing efforts, special events, and community programs, the RCIA works to make the district a vibrant place to live, visit, and entertain guests, while also supporting local businesses and increasing commerce within the Downtown Redwood City.

The RCIA delivers a wide range of programs and services that enhance Downtown Redwood City, including cleaning and beautification, strengthening Downtown Redwood City identity, parking and public space management, and improvements to public rights-of-way.





A YEAR OF CONNECTION, VIBRANCY & DISCOVERY

In 2025, the Redwood City Improvement Association (RCIA) continued its mission to improve and promote the functionality and vibrancy of Downtown Redwood City, creating an atmosphere that invites people to gather, explore, dine, shop, experience art and connect with one another.

Throughout the year, RCIA strengthened Downtown Redwood City's identity as a destination for arts and culture, dining and entertainment, community celebrations and everyday experiences.

Through public art, beautification, events, communications and business promotion, RCIA helped showcase what makes downtown distinctive while supporting the businesses and organizations that contribute to its vitality.

RCIA's work was amplified through its website, social media channels, newsletters and media outreach. RCIA continued to connect residents, visitors and businesses with information about the wide variety of downtown events, local businesses, dining, attractions and things to do.



2025 HIGHLIGHTS

PUBLIC ART & PLACEMAKING

RCIA continued investing in Downtown Redwood City as an outdoor gallery and gathering place, featuring rotating installations at the Art Kiosk and supporting creative experiences throughout the downtown.



“Ancestral Home”

In November, the Kiosk hosted “Ancestral Home,” created by Filipino-American artist mother-and-son team Mik and May Gaspay. The installation explored family history, heritage, memory and displacement through structurally rich quilts. The work transformed the Art Kiosk into an immersive expression of identity and home and remained on display into early 2026.

COMMITMENT TO A CLEAN, SAFE AND BEAUTIFUL DOWNTOWN

RCIA has continued to create a downtown that is welcoming through standards of safety, cleanliness and community enhancement. In 2025, RCIA vendors routinely maintain planters with refreshed flowers, celebrate the seasons with light pole banners, and ensure the sidewalks are clean through power washing, trash removal and sweeping.

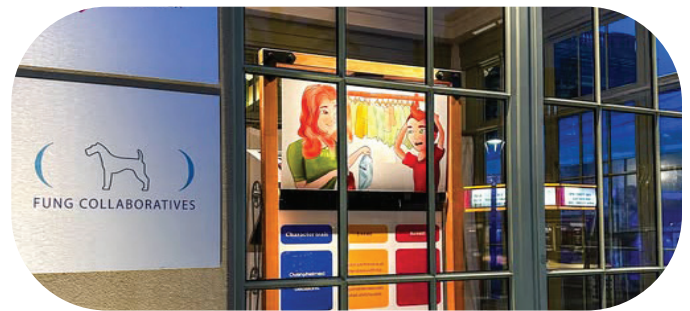
DINING & BUSINESS PROMOTION

A growing and increasingly diverse restaurant scene became an important part of Downtown Redwood City’s identity. RCIA promoted local businesses and highlighted the City of Redwood City’s 2025 Downtown Dining Guide to encourage residents and visitors to explore downtown restaurants.

Through its partnership with Fung Collaboratives, RCIA presented rotating exhibitions at the **Art Kiosk in Courthouse Square**, bringing contemporary art directly into the everyday experience of residents, workers and visitors.

“Echo of Renewal”

The year began with “Echo of Renewal,” a public art installation by photographer Jesus Sanchez. Unveiled in January, the exhibition explored themes of transformation and self-empowerment through contrasting images of trees—one vibrant and full of life and another barren. The work invited viewers to reflect on change, resilience and renewal.



COMMUNITY STORYTELLING

Through newsletters, social media, press outreach and VisitRWC.org, RCIA shared stories about downtown businesses, artists, events and community members, helping tell the story of Redwood City to audiences both near and far.

2025 demonstrated that a vibrant downtown is more than a collection of businesses and buildings. It is a place where art creates conversation, events create memories, businesses create connections and public spaces bring people together.

RCIA is proud to have played a role in creating those experiences throughout the year.

TELLING THE DOWNTOWN REDWOOD CITY STORY

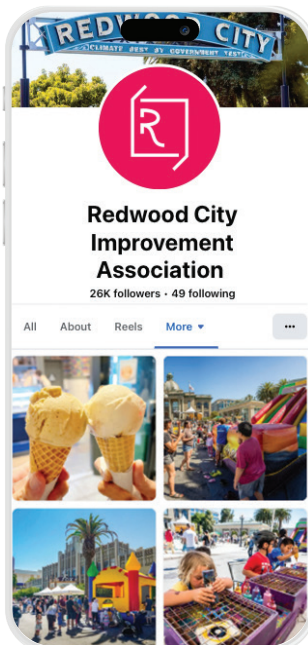
RCIA continued to expand the reach of Downtown Redwood City through coordinated digital communications, social media, newsletters and media relations in 2025.

The RCIA brand provides a central umbrella for communicating what is happening downtown and encouraging residents and visitors to explore the community.

DIGITAL ENGAGEMENT HIGHLIGHTS

Social media provided a highly visual way to showcase downtown in 2025, highlighting businesses, restaurants, public art, events, seasonal activities and the people who make the downtown vibrant. Here's a snapshot of our social media reach:

The website, newsletter and social media platforms feature events, business information, press coverage and other resources that highlight the special community of Downtown Redwood City and connect people on their journey to work, visit, play and stay in downtown.



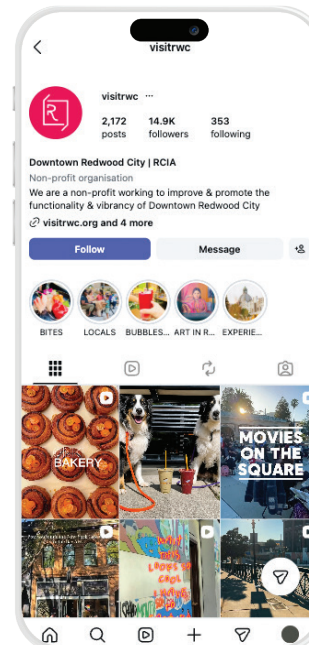
Facebook Analytics

18,195
Total engagement

436
Pages gained

26,461
Total audience

1,464,670
Profile visits



Instagram Analytics

58,975
Total engagement

4,544
Page likes gained

14,093
Total audience

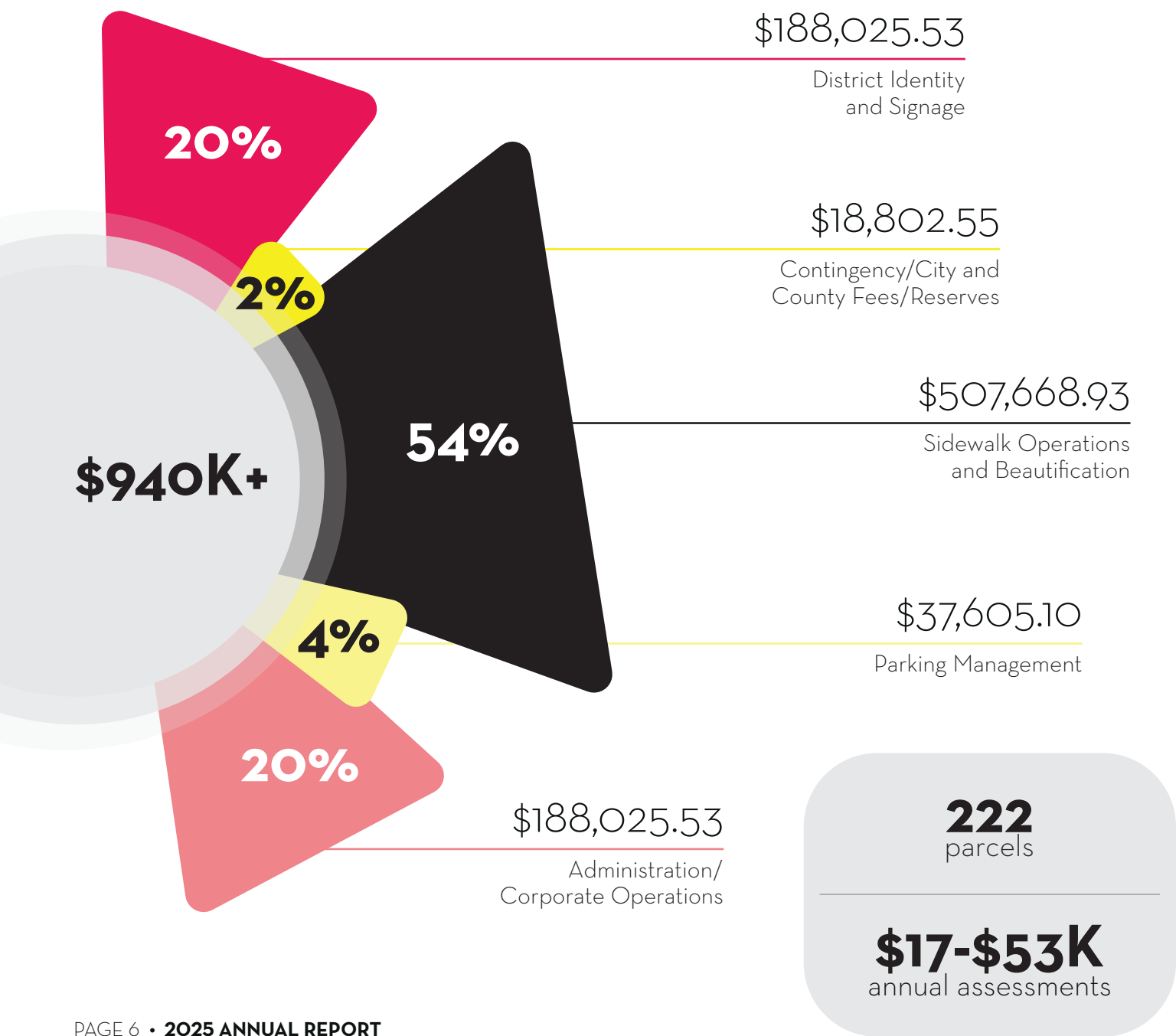
2,658,411
Profile visits

REDWOOD CITY IMPROVEMENT ASSOCIATION

ASSESSMENTS & BUDGET

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 2024-2025 was \$940,127.64.



BOARD OFFICERS

President – Mark Nadim
Vice President – Paul Gadow
Treasurer – Brianna Mariolle
Secretary – Dani Gasparini



BOARD MEMBERS

Gloria Arrendondo – Property Owner
Gloria Arteaga – Property Owner
Adam Ely – Property Owner
Don Gibson – Property Owner
Patrick Heisinger – Property Owner
Veronica Klein – Property Owner
Kate Mosley – Community Member
Ben Paul – Property Owner
Ashley Quintana – Community Member
Nancy Radcliffe – Community Member
Angela Rezab – Property Owner
Jeri Richardson-Daines – Community Member
Stacey Wagner – Property Owner

EXECUTIVE DIRECTOR

Amy Buckmaster

REDWOOD CITY IMPROVEMENT ASSOCIATION BOARD OF DIRECTORS

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 Signage Committee (DISI)

The DISI Committee is responsible for marketing events, activities, positive changes and district growth within Downtown Redwood City through public relations and media connections. The DISI Committee also manages the association's website.

Sidewalk Operations, Beautification and Order (SOBO)

The SOBO Committee is responsible for managing the cleanliness of the Downtown district, enhancing the public rights-of-way, and implementing beautification installations. SOBO oversees RCIA's contractor, J & A Maintenance, to maintain the order of the Downtown by performing such tasks as sweeping sidewalks, picking up trash, upkeeping the landscape and power washing the sidewalks.

Parking

The Parking Committee is responsible for implementing solutions to better guide traffic through Downtown Redwood City and providing parking assistance via up-to-the-minute wayfinding signage.



REDWOOD CITY IMPROVEMENT ASSOCIATION



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