

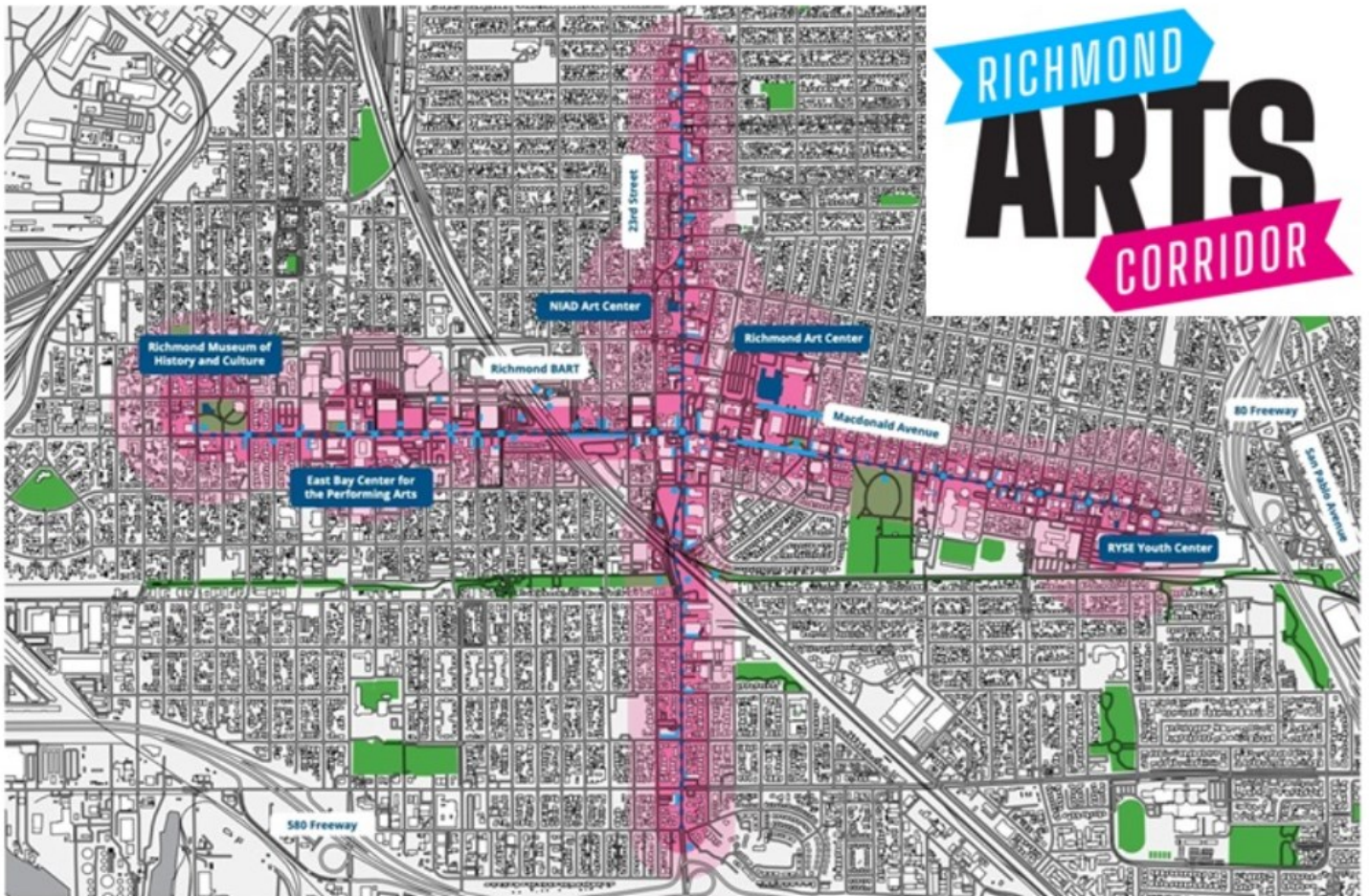


RICHMOND MAIN STREET

RICHMOND, CALIFORNIA

RMSI July Newsletter

**DOWNTOWN
ON THE
MAIN**



**RICHMOND
ARTS
CORRIDOR**

Richmond Renaissance Drives Vibrant Arts Corridor Initiative

Richmond is rapidly becoming an attractive destination for artists, driven by affordability and a vibrant, supportive arts community.



After the worst of the COVID-19 pandemic began to ease, some local arts leaders, community members, and civic partners began discussions on how the arts could contribute to Richmond's recovery and long-term resilience. From the first conversation at The Factory Bar to longer conversations and meetings mostly held over Zoom and phone, a coalition was born. Spearheading this cultural transformation in partnership with existing arts organizations, is the Richmond Renaissance, a group dedicated to enhancing Richmond's arts environment and fostering community connections through art and culture.

B.K Williams, founding member and chair of Richmond Renaissance, shared insights on The Arts in Richmond, as seen through the lens of The Arts Corridor.

In October 2023, the work of Richmond Renaissance started to take shape when the City Council adopted a resolution designating Macdonald Avenue and 23rd Street as the Richmond Arts Corridor and the work began to make art and cultural events happen everywhere along the corridor and throughout the city.

Richmond Renaissance's vision includes Richmond as a leader in arts and culture. The group is in partnership with local arts entities, including core organizations NIAD, RYSE, Richmond Arts Center, Richmond Museum of History and Culture, and East Bay Center for Performing Arts. Also included in the corridor groups is Visual Artists of Richmond (VAR), The Children's Art Studio Richmond as well as the Black Historical Legacy Committee. These organizations leverage existing cultural assets to highlight the city's arts and culture sites and build new arts-centered economic opportunities around public events and installations.



The arts community partners are busy at work. The Arts Open Studio event, "Made in Richmond," is happening now through September at the Richmond Arts Center located at 2540 Barrett Avenue. The event, organized by the Visual Artists of Richmond (VAR) will showcase a significant number of artists. VAR has grown from 48 artist members last year to approximately 125 members today. VAR and other Arts Corridor partners aim to advocate for and create more opportunities for Richmond artists.



The Children's Art Studio provides free, quality arts-based classes to children regardless of background or abilities. They held an exhibit at the Richmond Museum of History & Culture where artists as young as two years old had work curated and on display. The East Bay Center for Performing Arts choral group performed at the Richmond Pride event for the first time this year, bringing their talent and further enhancing the music scene.

BK shares that the growing attraction of Richmond for art and artists is not coincidental. According to members of the Richmond Renaissance, affordable and available spaces, combined with a robust and an existing artist community, are major draws. Artists moving into the area find immediate community-integration opportunities through groups like VAR and the other arts focused spaces. "Richmond remains affordable, and that affordability coupled with a vibrant artistic community makes it an appealing choice for artists looking for new opportunities," explained BK. "Richmond boasts spaces artists can afford and an established community they can join immediately." And, as reported to the City, Public art, cultural events, and creative placemaking can increase foot traffic, benefit small businesses, and activate underused infrastructure. Investing in the arts can yield benefits for the broader community in Richmond.



Richmond Renaissance's initiatives also focus on strategic community development through arts infrastructure. A significant part of Richmond Renaissance's strategy is community inclusivity and representation. Their foundational philosophy stresses the importance of explicitly supporting Black and Brown artists, youth, seniors, and marginalized communities. The Richmond Renaissance believes strongly in art as a vehicle for community expression and trauma healing, particularly post-pandemic.

Want to get involved? Click [here](#).



BK in Kansas City with Glenn North discussing possibilities for Richmond Arts Corridor



Helpful Banking Tip:

If you're a current business owner, have you taken time for a fiscal year review of your payroll processing? Meeting with your local banker annually to review your payroll system can help uncover opportunities to save time, reduce costs, and minimize stress. Whether it's streamlining payments, improving cash flow management, or integrating more efficient tools, a quick check-in could make a big difference in how smoothly your business runs. Reach out and schedule your review—it's a smart move for a stronger financial year.

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What's Coming!!

June/July: Coffee with a Cop

July & August : Music on the Main

September: Spirit and Soul

December: Downtown Holiday Festival



2023 MUSIC ON MAIN! THE



FREE! Community Event



THURSDAY, JULY 24TH 5PM - 7:30PM

15th & Macdonald Ave



Santana Tribute Professional Live Sound by Phresh Sound

THURSDAY, AUGUST 21ST 5PM - 7:30PM

Sponsored by





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