

Richmond Main Street Initiative

*Revitalizing Downtown through
Community & Engagement*



Richmond Main Street Initiative is a community-based nonprofit dedicated to revitalizing historic Downtown Richmond as a vibrant, pedestrian-friendly urban village. Since its founding, RMSI continues to support the transformation of the Downtown into a thriving destination with housing, services, arts, shopping and entertainment that reflects the city's rich and diverse heritage.

As an accredited member of the National Main Street program, which focuses on addressing economic vitality and fostering community transformation. RMSI seeks to maximize the potential of retail storefronts and attract new businesses to the area. Through the RMSI Ambassador Program, the ambassadors provide supplemental improvements, maintenance, and hospitality that enhance the overall experience of Downtown Richmond.

Arts and culture are also integral to RMSI's approach. Our annual Spirit and Soul Festival is our street wide event, encompassing 6 city blocks, which includes a classic car show, artisan and craft vendors, health and resource providers, live music and entertainment for an entire day of enjoyment. We also host Music on the Main, a summer concert series in the center of downtown.

Musical performances and family-friendly events activate public spaces, strengthen community pride, and create opportunities for residents and visitors alike to connect with Richmond's unique identity. These efforts are supported by a broad coalition of volunteers, residents, business owners, city staff, and corporate partners who share a vision of a welcoming and lively downtown.

Through innovation and collaboration Richmond Main Street Initiative promotes a residential neighborhood, commercial and cultural gathering place—one that reflects and celebrates the resilience, creativity, and diversity of the Richmond community.



"Iron Triangle" Mural by
Richard Muro Salazar,
1030 Nevin Avenue