

2020

IMPACT REPORT



STRENGTHENING BUSINESS, BUILDING COMMUNITY

EVENTS

89



15,000
ATTENDANCE

OUTREACH



1 M

ESTIMATED VALUE
OF MEDIA SECURED
BY RPBA

7.8 MILLION

PRINT AND
BROADCAST
IMPRESSIONS

103 MILLION

ONLINE IMPRESSIONS

20,580

SOCIAL MEDIA
FOLLOWERS

SECURED **32**

INTERVIEWS AND **19**
TV SEGMENTS FOR **20**
DIFFERENT BUSINESSES

COVID-19 ASSISTANCE

PROVIDED **7,563**
HOURS OF INDIVIDUALIZED
GUIDANCE TO MORE
THAN **300**
LOCAL SMALL BUSINESSES

ASSISTED IN SECURING MORE
THAN **\$1,000,000**
IN LOANS AND GRANTS



\$41,053
AWARDED TO
BUSINESSES
FOR IMPROVEMENTS

GLENWOOD SUNDAY MARKET



12,000
SHOPPERS

\$10,000

PROVIDED IN MATCHING
DOLLAR FOR DOLLAR GRANTS

PARTNERED WITH FOOD NOT BOMBS
GAVE **100s OF POUNDS**
OF HEALTHY FOOD TO NEIGHBORS IN NEED

GROW/PROGRESANDO

BILINGUAL ENTREPRENEURIAL TRAINING



33
ATTENDEES

60
WEBINARS

BEAUTIFICATION

50 BEDS PLANTED

20,580
FLOWER POTS
LANDSCAPED
3 TIMES A YEAR



50K
POUNDS OF
LITTER
PICKED UP
/YEAR

6
MILES OF
SIDEWALKS
CLEANED
DAILY

SHOP LOCAL CAMPAIGNS



LIVE LOVE SHOP
REBATE PROGRAM

\$31,000
SPENT AT
INDEPENDENTLY
OWNED
BUSINESSES

\$21,080
STAYED IN
THE LOCAL
ECONOMY

SMALL BUSINESS
SATURDAY

15K **20**
REACHED VIA BUSINESSES
SOCIAL MEDIA PARTICIPATED

GET INVOLVED



DONATE to make a difference
JOIN as a member
PARTICIPATE on a committee
SUBSCRIBE to our newsletter
VOLUNTEER at an event
REVIEW US ON Yelp or Google
LEARN MORE AT www.rpba.org



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