

Application Form

Profile

Christina

First Name

Middle Initial

Kenney

Last Name

Home Address

Suite or Apt

Richmond

City

CA

State

94806

Postal Code

Primary Phone

Email Address

District Locator Tool

Resident of Supervisorial District:

None Selected

East Bay Permanent Real Estate Cooperative

Employer

Esther's Cultural Revival Project - Community + Culture Manager

Job Title

Length of Employment

6 months

Do you work in Contra Costa County?

☐ Yes ☒ No

If Yes, in which District do you work?

How long have you lived or worked in Contra Costa County?

10 years

Are you a veteran of the U.S. Armed Forces?

☐ Yes ☒ No

Board and Interest

Which Boards would you like to apply for?

African American Holistic Wellness and Resource Hub Transitional Community Advisory Board: Submitted

Seat Name

Have you ever attended a meeting of the advisory board for which you are applying?

☐ Yes ☒ No

If Yes, how many meetings have you attended?

Education

Select the option that applies to your high school education *

☒ High School Diploma

College/ University A

Name of College Attended

Pepperdine University

Degree Type / Course of Study / Major

English Writing + Rhetoric

Degree Awarded?

☐ Yes ☒ No

College/ University B

Name of College Attended

Contra Costa College

Degree Type / Course of Study / Major

Business Administration

Degree Awarded?

☐ Yes ☒ No

College/ University C

Name of College Attended

Uptima Academy

Degree Type / Course of Study / Major

Entrepreneurship

Degree Awarded?

☒ Yes ☐ No

Other Trainings & Occupational Licenses

Other Training A

Project Management

Certificate Awarded for Training?

☒ Yes ☐ No

Other Training B

Certificate Awarded for Training?

☐ Yes ☐ No

Occupational Licenses Completed:

Qualifications and Volunteer Experience

Please explain why you would like to serve on this particular board, committee, or commission.

I'm passionate about creating spaces where Black community, culture, and wellness can thrive. In my work with EB PREC and as EDC Chair, I've brought people together to build cooperative spaces, support local businesses, and uplift Black arts and history. I'd bring that same energy and commitment to the African American Holistic Wellness and Resource HUB, helping ensure it truly reflects and serves our community's needs.

Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume with this application)

Resume Attached.

Upload a Resume

Would you like to be considered for appointment to other advisory bodies for which you may be qualified?

☐ Yes ☒ No

Do you have any obligations that might affect your attendance at scheduled meetings?

☒ Yes ☐ No

If Yes, please explain:

I am a commercial real estate developer/manager. I may have emergencies come up in scheduling.

Are you currently or have you ever been appointed to a Contra Costa County advisory board?

☐ Yes ☒ No

If Yes, please list the Contra Costa County advisory board(s) on which you are currently serving:

If Yes, please also list the Contra Costa County advisory board(s) on which you have previously served:

List any volunteer or community experience, including any advisory boards on which you have served.

Co-Chair, Advisory Board | Just Be Chair, Vice-Chair | Economic Development Commission | Richmond, CA Chair | Taste of Richmond Advisory Board | The Black Neighborhood

Conflict of Interest and Certification

Do you have a familial or financial relationship with a member of the Board of Supervisors? (Please refer to the relationships listed under the "Important Information" section below or Resolution No. 2021/234)

☐ Yes ☒ No

If Yes, please identify the nature of the relationship:

Do you have any financial relationships with the County such as grants, contracts, or other economic relationships?

☐ Yes ☒ No

If Yes, please identify the nature of the relationship:

Please Agree with the Following Statement

I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and undersand that all information in this application is publicly accessible. I understand that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.

☒ I Agree

Christina Kenney

Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: (1) file a Statement of Economic Interest Form also known as a Form 700, and (2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships:
 - (1) Mother, father, son, and daughter;
 - (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter;
 - (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter;
 - (4) Registered domestic partner, pursuant to California Family Code section 297;
 - (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner;
 - (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.

Christina A. Kenney

[REDACTED] | Richmond, CA
[REDACTED]

Professional Summary:

I am a community development leader with a proven track record in empowering small businesses and fostering economic resilience in underserved communities. As CEO of Empower Souls Studios, I enhanced customer engagement through targeted branding strategies and collaborative initiatives. My role as Chair of the City of Richmond's Economic Development Commission allows me to lead impactful initiatives like "Taste of Richmond," which boosted small business participation and community engagement. At CoBiz Richmond, I spearheaded over 30 community programs and built strategic partnerships that improved access to resources for local entrepreneurs.

Professional Experience:

Esther's Culture + Community Manager

Oakland, CA

East Bay Permanent Real Estate Cooperative

Feb. 2025 - Now

- Leading cultural and community initiatives for Esther's Orbit Room Cultural Revival Project and The Barn, fostering inclusive spaces for Black entrepreneurs, artists, and community members.
- Direct space curation and activation for The Barn, including design, facilities planning, due diligence, operational management, research, etc..
- Develop and implement booking systems, event protocols, and community access strategies to ensure equitable use of cultural spaces.
- Manage cultural programming, hosting EB PREC events and supporting external community-led initiatives.
- Build strong relationships with local stakeholders, artists, businesses, and residents to deepen cooperative ownership and engagement in West Oakland.
- Spearhead recruitment and onboarding of cooperative business operators, advancing EB PREC's mission of long-term, community-owned economic development.
- Oversee social media, communications, and outreach strategies for Esther's Cultural Complex, amplifying the voices and visibility of West Oakland's Black arts and culture.
- Support cooperative governance processes, onboarding members, facilitating decision-making, and guiding conflict resolution to sustain a thriving cultural ecosystem.

CEO + Brand Strategist

Richmond, CA

Empower Souls Studios

Apr. 2021 - Now

- **Founded and led Empower Souls Studios**, a brand education agency, where I developed and executed branding strategies for over 50 small businesses, increasing their customer engagement by 30% and driving brand visibility by 25% within the first six months.
- **Launched the Brand Therapy curriculum**, guiding entrepreneurs through market research, brand strategy, social media marketing, and content creation, in partnership with entrepreneurial resource centers CoBiz Richmond, Renaissance Entrepreneurship Center, Inclusivity Project, Equity for Black Women & Girls, and the SBDC.
- **Developed an interagency collaboration model** to bridge resources between CoBiz Richmond, Afrobeats Oakland, and other community-focused entities, leveraging their shared missions to amplify community engagement and drive sustainable growth for Black and minority-owned businesses.

- **Curated strategic partnerships** between small businesses and corporations, fostering synergy and alignment with their mutual mission, vision, and strategic goals, resulting in enhanced collaboration and growth opportunities for all parties involved.
- **Branded and executed creative economic development initiatives**, such as *Taste of Richmond* and *Taste of Bayview*, in alignment with city economic development strategies, driving increased support for small businesses and fostering community engagement through targeted campaigns.
- **Emceed and moderated over 50 major community, nightlife, and corporate events**, enhancing attendee experience and fostering community partnerships, leading to a 10% increase in repeat event attendance and improved stakeholder satisfaction.

Economic Development Commission
Commissioner | Vice-Chair | Chair

Richmond, CA
2020-2022 | 2023 - 2024 | 2024 - 2025

- **Serving as the Chair of the City of Richmond's Economic Development Commission**, helping to lead cross-sector collaboration between city officials, business leaders, and community stakeholders to advance economic development priorities.
- **Served as Vice-Chair of the City of Richmond's Economic Development Commission**, helping to lead the strategic vision for community development initiatives that align with the city's Business Recovery Action Plan and promote local economic vitality.
- **Chaired the "Taste of Richmond" initiative**, successfully orchestrating a city-wide restaurant week that increased small business participation and enhanced community engagement through targeted marketing campaigns.
- **Advocated for small businesses** in policy discussions, leveraging insights from local stakeholders to influence economic development strategies, leading to improved support mechanisms for entrepreneurs and enhanced community resilience.
- **Presented innovative creative initiatives** to the Economic Development Commission, garnering support for new programs that prioritize economic equity and sustainability for community projects.
- **Facilitated collaboration among the City, small businesses, and community organizations**, ensuring alignment with economic recovery strategies, as recommended by the city's Business Recovery Action Plan

Director of CoWorking + Community Manager
CoBiz Richmond (**Non-Profit**)

Richmond, CA
Aug. 2019 - Sep. 2023

- **Established** and led the inaugural operations, creating efficient workflows that enhanced daily activities.
- **Spearheaded** the planning and execution of over 30 community programs at CoBiz Richmond, enhancing community engagement and participation through strategic event management and outreach initiatives.
- **Launched** the "Rooftop Wellness" initiative during COVID-19, successfully introducing weekly sessions of yoga, meditation, dance, and calisthenics, attracting over 200 participants and fostering community wellness during challenging times.
- **Established** community partnerships with 20+ healing arts practitioners, community influencers, and artists, leveraging their unique skills to create a vibrant community environment at CoBiz Richmond.
- **Conducted** comprehensive market research to identify strategic partnership opportunities for CoBiz Richmond, establishing relationships with over 30 local businesses and organizations to create collaborative initiatives.
- **Represented** CoBiz Richmond in various local and regional environments, establishing strong relationships with stakeholders, partners, and clients, resulting in an increase of collaborative opportunities and strategic partnerships.
- **Developed** strategic outreach initiatives that enhanced CoBiz Richmond's visibility in the community.

- **Advocated** for community needs in external forums (City Council, Economic Development Commission, Networking, etc.), successfully influencing policy discussions that resulted in improved access to resources for local businesses.
- **Collaborated** with the CEO to develop and implement strategic action plans that aligned with organizational goals, resulting in a 25% increase in project completion rates within the designated timelines.
- **Fostered** positive connections with over 100 CoBizians through targeted in-house initiatives, lunch & learns, Coffee with the Director, and more resulting in a communal environment that goes beyond coworking.

Skills and Abilities

- **Mission-Driven Leadership:** Strongly aligned with organizations whose mission, vision, and strategic goals, are centered in community/cultural impact.
- **Multidisciplinary Expertise:** In-depth knowledge of marketing, communications, branding, storytelling, relationship building, leadership, and project management for organizations intended to foster economic and community development.
- **Excellent Communication Skills:** Strong verbal and written communication skills to effectively articulate programmatic strategies and advocate for community needs.
- **Team Leadership & Communication:** Demonstrated expertise in managing diverse teams through exceptional communication and interpersonal skills, fostering collaboration across diverse spaces and enhancing team synergy in community and professional settings
- **Cultural Competency:** Deep understanding of the intersectionality of race, class, gender, and other identities, and how these affect community dynamics and needs.
- **Experience with Non-Profit Management:** Familiarity with the non-profit landscape, including the challenges faced by organizations serving marginalized communities.
- **Curating Culture, Community, and Connections:** Skilled in fostering inclusive environments by building strong community relationships, cultivating cultural experiences, and driving meaningful connections that align with organizational goals and values.

Education:

Bachelor's English Writing and Rhetoric | Pepperdine University, Malibu, CA | 2008-2012

Strategic Partnerships:

- | | |
|---|---------------------------------------|
| • CoBiz Richmond | • 1Hundred Years Enterprise |
| • City of Richmond | • Small Business Administration (SBA) |
| • Renaissance Entrepreneurship Center
(East Bay, Bayview, SOMA, Peninsula) | • DreamchaseHer Conference |
| • Richmond Community Foundation | • Confident Catwalk |
| • East Bay EDA | • Afrobeats Oakland |
| • Richmond Main Street Initiative | • Square |
| • Economic Development Commission | • Equity for Black Women and Girls |
| • Just Be | • 510 Studios |
| • Inclusivity Project | • The Black Neighborhood |

References:

- Wesley Alexander | [REDACTED] EO, CoBiz Richmond
- Tatiana Hermeston | [REDACTED] Renaissance, East Bay Program Manager
- LaMarla Stevens | [REDACTED] Colleague + Business Partner