

## Tenleytown Business Brief

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The Department of Small and Local Business Development (DSLBD) has a new campaign to encourage shopping and dining in the District. "Show Your Local" launched this month to help drive sales during the typically slow August.

Tenleytown Main Street is promoting the campaign – and our great local businesses – with a contest on Facebook and Twitter. Shoppers and diners who post a selfie at their favorite local establishment, using the hashtag #showURlocal and tagging Tenleytown Main Street, are eligible to win Tenleytown T-shirts and other prizes.

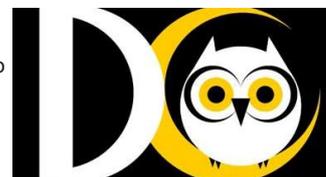
Join the campaign by:

- [Sharing](#) and [re-tweeting](#) our contest posts and encouraging your customers to participate
- Posting photos on social media of merchandise and menu items that help people beat the heat or get ready to head back to school. Don't forget to use #showURlocal and tag TMS – we'll boost your posts!
- Offering summer promotions and using #showURlocal and #shopdc in your advertisements
- Creating a "showURlocal" coupon code
- Hosting your own contest or giveaway

DSLBD has developed a [tip-sheet for businesses on planning promotions](#) with other examples, ideas, and resources. And you can always contact Tenleytown Main Street for ideas and assistance. Call us at 202-362-1815 or email [info@tenleytownmainstreet.org](mailto:info@tenleytownmainstreet.org). Let's get those shoppers and diners in the door!

**Art Night Coming to Tenleytown**

Tenleytown Main Street is putting our neighborhood on the map as an arts destination in the District. We've partnered with Main Streets across the city to host Art Night: Made in DC on Saturday, September 24 from 7 p.m. to midnight.



Local businesses, community institutions, and public spaces transform into pop-up galleries and performance spaces for an evening of contemporary art. Art Night events will take place in Dupont Circle, Shaw, North Capitol Street, Congress Heights, H Street, Van Ness – and of course, Tenleytown!

Formerly called Art All Night, this year the annual arts festival is focused on homegrown artists. Tenleytown Main Street has recruited nearly 30 artists and performers, many of whom work and live in the greater Tenleytown area. Art installations will include photography, paintings, sculpture, jewelry, mixed-media collages, and more. Art Night attendees will also enjoy live music, dance, literature readings, and plays. And the best part? It's all free!

Art Night brings visitors from across the city, which means more customers for your businesses. Want ideas for how to capitalize on Art Night? Give us a call at 202-362-1815 or email Leigh Catherine Miles at [lc miles@tenleytownmainstreet.org](mailto:lc miles@tenleytownmainstreet.org).

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### Small Business Walk Next Wednesday

The Mayor's Office of Community Relations will conduct a Small Business Walk on Wednesday, August 10 starting at 10:30 a.m. Ward 3 liaisons will be in our district to listen to your concerns and share information about DC government services that can help your businesses thrive. Representatives of the Department of Consumer and Regulatory Affairs and Department of Small and Local Business Development will join the walk. If you would like the Small Business Walk to visit your business, email [lc miles@tenleytownmainstreet.org](mailto:lc miles@tenleytownmainstreet.org).



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### Take the Tenleytown Business Survey online

Tenleytown Main Street is conducting a [short survey](#) of business owners and managers to gain a better understanding of local business needs and concerns. Your answers will remain confidential and will only be used for the purposes of further familiarizing Tenleytown Main Street with our keystakeholders - our businesses. We want to know more about you, so we can better serve you!



Click this [link](#) to complete the survey online. Tenleytown Main Street volunteers will also be walking the business district and conducting the survey in-person over the next few weeks. We look forward to introducing ourselves and hearing from you!

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### Funding resources for local businesses

- [TMS Sign and Awning Improvement Grants](#): Reimbursement grant of up to \$5,000 for new signs and awnings. Email Leigh Catherine Miles, [lc miles@tenleytownmainstreet.org](mailto:lc miles@tenleytownmainstreet.org), for an application packet.
- [DC Private Security Camera Incentive Program](#): Reimbursement grant of up to \$750 for exterior security cameras. Program details [available online](#).