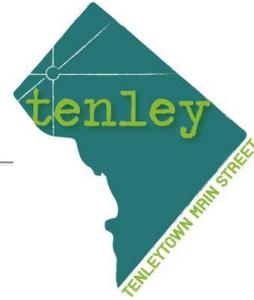


# Tenleytown Business Brief

## October 31, 2016



4545 42nd Street, NW - Suite 214 - 202-362-1815

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- Tenley WinterFest kicks off next month - opportunities for local businesses
- Art All Night brings new energy to Wisconsin Avenue
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### The Yetis are coming! 5th Annual Tenley WinterFest Nov. 25-Dec. 3

The annual [Tenley WinterFest](#) returns November 25 with a week of fun, seasonal events for all ages.

Businesses and community groups come together annually to host WinterFest events, including the signature Yeti Scavenger Hunt, WinterFest restaurant week, and Winter Market. Thousands visit Tenleytown each year to enjoy our yeti-themed festival.

New this year Tenleytown Main Street is sponsoring a **window display contest for Tenleytown businesses**. Decorate your storefront windows with a wintry or seasonal theme – bonus points if the Tenley Yeti makes an appearance in your design! You'll not only help Tenleytown shine for the busiest shopping season of the year, you will also be eligible to win a **prize package** that includes a marketing consultation with a top local firm, an ad in the Northwest Current, and professional design services for your ad.

Tenleytown Main Street will even give you a free set of string lights to get your decorating started. Email [info@tenleytownmainstreet.org](mailto:info@tenleytownmainstreet.org) or call 202-362-1815 to let us know you want to participate. Winners will be announced on Small Business Saturday, November 26.

Looking for other ways to be a part of Tenley WinterFest? [Here's how you can celebrate the season and promote your business.](#)



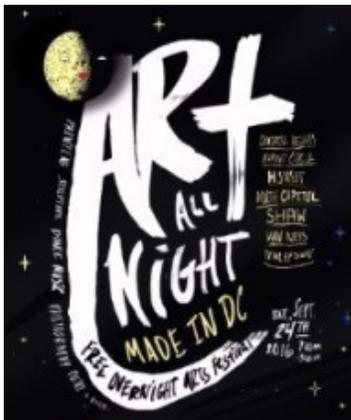
## Art All Night Brings New Energy to Wisconsin Avenue

Tenleytown knows how to party. The local arts community was on full display for Art All Night: Made in DC on Saturday, September 24. More than 50 artists and performers – most from the greater Tenleytown area – participated, drawing over 5,000 visitors to Wisconsin Avenue.

From Bollywood dance to live jazz, poetry slams to play readings, yarn bombing to sculptural installations, paintings to jewelry – and everything in between – Tenleytown’s 11 venues showcased art in all its forms. Sidewalks came alive as Art All Night attendees walked among exhibit spaces and stopped in area restaurants to fuel their art adventures until midnight. “I’ve never seen Tenleytown so bustling on a Saturday night,” remarked one attendee.



Tenleytown Main Street thanks Middle C Music, Tenley Bar & Grill, Whole Foods Market, Best Buy, the Washington Yoga Center, Urban Investment Partners, Crivella Investment Group, AU Washington College of Law, the Tenley-Friendship Library, Iona Senior Services, and Roadside Development for hosting performances, exhibits, and art installations. Special thanks also go to Beefsteak, Friendship Hospital for Animals, and the DC Department of Small and Local Business Development for their generous support of the event.



Tenleytown Main Street was thrilled to bring the annual citywide arts celebration to our community, joining six other DC neighborhoods in producing Art All Night. TMS looks forward to an even bigger and better event next year. Your feedback is essential to make that happen. **Please [complete this brief survey](#) and share your thoughts on Art All Night.**

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## Holiday marketing focus of next Tenleytown Business Roundtable

The holiday shopping season is almost upon us. How can retailers capitalize on the shop local movement and improve their digital marketing during November and December? Join the next Tenleytown Business Roundtable for practical tips and tactics from DC experts, including:

- Andrew Aurbach, communications consultant with over 25 years experience in marketing, communications, and outreach
- Cristina Amoruso, DC Main Streets coordinator with the Department of Small and Local Business Development

The Tenleytown Business Roundtable will meet on Tuesday, November 15 at 10 a.m. in the Whole Foods Market cafe. RSVP to [econstrength@tenleytownmainstreet.org](mailto:econstrength@tenleytownmainstreet.org).

*The Tenleytown Business Roundtable is a monthly gathering of business leaders in the commercial district to discuss issues impacting our community and to share resources to help businesses thrive.*

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## Business Updates

### *Milestones*

Congratulations to Friendship Hospital for Animals, which celebrated 80 years in Tenleytown this month!

### *Coming Soon...*

Dunkin Donuts has begun outfitting its future Tenleytown location at 4530 Wisconsin Avenue (formerly Bloo Moo), while just a couple doors down The Tile Shop plans to open in the former Hudson Trail Outfitters space. Both businesses are slated to open in early 2017.

### *Openings*

Welcome to the neighborhood! District Taco opened on October 17 at 4600 Wisconsin Avenue. Tenleytown Main Street held a ribbon cutting, with the Department of Small and Local Business Development, the Mayor's Office of Community Relations, and Advisory Neighborhood Commission 3E joining to celebrate the newest member of our business community.



Credit: Judy Licht

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## Upcoming Events

- The Washington DC Economic Partnership offers "[Branding & Marketing for Your Small Business](#)" on November 2, 8:30 a.m. as part of its Entrepreneur Road Map speaker series.
- Join the Tenleytown Business Roundtable on November 15, 10:00 a.m. for a discussion on holiday marketing.
- 5th annual Tenley WinterFest, November 25 - December 3



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