



ANNUAL REPORT 2016

October 2015-September 2016

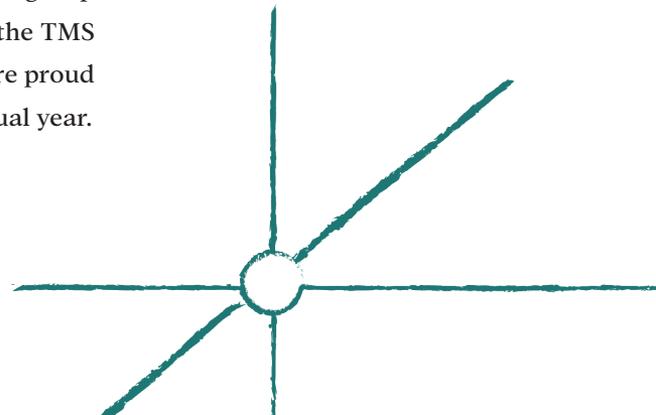
WELCOME

to Tenleytown Main Street

Exhilarating, challenging, fun, tough... Tenleytown Main Street's first year was all that, and so much more. The magic of Tenleytown's business and property owners who said, yes, we will invest in a stronger, more vibrant commercial district and opened their wallets to fund a fledgling Main Street program. The commitment of dozens of volunteers who shared their vision of Tenleytown's past, present and future and made our events – Earth Day, Make Music Day, Art All Night and WinterFest – so successful. The generosity of “older,” more experienced DC Main Street Programs who said, oh, I did that before, I'll show you how to do it. The always-there-when-you-needed-help team at the Department of Small and Local Business Development who guided TMS, DC's newest Main Street Program, through its first year. Was it luck or some force of the universe that delivered the perfect person to be TMS Executive Director this year? Either way, Leigh Catherine Miles has done wonders. Thanks to her leadership, creativity and long, long hours, TMS had an extraordinary first year and is poised for an extraordinary second year. I am honored to lead a group of individuals who took a leap of faith when they agreed to serve on the TMS board of directors. Working together and with Leigh Catherine, we are proud and thrilled to share with you Tenleytown Main Street's very first annual year.



Anne Wallace
TMS, President & Board Chair





Leigh Catherine Miles
TMS, Executive Director

Thinking about Tenleytown Main Street's initial year, the first word that comes to mind is gratitude. Not many people have the good fortune to work for an organization that has an immediate and lasting impact on their local community or to work daily with their neighbors. It has been my privilege to work with a remarkable board of directors committed to making what is good about Tenleytown even greater. To partner with a talented team of volunteers who make the seemingly impossible possible. And to advocate on behalf of and support Tenleytown's diverse local businesses. Together, we are making our community's vision for a vibrant local economy and culture a reality.

In our first year, we welcomed five new businesses and are already on track to double that this year. We launched clean and green initiatives that helped our Main Street shine, while staying true to our commitment to a healthy local environment. We produced community events that celebrated the unique spirit of Tenleytown and drew thousands to our businesses.

Local residents and business owners have long known that our neighborhood is truly a special place to work, live, and play – and now people across the District are taking note. As our business district grows, TMS will continue to work hard to ensure that new businesses succeed and that our established businesses continue to thrive. I look forward with excitement to our second year, and to working with each of you to strengthen the commercial district at the heart of our community. Thank you for making Tenleytown Main Street's first year so successful.

TENLEYTOWN MAIN STREET: WHAT WE DO

Tenleytown Main Street is a community-based nonprofit organization working to expand and revitalize the Tenleytown business corridor along Wisconsin Avenue, from Tenley Circle to Fessenden Street.

STIMULATING THE LOCAL ECONOMY

TMS supports established small and local businesses that anchor our district, while also working to attract vital new commerce to the area. Through technical assistance, direct grant funding, educational programs, and coordinated marketing strategies, we provide businesses the tools to thrive. Between January and September 2016, TMS welcomed five new businesses, and more than 40 new jobs, to Tenleytown.

IMPROVING NEIGHBORHOOD VISUAL APPEAL

TMS works to establish a cohesive neighborhood identity through key visual elements, including light pole banners, tree boxes, and commercial storefronts. Our community values ecologically sustainable design and environmentally sound progress, and TMS has embraced these priorities through the Wisconsin Avenue Clean Team, neighborhood cleanups, and an annual Earth Day celebration. These programs enhance Tenleytown's fresh and lively urban vibe, inspire pride in the unique character of our neighborhood, and advance our organizational campaign to keep Tenleytown "Clean & Green."

SIGNATURE COMMUNITY EVENTS

TMS engages our local community and attracts visitors to Tenleytown with four signature events each year: Earth Day, Make Music Day, Art All Night, and Tenley WinterFest. These events, which strongly reflect our community's commitment to the arts and environment, are supported by a large pool of committed volunteers and draw interest from around the region. During our first year, more than 100 people volunteered in support of a TMS event, while thousands visited Tenleytown to participate in one of our family-friendly events and shop and dine at local establishments.



TENLEYTOWN VISION 2026: A Roadmap for the Future

Tenleytown's Main Street district will be a thriving, walkable and friendly neighborhood center, retaining its small town feel with up-to-date urban amenities. As a welcoming hub of community life, Main Street will nurture a vibrant local economy and culture that can only be found at our own "top of the town."

WE ENVISION A PLACE WHERE:

- Locally owned and locally serving businesses make our neighborhood high quality, convenient and unique.
- Neighborhood institutions and amenities anchor our neighborhood identity and quality of life.
- Everyone who calls Tenleytown home is welcomed and served.
- Community identity and image instills pride in all who work, live and visit our neighborhood center.
- Something is always happening that taps the rich array of people, institutions, and offerings that is unique to Tenleytown.

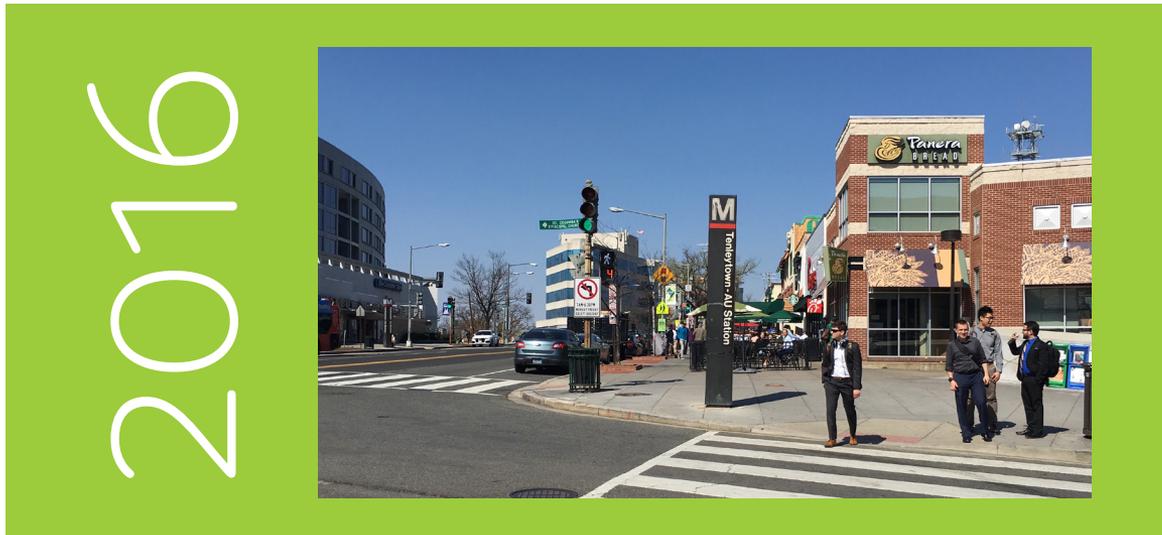
WE BELIEVE IN A MAIN STREET THAT:

- Brings the community together, values the arts, and is ecologically and environmentally at the forefront of urban design.
- Prioritizes small, local and unique enterprise, events, and programs.
- Engages a wide variety of residents, students, professionals and visitors in community-building projects that create unity and a pathway to leadership and opportunity.



Nearly 400 businesses, workers, and residents contributed to the development of Vision 2026, resulting in a new vision for the Tenleytown commercial district that truly represents the interests of our community. This vision guides Tenleytown Main Street's work in conjunction with the time-tested Main Street Approach®.

EVENTS & ACHIEVEMENTS



Building a Tenleytown Main Street Brand

Working for Local Businesses

Keeping Tenleytown Clean & Green

Signature Events

In its inaugural year, Tenleytown Main Street worked with residents, business owners, and other local leaders to articulate the unique character of Tenleytown: a lively, welcoming, family-friendly community that prioritizes local enterprises. Based on this, TMS developed a brand identity for the neighborhood, including an original logo, seasonal and year-round banners that hang along Wisconsin Avenue, window decals for our business district, and customized promotional materials – all designed by local residents. Online, a new



BUILDING A TENLEYTOWN MAIN STREET BRAND

TMS website provides comprehensive information for Tenleytown business owners and potential customers, including a searchable directory of businesses. TMS' growing social media presence, as well as regular e-newsletters are helping to highlight Tenleytown's offerings and let District residents know we're open for business.



TENLEYTOWN MAIN STREET: WORKING FOR LOCAL BUSINESSES

Tenleytown's vibrant Main Street business district is characterized by a unique mix of established storefronts and restaurants that anchor our business district and new enterprises that are attracted by the neighborhood's lively, family friendly, and "small town" urban vibe. From international dining to favorite lunch spots, belly dancing to martial arts studios, musical instruments to pet supplies, and healthcare to hardware – you can find everything right here in Tenleytown.

Tenleytown Main Street's programs to support local businesses include regular networking opportunities to connect businesses with District resources, design and financial support for storefront improvements, market analysis and promotional opportunities, and one-on-one consulting to address challenges facing local business owners.



DSLBD Director Ana Harvey (second from left) met with local business owners during the August 2016 Tenleytown Small Business Walk



CONNECTING BUSINESSES

TMS sponsors the bi-monthly Tenleytown Business Roundtable, a gathering of business leaders in the commercial district that discusses issues impacting the community and shares resources to help businesses thrive. In 2016, the Roundtable addressed property and employee security, marketing and digital promotions, mitigating risk and insurance, and District funding opportunities for businesses. Local leaders from the office of the Deputy Mayor for Planning and Economic Development, the Metropolitan Police Department, Office of Victim Services and Justice Grants, and the Department of Small and Local Business Development met with Tenleytown business owners as part of the discussion series.



The *Tenleytown Business Brief*, published by TMS, is an e-newsletter that contains information on upcoming meetings and events, funding and training resources, and news relevant to local business leaders. More than 100 business owners and managers subscribe to the *Brief*, which is also available online.

ADVOCATING FOR BUSINESSES

When local businesses saw sharply declining sales due to protracted utility work on Wisconsin Avenue, TMS worked with business owners, the Advisory Neighborhood Commission, the mayor's office, and the local utility to mitigate the impact of the infrastructure project. As a result of TMS' efforts, the utility suspended Saturday work so customers had unimpeded access to businesses on their busiest day of the week; some parking restrictions were lifted and alternative parking areas were provided; and TMS identified financial assistance programs that could benefit impacted businesses.

Tenleytown Main Street also represents local businesses as a member of the Public Safety Task Force. Comprised of the Advisory Neighborhood Commission, Metropolitan Police Department, Metro Transit Police, and local schools, the task force works collaboratively to address public safety issues and concerns in the Tenleytown area.

STOREFRONT IMPROVEMENT PROJECTS

Storefront Improvement Project small grants support TMS' efforts to establish a cohesive visual identity for the business district through new signage and other exterior improvements. In 2016, businesses were able to apply for small grants to offset the cost of new signs and awnings; additional funding was available to improve outdoor seating areas through plantings. TMS provided more than \$4,000 in funding for signs, awnings, and plantings, and plans to expand the program in 2017.



BUSINESS RECRUITMENT

Tenleytown Main Street works closely with commercial brokers and property owners to provide information on the Tenleytown market, maintain a database of available properties, and share priorities for the types of businesses the community wants in Tenleytown. In 2016, TMS conducted an in-depth market analysis for Tenleytown, in partnership with Jon Stover & Associates, to better understand the competitive advantages of the neighborhood, areas for strategic intervention to make Tenleytown more attractive to businesses, and the types of businesses that would be most successful here over the long-term. TMS meets regularly with entrepreneurs seeking to open a business in the neighborhood to provide guidance on the local market and spaces that might meet their needs. As the organization grows, TMS hopes to bring even more businesses to Tenleytown that reflect the community's vision for the neighborhood.

BUSINESS FAST FACTS

- 5 new businesses opened in FY 2016
- 40+ new jobs to the neighborhood
- 10+ new businesses coming in FY 2017



NEW IN 2016

Beefsteak

VEGETABLES, UNLEASHED.

Puptagon

Chick-fil-A

CLASSIC MOTORS
of Washington D.C.



COMING SOON!

Bloom OB/GYN
District Taco
Dunkin' Donuts
Keller Williams Capital Properties
Massage Envy
Muncheez
Orangetheory Fitness
Seoul Spice
Tenleytown Barber Shop
The Tile Shop



Photo by Phil Taplin

KEEPING TENLEY CLEAN & GREEN

Maintaining a clean and green commercial corridor is not only core to the values of the neighborhood, it is also essential to fostering a welcoming, visually appealing business district.

WISCONSIN AVENUE CLEAN TEAM

Five days a week the Wisconsin Avenue Clean Team, staffed in partnership with Career Path DC, deploys along our Main Street to pick up litter and recyclables from sidewalks, tree boxes, and gutters, and remove graffiti that detracts from our business district. During the spring and summer, the Clean Team helps weed tree boxes and maintain public green spaces. During winter storms, they remove snow in front of businesses. After the 2016 blizzard, Career Path DC and the Clean Team worked tirelessly to clear sidewalks, keeping Tenleytown open for business when the rest of the city was shut down.



ADOPT-A-BLOCK PROGRAM

The TMS Adopt-a-Block program provides ongoing maintenance for tree boxes and green spaces, as a supplement to the efforts of the Clean Team. The program engages community groups and schools, offering community service hours for students. TMS provides all the supplies and equipment, while community partners provide volunteers for maintenance events from April through October.

TENDING LOCAL PARKS

The TMS Design Committee, which includes landscapers, landscape architects, and certified Weed Warriors, conducts semi-annual intensive clean-ups of Fessenden Park and Tenley Circle. Committee volunteers remove invasive species, collect trash and other debris, and trim plantings to improve sight lines, making the park spaces safer and more attractive.

RETHINKING PUBLIC SPACE

Tenleytown became the first neighborhood in Ward 3 to participate in the annual, international PARK(ing) Day on September 16 with the creation of a temporary park at Wisconsin Avenue and Albemarle Street. Community activists transformed metered parking spaces into public spaces to call attention to the need for more urban open space. The Tenleytown parklet encouraged visitors to reimagine how they engage with the business district and share their thoughts on how Tenleytown can improve its open space. PARK(ing) Day also kicked off TMS' campaign to better maintain and activate pocket parks within the Main Street area, a priority for 2017.



EARTH DAY

Tenleytown Main Street kicked off its inaugural year with an Earth Day celebration on April 23, which included a Wisconsin Avenue beautification effort in the morning, special promotions at local businesses, a recycling event, and an Earth Day themed craft and story time at the library.

Despite a downpour, more than 60 community volunteers participated in the beautification event. Volunteers removed nearly 50 bags of litter and plant debris, weeded and mulched close to 50 tree boxes, and trimmed weeds and invasive species at Fessenden Park. Rasevic Landscaping and Tenleytown Ace Hardware generously contributed mulch for our trees, while the Rock Creek Conservancy provided trash bags and work gloves. TMS partnered with RCC for their 8th annual Extreme Clean Up, helping to prevent litter and debris from making its way into the Rock Creek Watershed.

Tenleytown's Earth Day tradition helps get our business district ready for spring, while celebrating the environment, health, and wellness in our community.



MAKE MUSIC DAY



Make Music Day is an international celebration of the summer solstice, taking place in nearly 700 cities and 120 countries across the globe – and now Tenleytown! The festival celebrates free, live music performances held outdoors at public parks and local businesses, providing opportunities for community members of all ages to interact with and create music. In 2016, the Make Music Day concert schedule in Tenleytown featured more than 50 performances at 14 locations throughout our Main Street. Not even a summer squall could put a damper on the music, as Tenleytown came out to listen to musical styles ranging from classical to punk, flamenco to funk, choral groups to soloists.



Celebrating the Arts Tenleytown!

With signature events like Music Day and Art All Night, Tenleytown showcases Tenleytown's vibrant arts and music community and puts this neighborhood on the map as a cultural destination in DC.

“Even in the pouring down rain the patio at BTS was full, which was just amazing ... We're most definitely in for next year at BTS.”

- Kathy Arvis, Burger, Tap & Shake

ART ALL NIGHT



Photograph by Judy Licht



Photograph by Judy Licht



Photograph by Judy Licht

TMS partnered with Main Streets across the city to host Art All Night: Made in DC on September 24, bringing DC's annual overnight arts festival to Tenleytown for the first time. Local businesses, community institutions, and public spaces transformed into pop-up galleries and performance venues for an evening of contemporary art.

In keeping with the theme "Made in DC," TMS recruited artists who work and live in the greater Tenleytown area to celebrate the diverse and talented artistic community of the neighborhood. Art installations included photography, paintings, sculpture, jewelry, mixed-media collages, and more. Attendees also enjoyed live music, dance, literature readings, plays, wine tastings, and interactive art experiences. More than 50 artists and performers participated in Art All Night in Tenleytown at 11 venues along Wisconsin Avenue.

More than 5,000 people attended Art All Night, making it one of Tenleytown's liveliest Saturday nights in recent memory. Local businesses, especially restaurants, benefited from the significant crowds the event drew.

SUPPORT FOR TMS

2016 FINANCIALS

Year Ended September 30, 2016

STATEMENT OF ACTIVITIES (AUDITED)

Revenue & Support		\$237,878
Expenses		
Program services	\$165,792	
Supporting services	\$17,124	
Total expenses		\$182,916
Net Change in Assets		\$54,962
Net Assets, beginning of year		\$5,171
Net Assets, end of year		\$60,133

STATEMENT OF CASH FLOWS (AUDITED)

Cash Flows from Operating Activities		
Change in net assets	\$54,962	
Grants/Contributions receivable	(\$21,500)	
Accounts payable	\$3,367	
Net cash provided by operating activities		\$36,829
Cash Flows from Fixed Assets		(\$14,652)
Net increase in cash		\$22,177
Cash, beginning of year		\$5,171
Cash, end of year		\$27,348



Tenleytown Main Street receives funding through financial and in-kind contributions and sponsorships from businesses, community groups, property owners, and residents, and through a generous grant from the DC Department of Small and Local Business Development. TMS also receives support from scores of volunteers who provide their time, effort, and expertise to the TMS Board of Directors, organizational committees, and signature neighborhood events. Tenleytown Main Street is extremely grateful for the support we receive from the community. We could not do the work we do without you!

FISCAL YEAR 2016 DONORS

\$10,000 and above:

- DC Department of Small and Local Business Development

\$5,000-9,999

- American University
- Douglas Development Corporation
- Urban Investment Partners

\$1,000-4,999

- Advisory Neighborhood Commission 3E
- Beefsteak*
- Burke Albemarle LLC
- Circle Management/Pedas Tenley LLC+
- Cityline at Tenley
- The Dancing Crab
- Friendship Hospital for Animals*+
- Brook Katzen
- Roadside Development
- State Farm Insurance - Sonia Ntuk*
- John Parker Sweeney
- Valor Development
- Anne Wallace
- Washington College of Law

- * **Business Members**
- + **Tree Box Sponsors**

\$500-999

- Ace Hardware*
- Burger, Tap & Shake*
- CommuniKids*
- Matthew Frumin
- Georgetown Day School+
- lil omm yoga & wellness*
- My Massage Place*
- Hilary Oat-Judge+
- PetMAC DC*
- PrepMatters+
- Uptown Acupuncture*

\$100-499

- Mialy and Soamiely Andriamanajara
- Jeneva Craig and Michael Lee
- Frances Bourne and Jason Grim
- Happy Paws
- Rosie and Mike Iapalucci
- Adina and Bryan Kanefield
- Kengla Flag
- Lena Frumin
- Kate and Fernando Laguarda
- Elizabeth and Mark Levenson
- Carolyn Morrow Long
- Steak-n-Egg
- Whole Foods Market

FISCAL YEAR 2016 VOLUNTEERS

Nico Acajabon
Rennie Anderson
Tigran Anlion
Kathy Arvis
Lori Ashford
Craig Atkins
Andrew Aurbach
Anika Belinfanti
Steven Beller
Jonathan Bender
Stephen Bolton
Susan Borke
Joe Byrne
Denise Byrne
Julia Cain
Thomas Casasola
Duane Champion Bey
Gretchen Cheney
Steve Coddston
Michael Cooper
Jeneva Craig
Grace Cumberland
Adriana Delgado
Leslie Dembinski
Sara Donohov
Patricia Dubroof
Daria Dudzinski
John Duffy
Jeff Edelstein
Hannah Edens
Tracy Eichelberger
Ann Eichenberger
Phil Esocoff
Florence Fasanelli
Anne-Marie Finnell
Chris Fitzpatrick
Neil Flanagan
Kate Foster-Bankey
Elissa Free
Gayle Friedman
Matt Frumin
Matthew Frumin
Sharon Gang
Helen Gibson
Richard Gorog
Andrea Gourdine
Emily Green
Robyn Greenhouse

Melissa Hall
Sue Hamilton
Mark Heppler
Yvette Herrera
Charlie Holmes
Andrew Huff
Jeff Jacobs
Eric Kaprowski
Brook Katzen
Nina Kraut
Brenda Kuo Pfeiffer
Fernando Laguarda
Pablo Laguarda
Bette Land
Catherine Leape
Kelly Lee
Rob Lee
John LeMon
Elizabeth Levenson
Jason Levin
Rich Levine
Waner Liang
Judy Licht
Jason Lifton
Erica Ling
Erika Liso
Carolyn Long
Sydney Madera
Melissa Martinie Hall
Camille Martone
Bill McLeod
Wendy Messenger
Phil Mitchell
Susan Mitchell
Will Mitchell
Christie Morgan
Orlando Nunez
Hilary Oat-Judge
Lauren O'Dowd
David Patterson
Catherine Pearson
Stratton Penberthy
Alex Penberthy
Laura Phillips
John Plachta
Justin Pollock
Tenlea Rakack
Neela Ranade

Deborah Raviv
Jessie Righter
Cathy Rudder
Amy Schaffer
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Steven F. Schwat
Anita Seline
Shannon Semler
Neha Shah
Margaret Siebel
Pleasance Silicki
Myrna Sislen
John Smith
Jaquan Smith
Martin Smith
Jenny Smulson
Dwight Sterling
Julia Stonner
David Stonner
Phil Taplin
Cheryl Teninga

Amy Thompson
Sarah Thompson
Naomi Todd
Sara Trautman
Kindra Tully
Ted Van Houten
Khang Vanky
Jane Varner Malhotra
Stephen Voss
Charlene Voss Kannankeril
Anne Wallace
Anna Warner
Julia Westfall
John Wheeler
Val Wheeler
Malcolm Williams
Andrew Wilson
Patricia Witalka
David Wizenberg
Doug Wonderlic
Emily Zurawski

With Special Thanks to Our Partners

**Mayor Muriel Bowser
Councilmember Mary Cheh
American University
ANC 3E
Career Path DC
Department of Small and Local
Business Development
Deputy Mayor for Planning and
Economic Development
DC Main Streets
Iona Senior Services
MPD Second District
National Main Street Center
Tenleytown Historical Society**

TENLEYTOWN MAIN STREET: WHO WE ARE

BOARD OF DIRECTORS

OFFICERS

Anne Wallace, President and Board Chair
Attorney

Jonathan Bender, Vice Chairman
*Attorney & Chair, Advisory Neighborhood
Commission 3E*

Matthew Frumin, Treasurer
Attorney, Steptoe & Johnson

Andrew Aurbach, Secretary
*Co-Owner, Capital Sustainability and Member,
District of Columbia Historic Preservation
Review Board*

DIRECTORS

John P. Duffy
*Founder & Managing Principal, Summit
Commercial Real Estate*

Jeffrey Edelstein
Partner, Roadside Development

Andrea Gourdine
*Development & Project Manager, Douglas
Development Corporation*

Andrew Huff
*Director of Community Relations, American
University*

Brook Katzen
*Vice President of Development, The UIP
Companies*

Carolyn Morrow Long
Resident & Artist

Pleasance Silicki
Founder, lil omm yoga & wellness

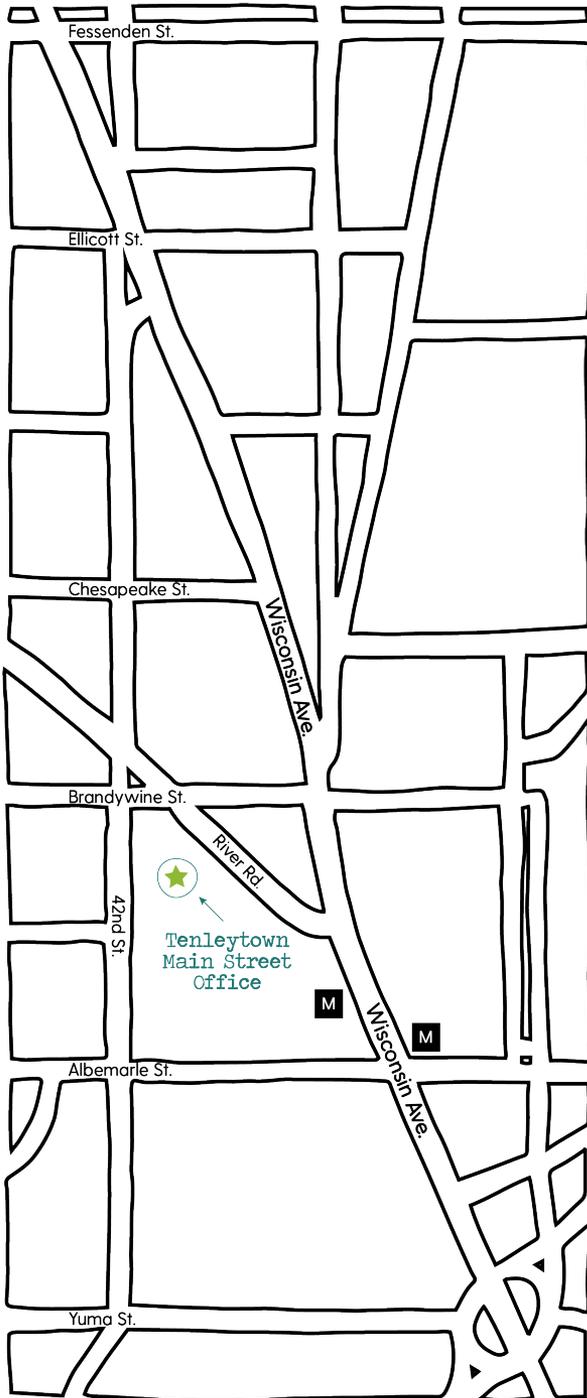
Myrna Sisen
Owner, Middle C Music

STAFF

Leigh Catherine Miles, Executive Director



Tenleytown Main Street is an accredited Main Street® Program that is funded in part by the DC Department of Small and Local Business Development.



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