

TENLEY ★ times



TENLETTOWN MAIN STREET NEWSLETTER

WINTER 2017

Looking back on Tenleytown Main Street's first year, I am extremely grateful to the scores of community members who collaborated with TMS. Together we created a vision for our business district, welcomed new restaurants and shops, organized music and arts festivals that attracted thousands, funded storefront improvements, and supported our local businesses. As we move into 2017, I look forward to continuing to work with residents and local businesses to strengthen the commercial district at the heart of our community. To help keep you abreast of our efforts, TMS is pleased to launch this quarterly newsletter, which I hope you enjoy reading.

Leigh Catherine Miles Executive Director

ANNUAL CELEBRATION UNITES TENLEY COMMUNITY

The annual week-long Tenley WinterFest ended on Saturday, December 3, and so the Tenley Yeti makes its long journey home after once again uniting the community in a festive, and uniquely Tenleytown, celebration.

Each year, WinterFest brings together residents, small business owners, local churches and schools, the library and even the fire station to usher in the holiday season. In 2016, 36 businesses and community organizations hosted 17 events, bringing more than 3,000 visitors from across the District to dine at local restaurants, discover Tenleytown's history, enjoy lights and seasonal displays, hunt for the hidden Yeti, and shop for and sell merchandise at the Winter Market.

Tenleytown Main Street (TMS) was pleased to produce the 5th Annual Tenley WinterFest, continuing a community tradition that has become the neighborhood's signature event. "Tenley WinterFest is one of my favorite weeks of the year," said Leigh Catherine Miles, Executive Director. "As a resident and past WinterFest volun-

teer, I was thrilled to put the resources of TMS behind this special event that showcases our restaurants, shops, and unique local spirit."

Tenleytown Main Street is grateful to its volunteers and community partners, and to the Department of Small and Local Business Development, ANC 3E, American University, Cityline at Tenley, Circle Management, Le Chat Noir, and Z-Burger for their generous support of WinterFest 2016.



CommuniKids Language Immersion School won the inaugural Tenley WinterFest window decorating contest.

CALENDAR

- February 21 12-1:30pm TMS Board of Directors Meeting
4545 42nd St., Suite 214
- March 7 10-11:30am Tenleytown Business Roundtable
TBA
- March 21 12-1:30pm TMS Board of Directors Meeting
4545 42nd St., Suite 214
- April 4 6:30-8pm Community Design Charrette:
Activating Fessenden Park
Hera Hub DC, 5028 Wisconsin Ave. #100
- April 11 Tenleytown Main Street Annual Meeting
TBA
- April 18 12-1:30pm TMS Board of Directors Meeting
4545 42nd St., Suite 214
- April 22 ALL DAY 2nd Annual Earth Day Celebration
- April 22 9am-noon Wisconsin Avenue Community Clean Up
Fessenden Street to Tenley Circle

NEIGHBORHOOD MILESTONES

HAPPY ANNIVERSARY

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

WELCOME TO THE NEIGHBORHOOD

In October, popular local restaurant chain District Taco opened its fourth DC location at Tenley View, 4600 Wisconsin Avenue. Just up the street, Dunkin' Donuts and The Tile Shop both opened in late December at 4530 Wisconsin Avenue in the Tenley Point building. They join veteran Tenleytown establishment, Middle C Music, which will be celebrating 15 years in the neighborhood this year.



Photo by Judy Licht

TMS held a ribbon cutting ceremony on October 26 to welcome District Taco.

BY THE NUMBERS: Tenleytown Main Street Businesses



* 8 new businesses opened in 2016

* 2% retail vacancy rate among lowest in the District

TMS COMMITTEE MEETINGS

LOCATION: TMS OFFICES

Promotions Committee

2nd Monday of the month at 6:30pm

Design Committee

2nd Wednesday of the month at 6:30pm

Economic Strengthening Committee

2nd Thursday of the month at 9:30am

Interested in joining a TMS committee?

Email info@tenleytownmainstreet.org for more information.

Source: Jon Stover & Associates, 2016

NEIGHBOR FEATURE: PetMAC Serving Tenleytown for 10th Year

In February 2007, Lori Rolnick and Janice McLain opened PetMAC, a Tenleytown business selling natural foods, toys, and other supplies for cats and dogs. The shop was originally located on Fessenden Street, but moved around the corner to 4914 Wisconsin in October 2014, where it continues to do a brisk trade among Tenleytown pet owners.

It is immediately evident that Lori and Janice love animals. They have six cats and a dog at home. Adoptable cats and kittens have the run of the store, and one of the great pleasures of going there is to seek out the feline residents meandering the aisles, peeping out from amidst the merchandise, or sleeping on high shelves. There is occasional overnight mischief when an adventurous cat breaks into the bag of treats.

PetMAC co-owner, Janice McLain, with one of the store's resident cats.



In addition to the resident cats, which can be adopted at any time, PetMAC holds a cat adoption event every Saturday from 12:00 to 2:00 p.m. with cats coming from a variety of local rescue groups. On the second Sunday of every month, from 12:00 to 2:00 p.m., PetMAC holds a dog adoption event in conjunction with City Dogs Rescue.

Website <http://petmac.org/dc/>

Telephone 202-966-7387

Hours M-F 10-7, Sat 10-6, Sun 10-5

SAVE THE DATE

EARTH DAY CELEBRATION APRIL 22

Celebrate a clean and green business district with Tenleytown Main Street. The 2nd annual Earth Day celebration will include a community clean up, special eco-friendly events, and local business promotions.

Join friends and neighbors as we spruce up Wisconsin Avenue and welcome spring.



Interested in volunteering or hosting an Earth Day event? Email info@tenleytownmainstreet.org or call 202-362-1815 for information on getting involved in Earth Day 2017.

Keeping Tenleytown Clean & Green



Design Committee member John Wheeler led TMS' fall cleanup of Tenley Circle.



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

Tenleytown Main Street BOARD OF DIRECTORS

Anne Wallace, Chair
Jonathan Bender, Vice Chair
Matthew Frumin, Treasurer
Andrew Aurbach, Secretary

Andrea Gourdine
Jeffrey Edelstein
Melissa Hall
Andrew Huff
Brook Katzen
Carolyn Long
Pleasance Silicki
Myrna Sisen

Leigh Catherine Miles,
Executive Director

The WinterFest Market at Janney featured 85 vendors.



For more information about Tenleytown Main Street activities, committees, and volunteer opportunities, visit

tenleytownmainstreet.org

Newsletter contributors: Rennie Anderson, Judy Licht & Carolyn Long



Tenleytown Main Street

4545 42nd Street, NW Suite 214
Washington, DC 20016