



TENLEY WINTERFEST SPREADS HOLIDAY CHEER

From November 25 to December 2, Tenleytown Main Street hosted the annual Tenley WinterFest. The eight-day celebration of the holiday season, now in its sixth year, showcases local businesses, community groups, and the neighborhood – all with a unique Tenleytown flair and lots of yetis.

Tenleytown's shops, restaurants, and sidewalks filled as the community enjoyed a winter restaurant week, the Yeti Scavenger Hunt at local shops, festive window displays, seasonally-themed music and films, and the 13th annual Winter Market at Janney Elementary School. The market even earned a spot on *Curbed DC*'s list of the coolest holiday markets in the city.

More than 2,500 people attended Tenley WinterFest events, which TMS hosted in partnership with 42 businesses and community groups. "That so many businesses throughout our Main Street embrace Tenley WinterFest is part of what makes the festival special," said Leigh Catherine Miles, Executive Director of Tenleytown Main Street. "It really demonstrates how close knit our community is."

According to a post-event survey, participating shops and restaurants saw increased sales during the week of WinterFest, as well as a boost in customer awareness of their offerings. Already looking ahead to Tenley WinterFest 2018, 100% of responding businesses said they would take part in the festival again next year.

"[Tenley WinterFest is] growing in popularity every year and provides a fun experience for [our business] and the families in the neighborhood," one retailer commented.



Carols & Cocoa at Fessenden Park



Winter Market at Janney Elementary

Tenleytown Main Street thanks its community partners and outstanding team of volunteers who helped organize Tenley WinterFest 2017. Additional thanks go to the generous sponsors whose support made this year's festival possible, including: American University, Advisory Neighborhood Commission 3E, Circle Management, the Department of Small and Local Business Development, Dancing Crab Properties, Friendship Hospital for Animals, National Presbyterian School, Shop Your Closet, and Urban Investment Partners.

CALENDAR

January 16 12-1:30pm	TMS Board of Directors Meeting 4545 42nd St., Suite 214
January 17 6:30-8:00pm	Fessenden Park Working Group 4545 42nd St., Suite 214
February 20 12-1:30pm	TMS Board of Directors Meeting 4545 42nd St., Suite 214
March 15 2:00pm	Ribbon Cutting to Welcome New Businesses
March 20 12-1:30pm	TMS Board of Directors Meeting 4545 42nd St., Suite 214

Visit tenleytownmainstreet.org/events/ for a full calendar of events in Tenleytown.

TMS COMMITTEE MEETINGS

LOCATION: TMS OFFICES

Promotions: 2nd Monday of the month, 6:30pm

Design: 2nd Wednesday of the month, 6:30pm

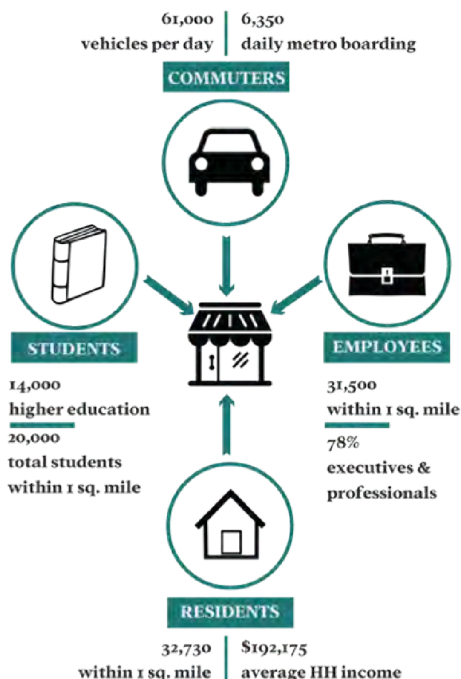
Economic Strengthening: 2nd Thursday of the month, 9:30am

Interested in joining a TMS committee?

Email info@tenleytownmainstreet.org for more information

BY THE NUMBERS

Retail Demand in Tenleytown



NEIGHBORHOOD MILESTONES

HAPPY ANNIVERSARY

Happy Paws, DC's leading dog care facility, celebrated a decade in Tenleytown this past October. For 10 years, they have catered to your four-legged family members with cage-free daycare, salon, and boarding programs. Canine training is also available through its sister organization Puptagon, which Happy Paws launched in the fall of 2016. Wish Happy Paws a happy anniversary at 4904 Wisconsin Avenue.

Congratulations to The Tile Shop and Dunkin' Donuts, both of which celebrated their first anniversaries in Tenleytown in December. Find them both at 4530 Wisconsin Avenue.

WELCOME TO THE NEIGHBORHOOD

SEOULSPICE, Tenleytown's newest restaurant, opened at Tenley View in November. This is the second location for the District restaurant, which launched in NoMa two years ago.

SEOULSPICE offers Korean comfort food, with an entirely gluten-free menu fully prepared in-house. It joins fellow restaurants District Taco and Munchiez at 4600 Wisconsin Avenue, as well as Orangetheory Fitness.

DC Council Chairman Phil Mendelson, Ward 3 Councilmember Mary Cheh, and Ian Maggard and Philip Thomas with the Mayor's Office of Community Relations and Services joined TMS in celebrating the opening of SEOULSPICE during a ribbon cutting ceremony on Small Business Saturday, November 25.



Photo by Kate Shinberg

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NEIGHBOR FEATURE: Coffee Nature



Joseph Oh creating latte art at Coffee Nature

Born in Seoul, Korea, Joseph Oh came to the United States as a teenager in the early '90s. He later graduated from James Madison University with a degree in Integrated Science Technology, but his true passion was entrepreneurship. When the opportunity to acquire a neighborhood coffee shop in Tenleytown came his way, he was intrigued. The only challenge? He had never been much of a coffee drinker. After much prayer and consideration, he and his wife ultimately decided it was an opportunity they had to pursue.

Before opening Coffee Nature, Joseph spent a year dedicated to learning the craft of coffee making. He discovered the sensitivity of his palette with the help of some mentors and coffee experts he met along the way, and realized his knack for distinguishing the true and complex flavors of a properly grown and roasted coffee bean.

For the past five years, Joseph has worked tirelessly to hone his craft in brewing the perfect cup of your favorite coffee-based beverage. You can also find Joseph working after hours to add to his portfolio of "latte art," which consists of simple hearts to bears, snowmen, and other characters that his customers adore.

Coffee Nature sources its coffee beans from PT's Coffee Roasting Company in Topeka, Kansas. PT Coffee is a critically-acclaimed roaster known for using single origin and direct trade beans from all over the world. In addition to coffee, Coffee Nature offers house-made sandwiches and Korean food for breakfast and lunch, as well as packaged snacks, pastries, and juices. There is cozy seating inside and more tables and chairs on the outdoor patio.

Coffee Nature, located just around the corner from Wisconsin Avenue on Fessenden Street, is open Monday-Saturday, 7:30 a.m. to 6 p.m.

Carols & Cocoa Enliven Fessenden Park

To help kickoff Tenley Winterfest, more than 40 community members gathered at Fessenden Park on November 25 for Caroling and Cocoa, the first community event hosted by the Fessenden Park Working Group. The rousing renditions of holiday songs accompanied by children with bells and drums attracted some passersby to join the festivities. The event continued with cocoa and cookies at St. Mary Armenian Apostolic Church, where community members learned more about efforts to revitalize the park, located along Wisconsin Avenue between Fessenden and 42nd streets.

The TMS Design Committee established the Fessenden Park Working Group to spearhead the effort to transform this underutilized community asset into a vibrant space. With our official 'Friends of the Park' status from the DC Department of Parks and Recreation expected shortly, we will be launching a series of community events in 2018 to bring people to the park.

Community members interested in joining the Fessenden Park Working Group may contact the Design Committee at design@tenleytownmainstreet.org.



TMS thanks the 30 AU students, including members of Alpha Epsilon Pi and Sigma Alpha Mu fraternities, who mulched street trees and picked up litter along Wisconsin Avenue on November 5 as part of the Tenleytown Clean & Green initiative.

BE A TMS VOLUNTEER!

Volunteers are Tenleytown Main Street's most valued asset, and we are looking to expand our team. If you want an attractive, thriving business district in Tenleytown, we'd love to talk with you.

Our committees are currently working on storefront and public space improvements, small business technical assistance, community events, marketing, communications and outreach. We also welcome volunteers interested in providing office assistance.

Whether you are looking for regular engagement or episodic volunteering, TMS has a variety of opportunities to match your interests and availability. To find out more, email info@tenleytownmainstreet.org.



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

MIDDLE C MUSIC WINS ANNUAL HOLIDAY WINDOW CONTEST

Tenleytown Main Street announced Middle C Music as the winner of its annual holiday window contest at a ceremony on Small Business Saturday, November 25. Middle C Music was one of 13 businesses competing in this year's contest, held in conjunction with Tenley WinterFest. Storefront windows along Wisconsin Avenue featured holiday and winter-themed displays, and the beloved Tenley Yeti appeared in many of them.



“Our business community really embraces the spirit of Tenley WinterFest, which celebrates our neighborhood and all its charm during the holiday season,” said Leigh Catherine Miles, Tenleytown Main Street executive director. “The window displays were incredibly creative, making the judging quite a challenge this year.”

A quartet of rock star yetis painted across Middle C Music's storefront windows clinched the title for the Tenleytown music store.

As the contest winner, Middle C Music won not only bragging rights, but also a prize package from Tenleytown Main Street valued at almost \$1,000, including a professionally designed print ad and marketing services from a graphic designer and digital marketing expert.

DC Stoddert Soccer received second place honors for its window featuring a yeti soccer match, while The Tile Shop received an honorable mention for a display featuring Santa Claus taking a bubble bath and a snowman caught in a snow shower.

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

tenleytownmainstreet.org



Tenleytown Main Street

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