



2017

ANNUAL REPORT



OCTOBER 2016 - SEPTEMBER 2017

WELCOME

TO TENLEYTOWN MAIN STREET

It has been an exciting year for Tenleytown Main Street (TMS) as we transition from a start up to an established presence. Our highest profile comes during our events when thousands come out to enjoy a sense of community, art, music or holiday traditions and see Tenleytown and its businesses in a new way.

But the day-to-day work supporting business and looking for ways to improve the look and feel of our business corridor lay at the heart of our mission. And on that, from the work of the Clean Team to the efforts with individual businesses to our work on placemaking with the city, we are also making a difference that we hope to build on in the coming year.

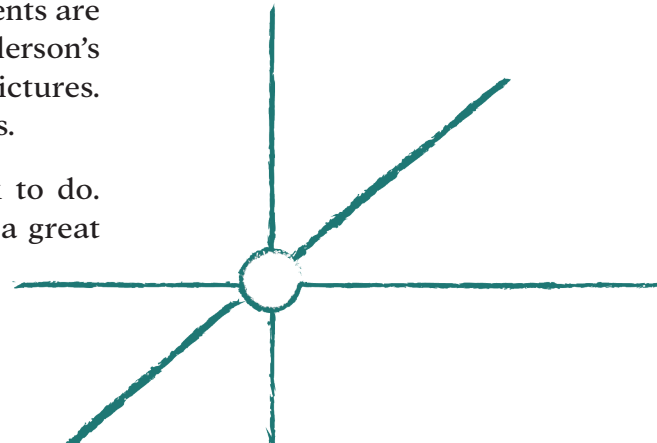
We are grateful for the extraordinary work done by our Executive Director, Leigh Catherine Miles and our growing team of volunteers.

As you review this report, note the way Tenleytown residents are working together to shape Tenleytown. Enjoy Rennie Anderson's creative and cozy designs both on the pages and in the pictures. Look for your neighbors' smiles as they join in our projects.

We are moving forward, but there remains much work to do. Please join us as we work together to make Tenleytown a great place to live, work and play.



Matthew Frumin
Board President





Leigh Catherine Miles
Executive Director

This past year has been one of growth for Tenleytown Main Street. Not only is our business district growing – we welcomed another 10 businesses and 80+ jobs this year – but also the scope and impact of our programs. In our second year, we launched new initiatives to provide technical assistance to small businesses confronting key challenges, and multi-year efforts to improve storefronts and public spaces. Our signature community events, from Tenley WinterFest to Art All Night, grew in popularity, attracting thousands to Tenleytown restaurants, shops, and other businesses.

None of this would be possible without an amazing team of volunteers who work on our committees, lead projects, and staff events. I am grateful for the gift of their time and partnership in the success of TMS. I am also incredibly thankful to the scores of businesses, organizations, and individuals who invested in Tenleytown Main Street, providing financial support to our mission to strengthen the economic vitality of Tenleytown.

I look forward to continuing our upward trajectory in 2018, as we expand business assistance programs, continue investments in physical improvements, cut the ribbon on a new apartment building, and welcome even more businesses to our community.

TENLEYTOWN MAIN STREET: WHAT WE DO

Tenleytown Main Street is a community-based nonprofit organization that works with residents and local businesses to strengthen the economic vitality of the Tenleytown business district.



STIMULATING THE LOCAL ECONOMY

TMS supports existing local establishments, while also working to attract vital new commerce to the neighborhood. Through expert business guidance, coordinated marketing strategies, small grant assistance, and networking opportunities, TMS provides businesses the tools to thrive.

IMPROVING NEIGHBORHOOD VISUAL APPEAL

From Tenleytown-branded signage to refurbished storefronts, TMS is working to create a cohesive neighborhood identity that reflects Tenleytown's unique character. TMS embraces environmentally sound progress through its Clean & Green initiative, which maintains sidewalks, street trees, and urban parks and promotes a healthy business district.

SIGNATURE COMMUNITY EVENTS

TMS sponsors signature events that showcase local businesses, celebrate the unique spirit of the neighborhood, and attract thousands to area shops and restaurants. Events reflect the community's emphasis on the arts and environment and reinforce the Tenleytown brand.

OUR VISION

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."



As a Main Street America™ Accredited program, Tenleytown Main Street is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center.

2017 EVENTS & ACHIEVEMENTS



Stimulating the Local Economy

Our friendly, walkable neighborhood is known for its festive events, community institutions, and local businesses that entertain and cater to all ages and stages. Tenleytown's vibrant Main Street offers 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.

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 the neighborhood. TMS also meets regularly with entrepreneurs seeking to open a business in Tenleytown to provide guidance on the local market and spaces that might meet their needs.

NEW IN 2017

Between October 2016 and September 2017, 10 new businesses opened in Tenleytown, bringing more than 80 new jobs to our community.



KELLERWILLIAMS[®]
CAPITAL PROPERTIES



BLOOM
OB/GYN



COMING IN 2018



Photo by Phil Taplin

ADVOCATING FOR BUSINESSES

TMS works with District of Columbia government leaders to ensure that Tenleytown businesses have the resources and tools to thrive. Whether conducting business tours for the mayor and DC Council members, representing business concerns at Advisory Neighborhood Commission meetings, testifying before the DC Council, or connecting business owners with department personnel who can respond to specific challenges, Tenleytown Main Street is an advocate for our business community.



Each month, TMS publishes the Tenleytown Business Brief, an e-newsletter that provides news and resources for business owners, managers, and entrepreneurs to help their businesses thrive. Nearly 200 business leaders subscribe to the brief, which is also available on the TMS website.



— SMALL BUSINESS TECHNICAL ASSISTANCE —

In 2017, TMS launched a new technical assistance program that offers free, customized, one-on-one expert advice on challenging business areas. This program helps Tenleytown small business owners develop strategies and systems, tailored to their existing resources, to overcome hurdles facing their businesses. As new businesses open and neighborhoods across the city boom, we are committed to helping our businesses keep pace and remain competitive.

“Tenleytown Main Street has been very helpful in assisting people to learn about our shop and where we are. It’s been great to meet the other businesses in the area and learn about any new initiatives that might be available for assisting small businesses.”

– Janice McLain & Lori Rolnick, Co-Owners, PetMAC DC

— FINANCIAL ASSISTANCE FOR PHYSICAL IMPROVEMENTS —

As part of Tenleytown Main Street’s commitment to supporting local businesses in making storefront improvements, TMS offers small grants to help offset the cost of new signs, awnings, and windows. Since starting the program in 2016, TMS has provided funding to seven Tenleytown businesses totaling more than \$12,000. Grants to date have ranged from \$900 to \$5,000.

“Thank you so much for helping us secure an awning. It [is] wonderful for our business and I’ve personally been wanting it since POP! was just a twinkle in our eyes. Thank you times infinity.”

– Eve White, Branding Director
CityDance POP!



TMS also provides technical assistance for local businesses pursuing a Great Streets grant. Funded by the Deputy Mayor for Planning and Economic Development (DMPED), these competitive grants provide up to \$50,000 for qualified small business owners to make exterior and interior renovations and/or partial operational improvements. In 2017, with the support of TMS, Haute Bodhi became the first business in the Wisconsin Avenue corridor to receive a Great Streets grant, which funded upgrades to the Bikram yoga studio’s heating systems and facilities.

Improving Neighborhood Visual Appeal

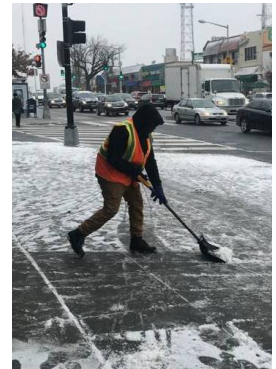
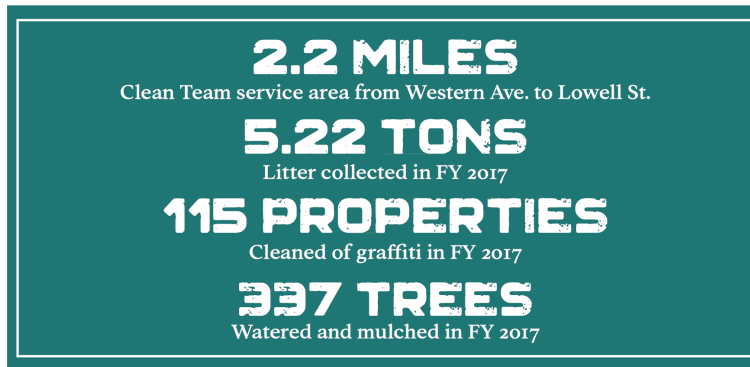
Urban parks, historic storefronts, walkable streets, and eclectic design are part of why Tenleytown is an appealing neighborhood in which to shop, dine, and spend time. TMS invests in programs that support a clean and green business district and make it even more welcoming and attractive to residents and visitors alike.

DESIGN INSPIRATION AND CORRIDOR STUDY

In 2017, TMS hired design firm Streetsense to complete a study of the business district and advise on façade improvements that would create stronger visual appeal, improve business visibility, and better engage customers. The resulting design guide offers examples of renovations businesses can make to existing storefronts and provides general design guidance for improvements at every price point. In 2018, TMS will use these guidelines to launch a multi-year effort to enhance and update storefronts throughout the business district.

WISCONSIN AVENUE CLEAN TEAM

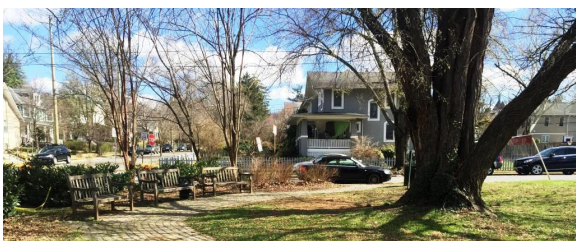
Six days a week the three-member Wisconsin Avenue Clean Team, staffed in partnership with Career Path DC, works hard to keep sidewalks free of litter, clean up unsightly graffiti, and tend street trees along the commercial corridor. During winter storms, they also remove snow and ice from sidewalks, helping keep Tenleytown safe for pedestrians and open for business year-round.



ADOPT-A-BLOCK

The TMS Adopt-a-Block program works in partnership with community groups and schools to provide ongoing maintenance for tree boxes and urban parks, as a supplement to the work of the Clean Team. In 2017, Georgetown Day School and the Alpha Epsilon Pi and Sigma Alpha Mu fraternities at American University organized student volunteers to plant lirioppe, rake leaves, trim invasive plants, mulch park trees, and collect litter at Tenley Circle and Fessenden Park.

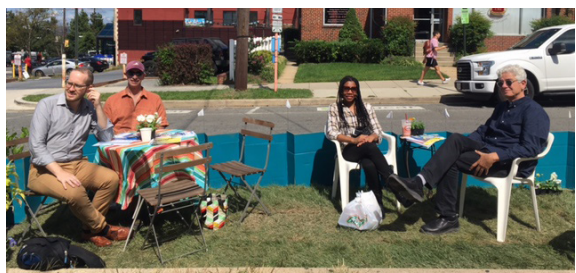
URBAN PARK RENEWAL



At the northern end of the Main Street, Fessenden Park is a lovely, but underutilized, green space. Working in partnership with the Department of Parks and Recreation and local residents, TMS initiated a multi-year program to enliven the park and transform it into a community gathering place. An online survey followed by an in-person workshop provided insight into how the park could better serve Tenleytown. Strong community support led TMS to establish the Friends of Fessenden Park, which will plan a schedule of community events in 2018, as well as develop a design process for physical improvements that may include new seating, landscaping, and recreation areas for all ages.



PARK(ING) DAY



For the second year, TMS celebrated PARK(ing) Day on September 15. Design Committee members transformed a metered parking space on Brandywine Street into a parklet to call attention to the need for more urban open space.

TENLEY WINTERFEST

NOVEMBER 25 - DECEMBER 3, 2016

For the first time, Tenleytown Main Street produced the annual Tenley WinterFest, proudly continuing a community tradition that has become the neighborhood's signature event. Each year, the yeti-themed festival 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 groups hosted events, attracting more than 3,000 visitors to dine during the WinterFest restaurant week, discover Tenleytown's history, enjoy seasonal displays, hunt at local shops for the Tenley Yeti, and shop and sell at the Winter Market.



CommuniKids preschool won the inaugural Tenley WinterFest window decorating contest



EARTH DAY

APRIL 22, 2017

Tenleytown's annual Earth Day celebration helps get our business district ready for spring, while celebrating the environment, health, and wellness in our community. Community members braved a damp and drizzly day to beautify Wisconsin Avenue, picking up litter, tending street trees, and trimming plantings. Part of the TMS Clean & Green campaign, this year's effort was again held in partnership with Rock Creek Conservancy.

A new Health & Wellness Fair hosted by TMS showcased fitness, healthcare, wellness, and healthy eating options in the neighborhood. Visitors were treated to martial arts demonstrations, acupuncture mini-sessions, belly dancing and Zumba classes, and yoga. Kids, in particular, enjoyed wholesome snacks of bananas from Whole Foods and fresh juices provided by Beefsteak. And everyone came away with Earth Day tote bags filled with samples and coupons from fair exhibitors.



Photos by Kate Shinberg

MAKE MUSIC DAY

JUNE 21, 2017

Tenleytown Main Street joined more than 700 cities worldwide in marking the summer solstice with a full day of free, live outdoor music performances. The celebration was part of Make Music Day DC, and Tenleytown was the largest venue for the event in our nation's capital, hosting nearly two-thirds of all performances in the DC Metro area. Throughout the day visitors enjoyed jazz, pop, bluegrass, folk, classical, and R&B concerts in front of area businesses. Make Music Day created such a buzz that Fox 5 DC joined the event, broadcasting live from Middle C Music.



“As Middle C Music celebrates 15 years in business, I can say that the last year since joining Tenleytown Main Street has been the best in terms of increased community involvement. Make Music Day and Art All Night were great successes for us. We look forward to the next events and making our Tenley business district the best in the city.”

- Myrna Sislen, Owner, Middle C Music



ART ALL NIGHT

SEPTEMBER 23, 2017

For the second year, TMS joined neighborhoods across the city in hosting Art All Night. The annual festival celebrates the visual and performing arts, highlighting the creative talents of District residents. Wisconsin Avenue was filled with music, dance performances, and art lovers of all ages moving among Tenleytown's 14 art venues featuring works by more than 70 artists. Nearly 11,000 festival-goers explored exhibits at Tenleytown shops and filled restaurants as they enjoyed dining and drinking between performances. The crowds led to increased sales and strong brand exposure for local businesses.

"Art All Night was incredible--congratulations on putting together an amazing experience! I have never seen so much activity and excitement in the neighborhood."

– Laura R.

"Congratulations to you all on the lovely event last night! It was beautifully organized and great fun. It really was something for all ages to enjoy together."

– Mary K.



Photos by Judy Licht

SUPPORT FOR TMS

2017 FINANCIALS

Year Ended September 30, 2017

STATEMENT OF FINANCIAL POSITION

As of September 30, 2017

ASSETS

Current Assets	
Bank Accounts	\$21,261.59
Accounts Receivable	\$25,802.10
Total Current Assets	\$47,063.69
Fixed Assets	
Equipment	\$14,652.00
Accumulated Depreciation	-\$5,210.42
Total Fixed Assets	\$9,441.58
Total Assets	\$56,505.27

LIABILITIES & EQUITY

Current Liabilities	\$0
Equity	
Funds Balance	\$60,133.12
Net Revenue	-\$3,627.85
Total Equity	\$56,505.27
Total Liabilities & Equity	\$56,505.27



STATEMENT OF ACTIVITY

October 2016 – September 2017

REVENUE

Contributions	\$71,929.09
Government Grants	\$260,927.00
Total Revenue	\$332,856.09
Gross Profit	\$332,856.09

EXPENSES

Total Expenses	\$331,273.52
Net Operating Revenue	\$1,582.57
Depreciation	\$5,210.42
Net Other Revenue	-\$5,210.42
Net Revenue	-\$3,627.85

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

FISCAL YEAR 2017 DONORS

\$10,000 AND ABOVE

American University
DC Commission on the
Arts & Humanities
DC Department of Small &
Local Business Development
Douglas Development
Corporation

\$5,000-9,999

Roadside Development

\$1,000-4,999

Advisory Neighborhood
Commission 3E
Beefsteak*
Byrdsmiles Orthodontics*
Circle Management
Cityline at Tenley
Framers Workroom*
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Animals*
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Middle C Music*
State Farm Insurance -
Sonia Ntuk*
Steuart Investment Company
Tenley Bar & Grill*
Uptown Acupuncture*
Urban Investment Partners
Anne Wallace

\$500-999

Anonymous (1)
Ace Hardware*
Andrew Aurbach
Bloom OB/GYN
CommuniKids*
Georgetown Day School
Giannini Gray Dental Partners*
Hera Hub DC*
Living By Design*
Carolyn Morrow Long
Massage Envy*
PetMAC DC*
PrepMatters*
William R. Singleton
Hope-Lebanon Lodge #7
Summit Commercial Real
Estate
Washington College of Law

\$1-499

Ariel Abramson
AlmaVerde Sustainable
Gardening
American Valet
Anonymous (2)
Chipotle
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Matthew Paul
Pete's New Haven Style
Apizza
Michael Philips
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Walter C. Schumann
Dwight Sterling
Amy Suardi
Diane Tamayo
UPS Store
John & Valerie Wheeler
Whole Foods Market
Christy Wise
Patricia Witalka
Leo Wollemborg
Z-Burger

* TMS Business Member

FISCAL YEAR 2017 VOLUNTEERS

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 Rennie Anderson³
 Kathy Arvis³
 Andrew Aurbach⁶
 Katie Backfield
 Steven Beller¹
 Jonathan Bender⁶
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 Erica Blanton
 Stephen Bolton
 Jordan Buckman
 Katy Button
 Amy Chen
 Mishka Cira
 Allison Cleveland
 Susan Cleveland
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 Cori Coats
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 John Duffy⁶
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 Jeff Edelstein⁶
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 Melissa Fossberg
 Gayle Friedman⁴
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 Matthew Frumin^{3,6}
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 Bette Land³
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 Elizabeth Levenson³
 Lucy Levenson
 Jason Levin²
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 Pedro Villarreal
 Quintyue Walker
 Anne Wallace⁶
 Julia Westfall^{2,5}
 John Wheeler¹
 Valerie Wheeler
 Katie Wilson
 Danielle Wilt
 Patricia Witalka³
 Doug Wonderlic

TMS would also like to thank the students at Georgetown Day School and the members of Alpha Epsilon Pi and Sigma Alpha Mu fraternities who participated in the TMS Adopt-a-Block program.

1 Design Committee member **2** Economic Strengthening Committee member
3 Promotions Committee member **4** Arts Committee member **5** Committee Chair **6** TMS Board Member

WITH SPECIAL THANKS

Mayor Muriel Bowser • DC Council Chairman Phil Mendelson
 Councilmember Mary Cheh • Councilmember Kenyan McDuffie
 American University • ANC 3E • Career Path DC
 DC Commission on the Arts and Humanities • DC Main Streets
 Department of Small and Local Business Development
 Deputy Mayor for Planning and Economic Development
 Georgetown Day School • Iona Senior Services
 Janney Elementary School • MPD Second District
 National Main Street Center • St. Columba's Episcopal Church
 St. Ann Roman Catholic Church • Tenleytown Historical Society

TENLEYTOWN MAIN STREET: WHO WE ARE

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Attorney, Steptoe & Johnson

Wendy Messenger, Vice President
Principal, Living By Design

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

Andrew Aurbach, Secretary
Co-Owner, Capital Sustainability

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Douglas Development Corporation*

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*Vice President of Development,
The UIP Companies*

Carolyn Morrow Long
Independent Scholar

Pleasance Silicki
Founder, lil omm yoga & wellness

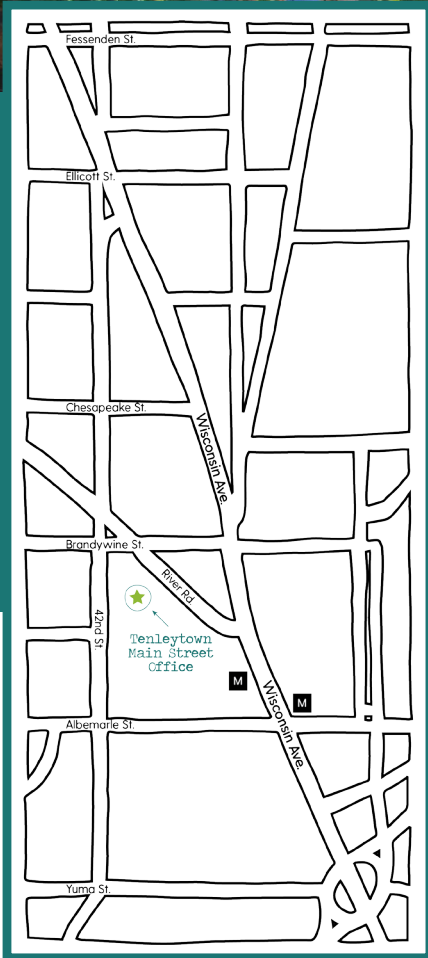
Myrna Sisen
Owner, Middle C Music

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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