



TENLEY WINTERFEST BREAKS RECORDS

Fifty businesses and community groups joined with Tenleytown Main Street to host events during the 7th annual Tenley WinterFest, Nov. 23 - Dec. 1, -- a record level of participation among community partners. And despite abnormal levels of rain, attendance also hit a new high in 2018. Close to 3,000 people came out for the Yeti Scavenger Hunt, Winter Feast restaurant week, Winter Market at Janney, historic tours, caroling, and other seasonal events during the week of WinterFest.

A post-event survey conducted by TMS indicates that some businesses experienced a 5% or greater increase in sales during the week. Of responding businesses, 80% believe Tenley WinterFest had a positive impact not only on public perceptions of the business district but their specific business, as well. All were unanimous in wanting to take part in Tenley WinterFest next year.



TMS thanks all our community partners who made Tenley WinterFest 2018 a success. Special thanks go to our generous sponsors: the DC Department of Small and Local Business Development, American University, Advisory Neighborhood Commission 3E, Friendship Hospital for Animals, Gerry Gretschel Real Estate, Masonic & Eastern Star Charities of DC, and the William R. Singleton-Hope-Lebanon Lodge No. 7.

COFFEE NATURE EARNS TOP HONORS IN WINDOW CONTEST



For the third year, area shops and restaurants engaged in friendly competition as they decorated their storefronts for Tenley WinterFest and the holiday shopping season.

In a highly competitive field, Coffee Nature on Fessenden Street took home top honors. The local coffee shop won a prize package from Tenleytown Main Street that includes a professionally designed ad and marketing services from a graphic designer and digital marketing expert.

While Coffee Nature's yeti sipping a latte in the snow may have clinched the title, all the participating businesses created wonderful displays.

"Our business owners' love for [Tenley WinterFest] really comes through in their window displays, which are always so creative," said Leigh Catherine Miles, Tenleytown Main Street executive director. "The judges have a tough time choosing a winner, and really everyone is a winner with storefronts that sparkle for the holidays."

Tenleytown Main Street congratulates this year's entrants on making the business district brighter this holiday season.

CALENDAR

January 29 7:00p.m.	New Design Volunteer Info Session Tenley-Friendship Library
February 19 12:00-1:30p.m.	TMS Board of Directors Meeting 4545 42nd St., NW Suite 214
April 13 10:00a.m.-noon	Annual Community Clean-Up along Wisconsin Avenue
April 16 12:00-1:30pm	TMS Board of Directors Meeting 4545 42nd St., NW Suite 214

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

TMS COMMITTEE MEETINGS

Promotions Committee

2nd Monday of the month, 6:30pm

Design Committee

2nd Wednesday of the month (alternating months), 6:30pm

Economic Strengthening Committee

1st Wednesday of the month, 6:30pm

Friends of Fessenden Park

3rd Wednesday of the month, 6:30pm

New committee members and volunteers welcomed!

Email info@tenleytownmainstreet.org for more information



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

BUSINESS MILESTONES

WELCOME TO THE NEIGHBORHOOD



CorePower Yoga opened December 6 at 4600 Wisconsin Ave., next to Orangetheory Fitness. With the opening of CorePower Yoga, retail space at Tenley View is now fully leased.

Bandit Taco, which has a loyal following on U Street, opened its second location at 4629 41st St. on January 7. The popular taqueria also serves up burritos, quesadillas, and an array of sides.

HAPPY ANNIVERSARY

Happy one-year anniversary to **SEOULSPICE**, serving traditional Korean flavors with a modern twist in Tenleytown since November 2017. Find them around the corner from CorePower Yoga at Tenley View.

CONGRATULATIONS

Popular DC bike retailer **CityBikes**, which opened at 4810 Wisconsin Ave. in April 2016, recently expanded its Tenleytown operations. They now operate **ElectriCityBikes**, an electric power assisted bicycle store, out of the neighboring building at 4800 Wisconsin Ave. We're glad to see them grow!

Before & After: 2018 Facade Improvement Program

In November, Tenleytown Main Street put the final touches on the two buildings selected for its 2018 Facade Improvement Program. At both 4932 and 4936 Wisconsin Avenue, TMS painted the exterior and repointed brickwork as needed; repaired or replaced gutters and downspouts; and repaired or replaced windows, doors, and frames. In addition, the current tenants - the National Diving Center and Young's Nails - received new signage and/or awnings.

The TMS Design Committee is currently reviewing candidates for the 2019 Facade Improvement Program. The program is made possible through a grant from the Department of Small and Local Business Development.



The National Diving Center at 4932 Wisconsin Ave. before and after its facade improvements.

NEW VIDEO SERIES HIGHLIGHTS TENLEYTOWN SMALL BUSINESS OWNERS



On Small Business Saturday, Tenleytown Main Street unveiled a series of videos highlighting the people behind the businesses that make Tenleytown unique. The videos garnered nearly 1,600 views that day and reached over 10,000 people through Facebook, Twitter, and the TMS YouTube channel.

Part of Tenleytown Main Street's "Tenleytown: Open for Business" initiative, the videos feature prominently on the TMS website as part of a redesigned Business section that includes an updated business directory and links to resources and incentives for businesses. View the videos at: <https://tenleytownmainstreet.org/business-profiles/>

The initial videos profiled eight businesses including: Coffee Nature, David Zahirpour Oriental Rugs, Masala Art, Middle C Music, Muncieez, Pete's New Haven Style Apizza, PetMAC, and Universal Floors. Each received copies to use in their own digital marketing.

Production of additional video profiles will begin in February. The videos are made possible in part through a grant from the Department of Small and Local Business Development.

TMS CELEBRATES SMALL BUSINESSES

Councilmember Mary Cheh, Director Kristi Whitfield of the Department of Small and Local Business Development, and Jessica Wertheim, with the Mayor's Office of Community Relations and Services, joined Tenleytown Main Street on Small Business Saturday to celebrate local business milestones.



Ribbon cuttings marked the opening of Olive Bistro, the 10-year anniversary of Crisp & Juicy, and the expansion of ElectriCityBikes. CityBikes was among the first businesses to open in Tenleytown following Tenleytown Main Street's launch in 2016; the bicycle retailer has now expanded its electric bike offerings into the neighboring building. Each of the businesses received a letter of congratulations from Mayor Muriel Bowser.



New in January: Special Promotion for Students and Educators

Starting Tuesday, January 22, select Tenleytown restaurants will offer weekly discounts for local students and educators. The neighborhood is known for its access to high-quality public and private educational institutions, ranging from pre-schools through post-secondary and law school. Organized by Tenleytown Main Street, the "Tenley Tuesday" promotion is aimed at this extensive educational community. All students, teachers, administrators, and other school staff are eligible for the discount program. They simply need to show a current school ID to take advantage of participating restaurants' promotions each Tuesday.

Restaurants that have signed up thus far for Tenley Tuesdays include: Bandit Taco, Beefsteak, Chick-fil-A, Crisp & Juicy, District Taco, Muncieez, Pete's New Haven Style Apizza, and SeoulSpice. For an up-to-date list of Tenley Tuesday offers, visit the TMS website or download the free TMS mobile app.



Before the snow falls, the leaves come down. Thankfully, our Wisconsin Avenue Clean Team is on the job six days a week, working hard to keep Tenleytown's sidewalks clean in every season.

YOUR FAVORITE PHOTO OF OURS



41 likes

tenleymtownms A latte (with a bear!) from Coffee Nature is the antidote to a cold, rainy day. 20% discount throughout Tenley WinterFest, 11/23-12/1. How are you Winter Feasting?

#tenleywinterfest #tenleymtown #lovetenley #coffee #latte #latteart #restaurantweek #dinelocal #smallbizdc #shopsmall #mainstreetshopsmall #shopsmalldc



20 likes

tenleymtown411 A brisk Saturday morning for this year's Janney 5K run.

#JanneyElementarySchool #JanneyJaguars #Tenleymtown #TenleymtownDC #Janney5K

OUR FAVORITE PHOTO OF YOURS

Take a photo at your favorite outdoor cafe, snap a picture with a beloved business owner, post about the best menu items and local products, or capture an iconic Tenleymtown view – whatever makes you love Tenleymtown. Tag @TenleymtownMS or add #LoveTenley and TMS will share the love. And you just might appear in a future newsletter.



Tenleymtown Main Street

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