



OPEN STREETS

DC

Wisconsin Avenue NW



Small Business Participation Guide



About Open Streets

As part of Mayor Bowser's Vision Zero safety initiative, the District Department of Transportation (DDOT) will be hosting Open Streets on Wisconsin Avenue NW on **Saturday, November 5, 2022 from 9 am - 1 pm.**

Open Streets events temporarily close roads to vehicles to provide safe spaces for people to participate in healthy activities suitable for all ages and abilities. The concept originated in Bogotá, Columbia in 1976 and has been replicated in cities around the world.

Two activation zones along the route will host hourly classes and demonstrations including music, double dutch, skating, dancing, exercise classes, and more.



What It Means For Your Business

We anticipate more than 10,000 people will participate in Open Streets Wisconsin Avenue. This means a lot of foot traffic and many potential customers for your business.

We highly recommend that you be open for business for the entire event (9 am - 1 pm) and encourage you to take full advantage of the foot traffic by activating the space in front of your storefront. Retail businesses can display merchandise on the sidewalk in front of their building or in the street. All other businesses can set up activations in the street.

Businesses on the event route interested in setting up demonstrations, sidewalk sales, or other activities in front of their shops must apply through the business application by close of business on **Friday, October 7, 2022.**

NOTE: Please apply using the main street organization's form which your business falls under (Friendship Heights OR Tenleytown).

This guide contains ideas and examples to help your business make the most of this opportunity, including:

- Tips for drawing attention to your business
- Ideas for activating the sidewalk space in front of your storefront
- Examples of how to activate the street area in front of your storefront

REMINDER:

If you plan to participate in Open Streets, please complete the business application by **October 7, 2022.**

How To Participate

Step 1: Decide what you will be doing for Open Streets.

Will you have last season's items for sale on the sidewalk?
Will you be hosting a class for attendees?

If you aren't sure what would be best for your business, check out the ideas in this guide.

Step 2: Apply for approval with the District Department of Transportation (DDOT).

[Click here to apply for the Friendship Heights Application Form](#) OR [click here to apply for the Tenleytown Application Form](#).

When you register, you will be asked to provide us with the details of what you'll be doing or offering. Don't worry, the application is SHORT, SWEET, and FREE!

DCRA will have inspectors out during the event. Businesses not approved by DDOT may be fined. In order to be able to participate in the public space, you MUST complete the application and be approved.



**Due by
October 7!**

Step 3: Apply for ABRA Licenses.

If opening your business earlier than usual, please apply for a "One-Day Substantial Change Application" with ABRA by Sunday, October 16th. Businesses will not be responsible for license fees.

If selling alcohol in public space, please apply for a "Temporary License Application" with ABRA by Sunday, October 16th. Fees have been waived for this permit.

Questions?

Email openstreets@dc.gov and we'll help!



Ideas for Food & Drink Businesses

Offering food, drinks, or merchandise for sale outside of your store will increase your sales.

- Set up a drink stand outside your store so that folks can buy a quick drink without having to go inside. You can store the beverages in large drink dispensers, or set up a fridge outside.
- Do you sell beer or wine? Set up a table where you sell a tasting flight!
Note: Make sure to apply for the required temporary ABRA license (see page 3).
- Set up a table to sell small grab-and-go food items, like pastries, desserts, or pizza by the slice.
- Go big! Set up a tent where you can serve your most popular dishes from your menu.
- Does your business have merchandise—like t-shirts, hats, or coffee beans? Set up a table or two outside your store to sell the merchandise you have available for purchase!
- Don't have a eatery or outdoor seating area? Put a few tables and chairs in the street outside your storefront to create a temporary seating area for the day!

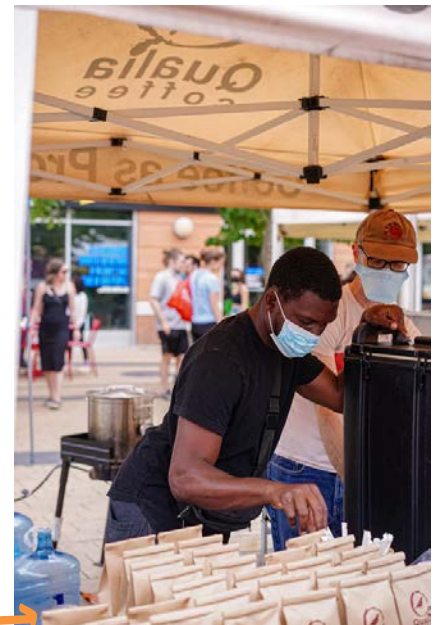


During a recent event in Logan Circle, Red Light set up outside to sell slushies and alcoholic drinks to go.



Hook Hall (3400 Georgia Ave NW) set up tables and chairs in the street to create a temporary eating area.

The tables and chairs do not have to be fancy, some businesses set up an eating area using just card tables and chairs.



Coffee shop? Sell coffee and coffee beans outside!

Ideas for Retail Businesses

Offering merchandise for sale outside of your store will increase your sales.

Note: Merchandise displays on the sidewalk must maintain a clear pedestrian pathway of at least 4 feet.

- Move your merchandise outside. Set up tables outside your storefront and display your most popular merchandise. You do not have to discount it—just having it out front, easily accessible, can increase your sales for the day.
- Hold a sidewalk sale! A traditional sidewalk sale, where you have discounted items available on the sidewalk, is a great way to attract customers.
- Is your business a supermarket? Set up a table and offer product samples (like Costco!) for products you would like to sell more of!



Ideas For Fitness Businesses

Setting up outside is a great way to show off your classes and services.

Note: Classes and fitness demonstrations should not extend more than 10 feet into the roadway to accommodate the required fire lane.

- Set up an area in the street outside your storefront for fitness class demonstrations. Post a schedule of when they will take place throughout the day (you can also promote the schedule in advance on social media).
- Does your business have merchandise, like yoga mats, workout attire, or fitness gear? Set up a table or two outside your store to sell the merchandise you have available for purchase.
- Don't have the bandwidth to host fitness class demonstrations throughout the day? Set up a table outside your storefront and hold a raffle for a free class or pack of classes. By requiring people to fill out a raffle ticket with their name, phone number, and email address to enter, you can build your email marketing subscriber list.
- Have a limited number of instructors or supplies? Set up a fitness challenge or competition for attendees to try and beat a certain goal (e.g., longest plank, most # of burpees, etc.)



Ideas For Service-Based Businesses

Setting up outside is a great way to show off your classes and services.

- Do you offer massages? Move a massage chair or two outside your storefront and offer short (15 minute) massages for a discounted price.
- Hold a giveaway! Set up a table outside where passersby can learn more about your business and enter a raffle to win a gift card or free service.
- Are you a hair salon? Set up a tent or table where one of your stylists can offer free consultations—providing hair cut and style advice. Or, provide outdoor haircuts—which are in demand because of COVID.
- Are you a braiding salon? Set up a tent outside for braiding demonstrations.



Offer your services outside on a walk-up basis to increase sales for the day. If you don't have enough staff for this, try doing demonstrations instead to show off your capabilities.



ALL BUSINESSES: Increasing Visibility Of Your Business

Open Streets will attract residents from nearby neighborhoods as well as from across the District and region. It's important to draw attention to your storefront and let everyone know you are open for business!

Tips, Tricks & Ideas:

- Decorate your storefront with balloons.
- Put out a sandwich board to make it clear you are open for business. This can also promote your specials for Open Streets!
- Hire a musician, band, or DJ to perform in front of your storefront.
NOTE: You cannot have amplified sound within two blocks of an activation zone. Please include your plans to hire a musician, band, or DJ in your application for approval.
- Host an activity outside of your storefront, like face painting, arts & crafts, or carnival games.



Hen & Fin (4532 Georgia Ave NW) used colorful balloons to draw attention to its storefront.

Smitty's (3549 Georgia Ave NW) had a DJ, and Mr. Braxton (3632 Georgia Ave NW) hired a 2-person band.



Increasing Visibility Of Your Business (Continued)



Mr. Braxton had a painting station for kids and families.



This business hosted bucket drum alongs throughout the day!



Set up an arts & crafts station to attract kids and parents. While the kids create their art, you can talk to the parents about your business.

Provide free food, like popcorn or cotton candy, to draw people to your location.

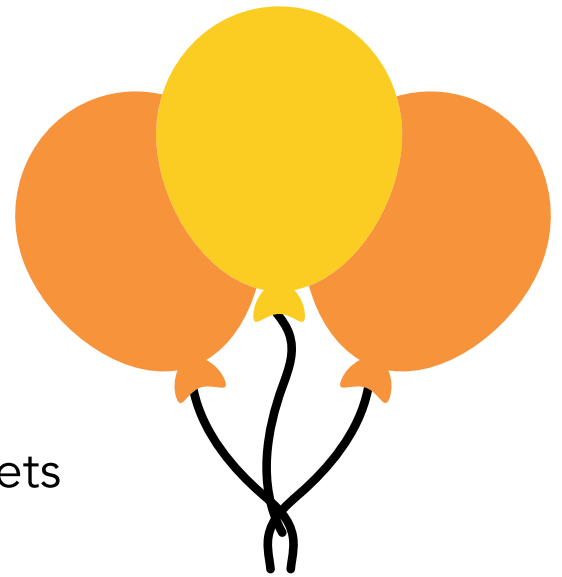


Carnival games like a prize wheel, duck pond, or ring toss is a great way to attract kids and grown-ups alike.

We Can Help!

Would you like FREE balloons or bunting for your storefront?

You can request balloons and bunting when you complete your Open Streets business application.



Need additional support? Businesses along the route can request up to \$250 for:

- Signage (e.g., sandwich boards)
- Staff time to export expanded operations
- Display equipment for merchandise
- Tables and chairs for outdoor seating areas

Questions?

Email openstreets@dc.gov and we'll help!