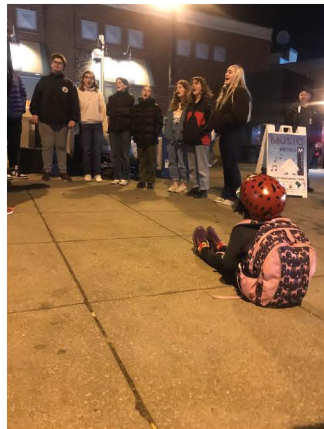


TENLEY WINTERFEST CELEBRATES THE HOLIDAY SEASON



Tenleytown Main Street celebrated the 8th annual Tenley WinterFest November 29 through December 7. The festival brought back the perennially popular Yeti Hunt at local businesses, Winter Feast restaurant week, storefront window decorating contest, historical neighborhood tours, Carols & Cocoa at Fessenden Park, and the Winter Market, among other events. New this year, TMS partnered with the National Park Service to conduct a tour of Fort Reno and its role in the civil war defenses of Washington. TMS also initiated Music @ Metro, evening performances on the Metro plaza given by American University and Wilson High School ensembles.

Fifty local businesses and community groups partnered with Tenleytown Main Street to produce this year's festival. Additionally, more than 100 DC makers and creators, ranging from entrepreneurial youth to Made in DC businesses, sold their products to 1,600 shoppers at the Winter Market. Tenleytown Main Street is grateful to all our community partners.

TMS also thanks our generous Tenley WinterFest 2019 sponsors: the DC Department of Small and Local Business Development (DSLBD), American University, Rennie Anderson, Gerry Gretschel, Rina Kunk, Wendy Messenger, Middle C Music, Rochelle Rubin, Sullivan's Toys and Art Supplies, and the William R. Singleton-Hope-Lebanon Lodge.

MIDDLE C MUSIC WINS ANNUAL WINDOW CONTEST



Middle C Music earned top honors in Tenleytown Main Street's 4th annual seasonal window decorating contest. Musical icons reimagined as friends of the Tenley Yeti, including The Beatles, Elvis, and Prince, graced the storefront windows, winning over this year's contest judges. In addition to bragging rights, Middle C Music received a prize package that included professional design services and digital marketing assistance. Tenleytown Main Street congratulates all the businesses that participated in this year's contest. Their festive displays helped Tenleytown come alive with holiday cheer during the busiest shopping season of the year.

CALENDAR

February 10 6:30 p.m.	TMS Promotions Committee Meeting 4545 42nd St. NW, Suite 214
February 18 9:30 a.m.	TMS Board of Directors Meeting 4545 42nd St. NW, Suite 214
February 19 6:30 p.m.	Friends of Fessenden Park Meeting 4545 42nd St. NW, Suite 214
March 9 6:30 p.m.	TMS Promotions Committee Meeting 4545 42nd St. NW, Suite 214
March 11 6:30 p.m.	TMS Design Committee Meeting 4545 42nd St. NW, Suite 214
March 18 6:30 p.m.	Friends of Fessenden Park Meeting to be announced
April 13 6:30 p.m.	TMS Promotions Committee Meeting 4545 42nd St. NW, Suite 214
April 15 6:30 p.m.	Friends of Fessenden Park Meeting 4545 42nd St. NW, Suite 214
April 18 10 a.m. - noon	Annual Wisconsin Avenue Community Clean Up
April 21 9:30 a.m.	TMS Board of Directors Meeting 4545 42nd St. NW, Suite 214
April 22 7-8:30 p.m.	TMS Annual Public Meeting to be announced

VISIT TENLEYTOWNMAINSTREET.ORG/EVENTS/
FOR MORE INFORMATION AND
A CALENDAR OF COMMUNITY EVENTS

TENLEY TUESDAYS

Every week throughout the school year, select local businesses offer special promotions for students, faculty, and staff. Simply show a school ID or DC One Card (students) to take advantage of offers. Find a list of current specials on the TMS website or mobile app.

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Receive more local news and updates on Tenleytown businesses online. Visit tenleytownmainstreet.org/subscribe to sign up for TMS's monthly digital newsletters the Tenleytown Business Brief and the Around the Town guide. Download the free Tenleytown Main Street mobile app, featuring local events, special offers from area businesses, and a searchable business directory. And follow TMS on social media: @TenleytownMS (Twitter/Instagram) or @TenleytownMainStreet (Facebook).

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BUSINESS MILESTONES

WELCOME TO THE NEIGHBORHOOD

Club Pilates opened at 4433 Wisconsin Avenue at the end of October. They offer an array of classes for all fitness levels, using the Reformer, EXO-Chair, Bosu Ball, TRX Suspension Trainer, springboards, and more.

Target opened to great fanfare on November 6 at 4500 Wisconsin Avenue. The national retailer employs approximately 80 team members locally. The store offers a curated selection of apparel and accessories, home décor and essentials, an assortment of health, personal care and beauty products, grab-and-go groceries, fresh produce, and more.



Chase bank opened December 17 at 4445 Wisconsin Avenue. Their arrival marked the 10th new business to open in Tenleytown in 2019.

COMING SOON

Confetti, a play cafe, is coming to 4545 42nd Street this spring. The locally-owned business will offer sensory and imaginative open play, birthday parties, classes, camps, and special events for kids, 12 months to 12 years, and their parents. Parents will also enjoy gourmet coffee in the cafe, which will offer sweet and savory treats for all ages, too.

HAPPY ANNIVERSARY

This November, **CityBikes** celebrated the one-year anniversary of its expansion into ElectriCityBikes, offering electric power assisted bicycles, at 4800 Wisconsin Ave. DC's popular bicycle retailer maintains a separate shop next door at 4810 Wisconsin Ave.

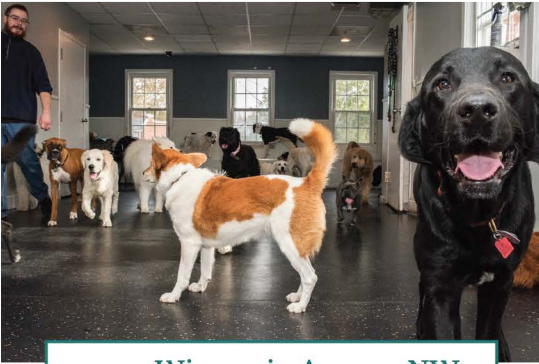
In December, **CorePower Yoga**, 4600 Wisconsin Avenue, marked a successful first year as a member of Tenleytown's growing health and wellness community. Not only do they bring CorePower Yoga's signature style of fitness classes to the neighborhood, team members have donated their time to TMS's Get Fit at Fessenden series, as well as volunteered to clean up Tenley Circle.

Bandit Taco celebrated its first anniversary in January. Located at 4629 41st Street, Bandit Taco's fresh, all-natural tacos, burritos, and quesadillas have earned a loyal following. Washingtonian magazine recently named their shrimp tacos one of the "27 Best Dishes in Washington Right Now."



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

NEIGHBOR FEATURE: HAPPY PAWS



4904 Wisconsin Avenue, NW
Washington, DC 20016
202-363-7297
happypawsd.com

After working decades as a web designer in New York City, Stefanie Duval decided to focus on her real passion in life – dogs. She first worked as a dog groomer, then sold dog food, and later, worked in dog day care and finally boarding. With that diverse experience, Stefanie decided she was ready to open her own business in Washington.

Happy Paws opened twelve years ago at 4904 Wisconsin Avenue. Stefanie focuses on utilizing Karen Pryor's certified positive reinforcement training method, which incorporates rewards for dogs rather than applying punishment. She is so committed to this positive engagement method that she pays the tuition for her staff to become certified. Stefanie also covers the cost of memberships at local gym Crunch to help staff manage stress and maintain wellness; her clients also receive discounts on Crunch membership. All of this helps support dogs to be gentler and contented.

Happy Paws offers dog care, training, and boarding, and is staffed 24/7. The staff treats every dog that walks through their door as if it were their own.

NEIGHBOR FEATURE: THE UPS STORE

The UPS Stores are part of a network of franchises under Mail Boxes Etc., an indirect subsidiary of United Parcel Service. Each franchise is locally owned and operated, but they follow the methodology and store design of all UPS Stores. Rich Habel owns Tenleytown's UPS Store at 4200 Wisconsin Avenue. He began his career working for AT&T and bought his first UPS Store at American University in 1987. He purchased the Tenleytown store from the previous owner in 1994.

The UPS Store primarily provides UPS shipping services. In addition to routine package processing (including returning merchandise to online vendors), the staff is also expert at packing large or fragile items for transport by freight.

However, customers can do so much more than send packages at the UPS Store. They can rent mailboxes, send and receive faxes, make black-and-white or color photocopies in a variety of sizes, shred personal papers, and have documents notarized. Printing services include business cards, postcards, flyers, newsletters, manuals, calendars, posters, banners, and signs, plus laminating, collating, and binding. The UPS Store also sells office and shipping supplies, greeting cards, decorative gift bags, and wrapping paper.

Staff at the Tenleytown UPS store is always friendly and helpful. Hours are M-F 8:30 a.m. to 7:00 p.m., Saturday 10 to 5, and Sunday 12 to 5.



Rich Habel, Tenleytown UPS Store

Tenleytown Businesses Invited to Apply for Small Business Grants

Tenleytown Main Street offers small business grants to help businesses make interior and exterior renovations or repairs, increase visibility, and improve the customer experience. Businesses within the TMS commercial district are eligible to apply for up to \$7,500 per business annually. This fiscal year, TMS has already awarded \$10,000 in grants and, since 2016, has provided nearly \$130,000 in funding for Tenleytown businesses. Information on the current Small Business Grant program is available at:

tenleytownmainstreet.org/small-business-grants/
Businesses that want to learn more or have questions about how to make storefront or other business improvements are encouraged to call Leigh Catherine Miles, TMS Executive Director, at 202-362-1815 or email info@tenleytownmainstreet.org.

TMS Welcomes New Members to Board of Directors

Tenleytown Main Street is pleased to announce the election of three new directors who joined our board of directors in December:

- Rina Kunk, Tenleytown resident and realtor with Compass;
- Jarrett Leonard, senior associate with Urban Investment Partners; and
- Robert Wolcheski of Roadside Development.

They join fellow community leaders in shaping the direction of our Main Street program.

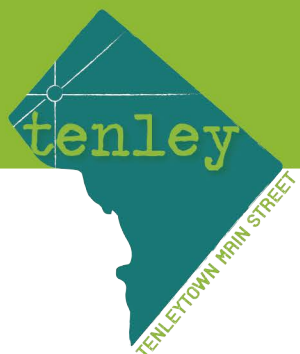


Small Business Saturday 2019

Tenleytown Main Street celebrated Small Business Saturday during Tenley WinterFest on November 30. At our welcome station in front of the Tenley-Friendship Library, TMS gave away 180 reusable shopping totes filled with promotional items and coupons highlighting 29 local businesses. TMS staff and volunteers also enjoyed meeting community members and answering their questions about the Tenleytown business district.

Newsletter contributors: Bette Land, Carolyn Long

Design by Rennie Anderson



Tenleytown Main Street

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