

**EASTERN MARKET MAIN STREET
ANNUAL REPORT 2017**



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PHOTO CREDITS: IAN FOULK PHOTOGRAPHY, KHALID NAJI-ALLAH

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JOINT MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR

Dear Friends,

How quickly our first year has gone by! From the basics of getting the organization up and running to the nuances of implementing a façade improvement grant program and hosting events to put this historic commercial corridor on the map, Eastern Market Main Street (EMMS) has gained incredible momentum. What started as a group of business and building owners recognizing the need for a formalized, guiding organization has become a designated DC Main Streets program from the Department of Small and Local Business Development, ensuring that over 150 retailers, restaurants, service, and professional businesses have access to technical assistance and coordinated promotion efforts.

In 2017, EMMS awarded \$20,000 to seven businesses for façade improvements such as new signs and replacement windows, worked with 30 businesses to increase business capacity through technical assistance sessions and one-on-one counseling, hosted the first annual Market Week to bring new customers to the street and foster collaboration between businesses, and reached over 230,000 people through “The Holly Days” campaign.

We also grew the Board of Directors from seven to eleven and completed a Market Analysis, Strategic Plan, and Streetscape Assessment to guide future activities and priorities.

The corridor also saw significant changes throughout the year, welcoming nine new businesses and celebrating the opening of the new 700 Penn development. We are excited to share these accomplishments and more with you in the following pages.

There are many reasons for the successes EMMS saw in its first year – an incredibly dedicated and hard-working Board of Directors, over 25 committee and event volunteers, start-up guidance from our neighboring program Barracks Row Main Street, and a spectacular list of donors who recognize the value of investing in neighborhood revitalization.

Thank you. We are grateful for your contributions, both of time and resources, that produced such a successful beginning to this Main Street program.

We look forward to fostering more collaboration and energy as EMMS supports and promotes the small businesses at the heart of Capitol Hill.

With thanks,



MANUEL CORTES
Chair, Board of Directors



MADELEINE ODENDAHL
Executive Director

ABOUT EASTERN MARKET MAIN STREET

ECONOMIC VITALITY

EMMS works to strengthen existing businesses and recruit new ones through technical assistance, market analysis, and strategic planning.

PROMOTION

EMMS works to promote and brand the commercial corridor through special events and marketing campaigns.

DESIGN

EMMS works to facilitate quality improvements to both public and private spaces through grants, guidelines, and other investments.

MISSION

The mission of EMMS is to capitalize on our historic assets and entrepreneurial culture to promote, retain, and attract diverse, small businesses through the Main Street Four-Point Approach: Organization, Promotion, Design, and Economic Vitality.

VISION

EMMS is dedicated to fostering a collaborative, connected, and competitive business community that reinforces our historic, iconic, and diverse neighborhood identity.



HISTORY

Founded in the fall of 2016, EMMS is a designated DC Main Streets program from the Department of Small and Local Business Development (DSLBD). One of 16 DC Main Street programs, EMMS was founded by the business and building owners operating around the historic Eastern Market who felt the need for a formalized, guiding organization to synthesize design and economic development efforts, promote the historic business community, and leverage private funds to access grants and other resources.



EMMS OUTREACH AND EVENTS



MARKET WEEK
May 14-21, 2017

The first annual Market Week celebrated businesses, merchants, and vendors with a full week of activities and events. The Market Week Passport, distributed to 1,290 visitors, introduced customers to the wide variety of businesses on the corridor.



NIGHT AT THE MARKET
May 21, 2017

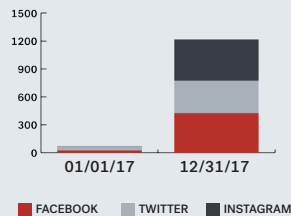
Held in the historic Eastern Market North Hall, Night at the Market gave attendees 'tastes' from six local restaurants, and capped off Market Week with a lively, community-oriented gathering.

OUTREACH GROWTH



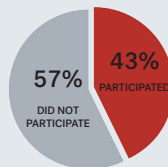
NEWSLETTER

Through community meetings and one-on-one outreach from the Board of Directors, EMMS began 2017 with 46 email subscribers. Since then, the organization started a monthly newsletter, which includes EMMS updates, business news, links to resources and neighborhood happenings, and has grown the list to 221 subscribers.



SOCIAL MEDIA FOLLOWING

EMMS started the year with 21 Facebook likes, 45 Twitter followers, and 4 Instagram followers, a total of 75 over all three platforms. EMMS ended the year with a total of 1,215 follows, an increase of 1,520%.



PARTICIPATING BUSINESSES

EMMS engaged businesses throughout the year with events, campaigns, mailings, and more. During 2017, 34 customer-facing businesses, 43%, participated in EMMS activities.



HARD HATS AT HINE
September 7, 2017

Hosted on the 6th floor of the new commercial space at 700 Penn, Hard Hats at Hine welcomed over 200 guests who enjoyed a showcase of featuring 21 businesses, mingling with DC leaders and community members, a photo booth, and tours of the new commercial and residential areas.



THE HOLLY DAYS
November 25 - December 31, 2017

A campaign to draw customers and visitors to the corridor during the busiest shopping season of the year, The Holly Days was a comprehensive digital, print, and on-site marketing campaign that kicked off on Small Business Saturday and reached over 230,000 people throughout DC.

EMMS TECHNICAL ASSISTANCE

EMMS works to strengthen existing businesses and recruit new ones through technical assistance, market analysis, and strategic planning. In 2017, EMMS launched its first Facade Improvement grants program and awarded funds to seven businesses on the corridor. EMMS also engaged in a business snapshot and market analysis with Jon Stover and Associates to measure current corridor and real estate conditions and provide recommendations based on the implications. EMMS will use this information moving forward to help guide organizational and economic priorities.



\$20,000

GRANTS AWARDED

EMMS' Facade Improvement Grant Program is intended to stimulate improvements to commercial buildings and help build a stronger community. This year, the EMMS Design Committee awarded seven grants totaling \$20,000 for new and replacement projects including signage, awnings, stairs, windows, and lighting.

4

PUBLIC TA
SESSIONS

Throughout the year, the organization hosted four technical assistance sessions, titled "EMMS A.M.," to bring business owners together. Topics included business financing and grant opportunities, branding and on-site customer engagement, and a discussion on weekend activity on the corridor.

20+ HOURS

ONE-ON-ONE
CONSULTING

In addition to organized sessions, EMMS staff and Committee members spent over 20 hours working with business owners and managers one-on-one to support business operations and increase capacity.

NEW & RELOCATED BUSINESSES ON EASTERN MARKET MAIN STREET IN 2017



JOSELITO CASA DE
COMIDAS



GEORGETOWN OPTICIAN



REALIGNMENT STUDIO



ANTIOCHIA



TRADER JOE'S



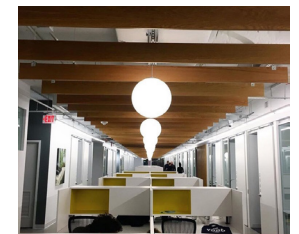
DISTRICT VET



BERKSHIRE HATHAWAY
HOMESERVICES PENFED REALTY



QUAVARO



THE YARD

EMMS 2017 BOARD OF DIRECTORS

Manuel Cortes, Chair
Owner, GroovyDC

Shaun Marble
COO, Premium Title

Mary Quillian Helms, Vice Chair
Owner, Mr. Henry's

Barry Margeson
Eastern Market Manager

Terry McDonald, Treasurer
General Manager, Scallan Properties

Sean Pichon, Design Committee Chair
Principal, PGN Architects

Lona Valmore, Secretary
Advisor and Director of Scheduling
for Secretary Hillary Clinton

Megan Shapiro
Realtor and VP, Compass Real Estate

Michael Berman, Promotions Committee Chair
Executive Director, Diverse Markets Management

Loren Bushkar
Executive Director, J.P. Morgan Private
Bank Investment Strategy

Alex Golding, Economic Vitality Committee Chair
Vice President, Stanton Development

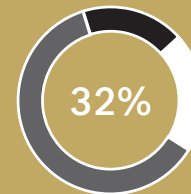
EMMS STAFF

Madeleine Odendahl
Executive Director

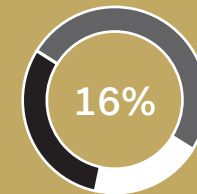
Matt Maresca
Grants and Special Projects Assistant

EMMS 2017 FINANCIAL REPORT

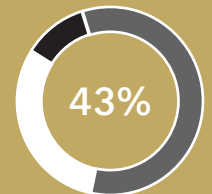
ASSETS	
Current Assets	
Cash in Bank	\$32,051.29
Total Current Assets	\$32,051.29
TOTAL ASSETS	\$32,051.29
LIABILITES & NET ASSETS	
Current Liabilities	\$0.00
Total Liabilities	\$0.00
Net Assets	\$32,051.29
TOTAL LIABILITES AND NET ASSETS	\$32,051.29



EMMS spent 32% of its operating budget on programming costs such as technical assistance, events, research, etc.



EMMS spent 16% of its operating budget on direct business support such as the facade improvement program, marketing campaigns, etc.



EMMS spent 43% of its operating budget on admin and start-up costs such as staff, rent, insurance, accounting, etc.

EMMS ACKNOWLEDGEMENTS

2017 DONORS

\$10,000+

Department of Small and Local Business Development

\$5,000 - \$10,000

700 Penn, LLC
National Capital Bank

\$1,000 - \$4,999

Loren Bushkar
Alex Golding, Stanton Development
Manuel Cortes, GroovyDC
Mike Berman, Diverse Markets Management
Don Denton, Coldwell Banker Capitol Hill
Catherine Held
Shawn Marble

Barry Margeson
Terry McDonald, Scallan Properties
Larry and Carol Quillian
Mary Quillian Helms, Mr. Henry's
Radici Market
Meg Shapiro, COMPASS
The UPS Store

\$500 - \$999

Barrel
Berkshire Hathaway HomeServices PenFed Realty
Boxcar Tavern
Capitol Hill BID
COMPASS
East City Bookshop
The Hill is Home

\$0 - \$499

Acqua al 2
Antiochia
Bowers Fancy Dairy Products
Capitol Hill Books
Clothes Encounters
Erika Rubel
Eye Central
Hank's Oyster Bar
Joselito Casa de Comidas
Karel Corporation

Labyrinth Games and Puzzles
The Lil' Key Shop.com
Music on the Hill
Peregrine Espresso
Prego Deli
Sanphan Thai Cuisine
Skin Beauty Bar
The Brig
Tom Rall

2017 VOLUNTEERS

Suzanne Adair
Mike Berman*
Ryn Burns
Loren Bushkar
Lindy Campbell
Christiana Campos*
Pierre Cartier
Melinda Contreras
Manuel Cortes*
Liz D
Cynthia Earman
Laura Escobar*
Lucy Gettman
Alejandro Golding*
Haley Grillo
Michelle Han
Mary Kaniewski
Hassan Kanu
Molly Kinder*
Sally King
Jenny Lane*
Harris Lenowitz
Sarah Lindsay
Carol Loewecke
Amanda Marcucci
Shaun Marble
Paul Marengo*
Barry Margeson
Shane Mayson*
Terry McDonald
Chris McClelland
George Mills

Idell Morse
Ben Odendahl
Alisha Oellermann
Clare Palace
Sean Pichon*
Torey Potter
Mary Quillian Helms*
Ann Richards
Alice Riedel*
Erika Rubel*
Betsy Rutkowski
Linda Samuel
Renu Schmoyer
Heather Schoell*
Meg Shapiro
Annie Stoltenberg*
Sabrina Sussman
Vicki Victor
Lona Valmore*
Mary Weirich
Vicky Winter
Carole Wright
John Wright
Kathy Wyer

*Denotes a member of one of the EMMS working committees - Promotions, Design, and Economic Vitality.

THANK YOU!



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Eastern Market Main Street is an officially recognized DC Main Streets Program and is funded in part by the Department of Small and Local Business Development.