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PHOTO CREDITS: IAN FOULK PHOTOGRAPHY, KHALID NAJI-ALLAH
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.

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

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.

HARD HATS AT HINE
May 21, 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
September 7, 2017
Hosted 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.

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.

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.

Participated: 57%
Did not participate: 43%
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.

20+ HOURS 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.

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
- Quavoro
- The Yard
EMMS
2017 BOARD OF DIRECTORS

Manuel Cortes, Chair
Owner, GroovyDC

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

Terry McDonald, Treasurer
General Manager, Scallan Properties

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

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

Shaun Marble
COO, Premium Title

Barry Margeson
Eastern Market Manager

Sean Pichon, Design Committee Chair Principal, PGN Architects

Megan Shapiro
Realtor and VP, Compass Real Estate

EMMS
2017 FINANCIAL REPORT

ASSETS

Current Assets

Cash in Bank $32,051.29

Total Current Assets $32,051.29

TOTAL ASSETS $32,051.29

LIABILITIES & NET ASSETS

Current Liabilities $0.00

Total Liabilities $0.00

Net Assets $32,051.29

TOTAL LIABILITIES 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
STAFF

Madeleine Odendahl
Executive Director

Matt Maresca
Grants and Special Projects Assistant
# ACKNOWLEDGEMENTS

## 2017 DONORS

<table>
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<tr>
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<td>$10,000+</td>
<td>Department of Small and Local Business Development</td>
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| $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 |
| $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  
Kareik 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

### 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 Marenco  
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  
Vicki Victor  
Lona Valmoro  
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.
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.