The first annual Market Week celebrated businesses, merchants, and vendors with a full week of activities and events. The Market Week Passport, distributed to over 1,200 visitors, introduced customers to the wide variety of businesses on the corridor. The week concluded with Night at the Market, a lively, community-oriented gathering that gave attendees "tastes" from six local restaurants.

GRANTS TO SMALL BUSINESSES
EMMS Façade Improvement Grant Program is intended to stimulate improvements to commercial buildings and help build a stronger community. In 2017, the EMMS Design Committee awarded seven grants totaling $20,000 for new and replacement projects including signage, awnings, store fronts, and lighting.

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

NEW & RELOCATED BUSINESSES ON EASTERN MARKET MAIN STREET IN 2017
- GEORGETOWN OPTICIAN
- JOSELITO CASA DE COMIDAS
- REALIGNMENT STUDIO
- EMMS' Facade Improvement Grant Program is intended to stimulate improvements to commercial buildings and help build a stronger community. In 2017, the EMMS Design Committee awarded seven grants totaling $20,000 for new and replacement projects including signage, awnings, stairs, windows, and lighting.

A campaign to draw customers and visitors to the corridor during the busiest shopping season of the year. The Holly Days included a comprehensive digital, print, and on-site marketing campaign that kicked off on Small Business Saturday and ran through the end of December.

TOTAL IMPRESSIONS: 234,301